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SEPTEMBER 19, 1960 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Musical Spurs New Recording Concept

'Molly Brown' May Signpost Bold Change in Show Score Exploitation

By PAUL ACKERMAN

NEW YORK — The exploitation of Broadway scores on the recording, publishing and broadcasting levels may undergo a dramatic change as the result of a far-reaching and bold plan now being tested in connection with the score of Frank Music's upcoming musical, "The Unsinkable Molly Brown," scheduled to open at the Winter Garden November 3.

The crux of the new concept is Frank Music's decision to restrict the entire "Molly Brown" score to all performances until November 22—three weeks after the opening date. This move introduces a measure of logic to song promotion. Record manufacturers, artist radio and TV programming executives will not be subject to hype and pressure in advance of the all-important Broadway opening. They will have opportunity to judge public reaction to the play, to study the songs and plan the best possible recording and programming approaches.

Risk in Concept

The concept, admittedly, involves a certain amount of risk; yet is of such a progressive nature

Frank Music Preps Demo

NEW YORK — Frank Music has prepared an unusually elaborate demo on tunes from the forthcoming Broadway musical, "The Unsinkable Molly Brown." Instead of following the customary practice of selecting four or five tunes for evaluation by labels and artists, Frank has packaged 10 tunes from the score in a two-color LP jacket.

Liner notes on the back of the album provide information on the show's cast, production personnel, plot outline, integration of songs, etc. Also made available to the diskeries (in a special two-color jacket) were professional copies of the 10 songs in place of the manuscript copies ordinarily sent out with demos.

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that it was quickly agreed to by upper echelon executives and creative personnel immediately concerned with the play, the score and the original cast album. These people are Stu Ostrow, Frank Music veepee; Meredith Willson, writer of the score; Joe Csida, Capitol Records veepee, and the play's director and co-producer, Dore Schary.

The element of risk, briefly, is this: The publishers, writers and producers are foregoing the usual advance buildup of mechanical licenses; performance royalties which would accrue via pre-opening night exploitation; advance promotion for the play via disks and song performances, etc. It is also especially noteworthy that Schary, with a background of experience in films where it is customary to use song promotion to buttress a picture release, agrees with the Frank Music point of view.

The assumption of a calculated risk by all involved is predicated upon several beliefs. Firstly, "the play's the thing" — that is, it is logical and eminently fair to record men, deejays, artists, etc., to have adequate time to judge and plan their disks and programming. Secondly, all involved with the play and original cast recording have utmost faith in the material. Thirdly, they believe the end-result will be a veritable avalanche of performances and recordings — in other words, the logical approach, utterly devoid of pressure and hype

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DISK STARS SHARE NBC 'PROM' TIME

NEW YORK — A new weekly network exposure outlet for young recording artists and bands opens up October 15, when NBC-TV debuts "NBC Saturday Prom," from 5:30 to 6 p.m.

Heretofore, with the exception of widely spaced guest shots on TV variety shows, TV network exposure for young disk artists has been limited to Dick Clark's "American Bandstand" afternoon ailer or his now defunct Saturday night show on ABC-TV.

Unlike the Clark show tho, "Saturday Prom" will present live performances by the disk names. Producer Ed Pierce, who conceived the program, has lined up acceptances from a flock of top disk names, including Frankie Avalon, Fabian, Bobby Rydell, Conway Twitty, Briart Hyland, Chubby Checker, and Santo and Johnny. Pierce will also book top band leaders (Billy Vaughn, Don Costa, Ralph Marterie, Buddy Morrow, Bill Black, etc.) who will work with NBC's house ork.

Every effort will be made, said Pierce, to achieve a sound as close to a star's hit record as possible. The show will originate from NBC's Studio 8-H here before an audience of about 500 young people, and a different high school group will be honored each week. Pierce plans to showcase outstanding school talent on the show as well as professionals.

R.&B. Tunes Make Strong Hot 100 Chart Comeback

Many Labels Re-Enter Rhythm & Blues Field; Artists Get Hot

By JUNE BUNDY

NEW YORK — Rhythm and blues is making a big comeback this year with a flock of old r.&b. hit tunes making the "Hot 100" chart and many r.&b. artists moving into the best-selling pop listings after an absence of several years.

R.&B. Re-Entry

Lagging pop singles sales, which inspired many labels to re-enter the grass-roots r.&b. field on an expanded scale, helped spark the new trend. Another contributing factor is the recent emphasis by deejays on "old favorites" programming featuring top hits — mainly r.&b.-oriented sides — of the '50's.

For example, the No. 1 record on the "Hot 100" chart this week is "The Twist," by Chubby Checker, his first disk on the chart in two years. "The Twist" was a rhythm and blues hit a couple of years ago for Hank Ballard and the Midnighters. King has released the original version which is No. 28 this week. Ballard presently has three different records on the "Hot 100" — "Finger Poppin' Time" No. 19; and "Let's Go, Let's Go," No. 87, marking the first time an artist has had three separate platters on the "Hot 100" at the same time. Altho Ballard has been a big r.&b. seller for years, this is the first time he has broken thru on the pop charts.

Also on the "Hot 100" this week in No. 27 slot is "Lucille" by the Everly Brothers, an r.&b. hit for Little Richard in 1957. "Devil or Angel," an r.&b. smash for the Clovers in 1956, is on the "Hot 100" in the No. 15 spot this week with a pop-ish version by Bobby Vee on Liberty.

One of the most interesting comeback stories is that of Shirley and Lee, who recently re-cut their 1956 Aladdin disk, "Let the Good Times Roll" (a No. 1 seller in r.&b. and a fairly strong pop hit) for Warwick. The Warwick platter is No. 54 on the "Hot 100" this week after only two weeks on the market. It's the duo's first pop hit in five years.

Jan and Dean's "We Go Together," No. 86 this week is a pop version of the Moonglows' 1955 r.&b. click, "Don't Be Cruel," No. 76 this week by the Bill Black Combo, was an r.&b.-oriented hit tune for Elvis Presley in 1956. Ruth Brown's 1953 r.&b. hit, "What a Dream," is on the "Bubbling" chart (No. 6) this week by Conway Twitty.

Old r.&b. hits, which have just dropped off the "Hot 100" include Frankie Lymon's "Little Bitty Pretty One," an r.&b. click for Thurston Harris and Bobby Day in 1957; and Bobby Vee's "Since I Met You Baby," r.&b. hit for Ivory Joe Hunter in 1956.

Other recent "Hot 100" items include such old r.&b. best sellers as Chuck Willis' "What Am I Living For" (1958), on the chart by Conway Twitty; "Earth Angel" by the Penguins (1954), and "Pledging My Love" by Johnny Ace (1954). Versions of the latter two by Johnny Tillotson were on the pop charts during the last three months.

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R.&B. Shows Brisk Output

NEW YORK — The new importance of rhythm and blues in the record industry is pointed up by the tremendous increase in output of r.&b. disks by manufacturers during the last month.

A weekly average of 15 r.&b. disks were submitted to The Billboard for review over the past four weeks, as compared to an average of three per week in 1959. Last year r.&b. hit its lowest ebb with only 114 r.&b. platters reviewed by The Billboard during the 12-month period.

NEWS OF THE WEEK

Cap Moves Into Education Field; School, Library Market Seen Big . . .

Capitol Records announced formation this week of an educational department with the special aim of building sales in schools and libraries. The firm has prepared a 48-page catalog of material of special interest to the educational market and will send specialists on the road to demonstrate materials to teachers and librarians. . . . Page 2

ARMADA Board Meets to Discuss Convention Plan, Bootleg Problem . . .

The exec board of ARMADA met in New York last week for discussion of key topics. These included an annual convention to include national sales meets of many labels, and a master plan to cope with the bootlegging problem. Prexy Art Talmadge said a move will, shortly be made on New York counterfeiters. . . . Page 2

Merchandising Diversification Seen Prime Factor By Lieberson . . .

Diversification of merchandising techniques is the key to the future expansion of the record business, according to Columbia prexy, Goddard Lieberson. He noted dealers, clubs and even vending machines as important selling

arms for the industry. Lieberson also remarked on the importance of maintaining a healthy singles business. . . . Page 2

Indiana Distributor Swings With Dealer Consignment Sales Plan . . .

Dealers Record Club, started last January by Indiana State Distributors, Indianapolis, appears to be paying off. Dealer members receive all goods from the club on consignment and club reps conduct complete quarterly inventories. More than 50 dealers are now active customers on the arrangement. . . . Page 3

DEPARTMENT AND FEATURES

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Capitol Maps Invasion Of Educational Field

Special Staff to Contact Schools, Work With Interested Local Dealers

By LEE ZHITO

HOLLYWOOD — Capitol has formed an Educational Department and is launching a full-scale invasion of the growing school market. It has issued a 48-page "Educational Catalog for School and Library Use" listing more than 300 albums culled from the Capitol and Angel catalogs.

Educational market is estimated at the \$15,000,000 per year level with an annual expansion running

as high as 25 per cent. Relatively small school system's annual disk order has been known to total \$50,000.

Educational Debut

This marks Capitol's first organized move into the educational field. Educational Department will function as a part of Capitol Records Distributing Corporation, label's sales subsid. School sales push was mapped by CRDC veepee Stan Gortikov. Its operation will be supervised by Market Planning Director Art Duncan and National Educational Manager Carl Post. Post, a concert pianist in his own right, formerly served Broadcast Music, Inc. as West Coast head of its classical subsid, Associated Musical Publishers. He joined CRDC three months ago when the Educational Department

first was being organized. Operation will headquarter at the Capitol Tower here.

Educational Department's wares will be available to regular record dealers. Its operation will be aimed at helping those retailers who are interested in this facet of the disk business and are able to bid for school system contracts. In addition to selecting specific material from the Angel and Capitol catalogs suitable for school use, it will concentrate its efforts on exposing the product to school buyers and providing special services to educators.

Specialists Hit Road

It will hire educational specialists who will hit the road for in-person calls on school officials. They will stage demonstration for

(Continued on page 44)

Holmes to Top Everest Post

NEW YORK — Leroy Holmes has been named general manager of Everest Records. The appointment was announced by Harry D. Belock, prexy of Belock Instrument Corporation, parent firm of Everest

According to Holmes, the diskery plans a heavy new push into both singles and albums and intends to go after major disk artist pacts. The streamlined operation will see a diminishing of big volume releases with a sharper focus levelled on controlled release, with special emphasis on the pop field.

Operating on the staff in addition to Holmes will be Raoul Poliakin as classical a.&r. chief; Marty Weiss as ad and publicity head; Bob Engler in charge of the recording studio and Moe Preskel in charge of national sales and promotion. Preskel added sales to his functions when Charles Schicke ankleed the Everest scene last week.

Holmes will continue his recording activities in Nashville as well as here and on the Coast. He recently pacted to the label such talent as Billy Grammer, Wayne Walker, and will soon have new

(Continued on page 44)

ARMADA Execs Huddle on Plans

Talmadge Outlines Convention Set-Up; Bootleg Fight; New BPI Evaluations

By JUNE BUNDY

NEW YORK — The executive board of ARMADA met here last Monday (12) to discuss several key projects, including (1) an annual convention which will integrate national sales meets of a flock of diskeries; (2) a plan to break down Business Percent Index figures into disk categories; and (3) further exploitation of the organization's campaign to stamp out bootlegging and counterfeiting, via a master plan to obtain federal legislative help.

ARMADA prexy, Art Talmadge, veepee-general manager of United Artists Records, said ARMADA and its law firm, Blanc, Steinberg, Balder & Steinbrook will move in shortly on disk counterfeiters operating out of New York City on a big scale. Meanwhile, Talmadge noted, Sid Mittelman will be brought to trial on bootlegging charges in New Jersey in the near future, and complete information on the way bootleggers operate on the West Coast was handed ARMADA recently in a 32-page confession made by an alleged California bootlegger - counterfeiter.

Talmadge stated: "The bootlegging keeps popping up every time half a dozen hot records hit the charts. While ARMADA has made great strides in bringing evidence to the attention of the State Attorney's office, I feel that the only thing that will bottle up the entire bootleg activity is to have a federal

law passed making it a criminal offense to buy or sell the bootleg merchandise. I am appalled at the lack of concern shown by some dealers when they are offered this bootleg merchandise. They have no desire to know and show no concern as to whether or not it is being sold to them by legitimate sales people."

Talmadge noted that since ARMADA started its drive, many distributors have reported that sales have improved—in some cases as much as 80 per cent. Distributors

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AMERICAN RANK DENIES EMI CONTROL RUMOR

LONDON — The Rank Organization, owner of Rank Records International and Rank Records of America, Inc., has denied rumors of the latter firm being taken over by EMI.

Assistant managing director Kenneth Winckles, in a formal statement, said he wished it to be definitely known that no discussions had taken place, neither were any contemplated, either with Electrical and Musical Industries Limited, or with any other organization.

Since EMI took over the Top Rank label in Britain last month, thus becoming the affiliate here of Rank Records International, Rank has consistently stated that the hand-over would only affect this country and that the American-based Rank subsidiaries would continue to operate as before.

Colpix Grabs 'Pepe' Track Album Rights

NEW YORK — Colpix Records will release the sound-track album of Columbia Pictures' new big-budget movie "Pepe," featuring vocals by disk stars under contract to several other labels — Bobby Darin, Bing Crosby, Maurice Chevalier, Judy Garland, Andre Previn, Sammy Davis Jr., and Shirley Jones.

The album will be released in late October. Musical supervision of the film and the soundtrack album is by Johnny Green. "Pepe," which stars Mexican comedian Cantinflas, features a flock of big names—including the above mentioned artists — in "cameo" roles, a la "Around the World in 80 Days."

LIEBERSON ANALYZES DISK SALES FACETS

NEW YORK—Diversification of merchandising techniques—the development of many sales arms, each of which aids the other and ultimately produces a general awareness of records at the consumer level—is the key to continued expansion of the record industry.

This concept was stated last week by Goddard Lieberson, Columbia Records president, who analyzed several facets of the current record business. Lieberson noted that the retailer is a selling arm; the Club is a selling arm; record vending machines—with which Columbia is still experimenting—may be similarly regarded. Other merchandising devices are being developed, such as the label's automatic release plan in the classical and esoteric fields.

The massive shifting of populations, the changes in consumer buying habits, make it necessary to go to the people with new and creative merchandising ideas, the Columbia president pointed out. Many record dealers, he added, are realizing that the total effect of such merchandising is beneficial to them. "We are coming into an era of more class stores, and the incentive for consumers to go into such stores will not only be price, but also service," Lieberson noted. The concept of self-service will also expand, he predicted.

Touching upon the singles business, the Columbia president stated that this facet of the industry must be rehabilitated. Glib statements to the effect that singles represent only 15-20 per cent of the dollar volume are an "oversimplification" of the matter, he said. In terms of profit, of talent development, of exposure, singles are vital to the industry, he added. The seven-inch 33 disk, Lieberson hopes, will spark such a rehabilitation. He termed it unfortunate that the singles disk market had become fragmented. "The industry gave up the adult" he noted, "but a big hit crosses over."

Lieberson expects 1960 to be the biggest year in the history of Columbia Records—and the biggest year in the history of the industry—providing the nation's general economy continues at the present pace for the remainder of 1960. He expressed particular satisfaction over the growth of the label's classical catalog.

Big Intro for New Victor Stereo Phonos

Saxon Terms Cleveland Show Test Pattern

CLEVELAND — Mainline Distributors, local RCA distributor, uncorked a major promotion drive here Wednesday (14) introducing to local press, dealers and public alike, the new RCA Victor stereo phonograph line.

Key aspect of the plan was a concerted effort to educate the public on the real meaning of stereo and what it can and cannot do, via an all-day public showing Thursday (15) of the line in the Embassy Room of the Hotel Carter. Victor spokesmen here termed the idea unique inasmuch as it constituted a one-company public hi-fi show.

The plan was masterminded by Mainline's well-known proprietor Bill Shipley, and his son, Jim, a veepee of the firm. Speaking at a

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The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

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L. W. Gatto Main Office, Cincinnati
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Hilmer Stark Coin Mach. Division, Chicago

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Circulation Department

B. A. Bruns, Director Cincinnati
Send Form 3579 to
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Second-class postage paid at Cincinnati and at additional entry office. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; Funspot, the monthly magazine of amusement management, and High Fidelity, the magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis
Vol. 72 No. 38

VICTOR CUSTOM SERVICE OFFERS 33 7-INCHERS

NEW YORK — RCA Custom Record Sales has announced that it is offering facilities for the manufacture of a seven-inch 33 r.p.m. record for both monaural and stereophonic reproduction.

According to Ralph C. Williams, manager of the department, the compounds to be used in the production of the disk have been selected with the prime purpose of insuring optimum reproduction at the highest quality standards.

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RSI STEPS UP ACTIVITY; ADDS ANOTHER SERVICE

NEW YORK—Record Source, Inc., organization which services subscribing stations with spotlight singles as selected by The Billboard, has stepped up its activity and has added personnel. Virtually all labels, including the four major labels, are now participating in the singles service, entailing the shipment of 10 singles weekly to subscribers.

As of last week, 241 stations had subscribed, indicating steady growth. The subscription list represents 43 states, Canada, Australia, Sweden, British West Indies, North Africa, Trinidad and Thailand. Other overseas areas have requested information relative to the service.

Hal Cook, RSI exec, has added Bruce Hinton and Donald McKay to the RSI staff. Hinton will be sales manager for the Eastern seaboard and McKay will act in a similar capacity in the Midwest. Cook will soon appoint other reps for the South and West Coast.

New Service

RSI is also debuting three album services and one new singles service.

The new singles service—offered in addition to the present singles service—is a non-rock-and-roll series comprising six singles a week. Rates are \$110 annually, \$140 via air, \$30 quarterly and \$38 quarterly via air.

The album services include a basic catalog of 550 packages drawn from 16 repertoire areas; a pop album service of 10 disks monthly, and a classical service of five monthly.

The basic catalog is sold by categories, that is, the 25 packages making up the dance orchestra category sells for \$25; 50 disks comprising the classical segment is available for \$50, etc. The basic catalog includes such additional categories as Easy Listening, Light Classics, Opera Excerpts, Band, Concert and March, Popular Hit Parade, International, Theater, Latin-American, Folk, Children's, Jazz, Choral and Specialty.

With regard to the basic catalog, a new subscriber may select items at random with a minimum order of 50 albums. Price per LP on an individual selection basis is \$1.10 each.

The pop album service, which provides new product at the rate of 10 albums monthly for 12 months, is available at \$125 and the classical service of five monthly at \$70.

UA to Woo Comedians Via Top Free Material

NEW YORK — In a move to cash in on the current popularity of comedy albums, United Artists Records has come up with a new concept in the field — designed to snare heretofore unavailable talent.

The label has commissioned two of TV's top comedy writers — Ernie Sultan and Marvin Worth — to write special material for a series of LP's by different comedians.

Mengelberg Disks Reissue

AMERSFOORT, Holland — A series of 12 Mengelberg records (made in the years 1939-40) will be issued in the States under the Epic label.

The program contains these works: Beethoven's nine symphonies, with exception of the Third; Mahler's Fourth Symphony (with Jo Vincent) and Brahms' First Symphony.

Philips has issued these live recordings in albums which are well documented with an interesting collection of exclusive photographs, authentic letters from famous conductors and composers, information about the music played and one of the most prominent conductors of the first half of the 20th Century, Willem Mengelberg.

2 More Firms Ink Consent

WASHINGTON—The Mangold Distributing Company and Marshall Enterprises, Inc., of Baltimore, have signed a Federal Trade Commission order agreeing not to use payola to get records played on the air. The consent agreement does not constitute admission of guilt.

FTC charged the firm, together with Emanuel Goldberg, with payola last May. The agency says payola deceives the public and constitutes an unfair trade practice.

Indiana Firm Develops Unique Distrib Technique

By REN GREVATT

INDIANAPOLIS — A revolutionary new technique of record distribution undertaken here last January by Indiana State Record Distributors, Inc., appears to be paying off on the basis of the first nine months of operation.

The operation, which is a wing of the Indiana State firm, is known as Dealers Record Club, under which dealers are supplied under a contract arrangement, product of all labels strictly on a consignment basis. In a sense the deal involves one-stopping with certain business-like refinements.

On Consignment

At the onset, the dealer signs an agreement to buy his records exclusively from the Record Club. The club representative then comes into the store and determines the amount and type of product most

likely to be salable in the given location. The inventory — up to \$20,000 worth is then moved into the store and the dealer is ready to go. All the merchandise is on consignment. The dealer pays the club only for what he actually sells. Except for front money involving 20 per cent of the value of the initial order, the dealer is required to lay out no cash of his own.

Each week the dealer takes stock of the sales he has made and sends in his payment for this sold merchandise only. Every three months, the record club men come into the store and take a complete inventory, removing items that have not sold during that period and bringing up new material.

The idea is the brainchild of swinging Ohio distributor Mel Herman and the club is operated here by Herman's brother, Jerry, of Indiana State. Between the two

Herman brothers and their brother-in-law, Herb Harlow, four regular distributorships and two one-stops are operated in Cleveland, Cincinnati and here. Tho the dealer club idea has been tried only in Indianapolis so far, its success here with over 50 dealers now enrolled in the plan, may well lead to opening similar operations in the aforementioned Ohio territories. It's understood that this is now in the discussion stage.

Dealers pay straight wholesale prices of \$2.47 for \$3.98 records and \$3.09 for \$4.98 disks, etc. The profit margin for the Club operators lies in the difference between these prices and those which the Club can obtain from distributors of the various labels, based on special merchandising plans, price discounts.

Quantity Buys

"I buy tremendous quantities of records from plan to plan," Jerry Herman told The Billboard. "We try to anticipate plans and deals that will be coming along and do everything we can to take the most possible advantage of them. Then we simply give our dealer members a convenient pay-as-you-go plan and with that and our regular taking of inventory, they can't pos-

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FCC Ruling Affects TV Network Music

By MILDRED HALL

WASHINGTON — Music programming on network television will be affected to some extent by last week's Federal Communications Commission decision to cut network option time by one-half hour, out of the present three-hour period nets control in each of the three main segments of the broadcast day. In some music camps, any whittling of the net program time where big standards make big performance money, is sad. In others, where independently packaged and programmed shows use other types of music, any break in network grasp of prime evening time on television offers interesting possibilities.

By a scant majority, and over Chairman Ford's dissent, the FCC, this past Friday (16), declared op-

tion time in general a "necessity" to networking and in the public interest. In addition to voting the scant half-hour reduction, the FCC voted to give affiliated stations more right to reject net programs in favor of local interests, or when net programming proves "unsuitable." It was decided also to treat "straddle" programs which run over from option time to free time, as entirely "outside of option time," thus giving nets another time ad-

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NAB Names TV Music Committee

WASHINGTON — The Television Music Advisory Committee for 1960-61, has been announced by the National Association of Broadcasters, with Campbell Arnoux, WTAR Radio-TV Corporation, Norfolk, named chairman of the eight-man group. The Advisory Committee was established by NAB to collect and analyze information concerning use of music on TV stations. Formation of the NAB copyright committee was also announced, with Omar F. Elder Jr., ABC television network counsel, as chairman.

Other members of the music

(Continued on page 59)

Gay B'dcasting Issues Stock

WASHINGTON — Connie B. Gay Broadcasting Corporation has filed a registration statement with the Securities & Exchange Commission registering 130,000 shares of common stock, par value \$1 per share, for sale to the public. The announcement was made by Connie B. Gay, president and board chairman of the Washington-based company. Hill, Darlington & Company, New York, heads the group of underwriters making the offering.

Gay stated that a portion of the proceeds realized by the company from the proposed financing would be utilized to acquire television Station KFEQ-TV and radio Station KFEQ in St. Joseph, Mo., and radio Station KLIK, Jefferson City, Mo.

The public offering is expected to be made the latter part of October.

HARRIS REFORM BILL NOW LAW; PRESIDENT SIGNS

WASHINGTON — The President last week signed into law the Harris anti-payola, broadcast reform bill which provides allowance for airing of free records without announcement, under a revised Section 317 of the Communications Act. (The Billboard, September 12, 1960).

With free records out from under the payola shadow in broadcasting, there now remains only the final smoothing out of details on what will be permissible, and what will constitute violation of the new sponsorship identification section. This is expected to be done in the near future, as industry spokesmen and the FCC get together on a basis for final rule-making.

It will then behoove record manufacturers, distributors, etc., to study the final results, keep a reference copy handy, and avoid risks in giving free disks to stations and their personnel.

The Harris bill, which passed as S. 1898, makes payola a criminal offense, prohibits quiz frauds, and sets up fines which can aggregate to \$10,000 for offending broadcasters when they "wilfully or repeatedly" violate the Communications Statute or the FCC rules.

ries of LP's by different comedians. The album material becomes the property of the comic, who in turn gives UA an option for at least two moe albums.

Thus, explains UA veepee-general manager Art Talmadge, the label may gain access to the talents of well-known comedians heretofore reluctant to record on the theory that once the public hears your routine on wax they won't pay to watch the same act in a night club.

The series will be packaged for UA by Paul Rosen of N. R. B. Associates Ltd., manager of Sultan and Worth. The first UA album will feature Buddy Hackett, and negotiations are on for the services of Don Adams, Don Knotts (of the Steve Allen Show), Gabe Dell (also

(Continued on page 59)

Marks Bombs Brit. 'Laura' Criticism

NEW YORK — Herbert Marks, prexy of Marks Music, publisher of the song, "Tell Laura I Love Her," lashed back this week at British critics of the song. (See London dispatch this issue.) The song and its release on record in England has become a cause celebre there due to its allegedly "nauseating and obscene" lyrics.

Referring to a statement attributed to Leonard D. Hodge, national director of the British Safety Council, Marks asserted: "I would like to point out that in English balladry and folklore, some of the loveliest songs have dealt with the same sort of subject which Mr. Hodges describes as 'a nauseating theme,' and allegedly seeks to prohibit under the Obscene Publications Act.

"It is also my recollection that many nursery rhymes originated in England. There is 'Jack fell down and broke his crown and Jill came

(Continued on page 58)

PEP Sales New Disk Distrib

HOLLYWOOD — Ted Rosenberg, Columbia Records branch manager here, and Bob Stern, veteran disk promotion man currently with Sid Talmadge's Record Merchandising, will team their talents to form a new disk distributing firm in this area, The Billboard learned last week. Both resigned their respective jobs last week and are shooting for an October 1 kick-off date for their firm to be known as PEP Record Sales Company. They will be joined by Ronnie Ricklin.

Rosenberg is the firm's prexy, Stern is veepee, and young Ricklin is secretary-treasurer. Each of the

(Continued on page 20)

'Laura' Lyric Still Topic of Controversy

LONDON — "Tell Laura I Love Her" is back in the headlines. This time because some members of the public think the lyric so bad that criminal prosecution might be called for.

The Director of Public Prosecutions has been asked to investigate the wording of the song with a view to possibly taking action under the Obscene Publications Act.

Behind the move is Leonard D. Hodge, national director of the British Safety Council. He said he felt that the lyrics tended to deprave and corrupt impressionable teen-agers. Its "nauseating theme" would foster a "glorious death cult."

He had appealed to EMI, the firm that first released the number here (a cover by Ricky Valance on Columbia) to withdraw it but had received no reply and wrote to the public prosecutor.

The disk has had a controversial life here. Decca, RCA's affiliate, at first refused to release the Ray Peterson version. It eventually was issued after the Valance cover had become a chart item. This has now risen to No. 4 — which would have been impossible without some deejay and considerable public support.

BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

The brightest star on Britain's music scene at the moment is a young Cockney composer, **Lionel Bart**. He wrote "Living Doll" for **Cliff Richard**. It became a hit in many countries and he has a remarkable string of other pop hits in this country. Two of the most successful shows of the current London theater season bring him added glory in a less ephemeral field. They are "Fings Ain't Wot They Used t'Be," for which he wrote the songs, and "Oliver," a musical version of Charles Dickens' "Oliver Twist," for which Bart wrote book, music and lyrics. This show will be presented on Broadway in the fall of 1961 by **David Merrick**. It will probably be filmed here next year, reportedly in conjunction with 20th Century-Fox. Bart is now working on a new musical, "Blitz," about Cockney life during the war. It will star two of Britain's leading entertainers, **Max Bygraves** and **Anthony Newley**. Should "My Fair Lady" end its run at Drury Lane next year—it would have run three years—then it is not inconceivable that "Blitz" will break the monopoly held by American musicals at the venue since the end of the war.

Vera Lynn has finished a party-type album for M-G-M in London—her third LP for the label...

BBC-TV has **Trudi Adams** inked for its Sunday "Showtime" series, December 4 and 11. The programs are scheduled against the heavy opposition on the commercial channel provided by ATV's "Sunday Night at the London Palladium." The BBC effort will have a different theme each week; the first, September 25, is devoted to current London musicals and includes **Anne Rogers** ("My Fair Lady"), **Roberta D'Esti** and **Don McKay** ("West Side Story"). Several American comics are booked for later shows. The **Beverly Sisters** are set for October 30.

Negotiations for a fifth American tour by **Ted Heath** and His Music next month have been abandoned. There was insufficient time to set a suitable itinerary and the project has been put back until February. Heath also has an offer to visit Russia. If it comes off, and no one expects any firm development for many months, then he will head the first commercial British band to play there.

An upheaval in British broadcasting which is going to have great affect on the pop music industry came nearer last week then the government named the members of the Pilkington committee which will make suggestions on the future of both radio and television. The latter may result in a

(Continued on page 14)

BELGIAN Newsnotes:

By JAN TORFS

Juke Box Magazine,
Mechelen, Belgium

Altho "Cathy's Clown" is still running strong. Warner Bros. is rushing out the **Everly Brothers'** new hit, "So Sad" and "Lucille." "With The Billboard's new Overseas Edition being so widely circulated in Belgium, anything appearing on the Hot 100 Chart just cannot wait," according to **P. J. Goemare**, WB distributor in this country.

Peter Kraus, a favorite among Belgian teen-agers, made a personal appearance in Antwerp for the premiere of his film, "Melodie und Rythmus." He was escorted by a police escort and caused a near-riot when he stopped in Cinema Rex to give away autographs. Peter records for Polydor and recently completed a new German film with that other famous teen-ager, **Conny Froboess**.

Neil Sedaka, one of the top RCA talents, became world famous even before he reached the

top in the U. S. His record, "Oh, Carol," is still running and the best-selling record RCA ever had so far in Belgium.

DANISH Newsnotes

By TED WOLFRAM
Copenhagen, Denmark

Alien and domestic pop singers are getting good breaks on the Danish National Radio and TV programs. Making appearances, during the past week, were the English chirper, **Valerie Masters** (Fontana label); **Birthe Wilke**, local fave, just back from U. S. A. and singing "Everybody's Somebody's Fool"; and **Jimmy Moore**, from Jamaica, with **Don Anselman's** Calypso Ramblers. Tono Records claims it has a new "find" in **Barry Byberg**, 23-year-old Norwegian, former boxer, whale-hunter and circus canvasman, who for the past two years has been

singing in Sweden's Folk Parks. Record firms in Norway and Sweden turned him down—too strong a Swedish or Norwegian accent—but Danish Tono had him make a test platter in English, and gave him a contract. First platter to come out will be "Words."

Mezz Mezzrow, jazz clarinetist, will appear with the (Danish) Carnieals jazz band, December 15-January 15 (1961), in tour of jazz clubs in Danish towns. . . . Pianist **Memphis Slim** has an LP platter for Danish Gramophone record firm. . . . **Catherine Caps**, French pop singer, appearing in club room of suburban Kysten's Pearl Hotel. . . . **Harry Belafonte** will be at the Berns Cabaret, for four days, mid-September. . . . **Norrie Clement**, California pianist, playing at Gillet, dine-dance spot. Estrad concert bureau to present **Wilbur de Paris** band in concert, mid-September. Turned down an offer from **Art Blakely** and his Messengers. . . . In Gothenburg, the **Deep River Boys** are being featured in Liseberg amusement park.

William Byrd, American conductor, directed Sunday (11) night concert of the Danish National Radio's light orchestra and **Svend Saaby's** chorus in selections from the works of **George Gershwin**, **Ferde Grofe** and other modern American composers. . . . **Kay Starr** made a short stop-over here, en route to England. . . . Blues singer **Little Brother Montgomery**, who has been singing in England, will soon be heard here. . . . **Metronome Records** and booker **Richard Stangerup** will present the English trumpet ace, **Nat Gonella**, and **Acker Bilk's** Paramount Jazz Band in a concert at Falkoner Center Theater on September 20. American photographer **Joe Covello** and caterer **Bern Nielsen** expect to open their Hi Fi Club September 22.

(Continued on page 14)

AUSSIE Newsnotes

By JOHN COLLINS
81 York Street, Sydney

Ricky Nelson arrived here September 1 to one of the most tumultuous welcomes any artist has received in Australia. Capacity houses saw Ricky give a polished performance. Nelson has now completed a tour of the main cities, Sydney, Melbourne and Brisbane, and his left for Manila where he plays a three-day show, which it is understood has already been booked out.

EMI is issuing on September 29 an LP by **Duane Eddy** entitled "Duane Eddy Plays Songs of Our Heritage." This recording is packaged in a special lavish illustrated folder and contains a full color photograph 24 by 18 inches in size of the star. A similar packaged album by **Ricky Nelson** entitled "More Songs by Ricky" will be issued following this artist's tour of Australia. A radio advertising

Best-Selling Pop Records in BRITAIN

Week ending September 16, 1960

(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist	Label
1	1	APACHE—The Shadows	(Columbia)	
2	2	BECAUSE THEY'RE YOUNG—Duane Eddy (London)		
3	3	MESS OF BLUES—Elvis Presley (RCA)		
9	4	TELL LAURA I LOVE HER—Ricky Valance (Columbia)		
11	5	ONLY THE LONELY—Roy Orbison (London)		
6	6	GIRL OF MY BEST FRIEND—Elvis Presley (RCA)		
4	7	PLEASE DON'T TEASE—Cliff Richard (Columbia)		
7	8	AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia)		
5	9	WHEN WILL I BE LOVED—Everly Brothers (London)		
8	10	EVERYBODY'S SOMEBODY'S FOOL—Connie Francis (M-G-M)		
10	11	PAPER ROSES—Kaye Sisters (Philips)		
—	12	HOW ABOUT THAT?—Adam Faith (Parlophone)		
12	13	LOVE IS LIKE A VIOLIN—Ken Dodd (Decca)		
13	14	IF SHE SHOULD COME TO YOU—Anthony Newley (Decca)		
15	15	TIE ME KANGAROO DOWN, SPORT—Rolf Harris (Columbia)		
16	16	SHAKIN' ALL OVER—Johnny Kidd (HMV)		
18	17	LORELEI—Lionie Donegan (Pye)		
14	18	I'M SORRY—Brenda Lee (Brunswick)		
19	19	VOLARE—Bobby Rydell (Columbia)		
24	20	WALK, DON'T RUN—Ventures (Top Rank)		
21	21	PLEASE HELP ME, I'M FALLING—Hank Locklin (RCA)		
28	22	IMAGE OF A GIRL—Mark Wynter (Decca)		
—	23	WALK, DON'T RUN—John Barry (Columbia)		
17	24	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London)		
25	25	CARIBBEAN HONEYMOON—Frank Weir (Oricel)		
20	26	GOOD TIMIN'—Jimmy Jones (M-G-M)		
22	27	FEEL SO FINE—Johnny Preston (Mercury)		
29	28	WHITE CLIFFS OF DOVER—Acker Bilk (Columbia)		
—	29	NICE AND EASY—Frank Sinatra (Capitol)		
23	30	LOOK FOR A STAR—Garry Mills (Top Rank)		

GERMAN Newsnotes

Northern Germany

By BRIGITTE KEEB

Music Editor, Automaten-Markt
Braunschweig, Germany

Willy Schneider was given a gold record by the Polydor label in honor of his 25th record anniversary. In that period he recorded more than 500 titles and sold about 6,000,000 records. The celebration party took place September 5 on a Rhine steamer where many friends congratulated the very popular singer for this event as well as his 55th birthday.

Heidi Bruhl was rewarded by the Philips label for a half million records sold of the Jary composition, "Wir Wollen Niemals Auseinander Geh'n." Music was written by **Charley Niessen**. Other Philips recording artists starring in that film: **Trude Herr**, **Claus Herwig**, and the Dutch Swing College Band.

For his recently announced new radio program, "The Golden Records" (title now changed to "American Record Millionaires"), which will be heard thruout Europe, including Italy and Great Britain, disk jockey **Paul Siegel** wants American records old and new which either hit the 500,000 or 1,000,000 mark. Interested firms may send the records to Siegel at Gustav-Freytag-Str. 11, Berlin-Grunewald, Germany.

U. S. Columbia is expected to release **Heino Gazes'** "Sing Song Girl" which had been recorded here by **Rolf Simson** on Telefunken. . . . Capitol will release the American version of "Wer Wird der Erste Sein" ("Who Will Be the First One?") sung by German teenage songstress **Conny**.

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk,
Munich

UFA's film musical "Hit Rockets" is in the cutting room. **Eric Ode** directed. Among 15 hits are "Mona Lisa" by **Nat King Cole**, "Sophisticated Lady" by **Duke Ellington**, "Minnie the Moocher" by **Cab Calloway**, "You Are Not the Kind" by **Sarah Vaughan**, and "Oui, Oui, Ca Va, Ca Va" by **Jacqueline Boyer**. . . . **Frank Chacksfield** has recorded the German instrumental "Angelique" composed by **Gerhard Winkler**. **Marcel L. Stellman** produced it for Decca.

German jazz authority **Joachim E. Berendt** left for the States to attend the California Jazz Festival in Monterey. . . . German **Hans Koller** got the "Grand Prix du Meilleur Soliste Europeen de Jazz 1960." He formed a new group with **Karlhans Berger**, **Klaus Hagl** and American **Fred Dutton**, a former **Dave Brubeck** man. Koller's new compositions are "Jettin' With Lufthansa" and "Katanga Ballad."

American soprano **Leontyne Price** was guest star at the opening of West Berlin's Music Festival. **Herbert Bon Karajan** conducted. . . . **Mario Del Monaco** will tour Dortmund, Munich and Hamburg. . . . RCA has invited **Werner Mueller** to conduct a concert in Cleveland. . . . A total of 100,000 records have been sold of **Vico Torriani's** new hit, "Calcutta Liegt am Ganges."

Germany exported 10,600,000 records during 1959. Teldec exported 4,000,000, and RCA 2,500,000 from Germany. . . . **Jo Roland** has recorded for Decca the German version of the U. S. hit, "Do You Mind," titled "Caroline."

ITALIAN Newsnotes

By SAM'L STEINMAN

Piazza S. Anselmo 1, Rome

Following their New York appearance at the Academy of Music, the Neapolitan Festival group will make a tour of 14 cities on the Stanley Theater circuit. . . . **Aurelia Fierro** intends to return by the round-the-world route. . . . RCA recording star **Franco Nebbia** was the Lido Excelsior's top bar attraction during the Venice Film Festival.

More opportunities for TV exposure of music and talent are ahead with the opening of RAI's second channel during the Milan TV-Electronics Show later this month, but for the present a new musical quiz, starring the late **Mario Riva**, has been canceled, and it is unlikely that "Musichiere" will now be brought back. **Riva** coverage in Italy has topped that which followed the death of **Fred Buscaglione** in an auto accident earlier this year. . . . **Domenico Modugno**, who says "I haven't a free evening until 1961," collected top fee of \$8,000 for one song in **Folco Lulli's** "Vacation in Argentina."

The all-Italian Festival of Zurich, which will be televised on Eurovision, will present **Claudio Villa**, **Anita Traversi**, **Gino Latilla**, **Rick Valente**—**Caterina's** kid brother—and a half dozen other top Italian names in 10 original songs which will be sung first in Italian and then in French, German or English by non-Italian vocalists. . . . **Renato Carosone**, retired as a combo leader, is planning a documentary film which will illustrate the birth of a phonograph record.

The rebels who refused to appear at the last Neapolitan Festival, are going to have their own event of modern Neapolitan songs September 29-30. Some top names

who will get into the act are **Fausto Cigliano**, **Mina**, **Peppino di Capri**, and **Paola Orlandi**, with **Bruno Canfora** as conductor. . . . **The Rock Hudson-Gina Lollobrigida-Sandra Dee** film, "Come September," is drawing crowds of teen-agers in Milan, where it's shooting, but the top draw is not one of the three stars but **Bobby Darin**, whose "Mack the Knife" was just as big a hit over here. . . . Graz, lots!

Best-Selling Pop Records in ITALY

Week ending September 16, 1960

(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist	Label
1	1	IL NOSTRO CONCERTO—Umberto Bindi (Ricordi)		
2	2	NESSUNO AL MONDO—Peppino Di Capri (Carisch)		
4	3	IMPAZZIVO PER TE—Adriano Celentano (Jolly)		
2	4	IL BARATTOLO—Gianni Meccia (RCA Camden)		
5	5	SCANDALO AL SOLE—Percy Faith (Philips)		
7	6	IL CIELO IN UNA STANZA—Mina (Italdisc)		
8	7	PERSONALITA'/TILL—Caterina Valente (Decca)		
6	8	MULE SKINNER BLUES—The Fendermen (Top Rank)		
10	9	MORGEN—Eddie Calvert (Columbia)		
12	10	VOCE 'E NOTTE—Peppino Di Capri (Carisch)		
9	11	STUCK ON YOU/FAME AND FORTUNE—Elvis Presley (RCA)		
14	12	MY HOME TOWN—Paul Anka (Columbia)		
11	13	STAIRWAY TO HEAVEN—Neil Sedaka (RCA)		
13	14	CORIANDOI—Mina (Italdisc)		
15	15	MUSTAFA—Staffi (Vogue)		
16	16	WORDS—Pat Boone (London)		
—	17	MILORD—Edith Piaf (Columbia), Dalida (Barclay)		
17	18	BEAUTIFUL OBSESSION—Sir Chauncey (Warner Bros.)		
—	19	GABBIE—Eddie Calvert (Columbia)		
—	20	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London), Buddy Hackett (Top Rank)		

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- "THE ANGEL WORE RED"
- "THE UNFORGIVEN"

- "LORETTA"
- "HENNESSEY"
- "ADVENTURES IN PARADISE"
- "THE UNTOUCHABLES"

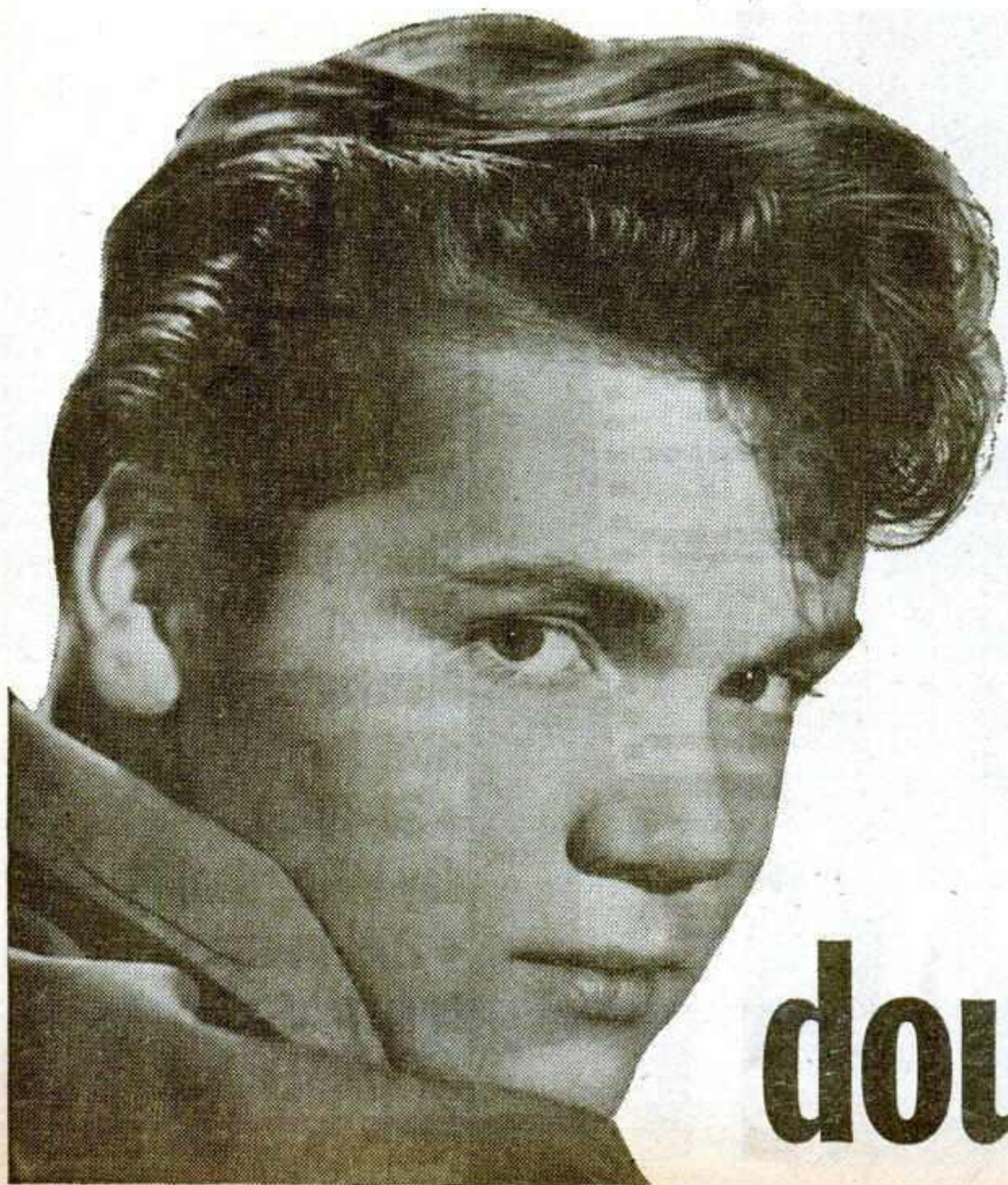
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R.&B. Platters Making Strong Chart Return

• Continued from page 1

New releases featuring old r.&b. best-selling songs include "Don't You Just Know It," a Huey Smith hit in 1958, released today by the Fendermen; "Have Mercy Baby," Billy Ward and Dominoes, 1951, sliced by the Bobbettes this month; "Buzz Buzz Buzz," the Hollywood Flames, 1958, which is Frankie Lynton's new release. Eddie Cooley recently cut his 1956 r.&b. hit "Priscilla" for Roulette, and the flip side of the Bobbettes' new release is "Dance With Me Georgie," derived from two oldies, "Work With Me Annie," Hank Ballard, 1954, and "Dance With Me Henry," LaVern Baker, 1954.

Rhythm and blues artists showing strong on the "Hot 100" today for the first time or after lengthy absences from the pop charts include Little Willie John, whose last four disks hit the chart; Etta James (back after six years), Clyde McPhatter, Bobby Freeman (on the "Hot 100" for the first time in two years), Dee Clark, Harvey of the

Moonglows (on with Etta James as duo), Olympics, James Brown and the Famous Flames, Shirelles, Buster Brown, and others.

Meanwhile, r.&b. artists are in hot demand by indie labels again. King Records and Warwick are among these labels which have staged concentrated drives recently to sign up old r.&b. best-selling stars. King currently has Ballard, Little Willie John, Bobby Freeman, James Brown, Annie Laurie, Gene and Eunice, Tab Smith, and Lynn (Mr. Turban) Hope.

Warwick has Shirley and Lee, Bullmoose Jackson, Harptones, and Faye Adams.

Record Sales For Command

NEW YORK — Enoch Light's de luxe sound album series, Command Records, celebrates its first anniversary this month with a remarkable sales track record. The label marketed only 10 LP's during the last year, and five of those hit the best-selling stereo album charts.

The average sale of Command LP's, reports Light, is now over 100,000, with the label's two top-selling packages — "Persuasive Percussion" and "Provocative Percussion" selling in excess of 300,000 each — a total of more than \$1,500,000 on each album. Altho Command is available in both stereo and monaural, its sales breakdown reflects a 70 per cent stereo to 30 per cent monaural ratio.

Westminster Debs 19 LP's In October

NEW YORK—The recently revitalized Westminster Records has announced a new fall release of 19 albums—consisting of 13 classicals, 5 pop and one stereo equipment test recording.

The sets all employ distinct covers in the form of unusual designs in color and black and white, produced by designer Rudolph de Karak. According to Westminster veepee, Ed Talmus, the product line will be backed by a program of special discounts and liberalized payment plans. A heavy budget has also been set for institutional and co-op ads.

Talmus also announced the ap-

DISC Sets Newark Meet

NEWARK, N. J. — Dealers in Sound Corporation, a dealer buying co-op here, will hold a general membership meeting tomorrow evening (20) at the Hotel Essex House here. The session is expected to get under way at 8:30 p.m. and will be helmed by DISC prexy, Irving Randolph, who is also proprietor of the Bandwagon Record shop in suburban East Orange. All dealers interested in the co-op buying idea, whether they are members of DISC or not, are invited to turn out for the affair.

pointment of the following new distributors: Duncan Sales, Cleveland; Wendy Distributing, Newark; Metro Distributing, Buffalo, and Huffine Distributing, Seattle.

Action Against ASCAP Delayed

CHICAGO—Local writers and publishers have agreed to temporarily delay any action against ASCAP regarding the secondary logging of ABC radio network shows.

The delay came at the request of Jack Fulton, in his dual role as representative for the performance rights society and the local group. Fulton said a second meeting is planned with ASCAP officials in New York.

Last week, the local group, representing some 150 Midwestern writers and 20 publishers, had voted to continue their battle via the courts, U. S. Department of Justice, anti-trust division, and Senate select committee on small business (The Billboard, September 12).

Fund

The group mentioned raising a minimum fund of \$10,000 and retaining legal counsel. Local publishers want simply to have ASCAP recognize the ABC radio net as a full-fledged network and give credit for tunes played by station log instead of a sampling technique.

ASCAP switched to the sampling of individual stations at the end of 1959. At the time, local writers and publishers say they were told they would fare as well or better under the new system.

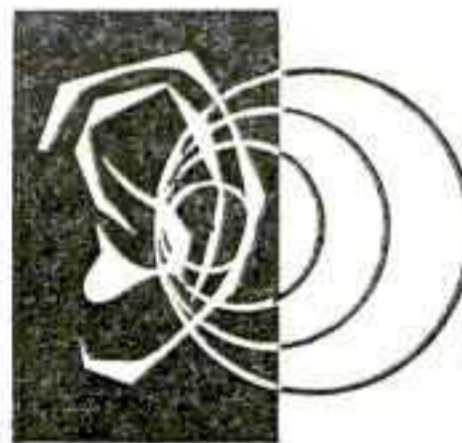
However, when the ASCAP checks came in last July, all reported drastic drops in revenue—some virtually 100 per cent.

Cap Repacts Ernie Ford

HOLLYWOOD — Capitol Records last week re-signed Tennessee Ernie Ford to a new five-year pact. He has been with the label since 1950. During his Capitol stay, Ford helped write disk biz history with his million-record seller of "Sixteen Tons," (a million copies sold during three weeks, two million in nine weeks) to become one of the all-time fastest selling disks.

Since joining the label, his recordings have frequently climbed the best seller lists, both for albums and singles. He has cut more than a dozen packages for Capitol. Prior to joining Capitol, Ford served as a western deejay on Pasadena's (Calif.) KXLA.

RECORD MANUFACTURERS—MUSIC PUBLISHERS—RADIO PROGRAMMERS



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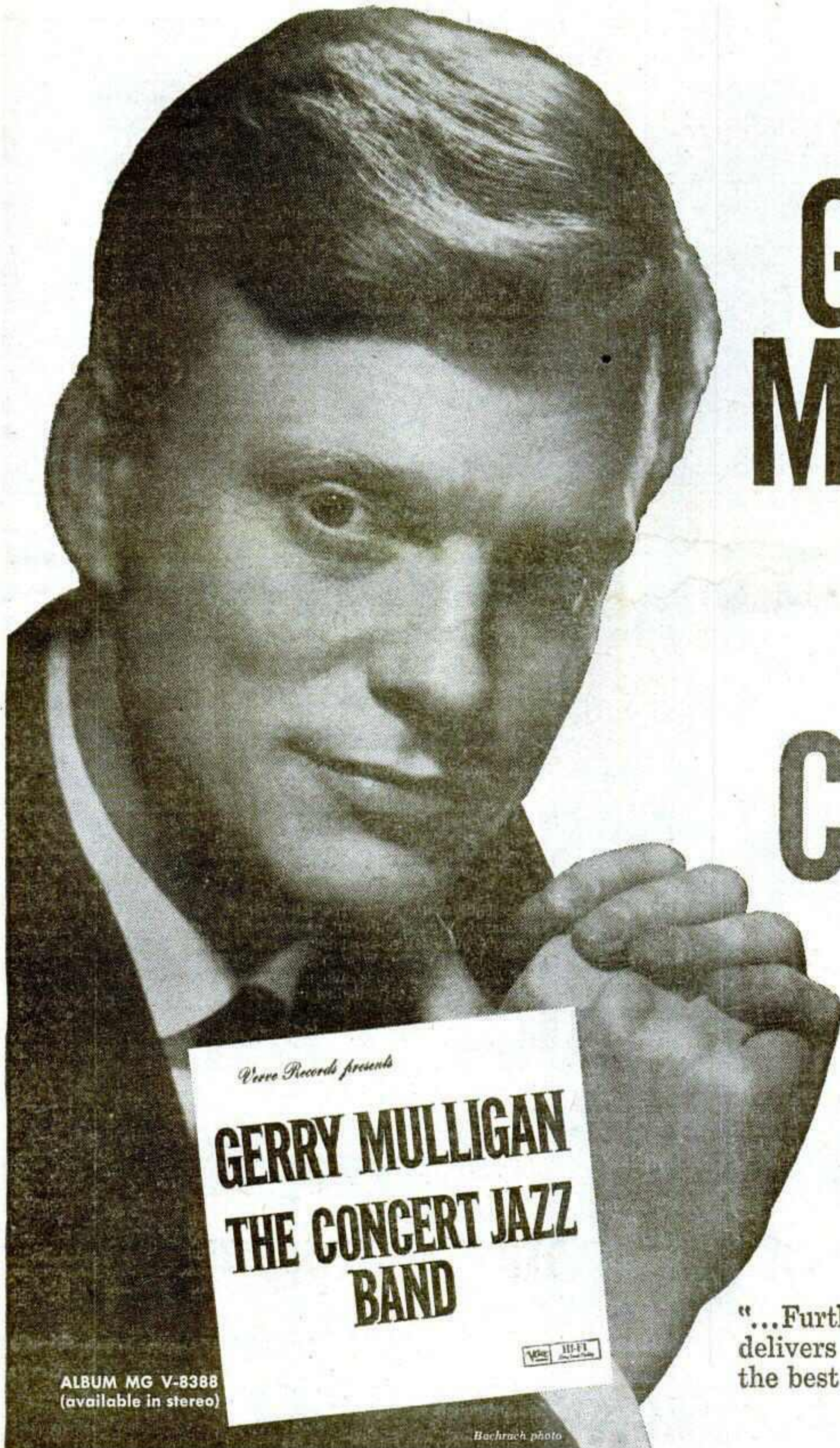
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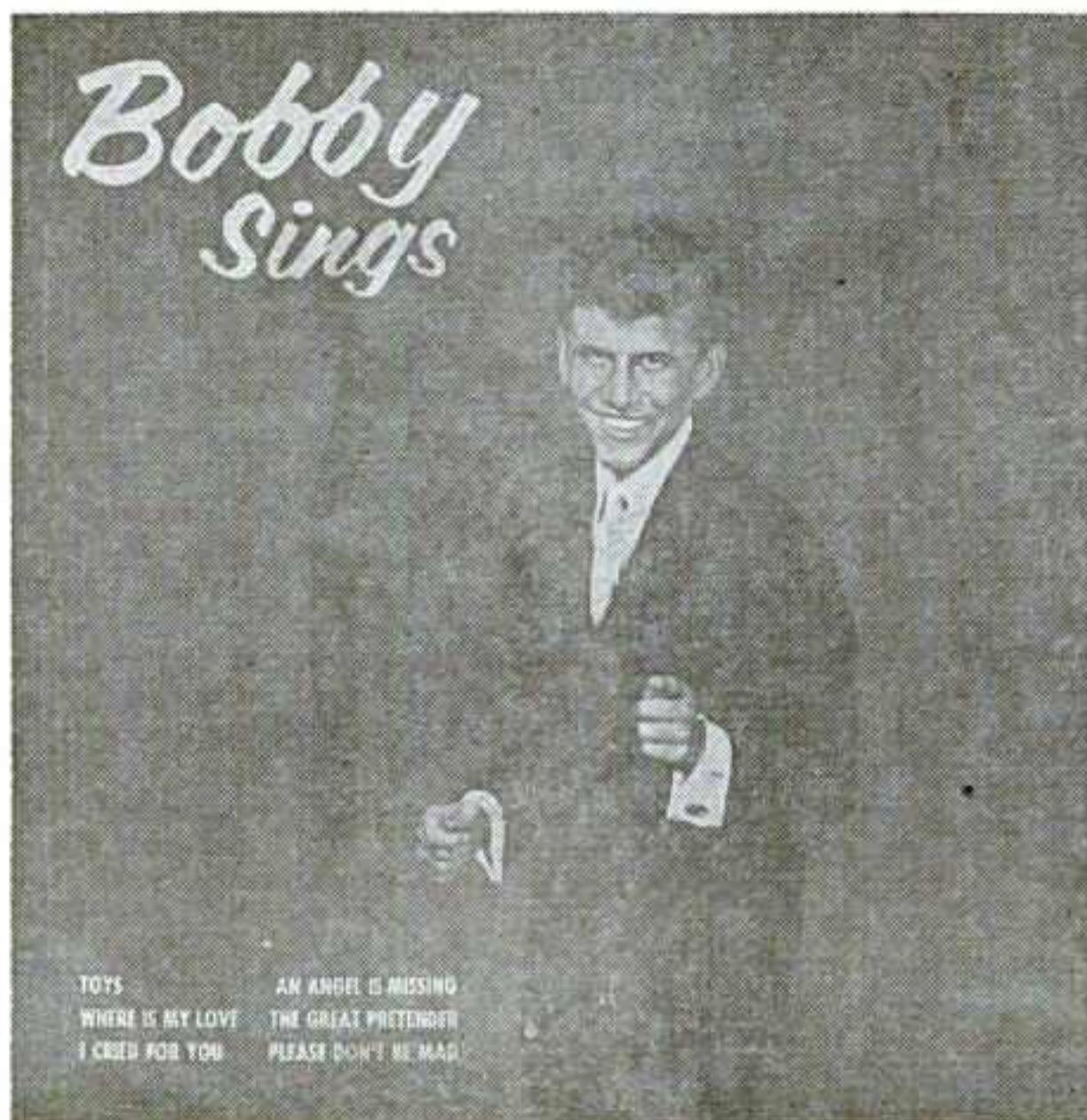
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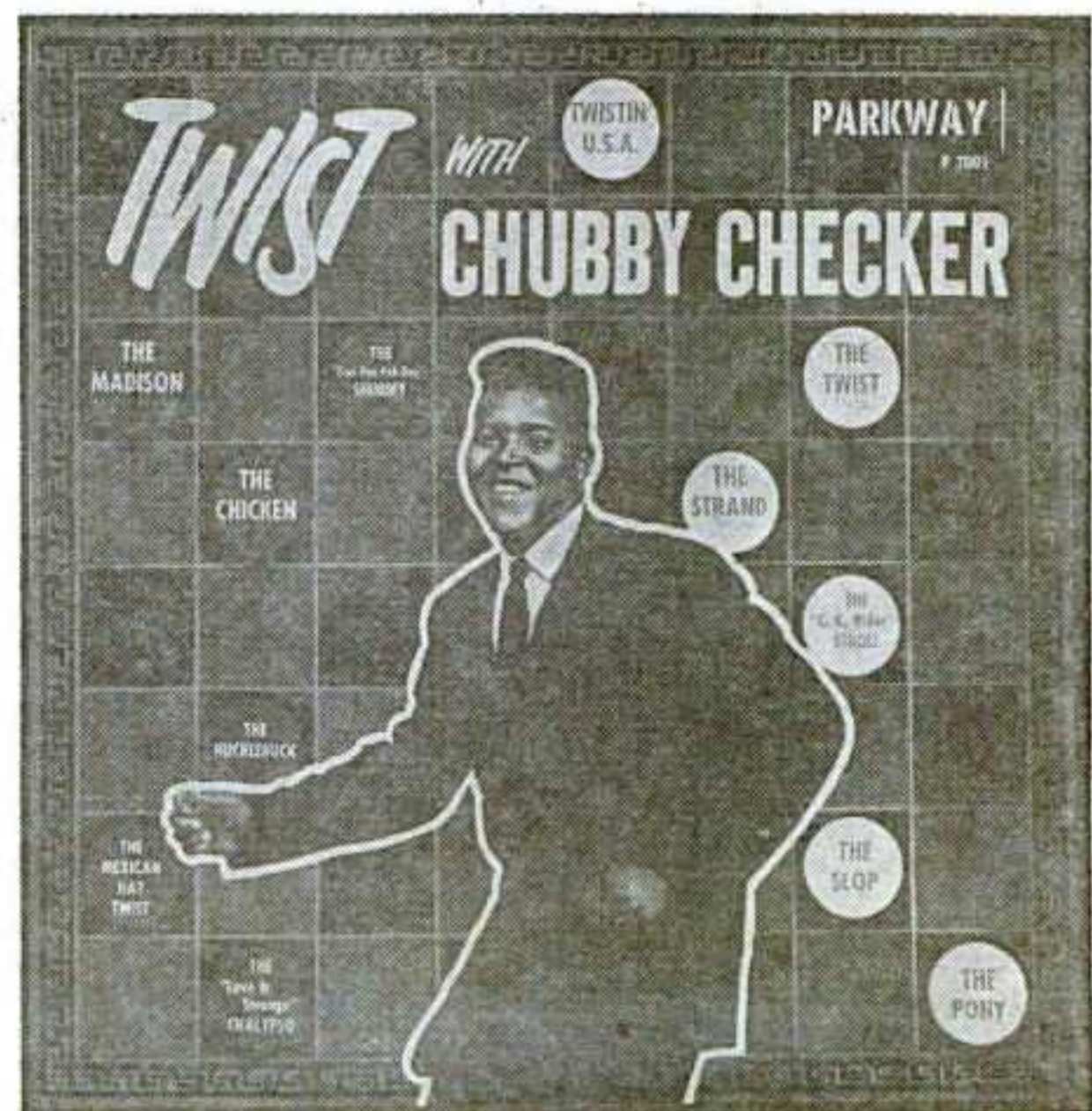
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Arr. & Cond.
by ABIE BAKER

**Liberty Makes
Internat'l Push**

LONDON — A bid to bring Liberty Records in the international field up to its U. S. status was behind the swing around Europe just completed by the label's President Alvin S. Bennett and international sales chief Richard Annotico.

It was culminated by talks here with executives of British Decca, who handle the label outside the U. S., except in the Philippines and South America.

As a result, Liberty would get a bigger volume of releases. This would primarily affect LP's which would be due for a three-fold increase — about 36 a year, approximately the quantity released in the past three and one-half years, according to Bennett.

In addition the whole of Liberty's limited EP output, and all singles entering The Billboard's Hot 100 would be issued by Decca in the future, Bennett added.

"The Billboard placed Liberty ninth among the U. S. record labels last year," he went on, "we intend improving on that at home and attaining at least the same status internationally. There is more scope for improvement on the Continent than in Britain.

"We are going to make available to Decca all possible promotion aids, including special film clips, something we have not gone in for to any extent previously.

"Artists will be encouraged to visit Europe for promotional purposes whenever possible," Bennett continued, "Liberty will underwrite such trips by means of advanced royalties and so on."

The Liberty topper felt that the label's U. S. success had been due to aggressive a.&r. policies backed by strongest possible promotion. Decca had promised him increased exploitation particularly in the Continental markets. They were going to insure closer liaison

**'PLEDGE' NOW IN
PUBLIC DOMAIN**

WASHINGTON — Pledge of Allegiance to the Flag can now be sung or played in schools across the country without infringing any copyright. The President last week signed into law a bill putting Irving Caesar's "Pledge" into public domain, for the benefit of all who would prefer a musical to a spoken pledge to the flag.

Congressmen have each been provided 100 copies of arrangements for vocal, orchestral or band rendition, for distribution in their home States. Copies will also be on sale at the Government Printing Office, Washington 25.

**Nashville C.&W.
Fest November 4-5**

NASHVILLE — Ott Devine, manager of the "Grand Ole Opry," announced Thursday (15) that Station WSM's Ninth Annual Country Music Festival will be held in Nashville November 4-5, coinciding with the 35th anniversary of the beginning of the "Grand Ole Opry," the oldest continuous program in radio.

Originated by WSM, the festival brings to Nashville more visitors than any other single event of the year. Over 2,000 disk jockeys, artists, publishers, management execs and promoters and representatives of the recording industry are expected to attend this year's event.

on single releases and felt that these steps would lead to big improvements.

It was a first trip to Europe for both Bennett and Annotico. Bennett returned to Hollywood from London September 10, but Annotico was spending a further three weeks in Europe.

**Brunswick to
Go It on Own**

NEW YORK—Brunswick Records Corporation has become an independent production organization for both singles and LP's, according to an announcement from Milton R. Rackmil, prexy of Decca Records. Formerly Brunswick was a Decca subsidiary label. Distribution will continue thru Decca distributors thruout the country.

Leonard Schneider, exec veepee of Decca, has been named prexy of the new firm, while Nat Tarnapol, manager of Jackie Wilson and other recording talent, becomes exec veepee of Brunswick. Others named as veepees were Marty Salkin, Syd Goldberg and Dick Jacobs. Negotiations for the formation of the company were handled by Harold Orenstein, Tarnapol's counsel.

Plans are now in the works for the pacting of fresh talent and several name artists to be announced later. Jackie Wilson, currently the hottest performer on the label, is expected to remain on Brunswick, in view of the naming of Tarnapol to the exec veepee spot.

**Darin Heads
Atco Release**

NEW YORK — Atco Records' September album release features a special Bobby Darin package, "For Teenagers Only" and two jazz LP's — one by Roland Hanna and His Trio, the other by Swedish ork leader Harry Arnold.

The Darin package, a double-fold album featuring three color photos (one a detachable wall pin-up item) and an additional insert of 11 black and white pictures. The LP is specially priced at \$4.98, monaural.

Two Exciting CHILDREN'S ALBUMS

SCHNAPPSIE
HE SINGS • HE DANCES
The only dog in the world who can dance!
EVERY CHILD LOVES "SCHNAPPSIE" AND HIS LITTLE GREEN FRIEND "WONKEY"

4 GREAT NEW ADVENTURES:
Schnappsie goes to the City
Schnappsie the Race Driver
Schnappsie goes for Skating
Schnappsie and the Little Orphan

FREE!
15 inch Schnappsie inside this album!

WRITTEN BY AM-PAK RECORD CORP.

CSH-7001

What THE BILLBOARD says:

"Very Strong Sales Potential, four stars ★★★★★, a good quality LP for children which does not talk down to them. Should intrigue the younger set."

What THE CASH BOX says:

"A first-rate kiddie package. Fresh and interesting style all done up in kiddie flavor. FREE 15-inch Schnappsie . . . as advertised on jacket."

What MUSIC VENDOR says:

"A charming offering that should go over BIG with the youngsters."

I'm
SEA HORSE
the trade mark of
Chancellor's new line of
record albums for children.
Consumer interest
is **GUARANTEED** on all
our albums.
Point of sale appeal,
high quality reproduction
of sound, full-color
packaging and
extensive promotion
assures high sales.

Stock these
two winners!
Order
NOW!!

HAT MASTERSON
Official record album of NBC's Hat Masterson TV Show
Gun-fighting Cowboys and Indians of the Golden West

THE GREAT WESTERN
Stage in Show a Good
The Trail in the Old West
The Pecos 1875
The Brand and the Gun
The Trail Party
The Day After Tomorrow Was 1876

CSH-7002

What THE BILLBOARD says:

"Very Strong Sales Potential, four stars ★★★★★, a stirring set bound to appeal to the kiddies."

What THE CASH BOX says:

"Masterson in action — four-color photo with titles strong at top. Solid display. An exciting new entry on the racks. TV coverage could send the deck to the top."

What MUSIC VENDOR says:

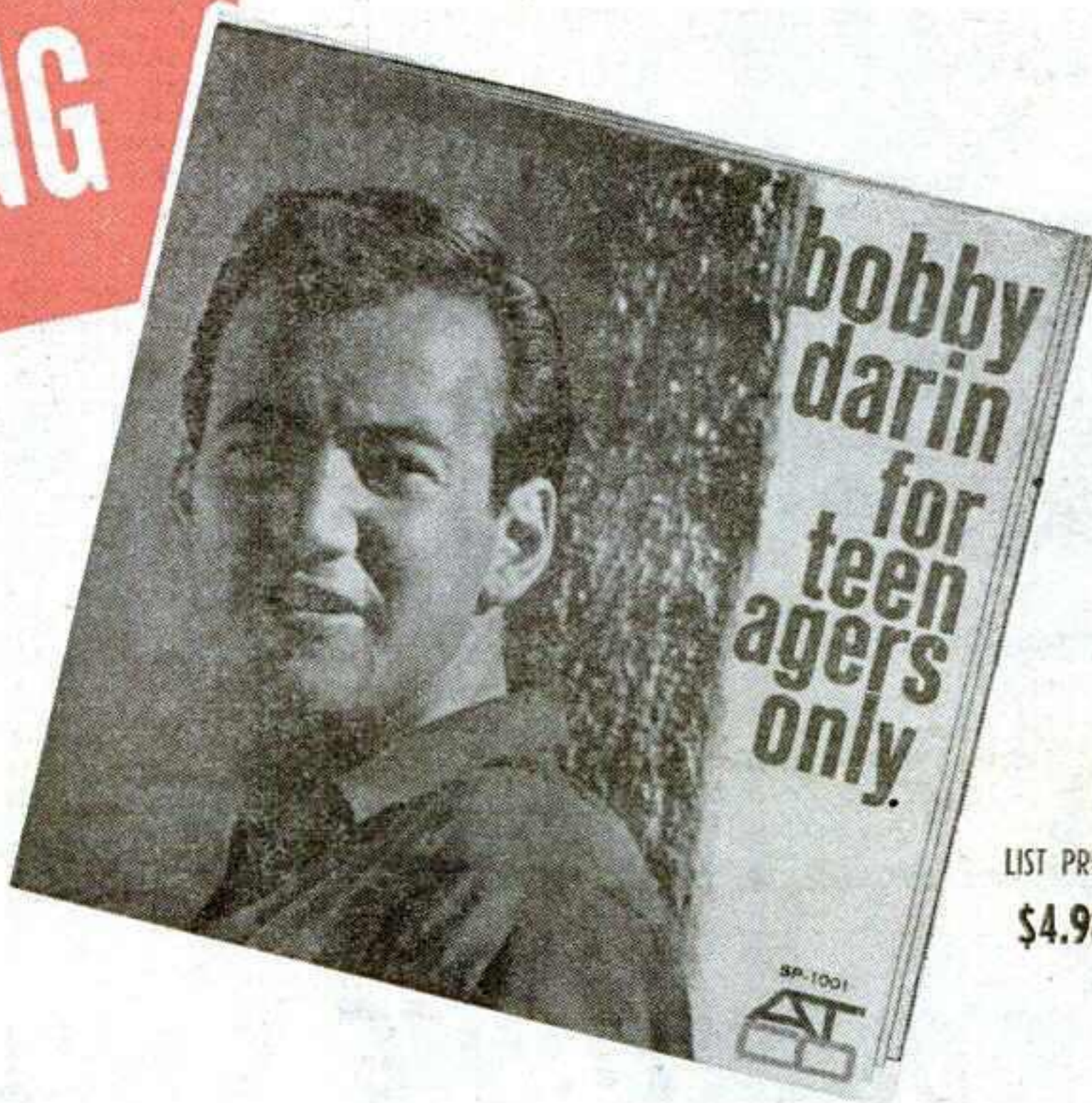
"Stories about the western hero that are narrated and sung in a delightful style."

SEA HORSE
T.M. REG.
Records for Children
A DIVISION OF Chancellor RECORDS, INC.
DISTRIBUTED BY AM-PAK RECORD CORP.

**THE
TEENAGE LP
THAT HAS
EVERYTHING**

BOBBY DARIN FOR TEENAGERS ONLY

SP 1001



LIST PRICE
\$4.98

A BRAND-NEW PROGRAM OF SONGS BY BOBBY DARIN

*America's most popular
young showman*

This de luxe album has these
outstanding merchandising features:

- Double jacket with full color photos of Bobby Darin on front and back covers; inside covers are faced with black & white photos of the singer.
- Giant full color photo of Bobby Darin, 23"x17", as special insert, detachable for wall pin-up.
- Additional insert of 11 black & white photos of Bobby Darin, informal and action shots.

**THE IDEAL TEEN-AGE
GIFT PACKAGE!**

Bobby's Chart Bound New Singles

ARTIFICIAL FLOWERS
from the Musical Production, "Tenderloin"
SOMEBODY TO LOVE

Atco 6179

2
Great
Vocals

Piano
Instrumental

BEACHCOMBER

Atco 6173

NEW JAZZ LP's ON ATCO



**EASY
TO LOVE**

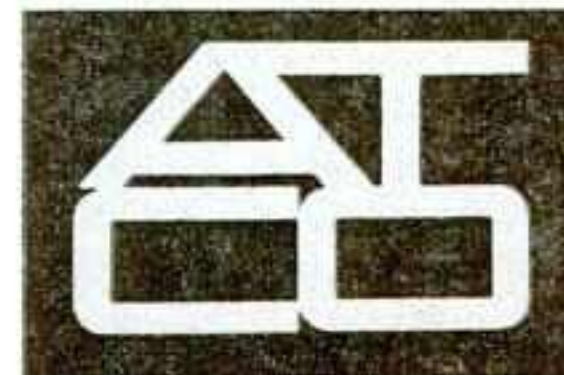
The Piano of
Roland Hanna
LP 33-121



**I LOVE
HARRY ARNOLD
& ALL HIS JAZZ**

LP 33-120

**ATCO
RECORDS**





ERNIE FREEMAN'S Big New HIT!!

"COME ON HOME"

b/w

THEME FROM

"THE DARK AT THE TOP OF THE STAIRS"

#5693

IR

IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

BRITISH Newsnotes

• Continued from page 4

third national network, either operated by the BBC, or existing or new commercial interests. Whatever the final choice—to be made by 1962 — it will siphon off some of the present mass audience (17 million out of a 52 million population watch a big show) and create a new demand for talent and ideas. The right TV exposure is the best plug for a disk. But radio still has a big impact. Commercial radio, with a strong bias toward local broadcasting, is the likely outcome of the shake-up. This will mean a drop in audience for many shows. The biggest at present is 15 million for a Sunday lunchtime disk request series. The value of this sort of mass hearing for a disk will diminish, presumably being made up by far more frequent exposure by the local d.j. of the future — presumably working on the American pattern.

Pye has added **Tony Hatch** to its a.&r. staff. He moves following the close-down of Rank Records and takes the place of **Michael Barclay**, who is forming an indie production firm. Hatch is a successful composer who wrote "Look for a Star."... **Gene Vincent's** new Capitol U. S. release, "Pistol Packin' Momma," was recorded in London during his tour earlier in the year. On issue here, it reached No. 19 in the charts... **Frankie Vaughan** headlined the first of the season's Palladium TV shows September 11. He leaves for Las Vegas today (19) and opens at the Dunes Thursday.... The same day, the **Chris Barber Band** begins its third American concert tour at the Hollywood Bowl. Sixteen dates are scheduled — on a reciprocal deal with the **Miles Davis Sextet** — spread over seven weeks to avoid hectic traveling.

When the autumn Radio Luxembourg schedules start October 3, **Pat Boone** and **Tennessee Ernie Ford** will have their own series. Pye Records will increase its sponsored shows to five a week and an increase from Philips is also likely. EMI has dropped its Thursday night LP show and is devoting the time to new artists... EMI's **Norman Newell** is producing an LP version of BBC-radio's outstanding pop series, "Saturday Club." It will include many of the group's young British artists, including **Garry Mills**, **Ricky Valance** and the **John Barry Seven**.

Visiting American singer **Ronald Rogers**, over here for club dates, has recorded for Triumph. The same label has signed **Barbara Lyon**, daughter of **Bebe Daniels**

Talmadge Named Speaker for Milwaukee Meet

MILWAUKEE — Art Talmadge, United Artists Records veepee and head of ARMADA, will speak October 4 at the fifth annual Milwaukee Recorded Music Industry Party. The annual event brings together area disk dealers and distributors, juke box operators and distributors and disk jockeys. It will take place in the Milwaukee Earles Club.

Last year's speaker was **George Marek**, RCA Victor chief.

Program includes presentation of "Millie" awards for public service to deejays and radio stations.

A number of disk artists are scheduled to make personal appearances.

Committee includes **Harry Beckerman**, Garmisa Inc., of Wisconsin; **Stu Glassman**, Radio Doctors; **Harry Jacobs Jr.**, United, Inc.; **John Plimpton**, Bay Music Center; **Harold Riez**, Taylor Electric Company, and **Benn Ollman**, Billboard correspondent, chairman.

and **Ben Lyon**... Latest of the former Rank artists to settle their disk future is **Bert Weedon**. He moves to EMI, continuing on the Top Rank label.

Visiting American blues singer **Little Brother Montgomery** recorded an LP for **Denis Preston's** Record Supervision indie producing firm. The album will be issued here thru EMI-Columbia... **Carmen Dragon**, who has now bought himself a London home, intending to settle here, was one of the guests of honor at the first of fall Variety Club lunches.

EMI set up an ambitious reception September 7 for **Kay Starr's** visit for ATV dates but the singer decided to extend her stay in Copenhagen and it was abandoned.

Aussie News

• Continued from page 4

The **Lee Gordon** organization has announced the first Australian jazz festival to be held here in late October. The names appearing on the bill are **Sarah Vaughan**, **Dakota Staton**, **Shelly Manne**, **Dizzy Gillespie** and **Jonah Jones**... **George Shearing** has come to Australia under the auspices of **Aztec Services**, and will be playing here for a period of about two weeks in the various cities.

The word is out that local star **Col Joye** is making plans to go to America... **New Zealander Johnny Devlin** is returning to New Zealand for a week under the auspices of the Y.M.C.A. and the **R. J. Kerridge** organization. He will appear for five days in the cities of **Wellington**, **Christchurch** and **Auckland**.

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on Roulette



ROY HAMILTON

His
Greatest
Performance
Since
"You'll
Never
Walk
Alone"

LONELY HANDS

c/w Your Love
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Exclusively on



Never before has the music on one album been so overwhelmingly accepted **NAT KING COLE**

“**WILD IS LOVE**”



each song a different facet of a delightful romance

each song woven into a refreshing love story, charmingly narrated by Nat himself

each song excitingly illustrated in a lavish 24-page, full-color book

UNLIMITED MERCHANDISING OPPORTUNITIES:

Window displays...browser cards... album jackets...floor merchandiser... supplements...and one of the biggest DJ promotions ever!

See your local Capitol representative today!

SPECIAL—LIMITED TIME ONLY
Introductory Offer: \$5.98* Mono, \$6.98* Stereo

** optional with dealer*



3 New Sell-sational Singles!



Again from...
**The Hot Hit
Trademark**



'BROWN' SCORE SPURS NEW DISKING CONCEPT

• Continued from page 1

—will also prove a sound financial tactic.

Even Start for All

In a communique to disk execs, Ostrow outlined the meaning of the program to them. He stated in part: "The concept guarantees you time to analyze what your recording investment should be after the production is a fact. On November 4 you will have sufficient time and reason to proceed with any song from the score on the same first basis as anyone else..."

Past practice, Ostrow noted, involved efforts by publishers to acquaint the public with the show's songs prior to the out-of-town opening — the theory being that deejay and other exposure would build up box-office sales and that a best selling record would happen in time for the Broadway premiere. This has happened in the case of such shows as "Annie Get Your Gun" ("They Say It's Wonderful"), "South Pacific" ("Some Enchanted Evening"), etc.

But times have changed, Ostrow notes, and traditional pre-Broadway exploitation methods have collapsed in the face of an expanding record business and changing Broadway practice. "We have reason to question the fundamental thinking regarding pre-release of single show recordings and their ability to increase the advance box-

office sale of a musical. . . Today, because of a more integrated musical art form (in the sense that show songs are closely wedded to the script), a new generation of singles record buyers, a changing broadcast practice, an increasingly cautious 'pop impluse' record industry and a saturation of recorded product competing for air time, Frank contends that the standard pre-Broadway exploitation methods are retarded and unrealistic."

Under traditional methods of exploitation, considerable damage accrues to many segments of the music business in the event a show flops. Deejays and programmers find themselves in an embarrassing situation—having given extensive pre-plugging; a.&r. execs have run up large costs on record dates; artists find they have cut material which did their professional status harm rather than good. General adoption of the Frank Music plan, it is hoped, will avoid these drastic possibilities.

Success of the plan is contingent upon enforcement of the restriction date, and tight controls have been placed on this. ASCAP has notified all its licensees. A formal restriction letter has gone out to copyright execs at recording companies, and a similar letter has been sent to radio and TV personnel by Dore Schary. Capitol Rec-

ords, which has the original cast rights to "Molly Brown," will abide by the November 21 release date on the same equal footing with all other labels (see separate story).

Sinatra Tie With Verve In the Works

HOLLYWOOD — Negotiations are under way between Verve Records and Frank Sinatra to effect a tie. Sinatra was last reported to be eyeing Roulette Records, but at press time it appeared more likely that a deal would be made with Verve. The singer currently is under exclusive contract with Capitol via a releasing pact that label has with Sinatra's Essex Productions. Deal will change to a nonexclusive arrangement between Essex and Capitol next year, leaving Sinatra free to appear on other labels.

Verve prexy Norman Granz has wooed Sinatra since earlier this year. Granz told The Billboard he sought Sinatra for an album with Ella Fitzgerald, but refused to comment on any other link between the singer and the label. Several months ago Verve concluded a deal with Sinatra's Essex firm to release a Sammy Davis Jr. single from its "Oceans 11" film, released by Warner Bros.

Granz shrugged off a reliable report which said that he would sell Verve to Sinatra for the domestic market but would retain foreign distribution rights to the label. Granz laughed this off, stating he's not ready to go out of the U. S. record business.

'BROWN' BREAK FOR COMPETIT'N

NEW YORK—Capitol Records, which has the original-cast rights to "The Unsinkable Molly Brown," is also the show's chief backer. The diskery has put \$280,000 into the venture. Yet, Capitol, altho obviously in a position to demand the usual type of protection and safeguards with regards to release of singles by competitive companies, has agreed to a restriction which, in effect, gives other companies a break.

The reason, as stated by veepee Joe Csida, lies in the company's belief that the Frank Music plan, if generally adopted, will prove a stabilizing influence in the music-record industry. Capitol believes the plan can eliminate wasted money, wasted manpower and nonproductive promotional forays on all levels. "So we forsake our inside edge in order that these benefits may be accomplished," Csida stated.

"In view of the quality of our artists and a.&r. operation, we feel we can safely take such a progressive point of view," he added.

REPORT TO CHECK DISK PLAY BY TOP STATIONS

By SAM CHASE

NEW YORK — Record manufacturers and music publishers shortly will have available a service which will tell at a glance how many actual plays their tunes and disks are receiving every week on each of the most important record-playing radio stations where plays generally mean sales.

The service is being readied by Accurate Reporting Service, Inc., of 885 Flatbush Avenue, Brooklyn, which has been serving the music industry since 1930 with comprehensive logs of broadcast music plays. The new service will begin with coverage of the four stations generally regarded as New York's most influential record broadcasters: WNEW, WINS, WMGM and WMCA.

Every Monday morning, subscribers to the new Accurate service will receive a separate report for each station listing every record that received five or more plays in the preceding week thru Saturday night. Each station's list will name the artist and number of plays for every record. Disks will be listed in rank order according to number of plays, with the most-played record shown in first position on each list.

The reports will be prepared in the time-honored method used by Accurate for 30 years. The Accurate staff will monitor each station between 8 a.m. and midnight, seven days a week. Every record played will be noted, and each play will be made part of the report.

The reports for the four New York stations will be sold on trial 13-week subscriptions for \$125, an average of less than \$2.50 per week per station. Annual subscriptions, permitting greater savings, are priced at \$450 per year for the four-station reports.

For years, Accurate has provided daily reports on the four network radio stations and four leading TV stations in New York. These reports are vital to music publishers and others who must keep careful note of actual network air play. This daily service shows a program-by-program listing of each musical selection played thruout the previous day's schedule by each station. The same comprehensive service also will be made available to those desiring it for the key independent radio outlets at a rate of \$20 per week for all four stations.

However, for those who do not require such extensive data, the new weekly summary reports now announced by Accurate are designed to provide fast and more readily digestible information which will tell instantly the extent of exposure each disk is getting on the most influential New York radio outlets.

It is Accurate's intention, according to its president, Martin Alexander, to provide its subscribers with reports on as many other of the key record-stations in the nation as they may require. Expansion of coverage to the other stations will be made as subscribers indicate their need. Ultimately, Accurate will blanket every principal record-playing station whose influence must be measured by the record industry.

The new service is being offered by Accurate after a six-month trial of monitoring the independent record outlets in New York between November 1959 and April 1960. That period enabled Accurate to test the best possible procedures of reporting its information to the industry in the manner most desired by the record manufacturers. The new format has been the result of that trial. Keynotes of the new indie station service are simplicity and inexpensiveness.

Accurate's information, based on monitoring of actual air play rather than on any so-called "lists," has long been regarded as the only fully trustworthy reference source on air play of music. For many years, the results of its research were published weekly in The Billboard. The new reports will be used exclusively by The Billboard among all trade publications; this data will be integrated with the sales and other information which goes into the making of The Billboard's charts.

UA to Test New LP Rack For Theaters

NEW YORK — United Artists Records is testing a new record rack LP merchandising item for sound track albums in the lobby of the Loew's Metropolitan Theater in Brooklyn, starting October 5, when Jack Lemmon's movie, "The

Apartment," starts its neighborhood run there.

If the test is successful UA plans to offer the unit to theaters across the country to promote its new sound track album from the movie, "The Apartment," and other sound track properties as well. Exhibitors will receive a percentage of sales on the albums.

The units will only be made available during the run of the movies from which each sound track LP was taken from, and UA's distributors will pick up the units after each run.

In line with this, UA topper Art Talmadge stressed that the display promotion will not cut in on the dealers' market, since only sound track packages are involved, and these on an individual run basis. He added that "Album of the Month" display units will also be made available to dealers shortly as a special display item for UA's best-selling LP's.

The LP rack, a compact, collapsible unit, small and simple enough to adapt itself to practically any type of theater lobby, somewhat resembles a giant peanut rack. The LP's are wrapped in specially designed transparent polyethylene sleeves each with a hole at the top. Thus the albums may literally be hung on the display rack.

NOTIFY THE F.B.I.

That
The
Arena
Twins
are
on
Columbia 
Records

HOT 100 ADDS 8

NEW YORK—The Hot 100 Chart added eight new sides this week. They are:

87. **Let's Go, Let's Go, Let's Go** (Lois, BMI)—Hank Ballard and the Midnighters, King.
91. **You Talk Too Much** (Ron, BMI)—Joe Jones, Ric.
93. **North to Alaska** (Robbins, ASCAP)—Johnny Horton Columbia.
94. **Is You Is or Is You Ain't My Baby** (Leeds, ASCAP)—Buster Brown, Fire.
96. **Blue Angel** (Acuff-Rose, BMI)—Roy Orbison, Monument.
98. **Twistin' U. S. A.** (Kahlmann, ASCAP)—Danny and the Juniors, Swan.
99. **My Dearest Darling** (Arc, BMI)—Etta James, Argo.
100. **Togetherness** (Debmar, ASCAP)—Frankie Avalon, Chancellor.

YES SIR, THAT'S MY BABY
RICKY NELSON
 Imperial

"ATSA NICEA"
RAY ANTHONY
 Capitol

"LET'S FALL IN LOVE"
JIMMY MITCHELL
 Mercury

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

GIVE TO DAMON RUNYON CANCER FUND

Ind. Firm's Unique Technique

• Continued from page 3

sibly lose. In addition, they deal with only one operation. They are not constantly being bugged by a thousand salesmen. Believe me, they seem to like it."

Speaking on the history behind the move, Herman noted, "A year ago, as distributors, we found ourselves in a bad position. There was so much trans-shipping going on around here direct to our dealers that well, man, you wouldn't have believed it. We were losing plenty of business. Some distributors, actually not in this territory but in bigger cities of the Midwest, were operating thru here with Volkswagens and also hurting us. In fact, these are some of the ones who are now complaining about our club deal. Too bad. I guess the shoe is on the other foot now. As far as I know, the dealers are plenty happy. They have a 90-day cancellation clause but they're not cancelling. That's because they tell us they're doing a lot more business

this way—some of them as much as 100 per cent more than a year ago. Is that bad for the dealers?"

A representative local dealer with two locations within the city and one in the suburban area, backed Herman up. Bob Lay, of Pearson's Music, interviewed by phone, told The Billboard, "From a dealer point of view, this is what he's been waiting for. Frankly, a dealer can't miss. We get every label in the business. We deal with one outfit. We don't have to sink ourselves up to the ears with a lot of inventory we can't move. And we don't have to worry about return and exchange privileges either. As far as I know, there are 52 in this deal now and I don't know of anybody who's unhappy."

Col. Disk Club Sets Special Phono Tie-In

NEW YORK — The Columbia Record Club has unveiled a special phono tie-in offer to build club membership. The initial ad, which is described by Columbia spokesmen as a "test," appears in the September issue of Esquire magazine.

The deal invites the potential member to join the club with a commitment of purchasing at least one 12-inch stereo LP per month for the first year. In return for the one - a - month commitment, the newly enrolled member can acquire a stereo phonograph portable for "only \$9.95 plus a small shipping charge." The phono is advertised as having a list price of \$39.95.

The customer sends in the coupon. He then receives the record

principals owns an equal share of the new company's stock.

Firm's name, "PEP," is derived from the three basic policies it will promise those with whom it will deal: promotion, exploitation and profits." According to Rosenberg and Stern, the new distributorship will bear down heavily on the promotion and exploitation of the product they will handle, thereby affording profits to labels they will represent and the record dealers they will service.

PEP will vow full inventory protection for dealers. It will offer retailers a 100 per cent guarantee on all singles merchandise. It intends to start sales incentive programs for dealers, offering prizes to top sellers. To manufacturers, the new firm will pledge a policy of keeping payments current. Major trouble-source in manufacturer-distributor relations, the partners feel, is due to distribs falling behind in their payments to the labels. Another policy calls for PEP to ship singles automatically to key dealers in the area the day they hit the top local station playlists, thus linking availability with exposure.

Approximately a half dozen lines have been set for the operation at this time, but Rosenberg and Stern refused to divulge their identity until the diskeries have notified their present distribs.

Both stressed the fact that their partings with their respective firms were amicable, and the sole reason

of his choice plus a bill for the record and the phonograph. When he pays the bill, the phono is shipped to him. This is seen as a good device to effect speedy payment, since he can't play his record without the phono and he doesn't get the phono until the bill is paid.

PEP Sales New Disk Distrib

• Continued from page 3

for their resignations was to start their own business.

RECORD PRESSING PLANT FOR SALE

Fully equipped — operating — medium-size quality pressing plant in metropolitan New York area available. Excellent opportunity for interested party. Details supplied to QUALIFIED PRINCIPALS only.

BOX 296, The Billboard
 1564 Broadway New York, N. Y.

Climbing to the Top!

THEME FROM THE APARTMENT

MILLS MUSIC, INC.

WANTED ASSISTANT TO FACTORY MANAGER for EAST COAST RECORD PRESSING PLANT

Mechanical Engineering background with knowledge of production planning and inventory control. Replies strictly confidential.

Box 297, The Billboard
 1564 Broadway, New York 36, N. Y.

ALREADY BREAKING IN MANY MARKETS!

YOU'LL BE MUCH MORE **"SATISFIED"** with the ORIGINAL VERSION

by **ROY JONES & THE SHELLS** #101

SWIRL RECORDS, 1674 Broadway, N.Y.C. Nationally Distributed by Cosnat Distributing Corp.

DeeJays and Program Directors: Contact us if you haven't received your sample copies.

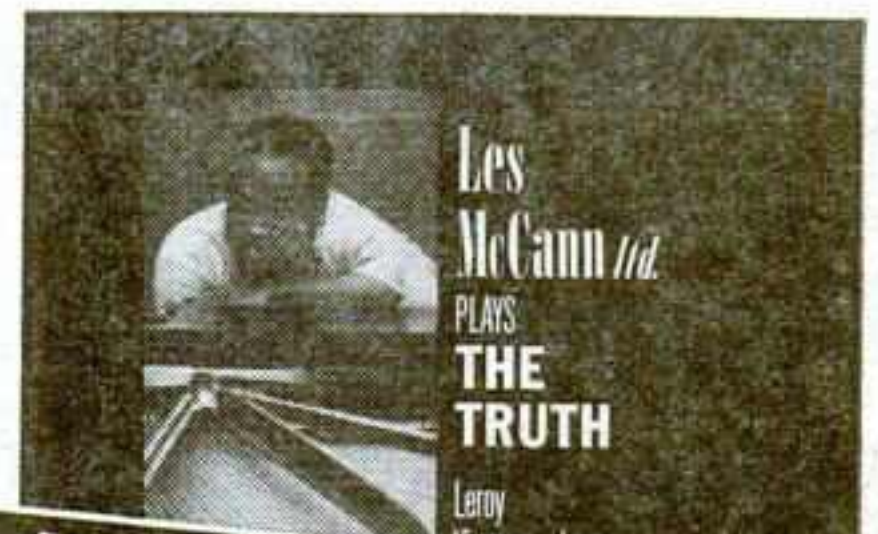
DEALERS! Your Pacific Jazz DISTRIBUTOR Has a Big-Big Profit-Making PLAN For You—See him TODAY!

Exclusively on **PACIFIC JAZZ RECORDS**

* LES McCANN

You'll make **BIG SAVINGS** right now on these **HOT** Les McCann Albums...and **ALL OTHER** Pacific Jazz & World-Pacific 12" Long Playing Albums...ask your WP & PJ Distributor for the full details.

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 .. BE SURE TO GET YOUR SHARE!



PACIFIC JAZZ RECORDS

LINE-UP



OF 7 LIBERTY HITS

ALVIN FOR PRESIDENT #55277
 DAVID SEVILLE AND THE CHIPMUNKS
 CASH BOX #84 • MUSIC REPORTER #72 • MUSIC VENDOR #98

DEVIL OR ANGEL #55270
 BOBBY VEE
 BILLBOARD #26 • CASH BOX #18 • MUSIC REPORTER #22
 MUSIC VENDOR #27

DREAMIN' #55258
 JOHNNY BURNETTE
 BILLBOARD #11 • CASH BOX #15 • MUSIC REPORTER #10

WALK-DON'T RUN DOLTON #25
 THE VENTURES
 BILLBOARD #5 • CASH BOX #3 • MUSIC REPORTER #11
 MUSIC VENDOR #4

BLUE VELVET #55245
 THE STATUES
 CASH BOX #86

COUNTRY AND WESTERN

HEART TO HEART TALK #55260
 BOB WILLS AND TOMMY DUNCAN
 BILLBOARD #6 • CASH BOX #5 • MUSIC REPORTER #4
 MUSIC VENDOR #6

I DON'T BELIEVE I'LL FALL IN LOVE TODAY #55248
 WARREN SMITH
 BILLBOARD #13 • CASH BOX #14 • MUSIC REPORTER #13



VOX JOX

By JUNE BUNDY

GAB BAG: In an "open letter" to record manufacturers, Dick Drury, program director of KQV, Pittsburgh, writes: "This week I listened to 108 new releases. I used nine of these. Nine records out of all those that came in to KQV! I have come to one simple conclusion. Manufacturers are releasing too many records! I'm sure I am not alone in this thinking. Most stations today use a limited number of records each week. It is impossible to use all the new records. Quality and production of a record is of utmost concern to most program men."

Drury continues: "I keep hearing manufacturers say 'how bad business is.' Perhaps they have not stopped to realize why it is 'so bad' as they say. Could it be that production costs are up? Number of releases are up? Promotion costs are up? Mailing is up in cost, etc? A very small number of releases will make the charts. Money spent on those records that do not 'make it' could be eating up the profits of those that do."

Unhappy with the quality of many current releases, Drury comments: "The majority of music today is being aimed at the young teen-age set — 13 or 14 years old. Companies are missing the 'plus' of the young adults. Radio is being blamed for lack of sales. Manufacturers say 'if stations didn't play the records so often, people would buy them instead of waiting to hear them again and again on the air.' Actually radio creates a demand for records, as it always has. Stations still play music, as they did when the business was riding high. No, it is not the radio, it is the business of music making itself. A person, say 25, is not going to buy a strictly 'teen' record, but a 'teen' may and will buy a 'young adult' type record."

PAYOLA: Tom Clay, Detroit, gives his views on payola in his recent newsletter and the results make for some fascinating reading. For example — referring to a recent *Billboard* story about payola — Clay opines: "So now they're (distributors and manufacturers) complaining that they have to wine and dine and romance deejays — get them tickets to shows, etc. Don't we even deserve this? Is this also forbidden? If taking a deejay to dinner is romancing us then they have a lot to learn about love."

In another paragraph he notes: "How do we stop actual money payments to jocks? You don't. As long as you're stupid enough to give it to them you'll have takers. Why don't you use your head instead of your money? Instead of complaining that jocks are still on the take — do something. Put out more good records and fewer pieces of junk. Start promoting cleverly. Use every legit gimmick in the book. Get back some excitement."

CHANGE OF THEME: New program director at WOHO, Toledo, is Johnny Dauro. He will also continue his regular deejay show. . . . Don Couser, formerly with WACO, Waco, Tex., and Don Schwartz, formerly with KSBK, Naha, Okinawa, and KAKE, Wichita, Kan., have joined KDOK, Tyler, Tex. Couser is in the 10 a.m.-2 p.m. time slot, while Schwartz (air name, Lee Tyler) takes over the 6-10 a.m. spot. He also serves as music director for the outlet.

Veteran New York deejay Jack Sterling has moved to WNAK, Wilkes-Barre, Pa. . . . New station manager of KOBV, San Francisco, is Jerry Friedman, heretofore sales chief of that station. . . . Staff changes at WJOC, Jamestown, N. Y., are as follows: Hal Martin takes over the "Early Show" and program director post; Larry Allen is the new afternoon man and Tony Cusimano pilots "Night Beat."

Mal Pootier writes: "I noticed that a Bill Wilson of Utica, N. Y., is looking for Jim Whaley. I ran into Jim awhile back while I was working for WROW in Albany, N. Y. Jim is now doing weekend work at WTRY, Troy, N. Y." . . . Jim (Oscar) Hval has left his night time show on KEYZ, Williston, N. D., to serve a two-year hitch with the U. S. Army.

Jim Cockrell has returned to radio after a year in TV in Albuquerque, N. M. He is now program director of KARA, same city. Cockrell describes KARA as "Albuquerque's first and only automated station." He writes: "For those in the industry who fear automation, I'd like to comment that our automatic equipment frees me from routine chores, and leaves more time for a bit of creative imagination and the carrying out of new ideas. It would be interesting to hear the opinions of others in automated radio."

Kerm Gregory, a five-year veteran at WAEB, Allentown, Pa., was recently appointed program director, replacing Ned Flemming, who will henceforth concentrate more of his time on sales and his daily 11:30 a.m.-2 p.m. deejay show. Flemming has practically recovered from a recent near-fatal auto accident. Gregory will also continue his 2-5 p.m. record show.

Stewart Yarbo has replaced David E. Lyman as director of program development—responsible for the creation and development of new programs, promotions and contests. Nighttime deejay, Gene Loving, has been named assistant music director at WLEE. He will assist music director Joe Murray in compiling the station's music surveys.

Frank Filesi has joined KIZL, Dallas. . . . Actor Kenneth McCal is new staffer at KENS, San Antonio. . . . Nick Ramsey and Bud Shurian are joining forces as a deejay team on a new show over WFAA, Dallas, which bowed September 12 at 3 p.m. Heretofore, both men have piloted separate disk segs on WFAA—Shurian mainly as a classical jock.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Wanda Jackson, C.&W. Thrush, Hits 'Hot 100'

Wanda Jackson, waxing on the Capitol label, had her own local radio show in Oklahoma City at the age of 13. Hank Thompson, also a Capitol disk star, made a guest appearance on Miss Jackson's show and was impressed enough with the thrush to invite her to rehearse with his band.

Soon her first disk, "You Can't Have My Love," a novelty tune with Billy Gray and his band was released and it became a big hit in the country field. This led to Miss Jackson's exclusive recording contract with Capitol Records.

Since then the 20-year-old singer has had many hits, including "Hot Dog," "Baby Loves Him," "Donna Wanna," "Silver Threads and Golden Needles" and "Fugiyama Mama."

The young lady has been kept quite busy with personal appearances and radio and TV shows. Currently Miss Jackson has hit the "Hot 100" with "Let's Have a Party."



Olympics Score Again Via 'Shimmy Like Kate'

The Olympics, Arvee recording artists, are now scoring with their third consecutive hit. "Hully Gully" was the first; "Big Boy Pete" is still strong on the "Hot 100," and their latest, "Shimmy Like Kate," is rapidly climbing the chart.

Walter Ward, age 20, is the leader and founder of the group and was born in Jackson, Miss. Tenor Eddie Lewis, 23, was born in Houston, and second tenor Charles Fizer, and bass singer, Melvin King, both 20 years old, hail from Shreveport, La.

The boys each moved to Los Angeles with their families where they met and formed the group in high school.

The Olympics' first big hit was "Western Movies."

YESTERYEAR'S TOPS—

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

- SEPTEMBER 24, 1955
1. Yellow Rose of Texas
 2. Ain't That a Shame
 3. Seventeen
 4. Love Is a Many-Splendored Thing
 5. Wake the Town and Tell the People
 6. Rock Around the Clock
 7. Autumn Leaves
 8. Bible Tells Me So
 9. Hard to Get
 10. Tina Marie
- SEPTEMBER 23, 1950
1. Goodnight, Irene
 2. Mona Lisa
 3. Play a Simple Melody
 4. Sam's Song
 5. Tzena, Tzena, Tzena
 6. La Vie En Rose
 7. All My Love
 8. Can Anyone Explain
 9. Bonaparte's Retreat
 10. Count Every Star

MUSIC AS WRITTEN

New York

Herbie Mann and his Afro-Jazz Sextet take over the bandstand at the Half Note September 20 for a three-week stay. Mann will also be featured in an Atlantic album called "Common Ground" on Atlantic in the next few weeks. . . . The same evening brings Chris Connor to the Village Vanguard for three. La Connor will be supported by the Ronnie Ball Trio. The Roland Hanna three will alternate. . . . Brook Benton has been selected to do campaigning for the 1961 Heart Fund Drive. . . . The Voxpoppers have switched to United Telefilms and will be known as Freddy and the Voxpoppers henceforth.

Billy Ward and the Dominoes, presently on tour thru the Northwest, will lead the bill at the Chi-Chi Club in Palm Springs, Fla., come September 30. . . . NRC's Magnum label debuts Lewis Weber singing "Sweater of Love" and "Jean" this week. . . . Congrats to Mike Mullaney, GAC publicity chief who married May Conway last Saturday (17) in Wakefield, Mass.

GAC currently has the Ivy Three of "Yogi" fame on national tour. Group also has an album scheduled on Shell to be produced by Lou Stallman and Sid Jacobs. . . . On September 23 the Belafonte Folk Singers kick off a tour of the country which will take them to 65 cities. . . . The industry was saddened to learn of the death of Dave Miller's young son. He is the prexy of Miller International. . . . The Sy Oliver ork and Charlie Shavers Quartet are currently co-starring with Betty Hutton at Basin Street East and will be there for another two weeks.

Goldband's Tic Toc subsid announces the release of their first disk which features Charles Samuel Page. . . . Dr. Sanchez Acosta, Latin-America's physician-pianist is currently recording with Roulette's Tico label. First release is with another keyboard artist Marco Rizo. . . . Operating for Mercury Artists in their new "network operation," in the Fort Lauderdale, Fla., area is William Creedon. He will operate in the Southeastern area. . . . Harvey Geller has joined Joy Music, replacing Gerri Green as Western representative. . . . Edie Gibson is currently cutting sides for Eykabee Records.

Congratulations are in order for Susan Sims who has just tied the knot with Ken Bodenstein. Miss Sims is the daughter of the impeccably dressed Lester Sims. Bodenstein is a research engineer. . . . September 26 is the date Gene Krupa and group show at the Sheraton-Jefferson Hotel St. Louis. . . . Cannonball Adderly and Quintet into Zebra Lounge, Los Angeles, September 28.

Embassy Pictures has signed Buddy Kaye and Jimmy McHugh to write the tunes for "Where the Hot Winds Blow." . . . United Artists reports that jazz-classical composer and French hornman Dave Amram has been signed to write and conduct the score to Harold Hecht's "A Matter of Conviction." . . . Roulette's new roost, on Broadway, will also house its new affiliate, Hanover-Signature Records.

Bob Rolontz

Hollywood

Larry Kert goes on a deejay promotional jaunt to push his new Seeco album ("Larry Kert Sings Leonard Bernstein") and will add career furthering activities to his sales furthering efforts during his Hollywood visit. According to Seeco Coast rep Guy Ward, Kert will appear on several Hollywood originating national TV shows and will face the movie lens for his first screen test.

Columbia Records artist relations director David Kapralik arrived here to supervise the Tele-Records filming of Hannah Dean's "So Little Time" and "Itty Bitty Love," the coupling now in release. Tele-Records will cover some 200 TV stations with copies of the film for airing on local bandstand tele shows. . . . Rendezvous label's batoner Ernie Field, after hitting with a sax sound in his "In the Mood" and "Chattanooga Choo Choo," releases, is swinging to strings for the Strad-heavy session.

Decca has the sound track to "Spartacus," the Kirk Douglas flick produced by the label's sister firm, Universal-International. . . . Jane Morgan, currently on national tour, was signed to headline Toronto's Barclay Hotel bill for two weeks starting the 19th and goes into the Coconut Grove here for three weeks on November 9. . . . Theodore Bikel plays the lead in NTA's teletape production of "The Dybbuk" for its "Play of the Week" series. . . . Budd Austin, former Dot Records publicity director, joins Irwin Zucker's disk promotion office to helm its flactivities.

Composer-batoner Elmer Bernstein will pen the musical setting for the Broadway drama, "Laurette," scheduled to open in October with Judy Holliday in the lead. He was signed by producer Alan Padula. Score will be comparable to that used in a movie sound track. Bernstein is allowing two weeks to complete the composition, waiting until the production goes into final rehearsals with the dress rehearsal as his final target date. He will baton his score for the New York opening night performance, and then return to the Coast.

Lee Zhitto.

Cincinnati

A pop package, featuring Fabian, Brenda Lee, Duane Eddy and Jimmy Clanton plus a half dozen acts and an ork, set for a one-night stand at Cincinnati Gardens October 3. . . . Jerry Weiner, local RCA Victor records chief, elated with the turn for the better in the singles biz. Still going strong, he says, is Elvis Presley's "It's Now or Never," and he's happy with the action being netted by Sam Cooke's "Chain Gang"; Neil Sedaka's "You Mean Everything to Me"; the Skeeter Davis and Della Reese versions of "I Can't Help You, I'm Falling, Too"; Hank Locklin's "Please Help Me, I'm Falling"; Ray Peterson's "Tell Laura I Love Her," and Marilyn Michaels' "Tell Tommy I Miss Him." Also creating an early stir, according to Weiner, is Floyd Cramer's new instrumental, "Sweetie Baby" b.w. "Last Date." . . . In writing recently of WSAI-FM's new "good music" format, we mentioned the station's new service as Heritage Music rather than Hermitage Music. Fred L. Bernstein,

(Continued on page 24)



This'll teach you to swipe my copy of **JOHNNY HORTON'S** latest hit—**NORTH TO ALASKA**. **JOHNNY HORTON** sings the title song from the 20th Century-Fox production: **NORTH TO ALASKA** b/w **The Mansion You Stole** 3-41782 (Single 33) 4-41782 (Single 45)

ON COLUMBIA  RECORDS...THE PEOPLE'S CHOICE

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

5 15 (MUSIC DISCOURSE 9-19 rol 33 Discourse for 9-19 issue of BB at PAUL ANKA takes off today (19th) on one of his many international tours. This one is to South America and will run thru October 9. While he's away, Paul will be heard in the States via his new ABC-Paramount release, Summer's Gone, a rockballad with timely teen-appeal lyrics, b-w I'd Have to Share, a jaunty rock and roll tune. Both sides were Spotlighted by Billboard and look like two more hits from the young showman. Like most of his hits, Paul penned both of these.

HANK BALLARD, young singer from Detroit, follows his hit Finger Poppin' Time with a more swinging sax, Let's Go, Let's Go, Let's Go, a fast climbing Star Performer on Billboard's Hot 100 Chart this week. Flip is If You'd Forgive Me, a strong shuffle-rhythm ballad. Hank is joined on both sides by the Midnighters. The King Records artist penned the hit tune that's number one on Billboard Hot 100 this week. The Twist. The boys open at the Apollo Theater, N. Y. C., September 23 for one week.

PAT BOONE, who remains one of America's brightest young singing stars, has a list of 14 Dot albums to choose from for easy-listening programming. Two albums are devoted to his greatest hits, Pat's Great Hits Vol. I & II. Pat's film success has resulted in his moving the family to California, where he is presently working on "Warm Bodies," about a young Naval officer. He has signed with 20th Fox to make two pictures a year, second will be "Bachelor's Baby."

NAT KING COLE: Capitol Records will shortly release a new Cole album that looks like a dilly. It will feature 14 original love tunes sung in the smooth style that keeps Nat on top. Title of the LP is Wild Is Love. Folks are anxiously awaiting Nat's Broadway stage debut in a musical scheduled for this season.

BIRTHDAYS OF THE WEEK: September 19, Brook Benton. September 20, Frank DeVol. September 21, Chico Hamilton. September 22, Joni James. September 25, Wade Felmons.

BOBBY DARIN: In the same hard-driving, swinging tradition of Mack The Knife, Bobby comes thru with a sock delivery of Artificial Flowers, from the forthcoming Broadway musical, Tenderloin. Flip is Somebody to Love, a catchy rocker, his newest for Atco. Darin, who signed a multi-picture contract with Paramount Pictures some time ago but has yet to make a movie for them, is presently working on his role in Universal's "Come September" with Rock Hudson, Gina Lollobrigida and Sandra Dee. Bobby will be on Bob Hope's TV Show, October 3.

PRESTON EPPS: When you hear the sound of the bongo it will be Preston Epps' new single, "Blue Bongo b-w Bongola — two instrumental blues that rate a Billboard Pick. The young West Coaster is making his debut with this for Top Rank Records. Previous hit for him, on another label, was Bongo Rock.

FERRANTE & TEICHER: Arthur Ferrante and Louis Teicher are the two pianists responsible for the chart-climbing hit on United Artists, Theme From the Apartment, from the motion pic of the same name. They have been playing pianos together since they were six, when they first met as students in N. Y.'s Juilliard School of Music. . . . Incredible, but true.

STONEWALL JACKSON, 26-year-old North Carolina born ex-farmer and logger, is in The Billboard Winners' Circle because of his winning delivery of I'm Gonna Find You b-w Little Guy Named Joe, his newest for Columbia. This is a strong follow-up to Jackson's Why I'm Walkin'. I'm Gonna is a rocking gospel-flavored side. Little Guy is a moving country ballad with interesting lyric about problems of wartime parenthood.

FRANKIE LYMON, young New Yorker of Why Do Fools Fall In Love fame, exhibits spirited vocal form on his new wax, Waitin' In School b-w Buzz Buzz Buzz. This is a strong follow-up on the heels of Itty Bitty Pretty One. Frankie is currently on a tour of South America recruiting new amigos for his winning vocal style. These new releases are from his album, Rock And Roll With Frankie Lymon.

ROY ORBISON and Joe Melson, writers of Only The Lonely, have come up with another one for Roy, Blue Angels b-w Today's Teardrops. The 24-year-old singer-songwriter hails from Odessa, West Texas, and is presently working out of the Nashville-Memphis area Monument is the label.

LLOYD PRICE is his usual exuberant vocal self on his newest for ABC-Paramount, Who Coulda Told You (They Lied) b-w Just Call Me (And I'll Understand). Both were arranged and conducted by the label's a.&r. director, Sid Feller. Price sold a million with Lady Miss Clawdy, Personality and Stagger Lee.

DAVID SEVILLE & THE CHIPMUNKS are out to elect Alvin President, and doing a fine job of it, too. Most of the votes are a result of their campaign theme, Alvin For President. Don't be too shocked if the next Chipmunk you see is wearing an Alvin for President button. National campaign headquarters is at Liberty Records, Hollywood.

The SHIRELLES are one of the newer groups on the scene getting chart action with their Scepter Records release, Tonight's The Night — moved up on Billboard's Hot 100 this week. The group consists of four girls from Passaic, N. J.: Shirley Owens, Addie Harris, Doris Kenner and Beverly Lee. Their first hit was their own composition, I Met Him On A Sunday. Shirley Owens collaborated with Luther Dixon (16 Candles) in writing their current hit.

ED TOWNSEND, who scored with For Your Love on another label, makes his disk debut on Warner Bros. with Stay With Me, a dramatic rockballad with gospel flavor, b-w I Love Everything About You. Backing is by Rene Hall and His Orchestra.

BILLY VAUGHN, musical director for Dot Records, is getting chart action via his new single, Theme From The Sundowners, movie theme, b-w Old Cape Cod. Both are done in the usual melodic sweet-stringed instru-

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

mental Vaughn treatment — rate a Billboard Pick. He is still riding high on the charts with Look For A Star. In the album department, his latest are Theme From A Summer Place and Sail Along Silvery Moon.

ROGER WILLIAMS offers Temptation b-w Homesick For New England, his newest for Kapp. They are a pleasant contrasting for Williams. On the top is a switch from his usual style in which the keyboarder gives out with a swingin' piano interpretation of the oldie to a smart and tricky vocal backing by the Frank Hunter Chorus. Flip is more in the familiar lush groove. Williams kicks off a 30-day, 16-city piano concert tour September 28 in Tucson, Ariz. Cities will include Phoenix, San Diego, Pasadena, Santa Monica, Fresno, Frisco, Sacramento, Portland, Vancouver, Seattle, Missoula, Calgary, Boise, Pocatello and Salt Lake City.

PROMOTION DAYS & WEEKS: September 19 begins National Sweater Week. September 20 the Corn Palace Festival begins in Mitchell, South Dakota. National Interior Designs Month also begins this day. September 21 the Society of American Travel Writers meet in Sun Valley. September 22 Fall begins. It is also Rosh Hashana or Jewish New Year, and Greenwich Village Poet Laureate Day. September 23 is American Indian Day. September 24 is Kiwanis Kids Day, Valley of the Moon Vintage Festival begins in Sonoma Valley, Calif., and National Tie Week starts. September 25 is Gold Star Mother's Day, Christian Education Week, National School Week and 100 Per Cent Pure Maple Syrup Week.

HAVE A GOOD WEEK.
Tom Rollo.

MUSIC AS WRITTEN

Continued from page 22

of International Good Music, Inc., New York, straightens us out with the comment: "One is for lonely old men and the other for happy families."

Jack Benny plays his fiddle with the Cincinnati Symphony Ork in a special concert November 6. . . . Local division of TV Guide magazine hosts territory television and radio and the press at its Annual Fall Preview Cocktail party at the Terrace-Hilton Hotel here Tuesday, September 20. . . . Columbia thrush Marge Dobson, during her run at the Racquet Club, Dayton, O., hopped into town Thursday (8) to guest on Len Gorian's new TV-er on WKRC-TV and Ruth Lyon's "50-50 Club" on WLW-T. . . . Dale Wright, formerly heard on the Fraternity label, made the rounds of radio and TV stations here Thursday (8) to introduce his initial waxing for Gil Sheppard's new Alcar label. Tunes are "My Heart" and "Please Come Back." He guested Sunday (11) on Bob Braun's color TV platter seg on WLW-T. On September 30, he shows his wares on Len Gorian's morning TV show on WKRC-TV.

Carlton Records thrush Anita Bryant was the grandstand show feature at the Cincinnati Carthage Fair Thursday and Friday (15-16). She met the local deejays, music fraternity and press at a cocktail session tossed by booker-band leader Barney Rapp and Roy Madison Associates, local promotion-publicity firm, at the Sheraton Gibson Hotel Wednesday evening (14). Miss Bryant was accompanied here by her husband-manager, Bob Green, former Miami platter jockey. . . . Robert Lawson, for the last 12 years at WHAS, Louisville, where he handled both radio and TV assignments, including his own "Pick of the Hits," record show, has joined the staff of WCKY here. . . . For its contribution to the development of the 1960 Emmy Award-winning supersensitive color camera tube which permits low-light-level telecasting, Crosley Broadcasting Corporation last week was honored by General Electric with a handsome plaque. Presentation was made to Robert E. Dunville, Crosley president, and Howard Lepple, firm's chief engineer, by Frank L. Miller, director of marketing for GE's power-tube department. Bill Sachs

Nashville

With hits popping out of Nashville like firecrackers on the Fourth of July, Decca's Brenda Lee again comes up with a two-sided smash in her latest release, "I Want to Be Wanted" and "Just a Little." Brenda cut the sides at Bradley Studio here under Owen Bradley's direction. . . . Another local label coming into the hit picture is Scarlet, with the recent release by the Escorts of "Leaky Heart and His Red Go-Kart" b/w "I Will Be Home Again." "Go-Kart," penned by Gerald Nelson and Jan Crutchfield, is published by Tree Music. Scarlet is owned by WSIX deejay, Noel Ball.

Mae Boren Axton was in town recently with reps of the new Davco label out of Jacksonville, Fla. First artists to etch for the label were Jimmy Strickland, Merlene Garner and Johnny Folkston. Sessions were cut at Bradley Studio, with Teddy and Doyle Wilburn producing. . . . Decca's Bill Anderson, who had a recent session at Bradley's, is house hunting in Nashville. . . . Cedarwood Publishing Company's Wayne Walker infos that he's getting the best reaction in many a day to his "A Rose and a Thorn," recorded for Coral by Andy Rose. . . . Tree Music's Buddy Killen says his firm seems destined for another big record in Roger Miller's first RCA Victor waxing, "You Don't Want My Love." Roger, exclusive Tree writer, penned the side. Killen also infos that Tree is getting good reaction from Rusty Draper's Mercury recording, "Luck of the Irish" and M-G-M's Tommy Edwards etching of "It's Not the End of Everything," penned by Bill Anderson, of Tree.

RCA Victor's Del Wood cut her first single session in many months at the local studio last week. . . . Hank Locklin cut a single session at the RCA Victor Studio here last week, along with Archie Campbell and Don Gibson. . . . Homer and Jethro are skedded to cut an album for RCA Victor at the local studio this week, and the Browns are due in for a session for the label, with Chet Atkins directing. . . . Chet Atkins, Skeeter Davis, Archie Campbell and Hank Locklin flew to Pensacola, Fla., Wednesday (14) for a p. a. for old Knoxville friend of Chet and Archie's, Van Temple. Junior Husky, Bill Purcell and Willie Ackerman were also on the show. Pat Twitty

Toronto

Columbia Records of Canada is releasing the new Travellers album, "The Quilting Bee" at the end of September. . . . Irving Weiss of St. Lawrence Music, Inc., Los Angeles, stopped over on his way from Brussels, Belgium, for conferences with Harold Moon of BMI, Canada. . . . The newspapers in Toronto are spreading the red carpet for the Lerner-Lowe musical, "Camelot," which opens its tryout run at the O'Keefe Centre.

Quality Records is pushing the Montreal Quartet, the Beau-Marks with "Billy, Billy Went A-Walking." The Shad label in New York is releasing the group in the U. S. . . . Ralph Harding of Raleigh Records is on a trip to the west coast of Canada. He has taken the Canadian label Chain, featuring 27-year-old disk jockey, Cy Anders. The tune, "I'm Not the Kind," was recorded with Art Locke in Nashville. Harding also has the Scroll label with "Two Hearts in Love" by Ray Gould, and "Never Saw the World Look Better," taken from a University of Toronto musical revue. A 16-year-old singer, Lee Carson, is being backed by a grocer, Jim Joseph, who has invested \$2,000 and five years of spare-time study of the popular music field. Joseph has trained a number of singers.

The Toronto Musicians Union is working hard to promote its Best New Dance Band of 1960 contest. Seven bands are featured in the contest being held at Mart Kenney's Ranch. In the contest are Dave Black, Jack Denton, Alf Coward, Pat Riccio, Len Wariner and Tom Earls, all of Toronto, Johnny Romero of Oshawa and Ren Metcalf of St. Catharines. Harry Allen Jr.

THIS WEEK'S NEW Money Records

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

SINGLES

- FOUR LITTLE HEELS—Brian HylandKapp
- LET'S THINK ABOUT LIVING—Bob LumanWarner Bros.
- LOVELY LAURIE—Guy PastorCapitol
- NORTH TO ALASKA—Johnny HortonColumbia
- THAT'S HOW MUCH—Brian HylandKapp

ALBUMS

- BOBBY DARIN FOR TEENAGERS ONLY—Bobby DarinAtco
- THEMES FROM TV AND SCREEN—Lew Douglas and OrkCarlton
- WILD IS LOVE—Nat King ColeCapitol

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

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



'Dog-gone, they're still SCREAMING FOR...'

'A Million to One' by Jimmy Charles . . . on Promo (P-1002)

'Ramblin' by The Ramblers . . . on Addit (A-1257)

'Big McGoon' by The Spydells . . . on Addit (A-1220)

'Let's Jam' by The Foster Brothers . . . on Dillie (D-101)

All from the 'House of Hits'

ADDIT RECORDING CORP., 1107 BROADWAY, NEW YORK 10, N. Y. AL 5-2448

Greater Selection Of Phonos This Fall

NEW YORK — Dealers preparing for the annual fall sales drive can have a considerably broader selection of phonograph merchandise and related equipment from

Admiral Joins Reverberation 1960 Parade

CHICAGO—Admiral joined the reverberation parade with a pair of AM-FM phonos that set a price peak for the firm's 1960-'61 all-in-one console line. The Y4191R Danish modern console in genuine walnut veneers at \$575 and the provincial console at \$625 boast a peak output of 72 watts, a high for the Admiral stereo line.

The firm also added a new high in its stereo theater phono 23-inch TV-AM-FM radio consoles with the STF 24M171 at \$625, where previous high was \$519.95. The Danish modern styled console offers a 16-watt output.

A price leader for the industry is Y4102, a contemporary console, which, at \$219.95 for mahogany and \$10 additional for walnut or blond oak, sets a low for radio-phono consoles in the Admiral line.

Pentron Gal Ad Feature

CHICAGO—A blonde, personable secretary and her affable boss, both of whom have contributed greatly to the industry advance of magnetic recording, get a well-deserved kudo in a promotional ad being carried by advertising trade papers currently. In an ad, headed "Meet the Woman in the Team at the Top," carried this week by Advertising Age as a promotion for Today's Secretary magazine, Mrs. Hope Borows, personal secretary to Irv Rossman, prexy of Pentron Sales, is given a well-deserved accolade by her boss, pictured with her in the ad.

Rossman and Mrs. Borows have been extremely active in giving

(Continued on page 44)

East Base for Mighty

NEW YORK — An eastward trek is being made by Mighty Records which is switching its base of operations from the West Coast to New York. Temporary headquarters have been set up on Forty-Eighth Street. Phil Zinn has been appointed a.&r. chief and national sales supervisor. Sidney Ascher Associates have been retained as promotion and advertising consultant.

TURNTABLE GETS UNIQUE DISPLAY

NEW YORK — One of the more unique exhibits in New York Hi-Fi Show was the specially built Empire 208 turntable which was hung dangerously from the ceiling. Fears of damage were unfounded, however, because the turntable, which was moved about in its upside-down position continued to operate in good order. Record was kept in place by cementing it in place. The Empire 208 is made by Dyna-Empire, Garden City, N. Y.

more companies than in the corresponding period of the 1959-1960 season, according to The Billboard Annual Phonograph Directory which appears elsewhere in this issue.

The number of companies whose line listings are included in this year's directory comes to 41, whereas last year 32 firms participated by providing descriptions of their lines. This was an increase of some 30 per cent.

Perhaps more significant is the increase in complete home music systems to be made available in the high-end, "over \$1,000" price category. This year, there are 26 of these from the various manufacturers, while last year only 12 were noted. This would indicate a strong tendency on the manufacturers' part to sell up to the really cream price range. This point is bolstered by the significant increase in units available in the \$300 to \$500 range as well as the \$500 to \$1,000 area.

In the latter case, there are 93 sets listed this year as against 55 last year. In the lower group, there are 117 models available for 1960-'61 as against 88 units last year.

A strong trend last year appears even more pronounced this year as the industry becomes more and more stereo-minded. Beyond the \$80 to \$100 price range, virtually all equipment is stereo-only. A new development of the year is the presence of various types of "reverberation" attachments in the more expensive units of various manufacturers.

Another significant factor is the increased consciousness of styling and cabinetry. The key word is "de luxe" as one examines the various lines from bottom to top price categories. Particularly at the middle and upper levels, the sales value of handsomely styled furniture cabinets becomes increasingly obvious in the new product lines.

Major Victor Push on New Stereo Phonos

• Continued from page 2

kick-off press luncheon Wednesday, the younger Shipley said: "Our industry has, in a sense, maligned stereo. There has never been any kind of real effort to sell stereo in a way that it can be completely understood. Because of certain economic factors, it came upon us too fast. Now, two years later, we intend to educate our public properly. We need an educated dealer organization and a public that knows what stereo is all about. We hope that what we're doing here will accomplish that result."

Later, a gala dealer dinner was tossed by Mainline in the Hotel's Rainbow Room. For this glittering fete, nearly 1,000 dealer personnel turned up. These came from throughout northern Ohio as well as from Toledo and Fort Wayne, Ind. These latter groups were brought in by both bus and plane.

The dealers were given a presentation of the new line in sugar-coated style, with such RCA Victor recording personalities as Jim Edward Brown, Mickey and Sylvia, Robert Shaw and Mr. RCA, Vaughan Monroe, all present to assist in the demonstration. The presentation of the new units was by Jim Shipley later, the elder Shipley gave the dealers a plain

STEREO MUSIC FAIR DATE SET

CLEVELAND—October 7, 8, 9 are the dates for the Stereo Music Fair here, the place is the Hotel Sheraton. This is the sixth in the annual series instituted originally as the Hi-Fi Fair and it is co-sponsored by the Cleveland Press, Tri-State Audio Representatives and radio station WDOK.

Admission to the fair is 50 cents and it is geared to stimulate interest and sales potential altho no actual equipment is on sale at the fair itself. Lapine Enterprises are handling the management. A special baby sitting service and dramatic stereo demonstrations are two of the attractions.

Toshiba Debs Transistor Radio Line

NEW YORK—Transistor World, exclusive U. S. distributor for the Japanese Toshiba line of transistor radios, tossed a special cocktail party and preview of the new line here Thursday (15) at the Overseas Press Club. The session was set up by Jack Galub, of Rogel International, Inc., public relations rep for Tokyo Shibaura Electric Company, producer of the Toshiba line.

The showing revealed special, decorator-styled high-fashion wall radios for living room use, a portable radio that can be used as a baby tender, public address system or as a personal radio, and a pocket-sized set that becomes a table radio when slipped into a larger speaker box and which operates on either batteries or house current.

In addition to refreshments, a lucky group won door prizes of featured radios in the line.

talk spiel on how best to sell the line. Mickey and Sylvia put on part of their regular act for the onlookers and later Monroe offered a quick chorus of his famous theme song, "Racing With the Moon." All this was received with a great clamor by the dealers who appeared to be in the proper mood to go home and sell the product.

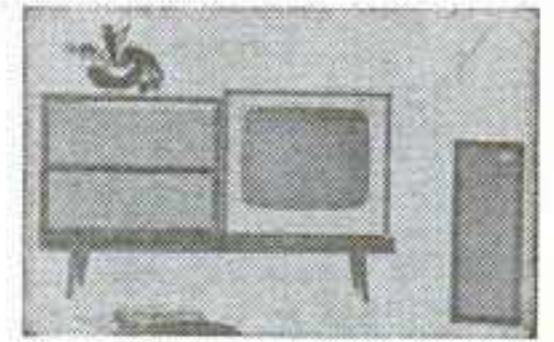
The public showing of the extensive line, a number of the units of which include three separate amplifiers, was heralded by excellent publicity via local papers, radio and TV. The artists who helped present the line to the dealers also remained for the public showing Thursday.

Presented from the Victor home Cherry Hill base in Camden, N. J., were Ray Saxon, sales veepee; ad director Jack Williams, and Ben French, public relations chief. Saxon told The Billboard that RCA was viewing the entire affair as a test. "If this plan here in Cleveland really goes over the way we're sure it will," Saxon said, "It will become a pattern for similar public showings in markets all over the country. We feel it's the best possible way to get into communication with the consumers who may ultimately buy our products."

NEW AUDIO PRODUCTS

Console Home Entertainment Center

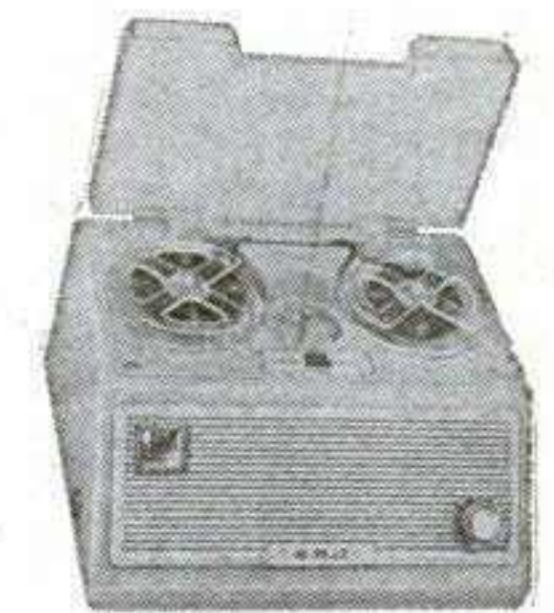
Featuring what they consider a new modula design, the Zenith Corporation has debuted a new stereo console that aims to be the home center for provisions for optional AM-FM radio insert and TV. The set which is officially named 45C22, comes in mahogany, blond oak, walnut veneer and has four-speed automatic changer, 10, 8 and two 3-inch speakers



and an input tape jack. Without its \$99.95 AM-FM radio and TV or tape it sells for \$259.95.

Transcriber Features Remote Mike

The Stenomaster, Mark XII, being produced by GBC America Corporation of N. Y., is a dictating and transcribing machine with a remote control mike. Four fingertip push buttons control start, stop, dictate, listen, back space, fast forward, and automatic review and erase the tape. The machine records up to three hours on one tape at 3¾ and 1½ inches per second. It also has volume control and distortion level, conference speaker, and uses standard dual track tape. It measures 4¾ by 8 by 9½ inches. It will sell for



\$179.50. The company plans extensive advertising in trade and business papers to back the new machine.

Fills Ears With Music

A stereo headset introduced by the Sargeat-Rayment Company of Oakland, Calif., fills the listeners with personalized stereo music. The headset is dual in purpose, being as applicable for private listening and professional monitoring. The headphones are molded in aluminum casing and the outer surface is coated with vinyl.



"Right" and "Left" designations are marked on each headset. Literature and prices are available directly from the company itself.

Texas Console Takes a Famous Name

A famous Southern name, "The Jackson" has been applied to a new console model introduced by the Curtis Mathes Company of Dallas, Tex. It's less romantic tag is the J-1523 which distinguishes it in the firm's line as a united styled in the Danish modern mode with AM-FM radio, 23-inch TV and six matched speakers: two 12, two eight and two five inch horns.



Provisions have been made for tape deck and extension speakers and the "reverb" sound conditioning device. The new model lists at \$799.95.

FM Tuner in Kit Form

For the first time the H. H. Scott Company is merchandising one of its hi-fi tuners in kit form. The LT-10 carries the companies wide band tuner features and has a silver plated front end. Tubes, sockets, terminal strips and jacks arrive pre-mounted on the chassis. It comes in a "Kit-Pak" box with carrying case handle that makes it distinctly compact. Wires are colored and charts give the



proper order of assembly. The price on list is \$89.95.

Transistorized Auto Radios

Abtronics, Inc., of Miami Shores, Fla., has introduced two all-transistor auto radios whose limited space volume is particularly suited to compact and sports cars. The two new units belong to the "T-Tone" line including a Model A six transistor set which works on either a six or 12-volt system and sells for \$79.95; and the Model



B which also has six transistors and the same voltage requirements but has its own self-contained five-inch speaker. A separate speaker is needed for the Model A. Model B also sells for \$79.95.

(Continued on page 44)

THE BILLBOARD PUBLISHING COMPANY
1564 BROADWAY
NEW YORK 36, N. Y.

W. D. LITTLEFORD
PRESIDENT

September 13, 1960

Mr. Randy Wood
President
Dot Records, Inc.
Sunset & Vine
Hollywood, Calif.

Dear Randy:

Your advertisement in this week's issue is by all odds the most striking advertisement we have ever published. And I am sure time will prove that it will be one of the most profitable ones for the advertiser.

Sincerely,

Bill
W. D. Littleford

WDL:mmm

CC: Bob McCluskey

*Thanks Bill,
Randy*

It's here! Another Philco First in home entertainment...

NEW PHILCO REVERBaphonic SOUND SYSTEM

THE STEP BEYOND STEREO



Makes any record—monaural, stereo, even old 78's—sound thrillingly alive! Literally transforms AM/FM and tape! And Philco's exclusive REVERB demonstrator lets you show your customers the difference REVERB makes—right on your sales floor. You turn on REVERB and the walls seem to roll back. Make the most demonstrable feature in phonograph history sell for you now . . . Philco REVERB . . . the season's hottest profit news! Call your Philco Distributor!

Let Miss Patrice Munsel—star of opera, stage and TV attract customers into your store for a thrilling Philco REVERB demonstration! Tie-in to big national magazine advertising program in SATURDAY EVENING POST—HOLIDAY—HOUSE BEAUTIFUL—LIVING FOR YOUNG HOMEMAKERS—HARPER'S—ESQUIRE—SPORTS ILLUSTRATED—SATURDAY REVIEW and NEW YORKER! Tie-in full color Patrice Munsel display-ad mats—musical mailers—available now at your Philco Distributor's.

Your customers can own a PHILCO PORTABLE PHONOGRAPH



PHILCO 1425

THREE-SPEAKER STEREO

Smart compact airplane luggage-type cabinet provides 4 speed automatic phonograph including 45 RPM spindle, dual sapphire needle crystal pick up and Philco 3-speaker stereo sound system. Two lift-off speakers give up to 24 ft. of separation! Six-inch bass speaker mounted in cabinet.

- Two Tone Brown or Grey Cabinet
- Rubber Covered Turntable
- Tone Control
- Loudness Control on each channel

BRIEFCASE THIN STEREO PORTABLE

Fully automatic stereophonic phonograph only 7" high. Plays all speeds. Has 2 swing-out lift-off stereo speakers giving up to 24 ft. of separation! Beautiful Luggage Tan or Charcoal scuff-resistant finish.



PHILCO 1423

- Dual Sapphire Needle Crystal Pick Up
- Rubber Covered Turntable
- Tone Control
- Loudness Control on each channel

3-SPEED PORTABLE

Beautifully streamlined in flame or blue with brass trim to make every teenager want to stop, look and listen. 3-speed monophonic player. Dual sapphire needle crystal pick up. Tone Control. Loudness control.



PHILCO 1394

for as low as \$24⁹⁵ LIST PHILCO 1394

"Only Philco has it!"

YOU NEED

FOR THE MOST ADVANCED FEATURES IN HIGH FIDELITY
PHILCO

The Billboard's 1961 Phonograph Directory

A complete listing of new phonograph product lines by price category, including detailed descriptions of each unit, for all major manufacturers.

Under \$30

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material *	Dimensions and Weight for Portable	Suggested Price List
Arvin	2093	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Pyroxlin-covered wood	13 3/4"x16"x13" (10 lbs.)	\$29.95
Arvin	80P13 80P15	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Wood	13 1/4"x12 3/4"x12 3/4" (10 lbs.)	\$29.95
Boetsch	30	Portable	Manual	Monaural	2.1	1	Single Sapphire	---	Covered wood	---	\$19.95
Boetsch	024	Portable	Manual	Monaural	2.1	1	Dual Sapphire	---	Covered wood	---	\$24.95
Capitol	118	Portable	Manual	Monaural	---	1	Single Sapphire	---	Pyroxlin-covered wood	10 3/8"x10 1/4"x6 5/8" (8 1/2 lbs)	\$19.95
Columbia	C-1201	Portable	Manual	Monaural	---	1	Dual	---	Blue	12 3/4"x5 1/4"x11" (9 lbs.)	\$19.95
Columbia	C-1203	Portable	Manual	Monaural	---	1	Dual	---	Brown, tan & white	13"x6 1/2"x11" (11 lbs.)	\$24.95
Columbia	C-1205	Portable	Manual	Monaural	---	2	Dual	---	Blue & white, charcoal & white	13 1/2"x7"x10 1/2" (9 1/2 lbs.)	\$29.95
Decca	DPS-12	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Pyroxlin	6 3/4"x13"x10 1/4" (7 1/2 lbs.)	\$19.95
Decca	DP-587	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Pyroxlin	13 1/2"x7"x12" (9 lbs.)	\$24.95
Decca	SM5/DU2	Portable	Manual	Stereo	---	2	---	---	---	---	\$29.95
Decca	DPS-20	Portable	Manual	Stereo	---	2	Dual Sapphire	---	Pyroxlin	15"x5"x10" (9 1/2 lbs.)	\$29.95
Electron	66	Portable	Manual	Monaural	2	1	Single Sapphire	---	Pyroxlin leatherette	(8 lbs.)	\$19.95
Electron	64	Portable	Manual	Monaural	2	2	Dual Sapphire	---	Pyroxlin leatherette	---	\$29.95
Electrophone & Parts	423/11	Portable	Manual	Stereo	---	2	---	---	---	---	\$23.25
Emerson	933	Portable	Manual	Monaural	---	1	Single Sapphire	---	Luggage-type	12 1/4"x4 1/2"x9 1/4"	\$19.88
Emerson	946	Portable	Manual	Stereo	---	2	Dual Sapphire	---	Luggage	18"x4 3/8"x9 1/4"	\$29.88
Fanon Electronic	610	Portable	Manual	Monaural	1	1	Single Sapphire	---	---	13 1/2"x11"x5 1/2" (10 lbs.)	\$19.95
Fanon Electronic	620	Portable	Manual	Monaural	1	1	Dual Sapphire	---	---	13 1/2"x11"x5 1/2" (10 lbs.)	\$24.95
Fanon Electronic	630	Portable	Manual	Stereo	4	2	Dual Sapphire	---	---	13"x10 1/2"x8" (12 lbs.)	\$29.95
Major Electronics	450	Portable	Manual	Monaural	1	1	Single	---	Paper	(7 lbs.)	\$16.95
Major Electronics	450TF	Portable	Manual	Monaural	1	1	Dual Sapphire	---	Cloth	(10 lbs.)	\$19.95
Major Electronics	300	Portable	Manual	Monaural	1	1	Dual Sapphire	---	Cloth	(10 lbs.)	\$24.95
Mitchell	6018	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Wood	(8 lbs.)	\$24.95
Olympic	MM101	Portable	Manual	Monaural	---	1	Single Sapphire	---	Wood-leatherette covered	(9 lbs.)	\$19.95
Philco	1394	Portable	Manual	Monaural	2	1	Dual Sapphire	---	Plastic	5 1/4"x12"x11"	\$24.95
Phonola (Waters Conley)	160	Portable	Manual	Monaural	---	1	Single Sapphire	---	Wood, leatherette covered	12 1/2"x10"x6" (9 lbs.)	\$19.95
Phonola (Waters Conley)	SM57	Portable	Manual	Monaural	---	1	Single Steel	---	Wood	12"x11"x7" (10 lbs.)	\$24.95
Phonola (Waters Conley)	560	Portable	Manual	Monaural	---	2	Dual Sapphire	---	Wood, leatherette covered	13 1/4"x12 1/2"x5" (12 lbs.)	\$29.95
RCA Victor	1EMP2	Portable	Manual	Monaural	---	1	Dual Crystal	---	Fabric	5 1/2"x12 1/2"x10 1/2"	\$29.95
Steelman	101	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Pyroxlin red & white	6"x11"x12" (10 lbs.)	\$19.95
Steelman	106	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Pyroxlin-red & white-blue & white	6 3/4"x12 1/2"x11 1/2" (11 lbs.)	\$26.95
Symphonic	1700	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Pyroxlin-covered wood	6 1/2"x12 3/4"x10 1/2" (9 lbs.)	\$19.95
Symphonic	1702	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Pyroxlin-covered wood	6 1/2"x12 3/4"x13 1/2" (10 1/2 lbs.)	\$24.95
Symphonic	1704	Portable	Manual	Stereo	---	2	Dual Sapphire	---	Pyroxlin-covered wood	5 1/2"x12 1/2"x13 3/4" (11 1/4 lbs.)	\$29.95
Telo-Tone	150	Portable	Manual	Monaural	2	1	Single Sapphire	---	Wood-fabric coated	(9 lbs.)	\$19.95
Telo-Tone	175	Portable	Manual	Monaural	2	1	Dual Sapphire	---	Wood-fabric coated	(9 lbs.)	\$24.95
Telo-Tone	142	Portable	Manual	Monaural	2	2	Dual Sapphire	---	Wood-fabric coated	(9 lbs.)	\$29.95
Trav-ler	7077	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Plastic	5"x13"x10 1/2" (7 lbs.)	\$19.95
Trav-ler	7083	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Wood	6 3/4"x12 3/4"x10 3/4" (12 lbs.)	\$24.95
Trav-ler	TP-400	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Wood	14 1/4"x9 1/4"x12 3/4" (7 lbs.)	\$24.95
Trav-ler	TP-500	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Wood	15 3/4"x9 1/4"x9 1/2" (7 lbs.)	\$29.95
Webcor	BP1112 RP1112	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Wood	12 3/16"x7 1/4"x10 9/16" (9 lbs.)	\$29.95
Westinghouse	61MP	Portable	Manual	Monaural	---	1	Dual Sapphire	---	Char. & white, red & white, turq. & white	6 7/8"x13"x11 1/2" (12 lbs.) (inc. shipping)	\$29.95
V-M Corp.	205	Portable	Manual	Monaural	2	1	Dual Sapphire	---	Pyroxlin	6 5/8"x14"x10 3/4" (11 lbs.)	\$29.95
Vanity Fair	40	Portable	Manual	Monaural	2	1	Single Sapphire	---	Vinyl	12"x10"x5" (6 lbs.)	\$19.95
Vanity Fair	101	Portable	Manual	Monaural	2	1	Single Sapphire	---	Fiberboard	12"x10"x5" (6 lbs.)	\$19.95
Vanity Fair	102	Portable	Manual	Monaural	2	1	Dual Sapphire	---	Fiberboard	12"x10"x5" (6 lbs.)	\$22.95
Vanity Fair	50	Portable	Manual	Monaural	2	1	Dual Sapphire	---	Fiberboard	12"x11"x8" (8 lbs.)	\$24.95
Vanity Fair	52	Portable	Manual	Monaural	2	2	Dual Sapphire	---	Wood	14"x13"x6"	\$27.95
Vanity Fair	304	Portable	Manual	Stereo	4	2	Dual Sapphire	---	Fiber	15"x11"x5" (9 lbs.)	\$29.95

\$31 to \$60

Admiral	Y4008	Portable	Automatic	Monaural	---	1	Dual Sapphire	---	Pyroxlin covered luggage case	8 1/8"x15 5/8"x18 1/2"	\$49.95
Arvin	2094	Portable	Manual	Stereo	---	2	Dual Sapphire	---	Wood	13 1/2"x12"x10 1/4" (13 lbs.)	\$39.95
Arvin	80P23 80P25	Portable	Automatic	Monaural	---	1	Dual Sapphire	---	Plastic covered wood	14 7/8"x8 3/4"x15 1/2" (19 lbs.)	\$49.95
Arvin	8092	Portable	Automatic	Stereo	---	2	Dual Sapphire	---	Plastic covered wood	17 1/4"x10 1/4"x17" (18 1/2 lbs.)	\$59.95
Boetsch	A-46	Portable	Automatic	Monaural	2.1	1	Dual Sapphire	---	Covered wood	---	\$49.95
Boetsch	A-60	Portable	Automatic	Monaural	2.1	2	Dual Sapphire	---	Covered wood	---	\$54.95
Boetsch	SA77	Portable	Automatic	Stereo	5	2	Dual Sapphire	---	Covered wood	---	\$59.95

(Continued on page 30)

The Billboard's 1961 Phonograph Directory (cont'd)

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Capitol	119	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Pyroxlin coated wood	12 3/4" x 10 1/2" x 7 3/8" (9 3/4 lbs.)	\$32.95
Capitol	123	Portable	Manual	Stereo	—	3	Dual Sapphire	—	Pyroxlin coated wood	13" x 12 1/4" x 8 1/4" (12 1/2 lbs.)	\$40.95
Capitol	124	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Pyroxlin coated wood	14 1/2" x 16 3/4" x 8 3/4" (17 lbs.)	\$53.95
Columbia	C-1207	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Brown & tan	15 3/4" x 9 1/2" x 17" (22 lbs.)	\$49.95
Decca	DP-588	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Pyroxlin	6 1/4" x 11 3/4" x 13 3/4" (11 1/2 lbs.)	\$39.95
Decca	DP-640	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Pyroxlin	8 1/2" x 15" x 17 1/2" (17 lbs.)	\$49.95
Decca	DP-650	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Pyroxlin	8 1/2" x 15" x 17 1/2" (17 lbs.)	\$59.95
Electron	69	Portable	Automatic	Monaural	2	1	Single Sapphire	—	Pyroxlin leatherette	—	\$49.95
Electron	63	Portable	Automatic	Monaural	2	2	Dual Sapphire	—	Pyroxlin leatherette	—	\$59.95
Electrophone & Parts	CD2/21	Portable	Automatic	Stereo	—	2	—	—	—	—	\$44.50
Emerson	935	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Luggage-type	14 1/4" x 8 1/4" x 15 3/4"	\$39.88
Emerson	937	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Luggage-type	20 1/4" x 8 1/4" x 15 13/16"	\$58.00
Fanon	221	Portable	Automatic	Monaural	1	1	Dual Sapphire	—	—	12" x 18" x 9" (16 lbs.)	\$47.95
Fanon	716	Portable	Automatic	Monaural	1	1	Dual Sapphire	—	—	16" x 17" x 8" (18 lbs.)	\$57.95
Fanon	717	Portable	Automatic	Monaural	1	1	Dual Sapphire	—	—	16" x 17" x 8" (18 lbs.)	\$59.95
General Electric	RP 1100	Portable	Manual	Stereo	.8	2	Dual Sapphire	—	Fabric	20" x 13" x 5" (13 lbs.)	\$49.95
General Electric	RP 1112	Portable	Automatic	Monaural	1.3	1	Dual Sapphire	—	Fabric	16" x 18" x 9" (19 lbs.)	\$59.95
Major	88	Portable	Automatic	Monaural	2	1	Dual Sapphire	—	Cloth	(10 lbs.)	\$49.95
Mitchell	6084	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Wood	(14 lbs.)	\$41.95
Mitchell	5919	Portable	Automatic	Stereo	3	2	Dual Sapphire	—	Wood	(16 lbs.)	\$41.95
Mitchell	6021	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Wood	(15 lbs.)	\$54.95
Motorola	SF13	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Plywood-Pyroxlin	15 7/8" x 4 13/16" x 10 3/8"	\$34.95
Motorola	SF14	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Plywood-Pyroxlin	20 5/16" x 6 1/4" x 12 3/8"	\$49.95
Olympic	SM170	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Wood-leatherette covered	(20 lbs.)	\$34.95
Olympic	MA150	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Wood-leatherette covered	(24 lbs.)	\$54.95
Philco	1396	Portable	Manual	Stereo	4	2	Dual Sapphire	—	Plastic	5 1/4" x 12" x 13 3/4"	\$39.95
Phonola (Waters Conley)	1160	Portable	Manual	Stereo	—	3	Dual Sapphire	—	Wood, leatherette covered	15" x 14" x 5 1/2" (16 lbs.)	\$39.95
Phonola (Waters Conley)	760	Portable	Automatic	Monaural	—	2	Dual Sapphire	—	Wood, leatherette covered	14 3/4" x 17" x 8 1/4" (21 lbs.)	\$59.95
Steelman	105	Portable	Manual	Monaural	—	2	Dual Sapphire	—	Texon typewriter case—tan, red	5 1/4" x 11 1/2" x 13 1/2" (10 lbs.)	\$32.95
Steelman	202	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Texon typewriter case—tan, white, black, red	5 1/4" x 11 1/2" x 13 1/2" (10 lbs.)	\$39.95
Steelman	302B	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Pyroxlin—red & white, blue & white	8 1/2" x 14 1/2" x 16 1/2" (19 lbs.)	\$49.95
Steelman	303	Portable	Automatic	Monaural	—	4	Dual Sapphire	—	Pyroxlin—turquoise & white, charcoal & white	9" x 16" x 17 1/2" (20 lbs.)	\$59.95
Sylvania	45P15	Portable	Manual	Stereo	3	2	Dual Sapphire	AM	Wood—simulated leatherette covered	5 1/8" x 10 3/4" x 20 7/8" (11 1/2 lbs.)	\$39.95
Sylvania	45P16	Portable	Automatic	Monaural	2	2	Dual Sapphire	AM	Wood—simulated leatherette covered	8 3/4" x 16 3/8" x 14 5/8" (16 lbs.)	\$49.95
Symphonic	1707	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Pyroxlin covered wood	6 1/4" x 16 3/4" x 13" (15 lbs.)	\$39.95
Symphonic	1716	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Pyroxlin covered wood	8 1/2" x 14 1/2" x 17" (21 lbs.)	\$49.95
Symphonic	1717	Portable	Automatic	Monaural	—	2	Dual Sapphire	—	Pyroxlin covered wood	8 3/4" x 14 1/2" x 16 1/2" (24 lbs.)	\$59.95
Tele-Tone	515	Portable	Automatic	Monaural	2	1	Single Sapphire	—	Wood—fabric coated	(11 lbs.)	\$34.95
Tele-Tone	21	Portable	Manual	Monaural	2	2	Dual Sapphire	—	Wood—fabric coated	(10 lbs.)	\$34.95
Tele-Tone	250	Portable	Manual	Stereo	8	2	Dual Sapphire	—	Wood—fabric coated	(11 lbs.)	\$34.95
Tele-Tone	B-15	Portable	Automatic	Monaural	3	2	Dual Sapphire	—	Wood—fabric coated	(16 lbs.)	\$39.95
Tele-Tone	BR1500	Portable	Automatic	Monaural	4	2	Dual Sapphire	—	Wood—fabric coated	(20 lbs.)	\$49.95
Tele-Tone	7300	Portable	Automatic	Stereo	8	2	Dual Sapphire	—	Pyroxlin	(22 lbs.)	\$69.95
Traveler	1008	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Wood	6 5/8" x 13" x 15 3/4" (12 lbs.)	\$39.95
Traveler	8090	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Wood	8 1/2" x 13" x 17 1/4" (22 lbs.)	\$49.95
Traveler	1019	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood	9 5/8" x 14 3/4" x 17 1/8" (27 lbs.)	\$59.95
Webcor	EP1113 TP1113	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Wood	12 3/16" x 6 1/8" x 13 7/16" (13 lbs.)	\$39.95
Webcor	EP1151 RP1151	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Wood	16 5/16" x 15" x 9" (17 lbs.)	\$49.95
Westinghouse	62MP	Portable	Manual	Stereo	—	2	Dual Sapphire	—	Char. & white, red & white, turquoise & white	6" x 19 3/16" x 12 7/8" (18 lbs.) (inc. shipping)	\$39.95
Westinghouse	63AC	Portable	Automatic	Monaural	—	1	Dual Sapphire	—	Char. & white, turquoise & white	8 7/8" x 14 5/8" x 16 5/8" (22 lbs.) (inc. shipping)	\$49.95
V-M Corp.	206	Portable	Manual	Monaural	2	1	Dual Sapphire	—	Pyroxlin	7 1/4" x 15" x 17 1/4" (18 lbs.)	\$49.95
V-M Corp.	306	Portable	Automatic	Monaural	2	1	Dual Sapphire	—	Pyroxlin	8 1/8" x 15" x 17 1/4" (20 lbs.)	\$59.95
Vanity Fair	305	Portable	Manual	Stereo	4	2	Dual Sapphire	—	Fiber	19" x 11" x 5" (10 lbs.)	\$32.95
Vanity Fair	300	Portable	Automatic	Monaural	2	1	Dual Sapphire	—	Wood	17" x 15" x 9" (16 lbs.)	\$49.95

\$61 to \$80

Admiral	Y4017	Portable	Automatic	Monaural	—	1	Dual Sapphire	AM	Pyroxlin-covered luggage case	8 7/8" x 15 5/8" x 17 7/8"	\$69.95
Admiral	Y4037	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Pyroxlin-covered luggage case	8 3/4" x 15 3/8" x 17 1/4"	\$69.95
Arvin	80P78	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Plastic-covered wood	16" x 12" x 16 3/4" (21 lbs.)	\$69.95
Boetsch	SA550	Portable	Automatic	Stereo	5	2	Dual Sapphire	—	Covered wood	—	\$69.95
Boetsch	RAC60	Portable	Automatic	Monaural	3	1	Dual Sapphire	AM	Covered wood	—	\$79.95
Capitol	125	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Pyroxlin-coated wood	14 3/8" x 17 3/4" x 9 1/4" (21 lbs.)	\$69.95
Columbia	C-1209	Portable	Automatic	Stereo	—	2	Dual	—	Blue and white	16 1/2" x 9 1/2" x 19 7/8" (30 lbs.)	\$79.95
Electron	68	Portable	Automatic	Monaural	2	4	Dual Sapphire	—	Pyroxlin leatherette	—	\$64.95
Electron	62	Portable	Automatic	Stereo	5	2	Dual Sapphire	—	Pyroxlin leatherette	—	\$69.95
Electron	67	Portable	Automatic	Stereo	5	3	Dual Sapphire	—	Pyroxlin leatherette	—	\$79.95

(Continued on page 32)

all new from



COMPLETE SELECTION FOR PROFITABLE PORTABLE SALES

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model 307

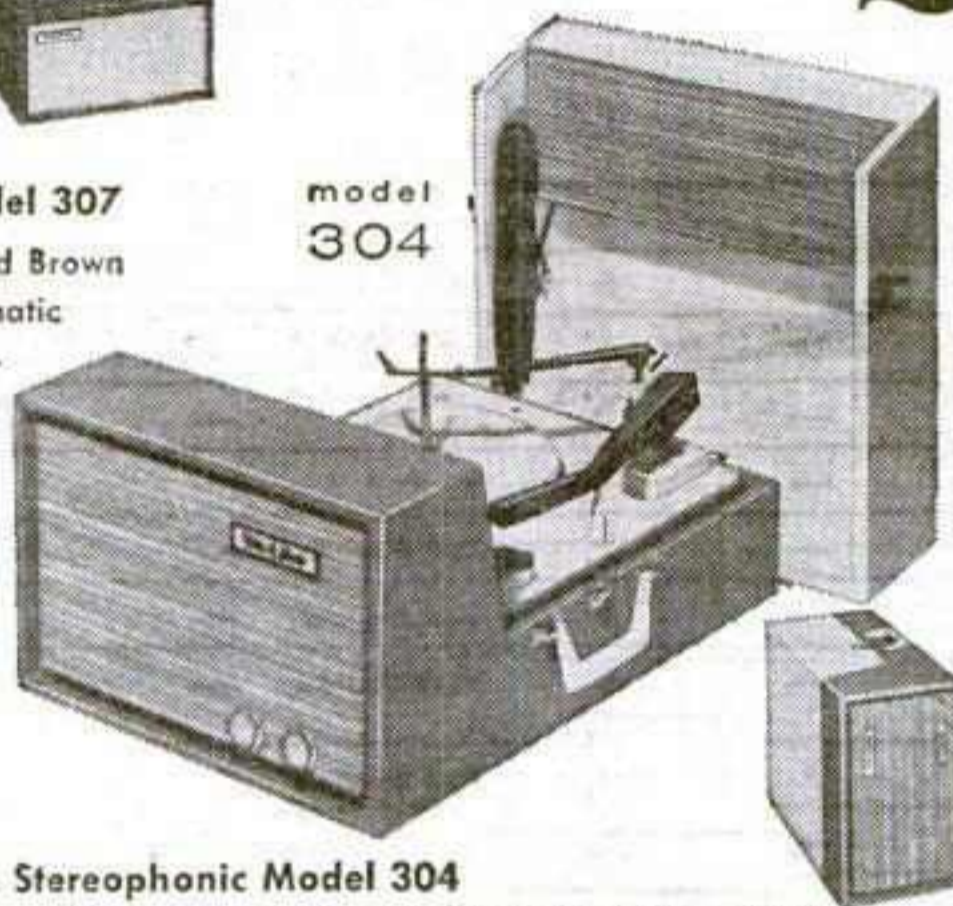
1 V-M Portable Component Stereo System—Model 307
Professional V-M styling! Beautiful Metallic Beige and Brown Case. Also in Gray. • V-M's exclusive 'Stere-O-Matic'® Automatic 4-Speed Record Changer plays *all records — all speeds — all sizes*. High-Fidelity records sound better than ever!
• 'Tone-O-Matic'® Loudness, Balance and Separate Bass and Treble Controls • Four powerful speakers — two in each easily detachable section
• Speaker sections may be placed anywhere — even in bookcases or on end tables • **\$129.95 List***



the "SONGSTAR"

2 V-M Stereo Model 309

• Just swing out the speakers and super stereo surrounds you! • Famous V-M 4-Speed Automatic Record Changer plays both stereo and standard hi-fi records — automatically or manually, and they sound better than ever! Simple controls allow adjustment to suit one's own listening pleasure! Tri-Audio Speaker System—a powerful 4" speaker in each "Swing-Out" detachable section and a giant 6" x 9" in the central unit! Automatic Manual-Play feature. Finger-Lift on Tone Arm. Gold and White Case **\$99.95 List***



model 304

3 V-M Stereophonic Model 304

• Dramatic in appearance, this colorful model is equally forceful in its performance! • Exclusive V-M 4-Speed Automatic Record Changer plays *all records* • Separate volume controls for each channel! • Two powerful speakers: one in the central unit, one in the easily detachable lid for stereo separation up to 16 feet! Tone Arm Finger-Lift and new Automatic Manual-Play Feature for easier single record play operation! Popular Cantaloupe and Off-White Case **\$69.95 List***



model 206

5

V-M 4-Speed Model 206

• High-flying fashion at a down-to-earth price! Ideal as a manual player in custom hi-fi installations. Perfect for school or church use! Plays records of all speeds and sizes manually! • Tone Arm Finger-Lift for added convenience. External speaker jack and switch — controlled external amplifier jack permit use as a program source for P.A. system! • Built-in 45 rpm Spindle Adaptor lifts into place instantly! V-M stand-out styling! Blue and Light Gray Case **\$49.95 List***



model 306

4

V-M 4-Speed Model 306

• A magnificent portable for use anywhere in the home! Smart, rich appearance! Plays 33, 45 and 78 records automatically • New Automatic Manual-Play Feature prevents accidental needle damage after single record play. "Finger-Lift" makes single record playing easier! • Separate Tone and Volume Controls adjust music at a touch! Blue and White or Orange and White Case **\$59.95 List***

model 205



6

The 'Songfest' V-M 4-Speed Model 205

Pert, pretty — and so very versatile! Add music to the rumpus room or offer it as a gift! • Plays records of all sizes and speeds manually! • Tone Arm Finger-Lift for added convenience! • Powerful speaker system gives amazing sound performance! Built-in 45 rpm Spindle Adaptor lifts into place instantly! Smartly styled, easy-to-carry Red and White or Blue and White Case **\$29.95 List***

*Slightly Higher West.



V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

THEY'RE AVAILABLE NOW! AD MATS AND COMPLETE SALES PROMOTION PROGRAM IS READY TO WORK FOR YOU NOW! CALL YOUR V-M DISTRIBUTOR TODAY!

The Billboard's 1961 Phonograph Directory (cont'd)

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Emerson	Wondergram	Portable Transistor Pocket	Manual	Monaural	—	1	Dual Sapphire	—	Luggage type	8 11/16"x4 3/8"x2 1/16"	\$68
Fanon	720	Portable	Automatic	Stereo	4	2	Dual Sapphire	—	—	16"x15"x10" (20 lbs.)	\$69.95
Fanon	725	Portable	Automatic	Stereo	4	2	Dual Sapphire	—	—	16"x15"x10" (20 lbs.)	\$74.95
Fanon	730	Portable	Automatic	Stereo	5	4	Dual Sapphire	—	—	20"x15 1/2"x9" (22 lbs.)	\$79.95
General Electric	RP1127-28	Portable	Automatic	Stereo	1.1	2	Dual Sapphire	—	Fabric	17"x19"x9" (23 lbs.)	\$79.95
Magnavox	1-5C238	Portable	Automatic	Stereo	—	2	Sapphire	—	Wood vinyl	15 5/8"x9"x17 3/4" (25 lbs.)	\$79.90
Major	440	Portable	Automatic	Monaural	2	2	Dual Sapphire	—	Cloth	(18 lbs.)	\$69.95
Mitchell	6022	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood	(18 lbs.)	\$69.95
Olympic	SA180	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood—leatherette covered	(27 lbs.)	\$69.95
Philco	1423	Portable	Automatic	Monaural	4	2	Dual Sapphire	—	Leather-like	7"x23 5/8"x15 1/16"	\$79.95
Phonola (Waters Conley)	4560	Portable	Manual	Stereo	8	3	Dual Sapphire	—	Wood—leatherette covered	18"x15 3/4"x8 1/8" (25 lbs.)	\$79.95
Phonola (Waters Conley)	1460	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Wood—leatherette covered	18"x17 3/4"x8 1/2" (31 lbs.)	\$79.95
Steelman	408	Portable	Automatic	Stereo	5	2	Dual Sapphire	—	Pyroloxin—tan and white, red and white	9"x15"x20" (21 lbs.)	\$69.95
Sylvania	45P17	Portable	Automatic	Stereo	3	2	Dual Sapphire	AM	Wood—simulated leatherette covered	8 7/8"x17 1/2"x14 5/8" (25 lbs.)	\$69.95
Symphonic	1718	Portable	Automatic	Stereo	5	3	Dual Sapphire	—	Pyroloxin-covered wood	8 3/4"x18 1/2"x16 3/4" (31 lbs.)	\$79.95
Tele-Tone	9102	Portable	Automatic	Stereo	10	5	Dual Sapphire	—	Wood—fabric coated	(26 lbs.)	\$79.95
Traveler	6521	Portable	Automatic	Monaural	—	3	Dual Sapphire	AM	Wood	8 1/2"x14 1/2"x17 3/4" (28 lbs.)	\$69.95
Weber	BP1152 TP1152	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood	15"x19 7/16"x9" (20 lbs.)	\$69.95
Westinghouse	64AC5	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Silver char., tweed tan	9"x14 5/8"x16 5/8" (24 lbs.) (Inc. Shipping)	\$69.95
V-M Corp.	304	Portable	Automatic	Stereo	4	2	Dual Sapphire	—	Pyroloxin	8 1/4"x14"x16 1/2"	\$69.95
V-M Corp.	314	Portable	Automatic	Stereo	—	2	Single Diamond	—	Leatherette-covered wood	—	\$79.95
Vanity Fair	301	Portable	Automatic	Stereo	4	2	Dual Sapphire	—	Wood	17"x15"x9"	\$69.95
Zenith	FPS45	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood—Durastron cover	8 5/8"x15 1/2"x21" (21 lbs.)	\$79.95

\$81 to \$100

Admiral	Y4049	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Pyroloxin-covered luggage case	9 1/2"x15 3/4"x18 3/4"	\$99.95
Arvin	90P39	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Plastic-covered wood	23 1/2"x10 1/4"x15 3/4" (34 lbs.)	\$99.95
Beetsch	SD654	Portable	Automatic	Stereo	10	3	Dual Sapphire	—	Covered wood	—	\$89.95
Columbia	C-1211	Portable	Automatic	Stereo	—	2	Dual	—	Brown & tan	16 1/2"x8 7/8"x17 1/4" (26 lbs.)	\$99.95
Columbia	C-1215	Portable	Automatic	Stereo	—	4	Dual	—	Gray & tan	22 1/4"x9 3/8"x16" (27 lbs.)	\$99.95
Decca	DP-330	Console	Automatic	Stereo	—	2	Dual Sapphire	—	Rubbed veneer—mah., wal., blond	26 1/2"x20"x14 1/2"	From \$89.95
Decca	DP-238	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Pyroloxin	9 1/2"x16 1/2"x18 3/4" (21 lbs.)	\$89.95
Delmonico	MDRT	Portable (plus disk recorder)	Manual	Monaural	—	1	Single Sapphire	—	Wood—cloth covered	—	\$99.95
Electron	65	Portable	Automatic	Stereo	7	4	Dual Sapphire	—	Pyroloxin leatherette	—	\$99.95
Emerson	938	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Luggage-type	15 1/8"x9 15/16"x23"	\$98
Fanon	740	Portable	Automatic	Stereo	5	4	Dual Sapphire	—	—	20"x15 1/2"x9" (22 lbs.)	\$84.95
Fanon	750	Portable	Automatic	Stereo	6	4	Dual Sapphire	—	—	17 1/2"x9"x24" (24 lbs.)	\$99.95
General Electric	RP 1135	Portable	Automatic	Stereo	1.1	2	Dual Sapphire	—	Fabric	10"x16"x22" (25 lbs.)	\$99.95
Magnavox	1-5C242	Portable	Automatic	Stereo	—	2	Sapphire	—	Wood vinyl	15 1/4"x8 3/4"x22" (35 lbs.)	\$99.90
Major	550	Portable	Automatic	Monaural	5	3	Dual Sapphire	—	Cloth	(22 lbs.)	\$89.95
Major	500	Portable	Automatic	Stereo	7	2	Dual Sapphire	—	Cloth	(25 lbs.)	\$99.95
Major	15X	Portable	Automatic	Stereo	7	2	Dual Sapphire	—	Cloth	(20 lbs.)	\$99.95
Mitchell	6023	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Wood	(26 lbs.)	\$99.95
Motorola	5F15	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Plywood-Pyroloxin	16 1/2"x9 5/8"x21"	\$99.95
Olympic	RP-9	Portable	Automatic	Stereo	8	2	Dual Sapphire	AM	Wood-leatherette covered	9"x15"x17 1/2" (28 lbs.)	\$99.95
Olympic	SA185	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood-leatherette covered	(33 lbs.)	\$99.95
Olympic	727	Console	Automatic	Stereo	5	2	Dual Sapphire	AM	Grained mah.	28"x23"x16 1/2"	\$99.95
Philco	1425	Portable	Manual	Stereo	4	3	Dual Sapphire	—	Leather-like	9 1/4"x16"x19 3/16"	\$99.95
Phonola (Waters Conley)	1760	Portable	Automatic	Stereo	7	3	Dual Sapphire	—	Wood, leatherette covered	22 3/8"x18 3/4"x9 1/2" (31 lbs.)	\$99.95
Steelman	409	Portable	Automatic	Stereo	6	3	Dual Sapphire	—	Pyroloxin-turquoise & white, charcoal & silver	9 1/2"x16 1/4"x18 1/2" (28 lbs.)	\$89.95
Sylvania	45P18	Portable	Automatic	Stereo	4	3	Dual Sapphire	AM	Wood—simulated leatherette-covered	9 1/2"x16 7/8"x23 7/8" (27 1/2 lbs.)	\$99.95
Symphonic	1719	Portable	Automatic	Stereo	6	3	Dual Sapphire	—	Pyroloxin-covered wood	8 3/4"x23 1/2"x16 1/2" (36 lbs.)	\$99.95
Tele-Tone	8608	Portable	Automatic	Stereo	8	2	Dual Sapphire	AM	Wood—fabric coated	(28 lbs.)	\$89.95
Tele-Tone	9907	Portable	Automatic	Stereo	10	3	Dual Sapphire	—	Wood—fabric coated	(30 lbs.)	\$94.95
Tele-Tone	9908	Portable	Automatic	Stereo	12	5	Dual Sapphire	—	Wood—fabric coated	(32 lbs.)	\$99.50
Traveler	1120	Console	Automatic	Stereo	—	2	Dual Sapphire	—	Wood	28"x21 1/2"x15 1/2"	From \$99.95
Weber	BP1153 EP1153	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood	18 1/2"x17 3/4"x9 1/4" (25 lbs.)	\$89.95
Westinghouse	65AC5	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Silver gray, Flemish bronze	8 7/8"x14"x20 7/8" (34 lbs.)	\$99.95
V-M Corp.	309	Portable	Automatic	Stereo	5	3	Dual Sapphire	—	Pyroloxin	8 1/2"x16"x21 3/4" (25 lbs.)	\$99.95
Zenith	FPS50	Portable	Automatic	Stereo	—	2	Dual Sapphire—Diamond optional	—	Wood	9"x17 3/4"x22 1/4" (27 lbs.)	\$99.95

\$101 to \$150

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Admiral	Y4057	Portable	Automatic	Stereo	17	4	Dual Sapphire	—	Luggage	10"x15 3/4"x19 5/8"	\$129.95
Arvin	90P41 90P47	Portable	Automatic	Stereo	8	3	Dual Sapphire	—	Plastic-covered wood	22 1/2"x9 1/2"x18" (40 lbs.)	\$119.95
Boetsch	SD66	Portable	Automatic	Stereo	16	3	Diamond-Sapphire	—	Covered wood	—	\$119.95
Capital	126	Portable	Automatic	Stereo	—	4	Dual Sapphire	—	Pyroxlin-coated wood—simulated alligator	23 1/2"x14 1/2"x9 1/2" (28 1/2 lbs.)	\$109.95
Capital	128	Portable	Automatic	Stereo	—	5	Dual Diamond-Sapphire	—	Pyroxlin-coated wood	19 1/2"x21"x10" (40 1/2 lbs.)	\$139.95
Columbia	C-1217	Portable	Automatic	Stereo	—	3	Dual	—	Gray	23 1/2"x9 1/2"x20 3/4" (31 lbs.)	\$129.95
Columbia	C-1455	Console	Automatic	Stereo	—	4	Single Diamond	—	Mah., blond, wal.	21 1/2"x28"x15 1/8"	From \$139.95
Columbia	C-1219	Portable	Automatic	Stereo	—	6	Single Diamond	—	Charcoal	26"x9 1/2"x20 1/2" (42 lbs.)	\$149.95
Decca	DP-285	Portable	Automatic	Stereo	12	3	Dual Sapphire	—	Pyroxlin	9 1/4"x24"x19" (38 lbs.)	\$109.95
Decca	DP-306	Console	Automatic	Stereo	—	3	Dual Sapphire	—	Rubbed veneer—mah., wal., blond	24"x15 3/4"x28"	From \$119.95
Decca	DP-613	Portable	Manual	Stereo	20	4	Dual Sapphire	—	Pyroxlin	2 cabinets—15 1/2"x15 1/2"x9" each	\$149.95
Decca	DP-297	Portable (plus 5 stereo records)	Automatic	Stereo	20	3	Dual Sapphire	—	Pyroxlin	11"x24"x19 1/2" (42 lbs.)	\$149.95
Delmonico International	1025	Console	Automatic	Stereo	—	4	Dual Sapphire	AM-FM	Wood	—	\$129.95
Emerson	930	Console	Automatic	Stereo	—	2	Dual Sapphire	—	Lo-boy hardwood veneer	30 1/4"x27 1/4"x14 3/4"	\$128
Emerson	902	Portable	Automatic	Stereo	—	4	Dual Sapphire	AM	Luggage type	23 1/4"x9 1/2"x18 11/16"	\$138
Emerson	929	Console	Automatic	Stereo	—	3	Dual Sapphire	—	Hardwood veneer	23 1/2"x30"x17"	\$138
Emerson	945	Console	Automatic	Stereo	—	4	Dual Sapphire	—	Hardwood veneer	35"x30"x14 1/2"	\$148
Fanon	765	Portable	Automatic	Stereo	8	4	Dual Sapphire	—	—	28"x14"x9" (27 lbs.)	\$112.95
Fanon	766	Portable	Automatic	Stereo	8	4	Dual Sapphire	—	—	28"x14"x9" (27 lbs.)	\$114.95
Fanon	728	Portable	Automatic	Stereo	10	3	Dual Sapphire	—	—	22"x19"x9" (27 lbs.)	\$119.95
General Electric	RP 1155	Portable	Automatic	Stereo	12	4	Dual Sapphire	—	Fabric	10"x23"x19" (36 lbs.)	\$129.95
Hoffman	810	Portable	Automatic	Stereo	20	4	Dual Sapphire	—	Luggage fabrics	—	\$149.95
Magnavox	1-SC243	Portable	Automatic	Stereo	—	2	Dual Diamond	—	Wood vinyl	15 3/16"x8 3/4"x22" (35 lbs.)	\$119.90
Magnavox	1-SC244	Portable	Automatic	Stereo	—	2	Dual Diamond	—	Wood vinyl	14 15/16"x8 3/4"x22 1/4" (35 lbs.)	\$129.90
Magnavox	1-SP253	Console	Automatic	Stereo	—	2	Dual Diamond	—	Mah., cherry, American wal., Danish wal.	28"x22 5/8"x15 3/4"	From \$139.50
Magnavox	1-SC261	Console	Automatic	Stereo	—	2	Dual Diamond	—	Mah., map., American wal., Danish wal.	35 5/16"x16 1/8"x26"	\$149.50
Major	770	Portable	Automatic	Stereo	9	4	Dual Sapphire	—	Cloth	22 1/2"x16 1/2"x9" (28 lbs.)	\$119.95
Major	740	Portable	Automatic	Stereo	9	5	Dual Sapphire	—	Cloth	22 1/2"x16 1/2"x9" (28 lbs.)	\$129.95
Mitchell	6024	Portable	Automatic	Stereo	9	3	Dual Sapphire	—	Wood	(25 lbs.)	\$109.95
Mitchell	6030	Portable	Automatic	Stereo	—	3	Dual Sapphire	AM	Wood	(26 lbs.)	\$129.95
Motorola	SH19	Portable	Automatic	Stereo	4	3	Dual Sapphire	—	Plywood-Pyroxlin	17 3/8"x10 3/16"x21 1/16"	\$129.95
Olympic	SP-60	Portable	Automatic	Stereo	10	2	Dual Sapphire	—	Wood—leatherette covered	8 3/4"x15 1/4"x23 1/4" (35 lbs.)	\$119.95
Olympic	SA186	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Wood—leatherette covered	(38 lbs.)	\$119.95
Olympic	RP-10	Portable	Automatic	Stereo	10	4	Dual Sapphire	AM	Wood—leatherette covered	8 3/4"x15 1/4"x23 1/4" (35 lbs.)	\$129.95
Olympic	728	Console	Automatic	Monaural	5	3	Dual Sapphire	AM	Grained mah.	28"x22"x16 1/2"	\$149.95
Philco	1525	Portable	Manual	Stereo	—	4	Dual Sapphire	—	Luggage	8 13/16"x21 3/8"x21 1/2"	\$139.95
Phonola (Waters Conley)	1860	Portable	Automatic	Stereo	7	3	Dual Sapphire	AM	Wood—leatherette covered	22 3/8"x18 3/4"x9 1/2" (31 lbs.)	\$119.95
Phonola (Waters Conley)	2260	Portable	Automatic	Stereo	20	5	Dual Diamond	—	Wood—leatherette covered	25"x19 3/4"x9 3/4" (40 lbs.)	\$149.95
RCA Victor	VP38	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Fabric	9 9/16"x15 1/2"x21 3/4"	\$119.95
RCA Victor	VP36	Portable	Automatic	Stereo	—	3	Dual Sapphire	—	Fabric	11 1/8"x17 3/4"x22 1/2"	\$139.95
Steelman	410A	Portable	Automatic	Stereo	7	5	Dual Sapphire	—	Pyroxlin—brown & gold, charcoal & Silver	9 1/2"x20"x18" (38 lbs.)	\$109.95
Steelman	551	Portable	Automatic	Stereo	5	3	Dual Sapphire	AM	Pyroxlin—tan/metallic white	9 1/2"x24"x19 1/2" (45 lbs.)	\$119.95
Steelman	602	Console	Automatic	Stereo	6	4	Dual Sapphire	—	Hand-rubbed finish—mah., limed oak, wal.	27"x25"x16"	From \$129.95
Steelman	415	Portable	Automatic	Stereo	15	5	Dual Diamond-Sapphire	—	Pyroxlin—black/silver trim, tan/gold trim	10"x22"x18" (40 lbs.)	\$139.95
Steelman	552	Portable	Automatic	Stereo	5	3	Dual Sapphire	AM-FM	Pyroxlin—black/metallic white	9 1/2"x24"x20" (45 lbs.)	\$149.95
Symphonic	1723	Portable	Automatic	Stereo	12	3	Dual Sapphire	—	Pyroxlin-covered wood	9"x22 1/2"x18" (41 lbs.)	From \$119.95
Symphonic	1740	Console	Automatic	Stereo	8	2	Dual Sapphire	—	Wood grain	28"x32"x16"	\$119.95
Sylvania	45P19	Portable	Automatic	Stereo	10	3	Dual Sapphire	AM	Wood—simulated leatherette covered	10"x19 1/2"x22 1/2" (33 lbs.)	\$139.95
Symphonic	1725	Portable	Automatic	Stereo	20	6	Dual Sapphire-Diamond	—	Pyroxlin-covered wood	9"x23 3/4"x18 3/4" (45 lbs.)	\$139.95
Symphonic	1741	Console	Automatic	Stereo	20	2	Dual Sapphire	—	Wood grain	30 3/4"x24"x16 3/4"	\$139.95
Sylvania	45C20	Console	Automatic	Stereo	10	3	Dual Sapphire	AM	Mah. blond, oak, wal.	28 1/2"x16"x32"	From \$139.95
Symphonic	1742	Console	Automatic	Stereo	20	2	Dual Sapphire	—	Wood grain	30 3/4"x24"x16 3/4"	\$149.95
Trav-ler	1130	Console	Automatic	Stereo	—	2	Dual Sapphire	AM	Wood	28"x24"x16 5/8"	\$119.95
Webcor	EP1154 BP1154	Portable	Automatic	Stereo	10	3	Dual Sapphire	—	Wood	11 7/8"x22 3/4"x14 7/8" (27 lbs.)	\$129.95
Webcor	EP1172	Portable	Automatic	Stereo	8	4	Dual Sapphire	—	Wood	24 1/2"x10 1/4"x16 1/4" (32 lbs.)	\$129.95
Webcor	EP1163 TP1163	Portable	Automatic	Stereo	14	3	Dual Sapphire	—	Wood	9 7/16"x18"x24 1/8" (35 lbs.)	\$149.95
Westinghouse	66ACS	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Charcoal mist, Flemish bronze	9"x23 1/2"x18 1/8" (44 lbs.)	\$119.95
Westinghouse	67ACS	Portable	Automatic	Stereo	—	2	Dual Sapphire	—	Linen gray, linen beige	9 1/4"x22 5/8"x18 1/2" (40 lbs.)	\$139.95
Westinghouse	70ACS	Console	Automatic	Stereo	—	2	Dual Sapphire	—	Mah., fruitwood, wal.	26"x27"x16 1/4"	\$149.95
V-M	307	Portable	Automatic	Stereo	16	4	Dual Sapphire	—	Pyroxlin	15 3/4"x15"x10 1/4" (26 lbs.)	\$129
Zenith	FPS80	Portable	Automatic	Stereo	—	3	Dual Sapphire Diamond Optional	—	Wood—Durastron cover	10 1/2"x22 1/8"x22 5/8" (37 lbs.)	\$139.95

(Continued on page 35)

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Packed with more features... more quality components... than you've ever seen in portables before! Capitol's brilliant, new 1961 portable phonographs outperform... will outsell... all competition in their price range!

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Both Stereo and Monaural in a Compact 8 Model Line!

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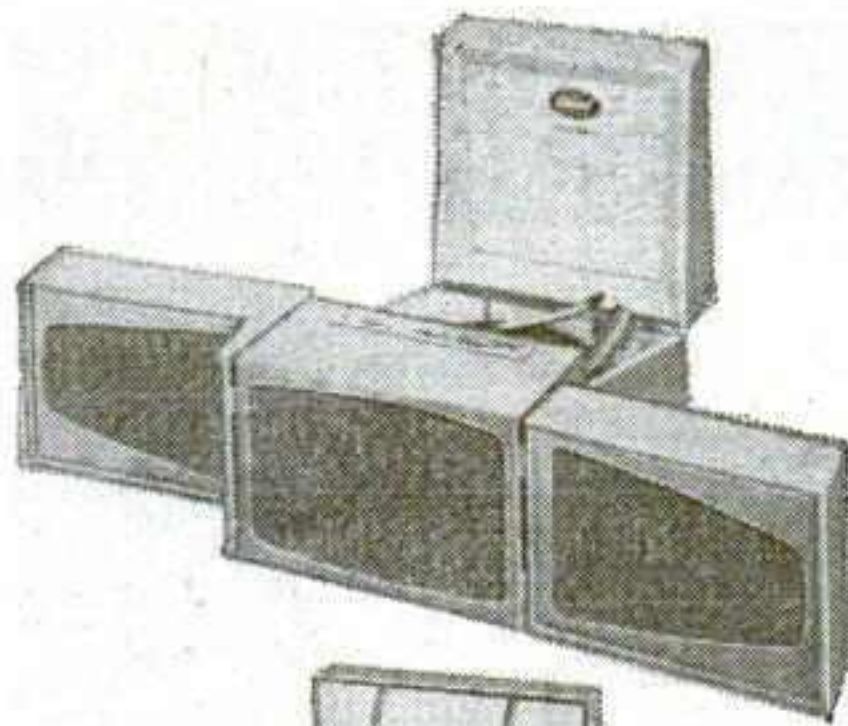
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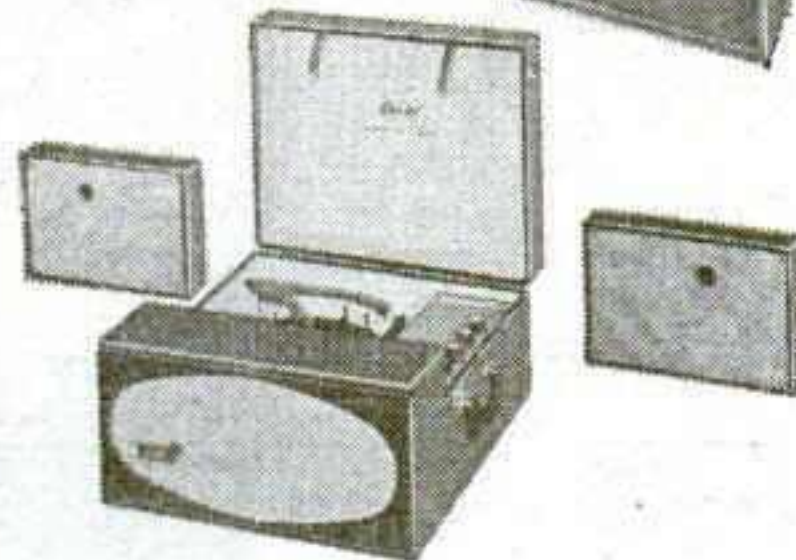
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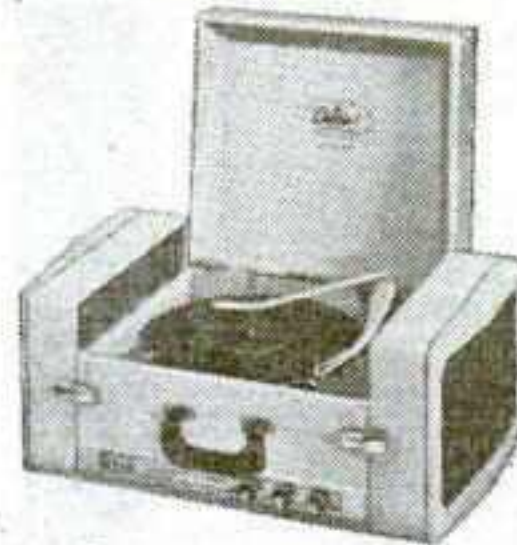
MODEL 132
TRI-FI AUTOMATIC

Deluxe Intermix 4-speed VM automatic changer.
1-15" imported English oval woofer
2-6" x 9" mid-range speakers
2-2" x 6" tweeters
Dual diamond-sapphire* needle



MODEL 128
TRI-FI AUTOMATIC

Deluxe intermix 4-speed VM automatic changer.
Two detachable speaker enclosures with 3" x 5" mid-range speaker and 3" x 5" tweeter in each.
15" imported English oval woofer
Dual diamond-sapphire* needle



MODEL 126
AUTOMATIC COMPLETE STEREO

Intermix 4-speed Glaser-Steers No. 4000 automatic changer.
4 speakers. Two detachable speaker enclosures each contain a 6" heavy duty speaker and 3 1/2" tweeter.



MODEL 125
AUTOMATIC COMPLETE STEREO

Intermix 4-speed Glaser-Steers No. 4000 automatic changer.
Two 4" x 6" heavy duty PM speakers



MODEL 124
AUTOMATIC MONAURAL

Automatic 4-speed, Glaser-Steers changer.
4", wide range, heavy duty speaker
"Play-all" sapphire* needle plays both stereo and monaural records.



MODEL 123
TRI-FI MANUAL

Manual 4-speed Alliance turntable.
3 separate 4" speakers.



MODEL 119
MANUAL COMPLETE STEREO

Manual 4-speed grey flocked Alliance turntable.
2 separate 4" speakers.

from the
Sound Capitol
of the World



MODEL 118
MANUAL MONAURAL

4 speeds.
4" heavy duty speaker.
"Play-all" sapphire* needle plays both stereo and monaural records.

*Synthetic

The Billboard's 1961 Phonograph Directory (cont'd)

\$151 to \$200

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Admiral	Y4067	Portable	Automatic	Stereo	23	4	Diamond-Sapphire	—	2-piece luggage	10"x15 3/4"x20 3/8"	\$159.95
Admiral	Y4072	Console	Automatic	Stereo	—	4	Diamond-Sapphire	—	Hardboard	26"x35 1/2"x17 1/4"	\$159.95
Admiral	Y4082	Console	Automatic	Stereo	17	4	Diamond-Sapphire	AM-FM	Gen. veneers	31"x42"x16 1/4"	From \$199.95
Arvin	90P58	Consolette	Automatic	Stereo	12	3	Dual Diamond Sapphire	—	Wal. hardwood	26 1/2"x19 1/2"x11 1/4"	\$159.95
Caphart	WP500P	Portable	Automatic	Stereo	12	6	Dual Diamond Sapphire	—	Leatherette	—	\$185
Capitol	132	Portable	Automatic	Stereo	—	5	Dual Diamond Sapphire	—	Plastic-covered wood—simulated saddle leather	15 1/2"x25 3/4"x9 1/2"	\$169.95
Columbia	C-1457	Console	Automatic	Stereo	—	5	Single Diamond	—	Mahogany, blond, walnut	26 1/2"x29 1/2"x18 1/4"	From \$159.95
Columbia	C-1221	Portable	Automatic	Stereo	—	6	Single Diamond	AM-FM (Simulcast)	Charcoal	26"x9 1/2"x20 1/2" (38 lbs.)	\$189.95
Columbia	C-1459	Console	Automatic	Stereo	—	6	Single Diamond	—	Mahogany, walnut	36"x28 1/2"x19 1/2"	\$199.95
Decca	DP-406	Console	Automatic	Stereo	—	3	Dual Sapphire	AM-FM (Simulcast)	Rubbed veneer—mahogany, walnut, blond	28"x24"x18 1/4"	From \$169.95
Decca	DP-310	Console (plus 10 stereo records)	Automatic	Stereo	10	4	Dual Sapphire	—	Wood—mahogany, limed oak, walnut	32 1/2"x27 3/4"x16"	From \$169.95
Delmonico International	2050	Console	Automatic	Stereo	—	6	Dual Sapphire	AM-FM	Wood	—	\$169.95
Electron	60M, 60B, 60W	Table	Automatic	Stereo	20	4	Dual Diamond	—	Mahogany, blond, oak, walnut	—	\$159.95
Electro	66/SAN	Portable	Automatic	Stereo	14	4	Single Diamond	—	—	12 1/2"x20 1/4"x8 3/4" (26 lbs.)	\$194.95
Emerson	912	Portable	Automatic	Stereo	—	3	Dual Sapphire	AM-FM	Luggage-type	14 3/4"x10 7/11"x19 1/2"	\$168
Emerson	926	Console	Automatic	Stereo	—	6	Dual Sapphire	—	Hardwood veneer	31 1/4"x26 1/2"x17 1/4"	\$198
Fanon	771	Portable	Automatic	Stereo	20	5	Dual Sapphire	—	—	27"x21"x9" (32 lbs.)	\$159.95
General Electric	RP 1170	Portable	Automatic	Stereo	12	4	Dual Diamond Sapphire	—	Fabric	10"x17"x28" (42 lbs.)	\$169.95
General Electric	RC1200-10	Console	Automatic	Stereo	12	4	Dual Diamond Sapphire	AM-FM	Wood	40"x16"x29"	From \$199
Hoffman	813	Portable	Automatic	Stereo	20	6	Dual Sapphire	—	Luggage fabrics	—	\$179.95
Magnavox	1-SC250	Console	Automatic	Stereo	—	4	Dual Diamond	AM-FM	Mahogany, oak, American walnut	36"x16 3/8"x26"	From \$159.50
Magnavox	1-SC252	Console	Automatic	Stereo	—	4	Dual Diamond	—	Mahogany, oak, American walnut	36"x16 3/8"x26"	From \$179.50
Magnavox	1-SC258	Console	Automatic	Stereo	—	6	Dual Diamond	—	Mah., cherry, American wal., Danish wal.	36"x16 7/8"x26"	From \$199.50
Mitchell	6025	Console	Automatic	Stereo	9	3	Dual Sapphire	—	Wood	(40 lbs.)	\$169.95
Mitchell	6040	Console	Automatic	Stereo	9	3	Dual Sapphire	AM	Wood	(40 lbs.)	\$169.95
Mitchell	6027	Console	Automatic	Stereo	16	3	Dual Sapphire	—	Wood	(55 lbs.)	\$159.95
Motrola	SH20	Portable	Automatic	Stereo	8	3	Dual Sapphire	—	Plywood-Pyroxlin	18"x10 9/16"x21 3/8"	\$159.95
Motrola	SH21	Portable	Automatic	Stereo	10	5	Dual Sapphire	—	Plywood-Pyroxlin	22"x10 9/16"x22"	\$179.95
Motrola	SH22	Portable	Automatic	Stereo	14	5	Dual Sapphire	—	Plywood-Pyroxlin	22"x10 9/16"x22"	\$199.95
Motrola	SK34	Console	Automatic	Stereo	8	3	Dual Sapphire	—	Hard board	—	\$199.95
Olympic	729	Console	Automatic	Stereo	10	4	Dual Sapphire	AM	Grained mahogany	28"x29 7/8"x16 1/2"	\$179.95
Philco	1627	Console	Automatic	Stereo	15	6	Dual Sapphire	Optional AM-FM	Hardwoods-veneers	27 15/16"x27 1/2"x19 1/2"	\$199.95
Phonola (Waters Conley)	4459	Portable	Automatic	Stereo	18	5	Dual Diamond	—	Wood, leatherette-covered	19 1/2"x22"x11" (45 lbs.)	\$169.95
Phonola (Waters Conley)	2460	Portable	Automatic	Stereo	7	5	Dual Diamond	AM-FM	Wood, leatherette-covered	23"x19"x9" (40 lbs.)	\$179.95
Packard-Bell	RPC-4	Console	Automatic	Stereo	11	2	Sapphire	AM-FM	Hardwood	30"x26 3/4"	From \$199.95
RCA Victor	VP34	Portable	Automatic	Stereo	—	3	Dual Diamond-Sapphire	—	Fabric	10 3/4"x20 1/2"x22"	\$159.95
Steelman	411	Portable	Automatic	Stereo	20	7	Dual Diamond Sapphire	—	Pyroxlin-royal blue/chrome trim	10"x23"x10 1/2" (45 lbs.)	\$159.95
Steelman	607	Console	Automatic	Stereo	12	5	Dual Sapphire	—	Hand-rubbed finish—mah., limed oak, wal.	28"x34"x16"	From \$169.95
Steelman	702	Console	Automatic	Stereo	6	4	Dual Sapphire	AM-FM	Hand-rubbed finish—mah., limed oak	27 1/2"x25"x15"	From \$179.95
Sylvania	55P19	Portable	Automatic	Stereo	5	3	Dual Sapphire	AM-FM	Wood—simulated leatherette covered	11 1/2"x19 1/4"x21 1/4" (33 lbs.)	\$169.95
Sylvania	55C20	Console	Automatic	Stereo	10	3	Dual Sapphire	AM-FM	Mahogany, blond, oak, walnut	28 1/2"x16"x32" (41 lbs.)	From \$189.95
Sylvania	45C13	Console	Automatic	Stereo	20	4	Dual Sapphire	AM	Mahogany, blond oak	28"x17 1/2"x33"	\$199.95
Symphonic	1726	Portable	Automatic	Stereo	25	5	Dual Sapphire-Diamond	—	Pyroxlin-covered wood	9 1/2"x30 1/4"x8" (50 lbs.)	\$169.95
Symphonic	1760	Console	Automatic	Stereo	10	2	Dual Sapphire	AM-FM (Simulcast)	Wood grain	28"x32"x16"	\$179.95
Symphonic	1731	Portable	Automatic	Stereo	12	6	Dual Sapphire	AM-FM (Simulcast)	Pyroxlin-covered wood	9"x24 1/2"x19 1/4" (48 lbs.)	\$179.95
Symphonic	1744	Console	Automatic	Stereo	15	5	Dual Sapphire	—	Wood grain	28"x34"x16"	\$169.95
Symphonic	1747	Console	Automatic	Stereo	20	5	Dual Sapphire	—	Wood grain	29 1/2"x36 1/4"x16 1/4"	\$199.95
Webcor	EP1150	Portable	Automatic	Stereo	18	4	Dual Sapphire	—	Wood	24 1/2"x9 1/2"x19 1/2" (42 lbs.)	\$169.95
Webcor	WC1165 FC1165	Console	Automatic	Stereo	10	3	Dual Sapphire	—	Wood	30"x37 1/2"x14"	\$189.95
Westinghouse	68ACS	Portable	Automatic	Stereo	10	4	Dual Sapphire-Diamond	—	Moroccan charcoal, Moroccan brown	9 1/4"x26 1/2"x18 1/2" (50 lbs.)	\$179.95
Westinghouse	69ACS	Portable	Automatic	Stereo	10	6	Dual Sapphire Diamond	—	Charcoal	9 5/16"x23 3/4"x15" (65 lbs.)	\$199.95
V-M	803	Console	Automatic	Stereo	20	4	Dual Sapphire	—	Mahogany	28 1/2"x38"x15 1/2"	\$199.95
Zenith	5FF2500	Console	Automatic	Stereo	8.5	3	Dual Sapphire Diamond optional	—	Solids & veneers: wal., mah., blond oak	28"x32"x15"	\$179.95

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The Billboard's 1961 Phonograph Directory (cont'd)

\$201 to \$300

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Admiral	Y4132	Console	Automatic	Stereo	23	6	Diamond Sapphire	AM-FM Optional	Veneers	31 1/2"x46"x16 5/8"	From \$249.95
Admiral	Y4159	Console	Automatic	Stereo	23	6	Diamond Sapphire	AM-FM Optional	Veneers	31 1/2"x46"x17 5/8"	From \$279.95
Capehart	9CT400P	Console	Automatic	Stereo	25	6	Dual Diamond-Sapphire	---	Walnut	44"x17 1/2"x30"	\$295
Capitol	930 "The Coronet"	Console	Automatic	Stereo	---	4	Dual Diamond-Sapphire	Optional	Veneer & Solid Wood—Modern & Traditional Mah., Wal., & Lined Oak	27 1/2"x42 7/8"x18"	\$239.95
Capitol	933 "The Commodore"	Console	Automatic	Stereo	---	4	Dual Diamond-Sapphire	Optional	Veneer & Solid Wood—Modern Mah., Wal., and Lined Oak	22"x27"x17"	\$249.95
Capitol	929T "The Cadet"	Console	Automatic	Stereo	---	4	Diamond	AM-FM	Veneer & Solid Wood—Early American Cherry	25"x44"x16"	\$249.95
Columbia	C-1461	Console	Automatic	Stereo	---	5	Single Diamond	AM-FM	Mah., Blond, Wal.	26 1/2"x29 1/2"x18 1/4"	From \$239.95
Columbia	C-1463	Console	Automatic	Stereo	---	5	Single Diamond	---	Mah., Cherry, Wal.	45"x30 1/2"x18 1/4"	From \$259.95
Columbia	C-1465	Console	Automatic	Stereo	---	6	Single Diamond	AM-FM	Mah., Wal.	36"x28 1/2"x19 1/2"	\$279.95
Delmonico International	830	Console	Automatic	Stereo	---	4	Dual Sapphire	AM-FM	Wood	---	\$229.95
Delmonico International	925	Console	Automatic	Stereo	---	4	Dual Sapphire	AM-FM	Wood	---	\$269.95
Delmonico International	928	Console	Automatic	Stereo	---	4	Dual Sapphire	AM-FM	Wood	---	\$299.95
Electro	66/SAL	Portable	Automatic	Stereo	50	6	Single Diamond	---	---	25"x13"x8 1/2" (46 lbs.)	\$249.95
Emerson	941	Console	Automatic	Stereo	---	5	Dual Sapphire	AM-FM	Hardwood Veneer	40"x32"x18"	\$248
General Electric	RC1245-55	Console	Automatic	Stereo	12	4	Dual Diamond-Sapphire	AM-FM	Wood	46"x18"x30"	From \$269
Guild	785	Table & Console	Automatic	Stereo	30	6	Sapphire	AM	Maple	29 1/2"x18"x21"	\$209.95
Hoffman	8014	Console	Automatic	Stereo	30	4	Dual Diamond-Sapphire	AM-FM	Veneer	30"x39"x17"	\$299.95
Magnavox	1-SP280	Console	Automatic	Stereo	20	4	Dual Diamond	---	Mah., Cherry, American Wal., Danish Wal.	30 5/8"x24 3/4"x16 7/8"	From \$225
Magnavox	1-SP254	Console	Automatic	Stereo	---	2	Dual Diamond	AM-FM	Mah., Cherry, American Wal., Danish Wal.	28"x22 5/8"x15 3/4"	From \$239.50
Magnavox	1-SC259	Console	Automatic	Stereo	---	4	Dual Diamond	AM-FM	Mah., Cherry, American Wal., Danish Wal.	26"x36"x16 7/8"	From \$239.50
Magnavox	1-SP209	Console	Automatic	Stereo	20	4	Dual Diamond	---	Mah., Cherry	30"x27 3/4"x18 1/8"	From \$249.50
Magnavox	1-SC225	Console	Automatic	Stereo	20	6	Dual Diamond	---	Mah., American Wal., Danish Wal.	30"x38"x17 1/4"	\$249.50
Magnavox	1-SC227	Console	Automatic	Stereo	20	6	Dual Diamond	---	Mah., Map.	30 1/2"x38"x17 1/4"	\$265
Magnavox	1-SP281	Console	Automatic	Stereo	20	4	Dual Diamond	AM-FM	Mah., Cherry, American Wal., Danish Wal.	30 5/8"x24 3/4"x16 7/8"	From \$299.50
Magnavox	1-SC226	Console	Automatic	Stereo	20	6	Dual Diamond	AM-FM	Mah.	30"x38"x17 1/4"	\$299.50
Motorola	5K40	Console	Automatic	Stereo	10	3	Dual Diamond-Sapphire	Optional	Hard Board	---	\$249.95
Motorola	5K41	Console	Automatic	Stereo	10	3	Dual Diamond-Sapphire	Optional	Hard Board	---	\$279.95
Motorola	5K43	Console	Automatic	Stereo	14	5	Dual Diamond-Sapphire	Optional	Hard Board	---	\$299.95
Olympic	731	Console	Automatic	Stereo	15	4	Dual Sapphire	AM-FM	Grained Mah.	28"x29 7/8"x16 1/2"	\$219.95
Olympic	8590	Console	Automatic	Stereo	18	4	Dual Sapphire	AM-FM	Grained Mah.	30 1/2"x35"x16 3/4"	\$249.95
Olympic	8591	Console	Automatic	Stereo	18	4	Dual Sapphire	AM-FM	Grained Mah.	32 1/4"x35"x16 3/4"	\$279.95
Olympic	8600	Console	Automatic	Stereo	30	4	Dual Sapphire	AM-FM (Simulcast)	Grained Mah.	30 1/2"x35"x16 3/4"	\$279.95
Olympic	8592	Console	Automatic	Stereo	18	6	Dual Sapphire	AM-FM	Grained Mah.	30"x38"x17 3/4"	\$299.95
Packard-Bell	RPC-5	Console	Automatic	Stereo	22	4	Dual Diamond-Sapphire	AM-FM	Hardwood	35 1/2"x29"x18 1/8"	From \$249.95
Packard-Bell	RPC-7	Console	Automatic	Stereo	22	4	Dual Diamond-Sapphire	AM-FM	Hardwood	39 1/2"x30"x16 7/8"	From \$299.95
Philco	1630	Console	Automatic	Stereo	15	6	Dual Sapphire	Optional AM-FM	Solids—Veneers	30"x40"x17 1/4"	From \$239.95
Philco	1631	Console	Automatic	Stereo	15	6	Dual Sapphire	AM-FM	Solids—Veneers	30"x40"x17 1/4"	From \$299.95
Phonola (Waters Conley)	2760	Console	Automatic	Stereo	7	5	Dual Diamond-Sapphire	AM-FM	Walnut Finish	32"x15 1/2"x30"	\$249.95
Phonola (Waters Conley)	2860	Console	Automatic	Stereo	7	5	Dual Diamond-Sapphire	AM-FM	Oak Finish	32"x15 1/2"x30"	\$249.95
Pilot	1060A	Portable (Optional companion Speaker System—\$39.50)	Automatic	Stereo	20	2	Single Diamond	---	Vinyl	---	\$229.50
Pilot	1064	Table (Optional Companion Speaker System—\$69.50)	Automatic	Stereo	20	2	Single Diamond	---	Wood	11 1/2"x25 3/4"x18"	\$299.50
RCA Victor	VC271	Console	Automatic	Stereo	20	4	Dual Diamond-Sapphire	---	Chip core	31 5/8"x31 5/8"x17 1/8"	From \$200
RCA Victor	VC272	Console	Automatic	Stereo	20	4	Dual Diamond-Sapphire	---	Chip core	31 5/8"x31 5/8"x17 1/8"	From \$220
RCA Victor	VC274	Console	Automatic	Stereo	20	4	Dual Diamond-Sapphire	---	Chip core	31 5/8"x31 5/8"x17 1/8"	From \$220
RCA Victor	VC243	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	---	Veneers & Solids	30 3/8"x32 3/4"x19 1/16"	From \$260
RCA Victor	VC244	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	---	Veneers & Solids	31 3/8"x32 3/4"x19 1/16"	From \$270
RCA Victor	VC245	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	---	Veneers & Solids	30 3/8"x32 3/4"x19 5/8"	From \$280

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Steelman	611	Console	Automatic	Stereo	20	5	Dual Sapphire	—	Hand-rubbed Finish—Mah., Lined Oak, Wal.	30"x37"x16"	From \$228.95
Steelman	707	Console	Automatic	Stereo	12	5	Dual Sapphire	AM-FM (Simulcast)	Hand-rubbed Finish—Mah., Lined Oak, Wal.	28"x34"x16"	From \$249.95
Steelman	604	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	—	Hand-rubbed Finish—Mah., Lined Oak	29½"x44"x15¼"	From \$268.95
Steelman	711	Console	Automatic	Stereo	20	5	Dual Sapphire	AM-FM (Simulcast)	Wood Veneer—Mah., Lined Oak, Wal.	30"x37"x16"	From \$299.95
Sterling	"Caruso"	Console	Automatic	Stereo	15	4	Dual Sapphire	AM-FM	Walnut	31"x24½"x15"	\$299.95
Stromberg-Carlson	SP931	Console	Automatic	Stereo	24	4	Single Diamond	—	Wood Veneer Hardwood	40"x19½"x31"	\$285
Sylvania	45C14	Console	Automatic	Stereo	20	4	Dual Diamond-Sapphire	AM	Blond Oak	30"x16½"x42"	\$259.95
Symphonic	1749	Console	Automatic	Stereo	20	5	Dual Sapphire-Diamond	—	Wood Veneer—Mah., Light Oak, Wal.	29"x40"x18"	From \$239.95
Symphonic	1761	Console	Automatic	Stereo	20	5	Dual Sapphire	AM-FM (Simulcast)	Wood Grain	28"x34"x16"	\$239.95
Symphonic	1762	Console	Automatic	Stereo	20	5	Dual Sapphire	AM-FM (Simulcast)	Wood Grain	29½"x36¼"x16¼"	\$269.95
Symphonic	1764	Console	Automatic	Stereo	25	5	Dual Diamond-Sapphire	AM-FM (Simulcast)	Wood Veneer—Mah., Wal., Light Oak	29½"x40"x18"	From \$299.95
Webcor	WC1195 FC1195	Console	Automatic	Stereo	10	3	Dual Sapphire	AM, FM or AM-FM	Wood	30"x37½"x14"	\$279.95
Webcor	MC1071 BC1071 WC1071	Console	Automatic	Stereo	60	5	Dual Sapphire	Optional	Wood	34½"x35 5/8"x17"	\$299.95
V-M	805	Console	Automatic	Stereo	20	4	Dual Sapphire	—	Walnut	30"x40"x15¼"	\$229.95
V-M	815	Console	Automatic	Stereo	—	4	Single Diamond	—	American Traditional—Cherry	—	\$279.95
V-M	812	Console	Automatic	Stereo	—	4	Single Diamond	—	Modern Scandinavian—Wal., Blond	—	From \$299.95
Zenith	SFF2501T	Console	Automatic	Stereo—Reverberation optional	8.5	4	Dual Sapphire-Diamond Optional	Optional AM-FM	Wood Color—Wal., Mah., Blond Cherry	30"x35½"x17 3/8"	From \$225
Zenith	SFF2503T	Console	Automatic	Stereo—Reverberation optional	10	4	Dual Sapphire-Diamond Optional	Optional AM-FM	Solids & Veneers—Wal., Mah., Blond Oak	31½"x41¾"x18 5/16"	From \$269.95
Zenith	SFF2505T	Console	Automatic	Stereo—Reverberation optional	10	4	Dual Sapphire-Diamond Optional	Optional AM-FM	Wood Color—Wal., Mah., Blond Oak	32"x44"x17 3/8"	From \$299.95
Zenith	SFF2601	Console	Automatic	Stereo—Reverberation optional	8.5	4	Dual Sapphire-Diamond Optional	AM-FM	Wood Color—Wal., Mah., Blond, Cherry	30"x35½"x17 3/8"	From \$299.95

\$301 to \$400

Capehart	9TR410P	Console	Automatic	Stereo	25	6	Dual Diamond-Sapphire	—	Mah.	44"x17½"x30"	\$315.00
Capehart	9DM450P	Console	Automatic	Stereo	25	6	Dual Diamond-Sapphire	—	Danish Walnut	46"x16½"x32"	\$370.00
Capehart	12CT400	Console	Automatic	Stereo	25	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Walnut, Fawn Mah.	44"x17½"x30"	From 375.00
Capehart	12TR410	Console	Automatic	Stereo	25	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Mah., Walnut, Cherry, Maple	44"x17½"x30"	From 395.00
Capitol	934C "The Colonial"	Console	Automatic	Stereo	—	6	Dual Diamond-Sapphire	Optional	Veneer & Solid Wood—Early American Cherry	31"x51"x19"	\$379.95
Capitol	935	Console	Automatic	Stereo	—	6	Dual Diamond-Sapphire	Optional	Veneer & Solid Wood—Modern Wal. & Tra. Mah.	31"x51"x19"	\$379.95
Columbia	C-1467	Console	Automatic	Stereo	—	5	Single Diamond	AM-FM (Simulcast)	Mah., Cherry, Wal.	45"x30½"x18¼"	From 349.95
Delmonico International	920	Console	Automatic	Stereo	—	6	Dual Sapphire	AM-FM	Wood	—	\$329.95
Delmonico International	1320	Console	Automatic	Stereo	—	6	Dual Sapphire	AM-FM	Wood	—	\$349.95
Delmonico International	921	Console	Automatic (Deluxe Telefunken)	Stereo	—	6	Dual Sapphire	AM-FM	Wood	—	\$349.95
Delmonico International	1330	Console	Automatic	Stereo	—	6	Dual Sapphire	AM-FM	Wood	—	\$349.95
Delmonico International	1080	Console	Automatic	Stereo	—	6	Dual Sapphire	AM-FM	Wood	—	\$369.95
Delmonico International	1081	Console	Automatic (Deluxe Telefunken)	Stereo	—	6	Dual Sapphire	AM-FM	Wood	—	\$389.95
Delmonico International	1211	Console	Automatic	Stereo	—	8	Dual Sapphire	AM-FM	Wood	—	\$399.95
Emerson	914	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Hardwood Veneer	44½"x30"x18½"	\$328.00
Fisher	E33	Console	Automatic	Stereo	36	6	Dual Diamond-Sapphire	—	Wood Modern—Mah., Teak. Prov.—Fruitwood, Mah., Wal.	—	From \$395.00
Fisher	P22	Console	Automatic	Stereo	20	6	Dual Diamond-Sapphire	AM-FM	Wood Wal., Mah. & Teak	40"x17"x32½"	From \$395.00
General Electric	RC1340-50	Console	Automatic	Stereo	60	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Wood	52"x18"x30"	From \$369.00
Granco	SRP1525	Console	Automatic	Stereo	—	4	Dual Diamond-Sapphire	AM-FM	Mah., Walnut	42"x19"x29"	\$349.00
Grommes & Phillips	200	Console	Automatic	Stereo	40	4	—	Optional FM, AM-FM (Simulcast)	Wal., Mah., Blonde	56"x16"x23"	From \$330.00
Hoffman	8016	Console	Automatic	Stereo	70	5	Dual Diamond-Sapphire	AM-FM	Veneer	30"x46½"x17"	\$399.95
Kelton (Lang & Taylor)	P-112	Console	Automatic	Stereo	40	5	Single Diamond	Optional	Hardwood	36"x24"	\$389.00
Magnavox	1-ST228	Console	Automatic	Stereo	20	6	Dual Diamond	AM-FM	Mah., Map.	31½"x38"x17¼"	\$315.00
Magnavox	1-SP210	Console	Automatic	Stereo	20	4	Dual Diamond	AM-FM	Mah., Cherry	30"x27¾"x18 1/8"	From \$329.50
Magnavox	1-ST207	Console	Automatic	Stereo	20	8	Dual Diamond	AM-FM	Mah., American Wal., Danish Wal.	30 3/8"x45½"x18"	\$399.50

(Continued on page 39)

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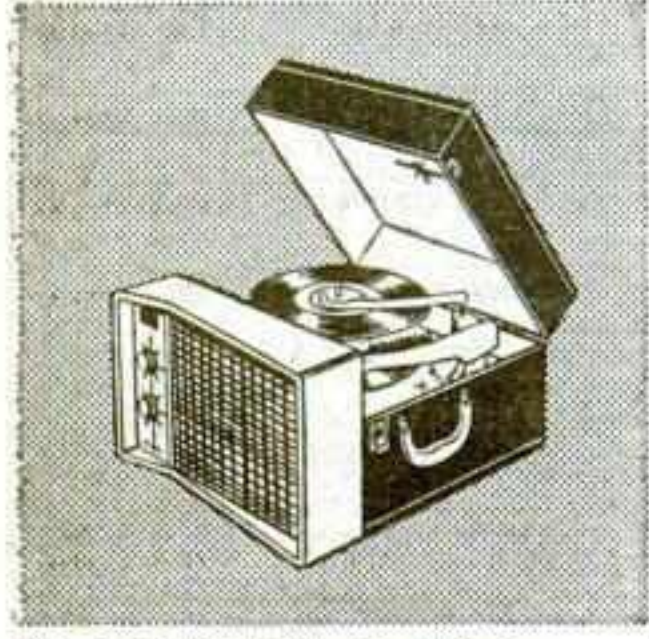
All Prices Quoted Are Suggested List



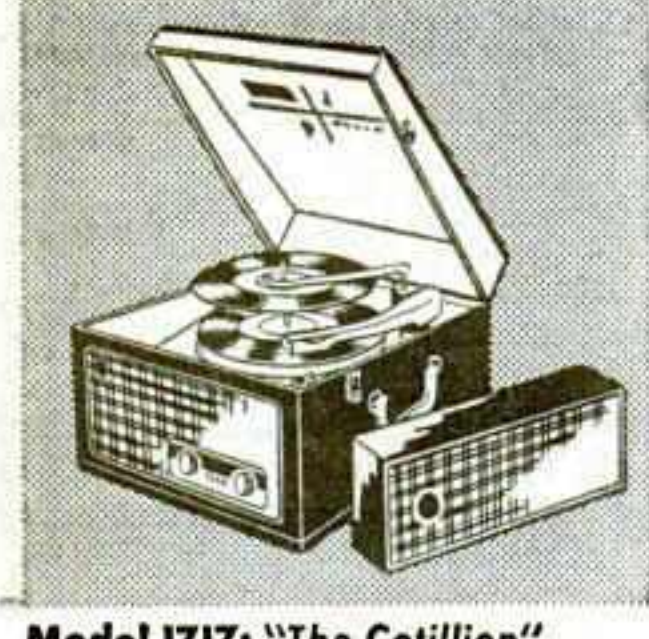
Model 1700: "The Calypso"
Deluxe 4-Speed Portable Phonograph \$19.95



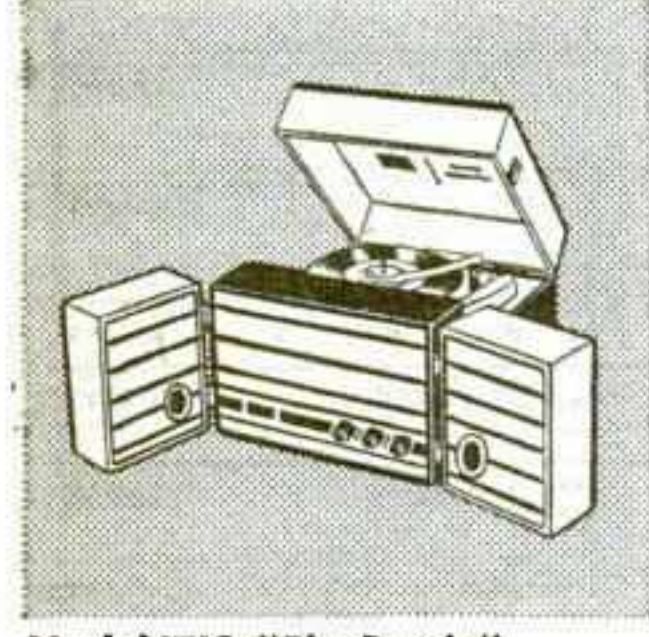
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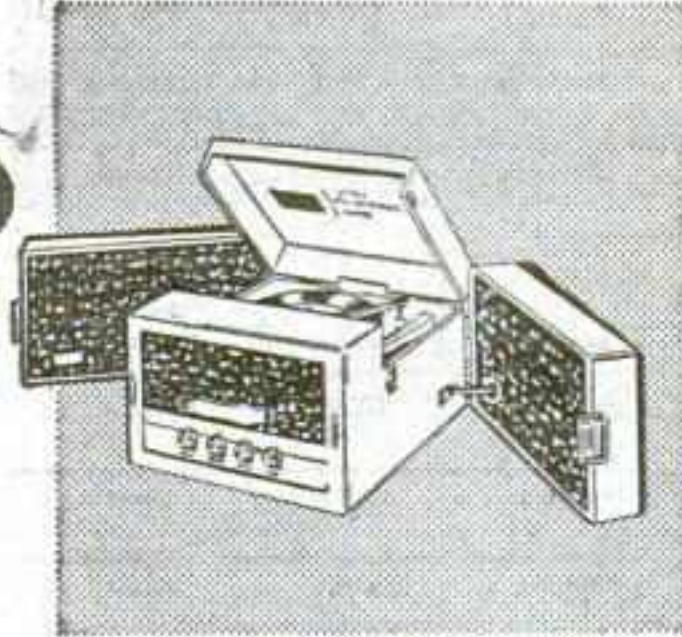
Model 1716: "The Prelude"
Deluxe 4-Speed Automatic Portable Phonograph . . . \$49.95



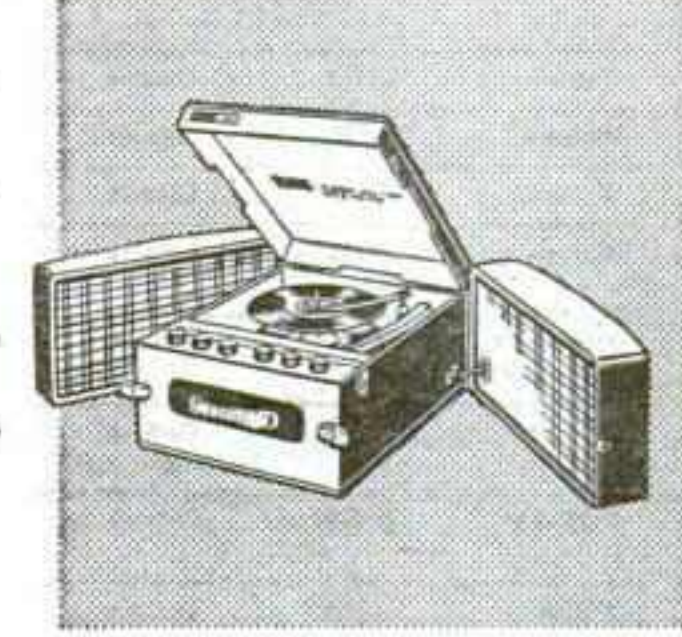
Model 1717: "The Cotillion"
Stereo 4-Speed Automatic Portable Phonograph . . . \$59.95



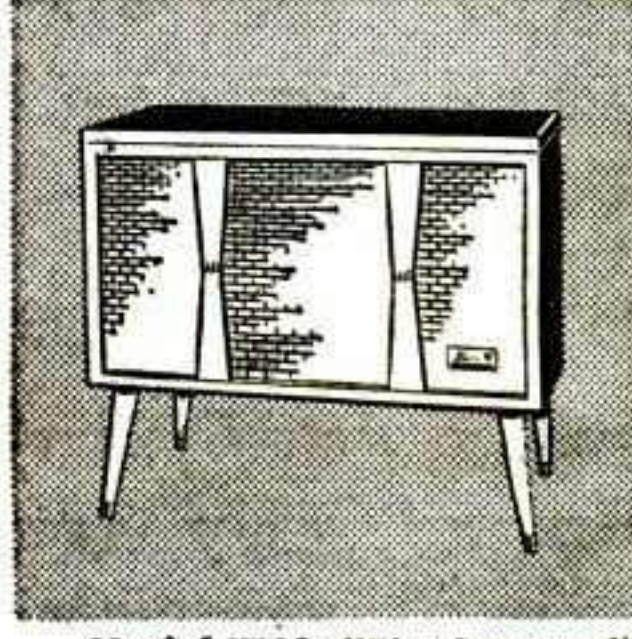
Model 1718: "The Rondo"
Complete Audio 3 Stereo 4-Speed Automatic Portable Phonograph \$79.95



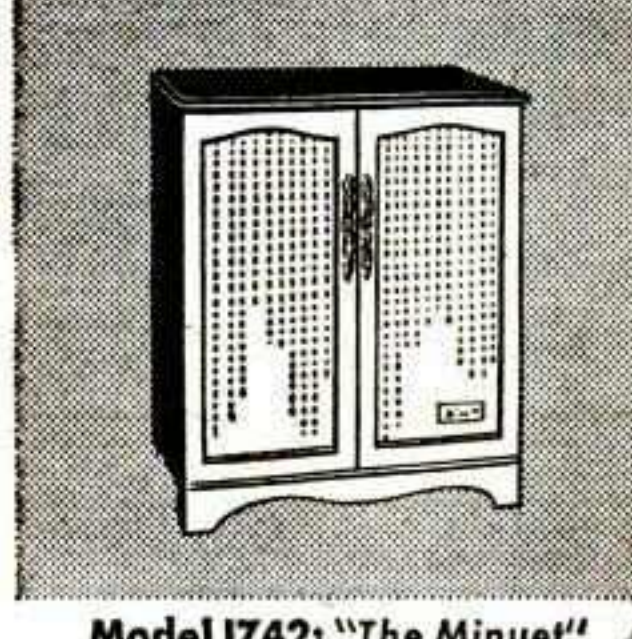
Model 1723: "The Aria"
Complete Audio 3 Stereo High Fidelity Automatic Portable Phonograph \$119.95



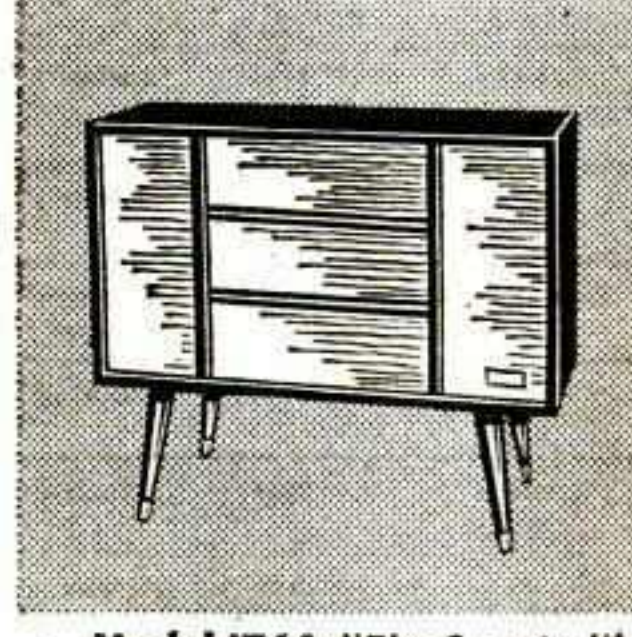
Model 1731: "The Rhapsody"
Complete Stereo High Fidelity Deluxe Automatic Portable With FM/AM Simulcast Tuner \$179.95



Model 1740: "The Cantata I"
Deluxe Self-Contained Stereo High Fidelity Console . \$119.95
Model 1760: "The Cantata II"
With FM/AM Simulcast Tuner . \$179.95



Model 1742: "The Minuet"
Deluxe Self-Contained Stereo High Fidelity Console \$149.95



Model 1744: "The Sonata I"
Self-Contained Audio 3 Stereo High Fidelity Console . \$169.95
Model 1761: "The Sonata II"
With FM/AM Simulcast Tuner . \$239.95

U.S. and Export Sales Offices:

SYMPHONIC RADIO AND ELECTRONIC CORP., 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y.

The Billboard's 1961 Phonograph Directory (cont'd)

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Motorola	SK44	Console	Automatic	Stereo	45	5	Dual Diamond-Sapphire	Optional	Hardwood	—	\$349.95
Motorola	SK45	Console	Automatic	Stereo	45	5	Dual Diamond-Sapphire	Optional	Hardwood	—	\$369.95
Motorola	SK47	Console	Automatic	Stereo	51	5	Dual Diamond-Sapphire	Optional	Hardwood	—	\$399.95
Olympic	8601	Console	Automatic	Stereo	30	4	Dual Sapphire	AM-FM (Simulcast)	Grained Mah.	32 1/4"x35"x16 3/4"	\$309.95
Olympic	8602	Console	Automatic	Stereo	30	6	Dual Sapphire	AM-FM (Simulcast)	Grained Mah.	30"x38"x17 3/4"	\$329.95
Olympic	7501	Console	Automatic	Stereo	30	6	Dual Sapphire	AM-FM (Simulcast)	Grained Mah.	30 1/8"x38"x17 7/8"	\$369.95
Olympic	8593	Console	Automatic	Stereo	18	6	Dual Sapphire	AM-FM	Antiqued Cherry	29"x37"x17 5/8"	\$379.95
Olympic	8594	Console	Automatic	Stereo	18	6	Dual Sapphire	AM-FM	Antiqued Cherry	29"x37 1/2"x17 5/8"	\$379.95
Olympic	8595	Console	Automatic	Stereo	18	6	Dual Sapphire	AM-FM	Walnut	31 1/2"x39"x19 7/8"	\$379.95
Olympic	8603	Console	Automatic	Stereo	30	6	Dual Sapphire	AM-FM (Simulcast)	Antiqued Cherry	29"x37"x17 5/8"	\$399.95
Olympic	8604	Console	Automatic	Stereo	30	6	Dual Sapphire	AM-FM (Simulcast)	Antiqued Cherry	29"x37 1/2"x17 5/8"	\$399.95
Olympic	8605	Console	Automatic	Stereo	30	6	Dual Sapphire	AM-FM (Simulcast)	Walnut	31 1/2"x39"x19 7/8"	\$399.95
Packard-Bell	RPC-8	Console	Automatic	Stereo	50	5	Dual Diamond-Sapphire	AM-FM	Hardwood	42 1/2"x30"x17 3/8"	From \$379.95
Philco	1720	Console	Automatic	Stereo	40	5	Dual Sapphire	Optional AM-FM	Hardwoods	29"x43"x16 7/8"	From \$319.95
Philco	1824	Console	Automatic	Stereo	60	3	Dual Diamond-Sapphire	Optional AM-FM	Solids-Veneers	26"x27"x16 1/2"	From \$375.00
Pilot	1110	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	—	Contemporary: Mah., Walnut	32"x48"x16 1/4"	From \$389.50
RCA Victor	VC181	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	—	Veneers & Solids	31 13/16"x40"x18 5/8"	From \$300.00
RCA Victor	VC182	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	—	Veneers & Solids	31 13/16"x40"x18 5/8"	From \$300.00
RCA Victor	VC183	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	—	Veneers & Solids	31 3/16"x40 7/8"x19 1/8"	From \$325.00
RCA Victor	VC184	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	—	Veneers & Solids	31 13/16"x40"x18 5/8"	From \$325.00
RCA Victor	VC185	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	—	Veneers & Solids	32 13/16"x41"x19 1/8"	From \$325.00
RCA Victor	VC186	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	—	Veneers & Solids	32 13/16"x41"x19 1/8"	From \$325.00
RCA Victor	VCR243	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & Solids	30 3/8"x32 3/4"x19 1/16"	From \$350.00
RCA Victor	VCR244	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & Solids	31 3/8"x32 3/4"x19 1/16"	From \$360.00
RCA Victor	VCR245	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & Solids	30 3/8"x32 3/4"x19 5/8"	From \$370.00
RCA Victor	VCR181	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & Solids	31 3/16"x40"x18 5/8"	From \$390.00
RCA Victor	VCR182	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & Solids	31 13/16"x40"x18 5/8"	From \$390.00
Steelman	704	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Wood Veneer—Mah., Lined Oak, Wal., French Provincial	30"x44"x17"	From \$399.95
Sterling	"Cosima"	Console	Automatic	Stereo	16	6	Dual Sapphire	AM-FM	Walnut	29"x38 1/2"x15"	\$359.95
Stromberg-Carlson	SP-935 SP-936	Console	Automatic	Stereo	24	4	Single Diamond	—	Wood Veneer Hardwood	40 1/2"x19 1/2"x31"	\$345.00
Sylvania	55C13	Console	Automatic	Stereo	40	4	Dual Diamond-Sapphire	AM-FM	Mah., Blond Oak	28"x17 1/2"x33"	\$329.95
Sylvania	45C15	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM	Mah., Blond Oak, Fruitwood	32 1/8"x18"x37"	\$339.95
Sylvania	45C16	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM	Mah., Blond Oak, Walnut	30 1/8"x17 1/8"x42"	From \$399.95
Symphonic	1750	Console	Automatic	Stereo	80	7	Single Diamond	—	Wood Veneers: Mah., Light Oak, Wal.	30 1/2"x49"x19"	From \$379.95
Webcor	MC1068 BC1068 WC1068	Console	Automatic	Stereo	30	5	Dual Sapphire	Optional	Wood	42"x32"x16 3/4"	\$309.95
Webcor	MC1058 WC1058 BC1058	Console	Automatic	Stereo	30	5	Dual Sapphire	Optional	Wood	42"x32"x17 1/4"	\$359.95
Webcor	MC1199 BC1199 WC1199	Console	Automatic	Stereo	20	5	Dual Sapphire	AM, FM or AM-FM	Wood	31"x40"x15"	\$369.95
Webcor	MC1060 BC1060 WC1060	Console	Automatic	Stereo	60	5	Dual Sapphire	Optional	Wood	32"x52"x17 1/4"	\$379.95
Webcor	MC1096	Console	Automatic	Stereo	60	5	Dual Sapphire	AM-FM	Wood	33 1/4"x38"x18 5/8"	\$389.95
Webcor	WC1097 PC1097	Console	Automatic	Stereo	60	5	Dual Sapphire	AM-FM	Wood	33 1/4"x38"x18 5/8"	\$399.95
V-M	816	Console	Automatic	Stereo	40	4	Dual Diamond-Sapphire	—	Walnut	32"x50 1/2"x18"	\$350.00
V-M	580 581 582	Console	Automatic	Stereo	—	4	Single Diamond	—	Modern: Mah., Wal., Blond, Cherry hardwood	—	From \$350.00
V-M	817	Console	Automatic	Stereo	40	4	Dual Diamond-Sapphire	—	Mahogany	33"x48 1/4"x17 3/8"	\$375.00
V-M	915	Console	Automatic	Stereo	—	4	Single Diamond	AM-FM	American Traditional: Cherry	—	\$379.95
V-M	912	Console	Automatic	Stereo	—	4	Single Diamond	AM-FM	Modern Scandinavian: Wal., Blond	—	From \$399.95
Zenith	SFF2603	Console	Automatic	Stereo— Reverberation Optional	10	4	Dual Sapphire Diamond Optional	AM-FM	Solids & Veneers: Wal., Mah., Blond	31 1/2"x41 3/4"x18 5/16"	From \$345.00

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Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Zenith	SFF2605	Console	Automatic	Stereo—Reverberation Optional	10	4	Dual Sapphire Diamond Optional	AM-FM	Wood Color: Wal., Mah., Blond	32"x44"x17 3/8"	From \$375.00
Zenith	SFF2606	Console	Automatic	Stereo—Reverberation Optional	10	4	Dual Sapphire Diamond Optional	AM-FM	Wood Color: Wal., Mah.	31"x43 3/4"x17 1/2"	\$395.00
\$401 to \$500											
Admiral	Y4181	Convertible 3-way Cabinet Console	Automatic	Stereo	23	6	Diamond-Sapphire	AM-FM	Veneers	31 1/2"x45"x14 11/16"	\$499.95
Bell Sound	500/505	Console	Automatic	Stereo	20	6	Dual Diamond-Sapphire	—	Wal.	—	\$429.90
Bell Sound	509	Console	Automatic	Stereo	28	7	Dual Diamond-Sapphire	—	Mah.	29"x48"x18"	\$429.90
Capehart	12DM450	Console	Automatic	Stereo	25	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Danish wal., fawn mah.	46"x16 1/2"x32"	From \$450
Capehart	DM4500P	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	—	Danish walnut	45"x18"x30"	\$495
Columbia	C-1469	Console	Automatic	Stereo	—	5	Single Diamond	AM-FM (Simulcast)	Mah., cherry	49 1/2"x32 1/4"x18 1/4"	\$450
DuMont-Emerson	Douglas	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Hardwood	45 3/16"x19"x31"	\$450
DuMont-Emerson	BelAir	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Hardwood	45 3/16"x19"x31"	\$460
DuMont-Emerson	D'Orsay	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Hardwood	45 3/16"x19"x31"	\$470
DuMont-Emerson	Tanglewood	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Hardwood	49"x17"x32"	\$495
Fisher	E44	Console	Automatic	Stereo	36	6	Diamond LP	Stereo AM-FM	Wood	Mah., teak, wal. 43 3/8"x18 11/16"x31 3/4" Provincial—Fruitwood & mah. 45"x19 1/2"x29 3/4"	From \$495
Granco	SRP1625	Console	Automatic	Stereo	—	6	Dual Diamond-Sapphire	AM-FM	Mah., walnut	48"x19"x30"	\$440
Granco	SRP1635	Console	Automatic	Stereo	—	6	Dual Diamond-Sapphire	AM-FM	Provincial cherry	49"x19"x30"	\$489
Guild	818	Console	Automatic	Stereo	55	4	Diamond	AM-FM	Maple	32"x29"x17"	\$409.95
Kelton (Lang & Taylor)	P-112	Console	Automatic	Stereo	40	5	Single Diamond	Optional	Mah., American wal., Danish wal. Italian, provincial wal.	36"x24"	\$465
Magnavox	1-ST208	Console	Automatic	Stereo	20	8	Dual Diamond	AM-FM	Mah., cherry	30 3/8"x45 1/2"x18"	\$435
Magnavox	1-ST231	Console	Automatic	Stereo	20	4	Dual Diamond	AM-FM	Mah., cherry	30 1/2"x48"x18 1/8"	\$495
Magnavox	1-ST232	Console	Automatic	Stereo	20	4	Dual Diamond	AM-FM	Mah., American wal., Danish wal.	30 1/2"x48"x18 1/8"	\$495
Motorola	SK51	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	Optional	Hardwood	—	\$500
Motorola	SK49	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	Optional	Hardwood	—	\$475
Olympic	7502	Console	Automatic	Stereo	30	6	Dual Sapphire	AM-FM (Simulcast)	Maple	28 5/8"x34 1/4"x17 3/4"	\$419.95
Olympic	7511	Console	Automatic	Stereo	30	6	Dual Sapphire	AM-FM (Simulcast)	Mah., hand-painted Chinese ebony	32 3/8"x45 5/8"x16 1/2"	From \$419.95
Olympic	8611	Console	Automatic	Stereo	30	8	Dual Sapphire	AM-FM (Simulcast)	Mah., hand-painted Chinese ebony	35 5/8"x46"x17"	From \$419.95
Packard-Bell	RPC-9	Console	Automatic	Stereo	50	5	Dual Diamond-Sapphire	AM-FM	Hardwood	52 1/4"x31"x17 3/4"	From \$495
Philco	1826	Console	Automatic	Stereo	60	3	Dual Diamond-Sapphire	Optional AM-FM	Hardwood	Mah. 21 1/2"x47 1/2"x17 9/16" Wal. 26 7/8"x48"x19 1/2"	\$425 \$450
Pilot	3110	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	—	Danish modern walnut	11 1/4"x32"x49"	\$485
Pilot	4110	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	—	Early American Cherry	30 3/4"x49"x17 1/4"	\$495
Pilot	5110	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	—	French provincial fruitwood	32"x50 1/4"x18 1/8"	\$495
RCA Victor	VCR183	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	31 3/16"x40 7/8"x19 1/8"	From \$415
RCA Victor	VCR184	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	31 13/16"x40"x18 5/8"	From \$415
RCA Victor	VCR185	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	32 13/16"x41"x19 1/8"	From \$415
RCA Victor	VCR186	Console	Automatic	Stereo	36	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	32 13/16"x41"x19 1/8"	From \$415
RCA Victor	VCR84	Console	Automatic	Stereo	87	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	31 5/8"x42 1/2"x17 1/8"	From \$425
Sterling	"Casino"	Console	Automatic	Stereo	20	6	Dual Sapphire	AM-FM	Walnut	30 1/2"x42 1/2"x13 3/4"	\$429.95
Stromberg-Carlson	SP-951	Console	Automatic	Stereo	24	4	Single Diamond	—	Wood veneer, hardwood	48"x19 1/2"x30"	\$430
Stromberg-Carlson	SP-953	Console	Automatic	Stereo	24	4	Single Diamond	—	Wood veneer, hardwood	48"x18"x35"	\$430
Stromberg-Carlson	SP-956	Console	Automatic	Stereo	24	4	Single Diamond	—	Wood veneer, hardwood	48"x18"x35"	\$475
Stromberg-Carlson	Console SP-958	Automatic	Stereo	24	4	Single Diamond	—	Wood veneer hardwood	19"x49"	\$500	
Sylvania	55C15	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Mah., blond oak, fruitwood	32 1/8"x17 7/8"x37 1/2"	From \$459.95
Sylvania	55C16	Console	Automatic	Stereo	80	6	Dual Diamond	AM-FM	Mah., blond oak, walnut	30 1/8"x17 1/8"x42"	From \$499.95
Symphonic	1768	Console	Automatic	Stereo	80	7	Single Diamond	AM-FM (Simulcast)	Wood veneer—mah., wal., light oak	30 1/2"x49"x19"	From \$469.95
Zenith	SFF2515T	Console	Automatic	Stereo Plus Reverberation	40	4	Dual Sapphire	Optional AM-FM	Wood color—wal., mah., blond	30 3/4"x42"x18"	\$425

Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Zenith	SFF2535	Console	Automatic	Stereo—Reverberation Optional	10	4	Dual Sapphire-Diamond Optional	AM-FM	Solids & veneers—map., mah.	32"x44 3/4"x20"	\$460
Zenith	SFF2615	Console	Automatic	Stereo plus Reverberation	40	4	Dual Sapphire	AM-FM	Wood color: Wal., mah., blond	30 1/2"x42"x18"	\$500

\$501 to \$1000

Admiral	Y4191	Console	Automatic	Stereo	72	8	Diamond-Sapphire	AM-FM	Veneers	30 1/2"x58 1/2"x17 3/8"	\$519.95
Admiral	Y4209	Console	Automatic	Stereo	72	8	Diamond-Sapphire	AM-FM	Gen. veneers	30 1/2"x59 3/4"x16 7/8"	\$569.95
Ampex Audio	4700 Series "Custom"	Console	Automatic	Stereo	dual 30	6	Diamond	Stereo AM-FM	Contemp. walnut, French Prov.	—	From \$795
Ampex Audio	5000 Series "Concerto"	Console (plus tape deck)	Automatic	Stereo	dual 30	4	Diamond	Stereo AM-FM	Contemp. wal. & toast, trad. mah. & French prov.	—	From \$995
Bell Sound	510	Console	Automatic	Stereo	28	7	Dual Diamond-Sapphire	AM-FM	Mahogany	29"x48"x18"	\$550
Bell Sound	511	Console	Automatic	Stereo	28	7	Dual Diamond-Sapphire	AM-FM	Walnut	29"x48"x18"	\$560
Bell Sound	512	Console	Automatic	Stereo	28	7	Dual Diamond-Sapphire	AM-FM	Pecan	29"x48"x18"	\$570
Bell Sound	530-M	Console	Automatic	Stereo	28	8	Single Diamond	AM-FM	Cherry	29"x54"x18"	\$700
Bell Sound	530-D	Console	Automatic	Stereo	28	8	Single Diamond	AM-FM	Walnut	29"x54"x18"	\$700
Bell Sound	530-P	Console	Automatic	Stereo	28	8	Single Diamond	AM-FM	African mahogany	—	\$750
Bell Sound	540	Console	Automatic	Stereo	30	8	Single Diamond	AM-FM	Walnut	33"x52 1/2"x19"	\$1,000
Capehart	EC-56	Console (plus TV)	Automatic	Stereo	50	10	Dual Diamond-Sapphire	AM-FM	Mahogany, walnut	60"x21"x32"	From \$750
Capehart	CC-56	Console (plus TV)	Automatic	Stereo	50	10	Dual Diamond-Sapphire	AM-FM	Cherry, walnut	60"x21"x32"	From \$775
Capehart	DM4540	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (simulcast)	Danish walnut	45"x18"x30"	\$595
Capehart	ST304RP	Table	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (simulcast)	Hardwoods by Tomlinson	35"x35"x25"	\$795
Capehart	IP-56	Console (plus TV)	Automatic	Stereo	50	10	Dual Diamond-Sapphire	AM-FM	Tuscany mahogany, walnut	60"x21"x32"	From \$795
Capehart	ST78HF	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (simulcast)	Hardwoods by Tomlinson	35"x19"x32"	\$895
Capehart	DM4590	Console (plus TV)	Automatic	Stereo	50	10	Dual Diamond-Sapphire	AM-FM (simulcast)	Danish mahogany, fawn mahogany	60"x21"x32"	From \$895
Capitol	936 "The Continental"	Console	Manual & Automatic	Stereo	—	4	Single Diamond	Optional	Veneer & solid wood—modern Scandia wal., trad. mah., early American cherry	32"x52"x20"	\$575
DuMont-Emerson	Westwood	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Hardwood	49"x17"x32"	\$550
DuMont-Emerson	Lorraine	Console	Automatic	Stereo	40	6	Dual Diamond-Sapphire	AM-FM	Hardwood	49"x17"x32"	\$550
Fisher	CM90	Console	Automatic	Stereo	40	6	Diamond LP	Stereo AM-FM	Wood	20"x21 3/4"x15 1/2"	\$695
Fisher	C55	Console	Automatic	Stereo	40	6	Diamond LP	Stereo AM-FM	Wood—Wal., teak, prov., fruitwood & mah., early American	50 3/4"x17 1/4"x32"	From \$795
General Electric	RC 1430	Console	Automatic	Stereo	100	6	Dual Diamond-Sapphire	AM-FM (simulcast)	Wood	55"x18"x30"	From \$550
Grammes & Phillips	800	Console	Automatic	Stereo	50	6	—	Optional FM, AM-FM (simulcast)	Wal., blond, mahogany, fruitwood	60"x16"x29"	From \$520
Grammes & Phillips	1000	Console	Automatic	Stereo	50	6	—	Optional FM, AM-FM (simulcast)	Wal., blond, mahogany, fruitwood	72"x18"x32"	From \$855
Guild	818ML	Console	Automatic	Stereo	70	5	Diamond	AM-FM	Maple	34"x37"x18"	\$529.50
Guild	921ML	Console	Automatic	Stereo	70	5	Diamond	AM-FM	Maple	39"x42"x22"	\$599.50
Guild	820 820SA	Console	Automatic	Stereo	70	6	Diamond	AM-FM	Maple	49"x36"x19 1/2"	\$649.95
Guild	820D5	Console	Automatic	Stereo	70	6	Diamond	AM-FM	Maple	42"x42"x19 1/2"	\$749.50
Hoffman	9003	Console (plus TV)	Automatic	Stereo	90	6	Dual Diamond-Sapphire	AM-FM	Veneer	30"x56"x20"	\$725
Kelton (Lang & Taylor)	P-113	Console	Automatic	Stereo	40	6	Single Diamond	Optional	Early American maple, modern wal., Italian prov. fruitwood	68"x30"	\$695
Magnavox	1-ST233	Console	Automatic	Stereo	30	4	Dual Diamond	AM-FM	Mah., cherry, American wal., Danish wal.	31 1/4"x54"x18 1/8"	\$650
Motorola	SK52	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	AM-FM	Walnut veneer	—	\$625
Motorola	SK53	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	AM-FM	Cherrywood veneer	—	\$675
Motorola	SK54	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	AM-FM	Mahogany veneer	—	\$695
Motorola	SK55	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	AM-FM	Walnut veneer	—	\$695
Motorola	SK56	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	AM-FM	Mahogany veneer	—	\$895
Motorola	SK57	Console	Automatic	Stereo	58	6	Dual Diamond-Sapphire	AM-FM	Walnut veneer	—	\$995
Philco	1930	Console	Automatic	Stereo	80	3	Dual Diamond-Sapphire	AM-FM	Hardwoods	29"x50"x19"	\$700
Pilot	1402	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	AM-FM	Contemporary: Mahogany, walnut	32"x48"x16 1/4"	From \$515
Pilot	3240	Console	Automatic	Stereo	30	6	Single Diamond	—	Danish modern walnut	11 1/4"x32"x49"	\$575
Pilot	5240	Console	Automatic	Stereo	30	6	Single Diamond	—	French provincial fruitwood	32"x50 1/4"x18 1/8"	\$585
Pilot	4240	Console	Automatic	Stereo	30	6	Single Diamond	—	Early American cherry	30 1/4"x49"x17 1/4"	\$585
Pilot	3402	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	AM-FM	Danish modern walnut	32"x48"x16 1/4"	\$585
Pilot	4402	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	AM-FM	Early American cherry	32"x48"x16 1/4"	\$595
Pilot	5402	Console	Automatic	Stereo	30	6	Dual Diamond-Sapphire	AM-FM	French provincial fruitwood	32"x48"x16 1/4"	\$595
Pilot	3602	Console	Automatic	Stereo	30	6	Single Diamond	AM-FM	Danish modern walnut	34"x72"x18 1/4"	\$685
Pilot	4602	Console	Automatic	Stereo	30	6	Single Diamond	AM-FM	Early American cherry	34"x72"x18 1/4"	\$695

(Continued on page 42)

The Billboard's 1961 Phonograph Directory (conf'd)

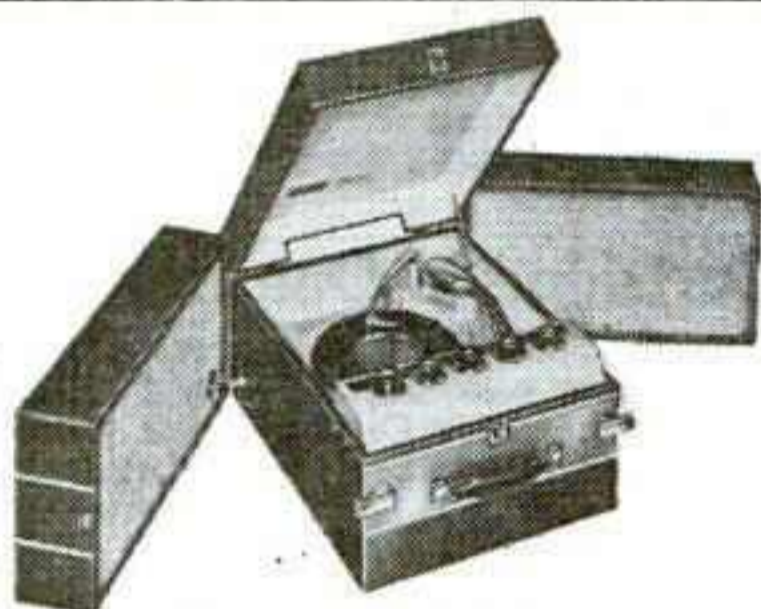
Company	Model Number	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	Number of Speakers	Single or Dual Diamond or Sapphire Stylus	AM, FM or AM-FM Tuner	Cabinet Material	Dimensions and Weight for Portable	Suggested List Price
Pilot	5602	Console	Automatic	Stereo	30	6	Single Diamond	AM-FM	French provincial fruitwood	34"x72"x18 1/4"	\$695
RCA Victor	VCR87	Console	Automatic	Stereo	87	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	31 1/2"x42 1/2"x17 1/2"	From \$525
RCA Victor	VCR45	Console	Automatic	Stereo	87	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	31 1/2"x42 1/4"x17"	From \$550
RCA Victor	VCR46	Console	Automatic	Stereo	87	5	Dual Diamond-Sapphire	AM-FM	Veneers & solids	31 1/2"x42 1/4"x17"	From \$550
Steelman	705	Console	Automatic	Stereo	60	6	Dual Diamond-Sapphire	AM-FM (simulcast)	Wood veneer—mah., limed oak, ebony, French provincial	32"x55 1/2"x17 1/4"	From \$749.95
Sterling	"Arabella"	Console	Automatic	Stereo	24	6	Dual Sapphire	AM-FM	Walnut	32"x55"x15 1/2"	\$589.95
Sterling	"Isabella"	Console	Automatic	Stereo	30	8	Dual Sapphire	AM-FM	Walnut	32 1/4"x56 1/4"x15 3/4"	\$619.95
Stromberg-Carlson	SP-971	Console	Automatic	Stereo	36	4	Single Diamond	AM-FM	Wood veneer hardwood	19"x49 3/4"	\$665
Stromberg-Carlson	SP-972	Console	Automatic	Stereo	36	4	Single Diamond	AM-FM	Wood veneer hardwood	19"x49 3/8"	\$725
Stromberg-Carlson	SP-976	Console	Automatic	Stereo	36	4	Single Diamond	AM-FM	Wood veneer hardwood	19"x49 1/4"	\$750
Zenith	F2786	Console (plus TV)	Automatic	Stereo (Reverberation optional)	8.5	4	Dual Sapphire-Diamond optional	AM-FM	Wood color: Wal., mah., blond	32"x61 15/16"x17 15/16"	\$599.95
Zenith	SFF2560	Console	Automatic	Stereo plus Reverberation	40	6	Dual Sapphire-Diamond	AM-FM	Solids & veneers: Wal., ebony	32 3/4"x44"x18 1/2"	From \$600
Zenith	SFF2570	Console	Automatic	Stereo plus Reverberation	40	4	Dual Sapphire-Diamond	AM-FM	Solids & veneers: Wal., blond, oak, ebony	31 13/16"x51 1/2"x17 7/8"	\$750
Zenith	SFF2575	Console	Automatic	Stereo plus Reverberation	40	4	Dual Sapphire-Diamond	AM-FM	Solids & veneers: Tuscan-toned walnut	32"x48 7/8"x18 3/16"	\$750
Zenith	F3388	Console (plus TV)	Automatic	Stereo	10	4	Dual Sapphire-Diamond optional	AM-FM	Solids & veneers: Walnut	34"x65 15/16"x18 9/16"	\$775
Zenith	SFF2580	Console	Automatic	Stereo plus Reverberation	40	4	Dual Sapphire-Diamond	AM-FM	Solids & veneers: Maple	32"x52"x18 1/8"	\$795
Zenith	SFF2582	Console	Automatic	Stereo plus Reverberation	40	4	Dual Sapphire-Diamond	AM-FM	Solids & veneers: Mahogany	32"x52"x18 1/8"	\$795
Zenith	SFF2585	Console	Automatic	Stereo plus Reverberation	40	4	Dual Sapphire-Diamond	AM-FM	Solids & veneers: Cherry	32"x52"x18 3/8"	\$850
Over \$1000											
Ampez Audio	7000 Series "Crescendo"	Console (plus tape deck)	Automatic	Stereo	50	6	Diamond	Stereo AM-FM	Contemp. wal., trad. mah. and French Provincial	—	\$1,850
Ampez Audio	8000 Series "Signature"	Console (plus tape deck)	Manual or Automatic	Stereo	80	6	Diamond	Stereo AM-FM	Parquet walnut	—	From \$2,600
Bell Sound	540-C	Console	Automatic	Stereo	30	8	Single Diamond	AM-FM	Carved fruitwood	33"x52 1/2"x19 3/4"	\$1,050
Capehart	PT149RP	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	58"x18"x33"	\$1,495
Capehart	PT151RP	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	49"x20"x32"	\$1,495
Capehart	PT147RP	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	90"x19"x32"	\$1,495
Capehart	ST63TVHF	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	60"x19"x32"	\$1,650
Capehart	ST789TVHF	Console	Automatic	Stereo	50	7	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	70"x19"x32"	\$1,675
Capehart	PT143TVHF	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	71"x20"x32"	\$2,250
Capehart	ST73TVHF	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	84"x21"x30"	\$2,250
Capehart	PT143TVHF-U	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	71"x20"x82"	\$2,950
Capehart	ST735TVHF-U	Console	Automatic	Stereo	50	6	Dual Diamond-Sapphire	AM-FM (Simulcast)	Hardwoods by Tomlinson	84"x21"x81"	\$3,000
Fisher	570	Console	Automatic	Stereo	50	6	Diamond LP	Stereo AM-FM	Wood—wal., mah., teak, prov., fruitwood	58"x18"x33"	From \$1,095
Fisher	TV66	Console	Automatic	Stereo	36	6	Diamond LP	Stereo AM-FM	Wood—wal., teak, prov., fruitwood	60"x19 1/2"x33"	From \$1,145
Fisher	880	Console	Automatic	Stereo	50	6	Diamond LP	Stereo AM-FM	Wood—wal., mah., teak, prov., fruitwood	64"x19 1/2"x33"	From \$1,695
Fisher	6000	Console	Automatic	Stereo	60	8	Diamond LP	Stereo AM-FM	Wood—wal., mah., teak, prov., fruitwood	70 1/8"x18 5/8"x33 1/4"	From \$2,595
Grommes & Phillips	1500	Console	Automatic	Stereo	60	8	—	Optional FM, AM-FM (Simulcast)	Wal., blond, mah., fruitwood	72"x18"x32"	From \$1,165
Grommes & Phillips	3720	Console	Automatic	Stereo	—	—	—	Optional FM, AM-FM (Simulcast)	Solid cherry wood	72"x18"x27"	From \$1,275
Grommes & Phillips	3900	Console	Automatic	Stereo	—	—	—	Optional FM, AM-FM (Simulcast)	Solid cherry wood	90"x18"x27"	From \$1,330
Grommes & Phillips	F3720	Console	Automatic	Stereo	—	—	—	Optional FM, AM-FM (Simulcast)	Antique white decorator, solid cherry wood	72"x18"x27"	\$1,405
Grommes & Phillips	F3900	Console	Automatic	Stereo	—	—	—	Optional FM, AM-FM (Simulcast)	Antique white decorator, solid cherry wood	90"x18"x27"	From \$1,455
Magnavox	2-ST801	Console	Automatic	Stereo	100	4	Dual Diamond	AM-FM	Cherry, ebony, American wal., Danish wal.	32 1/4"x25"x15 3/4"	\$1,250
Magnavox	1-ST800	Console	Automatic	Stereo	100	4	Dual Diamond	AM-FM	Mah., cherry	32 1/4"x25"x17 3/8"	\$1,250
Pilot	6000	Console (plus TV and tape deck)	Automatic	Stereo	60	8	Single Diamond	AM-FM	French provincial fruitwood	34"x72"x18 1/4"	\$3,450
Stromberg-Carlson	SP-983 SP-984	Console	Automatic	Stereo	64	6	Single Diamond	AM-FM	Wood veneer hardwood	54"x18"x35"	\$1,100
V-M	1002	Console (plus tape deck)	Automatic	Stereo	—	—	Single Diamond	AM-FM (multiplex)	Traditional mah., modern wal.	—	\$1,025

WEBCOR IS BUILT to step up your holiday fonograf sales!

With Christmas fast approaching, take a good look at the complete line-up of Webcor portable fonograf. They're priced and styled to suit every kind of Christmas customer. From a low-end manual that's the finest in its field to a powerful stereo that rivals most consoles in fidelity.



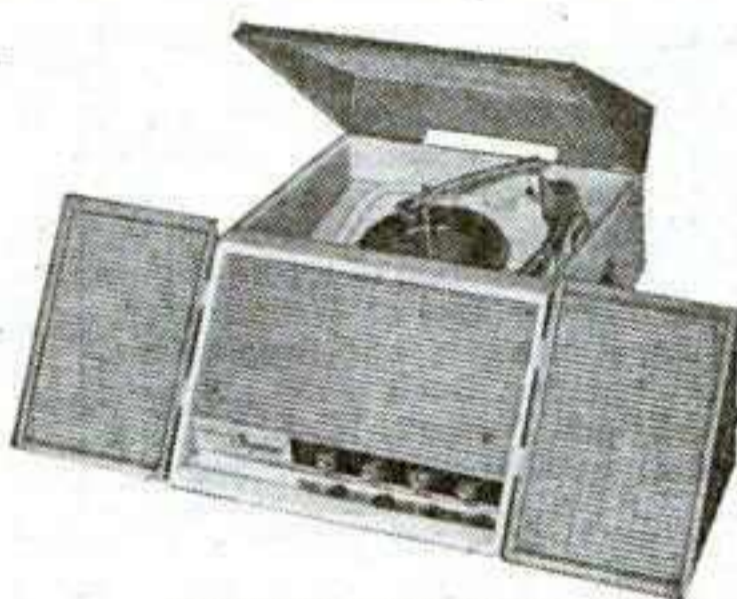
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PRESIDENT

STEREO FONOGRAF MODEL 1150

The tops, in power and design. Reproduces music with the fidelity and clarity of many large consoles. Balance control, usually found only on consoles. 18-watt dual channel amplifier. Automatic 4-speed diskchanger. 4 hi-fi speakers.



IMPERIAL

STEREO FONOGRAF MODEL 1163

A best seller. 3 hi-fi speakers with Webcor B.F.D., 3 channel stereo. 14-watt amplifier. Balance control. Automatic 4-speed diskchanger. May be played as shown through "sound contact" hinges—or separate speakers up to 8' on either side.



CORONET

STEREO FONOGRAF MODEL 1154

A new concept in portable stereo design. BFD amplification for 3 channel stereo. Separate volume controls for left and right channels to match the music to the acoustical conditions of any room. Tone control. 4-speed automatic changer.



STUDIO

STEREO FONOGRAF MODEL 1172

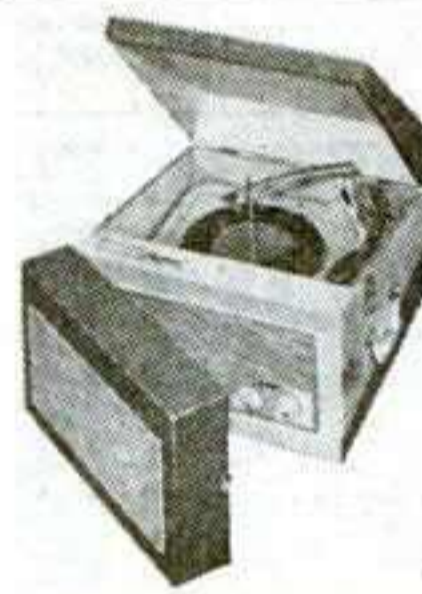
Completely automatic 4-speed stereo with dual channel 8-watt amplification. 4 hi-fi speakers. Separate controls adjust bass and treble, two volume controls balance the stereo sound plus automatic diskchanger.



HOLIDAY

STEREO FONOGRAF MODEL 1153

The most famous name in portable fonograf. Quality reproduction is combined with handsome styling and full portability. Wide range speakers with "sound contact" hinges may be used while attached, or separated up to 8' away.



FESTIVAL

STEREO FONOGRAF MODEL 1152

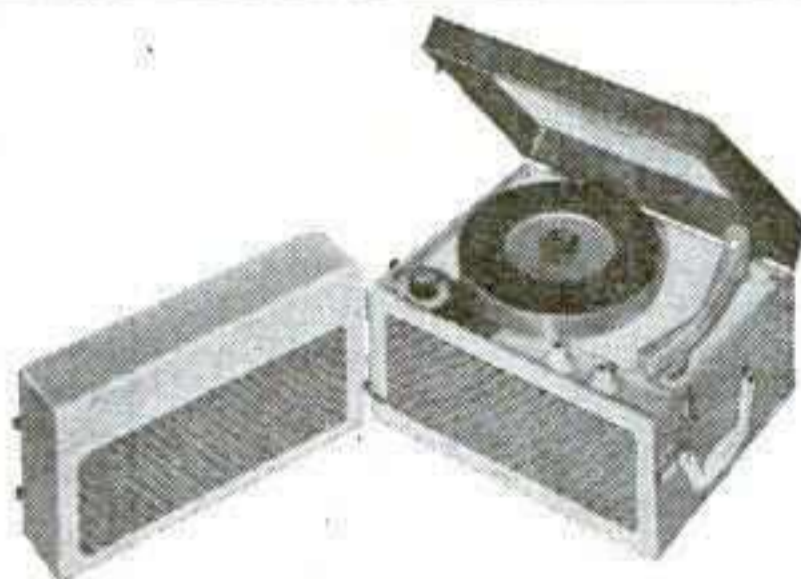
Lowest priced stereo automatic with many big set features. Automatic 4-speed stereo diskchanger. 2 wide range speakers, one built-in, one detachable. Powerful dual channel amplifier. Separate volume controls for balanced stereo sound.



MAESTRO

MONAURAL AUTOMATIC MODEL 1151

Webcor's new automatic hi-fi at the magic selling price. Full range PM speaker. High output turn-over cartridge with 2 jeweled stylii. Separate volume and tone controls. Choice of beautiful two-tone combinations.



LARK

STEREO FONOGRAF MODEL 1113

Plays all records, stereo and monaural at all 4 speeds. Twin volume controls to achieve perfect stereo balance. 2 wide range PM speakers may be separated up to 8' for room-filling stereo sound. Built-in 45-RPM record adapter.



MELODY

HI-FI FONOGRAF MODEL 1112

The finest low-priced manual fonograf made! Plays 4 speeds. Powerful amplifier plus wide range PM speaker—enough power to be heard clearly in a large room. Separate volume and tone controls. Priced for volume sales!

ORDER FROM YOUR WEBCOR DISTRIBUTOR TODAY!

AUDIO NEWS BRIEFS

Members of the Stromberg-Carlson firm and other electronic people were grieved to learn that a former present of that company,

Wesley M. Angle (from 1934-'45), died unexpectedly recently at his summer home in Kennebunk, Me. He was 77. . . Telectrosonic Corporation has increased its plant area in Long Island City, N. Y., by 60,000 square feet. New facilities are under the management of M. Intoci who specializes in automation, conveyor and assembly line techniques.

The GPL Division of General Precision, Inc., now has a brochure available to the trade which outlines the new developments in video recording. . . New general manager of Symphonic Electronics is Harold Dittenhoefer, in charge of the contract division. . . The Board of Directors of the Chicago Chapter of the American Production and Inventory Control Society has elected Joseph C. Galetti as a member of the board. He is production control manager of Star Products, a subsid of Pentron Electronics.

New merchandise manager with the Philco radio and hi-fi division is Walter H. Eichelberger Jr. who has replaced Leonard Gross. . . Rocky Mountain sales representatives for the Capehart Corporation is John A. Rowe and Associates. . . The Andrea Radio and Television Corporation has undertaken a firm advertising drive for 1961 pushing models of the new line of television sets. Drive centers on radio and newspaper outlets.

Pentron Gal

Continued from page 26
their time to benefitting the tape industry thru their work with Magnetic Recording Industry Association. Until this year, Mrs. Borows acted as unofficial secretary for the industry org's many meetings.

Gay '90's Theme Marks V-M Push

NEW YORK — The V-M Corporation has introduced a colorful display kit that ties in with its "V-M Days" special dealer promotion.

The new special display follows a gay '90's idea and has as its centerpiece a three-piece, 38-inch-high corrugated form. Also included are 14 posters that declare the values of the drive and four soft sheet scrolls. Theme for the drive is "Real Old Fashion Sound Dollar" value. Other gimmicks include four corrugated dollar pieces for use with double wing easels; tent cards; and three piece balloon display.

Appliance Distributors in Disk Ring

CHICAGO — The slow but growing trend toward white goods distributors going into records was joined by the George W. Ryan Company, Kansas City, latest addition to the Columbia records' distributor chain. Ryan, Webcor and appliance distributor, took over the Kansas State area from the Columbia branch out of St. Louis.

Ryan's addition of records brings to four the total of Webcor exclusive distributors who handle disks. Others are Davis Sales, Denver; All-State, Newark, N. J., and Lieberman Company, Minneapolis.

MADISON, Wis. — The name of Scottie Stuart's new Monona Music release has been changed to "It Was a Nightmare." According to Scott A. Cameron, Monona Music president, the original title, "Nightmare," was scrapped because of a title likeness to the instrumental theme song of Artie Shaw.

Holmes to Top

Continued from page 2
singles in the mill by these as well as Gloria Lynne, the Baysiders and Robert Holliday's Ork.

On the album front the label now has in work sets by Gloria Lynne, clarinet man Jimmy Hamilton, the newly signed Charlie Shavers, movie star Walter Brennan, actress Ann Blyth and comedienne Jonie Remus. Poliakin, meanwhile, has plans for recording the London Symphony, the Rochester Philharmonic and the Pittsburgh Symphony.

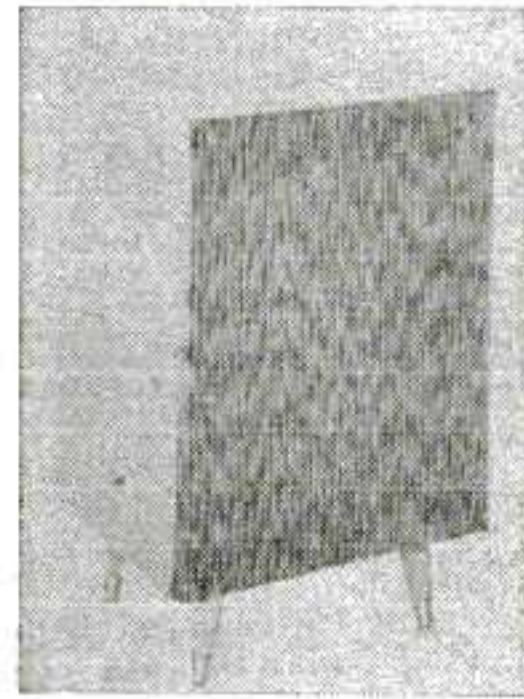
It was also announced that the Belock Studio in nearby Bayside, N. Y., will be made available to other diskeries on a rental basis.

NEW AUDIO PRODUCTS

Continued from page 26

Unfinished Speaker Enclosure

The Model 820 is an unfinished speaker cabinet which is the latest in the line of such products being produced by Twentieth-Century Woodworking of Brooklyn and carrying the Stereocraft trade name. The speaker cabinet is applicable for either 8 or 12-inch speakers and fits easily into speaker sound systems. Measurements are 18 inches by 29½ inches by 17 inches and it is made of birch. A grille cloth covers the speaker area and it comes with five-inch flared legs. The price is listed at \$31.70.



Football Facts and Figures

In line with its customer service program Sylvania is issuing a handbook of football facts and figures which contains complete college and professional football schedules. The book is 48 pages in length and includes a section explaining the signals and penalties of the game in both spheres. The book is available from Sylvania service dealers.

Arm and Cartridge in One Unit

The High Fidelity Show in Manhattan was the place for the unveiling of the new combination Fairchild "500" Arm-Transport and Linear Separation Cartridge. New unit has the firm's anti-skating quality by adding force to counteract the natural tracking pressure on arms heading thru grooves to the center of the disk. The unit sells for \$55.

Merry Christmas!

Fireplace and Santa Claus take precedent as the focal point of General Electric's appliance department store Christmas display. The display is meant to be set in store windows and is portable. Theme for the drive is "Gifts that spread Christmas joy thruout the year." The fireplace unit stands 43½ inches high and along with the display are packed 22 full die cut price cards, each Christmas decorated in the candle motif and are meant to be put beside products as they are displayed in front of the fireplace.

Cap Into Educational Field

Continued from page 2

school music departments and show how various Capitol-Angel selections dovetail into the school curricular, from the primary grades to college level. They will also work with record dealers who sell to schools to aid them in improving their servicing of the educational accounts.

In addition, label eventually will produce additional disks especially for the educational market. According to CRDC prexy Mike Maitland, Capitol's ties with diskeries around the world provides it with a vast source of recorded material in foreign languages, literature and other subjects which is ideally suited for study aids.

More than 5,000 copies of the educational catalog will be sent to school and library officials, music teachers and other educators in the U. S. It is illustrated with more than 200 Capitol and Angel album covers and lists more than 100 additional LP's. Notebook-sized catalog is punch-holed and geared to fit a teacher's manual.

Catalog is divided into two sections. First is illustrated with album covers and lists selections according to categories. Second lists albums according to school grades and age levels. Categories covered in Section 1 include: History of Music, Nature of Music, Concert and Marching Bands, Music of the Dance, American Heritage, Foreign Countries (music and language), Sing Along and Activity and Pre-School Music.

Other categories in the works for availability next year: History of Jazz and American Music, Elements of Music, and Rhythm.

Capitol pitches four of its portable phonos in the catalog, and devotes the back cover to an ad on behalf of its Custom Service Department. Instruments include Model Nos. 126, 124, 128 and 118. Custom Department's pitch is aimed at schools who want their

specially recorded tapes (school band, choral groups, concerts, etc.) transferred to disks. Custom Department also touts its background music library for use by schools on educational radio and TV programs, school film productions, etc.

ARMADA Execs

Continued from page 2

porting such gains include Nelson Verbitt of Marnell (Philadelphia and Baltimore) and Harry Schwartz of Schwartz Brothers, Washington.

Meanwhile, ARMADA is looking for a suitable place to hold its annual convention the last two weeks of June. Plans call for the convention to last a full week, with ARMADA business handled the first day. On the following day manufacturers would hold four to five-hour individual sales meetings with their distributors on a rotating basis.

Thus, explains Talmadge, distributors and labels will save time and money. Instead of spending countless days away from their business and a small fortune in expenses to attend various sales meetings thruout the year, distributors will now meet with their key lines during the one week, thereby cutting down heavily on transportation and hotel expenses. Talmadge estimates that 75 per cent of the top indies are handled by ARMADA members.

ARMADA'S BPI plan is designed to bring about a more realistic evaluation of BPI's handed out to distributors in various areas. Presently a territory's BPI covers all types of records. ARMADA hopes to break this down into separate BPI figures for different disk categories—so that a Southern distrib, for example, won't be expected to sell the same proportionate amount of classical disks as country, etc.



BUY DIRECT
for full, fast PROFIT!
YOU GET THESE FEATURES WITH HALOTONE Mark VII.
• Ultra-Modern Design • Inside Antenna & Ground • Compact Size • DOUBLE Tuned "I-F" circuit • Warranty • Decorator colors: Dove Grey, Old Ivory.

You simply won't be . . . can't be . . . undersold or out merchandised when you stock, feature and SELL the Mark VII. Mats available. Sample Quantity prices: \$11.00 postpaid.
3-11 \$9.50 F.O.B. San Francisco
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36 up \$8.88 DELIVERED TO YOU
25% Cash with order. Balance C.O.D.



"OLIVER COOL"
IS
COMING
on Roulette

NOTICE

The **Billboard** confirms Fidelitone's growing lead at 41.7% over nearest needle competitor

BILLBOARD'S MUSIC MERCHANTS' 1960 ACCESSORIES SURVEY REPORTED ON PHONOGRAPH NEEDLES:

"Relative standing of brands according to percentage of all dealers who reported one or more sales:"

FIDELITONE	34%	BRAND X	20%
BRAND V	24%	BRAND Y	20%
BRAND W	21%	BRAND Z	16%

All others reported were 8% or less.

These figures reflect the strong consumer preference for the Fidelitone Phonograph Needle line . . . a growing preference that will increase even more as a result of Fidelitone's powerful new ad campaign. A preference that will make more sales for you . . . faster than ever before. Do you handle the Fidelitone line? Order Fidelitone now.

Fidelitone

"Newest shape on records"
Chicago 26, Illinois

OPENS ON BROADWAY OCTOBER 17

TENDERLOIN

A NEW MUSICAL COMEDY

A DARING NEW MUSICAL COMEDY BY THE SAME TEAM THAT BROUGHT FAME TO "FIORELLO!"

produced by ROBERT E. GRIFFITH & HAROLD S. PRINCE

music by JERRY BOCK

lyrics by SHELDON HARNICK

directed by GEORGE ABBOTT

TENDERLOIN A OF NEW YORK DEVOTED TO

VICE AND LA BEST OUT O GRAFT.

SOON... THE ORIGINAL CAST ALBUM BY CAPITOL



NOW...CAPITOL DEBUTS A HIT BALLAD FROM

TENDERLOIN

A NEW MUSICAL COMEDY

LOWELY LAURIE

(RECORD NO. 4450)

AND THE DEBUT OF A NEW CAPITOL STAR

GUY PASTOR



FOR WEEK ENDING SEPTEMBER 18

The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2	STRING ALONG Kingston TrioCapitol T 1407	6
2	1	BUTTON-DOWN MIND OF BOB NEWHART Warner Bros. W 1379	19
3	3	NICE AND EASY Frank SinatraCapitol W 1417	5
4	7	EDGE OF SHELLEY BERMAN Verve MG V 15013	9
5	8	JOHNNY'S MOODS Johnny MathisColumbia CL 1526	4
6	4	PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 323	12
7	6	SOLD OUT Kingston TrioCapitol T 1352	22
8	10	ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	20
9	9	BRENDA LEE Decca DL 4039	5
10	12	KICK THY OWN SELF Brother Dave GardnerRCA Victor LPM 2239	4
11	11	REJOICE DEAR HEARTS Brother Dave GardnerRCA Victor LPM 2083	13
12	13	LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso RCA Victor LM 2393	18
13	22	ENCORES OF GOLDEN HITS PlattersMercury MG 20472	28
14	14	CAN CAN Sound TrackCapitol W 1301	21
15	18	ITALIAN FAVORITES Connie FrancisM-G-M E 3791	33
16	15	MY NAME IS JOSE JIMENEZ Bill DanaSignature SM 1013	8
17	16	FAITHFULLY Johnny MathisColumbia CL 1422	36
18	33	PROVOCATIVE PERCUSSION, VOL. I Enoch Light and the Light Brigade Command RS 806	5
19	20	PERSUASIVE PERCUSSION, VOL. I Terry Snyder and the All StarsCommand LP 800	23
20	17	MR. LUCKY Henry ManciniRCA Victor LPM 2198	26

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21	28	CONNIE'S GREATEST HITS Connie FrancisM-G-M E 3793	19
22	19	LOOK FOR A STAR Billy VaughnDot DLP 3322	6
23	24	RAY CHARLES IN PERSON Atlantic LP 8039	8
24	26	WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereoditties MW 1	29
25	30	THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MG V 15009	22
26	31	BEN-HUR Rome Symphony Orch./SavinaM-G-M IE1	22
27	32	SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CL 1457	13
28	34	WHITE SATIN George ShearingCapitol T 1334	8
29	27	SONGS TO REMEMBER MantovaniLondon LL 3149	9
30	21	LAUGHING ROOM Woody WoodburyStereoditties MW 2	15
31	25	THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	27
32	36	MORE SONGS BY RICKY Ricky NelsonImperial LP 9122	4
33	—	FOLK SONGS SING ALONG WITH MITCH Mitch MillerColumbia CL 1316	29
34	35	MACK THE KNIFE Ella FitzgeraldVerve MG V 4041	2
35	—	DOWN TO EARTH Jonathan WintersVerve MG V 15011	1
36	—	GENIUS OF RAY CHARLES Atlantic LP 1312	27
37	23	THE FABULOUS STYLE OF THE EVERLY BROTHERS Cadence CLP 3040	5
38	29	YOUNG AT HEART Ray ConniffColumbia CL 1489	6
39	37	GRAND CANYON SUITE Morton GouldRCA Victor LM 2433	10
40	38	THIS IS DARIN Bobby DarinAtco LP 33-115	29

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	—	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	40
2	1	INSIDE SHELLEY BERMANVerve MG V 15003	74
3	2	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	46
4	4	HEAVENLY, Johnny Mathis, Columbia CL 1351	53
5	3	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	130
6	12	HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	46
7	9	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	43
8	7	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	115
9	11	GIGI, Sound Track, M-G-M 3641 ST	116
10	5	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	84
11	10	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	125
12	6	MY FAIR LADY, Original Cast, Columbia CL 5090	233
13	8	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	44
14	13	KINGSTON TRIOCapitol T 996	66
15	14	SOUTH PACIFIC, Original Cast, Columbia OL 4180	329
16	16	KINGSTON TRIO AT LARGECapitol T 1199	66
17	17	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	68
18	15	OUTSIDE SHELLEY BERMANVerve MG V 15007	43
19	18	GYPSY, Original Cast, Columbia OL 5420	53
20	20	COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	78
21	—	ONLY THE LONELY, Frank Sinatra, Capitol W 1053	83
22	19	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	53
23	22	THE MUSIC MAN, Original Cast, Capitol WAO 990	134
24	24	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	61
25	21	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	88

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	STRING ALONG Kingston TrioCapitol ST 1407	5
2	2	NICE AND EASY Frank SinatraCapitol SW 1417	4
3	3	SOLD OUT Kingston TrioCapitol T 1352	21
4	8	MR. LUCKY Henry ManciniRCA Victor LSP 2198	26
5	7	THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	25
6	5	GRAND CANYON SUITE Morton GouldRCA Victor LSC 2433	10
7	10	JOHNNY'S MOODS Johnny MathisColumbia CS 8326	3
8	4	BONGOS Los AdmiradoresCommand 9 809 SD	4
9	6	CAN CAN Sound TrackCapitol SW 1321	9
10	13	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All StarsCommand RS 808 SD	5
11	16	LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LSC 2393	19
12	12	FLOWER DRUM SONG Original CastColumbia OS 2009	28
13	14	LOOK FOR A STAR Billy Vaughn OrkDot DLP 25322	4
14	17	BEN-HUR Rome Symphony Orch./SavinaM-G-M IE1	18
15	28	BILLY VAUGHN PLAYS MILLION SELLERS Dot DLP 25119	28

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16	—	PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light BrigadeCommand RS 810 SD	1
17	11	SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CS 8251	9
18	18	'S AWFUL NICE Ray ConniffColumbia CS 8001	25
19	22	LATIN A LA LEE Peggy LeeCapitol ST 1290	13
20	25	ELVIS IS BACK Elvis PresleyRCA Victor LSP 2231	2
21	21	AMERICAN SCENE MantovaniLondon PS 182	23
22	27	THIS IS DARIN Bobby DarinAtco SC 115	20
23	19	TILL Roger WilliamsKapp KX 1081	25
24	26	OPEN FIRE, TWO GUITARS Johnny MathisColumbia CS 8056	19
25	9	IT'S THE TALK OF THE TOWN Ray ConniffColumbia CS 8143	21
26	—	WHITE SATIN George ShearingCapitol ST 1334	1
27	—	MUSIC FOR READING George Melachrino StringsRCA Victor LSP 1002	12
28	23	LET'S DANCE AGAIN David CarrollMercury SR 60152	26
29	15	KINGSTON TRIO Capitol ST 996	27
30	24	MUSIC FOR BANG, BAA-ROOM AND HARP Dick Shory's New Percussion EnsembleRCA Victor LSP 1866	18

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2	PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command RS 800 SD	35
2	3	SOUND OF MUSIC, Original Cast, Columbia KOS 2020	37
3	4	SOUTH PACIFIC, Sound Track, RCA Victor LSC 1032	70
4	1	PROVOCATIVE PERCUSSION, VOL. I, Enoch Light and the Light Brigade, Command RS 806 SD	35
5	6	MY FAIR LADY, Original Cast, Columbia OS 2015	70
6	5	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSC 6006	44
7	14	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199	54
8	8	KING AND I, Sound Track, Capitol SW 740	57
9	15	FAITHFULLY, Johnny Mathis, Columbia CS 8219	33
10	10	HEAVENLY, Johnny Mathis, Columbia CS 8152	52
11	7	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	51
12	13	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	46
13	18	FILM ENCORES, VOL. I, Mantovani, London PS 124	58
14	—	NEAR YOU, Roger Williams, Kapp KS 1112	30
15	—	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	30
16	17	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	58
17	19	OKLAHOMA! Sound Track, Capitol SWAO 595	55
18	—	FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	42
19	12	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	35
20	11	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	41

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
2. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
3. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LM 2433
4. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
5. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
6. SIXTY YEARS OF MUSIC AMERICA LOVES BEST
Assorted Artists, RCA Victor LM 6074
7. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LM 2455
8. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
9. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
10. THE LORD'S PRAYER . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386

STEREOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
2. GROFE GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433
3. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
5. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
6. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
7. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
8. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LSC 2455
9. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
10. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355

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

(MONOPHONIC)

1. Soul of Spain, Vol. 1
101 Strings Somerset P 6600
2. 101 Years of Familiar Songs
101 Strings Somerset 2 RS
3. Good Housekeeping Reducing Off the Record
 Harmony HL 7143
4. Perry Como Sings Just for You
 RCA Camden CAL 440
5. Soul of Spain, Vol. 2
101 Strings Somerset P 9900
6. Ebb Tide
Frank Chacksfield . . Richmond M 20078
7. 101 Strings Play the Blues
 Somerset P 5800
8. Huckleberry Hound
Daws Butler and Don Messick Colpix CP 202
9. You Do Something to Me
Mario Lanza RCA Camden CAL 450
10. Hawaii in Hi Fi
Leo Addeo Ork RCA Camden CAL 510

(STEREOPHONIC)

1. Soul of Spain, Vol. 1
101 Strings Stereo Fidelity SF 6600
2. Ebb Tide
Frank Chacksfield . . Richmond S 30078
3. 101 Years of Familiar Songs
101 Strings Stereo Fidelity 2 RS
4. Hawaii in Stereo
Leo Addeo Ork RCA Camden CAS 510
5. The Music Man
Various Artists Lion SL 70091
6. 101 Strings Play the Blues
 Stereo Fidelity SF 5800
7. Quiet Hours
101 Strings Stereo Fidelity SF 10200
8. Silver Screen
101 Strings Stereo Fidelity SF 7000
9. Soul of Spain, Vol. 2
101 Strings Stereo Fidelity SF 9900
10. East of Suez
101 Strings Stereo Fidelity SF 11200

BEST SELLING POP EP'S

1. More Songs by Ricky
Ricky Nelson Imperial EP 1-9122
2. He'll Have to Go
Jim Reeves RCA Victor EPA 4357
3. Because They're Young
Duane Eddy Jamie J-304
4. Sing Along With Mitch
Mitch Miller Columbia EPB 11601
5. Kingston Trio at Large
 Capitol EAP 1199
6. Nearer the Cross
Tennessee Ernie Ford Capitol EAP 1-1005
7. For the First Time
Mario Lanza RCA Victor EPA 4344
8. Hymns
Tennessee Ernie Ford Capitol EAP 1-1818
9. Faithfully
Johnny Mathis Columbia EPB 14221
10. Spirituals
Tennessee Ernie Ford Capitol EAP 1-818

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

Pop

WE PLAY-YOU SING



Don Costa. United Artists UAS 6104—Here's an interesting do-it-yourself sing-along package which should have strong appeal to young audiences in particular. Don Costa, currently No. 31 on the "Hot 100" chart, plays top singles hit songs—"Paper Roses," "Everybody's Somebody's Fool" etc.—while his chorus sings in the background leaving the lead vocal spot vacant for the buyer to sing the melody, via a special lyric sheet. Backgrounds of the hits are duplicated. A potent package.



WILD IS LOVE
Nat King Cole. Capitol WAK 1392—Here's a really de luxe hunk of packaging including a 24-page bound-in book containing a story all about young love. It has loads of photos of gorgeous gals and the song titles—all originals by Dotty Wayne and Ray Rasch—are based on the page by page episodes in the story. Cole is at his best with fine Nelson Riddle backings. It's a \$7.98 set with a special introductory offer of \$5.98 till December 31. This can really go and jocks will like it, too.

Specialty

ANYONE CAN PLAY THE HARMONICA



Alan Schackner. Epic LN 3730—An unusual display item, this instruction disk is packaged in a large box with a Hohner harmonica included and visible thru a transparent window in the box. The disk offers step-by-step advice for learning to play the harmonica. Narration is clear with plenty of examples. Explanatory booklet also is included. No previous musical knowledge is necessary for this course. Good item for dealers near schools and colleges.

W. C. FIELDS & MAE WEST



Proscenium 22 — Here's a rare collector's item, which should have particularly wide appeal, in view of the recent popularity of the W. C. Fields movies on TV. The comedian was in rare form on two rather lengthy monologs on his favorite subject—spirits and the effect of same. The flip side spotlights amusingly sexy ("Frankie and Johnny," etc.) vocal stints by Mae West—often paired with Fields in pictures. Strong nostalgic package.

Classical

SIBELIUS: CONCERTO IN D



David Oistrakh, violin; Philadelphia Orchestra (Ormandy). Columbia MS 6157 (Stereo & Monaural)—The combination of David Oistrakh, the Philadelphia Orchestra and the Sibelius "D Minor Concerto," is a winning one. This is Oistrakh's first American waxing of the Sibelius classic, and the violinist performs it with the tone, technique and musical feeling for which he is famed. The Philadelphia Orchestra accompanies him in splendid fashion. The performer name value and performance plus the attractive cover, make this a standout disk.

DONIZETTI: LUCIA DI LAMMERMOOR



Maria Callas; Philharmonia (Tulloi-Serafin). Angel S 35831 (Stereo & Monaural)—Here's a brand-new recording of the same "Lucia" excerpts which appeared in a considerable older Angel edition under the number 35382. This one's in stereo—an advantage in itself, and it is also recorded with a new cast. With the artist's continuing popularity, this is bound to become a strong counter item and should reach the point of being standard merchandise for the repertoire.

Jazz

MEET ME IN CHICAGO



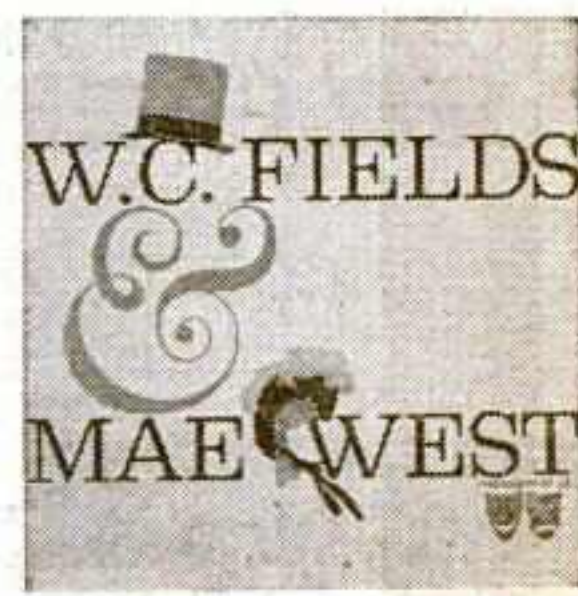
Jimmy McPartland-Art Hodes. Mercury SR 60143 (Stereo & Monaural)—Dixieland fans will find this collection a gas. Some of the top practitioners of the art are divided into two groups, headed respectively by trumpeter Jimmy McPartland and pianist Art Hodes. Stereo permits the two groups to play off against each other as well as in unison, with splendid solos by Bud Freeman's sax, Vic Dickenson's trombone, George Wettling's drums, Pee Wee Russell's clarinet and George Brunis' trombone, among others. These fine veterans are in great form, and the disk really jumps.

(Continued on page 48)

ALBUM COVERS OF THE WEEK



DRUM FEAST—Manny Albam and His Orchestra, United Artists UAS 6079. Attractive and appetizing cover in bright colors. Clever cover photographed by Melvin Sokolsky.



W. C. FIELDS AND MAE WEST—Proscenium 22. Eye-catching cover in black and white with a dash of red. Good display item for specialty counters. Cover design: Sy Rudman.

NOTIFY THE FBI.

That The Arena Twins are on Columbia Records

© Columbia Music Reg. Printed in U.S.A.

roaring!!

"CAVE MAN"

Checker 961

The VIBRATIONS

up the charts!

"DEAREST DARLING"—ETTA JAMES

Argo 5368

"I HEAR MY BABY" b/w "OH BABY"

LARRY WILLIAMS

Chess 1764

2120 S. MICHIGAN



CHICAGO 16

PHONE: CA 5-2770

when answering ads . . .

Say You Saw It in The Billboard

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

• Continued from page 47

Spoken Word

LOVE AND KISSES



Alexander King, Margie King, United Artists UAS 6116—Alexander King, of best-selling book and Jack Paar fame, should also score sales-wise with his first album. Performing for an audience, he sounds off in his usual jaundiced way, on a variety of subjects, including a visit to a nudist colony. His pretty young wife offers a couple of folksy vocals in fair fashion, but King is the star.

Religious

A MIGHTY FORTRESS



Mormon Tabernacle Choir, Columbia MS 6162 (Stereo Monaural)—The Mormon Tabernacle Choir should please its many fans with this fine new album. As is to be expected, the choir again displays excellent vocal work on a familiar group of anthems and hymns. In addition to "A Mighty Fortress," the LP also includes "Onward Christian Soldiers," "The Lord Is My Shepherd," "How Firm a Foundation" and "Rock of Ages," among the 22 selections. A strong set for the fall season.

SPECIAL MERIT SPOTLIGHTS

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

Classical

BEETHOVEN: PIANO CONCERTO NO. 3 IN C MINOR

Clara Haskill, piano; Orchestre des Concerts Lamoureux (Markevitch), Epic BC 1097 (Stereo & Monaural)—Clara Haskill, now in her 60's, still is one of the great pianists of our time. On this album she interprets the Beethoven Third Piano Concerto with fire and yet sadness that is rare and moving to hear. The Orchestre des Concerts Lamoureux, under Igor Markevitch, accompanies her most satisfactorily, and the recording itself is first-rate. A fine interpretation of the Beethoven concerto.

PAISIELLO: BARBER OF SEVILLE (2-12")

Soloists; Orchestra conducted by Renata Fasano, Mercury SR 2-9010 (Stereo & Monaural)—This attractive new album features the operatic version of "The Barber of Seville," as set to music by Giovanni Paisiello, composed about 50 years prior to the Rossini version. Paisiello, one of the most respected composers of the 18th Century, is now undergoing a revival and this is the first LP recording of his most famous opera buffa. The cast is excellent, with Graziella Sciutti, Nicola Monti, Rolando Panerai and Renato Capecchi, outstanding.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

CLOUD 9
Bill Justis, Phillips Int'l PLP 1956—Bill Justis, who will be remembered for his big single hit, "Raunchy," has cut an instrumental album with that "Raunchy" sound. It's a bluesy package. Some of the sides feature a driving beat, some have boogie and Yancey figures; there are funky guitars and Justis' sax. The package will gas devotees of flavorsome blues. Too, the material, other than "Raunchy," is not well known and this is another inducement.

★★★★ TOGETHER FOR THE LAST TIME

Joe (Fingers) Carr & Ira Ironstrings, Warner Bros. WS 1389 (Stereo & Monaural)—Admirers of Warner Bros. LP's by Joe (Fingers) Carr and Ira Ironstrings will doubtless find this combination of the two hard to resist. Carr's ragtime piano, working with the jazz-styled ork, produces catchy renditions of favorite old tunes like "Shanty in Old Shantytown," "Hey, Mr. Banjo," "There's A-Plenty" and "Somebody Stole My Gal." Good fun in these attractive arrangements.

★★★★ SOFT 'N' WARM

Roy Hamilton, Epic BN 578 (Stereo & Monaural)—A wonderful new album by Roy Hamilton that shows off the singer in one of his best vocal moods. The songs are mainly ballads, including "Nancy," "All the Way," "Angel Eyes," and "Homesick, That's All," and Hamilton sings them with warmth and feeling. The backings are by Marion Evans and his ork, and they are first-rate, too. An album that could be a big seller.

CLASSICAL ★★★★★

★★★★ BEETHOVEN: SYMPHONY NO. 7

New York Philharmonic (Bernstein), Columbia MS 6112—A bright and winning performance. The mood is light-hearted and the recording is excellent. A strong album for the large group of Bernstein fans, which continues to grow larger every month via his tours and TV appearances. Attractive cover will aid sales.

JAZZ ★★★★★

★★★★ MOODSVILLE—VOL. 4

Eddie (Lockjaw) Davis & Shirley Scott, Moodsville MVLP 4—Certainly a very tasteful set of performances, with Davis con-

(Continued on page 59)

Spook Stuff

hit HALLOWE'EN LP ALBUM



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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING SEPTEMBER 25

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	TWIST	By Hank Ballard—Published by Armo-Jay & Cee Music (BMI)	7
2	2	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	9
3	4	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	8
4	3	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	4
5	8	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	3
6	7	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	6
7	6	VOLARE (NEL BLU DI PINTO DI BLU)	By Modugno-Parish—Published by Robbins (ASCAP)	6
8	9	CHAIN GANG	By Sam Cooke—Published by Kags (BMI)	3
9	10	A MILLION TO ONE	By Phil Medley—Published by Starflower (BMI)	3
10	13	YOGI	By Jacobson-Stallman-Kottelman—Published by Saxon (BMI)	4
11	12	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	7
12	15	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	5
13	5	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	11
14	17	DREAMIN'	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	6
15	18	MISSION BELL	By Michael—Published by Bamboo (BMI)	10
16	25	SO SAD	By Don Everly—Published by Acuff-Rose (BMI)	2
17	20	HOT ROD LINCOLN	By Charles Ryan-Stevenson—Published by Four Star Sales (BMI)	4
18	11	I'M SORRY	By Self—Published by Champion (BMI)	15
19	24	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	2
20	14	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	10
21	27	PINEAPPLE PRINCESS	By Bob and Dick Sherman—Published by Music World (BMI)	2
22	21	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Foist (ASCAP)	7
23	22	YOU MEAN EVERYTHING TO ME	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	3
24	23	THE SAME ONE	By Brook Benton and Clyde Otis—Published by Play (BMI)	3
25	—	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	1
26	29	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	8
27	28	HELLO, YOUNG LOVERS	By Rodgers and Hammerstein—Published by Williamson (ASCAP)	3
28	—	THREE NIGHTS A WEEK	By A. Domino—Published by Travis (BMI)	1
29	19	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	13
30	—	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	3

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- TWIST**—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
- IT'S NOW OR NEVER**—Elvis Presley, Vlc 7777.
- WALK, DON'T RUN**—Ventures, Dolton 25.
- MY HEART HAS A MIND OF ITS OWN**—Connie Francis, M-G-M 12923.
- MR. CUSTER**—Larry Verne, Era 3024.
- THEME FROM THE APARTMENT**—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
- VOLARE (NEL BLU DI PINTO DI BLU)**—Pier Angeli, Roulette 4104; Pat Boone, Coral 62021; Dalida, Verve 10146; Barney Kessel Trio, CTP 365; Rosa Linda, Challenge 59016; Mort Lindsey Ork, Dot 16102; Charles Magnante, Grand Award 1019; Domenico Modugno, Dec 30677; Bobby Rydell, Cameo 179.
- CHAIN GANG**—Sam Cooke, Vlc 7783.
- A MILLION TO ONE**—Jimmy Charles, Promo 1001.
- YOGI**—Ivy Three, Shell 720; Paul Ackerman Ork, Scarlet 4003; Sylvia Saynt, Wynne 127.
- IN MY LITTLE CORNER OF THE WORLD**—Anita Bryant, Carlton 530.
- KIDDIO**—Brook Benton, Mer 71652.
- IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI**—Buddy Hackett, Laurel 1014; Brian Hyland, Kapp 343; Kittens, Alpine 64.
- DREAMIN'**—Johnny Burnette, Liberty 55258.
- MISSION BELL**—Donnie Brooks, Era 3018.
- SO SAD**—Everly Brothers, Warner Bros. 5163.
- HOT ROD LINCOLN**—Johnny Bond, Republic 2005; Charlie Ryan, Four Star 1733.
- I'M SORRY**—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
- DEVIL OR ANGEL**—Bobby Vee, Liberty 55276.
- FINGER POPPIN' TIME**—Hank Ballard and the Midnighters, King 5341; Stanley Brothers, King 5384.
- PINEAPPLE PRINCESS**—Annette, Vista 362.
- OVER THE RAINBOW**—Valerie Carr, Roulette 4038; Perry Como, Vlc 0107; Dimensions, Mohawk 116; Echos, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vlc 7628.
- YOU MEAN EVERYTHING TO ME**—Neil Sedaka, Vlc 7781.
- THE SAME ONE**—Brook Benton, Mer 71652.
- SAVE THE LAST DANCE FOR ME**—Drifters, Atlantic 2071.
- (YOU WERE MADE FOR) ALL MY LOVE**—Jackie Wilson, Brunswick 55167.
- HELLO, YOUNG LOVERS**—Paul Anka, ABC-Paramount 10132; Australian Jazz Quintet, Bethlehem 11023; Lovelace Watkins, M-G-M 12875.
- THREE NIGHTS A WEEK**—Fats Domino, Imperial 5687.
- ONLY THE LONELY**—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- NEVER ON SUNDAY**—Don Costa, United Artists 234; Marty Gold and Ray Martin, Vlc 7769; Pete King Ork & Chorus, Kapp 3444; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Nico Papadopoulos Ork, Atlantic 2070; Georgio Petroulos, Guyden 2037.

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NIGHT CLUB REVIEW

Names Draw at Basin St. East

Sometimes there can be too much of a good thing. This is what happened at Basin Street East in New York Monday (29) when Dave Brubeck, June Christy and Cannonball Adderly opened at the big jazz club for a two-week stand. The drawing power of the Brubeck, Christy, Adderly names is mighty potent, as attested by the lines at the club, but it might have been a brighter show with less time on stage from each act or only two acts on the bill.

The fault here does not lie with the performers, in the main. The Brubeck Quartet, with Paul Desmond, Joe Morello and Eugene Wright came over in sock fashion with tight, swinging sets. Brubeck handled his piano work with his usual enthusiasm and drive, turning out impressive solo work, and he allowed plenty of time for solos by Desmond, Morello and Wright. "St. Louis Blues" and "Gone With the Wind" were two of the combo's best tunes.

June Christy, who has not been seen in the East in close to five years, came thru in warm fashion in her set after a slow start. At the beginning she seemed a bit nervous and the group that accompanied her wasn't sure of some of the arrangements, but once she got to her own tunes, like "Midnight Sun," "Let There Be Love," "How High the Moon," and the marvelous "Something Cool," she sounded like the swinging of yore.

Cannonball Adderly's combo, with brother Nat on cornet, Barry Harris on piano, Louis Hayes on drums, and Sam Jones on bass, did not come across with the impact it should have had, for a variety of reasons. The solos were long — often too long, and the tunes went on and on. Worst of all was the fact that the rhythm mikes were turned up so loud it was hard to hear much of Cannonball and Nat Adderly. This was a shame, since Cannonball is swinging these days and Brother Nat cooks, too. If the combo would tighten up on solos, turn down the volume on the drums, bass and piano for night clubs, Cannonball would have the same effect on an audience in the club as he does on his record fans. His introductory comments are much warmer than that of the average jazzman.

Bob Rolontz.

★ ★ ★

BALLET REVIEW

Dame Margot Again a Delight

There are approximately 25 LP's in the catalog featuring all or part of Tchaikovsky's lovely music from the "Sleeping Beauty" ballet. If sales of these disks boom in the near future, the cause can be traced directly to the appearance in New York and on national tour of Britain's Royal Ballet, formerly called Sadler's Wells, and to the phenomenal Dame Margot Fonteyn. The company opened a four-week run this week at New York's Metropolitan Opera House prior to a 16-week cross-country tour.

The full-length "Sleeping Beauty" was the vehicle which first made Dame Margot an idol of New York's ballet fandom 10 years ago; officially, she is now appearing as "guest artist." Whatever the appellation, her dancing remains a delight, both technically and in her characterization of the youthful fairy-tale princess. Michael Somes as the prince likewise showed a feeling for the role as well as superb dancing technique. Ray Powell, as the evil witch, offered a striking and thoroly conceived interpretation of the role. Other dancing efforts, notably by Annette Page and Brian Shaw, were very effective.

Where the company may be subject to criticism is in the work of the corps de ballet, which seemed uneven, not always in unison, and occasionally beset with choreography that was out of character with the production. And incidental characters, such as those playing the king and queen, as parents of the story's star could use sufficient direction as would make them appear at least remotely interested when on the frequent occasions daughter dances before them.

But these criticisms are forgotten when the lovely Dame Margot takes over. If enough people could be exposed to her dynamic personality and remarkable dancing, she could single-handedly help put the music from the Tchaikovsky ballet on the best seller lists.

Sam Chase.

★ ★ ★

LEGIT REVIEW

'Vintage '60' Uncorks Flat

The new legit musical season got off to a weak start with a revue imported from Hollywood which lasted a mere two performances. "Vintage '60," which is reported to have captivated audiences in California, ran into somewhat sterner competition for attention here and quickly gave up the fight.

Inasmuch as the show is a dead issue, let it merely be recorded that it rated little attention musically, for the songs were not likely chart-climbers. That having been said, it should also be noted that many cast members were bright and capable, numbering such as Barbara Heller, Fay De Witt, Dick Patterson, Bonnie Scott and Michele Lee. Some of the material was whimsical, offbeat and satiric, but unfortunately, most often it missed fire. Enthusiasm, youth and even talent, it once more has been demonstrated, are just not enough if the material is weak.

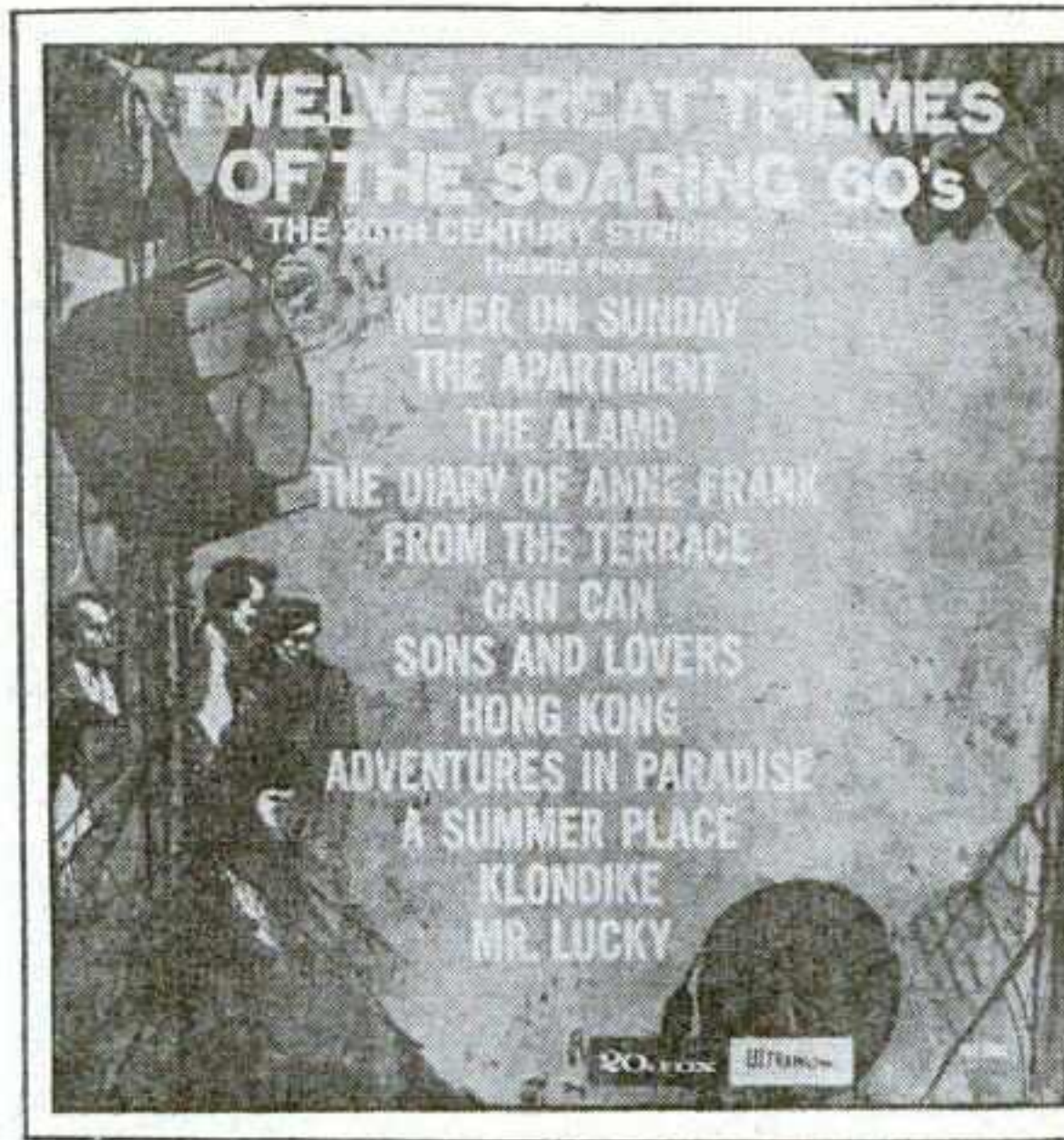
Sam Chase.

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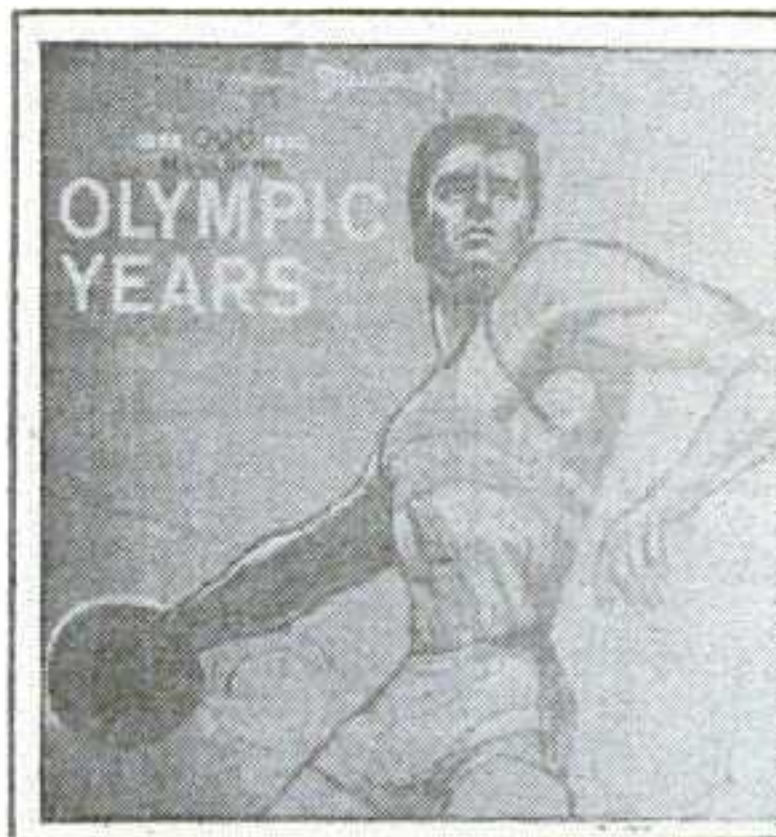
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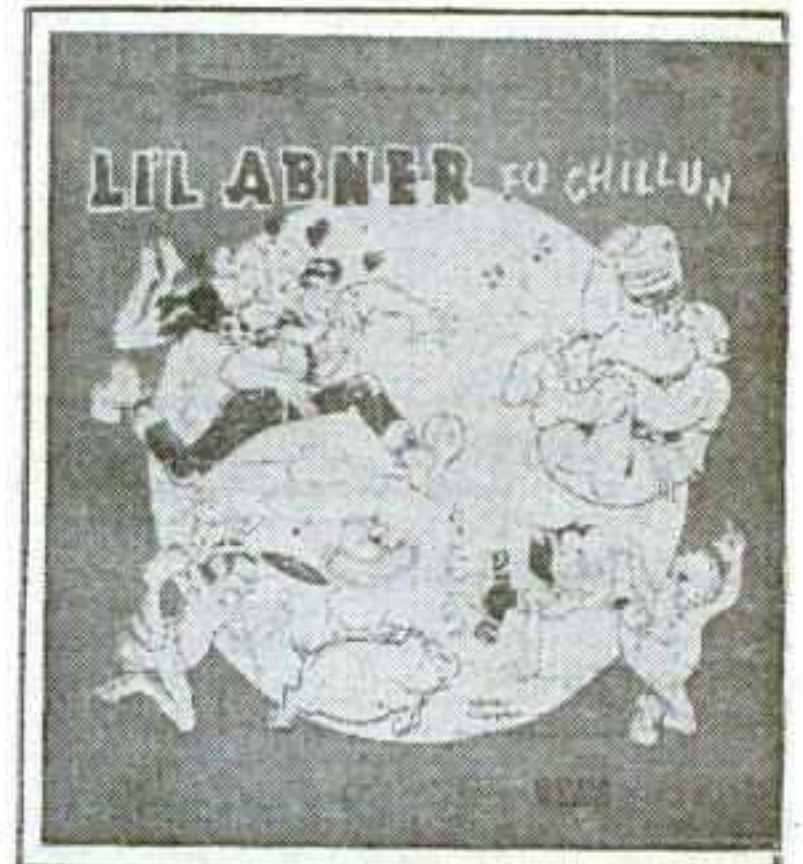
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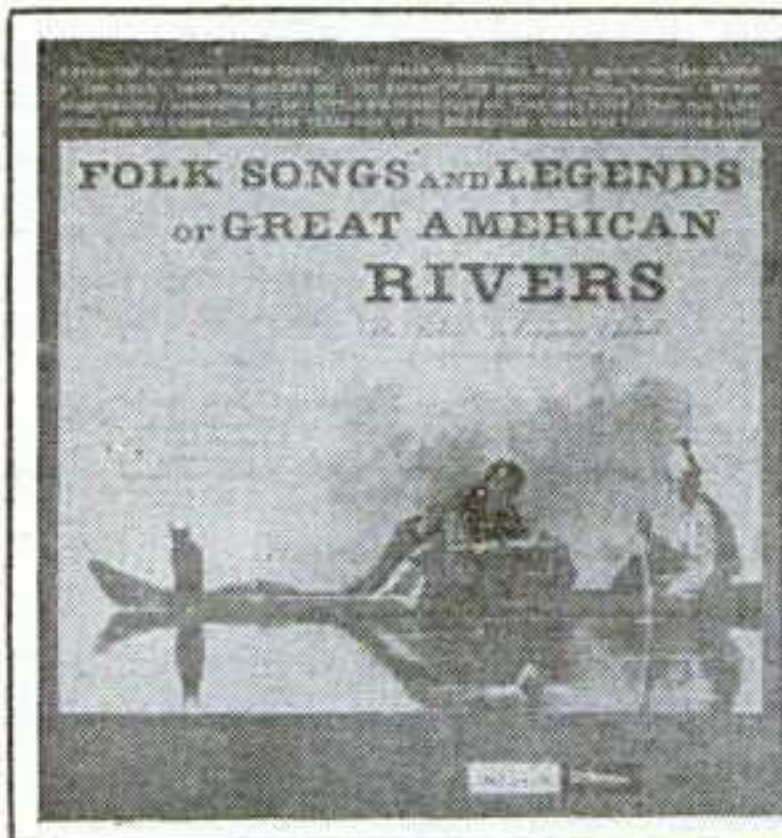


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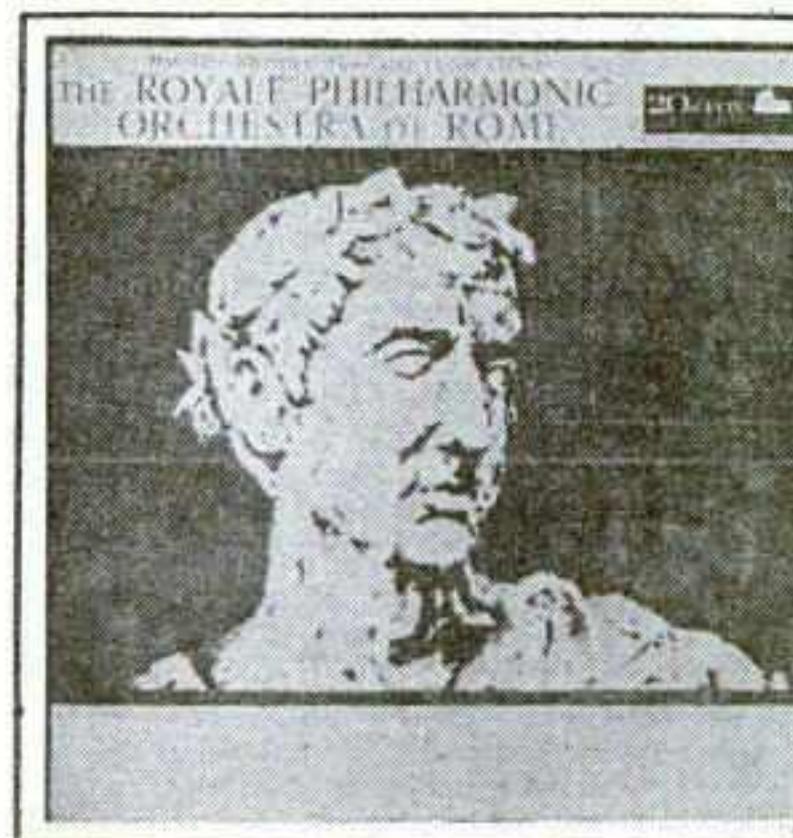
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FOR WEEK ENDING SEPTEMBER 25

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	2	2	3	TWIST	Chubby Checker, Parkway 811			8
2	3	9	16	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M 12923			6
3	1	1	1	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777		S	10
4	4	13	65	MR. CUSTER	Larry Verne, Era 3024			4
5	6	22	33	CHAIN GANG	Sam Cooke, RCA Victor 7783		S	6
6	5	3	2	WALK, DON'T RUN	Ventures, Dolton 25			10
7	8	17	27	KIDDIO	Brook Benton, Mercury 71652		S	7
8	9	14	15	YOGI	Ivy Three, Shell 720			7
9	7	4	5	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo 179			10
10	13	20	52	A MILLION TO ONE	Jimmy Charles, Promo 1002			5
11	17	47	—	SO SAD	Everly Brothers, Warner Bros. 5163			3
12	12	10	12	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists 231			9
13	11	18	11	DREAMIN'	Johany Burnette, Liberty 55258			9
14	10	7	8	MISSION BELL	Donnie Brooks, Era 3018			15
15	26	32	45	DEVIL OR ANGEL	Bobby Vee, Liberty 55270			8
16	19	21	39	THE SAME ONE	Brook Benton, Mercury 71652		S	5
17	28	37	57	PINEAPPLE PRINCESS	Annette, Vista 362			6
18	44	78	—	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic 2071			3
19	15	8	7	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			19
20	16	11	10	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton 530			11
21	18	16	17	OVER THE RAINBOW	Demensions, Mohawk 116			12
22	35	76	—	THREE NIGHTS A WEEK	Fats Domino, Imperial 5687			3
23	22	28	36	YOU MEAN EVERYTHING TO ME	Nell Sedaka, RCA Victor 7781		S	7
24	20	5	4	I'M SORRY	Brenda Lee, Decca 31093			17
25	14	6	6	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Kapp 342			12
26	38	36	29	HOT ROD LINCOLN	Johnny Bond, Republic 2005			7
27	33	66	—	LUCILLE	Everly Brothers, Warner Bros. 5163			3
28	29	31	40	TWIST	Hank Ballard and the Midnighters, King 5171			10
29	27	19	19	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick 55167			11
30	25	12	9	ONLY THE LONELY	Roy Orbison, Monument 421			15
31	37	26	28	NEVER ON SUNDAY	Don Costa, United Artists 234			7
32	24	23	23	HELLO, YOUNG LOVERS	Paul Anka, ABC-Paramount 10132		S	8
33	67	—	—	I WANT TO BE WANTED	Brenda Lee, Decca 31149			2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	34	46	54	ANYMORE	Teresa Brewer, Coral 62219			7
35	30	27	18	IMAGE OF A GIRL	Safaris, Eldo 101			16
36	23	24	25	TA-TA	Clyde McPhatter, Mercury 71660		S	10
37	31	30	21	A WOMAN, A LOVER, A FRIEND	Jackie Wilson, Brunswick 55167			11
38	63	75	—	I'M NOT AFRAID	Ricky Nelson, Imperial 5685			3
39	59	69	77	HONEST I DO	Innocents, Indigo 1055			6
40	21	15	14	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692		S	18
41	39	38	44	IT ONLY HAPPENED YESTERDAY	Jack Scott, Top Rank 2055			8
42	41	39	42	(I CAN'T HELP YOU) I'M FALLING TOO	Skeeter Davis, RCA Victor 7767		S	5
43	80	—	—	YES SIR, THAT'S MY BABY	Ricky Nelson, Imperial 5685			2
44	32	25	13	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial 5675			14
45	36	33	38	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			17
46	40	44	41	I LOVE YOU IN THE SAME OLD WAY	Paul Anka, ABC-Paramount 10132		S	8
47	46	58	59	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King 5373			6
48	74	—	—	RUN, SAMPSON, RUN	Nell Sedaka, RCA Victor 7781		S	3
49	47	67	87	A FOOL IN LOVE	Ike and Tina Turner, Sue 730			4
50	55	61	79	YOU'RE LOOKIN' GOOD	Dee Clark, Vee Jay 355			6
51	51	52	69	LET'S HAVE A PARTY	Wanda Jackson, Capitol 4397			4
52	54	62	62	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess 1760			8
53	50	54	51	BIG BOY PETE	Olympics, Arvee 595			12
54	48	60	—	LET THE GOOD TIMES ROLL	Shirley and Lee, Warwick 581			3
55	69	59	67	MALAGUENA	Connie Francis, M-G-M 12923			5
56	71	87	—	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros. 5172			3
57	45	53	64	MY SHOES KEEP WALKING BACK TO YOU	Guy Mitchell, Columbia 41725		A	8
58	78	88	—	PUT YOUR ARMS AROUND ME, HONEY	Fats Domino, Imperial 5687			3
59	52	55	63	A MESS OF BLUES	Elvis Presley, RCA Victor 7777			9
60	61	80	81	DIAMONDS AND PEARLS	Paradons, Milestone 2003			5
61	70	70	84	KOOKIE LITTLE PARADISE	Jo Ann Campbell, ABC-Paramount 10134		S	6
62	43	34	32	MULE SKINNER BLUES	Fendermen, Soma 1137			18
63	65	72	95	MY LOVE FOR YOU	Johnny Mathis, Columbia 41764		A	4
64	49	43	58	LISA	Jeanne Black, Capitol 4396			9
65	75	84	—	SLEEP	Little Willie John, King 5394			3
66	77	90	—	MOVE TWO MOUNTAINS	Marv Johnson, United Artists 241			3
67	60	68	93	NICE AND EASY	Frank Sinatra, Capitol 4408			4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	66	71	71	I WALK THE LINE	Jaye P. Morgan, M-G-M 12924			4
69	42	29	20	FEEL SO FINE	Johany Preston, Mercury 71651		S	14
70	98	—	—	SHIMMY LIKE KATE	Olympics, Arvee 5006			2
71	64	73	68	WRECK OF THE "JOHN B"	Jimmie Rodgers, Roulette 4260			8
72	72	85	—	AND NOW	Della Reese, RCA Victor 7784		S	3
73	82	95	—	ROCKING GOOSE	Johnny and the Hurricanes, Big Top 3051			3
74	87	92	85	COME BACK	Jimmy Clanton, Ace 600			5
75	83	—	—	BRONTOSAURUS STOMP	Pittdown Men, Capitol 4414			2
76	96	—	—	DON'T BE CRUEL	Bill Black's Combo, HI 2026			2
77	95	—	—	FIVE BROTHERS	Marty Robbins, Columbia 41771		A	2
78	89	—	—	TONIGHT'S THE NIGHT	Chiffons, Big Deal 6003			2
79	62	51	47	MY LOVE	Nat King Cole, Capitol 4393			8
80	73	77	80	NO	Dodie Stevens, Dot 16103		S	7
81	85	—	—	JOURNEY OF LOVE	Crests, Coed 535			2
82	88	83	72	SHORTNIN' BREAD	Paul Chaplain, Harper 100			4
83	86	89	78	KOMMOTION	Duane Eddy, Jamie 1163			5
84	58	56	46	RED SAILS IN THE SUNSET	Platters and Tony Williams, Mercury 71656		S	14
85	79	82	88	THIS OLD HEART	James Brown and the Famous Flames, Federal 12378			4
86	53	57	60	WE GO TOGETHER	Jan and Dean, Dore 555			7
87	—	—	—	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King 5400			1
88	91	—	92	LOVIN' TOUCH	Mark Dinning, M-G-M 12929			4
89	90	81	75	KOOKIE LITTLE PARADISE	Tree Swingers, Guyden 2036			6
90	97	—	—	TONIGHT'S THE NIGHT	Shirrelles, Scepter 1208			2
91	—	—	—	YOU TALK TOO MUCH	Joe Jones, Ric 972			1
92	99	—	—	JUST CALL ME	Lloyd Price, ABC-Paramount 10139			2
93	—	—	—	NORTH TO ALASKA	Johnny Horton, Columbia 41782			1
94	—	—	—	IS YOU IS OR IS YOU AIN'T MY BABY	Buster Brown, Fire 1023			1
95	100	—	—	TIME MACHINE	Dante and the Evergreens, Madison 135			2
96	—	—	—	BLUE ANGEL	Roy Orbison, Monument 425			1
97	68	64	49	THIS BITTER EARTH	Dinah Washington, Mercury 71635		S	14
98	—	—	—	TWISTIN' U. S. A.	Danny and the Juniors, Swan 4060			1
99	—	—	—	MY DEAREST DARLING	Etta James, Argo 5368			1
100	—	—	—	TOGETHERNESS	Frankie Avalon, Chancellor 1056			1

& TOMORROW'S TOPS

BEST BUYS

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

POP

*I WANT TO BE WANTED Brenda Lee
(Leeds, ASCAP) Decca 31149

*I'M NOT AFRAID Ricky Nelson
(Acuff-Rose, BMI)

YES SIR, THAT'S MY BABY
(Bourne, ASCAP) Imperial 5685

*HONEST I DO Innocents
(Maverick-Blue Indigo, BMI) Indigo 1055

*LET'S THINK ABOUT LIVIN' Bob Luman
(Acuff-Rose, BMI) Warner Bros. 5172

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

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

1. JUST A LITTLE Brenda Lee, Decca 31149
2. EE-EE-I-OH! Jimmy Jones, Cub 9076
3. WHO COULD'A TOLD YOU Lloyd Price, ABC-Paramount 10139
4. THE GHOST OF BILLY MALLOO Dorsey Burnette, Era 3025
5. IF SHE SHOULD COME TO YOU (LA MONTANA) Anthony Newley, London 1926
6. WHAT A DREAM Conway Twitty, M-G-M 12918
7. ALABAM' Cowboy Copas, Starday 501
8. GOING BY THE RIVER Jimmy Reed, Vee Jay 357
9. SLIPPING AROUND Betty Johnson, Dot 16125
10. THEME FROM THE SUNDOWNERS Billy Vaughn, Dot 16133
11. OLD CAPE COD Billy Vaughn, Dot 16133
12. STAY Maurice Williams, Herald 552
13. I WISH I'D NEVER BEEN BORN Patti Page, Mercury 71695
14. BLUE VELVET Paragons, Musicraft 1102
15. HUSH—HUSH Jimmy Reed, Vee-Jay 357

HOT 100: A TO Z

A Fool in Love	49
A Mess of Blues	59
A Million to One	10
A Woman, A Lover, A Friend	37
And Now	72
Anymore	34
Big Boy Pete	53
Blue Angel	96
Brontosaurus Stomp	75
Chain Gang	5
Come Back	74
Devil or Angel	15
Diamonds and Pearls	60
Don't Be Cruel	76
Dreamin'	13
Feel So Fine	69
Finger Poppin' Time	19
Five Brothers	77
Hello, Young Lovers	32
Honest I Do	39
Hot Rod Lincoln (Bond)	26
Hot Rod Lincoln (Ryan)	45
(I Can't Help You) I'm Falling Too	42
(I Do the) Shimmy, Shimmy	47
I Love You in the Same Old Way	46
I Walk the Line	68
I Want to Be Wanted	33
If I Can't Have You	52
I'm Not Afraid	38
I'm Sorry	24
Image of a Girl	35
In My Little Corner of the World	20
Is You Is or Is You Ain't My Baby	94
It Only Happened Yesterday	41
It's Now or Never	3
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini	25
Journey to Love	81
Just Call Me	92
Kiddio	7
Kommotion	83
Kookie Little Paradise (Campbell)	61
Kookie Little Paradise (Tree)	89
Swingers	54
Let the Good Times Roll	87
Let's Go, Let's Go, Let's Go	87
Let's Have a Party	51
Let's Think About Livin'	56
Lisa	64
Lovin' Touch	88
Lucille	27
Malaguena	55
Mission Bell	14
Mr. Custer	4
Move Two Mountains	66
Mule Skinner Blues	62
My Dearest Darling	99
My Heart Has a Mind of Its Own	2
My Love	79
My Love for You	63
My Shoes Keep Walking Back to You	57
Never on Sunday	31
Nice and Easy	67
No	80
North to Alaska	93
Only the Lonely	30
Over the Rainbow	21
Pineapple Princess	17
Please Help Me, I'm Falling	40
Put Your Arms Around Me, Honey	58
Red Sails in the Sunset	84
Rocking Goose	73
Run, Sampson, Run	48
Same One, The	14
Save the Last Dance for Me	18
Shimmy Like Kate	70
Shortnin' Bread	82
Sleep	65
So Sad	11
Ta-Ta	36
Theme From The Apartment	97
This Bitter Earth	78
This Old Heart	85
Three Nights a Week	22
Time Machine	95
Togetherness	100
Tonight's the Night (Chiffons)	78
Tonight's the Night (Shirley)	90
Twist (Ballard)	28
Twist (Checker)	1
Twistin' U. S. A.	98
Valere (Nel Blu Di Pinto Di Blu)	9
Walk, Don't Run	6
Walkin' to New Orleans	44
We Go Together	86
Wreck of the "John B"	71
Yes Sir, That's My Baby	43
You	8
You Mean Everything to Me	23
You Talk Too Much	91
(You Were Made for) All My Love	29
You're Lookin' Good	50

REVIEWS OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

Pop

THE ISLEY BROTHERS



TELL ME WHO (Three Boys, BMI) (2:38) — SAY YOU LOVE ME TOO (Brenner, BMI) (2:10) — The boys are out with their first in a spell and two wild, rocking performances they are. On top, there's much shouting, who-whoing and other vocal gymnastics on display while the flip, tho a bit toned down, also has its exciting touches. Either has a solid chance. **RCA Victor 7787**

THE CASHMERES



SATISFIED (Parts 1 & 2) (Jeneva-Audicon, BMI) (2:10 & 2:09) — Here's an exciting coupling with very strong gospel roots. The lead man wails thru both with wild support from a fem chorus. Has a frantic, uptempo churchy sound and both, especially side 2, should be watched. **Lake 705**

THE BOBBETTES



HAVE MERCY BABY (Billy Ward, BMI) (2:22) — DANCE WITH ME GEORGIE (Alan K., BMI) (2:05) — The gals are back with another strong pair of outings, following "Who Shot Mr. Lee." First side features some exciting and energetic vocal work by the lead canary with plenty of drive. Flip is another version of the old folk tune, "Work With Me Annie." Either can score. **Triple-X 106**

BILLY AND CLIFF



THE GUN, THE GOLD AND THE GIRL (Vidor, BMI) (2:45)—LIVING UP TO MY NAME (Jat, BMI) (2:42)— A strong debut for the act. Top side is an effective folk-flavored saga with solid lyric content. It's well handled as is the flip, another highly folk-oriented idea. Both can create a lot of interest. **Challenge 59089**

SARAH VAUGHAN



SERENATA (Mills, ASCAP) (2:40) — LET'S (Kahl-Wemar, BMI) (2:22) — Two fine, satisfying sides by the gal. First one — a lovely oldie — is given a rich and warm treatment against lush backing. The flip is another melodic tune, handsomely performed. Good, marketable wax. **Roulette 4285**

EDDY ARNOLD



BEFORE THIS DAY ENDS (Moss Rose, BMI) (2:47) — JUST OUT OF REACH (Four Star, BMI) (2:39)—Two strong performances for Arnold. On top is a strongly country-oriented ballad with good lyrics. The flip is another rich hunk of chanting on an old country ballad hit. Either of these could step out. **RCA Victor 7794**

DWAYNE HICKMAN



I PASS YOUR HOUSE (Source, BMI) (2:39) — A strong chanting effort by Hickman. The lad is the star of TV's "Doby Gillis" show and this, plus his nice, wistful performance here, can get him a lot of action on the side. Flip is "I'm a Lover, Not a Fighter," (Central Songs, BMI) (2:39). **Capitol 4445**

THE U. S. BONDS



NEW ORLEANS (Pepe, BMI) (2:44) — A new group and a new effort that could step right out. The tune is a breezy, rhythmic rocker that moves along in swingin' fashion. An impressive debut. Flip is "Please Forgive Me" (Pepe, BMI) (2:16). **Legrand 819**

BARRY MANN



WAR PAINT (Aldon, BMI) (2:17) — Here's an imaginative tune with a story that could score. Mann exuberantly chants the tale of a lad who thinks his chick uses too much make-up. Strong teen wax which can go. Flip is "Counting Teardrops" (Aldon, BMI) (2:05). **ABC-Paramount 10143**

(Continued on page 54)

MUSIC PUBLISHER INFORMATION:

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

Reviews of THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

Continued from page 53

THE SAFARIS



THE GIRL WITH THE STORY IN HER EYES (Eldorado, BMI) (1:55) — **SUMMER NIGHTS** (Eldorado, BMI) (1:55) — The group has had a hit with "Image of a Girl," and either of these could be a repeater. Top side there's a nice, easy-listening rocker with a good lead performance. Flip has another worthy performance with good guitar support. Watch both. Eldo 105

CRAIG ALDEN



CRAZY LITTLE HORN (Shapiro-Bernstein, ASCAP) (2:25) — A cute rockin' novelty idea, patterned much on the kick of "Itsy Bitsy Bikini," the recent smash. Alden handles the lyrics well and there's an effective fem chorus in the backing. This can get a lot of attention. Watch it. Flip is "Goggle-Eye'd" (Shapiro-Bernstein, ASCAP) (2:18). Jamie 1166

THE KINGSTON TRIO



THIS MORNIN' THIS EVENIN', SO SOON (Highridge, BMI) (2:30) — **EVERGLADES** (Highridge-Briarcliff-Hillary, BMI) (2:18) — The solid act has another pair of winners. On top there's a standout performance of a Carl Sandburg lyric which has much interest. Flip is a folk-flavored rouser with equal appeal. Both can go. Capitol 4441

DINAH WASHINGTON



I'M IN HEAVEN TONIGHT (Eden, BMI) (2:25) — **LOVE WALKED IN** (Chappell, ASCAP) (2:10) — Here's another top notch platter by the thrush which could go either way. First is a sultry ballad, handled with plenty of sex appeal. Flip is the great Gershwin song which gets a pay-off performance by the gal. Watch 'em both. Mercury 71696

BRIAN HYLAND



THAT'S HOW MUCH (Aldon, BMI) (2:15) — **FOUR LITTLE HEELS** (Pincus, ASCAP) (1:58) — The "Bikini" boy returns in smart fashion with a pair of highly appealing novelties. Both have strong teen-slanted lyrics and both are handled with real showmanship backed by good arrangements. Watch these. Kapp 352

JOHNNY TILLOTSON



POETRY IN MOTION (Meridian, BMI) (2:14) — **PRINCESS, PRINCESS** (Meridian, BMI) (2:14) — The first disk in a spell for the artist and it has a definite hit sound both ways. First side is a catchy rocker with a mighty cute lyric about a gal whose walk is "Poetry in Motion." Flip is equally strong in the teen vein. Cadence 1384

FREDDY CANNON



MY BLUE HEAVEN (Feist, ASCAP) (2:30) — **HUM-DINGER** (Conley, ASCAP) (2:45) — Cannon is in great form with a pairing that adds up to something old and something new. The fine standard is done rock style for effective results. Flip features more lively work on a driving beat tune. Both have a chance. Swan 4061

Rhythm & Blues

BOBBY BLUE BLAND



CRY CRY CRY (Lion, BMI) (2:38) — **I'VE BEEN WRONG SO LONG** (Lion, MI) (2:24) — The fine artist exhibits plenty of style in this solid coupling. On top is a slow tempo, funky effort, derived from the blues and featuring a shouted delivery. Flip is a ballad, also with plenty of emotional impact. Watch both. Duke 327

Country & Western

GEORGE MORGAN



IT'S BEST YOU KNOW (Cedarwood, BMI) (2:38) — **ONE EMPTY CHAIR** (Moss Rose, BMI) (3:10) — The fine artist has another good listening coupling. On top, he chants a strong weeper with delivery right from the heart. Flip is in a similar vein in slower, dirge-like tempo. Two standout efforts. Columbia 41794

Sound

THEME FROM "THE DARK AT THE TOP OF THE STAIRS" (Witmark, ASCAP)



ERNE FREEMAN (Imperial 5693) (2:25) — **PERCY FAITH** (Columbia 41796) (2:36) — **JACK PLEIS** (Decca 31155) (2:38) — Here's an extremely attractive piece of material, which forms the principal musical background for the upcoming pic. Freeman's version features an organ solo stint which is highly effective, while Faith and Pleis both highlight lush ork scorings. Any of these versions has the power to move. Freeman flip is "Come on Home" (Post, ASCAP) (2:25). Faith flip is "Our Language of Love" (Chappell, ASCAP) (2:53). Pleis flip is "Theme From the Sundowners" (Witmark, ASCAP) (2:41).

SPECIAL MERIT SPOTLIGHTS

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

Novelty

HOMER AND JETHRO

PLEASE HELP ME, I'M FALLING (Ross-Jungnickel, ASCAP) (2:30) — **ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI** (Pincus, ASCAP) (1:53) — The boys, absent from the disk scene lately, break back in with a couple of highly amusing parodies of recent hits. Both sides are cute spoofs with humorous lyrics that sell. A lot of play indicated here. RCA Victor 7790

Pop Disk Jockey Programming

HANS GEORGE

MELODIE SICILIANO (Zodiac, BMI) (2:09) — **MARIANDL** (Bourne, ASCAP) (2:30) — Here's an extremely provocative instrumental coupling which can win a lot of deejay attention on either side. On top, there's a sweet-stringed treatment with an underlying rock triplet beat, while the flip has much the same to recommend it. Both are easy on the ear. Palette 5052

JONA CARROLL

JUST SQUEEZE ME (Robbins, ASCAP) (2:40) — The thrush makes an impressive debut on the label. She turns in a strong, legit-styled vocal effort on the fine tune with a standout backing, scored by Richard Wess. This should capture plenty of spins. Flip is "I Am in Love" (Buxton Hill, ASCAP) (2:31). Seeco 6065

JIM LOWE

MAN OF THE CLOTH (Sequence, ASCAP) (2:45) — Jim Lowe, who once had a substantial hit with "Green Door," comes back in a different guise. This time, he narrates in moving fashion the story of a GI who joins a religious order. This is different and it could become strong programming wax. Flip is "Someone Else's Arms" (Trinity, BMI) (2:05). Decca 31153

EVELYN FREEMAN AND THE EXCITING VOICES

DIDN'T IT RAIN (Morrissania, ASCAP) (2:10) — Miss Freeman is on a powerful gospel kick here and she turns in a top-notch thrushing job, abetted by her chorus, over an effective arrangement. Fine change-of-pace material. Flip is "Swing Low Sweet Chariot" (Morrissania, ASCAP) (1:56). Bel Canto 722

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

TOM TALL

★★★★ **Was It Easy** — DECCA 31151 — The artist has a most pleasing sound, not unlike that of Jim Reeves. He offers a pleasing ballad with fem vocal support. Strong talent is worth watching. (Pamper, BMI) (2:35)

★★★★ **The Fool's Side of Me** — A waltz with a heart-rending message much in the country groove. Tall handles it with considerable class and it has a chance. (Sure-Fire, BMI) (2:25)

DORIS DAY

★★★★ **Daffa Down Dilly** — COLUMBIA 41791 — A pert tune with a bouncy banjo beat is sung brightly by the star, with infectious backing. This can get a lot of spins. (Daywin, BMI) (1:42)

★★★★ **What Does a Woman Do** — A poignant tune from Doris Day's new movie with Rex Harrison, "Midnight Lace." It's accorded an expressive vocal, that makes for nice listening. (Artists, ASCAP) (3:01)

MARVIN RAINWATER

★★★★ **Yesterday's Kisses** — M-G-M 12938 — A warm and easy going country ballad. Rainwater handles it in good form to harmonica and chorus backing. It's his first in a spell and it's worth a listen. (Brave, BMI) (2:17)

★★★★ **You're Not Happy (Till I'm Crying)** — A ballad of heartbreak. He's a slave to her heart of stone. Nice melodic side, again done by Rainwater to a chorus backing. This side, too, is easy listening. (Brave, BMI) (2:17)

RONNIE MITCHELL

★★★★ **How Many Times** — SEVILLE 108 — Mitchell has a good shouting style as he chants a strong pleader rhythm item to a New Orleans tempo. The cat has talent. (Tideland, BMI) (2:33)

★★★★ **The Only Love** — A slow and pulsing ballad handled in fine form by Mitchell. Two worth-while efforts. Artist deserves exposure. (Tideland, BMI) (2:10)

BLONDETTES

★★★★ **Little Butterfly** — M-G-M 12940 — A pretty ballad, spiced with a tasteful beat. Conservative arrangement. (Acuff-Rose, BMI) (2:20)

★★★★ **My Love** — A folk-flavored ballad, chanted well to a pretty arrangement. (Acuff-Rose, BMI) (2:05)

ISLANDERS

★★★★ **City Under the Sea** — MAYFLOWER 22 — This starts with a slow, tom-tom beat with the sound of slurping water washing on the tropical sands. Has a languorous quality that can catch on. (Volkwein Bros., BMI) (2:37)

★★★★ **Forbidden Island** — Another jungle side with the familiar chants, hoots, etc., characteristics of the combo's earlier efforts. A nice arrangement includes vocal non-lyric background. A programmable side. (Volkwein Bros., ASCAP) (1:59)

ANDY ROSE

★★★★ **A Rose and a Thorn** — CORAL 62227 — An interesting ballad tale full of symbolism and philosophy. Good performance by Andy Rose and he gets a nice arrangement. Tune was clefted by country chanter Wayne Walker. (Cedarwood, BMI) (2:24)

★★★★ **A Wondrous Place** — A slow ballad is handled in a minor setting. Good performance by Rose and this, too, can catch spins. (Sito, BMI) (2:00)

MORT GARSON

★★★★ **Shoo Bird** — M-G-M 12897 — A good rocker with sax taking the lead. Side has a modified New Orleans strut beat. Novelty touches are found in talking horns. Programmable side. (Shapiro-Bernstein, ASCAP) (1:59)

★★★★ **Madagascar** — Here's a "Skokian" type side with an alto taking the lead with a low-register guitar. Has the rhythm of the veldt. Also has programming appeal. (Shapiro-Bernstein, ASCAP)

EDDY BELL

★★★★ **The Masked Man (Hi Yo Silver)** — MERCURY 71677 — Hard-driving vocal per-

formance by Bell on a catchy r.&r. novelty. It has a sound that could catch on. (La Cour, BMI) (2:13)

★★★★ **Anytime** — Pleasant warbling by Bell and a chorus on a bouncy teen-appeal ditty. (La Cour, BMI) (2:03)

★★★

GOOD SALES POTENTIAL

JIMMY STARR

★★★★ **Adele** — LAUREL 1015 — A rocker, with an arrangement of some ingenuity. (Sepe-Janon, ASCAP) (1:54)

★★★★ **Blue Broken Heart** — Lyric tells the story of a wedding, wherein one carries a broken heart. Nicely done. (Janon-Sepe, ASCAP) (1:56)

STARLETS

★★★★ **I'm So Young** — LUTE 5909 — A slow rockballad with exaggerated triplets behind the fem lead. The gal sings with considerable emotion in a high voice. Fair prospects. (Kavelin-Vance, BMI) (2:20)

★★★★ **He's Got It** — An up rhythm side by the new group with a solo fem lead. It's a blues, with the remainder of the group backing the solo. A crazy effort with male voices interspersed here and there plus sound effects. (Kavelin, BMI) (1:45)

CONNIE RUSSELL

★★★★ **Second Time Around** — UNITED ARTISTS 252 — A mighty pretty tune by Cahn and Van Hausen is handled in creamy style by the gal in her first outing in a spell. She thrushes in fine style to a good Don Costa arrangement. Nice mood jock wax. (Miller, ASCAP) (3:01)

★★★★ **Love You Know Nothing About** — A happy, upbeat hand-clapper rhythm arrangement is mildly on the rock side. Gal handles it well and the side is also spinable. (January, BMI) (1:50)

KEN DODD

★★★★ **Love Is Like a Violin** — LONDON 1942 — A smooth, soft ballad done to a light piano triplet rhythm with big lush strings in the arrangement. Dodd croons it warmly to Eric Rogers' ork backing. Side merits a hearing. (Chappell, ASCAP) (2:15)

★★★★ **Treasure in My Heart** — Here's a pleasant ballad side that's based on a theme from Rimsky Korsakoff's "Scheherazade." Another pleasing crooning job. (Maurice, ASCAP) (2:45)

DON WYATT

★★★★ **Honey** — COLPIX 164 — An expressive rendition of the attractive oldie, with pleasing r.&r. tempo and fem chorus on backing. (Leo Feist, ASCAP) (2:02)

★★★★ **Oh, I Never Knew** — An exuberant reading by Wyatt and chorus on lively r.&r. ditty. Dual market appeal. (Teresa, BMI) (2:07)

ROY BERKELEY

★★★★ **Goodnight, Irene** — CORAL 62228 — A big-sounding performance of the p.d. adaptation. A chorus and guitars accompany the chanter. The folk quality is retained. (Ludlow, BMI) (2:37)

★★★★ **Hush a Bye Little Guitar** — A pretty song, with the lyric addressed to the guitar. An infectious rhythm. (Pambill-Lyle, ASCAP) (2:33)

JERI LYNNE FRASER

★★★★ **Poor Begonia (Caught Pneumonia)** — COLUMBIA 41790 — This tells what happens to the chick in the bikini who turned blue from cold. Quality material well handled. (Winnerton, BMI) (2:15)

★★★★ **Catch Me** — A bouncy melody, with a smartly turned lyric and an arrangement which has a hint of rocker in it, but is suited to general audiences. (Leeds, ASCAP) (2:20)

FRANKIE RAY

★★★★ **My Marie** — UNITED ARTISTS 224 — Unusual arrangement. A chick in the background voices like a coloratura, while Ray chants the lyric in staccato fashion. (United Artists, ASCAP) (2:12)

★★★★ **This Love** — A ballad, done in sensitive fashion, with tasteful guitar and chorus featured in the arrangement. (Jimskip, BMI) (2:26)

GUY PASTOR

★★★★ **Lovely Lorie** — CAPITOL 4450 — Poignant ballad from the forthcoming Broadway musical, "Tenderloin," is handed

first-rate vocal by Tony Pastor's son. Good jockey wax. (Sunbeam, ASCAP) (2:51)

*** Just Squeeze Me—Attractive warbling stint by Pastor on an appealing oldie. Also spinnable. (Robbins, ASCAP) (3:00)

JOHNNY DEERFIELD

*** Won-Won-Wonderful — CAPITOL 4443—Verveful reading by Deerfield and chorus on an interesting country-styled ditty. (Penron, BMI) (2:07)

*** Boy and Girl—Wistful chanting by Deerfield on an appealing ballad, with teen-type lyrics. (Penron, BMI) (2:05)

DON RALKE

*** Walkin' and A-Rockin'—WARNER BROS. 5173—A "Manhattan Spiritual" feeling pervades this up-tempo big band instrumental side. A good effort from the maestro who had the "77 Sunset Strip" hit some time back. (Witmark, ASCAP) (1:54)

*** Four Paces East—The Middle East is the inspiration for this one. Again the offering is instrumental and in the big band groove. Worth-while instrumental jock programming. (Witmark, ASCAP) (2:21)

COZY COLE

*** Ha-Ha Cha-Cha — KING 5390 — A swinging instrumental interpretation of a catchy Latin-styled theme. Merits spins. (Kip, BMI) (2:43)

*** The Pogo Hop—Effective instrumental with solid drum and piano solo work. For jazz and hip pop jocks. (Kip, BMI) (2:17)

BILLY MYLES

*** Two Empty Arms (One Broken Heart)—KING 5395—A pretty ballad, with a country-oriented theme. Myles sings it with good phrasing and heart. A chorus builds the production. (Selbenn-Stebrita, BMI) (2:15)

*** Dance Little Girl—A rocker, with a fetching rhythm. A chorus and tenor passage are assets to the arrangement. (Selbenn-Stebrita, BMI) (1:57)

CUMBERLAND THREE

*** So Long (It's Been Good to Know You) — ROULETTE 4287 — The folk melody gets a fairly strong go, with occasional rousing passages. (Folkways, BMI) (2:10)

*** Hallowed Ground — From the album "Civil War Almanac," this is a song of that period. Good recording, and of more than usual interest to many jocks. (Shaysee, BMI) (2:36)

BOBBY CHARLES

*** Four Winds — IMPERIAL 5691 — Catchy r.&r. item is chanted with showmanly verve by Charles. (Commodore, BMI) (2:00)

*** Nothing as Sweet as You — Pleasant ballad is sung attractively by Charles and chorus. Spinnable. (Commodore, BMI) (1:55)

RAY ANTHONY

*** Ats'a Nicea' — CAPITOL 4440 — Novelty lyric, using phrases in Italian dialect, is chanted by Anthony. An infectious rhythm side. (Bourne, ASCAP) (2:16)

*** You Know It, You Know It, You Know It — The ballad gets a fair go. (Starlight, ASCAP) (2:45)

ADAM FAITH

*** I Did What You Told Me — CUB

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Judson 6-7528

9074 — A blues rocker by the British chanter. Tune and arrangement have touches of Presley's "Heartbreak Hotel." Side also features fiddles in the arrangement. It's worth spins. (Robbins, ASCAP) (1:54)

*** Johnny Comes Marching Home — The wartime P. D. melody is sung in British dialect by Faith. Pizzicato violins are heard in the interesting backing. (PD) (1:58)

THE CANNONS

*** My Guy Came Back — LONDON 1943—An instrumental is set up an upbeat tempo. Saxs and guitars intermingle with the simple riff that composes the melody. Side builds nicely. (Peter Maurice-Shapiro-Bernstein, ASCAP) (2:27)

*** I Didn't Know the Gun Was Loaded — A down guitar starts this one, followed by a growling tenor. Side is punctuated with crazy voices laughing like hyenas and other jungle life. Side has its wild aspects. (Lewis, ASCAP) (2:27)

EDMUNDO ROS

*** Summertime — LONDON 1928—From Ros' album, "Showboat and Porgy and Bess," comes this instrumental of the classic tune from the latter. It's done in the maestro's familiar Latin styling. Danceable. (Gershwin, ASCAP) (2:25)

*** Bill—Also from the album comes this Latinized treatment of the tune from "Showboat," with a chanter taking a non-lyric vocal chorus. Another attractive reading. (Harms, ASCAP) (2:23)

KENNY MARTIN

*** Twelve Lonely Months—FEDERAL 12379—A blues in slow tempo. Martin's vocal here has considerable soul. A chorus answers his plea for the chick to come back. (R-T, BMI) (2:37)

*** The Last Words of the Jivin' Mr. Lee — Conventional uptempo rocker. Song is a blues, with a repeated figure in the arrangement. (Armo, BMI) (2:17)

KENNY ROSSI

*** My Little Sandy—ROULETTE 4282 —A rocker in upbeat tempo. It's a tribute to a gal and Rossi performs in okay style with a girl vocal group heard in the backing. (Glad-Starday, BMI) (2:00)

*** What's Wrong—A rockaballad with unhappy implications. Things aren't right with the chick and he wants to know what's wrong, as he says in spoken breaks. Fair chanting effort. (Central Park South, ASCAP) (2:07)

TOUCHABLES

*** Scaramoonie — ROULETTE 4284—Here's one that's styled on the "Alley-Oop" kick. The same monotone voice comes in for the spoken bits. A novelty side that could pull some spins. (Reis-G Note, BMI) (2:15)

*** Strawberry—A rock-a-cha cha dedicated to a chick named "Strawberry." The material is on the mediocre side but the arrangement is pleasant enough. (Kahl-G Note, BMI) (1:51)

JOHNNY MCKAY

*** Who Can Say?—UNITED ARTISTS 245—A pretty tune, co-cleffed and arranged by Teddy Randazzo. McKay sings it pleasantly to a chorus backing. (Almimo, BMI) (2:00)

*** Garden of Love—A rocker with moderate appeal. Flip is better showcase for the chanter. (January, BMI) (1:45)

PATTY & PETER

*** Banjo Rock—BOBBIE BRAE 4002 —An interesting blues side with a banjo up front picked against a chorus, guitars and a band in the backing. Spinnable. (Bonnie Brae, BMI) (1:40)

*** Snuffy Smiff—A hoedown style tune with banjo and fiddle backing up Patty's vocal. Little here. (Bobbie Brae, BMI) (2:15)

MODERATE SALES POTENTIAL

E. C. BEATTY

*** Ugh Ugh Ugh—COLONIAL 7005—Sprightly novelty is chanted in amusing deep-voiced style by Beatty. (Bentley, BMI) (2:40)

*** Let Her Go Dadleo—Okay r.&r. ditty is handed verveful vocal performance. (Bentley, BMI) (2:37)

STEVE ALLEN

*** Impossible — SIGNATURE 12044 — A gag record, with Allen opening up by breaking into a fit of laughter. Supposedly Allen is taking the trumpet chorus but this, too, is interrupted with gales of laughter. (Rosemeadow, ASCAP) (3:00)

*** Dance Time—Allen takes off the old-time radio dance remotes with announcements of the location, the band, etc. Quite a parody that might have been more

effective 20 years back. (Rosemeadow, ASCAP) (3:33)

RON MCGOWAN

*** Hasta La Vista—DORIAN 103—Pleasant vocal by McGowan on a pretty theme with backing by Evelyn Freeman Singers. (Unique, BMI) (2:45)

*** Where the Apple Blossoms Fall—Same comment. (Vogue, BMI) (2:17)

ALLEN BROTHERS

*** My Secret—COLPIX 165—Brother duo chants a medium-paced ballad with fem chorus support. Fair potential. (Melody Trails, BMI) (2:10)

*** First Kiss—A slow and tender ballad offering. Pleasant tune also gets a chorus of fem voices in the background. (Melody Trails, BMI) (2:41)

DUKE & THE AMBERS

*** Volcano—STROLL 109—Instrumental blues spoken out by guitar and tenor sax. Good sound and danceable. (Skyrocket, BMI) (2:20)

*** Joanie—Duke chants the rockaballad to his chick. Fair effort with spoken bits. (Skyrocket, BMI) (2:35)

JULIE LONDON

*** A Foggy Day — BETHLEHEM 11003 —The well-known standard is handled in Miss London's well-known foggy-voiced style. London fans will like this older recording done to a jazz-styled backing. (Gershwin, ASCAP)

*** Sometimes I Feel Like a Motherless Child — The folk-based song is performed for okay effects by the thrush. After a slow first chorus the tune is done to a tom-tom beat which doesn't quite seem to fit. (PD)

CHUCK ROBERTS

*** Old Enough to Fall in Love — CAPITOL 4439 — Another of the many aspects of the "too young" and "old enough" school of teen romance. Roberts handles it in pleasant style. (Patric, ASCAP) (2:39)

*** Alone Tonight — A mildly teen-styled rockaballad. Roberts sings it for fair effects. (Patric, ASCAP) (1:53)

BOBBY LILE

*** My Big Mistake — IMPERIAL 5690 —The chanter sings this ballad in pleasant fashion over organ support. Moderate potential. (Travis, BMI) (2:07)

*** Little Bit — A fair rocker sung in okay fashion by Lile. (Four Star Sales, BMI) (2:05)

BOBBIE WILLIAMS

*** Mommy's Not Alone — CHRIS 2005 —A hillbilly styled tale of tragedy. The little girl phones her daddy and tells him that Mommy has a guest who's trying to take his place. Interesting material. (BMI) (2:29)

*** He's a Man — The thrush sings an ode to her boy friend who has grown up. Side lacks potential in today's market. (BMI) (2:15)

THE CORDOVANS

*** Come On Baby—JOHNSON 731—A rocker. Adequate but completely conventional. (Sophisticate, BMI) (2:20)

*** My Heart—Rockaballad of a conventional nature. (Sophisticate, BMI) (2:20)

Rhythm & Blues

★★★★

MARY WELLS

*** Bye Bye Baby — MOTOWN 1003 —Strong emotional vocal performance by canary on frantic gospel-flavored theme. (Jobete, BMI) (2:52)

*** Please Forgive Me — Expressive thrashing stint on moving rockaballad. (Jobete, BMI) (2:38)
B. B. KING

*** Walking Dr. Bill—KENT 350—Medium-tempo blues with a nice beat. B. B. chants the vocal in his usual authentic blues-style. Lyric has to do with finding the chick, lest he lose his mind. (Modern, BMI) (3:10)

*** You Done Lost Your Good Thing Now—A slow blues, chanted by King to a tasteful backing featuring funky guitar passages and interesting piano work. (Modern, BMI) (3:13)

★★★

BARRETT STRONG

*** I'm Gonna Cry (If You Quit Me) — TALMA 54033 — Feelingful reading on emotion-packed bluesy theme. (Jobete, BMI) (2:50)

*** Whirlwind — Fervid chanting by Strong and chorus on lively gospel-flavored tune. (Jobete, BMI) (2:10)

(Continued on page 57)

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FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Entertainer-deejay Bob Gallion, now at WGUN, Atlanta, has just cut his first session for the Hickory label. . . . According to Joe Lucas, Hickory Records exec, the hottest thing on the label at the moment is the new Wilma Lee-Stoney Cooper release, coupling "This Ole House" and "Heartbreak Street" . . . Brand-new on the Hickory label is June Webb's waxing of the Don Gibson tune, "Take Me Home." . . . Rusty and Doug, currently at WWVA, Wheeling, W. Va., due in Nashville this week for another Hickory session, along with Roy Acuff. . . . The Osborne Brothers, another WWVA feature turn, have as their newest Hickory release "Lonely, Lonely Me," penned by Bob Osborne. . . . Just out on Hickory is Margie Bowes' new one spotlighting "Don't Turn On the Lights," by John Loudermilk, and "Day by Day," written by Bob Montgomery.

Thurston Moore has transferred his activity from Cincinnati to Denver, where he has entered the University of Denver. He plans to issue the 10th edition of his country music scrapbook in November and invites artists to send in new photos for the upcoming issue. Moore's address is 686 S. Pearl, Denver 9. . . . Closing day of the season at Harry and Eleanore Smythe's Buck Lake Ranch, Angola, Ind., Sunday, September 11, featured the Lennon Sisters, of the Lawrence Welk TV-er, and Joe Taylor and His Red Birds, of WGL, Fort Wayne, Ind. . . . Speaking of the Joe Taylor combo, one of the Red Birds has left his nest. The steel guitar man with the group, the youngest in seniority (eight years), left last week to go on his own. A replacement has not yet been named. The Red Birds flock has been together 12 years.

Herb Shucher, of the Allbritten-Shucher Talent Associates, Nashville, was passing out cheroots last week, his wife, Kathy, having presented him with a daughter, Susan Lee. That makes the score two boys and a girl. . . . Connie Hall is back in Cincinnati after a Texas tour with Ernest Tubb, George Jones, Merle Kilgore, Jimmy Jay and Jerry Jericho, which ended Labor Day at Bryant, Tex. Trek was mapped by the Hal Smith office. Connie heads South soon to work a string of dates in the Nashville sector. She's presently plugging hard on her new Decca release, "It's Not Wrong" b.w. "Poison in Your Hand," the latter from her own pen and the first tune she's ever written. . . . On a recent business trip to Nashville, Cowboy Howard Vokes, of New Kensington, Pa., guested on Ralph Emery's "Opry Spotlight," Grant Turner's "Opry Overture" and Ernest Tubb's record shop seg, all aired over WSM. He also appeared on Bruce Harper's "Country Store" over WLAC, Nashville, and spent some time cutting up jackies with Don Pierce, of Starday Records, and Joe Lucas, of Hickory Records.

Harry (Hap) Peebles, Wichita, Kan., promoter and former manager of Bob Wills and His Texas Playboys, is planning a reunion and jam session for former Wills all-time favorites at his Western ballroom, the Playhouse, Wichita, Saturday, October 15. Leon McAuliffe, Tommy Duncan and Luke Wills, original Playboy personnel, will participate in the dance extravaganza at the ballroom, which will also feature the Bob Wills band, the McAuliffe Cimarron Boys, Ernest Tubb and His Texas

Troubadors; June, Helen and Mother Maybelle Carter; the Plainsmen quartet, and George Morgan, all of whom have toured extensively with the Bob Wills band.

A country music package highlighting Homer and Jethro, Barbara Autry, Billy Grammer, Wilma Lee and Stoney Cooper, the Clinch Mountain Clan, George McCormick, Jeannie Pierson and Leon McAuliffe and His Cimarron Boys kick off a tour for Harry (Hap) Peebles, Wichita, Kan., promoter, at Kansas City, Kan., September 25. Other stops are Topeka, Kan., 26; Sioux City, Ia., 27; Scottsbluff, Neb., 28; Omaha, 29, and Wichita, Kan., 30-October 1. . . . Norman Kelly, manager of the Penn Lake Theater, Sandy Lake, Pa., infos that he's running live c.&w. shows on a regular basis. . . . Hank Thompson, on tour for Harry (Hap) Peebles, Wichita, Kan., agent, since late July, winds up his Peebles-booked fair dates this week. Concluding stands are Miami, Okla., September 20; El Dorado, Ark., 21; Anadarko, Okla., 22, and Bentonville, Ark., 23. Appearing with the Thompson unit are the Brazos Valley Boys, Billy Gray, Joyce Moore and Cathy Perry.

With the Jockeys

Ernest George Washington Tucker, country music deejay at Station WEKR, Fayetteville, Tenn., is on the lookout for taped station breaks by artists and other jockeys for his "Howdy Nabor" show which has been on the air nearly 12 years. . . . Deejays who may have been missed in the mailing on the Country Jubilee label's new release by Bill Leatherwood, "The Long Walk" b.w. "My Foolish Heart," may obtain a sample by writing to Ralph's Radio Music, Demerest, Ga. . . . Yucca Records, P. O. Box 641, Alamogordo, N. M., has a pair of releases in "You Giggled Too Much" b.w. "Barfly Blues," by Calvin Boles, and "I Want a True Love" b.w. "What Can I Do?," by Buddy Stephens. Boles, who also owns the Yucca firm, says he'll mail samples to deejays who'll write in.

Bob Day, who uses the alias, Rapid Robert, the Rabbit Stabber, has shifted from WLBZ, Bangor, Me., to KIKS, Lake Charles, La., and asks that the diskeries and publishers revise their mailing lists accordingly. . . . George Wilson, manager of KNBX, Kirkland, Wash., reports that the station is changing its entire music format to country and western based on the popularity of "The Jack Roberts Show," a daily three-hour record seg which the station has been airing the last several months to test audience and sales reaction thruout the Seattle market. KNBX plans to be programming country and western music exclusively by October 1. The transition has already started, with the station programming c.&w. music from 4 p.m. to sign-off time daily. Wilson puts in a plea for c.&w. platters.

Buddy Morris, program director at KDAN, Eureka, Calif., says he's urgently in need of c.&w. platters to be aired on a newly framed country music show. . . . Walter and Frank Bailes have a sponsored 30-minute gospel program on KCIJ, Shreveport, La., five days a week plus each Saturday and Sunday morning. They also conduct a night sing at the Gospel Lighthouse Church in Hope, Ark., on Sundays. In addition, Walter is doing an hour a day, six days a week, of gospel records over KXAR in Hope, and says he's badly in need of gospel wax. He asks that they be sent to him at KXAR.

The Billboard HOT C & W SIDES

FOR WEEK ENDING SEPTEMBER 25

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	ALABAM, Cowboy Copas, Starday 501	12
2	2	2	2	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	29
3	5	6	12	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	4
4	3	3	5	ANYMORE, Roy Drusky, Decca 31109	11
5	6	9	17	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	5
6	4	4	3	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	10
7	12	12	—	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	3
8	13	18	—	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	3
9	8	7	6	I KNOW ONE, Jim Reeves, RCA Victor	9
10	10	8	7	TIP OF MY FINGERS, Bill Anderson, Decca 31092	14
11	7	5	4	ONE MORE TIME, Ray Price, Columbia 41590	25
12	11	11	14	FAR, FAR AWAY, Don Gibson, RCA Victor 7762	7
13	9	10	10	MILLER'S CAVE, Hank Snow, RCA Victor 7748	10
14	18	26	—	HOT ROD LINCOLN, Charlie Ryan, Four Star 1733	3
15	—	—	—	EXCUSE ME (I THINK I'VE GOT A HEARTACHE), Buck Owens, Capitol 4412	1
16	17	24	21	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	8
17	19	23	—	CARMEL BY THE SEA, Kitty Wells, Decca 31123	3
18	16	19	—	EV'RYBODY'S SOMEBODY'S FOOL, Ernest Tubb, Decca 31119	3
19	—	—	—	IMITATION OF LOVE, Adrian Roland, Allstar 7207	1
20	27	—	—	DRIFTING TEXAS SAND, Webb Pierce, Decca 3118	2
21	14	16	11	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894	14
22	20	15	8	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS) Lewis Pruff, Decca 31095	12
23	23	—	—	THIS OLD HOUSE, Wilma Lee & Stoney Cooper, Hickory 1126	2
24	15	21	19	SECOND HONEYMOON, Johnny Cash, Columbia 41707	5
25	—	29	29	REASONS TO LIVE, Jimmie Skinner, Mercury 71663	3
26	22	22	22	CRUEL LOVE, Lou Smith, KRCO 105	6
27	21	14	15	ABOVE AND BEYOND, Buck Owens, Capitol 4337	29
28	25	28	24	THE LONG WALK, Bill Leatherwood, Country Jubilee 539	11
29	28	25	20	TOO MUCH TO LOSE, Carl Belew, Decca 31086	15
30	29	13	9	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	16

LOUVIN BROS.

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• Reviews of New Pop Records

• Continued from page 55

JIMMY McCracklin

★★★ No One to Love Me — MERCURY 71666 — Expressive warbling by McCracklin on moving blues, with dual market appeal. (Brenda, BMI) (2:23)

★★★ (I'll Be Glad When You're Dead) You Rascal You — Bouncy r.&r. version of the novelty oldie is wrapped up in exuberant vocal. (Gotham, ASCAP) (2:18)

WILLIE WRIGHT & SPARKLERS

★★★ Got a Feelin' — FEDERAL 12382 — Blues, with a beat that moves right along. Jesse Anderson shouts the vocal, and a horn takes over to give it a lift. Develops into a real rocker. (Son-Lo, BMI) (2:20)

★★★ What Will I Say? — In contrast to flip, this ballad is in slow tempo, with organ accompaniment. Vocal by Anderson is full of heart and falsetto breaks. (Son-Lo, BMI) (2:56)

JUNIOR WEELS & EARL HOOKER

★★★ Galloping Horses a Lazy Mule — CHIEF 7016 — Blues novelty. Vocal is a one-sided conversation with a mule. Good guitar and backing. (Melva, BMI) (2:28)

★★★ Blues in D Natural — Blues instrumental. Medium tempo, with organ and funky guitar featured. (Melva, BMI) (2:35)

MAGIC SAM

★★★ Square Dance Rock (Parts 1 & 2) — CHIEF 7017 — Lively instrumental with grass roots flavor. Arrangement uses strings and horns. (Melva, BMI) (2:35; 2:35)

JOHNNY BUSBY

★★★ Cadillac Mama — TALENT 108 — The strangely mournful singing of Busby and strong instrumental support, could make this side move. (Bilya-Bah, BMI)

★★ When the Blues Get You Down — The hip arrangement, and Busby's strong voice, makes for a nice walking-tempo ballad. (Bilya-Bah, BMI)

THE FABULOUS FLAMES

★★★ I'm So All Alone — BAY TONE 105 — Vocal group has an easy rocking style that swings nicely. (Bay Tone, BMI)

★★ Lover — This lover is no relation to the one in the famous Rodgers and Hart evergreen. This is a rather routine ballad. (Bay Tone, BMI)

THE REGENTS

★★★ That's What I Call a Good Time — KAYO 101 — Jumping with carefree abandon, the Regents define, in shouting harmony, just what a good time means to them. (Tweety-Skyrocket, BMI) (2:00)

★★ No Hard Feelings — This vocal group with a high-flying lead voice hides its bitterness behind rather routine ballad material. (Tweety-Skyrocket, BMI) (2:07)

(BIG DON) HARGRAVE

★★★ I Cried — SILVER SLIPPER 1003 — This slow mournful ballad is sung by Hargrave in the Presley manner. Instrumental and choral effects are interesting. (Janec-JAF, BMI) (2:55)

★★ Fee-Fi-Fo-Fum — The story of "Jack and the Beanstalk" is sung-talked in a unique way with unusual rhythm figures. (Janec-JAF, BMI) (2:54)

Jazz

HERBIE MANN

★★★ Sorimao — BETHLEHEM 11037 — Side has an easy, middle-tempo swing with smooth solo work by Mann on flute and a guitarist. A fine side for jazz and swinging jocks. (Win-Gus, BMI) (3:00)

★★★ The Surrey With the Fringe on Top — A very swinging up-tempo version of this show tune classic by flutist Mann and a

rhythm section of guitar, bass and drums. (De Sylva, Brown & Henderson, ASCAP) (2:30)

★ ★ ★

KAI WINDING & J. J. JOHNSON

★★★ Gong Rock — BETHLEHEM 11031 — The pair, in an older recording, turn out a listenable brand of trombone harmony in a slow and saucy rhythm number. The dancers could take to this. It has the right rhythm. (Win-Gus, BMI) (3:20)

★★★ Thou Swell — The Rodgers and Hart oldie is done in upbeat fashion by the pair in another listenable effort, also okay for boxes. (Harms, ASCAP) (2:52)

KAI WINDING & J. J. JOHNSON

★★★ Stolen Bass — BETHLEHEM 11030 — A medium beat tune which opens with a chorus, pretty much in unison. The trombone work is done to a nice rolling brush beat. Suitable for boxes or jocks. (Win-Gus, BMI) (2:30)

★★★ Out of This World — A familiar standard type tune, done up in the familiar trombone harmony style of the pair. An earlier disk, but it could garner juke play. (Morris, ASCAP) (2:22)

DEXTER GORDON

★★★ Confirmation (Parts 1 & 2) — BETHLEHEM 11026 — A medium rhythm excursion by the combo with a tenor taking the lead for the first few choruses. Fair wax for the boxes where jazz is on the menu. (Jatap, BMI) (2:50-2:45)

CHARLIE MARIANO

★★★ I Should Care — BETHLEHEM 11040 — Feelingful sax solo work on this haunting instrumental treatment of the oldie. (Dorsey Bros., ASCAP) (2:20)

★★★ Green Walls — Effective instrumental treatment of an original with hard-driving pace and dramatic sax solo stint. (Win-Gus, BMI) (3:18)

HOWARD MCGHEE

★★★ Tweedles — BETHLEHEM 11035 — A re-release of a pushing up-tempo instrumental by one of modern jazz' oldest if more unheralded trumpeters. (Win-Gus, BMI) (3:00)

★★★ Don't Blame Me — Famous jazz ballad standard gets a thoughtful interpretation from trumpeter McGhee. (Robbins, ASCAP) (2:55)

HERBIE MANN

★★★ Love Is a Simple Thing — BETHLEHEM 11036 — A pleasant up-tempo swing marks this good chunk of jazz wax. Fine solos thruout and something hipper jocks might want to get with. (Joy, ASCAP) (1:58)

★★★ Jasmin — An odd double-tempo tune by Herbie Mann here has some fine guitar soloing and a pleasant chorus by the leader-flutist. (Win-Gus, BMI) (2:52)

★ ★ ★

JIMMY KNEPPER

★★ Oging Ogre — BETHLEHEM 11032 — Sax takes the harmony riff chorus on this outing. It's done in danceable rhythm and it might have appeal for juke ops. (Chaz-Mar, BMI) (2:55)

★★ You Stepped Out of a Dream — This is the upbeat side and it's a pleasant reprise of the familiar oldie. Interesting horn harmony is generated in the first chorus, followed by the solo routine. Fair for boxes. (Feist, ASCAP) (2:48)

Country & Western

★ ★ ★ ★

LESTER FLATT-EARL SCRUGGS

★★★ Shuckin' the Corn — COLUMBIA 41786 — Up-tempo instrumental by the duo, with real fancy pickin' and fiddling. The true hill sound. (Golden West, BMI) (2:06)

★★★ Polka on a Banjo — Unusual item, as title indicates. It's a vocal with a country-styled polka instrumental arrangement. (Sure-Fire, BMI) (2:40)

FRANKIE MILLER

★★★ Strictly Nuthin' — STARDAY 513 — A pleasant, medium-beat ballad, with Miller showcased with a chorus. Side is much in the traditional groove. (Starday, BMI)

★★★ Young Widow Brown — This is an ode in three-quarter time to the widow of the well-known Jimmy Brown. Miller handles it with style. (Starday-Heart of the Hills, BMI)

(Continued on page 58)

The Billboard HOT R & B SIDES

FOR WEEK ENDING SEPTEMBER 25

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
					TITLE, Artist, Company, Record No.
1	1	1	1	5	KIDDIO, Brook Benton, Mercury 71652
2	2	3	4	7	THE TWIST, Chubby Checker, Parkway 811
3	9	7	20	4	CHAIN GANG, Sam Cooke, RCA Victor 7783
4	3	4	6	8	FOOL IN LOVE, Ike and Tina Turner, Sue 730
5	5	2	2	17	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341
6	4	10	—	3	I WANT TO KNOW, Sugar Desanto, Checker
7	11	14	16	6	TA-TA, Clyde McPhatter, Mercury 71660
8	8	5	3	11	A WOMAN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167
9	6	12	17	6	IF I CAN'T HAVE YOU, Etta and Harvey, Chess 1760
10	10	6	7	9	THE TWIST, Hank Ballard and the Midnighters, King 5171
11	7	11	8	7	IT'S NOW OR NEVER, Elvis Presley, RCA Victor 7777
12	13	9	5	14	THIS BITTER EARTH, Dinah Washington, Mercury 71635
13	—	—	—	1	MY DEAREST DARLING, Etta James, Argo 5368
14	15	16	24	4	WALK, DON'T RUN, Ventures, Dolton 25
15	14	13	9	6	VOLARE (NEL BLU DI PINTO DI BLU), Bobby Rydell, Cameo 179
16	12	8	15	11	PARTIN' TIME, B. B. King, Kent 346
17	27	30	22	7	TELL THE TRUTH, Ray Charles, Atlantic 2068
18	19	23	—	12	HEARTBREAK (IT'S HURTIN' ME), Little Willie John, King 5356
19	16	18	—	3	A MILLION TO ONE, Jimmy Charles, Promo
20	20	24	18	13	STICKS AND STONES, Ray Charles, ABC-Paramount 10188
21	24	20	14	7	ONLY THE LONELY, Roy Orbison, Monument 421
22	18	15	10	11	WALKING TO NEW ORLEANS, Fats Domino, Imperial 5675
23	26	29	29	5	I KNOW, Spaniels, Vee Jay 350
24	25	27	13	9	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI, Brian Hyland, Leader 805
25	22	17	23	14	BIG BOY PETE, Olympics, Arvee 595
26	23	21	27	15	THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022
27	—	28	28	3	MIO AMORE, Flamingos, End 1073
28	28	—	—	3	DON'T COME KNOCKIN', Fats Domino, Imperial 5675
29	29	—	—	5	FOUND LOVE, Jimmy Reed, Vee Jay 347
30	30	—	—	4	NOBODY KNOWS YOU WHEN YOU'RE DOWN AND OUT, Nina Simone, Colpix 158

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• Reviews of New Pop Records

• Continued from page 57

★★★ **GRANDPA JONES & HIS GRANDCHILDREN**
★★★ Uncle Eph's Got the Coon—KING 5397—The country novelty gets a bright performance. Has true square dance flavor, and the vocal choruses come in solidly. (Lois, BMI) (2:37)

★★★ **Grandpa's Banjo Boogie**—Grandpa does a novelty-touched vocal, with the arrangement contributing a boogie figure. (Hill & Range, BMI) (2:38)

★★★ **JOHNNIE & JONIE MOSBY**
★★★ Hard Luck and Misery — CHALLENGE 59088—The duo delivers a bouncing tune with a relaxed style. Lyric has novelty value and is folk-touched. A very fetching performance.—(Jat, BMI) (2:15)

★★★ **He Wouldn't Take Me Home to Meet His Mother**—He seemed a nice boy, and the chick loved him—but he wouldn't take her home to meet his mother. This theme is developed as a strong weeper. It's essentially in the traditional style. (Mixer-Jat, BMI) (2:25)

★★★ **NORMA JEAN**
★★★ Somewhere to Cry — COLUMBIA 41795 — Wistful country theme is sung with sincerity and heart. Good lyrics. (Moss Rose, BMI) (2:36)

★★★ **I Didn't Mean It** — Heartfelt chirping by canary on moving country weeper. (Spook, BMI) (2:28)

★★★ **RAY SANDERS & THE ANITA KERR SINGERS**
★★★ A Little Bitty Bear—LIBERTY 55267 —Bouncy country ditty is handed a lively vocal by Sanders and chorus. Dual market appeal. (Pamper, BMI) (2:09)

★★★ **A World So Full of Love**—Plaintive warbling by Sanders and the Kerr Singers on wistful country-flavored theme. (Tree, BMI) (2:20)

★★★ **MARTHA CARSON**
★★★ Everything's Alright — CAPITOL 4437 —A happy, rockin' tune with an optimistic approach. The song has strong religious overtones and it's done to a hand-clappin' rhythm. (Acuff-Rose, BMI) (2:08)

★★★ **High on the Hill** — A country-styled rocker with a good melody. Miss Carson handles it for okay effects. (Acuff-Rose, BMI) (2:01)

★★★ **SWAN SILVERTONES**
★★★★ **Trouble in My Way**—VEE-JAY 879—The noted group does an uptempo performance here, with fine voices and skilled arrangement. Hand clapping lends excitement. (Conrad, BMI) (2:48)

★★★★ **Near the Cross (Part II)**—A contrasting side, with interplay of dialog between the lead and the group. Effective. (Conrad, BMI) (2:09)

★★★★ **HARMONIZING FOUR**
★★★★ **I Love to Call His Name**—VEE-JAY 886—This is exciting right from the start. It's uptempo, with a rolling beat, and fine voices on the part of the lead and chorus. (Conrad, BMI) (2:15)

★★★★ **Glory to His Name**—This contrasts with the flip, being slower in tempo and more contemplative in theme. Like the flip, it's solid all the way. (2:16)

★★★★ **REVEREND CLEOPHUS ROBINSON & HIS SISTER JOSEPHINE JAMES**
★★★★ **This Old Building** — PEACOCK 1796—The Reverend and his sister do a gospel side in relaxed tempo, with the arrangement having typical progressions. Very satisfying. (Lion, BMI) (2:35)

★★★★ **Fire in My Bones**—The spirit is on the brother and sister as they put this message on the line. Lots of intensity here. (Lion, BMI) (2:27)

★★★★ **SONS OF JEHOVAH**
★★★★ **Jesus Hear My Plea**—NASHBORO 645—This is a sincere inspirational message in slow tempo. The mood is contemplative. (Excellorec, BMI) (2:29)

★★★★ **Waiting for Me**—In contrast with flip, this side has a rhythm which rolls right along. (Excellorec, BMI) (2:10)

★★★★ **GOLDENTONES**
★★★★ **I Want to Rest** — LIFETIME 1005 —Reverent vocal treatment of a tender

spiritual item with good warbling by lead singer. (Cora Lee, BMI) (2:45)

★★★★ **My Life Is in His Hands** — Strong up-tempo spiritual theme is accorded sincere solo stint by lead and chorus. (Cora Lee, BMI) (2:39)

Polka

★★★★ **FRANK WOJNAROWSKI ORK**
★★★★ **Old Kazoo Polka**—DANA 2130—Bright, happy polka side with danceable tempo and pleasant chorus work.

★★★★ **Polka Rock** — Lively polka ditty is wrapped up in catchy instrumental treatment.

★★★★ **EDDIE BLATNICK-MARY KASPERSKI & POLKA PALS**
★★★★ **I Can't Stop Doin' the Polka** — JAY-JAY 222 — Sprightly reading by boy-girl duo on bouncy polka theme. (Diane, ASCAP) (1:55)

★★★★ **I Stopped for a Beer Polka** — Amusing novelty is sung brightly by male duo. (Diane, ASCAP) (2:55)

★★★★ **MATYS BROTHERS**
★★★★ **When Irish Eyes Are Smiling** — SUNNYSIDE 3106 — Terrible polka-styled interpretation of the oldie with okay reading by Brothers. (Witmark, ASCAP) (2:05)

★★★★ **Kazoo Polka** — Pleasing polka theme is accorded cheerful vocal treatment by boys. (Trinda-Lou, ASCAP) (2:24)

FCC Ruling

• Continued from page 3

vantage, but at the same time enabling affiliates to reject "straddle" programming at will.

Dissenting from the stand that option time, and rigid rulings to preserve it, are essential to networking, were Chairman Ford, and Commissioners Hyde and Bartley. Commissioners Lee, Gross and Cravey endorsed the finalizing of the rule-making, and the report. New Commissioner King voted to reduce the option time, but did not go along with majority statements endorsing the practice in general.

The FCC majority skirts the 1958 opinion of the then antitrust head Victor Hansen that option time itself "runs afoul" of antitrust laws. They prefer to leave any antitrust decisions to an open-and-shut court case. The oft-repeated statement on need for option time to preserve networks and their "invaluable service" to the public, is culled from a report made during the 1958 era when John Doerfer was chairman.

The networks have bitterly fought even a half-hour curtailment as "eroding" to network functioning, but the FCC has decided that this bit of paring down will not hurt the nets, and will give independent programmers a chance at a half hour of evening television time. The agency reminds the networks that out of the three major segments of the broadcast day, running from 8 a.m. to 11 p.m., the nets still have option over one-half of each five-hour segment.

Marks Bombs

• Continued from page 3

tumbling after.' And there is the farmer's wife who used that famous carving knife to cut off the tails of three mice, who were not only little but also blind.

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Reviews and Ratings of New Albums

Continued from page 48

tributing a soulful tenor, supported by Shirley Scott on piano, George Duvivier on bass and Arthur Edgehill on drums. Standards comprise the material—ballads which are done in a contemplative style, like "What's New," "I Cover the Waterfront," "The Man I Love," etc. There are no extremes here, but a lot of good jazz for a broad group.

★★★★ DRUM FEATS
Manny Albam. United Artists UAS 6085 (Stereo & Monaural)—Manny Albam has turned out another fine job of arranging, this time showcasing an interesting collection of percussion. The various numbers are keyed to specifics—like "Mallet Sallad," "Stick Fricasse," "Rare Snare," etc. It's especially good because it's not all clatter and clatter but the percussion is nicely spotted over band backing. Set also boasts an unusually attractive cover that also can help sell it.

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OOH LA LA
Llo. Secco CELP 468—The exuberant French musical comedy and night club star has one of her best disk showcases here with a fine band scoring much in the typical night club groove—by Nick Perito—contributing not a little to her success. She has much zest as she belts out "Folies Bergere," "Mais Oui Mais Oui," "Je Vous Aime" and "La Parisienne." Her fans will find the gal at her best here and they'll like the cover shot of her too.

★★★ RAGTIME PIANO
Bob Darch. United Artists UAL 3126—Authentic ragtime, played upon what is called a Cornish Five Pedal Upright Saloon Grand Piano. The performances are from original manuscripts and include "Dill Pickle Rag," "The Florida Rag" and "Maple Leaf Rag." Good notes.

★★★ EASTERN PARADE
Werner Muller & Ork. Signature SM 1036—This is an album of traditional Eastern melodies—many from Japan—arranged for modern orchestra. They are in the form of fox trots, tangos, waltzes, cha-chas, etc. An unusual package certainly, and one which could contribute considerable novelty programming to a deejay's wares.

★★★ SHEER ECSTASY
Cesana Strings. Warner Bros. WS 1390 (Stereo & Monaural)—A pleasantly waxed mood music program. Highlights is the group of top flight string players—many of them first chair artists with leading symphony ensembles—known as the Cesana Strings. These are nicely complemented by woodwinds. This is billed as being "as close as the world can come to putting passionate love on record." Slow and languorous titles include "Sheer Ecstasy" and "Parfum d'Amour." Easy listening and well suited for the late night jock.

★★★ COME BACK TO SORRENTO
Angelo. United Artists UAL 3051—An easy-listening collection of Italian tunes and rhythms by Senor Angelo Di Pippo and his ork. Instrumentation focuses on accordion, vibes, mandolins and guitars. Songs include "Arrivederci Roma," "Funiculi Funicula," and the title tune. Nice, easy to take mood wax with some suitable jockey fare well. Nice cover.

★★★ A TRIBUTE TO CHUCK WILLIS
Epic LN 3728—This album contains a collection of single sides cut by the late Chuck Willis when he was with the label in the early 1950's. The tunes include "Salty Tears," "Loud Mouth Lucy," "When My Day is Over" and "Here I Come." Willis wrote practically all of the tunes in the set, and they represent a good part of his career. For the many followers of the late singer.

★★★ BOBBY VINTON
Epic BN 579 (Stereo & Monaural)—Bobby Vinton is a young bandleader who leads a swinging band. In this album he shows off some of the ork's bright arrangements, mainly of standards. These include "In a Persian Market," "Don't Take Your Love From Me" and "In Old Shaggy Town" and "Posin'." on both of which Bobby handles the vocal.

★★★ THEMES FROM THE PICTURES
Low Douglas. Carlton LP 126 — Douglas and his ork provide lushly effective instrumental treatments of some current movie and TV themes. Selections include such singles chart-toppers as "The Apartment," "Never on Sunday" and "Look for a Star." Solid jockey wax.

★★★ MAN FROM INTERPOL
Tony Cromble (sound track). Top Rank RM 327 — Exciting jazz-flavored score by British composer Tony Cromble from NBC-TV's dramatic series is showcased on this sound-track package. It's a colorful, nicely carried score, and several sides — notably the main theme — merit jockey exposure.

LOW PRICED POPULAR ★★★
★★★ A TRIBUTE TO MARIO LANZA
Enzo Stuartl. Spin-O-Rama MK 3091—

The artist sings a dozen songs in the style of the late great tenor. Material includes both American standards and operatic arias and others in the Italian folk tradition. Included are "You'll Never Walk Alone," "All the Things You Are" and "Celeste Aida." Stuartl has a big voice, and he's accompanied by a large orchestral group with strings and chorus.

★★★ ROYAL SOCIETY
Joe Loss Ork. Headline HLP 501M—Society dance music as played for the British royal family is rendered by Joe Loss, who is called "England's royal maestro." The collection includes fox trots, quick steps, waltzes, plus one tango and one paso doble for a touch of Latin spice. All are suavely played in sophisticated arrangements which also prove very danceable.

JAZZ ★★★

★★★ MOODSVILLE—VOL. 5
Shirley Scott Trio. Moodsville MVLP 5—Another in this interesting series of relaxed, thoughtful jazz. Miss Scott is heard on Hammond organ and piano with George Duvivier on bass (George Tucker on two sides) and Arthur Edgehill on drums. The standards include "Sweet Lorraine," "Spring Is Here," "Lover Man." Exceedingly tasteful.

★★★ STAN RUBIN PLAYS THE JAZZ BAND BALL
United Artists UAL 6085 (Stereo & Monaural) — The well-known Princetonian is caught here with his band as well as the small five-man combo as they appeared live at last year's Ivy League ball in New York's Hotel Astor. The disk has a lot of the usual live crowd color plus some good rousing numbers by the group, which also showcases such sit-ins as Wild Bill Davison, Pee Wee Irwin, Max Kaminsky, J. C. Higginbotham, Pee Wee Russell and Tony Parenti. Numbers are traditional in this genre, like "Hindustan," "Tiger Rag" and "High Society."

★★★ GONE WITH GOLSON
Benny Golson. New Jazz 8235—Composer-tenor saxophonist Golson, whose jazz star has been on the rise since his work with Diz Gillespie, is joined here by felt-hat-sounding trombonist Curtis Fuller, "Madison" pianist Ray Bryant, Bryant's brother Tom on bass, and Al Harwood, drums. Four swinging sides fill the LP, three of them by Golson and one by Bryant. The standard "Autumn Leaves" is the fifth. There is much fine free-flowing and satisfying improvisation here.

★★★ TEDDY BUCKNER BAND ON THE SUNSET STRIP
Dixieland Jubilee DJ 510—A Dixieland-styled sextet, the Teddy Buckner group also shows the influence of more recent jazz stylings, especially in instrumental solos. But it's basically the New Orleans orientation that is stressed in such items as "Dixieland One-Step," "Weary Blues," "China Boy," and an all-out attack on "Down in Jangletown." Lots of appeal in this set.

★★★ JOHN JENKINS-CLIFF JORDAN-BOBBY TIMMONS
New Jazz 823 . . . Three of the young and upcoming members of the modern jazz scene are heard respectively, on alto, tenor sax and piano. The set is composed of five tracks, four of which are up-tunes and on ballad, "Tenderly." There is much free blowing here but never does it grate or get out of hand. The original melodies, three of which were written by Jenkins, are interesting and swing nicely.

LOW-PRICED COUNTRY & WESTERN ★★★

★★★ REDD STEWART SINGS FAVORITE OLD-TIME TUNES
Audio-Lab 1528—The tunes in this Redd Stewart set include both inspirational and country songs. Stewart handles them all in his usual warm style over strong support. Best sides are "Thy Burdens Are Greater Than Mine," "Gotta Get Back to Dixie," "If You'll Come Back to Me," "When I'm in My Indiana Home," and other favorites.

★★★ HANK PENNY SINGS
Audio Lab 1508—Hank Penny, long a country favorite, is heard here in a listenable collection of country songs. He sings them with feeling and the backings are appropriate. Some of the songs contained in this set are "Bloodshot Eyes," "Time Will Tell," "We Met Too Late" and "Wham! Bam! Thank You Ma'am."

★★★ THE LIGHT CRUST DOUGH BOYS
Audio Lab AL 1525—The Light Crust Dough Boys sing and play this collection of country ditties with gusto. The tunes cover a complete variety of country styles, and they include "Oklahoma Waltz," "Pappy's Banjo Boogie," "Billy Goat Rag," "Guitar Jump" and "Fisherman's Polka." A fun album.

FOLK ★★★

★★★ BAHAMIAN FOLK SONGS YOU LIKE BEST
Nassau's Star Entertainers. Art ALP 25 —The Miami-based label lined up a flock of the best-known talent to be heard in and around Bay Street on the Island of Nassau and the result is a delightful potpourri of material that anybody who has visited the Bahamian resort will be likely to want. Artists include the well-known

Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	4	6
2. THEME FROM THE APARTMENT (Mills)	1	9
3. IT'S NOW OR NEVER (Gladys)	7	6
4. BECAUSE THEY'RE YOUNG (Columbia)	3	14
5. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	2	10
6. MISTY (Octave)	6	20
7. MR. LUCKY (Southgate)	5	22
8. THEME FROM A SUMMER PLACE (Witmark)	9	32
9. PAPER ROSES (Pambill)	8	17
10. VOLARE (NEL BLU DI PINTO DI BLU) (Robbins)	13	3
11. ONLY THE LONELY (Acuff-Rose)	12	4
12. EVERYBODY'S SOMEBODY'S FOOL (Aldon)	10	7
13. CLIMB EVERY MOUNTAIN (Williamson)	14	33
14. DO-RE-MI (Williamson)	—	34
15. TELL LAURA I LOVE HER (Marks)	11	8

Andre Toussant, Peanuts Taylor, Blind Blake and Maureen Duvalier. An interesting and varied program of calypso performed in an authentic way.

SPECIALTY ★★★

★★★ RITES OF THE PAGAN
Elisabeth Waldo Ork. GNP 601 — No known system of musical notation was used by the Indians of the Americas in the era before Columbus, but their instruments are quite well known. They have been combined with some modern native instruments to play a group of exotic-sounding compositions by Elisabeth Waldo, reflecting the likely music of the past. Primitive winds, strings and percussion play selections with such titles as "Ritual of the Human Sacrifice," "Chant to the Sun" and "Mountain Spirit Dance." Colorful cover.

★★★ SONGS THE KIDS BROUGHT HOME FROM CAMP

John Raitt. Warner Bros. WB 1392—This album started out as a good idea but it is a bit too professional for the kid audience for which it is intended. It features the songs kids sing at summer camps all over the country, from "Old MacDonald" and "Thousand-Legged Worm," to "The Tree in the Wood" and "Good Night Ladies." John Raitt handles them joyously and a children's chorus joins in behind him. Cover is cute.

EP SPECIALTY ★★★

★★★ "AMERICA" STEAM CALLIOPE CONCERT
Cuca J-2000—A piece of Americana from the now almost dead past. Disk features Judy Vyne playing four calliope repertoire tunes on America, a steam instrument that last was with the Cole Bros. Circus and is now in the Circus World Museum, Baraboo, Wis. Authentic sound comes across nostalgically on "The Daring Young Man on the Flying Trapeze," "Entry of the Gladiators," "Ta Ra Ra Boom De Ay" and "Skaters' Waltz."

SPIRITUAL ★★★

★★★ SPIRITUALS—20 SELECTIONS, VOLUME 4
The Four Internes. King 574—The Four Internes sing these spirituals with warmth and feeling. In this, the fourth volume of the label's series of spiritual albums. The tunes are all familiar, including "Count Your Many Blessings," "Who Will Your Captain Be," "Living in the Glory Land" and "In That Great Reunion," and there are 20 of them. A treat for spiritual fans.

LOW PRICED SACRED ★★★

Clyde Moody, Mac Odell, Kitty Mann, Trace Family Trio & Various Other Artists. Audio Lab AL 1518—This album contains a collection of sacred country sides sung by many different artists, including Mac Odell, Kitty Mann, the Trace Family Trio, the Harlan County Four and Clyde Moody. The songs are strong sacred items, including "Little David Play on Your Harp," "Walking for the Lord," "Jesus Will Save Your Soul" and "I'm Gonna Walk On." A good variety of sacred songs.

★★★ HYMNS FOR THE COUNTRY FOLKS

Mac Odell. Audio Lab AL 1544—Mac Odell comes thru with listenable vocals on a fine group of sacred tunes here that should please religious fans. The songs range from "A Crown He Wore" and "Life's Elevator," to "The Kiss of Betrayal" and "Heaven Bound Gospel Train." Good wax.

★★★ SONGS OF FAITH—VOL. 2

Jimmie Osborne, Clyde Moody, Mac Odell, Trace Family Trio, Shannon Grayson & Various Other Artists. Audio Lab AL 1523—This collection of sacred sides shows off the artistry of a talented group of performers, such as the Trace Family Trio, the Harlan County Four, Jimmy Osborne, Tommy Magness and Wade Main among many others. Included among the selections are "Let Me Travel Alone," "You've Got to Move," "Jesus Wonderful One" and "Before Judgment Day."

MODERATE SALES POTENTIAL

BAND ★★

★★ NATIONAL FOOTBALL LEAGUE MARCHING SONGS
National Football League Marching Band. RCA Victor LSP 2292 (Stereo & Monaural) —This is an interesting album featuring the marching songs of the professional National Football League teams. There are tunes here for the Washington Redskins, the Green Bay Packers, the Philadelphia Eagles, the Los Angeles Rams, the Baltimore Colts, the New York Giants, etc. They are played in stirring fashion by the National Football League Marching Band. For dyed-in-the-wool pro football fans.

UA Woos Comics

Continued from page 3

of the Allen show), and others. With comedy albums doing phenomenal business today, top flight comedians are at a premium as artists. Talmadge hopes to break down the resistance of some of the big name holdouts by offering them free material by a top comedy writing team. Sultan and Worth have written for the Steve Allen show, Summer Chevy Show, Martha Raye, Paul Winchell, Polly Bergen and others.

UA also plans to come up with some new approaches to the comedy album. For example, Buddy Hackett is going out with a concealed tape recorder to tape conversations while he works as a waiter, visits a bar, etc. The tapes will be edited and made up into an LP.

The current best-selling Monophonic Action album chart spotlight nine comedy albums—"Butt-Down Mind of Bob Newhart," No. 2 (after several weeks as No. 1); "Edge of Shelley Berman," No. 4; two Brother Dave Gardner packages, No. 10 and 11; Bill Dana's "My Name Jose Jimenez," No. 16; two Woody Woodbury LP's, No. 24 and No. 30; and two Jonathan Winter albums, No. 25 and No. 35.

NAB Committee

Continued from page 3

committee are: Payson Hall, Meredith Broadcasting Corporation, Des Moines; John E. McCoy, Storer Broadcasting Corporation, Miami Beach, Fla.; Clifford M. Kirkland Jr., Trans-Continent Television Corporation, New York; John J. Murphy, Crosley Broadcasting Company, Cincinnati; Robert H. Smith, WCYB-TV, Bristol, Va.; Charles C. Woodward Jr., Westinghouse Broadcasting Company, New York City, and Clair R. McCullough, Steinman Stations, Lancaster, Pa. McCullough is chairman of the NAB Policy Committee which made the committee appointments.

N. Y. State Fair Plays to 507,462

Miss Record by 2%; Auto Races Score, As Does Free Talent; Midway \$ Record

SYRACUSE.—Forecasts of another half-million week for the New York State Fair came true as the event closed Saturday (10) with 507,462 persons having trooped thru the gates. There were two slowdowns on key days, the second one lopping 15,000 off the Friday attendance as rainfall spoiled a record pace.

The total reflected Friday's result, as it fell 10,314 behind last year's record of 517,776—a difference of less than 2 per cent. It compared, however, with the best seasons this fair has known.

The daily counts and comparisons were:

	1960	1959
Friday (2)	40,422	37,909
Saturday	98,782	93,411
Sunday	75,743	86,559
Monday	98,008	91,029
Tuesday	44,275	44,593
Wednesday	37,829	34,229
Thursday	31,936	33,355
Friday	21,563	36,914
Saturday	58,904	59,707
Totals	507,462	517,776

From a financial standpoint this annual, a bona fide State fair, never shows a profit in the final analysis. Constant improvements and expansion have combined with lagging revenue from entertainment efforts to produce the negative picture. On the midway, however, the James E. Strates Shows ran true to form in rolling up the highest gross ever accomplished here.

Talent Losses Cut

Rather than profit from its multifarious talent offerings, the fair attempts to cut its acknowledged losses. The experiment attempted for the nine days this time was to avoid using big-name artists in shows to which admission is charged. As a result there were more acts hired for a slightly slimmer talent budget, and fair officials were elated at the turn of events which followed.

Oregon State Fair Counts 301,100 Gate

SALEM, Ore.—Attendance at the Oregon State Fair during the nine-day run ending Saturday (10) was estimated at 301,100, slightly more than 10 per cent over 1959, Howard Maple, manager, reported.

Opening Friday (2), the fair got off to a good start. On Saturday (3), however, rain fell during the day, cutting the attendance to 36,905. When the weather cleared the next day, the gate soared to 68,000.

Pari-mutuel handle hit \$978,948, up 20 per cent over last year, the manager said. A rodeo the first five days with matinees on the week-end and Labor Day pulled a gross of nearly \$21,000 for the eight performances. Four nights of horse shows at the close of the run brought in \$4,000. "Dancing Waters," making its first appear-

Using Music Corporation of America's services, there were free grandstand shows which drew much more heavily than before, when a fee was charged. A straight \$1 levied for Hubert Castle's "Circorama" brought a fair return, it was reported, with the 5,000-seat Coliseum holding crowds averaging 2-3,000 for four performances. On closing night there was a dance in the building, to music of the Tex Beneke orchestra, also at a \$1 tab. But this was loosely applied, it was reported, so the event made no money but attracted a horde of dancers. Free Empire Court concerts were played by Guy Lombardo and his orchestra.

Final accounting cannot be completed until long after the closing, since the process is complicated by more than 100,000 half-price advance tickets, sold for 50 cents thruout the State prior to fair week. On the paid attraction side the biggest dent was again made by Ira Vail, with two days of auto racing. On Labor Day, with stock

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WOODS INJURED

Spencer, Ia., Fair Races Ahead of '59

SPENCER, Ia.—The Clay County Fair's veteran manager, Bill Woods, was happy here last week over the fair, which was having one of its best runs in years, but Bill, himself, wasn't feeling too good physically. He had been struck by a tractor and a horse and was sidelined with a wrenched back and painful bruises.

Meanwhile, back at the fairgrounds, the people were coming to the fair in good numbers, substantially topping last year. Thru the first four days, including Thursday (15), the count was 102,000, compared with 92,000 last year to the same point.

The Casey Tibbs rodeo, in for afternoons and evenings on Monday and Tuesday (12-13), did very well. Wednesday's big car races, brought in by Al Sweeney, did excellent, and Sweeney doubled by putting on more races that evening when the initial night harness racing program was unable to go on due to rain. The next afternoon's harness race program was doubled and the Newberry-Overland thrill show did very good that evening.

Friday afternoon late model stock car races were to run, with Tommy Dorsey and Alice Lon as

ance since 1957, had a gross of \$11,000.

The Louis Armstrong show in front of the grandstand for nine nights accounted for an unofficial gross of \$26,000. The best nights were the first Saturday, Sunday and Labor Day. There was also a fair crowd on Wednesday.

West Coast Shows played the midway with gross 20 per cent ahead of 1959.

Topeka Fair Pulls 405,800 For Good Run

Boone, Lenons Get Okay Turnouts; Auto Races Score

TOPEKA, Kan.—The Mid-America Fair, operating for its second year with a paid outside gate, scored well during its six-day run which ended Thursday (15), counting up a total of 405,800, about 6,000 below last year.

Weather was good during most of the run, altho clouds moved in on the final day to hurt turnouts at the horse races. Pat Boone headed up the grandstand show the first three evenings and one afternoon and did well. The Lennon Sisters, in for the same number of performances during the last half, did excellent business, termed surprising for week-days by the fair officials.

Al Sweeney's National Speedways, in two auto races over the weekend, topped '59 figures by a slight margin. Harness racing, on the other hand, was disappointing in its three programs.

Royal American Shows were up 5 per cent on the midway.

the night attraction. Saturday afternoon and evening, modified stocks, produced by the fair, were set.

Art B. Thomas Shows reported midway takes even with '59.

London, Ont., Fair Makes Up Gate Loss

LONDON, Ont.—The Western Fair overcame a loss of 9,000 attendance caused by cold weather early in its run and by Friday (16), next to its final day, was 4,000 ahead of last year.

Total gate count from Monday (12) to noon on Friday was 186,738 compared with 183,049 last year. On Friday of 1959 a new one-day record of 93,000 was set and weather this year was excellent.

The GAC-Hamid night grandstand show, brought in by Stu McClellan, received high praise by the local critics, but business was below last year the first four nights. It built during the week, however, and fair officials expected it to wind up okay. Show features the Harmonicals, with "Dancing Waters" as the background. Supporting acts include the Bauers, Great Beckett and Ming and Ling.

Pari-mutuels made their debut this year at the fair and were in play for three afternoons at the harness races. They were very satisfactory and each of the afternoons topped the previous one.

The Patty and Frank Conklin midway, after a slow start due to

Calif. State Fair Gate Receipts Soar

Dollar Gate Ups Income \$171,479; Other Events Also Show Increase

SACRAMENTO.—Front gate admissions at the California State Fair & Exposition showed an increase of \$171,479.75 despite a loss of 213,318 in attendance compared with the record 1959, during the 12-day run which ended here Sunday (11).

Revenue from admissions was \$430,803.25 for 702,241 fairgoers as against \$259,323.50 for 915,559 in 1959.

Dudley T. Fortin, manager, said he was confident all along the \$1 gate would not hurt the fair.

The fair hiked the gate price on orders of the State Legislature to put the event on a self-sustaining basis. In addition to the \$1 for adults, children from six to 12 paid 25 cents and 12 to 16 years of age, 50 cents. Until last year, the admission was a lenient policy of up thru 12 years of age free, and 50 cents for adults. Charges were made for the night grandstand show, which was free this year.

Revenue increases were also shown in commercial space sales which were \$83,156.50, up \$110.10; horse show, \$21,834.90, up \$4,560.90, and auto parking, \$34,525.30, an increase of \$1,604.79. A sub-total of fair activities showed revenue of \$1,522,076.37, a substantial increase of \$1,458,833.15 last year. Bill McGaw's "Tournament of Thrills," which last year pulled more than 10,000 people on the first Sunday increased that by nearly 850 September 4 and paid the fair \$2,627.45 as compared to \$2,447 in 1959.

Money from concessions dipped from \$325,468.48 to \$293,824.47, and the pari-mutuel pool dropped from \$5,370,422 to \$5,245,302 de-

spite a record Labor Day handle of close to \$835,000.

The rodeo, held the last four nights and for which there was an unusually heavy advance sale, totaled \$19,482.50, which was under last year's \$21,952.50. The NASCAR race on the closing Sunday (11) paid the fair \$5,948.58 as against \$6,624.58 a year ago.

Last year's night grandstand show revenue was \$65,942.78. It was replaced this year with "Dancing Waters" and a fireworks show by Golden State Fireworks Manufacturing Company.

The carnival, held in combination by West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows, was on a flat fee of \$125,000. When awarded, it was for \$135,000 with the provision that the gate remained at 50 cents, and the lower figure if it was hiked to \$1.

7,000 Attend Races in Rain At Barrington

GREAT BARRINGTON, Mass.—After a rainy, two-day start, Barrington Fair attendance and action reached its normal peak of activity. The fringe of Hurricane Donna swept the fair with driving rains and gusty winds, but 4-H youth judging and Grange and farm produce judgments were held on schedule.

The fair managed to get off its full card of nine flat races on Monday in spite of power failures caused by the heavy downpour, the only pari-mutuel track in the East that operated. Officials estimated attendance at about 7,000, much less than last year's record Monday, but well above what was predicted that morning. It was the worst weather day since Edward J. Carroll took over in 1941.

cold weather early in the week, went ahead of '59 by Friday.

Livestock entries were high, with 2,199 animals from the nine counties served by the fair.

Rainouts Cut Gate At Ky. State Fair

LOUISVILLE.—The Kentucky State Fair was fighting to make up the attendance loss it suffered over the first weekend but by Friday (16), eighth day of the nine-day run, only part of the loss was expected to be overcome, according to Clyde Reeves, manager.

Reeves estimated that the fair lost some 70,000 patrons to the rain which fell all day Friday and Saturday and Sunday morning. By the wind-up on Saturday night (17), he looked for a total turnout of some 375,000, a decline of 50,000 over last year.

The attraction program, much of it concentrated over the week-

end, suffered from the weather. Turnouts were generally not too heavy for the Liberace piano concert with winners participating from thruout the State. The Japanese Spectacular was also hurt and lost some shows to rain. Johnny Ringo was in heading up a free show on Thursday (15) and did well. And the Rotroff girl thrill show was doing satisfactory business on Friday.

The always popular horse show was about even with last year, Reeves said.

Olson Shows were hurt by the week-end of rain but made up some of the loss later in the week.

BEATTY GETTING STRAWS, EXTRAS

Show Maintains Winning Streak As It Criss-Crosses South

TALLAHASSEE, Fla. — Clyde Beatty & Cole Bros.' Circus has been winning hefty houses at most towns as it swings across the South. It was out of the path of the Donna hurricane.

The pace was in keeping with the season as a whole. The circus found Canadian business off. But only four or five U. S. towns have given anything other than good to big business, the show asserted.

High points included Birmingham and Jackson, Miss.

At Huntsville, Ala. (4), there were two full houses. Birmingham was next (5) and had Shrine auspices. Wagon was closed early when the afternoon house was sold out. Night house was strawed. Frank Braden worked publicity

there and it included a string of good boosts from columnist and reviewer Robert W. Kincey.

Columbus, Miss. (6), had half and full house for a profitable day. Meridian, Miss. (7), had equal business in 95-degree weather.

Then Jackson (8) came up with a three-quarter afternoon, a full house at night, and an extra, unscheduled performance at night to handle the turnaway. It was nearly filled also. Bob Neblett, news director of WJTV, was ringmaster. Lot was the fairgrounds, and as the throngs assembled the sponsors, who were directing traffic, decided to turn back all cars whose occupants did not already have tickets. So the turnaway was greater than indicated. Howard Y. Bary worked press in Jackson.

Hattiesburg, Miss., was good (9), and a 200-mile jump put the show in Pensacola for a pair of straw houses (10). This additional big date was another Shrine stand. Beatty-Cole worked Sunday (11), with the afternoon only at Fort Walton Beach, getting mediocre business.

The new week started with Panama City (12), giving a light afternoon and near-full evening house. Tallahassee (13) had a half house in the afternoon and a near-full house at night.

106,000 Visit Rutland Fair; Drop Sulkies

RUTLAND, Vt. — This year's edition of the Rutland Fair pulled about 106,000 spectators, which George G. Smith, president-treasurer, termed the best season since 1957. Capping the week ending Saturday (10) was a 25,000 closing day, 6,000 persons more than last year for that day.

Final day also saw a 7,000 full house at the grandstand for big-car races. Betty Johnson, the night feature, drew about 4,200 to the GAC-Hamid revue. The Kirby Stone Four split the week, headlining the first three nights.

The 115th annual edition opened on Labor Day with 31,000 attending, and the second day, children's day, pulled an estimated 16,000 more. Opening day is usually the big one and it pulled excellent weather this time. Tournament of Thrills did a near-sellout of 6,500 for the matinee. Jack Kochman was in on Friday afternoon.

The fair operated this year without the benefit of harness racing, and the departure was not reported as a handicap. Go-Kart racing was offered as a free attraction on Thursday. Morgan horses, teenage talent show and grandstand acts were inserted at other times during the week.

Hamid Giving Montreal Time To Norfolk Cops

ATLANTIC CITY—George Hamid said here last week his Hamid-Morton Circus has signed to play an early May engagement for the Norfolk, Va., police.

Hamid said this date would replace the Montreal Shrine Circus date that Hamid-Morton usually has played at that time of year. He said the Montreal Shrine circus chairman had delayed in confirming that date, so Hamid signed the other. Hamid said, "We still plan to play Montreal in late spring or early summer."

The Norfolk police date has been played by the Cristiani Bros.' Circus for the past few seasons.

Saginaw, Mich., Fair Gets Strong Start

SAGINAW, Mich.—The Saginaw Fair last week was having an excellent run. Attendance thru Friday (16), the sixth day, was not only topping last year by a substan-

tial margin but was running above the average of recent years. Clarence Harnden, veteran secretary-manager, said the fair was 12 to 15 per cent ahead of last year's rainy run but was also ahead of many other years.

Sunday (11), with 62,000 people coming out to the fair, established a new one-day mark for the event, not only for the opening but for any day on record.

The Barnes-Carruthers night grandstand show was doing just fair business, but Harnden pointed out that one reason for this was the exceptional lineup of other attractions around the grounds. The always popular hobby show was getting large crowds plus a mountain home and a kid's barnyard.

Gooding Amusement Company was racking up a good run on the midway.

John Bowman Becomes Ill

CHICAGO — John S. Bowman, secretary of the NAAPPB, became ill at his office here Thursday (15) and was taken to Presbyterian-St. Luke's Hospital, where he was reported Friday to be in good condition. It was expected he would be released from the hospital very soon. Pending a doctor's full report, it was believed that he had been suffering from overwork.

Allegan, Mich., Fair Eyes New Records

Attendance Up; Grandstand, Midway Race Ahead of '59

ALLEGAN, Mich.—The Allegan Fair was racing here last week and, given a good break over the week-end, stood to break a good number of records.

Attendance the first four days was 5,000 ahead of the same point last year and many family tickets had not yet been counted in the total.

Clair McOmber, vice-president in charge of the grandstand, reported excellent crowds at all attractions. The Aut Swenson Thrillcade, in for two Monday (12) shows, was hurt slightly by rain in the area but ended up only slightly off its '59 pace. The GAC-Hamid night show, featuring Smiley Burnette and the Fontanes, was scoring big and the traditional two shows were set for Friday and Saturday.

Records had already been set at the fair's always popular harness racing for the number of horses. Crowds were good and 16 heats were being run almost every day. A special Sunday show, featuring the Great Lakes Choir, drew strong crowds and made it one of the best Sundays on record.

Happyland Shows, with 21 rides and 13 shows were up 10 per cent and were eying a new all-time midway record. Joe Sciortino's Girl Show doubled its gross of last year and Eddie Miller's girl unit was not far from his mark. Doug Wade, general agent of the W. G. Wade Shows, was one of the midway visitors.

283,875 Gate for Maryland St. Fair

Near-Match to 1959 Total; Permanent Air Raid Shelter Among New Bldgs.

TIMONIUM, Md. — Maryland State Fair enjoyed another big run for its 13 days, ending Saturday (10), with 283,875 persons having attended. This figure combines the separate exposition and pari-mutuel enclosures and missed last year's figure by less than 3,000 persons. Premium payouts totaled \$96,000, a bit more than was awarded last year.

The exposition grounds drew 194,000 persons, about 400 more than 1959, according to General Manager John M. Heil. On the midway George Marshall of Baltimore provided the amusements. Free nighttime grandstand entertainment consisted of an ice show booked thru Cooke & Rose Agency, and Heil expressed pleasure with the effort.

There was a consecutive streak of 24 race days this year, with the fair dates being preceded by a "Cumberland at Timonium" meeting. Average betting handle was \$395,000 daily.

Since last year's edition there were 168 new box stalls constructed, plus shower rooms for herdsmen staying at the fair. A poultry building measuring 40 by 60 feet was also built, and the track surface was reconditioned.

Also new is a concrete block air raid shelter near the grandstand. This building is about 20 feet square and is shown during fair week as an exhibit, containing all the necessary paraphernalia for

CNE Sets Record Gate of 2,962,500

Final Day's 303,000 Tops Mark; Grandstand Show Loses \$100,000

TORONTO — An attendance record was set at the Canadian National Exhibition this year with 2,962,500 coming thru the outside gates, 2,500 more than the previous record set in 1958.

General Manager Hiram McCallum disclosed that the grandstand show this year showed a loss of approximately \$100,000 which was not as much as '59 when the figure was \$125,000. Victor Borge who headlined the night show the last half of the run, was credited with cutting the loss. Phil Silvers, topper during the first week, drew smaller crowds than George Gobel last year.

McCallum said, however, that the grandstand spectacular was primarily a prestige presentation, not a money-maker. "We are keeping grandstand prices as low as possible," he pointed out.

There was talk here last week that the CNE may open August 16 and close on Labor Day in 1961. Officials figure this could boost attendance. Weather studies indicate that the fair would also gain.

Top single day was the final Saturday when 303,000 came thru the turnstiles compared with last year's 289,000. On the final Friday, 132,500 were counted against 145,000 in '59. The total for the 16 days was 56,000 above last year.

The fair became an international trade fair the final three days. Ivan B. Brodie, space sales manager, sent invitations to 2,235 importers and exporters in Ontario and Quebec to view international exhibits. Close to 1,000 accepted and were given special identifica-

tion to be recognized by the exhibitors.

Among the visitors during the run was Robert Moses, president of the 1964 New York World's Fair.

Schilly Is 70; Retiring at Syracuse Fair

SYRACUSE—After serving the New York State Fair for 45 years, Business Manager George W. Schilly is retiring at the end of this month. He had held a variety of positions, including auditor and administrative assistant, but has been a key man on the staff during both Republican and Democratic administrations.

Schilly, age 70 and a civil servant, is covered by age provisions. His humor undiminished, he allowed as how his would still be a familiar face at many fairs to come. His assistant, head account clerk Kenneth J. Lindeman, is the most likely person to succeed him as business manager, which covers a multitude of departments, including tickets, passes, parking stickers, and revenue from several sources.

FAKE-TICKET FALSE ALARM STIRS FAIR

SYRACUSE — Fears of a deluge of counterfeit tickets proved unfounded at the New York State Fair. Several imperfect reproductions of half-priced tickets, issued in large numbers for sale prior to fair week, turned up early in the run. Meant to be sold for 50 cents, the "phonies" cost a quarter, according to the visitors carrying them. Research turned up the solution: These were from a sheet of proofs of the real thing, discarded by the printer and salvaged by trash collectors. Only six of the tickets showed at the fair gates.

Fredericton Sets Record, Dedicates Fair Coliseum

FREDERICTON, N. B. — The Fredericton Exhibition ran for an all-time attendance record thru six days of perfect weather, ending Saturday (10). The Labor Day opener was big and there was no notable drop-off right thru the traditionally closing night. Weather was almost unseasonably warm, making afternoon attendance light on Wednesday and Thursday, but really bringing the customers out at night.

Big item of the 1960 fair was the opening of the new combined coliseum and exhibit hall, a \$400,000 structure with a 35-foot roof, a seating capacity of 2,400 and a field of vision unhampered by any supporting columns. It was used both for livestock judging and vaudeville fare. The christening program was an Al Martin bill composed of the Ivanovs, horizontal bar; Lebrac & Bernice, unicycle; Slicker's Seals; Miss Norma,

tight wire; Williams Brothers, comedy acrobats, and Wally Dean, master of ceremonies and comic. Music was by Ralph Campbell (local) on the Hammond organ.

Use of the coliseum for vaudeville made way for new harness racing schedules in front of the old grandstand. Cards were run Labor Day both afternoon and evening, Tuesday evening, Thursday evening and Saturday afternoon.

General admission to the fairgrounds was 50 cents; vaudeville 50 cents, and the horse races, \$1.

Bill Lynch had his usual strong battery on the midway. Rides included a Merry-Go-Round, two Ferris Wheels, Roll-o-Plane, Octopus, Rock 'n' Roll, Tilt-a-Whirl, Scrambler, Frolic, nine kiddie rides and live ponies. Shows included Tortures of the Middle Ages, two Girl Shows managed by Tony Barras, a Half-and-Half, a Midget Horse and Midget Bull and a Crazy House.

MICH. STATE FAIR SETS NEW RECORD

Paid, Free Attendance Total 825,989 To Beat Previous Mark by 4,000

DETROIT—With total attendance boosted by emphasis on special days, the Michigan State Fair ran nearly 4 per cent ahead of last year to set a new record of 825,989, compared with 796,915 in 1959.

This was some 4,000 above the 1956 figure of 821,656, previously recognized as the all-time record. One higher figure of 910,000 was recorded in 1947, but this included eight days of horse-racing crowds, which were counted in with the fair attendance, the most race patrons probably never went beyond the race track.

The total attendance figure is based on turnstile count and does not include an estimated 50,000 on the grounds for the preview the night before formal opening.

Paid attendance ran 104 behind last year—347,897, compared to 348,001. Daily paid attendance was ahead on seven of the 10 days. Gate receipts were \$313,107.30, compared to \$314,700.90 last year.

The major reason for the increase in attendance coupled with a slight decline in paid attendance was a switch to free admissions for special groups on days dedicated to them, according to Donald L. Swanson, secretary-general manager.

These included teachers, veterans and old-timers.

Fair visitors parked 93,021 cars on the grounds, paying \$46,510.50 for the privilege, compared to 86,318 cars and \$43,159 in 1959—an increase of about 8 per cent.

The teen-age-slanted show in the Coliseum, headed by Brenda Lee, drew 9,826 people at five performances in the final three days for a gross of \$15,430.74, a somewhat disappointing figure, but substantially ahead of the corresponding figures of 7,386 attendance and \$10,235.80 grossed by the Tony Bennett show last year. Talent in the show also included Johnny Horton, Jeanne Black, Bryan Hyland, Brothers Four, Johnny and the Hurricanes, Little Anthony and the Imperials, Steve Gibson's Redcaps (dance act), Bill Boyle as emcee and the Herschel Lieb Orchestra.

The free grandstand show continued to draw well, probably hurting the Coliseum show a little, Swanson suggested. Total attendance for the 18 shows given in the first nine days was calculated at 105,000 by Peter Buback, commissioner in charge. The fireworks show Sunday night drew about 10,000.

The 250-mile stock car race on Sunday afternoon again proved the biggest single attraction dollar-wise of the fair. Scaled at \$2.50 to \$5.50, it drew 12,295 people for a gross of \$40,285 (all dollar figures are after deduction of taxes), compared to 11,407 people and \$32,919.40 in 1959.

There was considerable free entertainment provided daily on the grounds in many forms—such as concerts by the Royal Canadian Air Force Orchestra, music for square dancing by Eddie Ritter's orchestra, and the Chevrolet show, which included Warney Ruhl's orchestra, singer Patti Brown and ventriloquist Jimmy Nelson.

Visitors to the fair included Lou London, Illinois State Fair, and Mrs. London.

Coverage of the fair by newspapers was exceptionally prominent, with front-page pictures in most papers virtually daily during the run. In addition, there were several large back-page spreads of pictures. Publicity was again done by Dick Frederick.

The fair will make a net profit of about \$25,000, compared to \$17,000 in 1959, Cass Wasung, assistant manager and comptroller, said Tuesday (13) when final figures were available. This amount is subject to some minor adjustments not yet completed. The gross income for the fair approaches \$780,000, up \$15,000 from a year ago.

S. D. State Fair Hurt By Rain, Heat

Total Receipts Fall Off \$12,000; Art Thomas Up 5%

HURON, S. D.—Altho plagued by about everything bad the weatherman could offer, the 1960 South Dakota State Fair closed out what exposition officials termed a very successful run Saturday (10).

The two closing days were near perfection, weatherwise. Otherwise, the week was marked by 99-degree heat, blistering winds and two days of cold rain.

Gross receipts for the fair were announced by Manager Sidney Larson at \$121,199.72, down approximately \$12,000 from the 1959 mark of \$132,062.64. Most of the loss (\$10,862) came in grandstand receipts. Wednesday afternoon's first scheduled session of auto racing, sponsored by Al Sweeney's National Speedways, Inc., was washed out. Approximately \$5,000 was refunded to customers who had nearly filled the grandstand for the afternoon session before a light shower turned into a deluge shortly before race time.

Speedway-type auto racing and stock cars pulled good attendance Friday and Saturday afternoons.

Rain Thursday morning threatened to cancel the afternoon program, but work by the Aut Swenson Thrillcade crew got the show off almost on schedule before a surprisingly large crowd of 6,000. Leo Overland's Tournament of Thrills played to a capacity opening-day audience Labor Day.

The Art B. Thomas Shows, which have been given a 1961 contract, enjoyed a good week on the new hard-surfaced carnival midway. Opening day was the biggest single day of the season, Owner-Manager Bernard Thomas reported. The carnival grossed \$37,085.33, up about 5 per cent from 1959.

The Barnes-Carruthers revue, "Salute to Gershwin," and accompanying acts, drew well Monday and Tuesday nights but rain cut attendance the final night, Wednesday. A rodeo on the three closing nights was well attended altho riders were hampered by a mud-heavy arena Thursday.

Wonder Show Partners Split

SACRAMENTO—Wonder Bros. Circus went off the road following the close of the 12-day run Sunday (11) at the California State Fair & Exposition as a free attraction. Frank and Janet Burger left the show, Sam Bochlich, partner with the Burgers, said.

Bochlich said that he will continue to have a circus, but it will be under another title. Prior to his association with the Burgers, formerly with the Polack Circus, Bochlich operated under the name of Tom Thumb Circus and as Fabian's Fabulous Circus.

The show gave two performances a day here during the fair. Featured were five ponies, a mule, horse, elephant and 41 dogs. Altho the show carries its own big top, the outdoor theater was used for this run.

Bochlich turned over ringmaster duties to Eddie Thiel and clown. The Burgers handled the animals, with Roy Strand appearing as Sparky the Clown. Tex Hayes was in charge of the ring stock and William Chisholm, utility man. The season was opened April 2 at a local shopping center and was successful, Bochlich said.

TALENT ON THE ROAD

Harmonica Troupe Hits Rodeo Trail This Winter

Johnny Puleo and His Harmonica Rascals will hit the rodeo circuit this winter to mingle with the broncs and Brahamas. The group will be the featured act at all 19 performances of the rodeo at the 1961 Houston Fat Stock Show and Rodeo February 22-March 5 in Sam Houston Coliseum. . . . When Rex Allen played the Fort Madison, Ia., rodeo last week it was his fourth appearance there in eight years. He's making a habit of playing it every two years and already has been signed for 1962. His musical trio, Men of the West, will also be with him. . . . Al Vernon, band leader out of Chicago, is playing Southern fairs at Jackson, Tenn., September 12-17; Florence, Ala., September 19-24; Lawrenceburg, Tenn., September 26-October 1.

Happy Kellems, who seldom misses playing the Western Washington Fair at Puyallup, will again be there this year. He, accompanied by Garner Newton, passed thru Chicago Wednesday (14) en route to the Northwest. . . . Acts playing the Carthage Fair, Cincinnati, were headed up by Anita Bryant, recording vocalist; Hustrel Hollywood Skyrockets, and Smitties' Band. Charlie Byrnes, Chicago

Rain Puts Damper On Knoxville Fair

KNOXVILLE — The Tennessee A. & I. Fair was running at a strong pace up until Friday (16) when rains descended and cut into turnouts.

Thru Thursday night (15), the outside gate count was 132,957, close to 10,000 ahead of last year at that time and the fair appeared heading for a new high. Rains moved in Friday, however, and discouraged some would-be patrons.

Attraction-wise, the Gene Autry Show the first three days of the fair did well. Full houses were registered at most of the first shows with just fair turnouts for the second ones.

The Hubert Castle Circus pulled a strong crowd to its first show on Thursday night but had a light one for the second performance.

Leonard Rogers, secretary-manager, looked for a big turnout for the Gunsmoke Trio for Friday and Saturday evening altho the Friday rain made that night's turnout a question mark. Interest was excellent for the television trio, he said. The horse show and livestock judging received good interest.

Gooding's Million Dollar Midway, with Hal Eifort at the helm, was running even to slightly better than last year.

TOPSFIELD, MASS., FAIR GETS NEW GATE HIGH

TOPSFIELD, Mass.—The Topsfield Fair ended its seven-day run Saturday (10) with a new record over the one set two years ago which had stood since 1818. In 1958 the event attracted 175,000, but this year's attendance beat the all-time high mark by about 290, according to Manager Paul Corson. Unfortunately rain marred the Sunday (4) opening, but excellent weather prevailed the rest of the six days.

Last year's attendance hit over the 123,000-mark, the crowd being cut by excessively warm weather. This year's six-day greyhound racing meet also smashed the record when the pari-mutuels recorded

\$1,089,000 for the week as against the previous top last year of \$1,069,000. The dogs ran nightly under floodlights with Tommy Marren in charge again.

The 50-cent grandstand again featured D. Carver's Diving Horses, which has drawn big crowds for two years. Other acts included Capt. Thibeau's seal act and Tommy Miles, emcee. The acts were booked in by Cogert & Collyer of Boston.

The midway was in the hands of Gene Dean and Jack Flynn of Salisbury, who have held the contract for several years. Larry Carr had 12 rides doing excellent business. Money was plentiful, according to Dean, but jammed midways kept business at a lower level than the numbers would have indicated. Business was reported, however, as satisfactory.

Syracuse Fair

• Continued from page 60

cars, and Saturday (10) with USAC big cars, the grandstand overflowed and crowds packed the fences all around the oval.

480 Holsteins Showed

Premium payouts totaled \$138,000 this year and the number of contestants entering competitions exceeded 30,000. The largest Holstein division of any show in the country was claimed, with about 480 animals competing.

Improvements included the new pole barn for sheep, 180 by 160 feet; new children's nursery building, expanded dairy building, blacktopped areas around youth exhibits, and replacement of many old brick steps into exhibit halls. In their place are blacktop ramps for safer and easier entry, a source of satisfaction to Manager Harold (Cap) Creal.

Junior Rodeos Form Own Association

DENVER—The popularity of junior rodeos this past summer has resulted in the formation of a pilot committee to aid in coordinating the kids' rodeos thruout the nation.

The group, known as the National Little Britches Rodeo Association, will hold a steering committee meeting in Denver in January, according to Lynn P. Miller, of Littleton, Colo., newly elected president of the association.

Other officers elected at the initial meeting were I. N. Hewitt, of Medicine Lodge, Kan., vice-president, and Forrest F. Hammes, of Littleton, secretary-treasurer.

Plans Revealed For New Park In Miami Area

HOLLYWOOD, Fla.—A new amusement park, Dreamland Fun & Amusement Park, is scheduled to open here May 30, 1961, it was announced last week by Hal Green, general manager. The park will operate the year-round. The proposed sites are near Miami and the Sunshine Parkway in a trade center of a million people, he said. Three locales are being considered.

Green has outlined a park that would include "30 major rides, 20 kiddie rides, 60 concessions," 15 other attractions, an ice rink, drive-in theater, roller rink and picnic area. He also contemplates having a swimming pool, boating area, ballroom, and free acts.

He stated last week that he had rented many of the units. Green is the son of Sam Green, who formerly was with Dreamland Park in Newark, N. J.

Kelly-Miller Invades Nevada for First Time

LAS VEGAS, Nev. — Kelly-Miller Circus stepped into virgin territory, Nevada, last week and was awaiting results, with hopes that the show would do as well as it has been doing in Utah.

Moves have been tough and mountainous, but the circus stayed on schedule. Afternoon shows have been okay and nights have

been strong. The show said it has been getting better business than it anticipated for hot weather and school time.

Arriving in Las Vegas after a difficult jump, the show was ready for a 3 p.m. matinee Sunday (11), plus an evening show. The double show schedule marked a departure from K-M's habit for Sundays. The afternoon temperature was 115 degrees and patrons came to the circus in bathing suits. Afternoon business was so-so, but the night promised to be strong.

Kelly-Miller has bought a second small crawler tractor. The show's new piggyback circus wagons have proved out well and more will be built this winter. New cages will be constructed also.

MORE ANIMALS, MORE MONEY

HONOLULU — Wages of keepers at the Honolulu Zoo have been increased. The reason: Number of hazardous animals has been increased.

AMUSEMENT PARK OPERATION

Schumacher Goes to Seattle; Leaves Freedomland Post

FREDERICK V. SCHUMACHER, until now the vice-president and general manager of the new Freedomland in New York, has been named director of operations and services for Century 21 Exposition at Seattle. He will have charge of personnel, purchasing, labor relations, internal control and related planning at the Seattle position, where he will start activities on October 1. Schumacher was with Disneyland from its inception in 1954 as a top staff man and switched to Freedomland a few months ago. Earlier, he had been active at the New York World's Fair in 1939 and 1940. Also with Century 21 is George Whitney. . . . Watson Bray, executive with the Allan Herschell Company, has departed on a 30-day tour of Europe to visit amusement parks, ride operators and equipment manufacturers. He has mapped an itinerary with 32 stops. . . . Current promotion at East Tincup park near Denver is the "Search for Potect Canyon," in which The Denver Post sponsors a search for a counterpart of the comic strip character of that name. Judges are Miss Colorado, a Denver Post artist and Pete Smythe, of the park. . . . New installations in the State of Washington include Jump Arena, Inc., at Tacoma; Jumping Jacks, Inc., at Yakima; Kart Klub of Everett, and Northwest Go-Kart Racing Association, Inc., Seattle. . . . Los Angeles County Parks and Recreation Department has acquired Cabrillo Historical Park at San Pedro and has announced plans for "a world's fair in miniature" in which about 40 racial groups in the county will prepare displays.

118 Theaters, TV Stations Receive Crater Lake Film

SUCCESS OF THE AIR Force promotion at his park recently was hailed by Frank Rush, of Crater Lake Park in Oklahoma. He "sold" the park to the Air Force base, and the servicemen set about the stage what Rush said turned out to be a perfect festival. There was plenty of action on the vaudeville stage. The Air Force men brought in 48 games booths of their own construction and gave away several truck loads of Teddy bears. More attractions included displays of guided missiles, helicopters and other Air Force equipment. There was a beauty contest with 10 candidates. Rush said that weather was perfect, attendance was about 45,000 people, the advance sale by Air Force men was \$16,000 and the gross was about \$40,000, according to preliminary estimates.

Rush said the Air Force personnel accomplished some impossibles in advertising. There were 25,000 placards distributed, and they event went up in post offices. The Air Force sent a cameraman in from Colorado Springs to take movies of the park and other features. This film was sent to Walt Disney for editing. Prints were made and these were sent to 102 movie theaters and 16 TV stations in the area—for what proved to be fine advertising for Crater Lake.

Excelsior Park Equals '59; Gets Second Best Labor Day

MINNEAPOLIS AREA'S EXCELSIOR Amusement Park wound up its regular season with the second largest Labor Day weekend in the park's history, according to Ray Colihan, promotion director. The biggest Labor Day weekend at the park was in 1946. The season as a whole was as good as last year, which was a big year, Colihan said. However, it was hampered at the beginning by cool, rainy weather in May and the first part of June.

The park favorites have remained pretty much the same thruout the years, according to Colihan. The Roller Coaster is still first, with some 120,000 riders. Next in popularity are the Fun House, Dodgem, Scrambler, Ferris Wheel and Merry-Go-Round. The park will be open Sundays only until September 25.

Fla. Tourist Spots Sustain Minor Loss

ORMOND BEACH, Fla.—Tourist attractions and parks in this area escaped with minor damage from the force of the recent hurricane.

Elsewhere, in Florida the attractions escaped but many of them lost their big highway signs to the 100-m.p.h. winds. Par-3 golf courses and Go-Karts tracks had flooding; miniature golf courses had fencing and some obstacles damaged. Cypress Gardens lost 30 huge pine trees plus the takeoff dock used in aquatic performances. Tons of fallen palm fronds blanketed McKee Jungle Garden at Vero Beach, Dr. Fairburn reported.

Silver Springs and Marineland came out unscathed, but \$20,000 worth of damage was sustained by Dr. Perry Sperber's Sea Zoo at Daytona Beach, in the direct path of the storm. The north and south

walls were flattened, superstructures and cage roofs were blown off and a refrigeration plant put out of operation. Ocean Pier lost its seaward end. The big NASCAR International Speedway was unharmed.

(Fort Meyers on the West Coast of Florida was cut off from the world and could not be surveyed.)

George Malamphy, of Parrott's Paradise in Ormond Beach, gave a summary with wide application: "Our place looked like a shambles. However, we have been working around the clock and our main trails are now cleared. There's still a trainload of trash to be carted away but we will be open again in a day or two."

Further north, Folly Beach, of Charleston, S. C., took a lashing but suffered no serious damage. In Philadelphia, Boulevard Playland lost almost all its canvas and signs, Jack Essner reported.

Park Preparedness Limits Storm Loss

Most New England Amusements Take Hurricane Wind in Stride

BOSTON—New England park and beach operators have had worse hangovers than that left by Hurricane Donna, but this was largely due to their strenuous efforts at preparedness, the fact that they were given plenty of warning, and the more important one that Donna's dander wasn't as wicked as had been predicted.

Luck was on the side of many. But sports along the seafrost, such as Nantasket Beach, sustained enough to keep them busy for the rest of the season putting things back in shape. Worst hit was Paragon Park, where Larry Stone estimated damage at around \$25,000. His Schiff Slide came clattering down along with two large billboards, covers ripped off the Wild Mouse and the Flying Scooter, and equipment in the miniature golf course and ticket booths was tossed about.

But it was something personal that hurt Stone most of all. This was the uprooting of all of the park's poplar trees which he had planted himself as a boy. He also lamented the fact that all of the damaged equipment was uninsured. Big pieces such as the Roller Coaster, which has withstood a number of hurricanes, were undamaged but was well insured. Debris from the sea front littered the park, with even boats being tossed up near the boardwalk.

Also at Nantasket, Dave Baker's Funland suffered when his big Number 16 Eli Wheel was wrecked. The fact that the rest of the damage was minor was laid to the fact that crews had worked all thru the day battening down everything that could possibly move.

At Lincoln Park, North Dartmouth, John Collins lost considerably in his food stocks when power was cut off for more than 36 hours and the deep freezers were knocked out of commission. Other damage was the loss of half a dozen trees, the front of his roller skating building and shingles from many of his other buildings.

Salisbury Beach operators considered themselves lucky to have gotten off so easily. Damage was minimal, altho Roger Shaheen reported the facades of most of his rides were matchwood. The big winds and tides were much less than expected but debris littered the water side of the big funspot area. Shaheen along with other operators had crews hauling away equipment to storage at the first warning Monday morning. All cars from rides were removed and moved inland.

At Hampton Beach in New Hampshire the amusement area was spared most of the storm's brunt as Donna veered inland.

Some debris and smashed windows were the worst the spot received. John Dineen's Casino, which has weathered several hurricanes, came thru practically unscathed.

Inland parks had expected a severe blow as Donna moved north-west but damage was minor at Henry Bowen's Whalom Park in Fitchburg. Nearer Boston, at Norumbega Park, paddle boats and canoes had been removed from the Charles River and there was little damage outside of trees laid bare. White City in Shrewsbury reported everything under control and little damage, and it was the same story at Riverside Park in Agawam.

Edward Carroll's Riverside Park escaped. At Pleasure Island in Wakefield there was little to count in the way of damage. Precautions had been taken early with everything nailed down tightly. In Weymouth, the drive-in theater had its screen blown down and destroyed, and at the Carousel summer theater in Framingham the big tent was ripped to pieces, causing the last week of the season with "South Pacific" to be canceled.

East Tincup Totals Crowd At 200,000

DENVER—During its first summer operation, over 200,000 persons visited East Tincup, the new amusement park located 12 miles west of downtown Denver, it was reported.

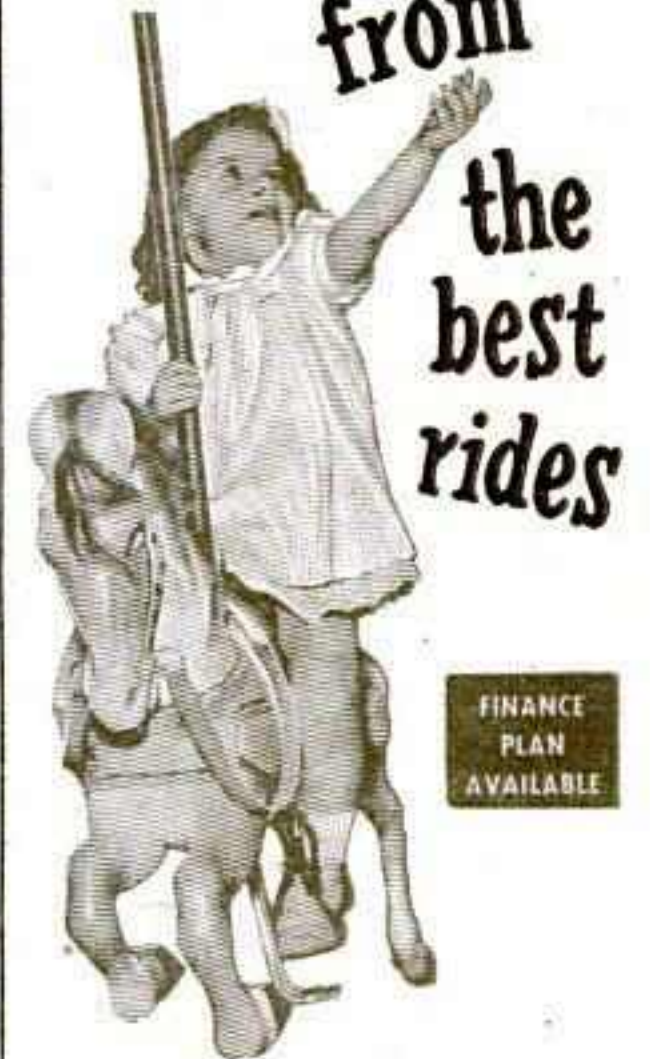
East Tincup, a re-creation of an old 1880 Colorado mining town, opened May 27. It has operated on a 35-cent adult and 15-cent children admission fee. Children under six were admitted free.

Recent program has included gun fights, Indian dancers, stagecoach rides, general store, Damon the Great's magic and illusion show, music by Kelli and Tex Facade, steam train rides, burro rides, ice cream parlor, Model T Tin Lizzie rides and Happy Easter's Gold Mine, plus about 20 concessions.

Pete Smythe is president of the East Tincup Company and Z. M. (Monty) Pike is general manager.



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GM Revives Motorama For Three Appearances

DETROIT—General Motors is reviving its famed Motorama, which was dropped in 1958. The big GM show will play three cities only this time. November 3-9 as a hotel show at the Waldorf-Astoria in New York City; January 7-15 at the Civic Auditorium, San Francisco, and January 29-February 5 at the Pan Pacific Auditorium, Los Angeles.

Motorama will include entertainment talent from Broadway, television and other areas, built around the offerings of all GM divisions, making it a small auto show in itself. Held in six years of the past decade in seven cities, earlier productions played a total of 200 days to 8,500,000 people. Average daily attendance has been 43,404, with the highest record of 100,553, set March 4, 1956, in Los Angeles.

The use of show business to present a commercial message was explained jointly by Frederic G. Donner, board chairman, and John F. Gordon, president. "The new Motorama reflects out long-time belief in the importance of good showmanship in drawing the public's

eye to the continuing advances we make in our product," they said. "It will have all the interest we can pack into it, and will carry on Motorama's reputation as the greatest industrial show on wheels."

Detroit Hall Clears First Hurdles Okay

DETROIT—The bugs inseparable from the opening of a major new exhibit-convention facility were being ironed out successfully at Cobo Hall this week, following a test-run period that included the two principal types of events it is expected to house in the future—the national convention of the Veterans of Foreign Wars, and the trade show of the Florists' Telegraph Delivery Association.

Reports from both groups indicated successful operation despite the inevitable difficulties, according to Director Stephen T. Kish. FTDA shows had been of the hotel show type. Hence exhibitors may not have had previous experience with such requirements and fees.

Some changes in procedure are being adopted by the Cobo Hall management as a result of experience with these first events.

The hall's liability insurance contract, which was the subject of a violent political rhubarb in the City Hall a month ago, was awarded this week to a local agency, with little fireworks, as hall operations became more routine, even in these controversial areas.

Cobo Hall will hold a partial open house for local citizens the week of October 11-17. Hitherto, admission has generally been restricted to persons connected with the operation and with the meetings actually being held. This will provide the first opportunity for Detroiters to see the inside of their new \$54 million investment. However, Kish's office said, the public will generally be restricted to the corridors and not allowed to stroll at will thru such areas as the exhibit halls and kitchens.

Detroit Times Schedules New Sports Show

DETROIT—The Detroit Times Sports and Travel Show has been booked by Cobo Hall for March 17-26.

Similar shows have been produced here in the past at the State Fair Coliseum and in armories, but this will be the first in many years to play in a central downtown location. Past shows have been sponsored by The Detroit News, the only other afternoon newspaper. The Times, part of the Hearst chain, is making a major point of the importance of newspaper sponsorship in promotion of the event.

"The sports and travel businesses in Michigan and the Midwest have needed a show that would properly present these important leisure-time activities," according to Ken Van Natta, booth sales manager of the show.

Goal for attendance is 300,000, according to Van Natta. The show program includes a variety of both stage and tank acts, personal appearances by sports celebrities, and a series of contests.

An unusual feature is the combination of a short trade show within the format of the Sports and Travel Show itself. This is scheduled for Sunday morning, March 19, on the third day of the show, to be promoted as Dealer Day.

An advertising bonus of \$75 in advertising space in the paper is being given for each two booths sold at the regular rate of \$225 per booth. Bulk space, for larger exhibits, rates a bonus of 10 per cent of the cost.

Greenville Hires Acoustics Expert

GREENVILLE, S. C. — The Greenville Memorial Auditorium has engaged a Cambridge, Mass., acoustics engineer to study whether or not the local auditorium needs a portable shell for concerts. Chairman Ed B. Smith of the trustees said the engineer is Robert B. Newman, a member of the firm of Bolt, Beranek & Newman, Inc.

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ARENA, AUDITORIUM NEWSLETTER

Campaign Centers

By TOM PARKINSON

AUDITORIUMS AND ARENAS throught the nation are well into that quadrennial season when they figure prominently in the campaigns of the Presidential hopefuls. The candidates speak from town squares, courthouse steps, observation cars and airports. But most often their principal addresses and rallies are staged in the nation's auditoriums and arenas. Thus what began with the conventions at the sports arena and amphitheater new extends to the speeches—with Nixon at the Dallas Memorial Auditorium and Lansing Civic Center; with Kennedy at the Los Angeles Shrine Auditorium, Oakland Municipal Auditorium, Charleston (W. Va.) Auditorium (19), and both at many more. Underlying all the campaign is the widespread booking of engagements in auditoriums and arenas.

'Biggest Show' Cast Outlined; 'Capades' Plays Dallas Fair

"BIGGEST SHOW OF STARS OF 1960" now includes Paul Williams Orchestra, Chubby Checker, Duane Eddy, Bobby Rydell, Dion and the Belmonts, Sam Cooke, the Olympics, Marv Johnson and Bo Diddley. . . . "Ice Capades" will be playing the Dallas Ice Arena October 8-23, and the prices include admission to the State Fair of Texas. It is scaled at \$3.50, \$2.50 and \$2. . . . Don Jewell, manager, advises that the new Portland (Ore.) Memorial Coliseum is expected to be ready for operation in less than 60 days. Ice floor is being installed. The Globetrotters have scheduled a March stand. Concession equipment will be installed in October. . . . Toledo Sports Arena this month has the "Biggest Show of Stars of 1960" (25), Toledo Modern Living Show starting September 28, and schedules of skating, wrestling and basketball. . . . Memorial Arena at Peace River, Alta., has been the center of an investigation into possible arson, following early discovery of a fire that broke out during an event that had the building filled with people. There was no loss and no injury.

Season, 5-Year Recaps Show Buildings Attract Throngs

IT'S TIME FOR RECAPITULATIONS. At the Charleston (W. Va.) Civic Center, Manager Bill Bolden reports that in the past season his building quartered 145 dances, 43 general meetings, 10 sales meetings, 4 trade shows, 34 theater attractions that used the theater 119 days, 38 dinners averaging 423 persons each and adding up to a total of 16,071 meals served, 23 sports events, and a season's attendance of 310,079. There were 231 bookings in the 1958-'59 season and 458 in the 1959-'60 season. Advance bookings now for 1960-'61 number 376. Total attendance since the building opened is set at 521,322.

And Lansing (Mich.) Civic Center is marking its fifth anniversary. Manager Charles Ziogas calculates that there have been 7,879 events accommodating 2,500,000 people.

Concordia Fieldhouse Books School, Outside Attractions

CONCORDIA COLLEGE Fieldhouse at Moorhead, Minn., is scheduling a busy season that includes a number of show and sports attractions intermingled with school events. Manager is Donald L. Krause, athletic co-ordinator. He reports that the seventh annual coaching clinic in August drew about 500. An annual event is the Gamble-Skogmo Dealers Toy Show. October 2 will bring the Minneapolis Symphony, while on November 22 the building will have Broadway's "J.B." and on January 31 they will have the Budapest String Quartette. These events will draw from 2,000 to 5,000 people. School events include homecoming schedules, religious conferences for five days twice a year, and a Christmas concert that attracts 5,000 per concert for three days. There will be a winter carnival, student musical, 10 Concordia basketball games, eight high school games, six days of basketball tournaments, and the Harlem Globetrotters, February 20. The Camp Fire Girls district council will have 4,000 for a meeting. A Boy's Town Choir appearance is scheduled. A local music store is planning a music clinic that is expected to draw 7,000. There also will be style shows. And a feature of the centennial year of the Civil War is to be a monthly program of talks and discussions. School classes and athletic teams use the building regularly. In all, Krause estimates that only about 10 days would be open for booking outside events between September and May. But the school's policy is to cancel routine school events if that is necessary in order to accommodate a program that it is believed will be of benefit to the area in general. There are 1,865 permanent seats and a capacity of more than 6,000 with portable equipment in use.

Nick Kahler Announces Time Of Sportsmen's, Boat Shows

MINNEAPOLIS — Dates for the 1961 Northwest Sportsmen's Show were announced as March 21-April 9 by F. W. (Nick) Kahler, show chairman. Show again will be in the Minneapolis Auditorium. It will be the second major display of outdoor equipment during the coming season. The Northwest Boat and Marine trade show, also promoted by Kahler, will be November 30-December 4 in the auditorium. The late fall marine display for dealers will feature all the newest models of 1961 boats and marine equipment. Event is sponsored by the North Central Marine Association serving Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Nebraska and Montana.

FAIR-EXHIBITION MANAGEMENT

Hot Weather Cuts Receipts At Indiana State Fair

INDIANAPOLIS — While unprecedented heat held attendance down, receipts for the 1960 Indiana State Fair were only \$25,184 below the 1959 totals. Hoosiers spent \$579,788 at their nine-day fair this year.

While admission income declined by \$35,000, the Coliseum shows gross rose above the 1959 take by \$36,000. Gate receipts and parking totaled \$184,883 and were fattened by \$89,344 from advance ticket sales. In 1959 the gate brought in \$217,475 after \$91,415 from advance sales.

Figures with comparisons for last year in brackets included: Coliseum shows, \$119,377 (\$83,344); carnival, fair's share, \$64,718 (\$64,426); Western horse show, \$10,068 (\$4,403); horse show, \$28,144 (\$29,371); Kochman Thrill Show, \$22,779 (\$24,677); harness racing, \$38,201 (\$43,110); country and Western show, \$22,274 (Roy Rogers \$46,751).

Trail Riders Will Open 75th State Fair of Texas

DALLAS—The opening of the Diamond Jubilee Exposition of the 1960 State Fair of Texas, October 8, will witness the arrival in Dallas of a group of trail-worn "pioneers." The horse and wagon riders will cover the 90 miles from Preston Bend on Lake Texoma to Dallas in time to ride in the State fair opening day parade.

The ride will parallel Texas' first great cattle trail north, the Shawnee Trail. It will be the first annual Shawnee Trail Ride, sponsored by the Dallas County Mounted Sheriff's Posse.

Sidney Latham, former secretary of state of Texas, who is wagon-master of the Shawnee Trail ride, has released a preliminary list of some of the distinguished Texans who will make the ride. Top pioneer is 82-year-old T. A. Binford, former sheriff of Harris County, who will be riding his famous white mule.

Capt. Tom Hickman, 74, of Gainesville, is the oldest living retired Texas Ranger. He will first ride his horse from Gainesville to Texoma and then down the Shawnee Trail, about a seven-day ride in all.

R. J. (Leo) Byrd, 73, and J. R. (Red) Wright, 71, former sheriff of Tarrant County and former U. S. Marshal, will help swell the group of "pioneers" on the ride.

Moulton, Ala., First To Use New Coliseum

MOULTON, Ala.—This year's Lawrence County Fair, scheduled for Septemebr 26-October 1, will be the first big event held in the recently constructed county agricultural coliseum.

A spokesman said the fair, 13th in its series, will see more than \$1,000 in cash prizes offered exhibitors.

He added that an area just north of the Coliseum will be used for a carnival which will be a part of the fair.

Livestock exhibits will not be a part of the show this year, because it was not determined soon enough in the planning that the coliseum would be available.

The coliseum was built with the help of a \$50,000 appropriation and county money.

Blackfoot, Idaho, Adds Needed Auto Parking Area

BLACKFOOT, Idaho—Patrons at the Eastern Idaho State Fair here last week found parking easier than last year due to increased space.

A total of 8½ acres was available due to the addition of 3½. The ground leveled and cleared is at the west end of Park Street near the Blackfoot City Park. A thousand feet of chain-link fencing was used to fence in the new area.

Manager Ruth C. Hartkopf said the additional parking eased congestion and eliminated bottlenecks in the traffic which has been a growing handicap in recent years.

Another factor that helped traffic problems this year was widening of Highway 91-191 to four lanes. Under construction when the fair opened, the contractor postponed laying the last four inches of hard surface until the fair closed.

OZARK EMPIRE FAIR COLISEUM, BARNs DESTROYED BY ARSONISTS

SPRINGFIELD, Mo.—The 22-year-old Coliseum on the grounds of the Ozark Empire Fair was destroyed by fire here Wednesday (7). The local men confessed to police that they had started the fire by lighting papers in the basement.

The structure, built by WPA labor in 1938, was first used by the fair in 1939 and was insured by the city for \$200,000. Stanley Roush, fair board member, estimated its replacement would cost in the neighborhood of \$350,000.

The scheduled October 7-9 appearance of the Ringling Bros. and Barnum & Bailey Circus was canceled out. At first it was decided to hold the show in front of the grandstand, but later it was canceled. At a Friday (9) meeting of the fair board, a committee was appointed to study rebuilding of the structure.

The fire was spotted shortly after 10 p.m. by students in a nearby Bible institute but by the time firemen arrived on the scene the roof collapsed. Three large, open-type metal-roofed barns nearby were also lost in the fire.

WIDER SCOPE

Altamont Has New 'Expo' Fair Label

ALTAMONT, N. Y. — Eastern Regional Exposition is the new name of the fair at Altamont. Directors decided on the change as a more suitable description of the area served by the fair, formerly the Altamont Regional Fair. Directors decided to retain the secondary title of Sunflower Fair. The new designation takes effect immediately.

With the 1960 record attendance of 102,548 and the broadening of services and features already in the planning stage for 1961, the management said the fast-growing fair has reached the exposition stage and has well earned its new name. It provides competitive exhibits for residents of three counties, and draws its attendance from New York as well as adjoining States.

It was pointed out that promotion efforts have sometimes been hampered by a mistaken notion that the fair was purely a local enterprise. Directors also voted an 11 p.m. striking order for exhibits on Saturday, closing night of the fair, instead of 9 o'clock.

Dates of the 1961 Eastern Regional Exposition have been set for August 14-19. That is the third week in August and corresponds to the dates of recent years. Walter Miller of Slingerlands, vice-president, presided at the meeting where the important decisions were agreed upon.

Colo. State Fair Count Is 118,450

PUEBLO, Colo.—Paying to see the 1960 Colorado State Fair during the five-day run ending August 27 were 95,597 adults at 50 cents and 22,853 children at 25 cents. In 1959 the fair had 76,964 paid adult admissions. Prior to this year children were admitted free.

This year only children under five were admitted free along with a stiff new no-pass policy which called for a full fare every time a person came thru the gate. This was changed midway in the week to permit exhibitors one full admission a day and enter as many times as necessary on that one ticket.

Clyde Fugate, fair manager, said there was no question that fewer children attended this year's fair. Last year it was estimated that a child attended for each paid adult.

WESTERN CANADA "B" FAIRS ASSOCIATION ANNUAL MEETING

Bessborough Hotel, Saskatoon, Sask., Oct. 22 to 26, 1960.
To award contracts for 1961: Grandstand submissions will be heard Saturday, Oct. 22. The Midway submissions will be on Wednesday, Oct. 26.
George K. Ross, Secretary, Prince Albert, Sask., Canada.

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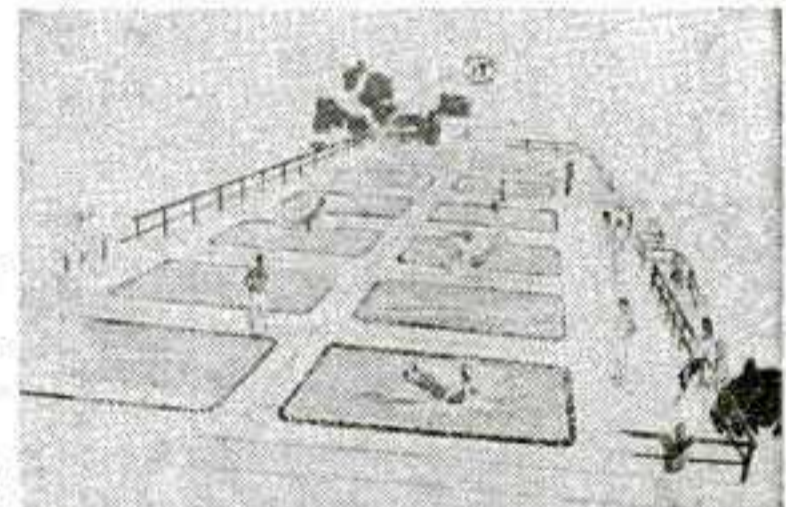
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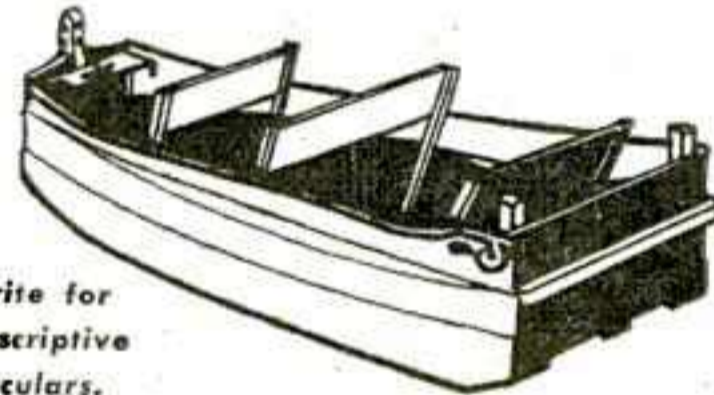


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THE FINAL CURTAIN

BAILEY—S. W. (Bill), 73, former circus clown, at his Memphis home Sunday (11). He had been with Ringling, Cole, Beatty and other shows and recently had been producing clown for the Overton Park Zoo. Survivors include his widow, Mrs. Addie Gower Bailey; two daughters, Mrs. H. C. Newton and Mrs. Virginia Embry, all of Memphis, and three stepchildren.

BREWER—Thomas E., who with his surviving widow, Eva, was a concessionaire until retirement two years ago, September 2 at his home in Rochester, Minn. His last connection was with Sunset Amusement Company. Also surviving is a sister, Mrs. Ada McIntire, Quincy, Ill.

BURKE—Wilma, 39, singer, dancer and musician, suddenly September 7 in a Geneva, Ill., hospital. She had been in the entertainment business for almost 20 years, first as a singer in light opera around Chicago and later at night spots as Jean Williams. After her marriage to

Bill Burke, she became a member of his trio, Two Bees and a Queen. During her career she played almost every facet of show business. Her husband survives. At her funeral a group of her former students from Aurora, Ill., played selections.

DAVIS—John B., 70, veteran outdoor showman, September 1 at his home near Tampa. During his many years in the business he had been a carnival owner, agent, publicity man, concessionaire and performer. As an owner he operated Southern States Shows. He was a member of the Greater Tampa Showmen's Association. Survivors include his widow, Pearl, and a brother, Bennet.

FINCH—Mrs. Henrietta, 88, widow of James D. Finch, veteran showman, and mother of John D. Finch, Olney, Ill.; Tom Finch, Allendale, Ill., and Sally B. Finch (Mrs. J. A. Pfiffner), St. Louis, all well known in music, repertoire and outdoor branches of show business, at her home in Grayville, Ill., August 19, of a series of strokes. She was ill only three days. Also surviving are three other sons and another daughter. Services August 21, with interment in Oak Grove Cemetery, Grayville.

GARDNER—Mrs. Nellie, 89, wife of Fred D. Gardner, formerly of the old Beckman & Gerety Shows, August 23 at her home in Maywood, Ill. Burial in Marengo, Ill.

GATES—Ivy L., 73, former carnival owner and more recently concessionaire with Roberts Amusement Company, September 7 in Klamath Falls, Ore., following a heart attack. He started his show career in 1911 when he purchased a steam-operated Merry-Go-Round. Later he expanded it into the Cavalcade of Fun Shows, which toured the West and Midwest. In 1940 he sold the show and became an independent concession operator. He also had owned a broom factory in Ger- ing, Neb., and taught broom-making at Father Flanagan's Boys' Town in Omaha. Surviving are his widow, Margaret, and two sons, Berton N. and Norman, both of Santa Clara, Calif., where burial was held in the City Cemetery September 12.

Salinas Rodeo Names Leach

SALINAS, Calif.—E. J. (Jim) Leach Jr. has been named president of the California Rodeo here. The event recently marked its 50th anniversary.

Leach is a grand-nephew of Arthur Hebborn, first rodeo president, and the son of Dr. E. J. Leach, who served as the rodeo's third president.

MARRIAGES

CHISHOLM-COLEMAN— John Chisholm and Pearl Coleman, members of Key City Shows, September on the midway in Camden, Tenn.

LAMBERT-GOULD— Henry Lambert and Jean Gould, members of the Side Show on the Heth Shows, recently in Morganfield, Ky.

MORANDA-HOVELL— Robert Moranda, ride foreman on the Olson Shows, and Judith Hovell, of Tampa, September 13 in Louisville.

BIRTHS

MANDRICK— a son, July 21, to Mr. and Mrs. Joe Mandrick. Father is concession manager on William T. Collins Shows.

SILVERLAKE— A son, Patrick Edwin, September 1 in Medora, Ind., to Mr. and Mrs. Franklin Silverlake.

ZAEH— A daughter, August 26, to Mr. and Mrs. Ralph Zaeh. Mother is the daughter of Mr. and Mrs. Snookey Lorow, formerly of Royal American Shows.

ROLLER RUMBLINGS

By AL SCHNEIDER

WHEN a holocaust of flame destroyed Roller City, new roller rink west of Denver, there were many in the field who felt that owner Bob Chado would give up. Instead, rising Phoenix-like from the ashes, Chado seized on the opportunity to put his own merchandising ideas to work in creating an amusement center which is drawing more than 50 per cent as many customers as were normal before the disaster. That was a little more than a year ago. Since then, Chado has been able to eliminate all of the bugs which had appeared in the design of this largest of Denver-area rinks, vastly amplify appeal to his customers and otherwise make Roller City "more than a roller-skating rink."

First on the list, as rebuilding got under way, was the creation of Bounce Town, a trampoline center, directly opposite the entrance to Roller City. It is equipped with a dozen trampolines, a public music system piped off of the excellent equipment in the rink and gay variable-color lighting effects, making available to "bouncers" all of the advantages of the rink only 50 feet away. Fortunate in that his suburban-highway location made available plenty of space, Chado thus amplified the appeal of the rink with the fun of trampoline tumbling. This automatically insured not only an added thrill for skaters, but likewise other groups, as younger children and those preferring tumbling to skating, make up family groups at Bounce Town.

The bounce emporium has proven an unqualified success; so much so, in fact, that Chado is busy with plans to add an enclosure and a heating system which will permit operation thru Denver's cold months. This decision is partly based on the fact that the trampoline center is an important feeder of rink patrons, attracting youngsters who have never been inside a rink before, and who are easily tempted into giving it a try. This is by no means confined to very young children, inasmuch as new regulars in all age groups have been developed by Bounce Town.

Because the trampoline feature has worked out so well, Chado has been induced to offer something extra within the rink. By far the most successful has been a weekly sock hop following regular skating sessions, when for one hour, 10:30 to 11:30, skaters are invited to bring an old pair of socks and dance. Because Denver high schools balked, by and large, at the high cost of providing personnel, music, etc., for the same type of dances, sock hops had largely disappeared from the high school scene. Now, at Roller City, they are so popular that teen-agers previously only mildly interested in skating, but eager for rock-and-roll dancing, have swelled skating profits. Every dancer thus becomes a skater. Signs thruout the skating area urge patrons to "Bring an Old Pair of Socks and Enjoy Yourself," and the invitation has been accepted well enough to increase traffic by as many as 300 people on sock hop nights.

Another conspicuous success which Chado introduced as his new rink was completed was a season ticket plan at the rate of \$10 for children; \$12 for junior high, high school and college students, and \$15 for adults. Offered on an experimental basis last winter, the plan caught on with economy-minded regulars, with the result that there are hundreds of such ticket holders on the records.

One of the advantages which ac-

quired to Chado because of the fire was an opportunity to perfect his "Skate-O-Matic" self-service skate rental system, which was formerly located at the front of the building, facing onto the carpeted lounge, between the skating area and the entrance. To small, with insufficient space for employees to move around, the original system has been replaced with a right-angle arrangement, in approximately the same area, but requiring far less public space. The Skate-O-Matic, on which Chado has been working for several years, is a gravity system for dispensing rental skates on a self-service basis. It requires no attendants and is capable of issuing 700 pairs of shoe skates in less than half the time required with the normal service counter system. In the Skate-O-Matic system, renters pay 35 cents for a ticket which admits them thru a turnstile, down a 20-foot walkway, center separated by a heavy steel rail. On the right of the rail there are 64 slots in the wall, each representing the tip of an aluminum-tracked rail, mounted on wood, which slopes at an angle of some 8 degrees back more than 10 feet into a completely enclosed room. Shoe skates, grouped by size, roll easily down the track, a new pair rolling into position as each front pair is removed. To simplify things for customers, heels of each pair of shoe skates are provided with a dot of bright color—red for children, yellow for women and green for men. The same colors are reproduced in an identifying sign at the end of the self-service aisle in order to acquaint customers with the system. After selecting the proper size shoe skate from the opening, the customer simply walks around the rail and out into a comfortable seating area to the right where there are facilities for changing.

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September 16, 1956
HENRY ROBINSON

CARNIVAL ROUTES

A-1 Ams.: *Keith Carpenter; Gideon, Mo.; Libbourn 26-Oct. 1.
Alamo Expo.: *Mrs. H. T. Reynolds; McKinney, Tex.
All American: (Fair) Oxford, N. C.; (Fair) Beaufort 26-Oct. 1.
American Beauty: *Mrs. H. W. Bartholomew; (Fair) Paragould, Ark.
Amusements of America: *S. Generallo; (Fair) Trenton, N. J.; Frederick, Md., 27-Oct. 1.
Baker's United: Columbus, Ind.; Carthage 27-Oct. 1.
Bee's Old Reliable, No. 1: *Raymond C. Huls; (Fair) Harlan, Ky.; (Fair) Milledgeville, Ga., 26-Oct. 1.
Bee's Old Reliable, No. 2: *Raymond C. Huls; Harriman, Tenn.; (Fair) Milledgeville, Ga., 26-Oct. 1.
Bernard & Barry: *Bill Mallins; Montreal, Que.
Big State: *Jos. Sima; (Fair) La Grange, Tex.; (Fair) New Braunfels 26-Oct. 2.

Blue Grass: *J. T. Richards; (Fair) Kennett, Mo.; (Fair) Cleveland, Miss., 27-Oct. 1.
Blue Valley: *H. L. Conwell; Drexel, Mo., 22-24.
Brodbeck-Schrader: *B. Smitt; Ponca City, Okla.
Buck, O. C.: (Fair) Gastonia, N. C.; (Fair) Sanford 26-Oct. 1.
Burkhart, Carl: (Fair) Rison, Ark.; Villa Platte, La., 26-Oct. 1.

Circus Routes

Atayde Bros.: Aguascalientes, Agsc., Mex., 19; Teocaltiche, Jal., 20-22; Yahualica 23; Tepetitlan 24-25.
Beers-Barnes: New Roads, La., 21.
Carson & Barnes: *Leona Hill; Pochontas, Ark., 24.
Clyde Bros.: Lake Charles, La., 19-20; Beaumont, Tex., 21; Galveston 23-24.
Clyde Beatty-Cole Bros.: *Buster Odle; Savannah, Ga., 19; Charleston, S. C., 20; Columbia 21; Sumter 22; Lumberton, N. C., 23; Fayetteville 24; Fort Bragg 25; Goldsboro 26; Clinton 27; Whiteville 28; Wilmington 29; Kinston 30; New Bern Oct. 1.

Cristiani Bros.: *Don Gwin; Norman, Okla., 19.
Duke of Paducah: *Jon Friday; Opp, Ala., 19; Headland 20; Enterprise 21; Defuniak Springs, Fla., 22; Crestview 23; Chipley 24; Bainbridge, Ga., 26.
Hagen Bros.: *Buck Leahy; Madisonville, Ky., 19; Russellville 20; Hopkinsville 21; Bowling Green 22; Franklin 23; Beaver Dam 24.

Hunt Bros.: *Jim Conley; Crisfield, Md., 19; Pocomoke City 20; Berlin 21; Selbyville, Del., 22; Lewes 23; Smyrna 24.
Kelly-Miller: *Jack Smith; Grass Valley, Calif., 19; Roseville 20; Yuba City 21; Oreville 22; Red Bluff 23; Willows 24; Gridley 25; Woodland 26; Napa 27; Antioch 28; Modesta 30; Turlock Oct. 1.

King Bros.: *Eva Hinckley; Quanah, Tex., 19; Vernon 20; Altus, Okla., 21; Frederick 22; Nocona, Tex., 23; Sherman 24.
Mills Bros.: Leesburg, Va., 19; Brunswick, Md., 20; Thurmont 21; Gettysburg, Pa., 22; Mount Holly Springs (Carlisle) 23; Mechanicsburg 24; Jeanette 26; Monongahela (Gallatin) 27; Pittsburgh (Balwin Boro) 28; Bridgeville 29; Wexford 30; Moon Run Oct. 1; Wellsville, O., 3.

Penny Bros.: St. Charles, Mo., 19; Edwardsville, Ill., 20; Carlinville 21; Gillespie 22; Ferguson 23; Benita Park, Mo., 24; Des Peres 25.

Polack Bros.: Los Angeles, Calif., 22-23; Camp Pendleton 24; Twentynine Palms 27.
Ringling Bros. and Barnum & Bailey: San Diego, Calif., 21-25; (Memorial Aud.) Dallas, Tex., 29-Oct. 3; (Coliseum) Ardmore, Okla., 5-7; Owensboro, Ky., 11-12; Louisville 14-16.

Byers Bros.: *James L. Reed; (Fair) Natchitoches, La.; (Fair) Leesville 26-Oct. 1.
Capell Bros.: (Monterey Shopping Center) Tucson, Ariz., 21-25; (Fair) Douglas 29-Oct. 2.
Capital City: *C. C. Miller; Fayetteville, Ga.; (Fair) Manchester 26-Oct. 1.

Carpenter Bros.: *Jim Stevenson; (North Ridge) Dayton, O., 20-25.
Cetlin & Wilson: *Tony Lewis; (Fair) Richmond, Va., 19-Oct. 1.
Cherokee Am. Co.: *J. W. Mahaffey; Shawnee, Okla., 19-22; Claremore 23-27.
Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) Muskogee, Okla.; (Fair) Okmulkee 26-29; (Fair) Tulsa, Oct. 1-7.

Conklin: *Geo. Sellmer; Lindsay, Ont., 20-24.
Crystal Ams.: *E. Miller; Lake City, S. C.
Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Manchester, Tenn.; Dalton, Ga., 26-Oct. 1.
Curl Am. Co.: Dalton, Neb., 19-20; Big Springs 22-24; Kimball 28-Oct. 1.

Deggeller Am. Co., No. 1: Dover, O., 20-23.
Deggeller Am. Co., No. 2: East Point, Ga.; La Grange 26-Oct. 1.
DeLuxe: (Fair) Durham, Conn., 23-25; (Fair) (Four-Town) Somers 27-28.
Dixie Ams.: (Fair) Sheridan, Ark.; (Fair) Salem 27-Oct. 1.
Dobson's United: Montgomery, Minn., 23-25.
Drew, James H.: *Jimmy Drew; (Fair) Carrollton, Ga.; (Fair) Covington 26-Oct. 1.
Dudley, D. S.: (Fair) Lamesa, Tex.; (Fair) Andrews 26-Oct. 1.
Dyer's Greater: Houston, Miss.; (Fair) McGehee, Ark., 26-Oct. 1.

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

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Eastern Am. Co.: *John Looney; (Fair) North New Portland, Me.; (Fair) North Waterford 26-Oct. 1.

Farrow Am. Co.: *Clarence Walter; (Fair) Eldorado, Ark., 26-Oct. 1; (Fair) Pine Bluff 3-8.
Fiesta: Floresville, Tex., 20-24.

Foley & Burk Comb.: *J. P. Harvey; (Fair) Tulare, Calif.
Franklin, Don: *Jay Barton; Tyler, Tex., 24-Oct. 1.

Funland: Galena, Mo., 22-24; Webb City 28-Oct. 1.
Gala Expo.: *Carolyn Miller; (Fair) Searcy, Ark.; (Fair) Eudora 26-Oct. 1.

Gatto Ams.: (Fair) Lawrenceville, Va.; Red Springs, N. C., 26-Oct. 1.

Miscellaneous

Doss, Buster, Louisiana Hayride: (Fair) Lubbock 26-Oct. 1.

Griffin, Ken, Show: Gustine, Calif., 20; Patterson 21; Los Banos 22; Ceres 23; Livermore 26; Benicia 27; Arbutle 28; Napa 29; Paradise Oct. 1.

Hetzer's Japanese Spectacular: (Fair) Memphis, Tenn., 25-Oct. 1.

O'Day, Marie, Palace Car: Bernie, Mo., 19-24; Sikeston 26-Oct. 1.

Ice Shows

Ice Capades of 1961: (Garden) New York 19-20.

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10. J. T. RICHARDS, Blue Grass Shows

Gentsch: *Fay Curtis; Waynesboro, Miss.

Georgia Am. Co.: *C. J. Barrett; (Fair) Conyers, Ga.; (Fair) McDonough 26-Oct. 1.

Geren, W. R. No. 1: *Elmer Benefield; Versailles, Ind.; (Fair) Aurora 29-Oct. 1.

Geren, W. R. No. 2: *Elmer Benefield; Connersville, Ind., 22-24.
Gladstone Expo.: (Fair) Grenada, Miss.; (Fair) Yazoo City 26-Oct. 1.

Gold Medal, No. 1: *Bill Stevens; (Fair) Columbus, Miss.; (Fair) Corinth 26-Oct. 1.

Gold Medal, No. 2: *C. C. Leasure; (Fair) Abbeville, S. C.; (Fair) Sandersville, Ga., 26-Oct. 1.

Gooding Am. Co., No. 1: *Joseph Gaskell; Jackson, O.
Gooding Am. Co., No. 2: *Geo. Ingram; (Fair) Centreville, Mich.

Gooding's Million Dollar Midway, No. 3: *J. H. MacDougall; (Fair) Nashville, Tenn.

Gooding Am. Co., No. 4: *L. J. Ebert; (Fair) Parsons, W. Va.
Gooding Am. Co., No. 5: (Fair) Ottawa, O.

Gooding Am. Co., No. 6: *Joe T. Coleman; (Fair) Bluffton, Ind.
Gooding Am. Co., No. 7: Lima, O.
Gooding Am. Co., No. 9: (Fair) Delaware, O.

Gooding Am. Co., No. 10: (Fair) Paintsville, Ky.

Greater Dixieland Expo.: (Fair) Jonesboro, La., (Fair) Marks-ville 26-Oct. 1.

Green Tree: *John M. Huls; (Fair) Beattyville, Ky. (Season ends).
Hale's Shows of Tomorrow: *W. T. Hale; Plattsmouth, Neb. (Season ends).

Hames, Bill: *T. J. Carter; (Fair) Amarillo, Tex.; (Fair) Lubbock 26-Oct. 1.

Hammond, Bob: *Mrs. J. A. Schneck; (Fair) Wharton, Tex., 20-24; (Fair) Rosenberg 28-Oct. 1.

Happyland: *Russ Stager; St. Louis, Mich.
Heth: *Mrs. Al Kunz; (Fair) Rome, Ga.; (Fair) Huntsville, Ala., 26-Oct. 1.

Hill's Greater: (Fair) Roswell, N. M., 28-Oct. 2.

Hoard & Mullis: *E. Mullis; (Fair) Sparta, Ga.; (Fair) Dublin 26-Oct. 1.

Holiday Am. Co.: *Mrs. K. McComak; Holden, Mo., 21-23.
Hottle, Buff, No. 1: *F. Bailey; (Fair) Aberdeen, Miss.; (Fair) Jasper, Ala., 26-Oct. 1.

Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair) Newport, Ark.; (Fair) Olla, La., 26-Oct. 1.
Hottle, Buff, No. 3: Magnolia, Ark.

Huges, Ellis H.: (Fair) Napoleonville, La.; (Fair) Liberty, Miss., 26-Oct. 1.

Hunt Am. Co.: *Ralph Hunt; Covington, Tenn., 19-23; Piedmont, Ala., 26-Oct. 1.

Johnny's United: (Fair) Marietta, Ga.; (Fair) Cullman, Ala., 26-Oct. 1.

Ken-Penn Ams.: *Chas. Graham; (Fair) Ashland, O.; Lisbon 29-Oct. 1.

Key City: *Loretta Smith; Decaturville, Tenn.

Kile, Floyd O.: (Fair) Lewisville, Miss.; (Fair) Newton 26-Oct. 1.

King Bros.: Boise City, Okla., 20-24.

Krekeler Am. Co.: (Del Fair Shopping Center) Cincinnati, O.
L. & L.: (Fair) Jackson, Tenn.

Lagasse Am. Co.: (Fair) Rehoboth, Mass., 25-Oct. 1.

Leeright's Midway: *R. C. Bowers; Dove City, Colo., 21-25.

Lindle, Jack: (Fair) Memphis, Tenn., 23-Oct. 1.

Lone Star Ams.: Muleshoe, Tex.; Sweetwater 26-Oct. 1.

Luehrs' Ideal Rides: *Ray Carter; Toledo, Ill., 21-24.

Manning, Ross: *Nelson Wilkins; (Fair) Lenoir, N. C.; (Fair) Warrenton 26-Oct. 1.

Marks: *Jack Gallippo; Salisbury, N. C.; (Fair) Fayetteville 26-Oct. 1.

McKenna's Rides & Ams.: *T. Hale; Lodi, Wis., 23-25. (Season ends).

Merchant's Festival Rides: Nashville, Tenn.

Merriam's Midway: Milford, Neb., 19-20; Cozad 22-23; Curtis 24-25.

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Midway of Mirth: *Frank X. Lavelle; (Fair) Marion, Ark.; (Fair) McCrory 26-Oct. 1.

Monarch Expo.: *E. L. Winrod; (Fair) Blytheville, Ark., 20-25; (Fair) Poplar Bluff, Mo., 27-Oct. 2.

Moore's Modern: *Jack Moore; (Fair) Clinton, Okla., 19-22.

Motor State: *M. Frederick; (Fair) Kosciusko, Miss.; (Fair) Moulton, Ala., 26-Oct. 1.

Mound City: Palmer, Mo.; New Madrid 26-Oct. 1.

Nolan Am. Co., Gahanna, O., 21-24.

Norton's United: *Stan Reed; Andrews, Tex.

Oklahoma Expo.: *D. R. Price; (Fair) DeQueen 25-29.

Page Bros.: (Fair) Athens, Ala.

Page Comb.: *Blackey Jones; (Fair) Newnan, Ga.; (Fair) Dothan, Ala., 26-Oct. 1.

Palmetto Expo.: *M. McNeace; (Fair) Durham, N. C., 19-Oct. 1.

Penn Premier: *Richard Gilman; (Fair) High Point, N. C.; (Fair) Mt. Airy 26-Oct. 1.

Peter Paul Ams.: *Peter Bicio; Lexington, Tenn.; Greenfield 26-Oct. 1.

Powelson Ams., No. 1: *Happy Powelson; Byesville, O.; (Fair) Logan 26-Oct. 1.

Prel's Broadway: *L. Sylvester; (Fair) Goldsboro, N. C.; (Fair) Wilson 26-Oct. 1.

DOBRITCH WINS AT ST. LOUIS

ST. LOUIS — Contract to produce the St. Louis Police Circus for 1961 went to Al Dobritch. This will be his fourth season with the big St. Louis annual. Dates are April 20-30.

Also making presentations to the committee here Wednesday (14) were Harold Voise, Mickey Sullivan and Bill Kay as one group; L. N. Fleckles and George A. Hamid as another group; the Hunt office from California; the Sidney Belmont office and Hubert Castle.

Raines Ams.: *Rosa M. Raines; Clarksville, Ark.; Danville 26-Oct. 1.

Reed Ams.: (Fair) Athens, Ala. Reid, King; Springfield, Mass., 19-27.

Reid's Golden Star: *Elmer Reid; (Fair) Wadley, Ga.; (Fair) Metter 26-Oct. 1.

Reithoffer: *Joe Gidaro; (Fair) Bloomsburg, Pa., 25-Oct. 1; (Fair) Mineola, L. I., N. Y., 7-16.

Rock City: *Bill Horton; (Fair) DeWitt, Ark.; (Fair) Stamps 26-Oct. 1.

Rohr's Modern Midway: *Jeannett Waters; Marvell, Ark.; Cotton Plant 26-Oct. 1.

Rose City Rides: *Dutch Schrader; Bernie, Mo.; Clarkton 26-Oct. 1.

Royal American: *Joe Pearl; (Fair) Hutchinson, Kan., 19-22; (Fair) Oklahoma City, Okla., 24-Oct. 1.

Royal United: *Jackie Swift; Worthington, Minn., 20-21; Little Rock, Ia., 23-24.

S. & W.: *Mrs. Jay Stanley; (Fair) Warren, Ark., 21-24; (Fair) Bastrop, La., 26-Oct. 1.

Schafer's 20th Century: *Archie Hensley; (Fair) Bentonville, Ark.; (Fair) Fort Smith 27-Oct. 1.

Scott, Turner, Rides: Dunn, N. C., 19-Oct. 1.

Siebrand Bros.: *Don Hanna; (Fair) Albuquerque, N. M.

Smiley's Ams.: *J. R. Fasolas; (Fair) Yanceyville, N. C.; (Fair) King 26-Oct. 1.

Smith, George Clyde: *F. A. Norton; (Fair) Madison, N. C.; (Fair) Enfield 26-Oct. 1.

Sport Matthews Circus & Carn. Comb.: (Fair) Levelland, Tex.; (Fair) Dalhart 26-Oct. 1.

Steele's Ams.: *Lennie Fletcher; Rockford, Ill., 20-25; Hobart, Ind., 27-Oct. 2.

Strates, James E.: *J. J. Ase; (Fair) Greenville, S. C.; (Fair) Shelby, N. C., 26-Oct. 1.

Sugar State: (Fair) Cecelia, La. Sunset Am. Co.: *Daniel Dunning; (Fair) Dexter, Mo.; (Fair) Harrisburg, Ark., 26-Oct. 1.

Thomas, Art B.: *Johnnie Wildeboer; Mitchell, S. D.

Thompson Bros. Rides: *L. E. Wiegand; Gratz, Pa.

Uncle Joe's Ams.: *Joe Seaboat; Clifton, Tex.

Victory: (Fair) Durant, Okla., 19-25; Iowa Park, Tex., 26-Oct. 1.

Virginia Greater: *Geo. Gillespie; (Fair) Zebulon, N. C.; Clinton 26-Oct. 1.

Wade, W. G.: *Clarence R. Hall; Saginaw, Mich., 19-Oct. 1. (Season ends.)

West Coast, No. 2: *Wm. Snelson; (Fair) Walnut Creek, Calif., 19-25.

Whitey's Ams.: Flint, Mich., 21-25; Cedar Springs 28-Oct. 1.

Williams Ams.: *T. E. Williams; (Fair) Stuart, Va.; East Bend, N. C., 26-Oct. 1.

Wolfe Ams.: *S. R. Holt; (Fair) Latta, S. C.

World's Finest: Lindsay, Ont.; Kingston 26-Oct. 1.

World of Mirth: *Peter Molnar; Allentown, Pa., 19-24; Greensboro, N. C., 27-Oct. 1.

World of Pleasure: *Chas. T. Carpenter; Florence, Ala.; (Fair) Lawrenceburg, Tenn., 25-Oct. 1.

Young, Monte; *Sharon Payne; Salt Lake City, Utah, 19-25. (Season ends.)

Addition of Rides, Promotion Boost Edaville R.R. to Best Year

SOUTH CARVER, Mass.—Disappearance of the steam locomotives thruout the nation has drawn large numbers of visitors to the Edaville Railroad here since it began operating in 1946. But a new approach to promotion this year as well as big sums spent on new equipment and buildings has given this tourist attraction the biggest year in its history.

Edaville is situated half way between Boston and Cape Cod on 1,800 acres of cranberry land and will this year attract nearly 500,000 patrons to ride the 24-inch gauge line, enjoy the new Playland, browse thru its museums of early Americana and eat its famed barbecued chicken and cranberries.

The 15-year-old funspot took its name from the initials of its founder, Ellis D. Atwood, who in 1946 transplanted most of the rolling stock of the defunct Bridgeton & Harrison Railroad from Maine to this cranberry plantation to operate as a freight line to haul cranberries.

A few years ago the line was purchased by F. Nelson Blount, a Rhode Island businessman who also was a life-long railroad enthusiast. Blount improved and expanded the plant, adding museums, kiddie rides and the barbecue dinner and picnic area.

Latest addition is Playland with a number of Allan Herschell rides including a Roller Coaster, Helicopter, Tractor Ride, Miniature Railroad, Horse Cars, Boats, Merry-

Go-Round and an old-fashioned Carousel brought from Holland. All rides are 15 cents or eight for \$1.

The railroad fare was upped this year from 60 cents to 75 cents for the trip on the five and one-half mile track, with the children's fare at 30 cents, up from a quarter. Together with his railroads in two other theme parks, Blount estimates that the 100,000 passengers carried by the lines in an eight-hour day is the highest capacity ride in the country and probably more than many major railroads in arrivals and departures.

Labor Day ended the full season but the spot remains open on a half-time basis until October 15. As of now the volume is up more than 20 per cent over last year, which means that more than 250,000 have visited Edaville. November 24-January 3 the Christmas festival transforms it into a winter wonderland with thousands of lights and Christmas tableaux on display. Last year this brought some 200,000 patrons.

The railroad museum houses more than 150 antique toy trains as well as railroadiana, New England's largest antique fire-fighting collection, a display of antique foreign and domestic automobiles, and, according to Blount, the nation's largest collection of antique guns including one of Wyatt Earp's. Admission here is 35 cents for adults and 15 cents for kids.

There also is a collection of famous trains, such as the Flying Yankee. Blount plans to bring in trains from various parts of the U. S. where he has them stored awaiting expansion plans. He has collected an entire railroad town of 1890, which will be moved in as an exhibit to be included in his "Page Out of Yesterday" display.

Within the next two years Blount plans a \$1 million expansion program with emphasis on the railroad

exhibits and new buildings. Also to be expanded are the various concessions, the gift shop, two big snack bars, the sale of cranberry jewelry and products. The concessions stress the cranberry theme and under Art Norman, who works under the name of Edaville Concessions, Inc., admits to a \$100,000-plus concession business.

This is the first year that the park has seriously promoted the cranberry tie-in. The concessions tie in and use all products of the Ocean Spray Cranberry Company, which co-sponsors all promotions and from whom the land is leased. One of Norman's promotions has been the Cran-Bar-E Corral horse shows, six-time promotion which has had excellent response. The chicken dinners at \$1.50 for adults and 75 cents for moppets has sold well over 25,000 this season.

Patrons, however, can bring their own food, eat in the picnic grounds and spend the entire day for the price of the railroad fare. The park employs 80 persons in the full season and 45 on an all-year basis under the direction of Manager Arnold Huftalen, who worked with Blount in his Rhode Island shipbuilding and sea foods businesses.

The workers in the off-season are mostly employed in keeping the grounds and rail line in order as well as assisting with new building. There also are several maintenance buildings such as an engine shop where engines and trains of a by-gone day are reconstructed and replicas built. New boilers and wheels are also made on the premises.

Completing the quartet responsible for the success of the Edaville Railroad is Rupert Wunschell, who as public relations director has introduced many of the ideas and gimmicks which have given the park the biggest year in its 15-year history.

14G FOUND

Freedomland Thieves Used Stolen Boat

NEW YORK — Key vehicle in the \$28,836 Freedomland stick-up was, of all things, a motorboat. The story was revealed when police took three men into custody along with \$14,000 stolen in the holdup (The Billboard, September 5). All three had police records and one had worked at the Bronx theme park as a carpenter. Police concentrated on him when, during a check of present and former employees, they noticed he used a pseudonym on the job.

The trio started their operation on Friday, August 26, by stealing a 16-foot outboard motorboat from a City Island Dock and berthed it in the Hutchinson River reeds. Next night, armed, they drove it up Mill Creek behind the park, anchored it, and donned stocking masks.

Cash control center is outside the main park enclosure, and they headed for it, taking along a laborer who bumped into them. Inside the office they scooped up the money and forced the laborer and three money counters into the vault. Then they walked back to the boat.

They put up Hutchinson River and transferred to a car. Police watched the home of Richard Hegenauer, who worked at Freedomland under the name George Mitchell, and eventually he contacted the two others, disappointed over his \$5,000 share when he read how much had been taken. The three homes were raided simultaneously. Police found \$3,000 of the sum recovered under a rock pile in a tropical fish tank in Hegenauer's apartment.

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CARNIVAL CONFAB

VETERAN showman Lou Dufour says it takes more than a good front to make a back-end show a success. His Side Show at the Canadian National Exhibition racked up a gross of \$42,944.25 during the 16 operating days, setting a new record for that type of show at the CNE. Incidentally, it was topped only by a water show that played the midway back after the war. The gross was chalked up on 50-cent and quarter admissions. The unit had a 115-foot front, electric fans were used to keep the interior cool and Dufour, who has a fetish for cleanliness, kept the surrounding area as neat as possible. Show also profited from a front-page break on the local newspapers and a seven-minute plug on a television show over the Canadian Broadcasting Company network. Dufour's second show, Dainty Dora and Her Daughter, a fat show, raked in \$7,858.30 for the run.

Carmelita Horan writes that activities of the Ladies' Auxiliary of the Showmen's League continue at a high pace. Harriet McBeath, chairman of ways and means and the bazaar, is busy and can be reached at 113 North Summit, Villa Park, Ill. Evelyn Hock's summer award books are proceeding at a good pace. She's at 1337 West Fargo, Chicago. Phoebe Carsky was sidelined with a virus and Mae Taylor is still confined. Virginia Kline visited the Windy City and spent time with Margaret and Evelyn Hock.

William T. Carter, former electrician on Motor State Shows, is confined in Heller Memorial Hospital, Napoleon, O., after losing a leg and suffering burns in an auto crash back in July. Carter even rated a story in the local newspaper there when he praised the care given him. . . . Lou Leonard, veteran front-ender, is back in Chicago. He had two bingos at the Pacific National Exhibition, Vancouver, B. C., and after the close of the big fair visited friends on Crafts Shows in California. . . . The Chicago group of concession ops have been keeping busy at celebrations in nearby Indiana towns.

★ ★ ★

Detroit Doings: Visitors at the Michigan State Fair included Mr. and Mrs. Cliff Wilson, midway ops; Mr. and Mrs. Frank Joerling, The Billboard; Harold E. Gorry, Bob-Lo Park; Mrs. Alfred Osborne; James M. Hare, Michigan secretary of state; Gov. G. Mennen Williams; Rep. Stanley Rozyki; Sanford Brown, State treasurer; Leonard Goldstein, former show owner; Glenn Easton, Berrien County Fair; Robert Shovan and Richard Schwartz, St. Clair (Mich.) Water Carnival; Al Slaggart, Gus Sun office; Russell Stager, Happyland Shows; Mr. and Mrs. Ray LaPorte, and Kemp Brown, Escanaba, Mich., fair.

Independent shows on the Detroit midway included Arch McAskill's Illusions, Joe Sciortino's girl unit, Rudolph Klason's Motordrome, Arnold Raybuck's giant steers and fish show, W. O. King's lizard, Marion Migrothy's alligator girl, George Surtees' Aztec girl, William Brownell's pigmy horses, Keith Straughan's redwood log, Moore's marine show, Dic Dillon's Mechanical City, Hennen's freaks, Chuck Renton's Lionella, Eddie Marks' freaks, Herschel Johnson's buried alive and John Mapus with an Arcade.

Independent rides at Detroit included Mrs. Don Dowis, Sky Wheels; Graydon Downs, Wild Mouse, Roller Coaster and Giant Slide; D. R. Steck, Flying Coaster, Bubble Bounce, Hurricane and Turnpike; Harold Lucas, Rock-o-Plane and Flying Skooter; Virgil R. Dickey, Round-Up and Dark Ride; Vic R. Ferguson, Dodgem and Blackout Taxi; Marshall Green, Scrambler; E. A. Bodart, Moon Rocket; W. O. King, Looper, Caterpillar, Folic, Spineroo, Funhouse, Glasshouse and eight kid rides.

Pearls from Royal American: Mrs. Carl Goss working Roman targets despite an infected foot. . . . Bill Hasson featuring a new drink at his custard; it's called Pinyah, has a pineapple base and went big during the hot weather at St. Paul. . . . Guy Markley trying out a cork composition ball on his I Got It game. . . . Cortez Lorow stopped by. . . . C. J. Sedlmayr III left to

★ ★ ★

FLASHBACKS: 15 Years Ago—Hennies Bros. Shows was hit by the tail of a hurricane at Pensacola, Fla., losing the Merry-Go-Round and Minstrel Show tops. . . . Leon Claxton's backend show on Royal American, pulled 1,000 to a special night show at \$1.20 each. . . . W. W. Moser, owner of Central State Shows, was discharged from the U. S. Navy after a three-year hitch. . . . Walter Lankford's animal show joined Central Amusement Company in the Carolinas. . . . A jamboree on Cetlin & Wilson at Trenton, N. Y., raised \$800 for the National Showmen's Association. Lee Evans emceed the doings.

SLA MEETINGS SCHEDULED TO START OCT. 6

CHICAGO—The first meeting of the fall season of the Showmen's League of America will take place in the club-rooms here on Thursday, October 6 at 8 p.m., Hank Shelby, secretary, announced.

Preparations for the annual convention activities are well under way. Shelby urged members who plan to attend the annual Banquet and Ball on November 30 to get their reservations in early. The event will be held in the ballroom of the Hotel Sherman. Reservations are to be addressed to the convention committee at the League's headquarters at 300 West Randolph, Chicago.

B&B Scores At Quebec's Ex

QUEBEC CITY, Que.—One of its best-grossing engagements was enjoyed by Bernard & Barry Shows, narrowly missing a record at the big Exposition Provinciale here. First four days raced far ahead of last year, and altho rain interfered later in the week the final gross was considered excellent.

Shows and rides took in 25 per cent more than last year. The combine, of which Racine Greater Shows was a part, fielded 43 riding devices and 10 shows. Some 100 concessions made the date, all joining in the red one.

Line-up included a pair of Scramblers, one of them Mike Dembrosky's, a Flying Coaster, which took top money among rides, and the O. C. Buck Paratrooper, which took second money. The French Casino of Bobby and Jenny Clements topped the back-end units.

Rain cut into the Thursday (8) gross. Friday became a total wash-out which spoiled hopes of an all-time record, Jerry Bonder said.

Two-Year La Porte Pact to Groscurth

CAPE GIRARDEAU, Mo. — C. C. (Specks) Groscurth, owner-manager of Blue Grass Shows announced here last week that he had signed the La Porte, Ind., fair for two years, had renewed pacts with all eight of his Florida fairs and signed J. O. Greene as general agent of the show.

The signing of the La Porte event for a two-year pact marks a departure from previous years when, for the most part, a one-year contract was signed. It will be on a new grounds in 1961. Greene, a veteran agent, was formerly with Snapp Greater Shows and a number of other midway organizations thruout the Middle-west.

Show again will winter in Largo, Fla., as it has for the past half dozen years. Recontracted for this

Acme Plays Bridge Cele in Alberta

DUNVEGAN, Alta. — Acme Novelty, Ltd., provided the midway attractions at the recent celebration marking the opening of the new bridge over Peace River here. Rain and some cool weather cut into business, but Acme had a good season this summer, according to B. Van Dusen.

World of Mirthers hit the papers pretty well at the fair in Rutland, Vt. Doc Richmond, lecturer for Walter Wanous, Side Show operator, worked magic around town for hospitalized folk who couldn't come to the grounds. . . . Dixie (Gordon) Allen continued her Teen Beat Show, originated in Ottawa. She had Joey Vance, vocal, the Swinging Saints, Larry Hunter and others. . . . Hurricane Donna made the rounds without favor. She dropped in on a Quinn-Essner unit in West Philadelphia and tore up 14 concession stands.

winter in that State are fairs at Largo, Sebring, Palmetto, Fort Myers, Plant City, Eustis, Sarasota and De Land.

The Blue Grass Shows were at the Southwest Missouri District Fair here last week where the early days were hurt somewhat by cool weather. The big weekend was yet to come, however, and was expected to be a good one.

Groscurth said that up until a few weeks ago all his fairs had been ahead of '59 for the rides and shows. Lebanon, Tenn., was hurt by rain which washed out the Friday and Saturday. Russellville, Ky., played following Lebanon, was also off, due to high temperatures which cut into daytime patronage.

Penny Strike Doesn't Hinder Strates Move

YORK, Pa. — The Pennsylvania Railroad strike did not prevent the James E. Strates Shows from making it to the York Inter-State Fairgrounds in plenty of time for Tuesday's (13) opening, due in part to quick thinking by fair officials.

When the strike broke the show was faced with moving here from Syracuse. Horace Faber, fair president, got in touch with Clarence Zarfoss, vice-president in charge of traffic for the Western Maryland Railroad. Zarfoss, located in Baltimore, is a former York resident, and thru his efforts the show made a convenient switchover.

Arrival at York was at 7 p.m. Sunday (11). The hurricane's rain-storm passed town the day before the fair opened, and on opening day, children's day, a near-record crowd turned out. Spending was excellent, it was reported.

HILL'S GREATER SHOWS WANT FOR EASTERN NEW MEXICO STATE FAIR

ROSWELL, N. M., SEPT. 28-OCT. 2

RIDES: Scrambler, Big Coaster, Twister, Flying Coaster (Duburges, expecting you), Round-Up, Helicopter, Dark Ride, Mouse or any ride not conflicting with 20 office-owned Rides.

SHOWS: Side Show (Kitty Kelly, contact), Snake, Wildlife, Fun House, outstanding Girl Show (this is a top-notch Girl Show spot).

CONCESSIONS: Glass Pitches, China Pitches, Bear Pitches, Cigarette Block, Alibis and Hanky Panks of all kinds. Will book Count Store, Peek Store, Razzle, Wheels and Skillos.

RIDE HELP: Two Men for Dodgem. Want Foremen for Wheel, Roll-o-Plane and Merry-Go-Round. Second Men on all major Rides. (CALVIN SEARS, HAVE PROPOSITION FOR YOU FOR ALL WINTER WITH SHOPPING CENTER UNIT.)

Call H. P. HILL, Mgr., Fairgrounds (Phone in office), Roswell, N. M.

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WANT

For three of the largest County Fairs in Arizona. Cochise County Fair, Douglas, Ariz., Sept. 30-Oct. 2; Graham County Fair, Safford, Ariz., Oct. 4-8; Pinal County Fair, Eleven Mile Corner, Ariz., Oct. 20-23.

NOTE: Those making the Arizona State Fair will find the above dates profitable and a short jump into the State Fair the following week.

CONCESSIONS: Want Stock Concessions of all kinds (no flats).

SHOWS: Place money-getting Shows of all kinds.

HELP: Place Ride Help for 15 rides.

CIRCUS ACTS: For our free Circus, Ground, Aerial, Stage, Animal, two White Face Clowns. Year-round work if price is right. We never close.

Address: "DOC" CAPELL, MGR., Tucson, Ariz., Sept. 19-25; then per route.

Wade Misses Peak By 1% at Detroit

Ride, Show Revenue Hits \$320,135; Sky Wheels, Mouse Top Midway

DETROIT—The W. G. Wade Shows, playing the Michigan State Fair for the ninth consecutive year, grossed a hefty \$320,135.49, 1 per cent under the all-time gross of \$321,719.60 established in 1956.

The year 1956 was a banner one in the automotive industry in this area and gave the fair a big boost. In contrast, the business has been in an uncertain state this year, making the current record more outstanding.

Weather was favorable, without a drop of rain in the area during regular operating hours for all 10 days. Most of the time it was hot—in the high 80's or above on some days. This was the first rainless fair since 1956.

The new kiddieland set-up, located in a new spot, not only brought life to a formerly rather deserted area of the grounds, but carried its share of the load by turning in a gross of about \$10,000. With a separate fenced-in area, this attraction with 11 rides and decorative pylons drew a fairly constant crowd. Kiddie rides were operated at 15 cents, but the offer of a strip of five for 50 cents made this virtually a 10-cent operation, so that the gross figure represents a figure approximating 100,000 rides.

The Dowis Sky Wheels came out on top among the major rides, with \$23,388.10 gross, but were closely followed by the Miler Wild Mouse with \$22,925.45. Next in order were the Flying Coaster, Tilt-a-Whirl, Scrambler, Dodgem and Witch's Castle Dark Ride.

Arch McAskill's Hell's Belles II-

lusion Show rated first among the shows, followed, in order, by Joe Sciortino's Scandolls, Rudolph Klason's Motor Drome, Arnold Raybuck's Giant Steers, William Migrothy's Alligator Girl, and William Brownell's Midget Horses.

The Wade Shows are returning to the regular two-unit operation for four weeks, with No. 1 playing the Saline Community Fair, while the No. 2 Unit starts a route of shopping centers. The No. 1 will play shopping centers after Saline for three weeks, then both move into winter quarters at Mason, Mich., on the Ingram County Fairgrounds.

W. G. Wade Jr., show owner, announced the purchase of a new three and one-half acre site at Mason adjoining the fairgrounds. This includes a 40 by 100-foot quonset-type building.

Wade is also starting construction of a new 55 by 55-foot addition to the existing building, and with a 20-foot height at center for ride set-up. In the planning stage are two new buildings, each 200 feet long, which will permit rides to be stored right on the trucks.

ASHEBORO, N. C.—The Center of North Carolina Fair ended its five-day operation here Saturday (3) after a run that broke all attendance records, according to W. C. York, secretary.

Weather was excellent with the exception of rain Thursday night which washed out most activities. Palmetto Exposition Shows provided the midway attractions.

Conklin Toronto Fun Zone Grosses Whopping \$776,704

LONDON, Ont.—The Conklins, J. W. (Patty) and Frank, continued their winning ways at the big Canadian National Exhibition by racking up a total ride and show gross of \$776,704.35 for the 16 days of operation, it was reported here. This topped last year's figure of \$752,569 by around \$24,000.

The sizable increase was helped by a new record take by the per-

manent Roller Coaster, which amounted to \$81,229.40, topping last year's former high of \$75,046.55. The two German Wild Mouse rides took in \$71,000 this year compared with \$48,028.05 last year when just one of the rides operated.

Lou Dufour's Side Show led the show section of the midway where three units operated. The Dufour

unit took in \$42,944.25 compared with last year's \$26,666.60, a sizable increase. His fat show grossed \$7,858.30. The Girl Show, again operated by Chick Schloss, came pretty close to last year, taking in \$26,122 compared with \$27,267 in 1959.

Fred Hollingsworth's Spooksville, a Dark Ride here for its first time, had total receipts of \$20,736.25. And W. O. King's Frolic, also debuting here, chalked up \$8,278.70. The Scrambler topped last year with \$20,808.10 compared to \$19,601.35. The Round-Up took in \$13,914.10. The Flying Coaster topped last year also with \$19,620.75 compared with \$18,540.75.

Charlie Cooper's Himalaya ran slightly ahead of last year's \$19,441.30 by taking in \$19,714.80. Two No. 16 Eli Ferris Wheels grossed \$25,147.85 against \$25,315.85 and the Auto Skooter took in \$30,987 against \$35,632 in '59. The Allotria, a Funhouse that showed for its second year, brought in \$31,448.25, while last year it counted \$38,740.70.

The Conklin Kiddieland was slightly off from a year earlier. The 24 devices racked up \$95,462.50 compared to \$99,005.90. Only one new ride was shown here this year, while last year four new ones were in operation.

The Conklins were at the Western Fair here last week. Rain and cool weather hurt business the first two days but Wednesday (14) was a good one and spending was up. For the first three days the midway receipts were off a bit but expected to pick up by the weekend.

Gooding Big Unit Up At Knoxville Fair

KNOXVILLE—Gooding's Million-Dollar Midway, the State fair unit, was running slightly ahead of last year's grosses at the Tennessee Valley A.&I. Fair here last week. The gain was just a small percentage but was an increase, Hal Eifort, unit manager, noted.

The fair moved here from the Indiana State Fair where, in the face of a decrease in most departments, the carnival was up about \$1,000. The Missouri State Fair, played prior to the Hoosier event, gave the rides and shows a substantial 12 per cent increase.

The line-up here included 38 rides and 22 shows. The Joy Purvis Girl Show topped last year by a whopping 38 per cent and no one could give the reason with the exception of a new location. The Gooding-owned Silas Green from New Orleans back-end unit was also racking up good grosses.

Floyd Baxter's 100-foot-long Dodgem was also getting excellent business and the Gooding Kiddie-

land, behind an arch and cutout figures, was doing excellent business. The Mad Mouse was getting top money among the rides. This year the show is using one Mouse instead of hopscotching two as in 1959.

Show moves to Nashville from here for the Tennessee State Fair.

Ken Mayo Signs For 'Andersonville'

WEST SPRINGFIELD, Mass.—Ken Mayo has signed to serve as advance press representative of the legitimate theater attraction, "The Andersonville Trial."

He was press agent this season for the Storrowton Music Fair on the Eastern States Exposition grounds. He is a former press agent for Ringling Bros. and Barnum & Bailey Circus.



Another Reminder to Showmen

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Plan now to join the thousands planning to gather at the Hotel Sherman for this traditional "reunion" of showmen. Make your reservations direct to the Hotel Sherman—the earlier the better.

You'll Be Welcome at the Exhibit Hall as often as you care to visit it. Showmen's League of America members will merely show their registration badges for admission. Others may obtain Guest Badges at the NAAPPB registration desk.

Dates to Remember:

- A. R. E. A. Reception for Showmen and Parkmen, Saturday, November 26.
- NAAPPB Banquet, Tuesday, November 29.
- Showmen's League Banquet, Wednesday, November 30.

For additional information contact:

JOHN S. BOWMAN, Executive Secretary

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Phone: RAndolph 6-1528

Surry Co. Fair
Sept. 26 to Oct. 1
Mt. Airy, N. C.

Reid Co. Fair
Oct. 3-8
Reidsville, N. C.

Carolina Fair
Oct. 10-15
Winston-Salem, N. C.

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NO MONEY SHORTAGE HERE.

- CONCESSIONS** Can place Eats and Drinks, Novelties, Short Range, Water Games, Ball Games, Arcade and any other legitimate Concessions.
- SHOWS** Can place any good Grind Show not conflicting. These are terrific show dates. Willie Jones wants Performers for Club 200 Minstrel, also Line Girls and Musicians. Salary guaranteed from office. Reward for information Rudy of John Klauson, drome operators. Last known with Wade Shows.
- RIDES** Can place Fly-o-Plane, Mouse or any good Ride not conflicting. Can use second set of Rides, complete, starting October 17.
- HELP** Can place good Ride Men on all Rides. Must drive semis. Place Wives as Ticket Sellers. Long season, plus bonus. Shopping Centers all winter.

Address all mail and wires to **LLOYD D. SERFASS**, Owner, **PENN PREMIER SHOWS**, High Point, N. C., this week, followed by Mt. Airy, then Reidsville. Phone in show office. **RESERVING SPACE NOW FOR WINSTON-SALEM. SPACE LIMITED.**

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VIRGINIA STATE FAIR, RICHMOND, VA., SEPT. 22-OCT. 1

- Can Place—Skooter Foreman. Lew Barber, answer.
- Can Place—Assistant Electrician to handle towers.
- Can Place—Caterpillar and Mule Drivers and Welders.
- Can Place—All Hanky Panks for the Virginia State Fair and the balance of the Fairs.
- Can Place—Cookhouse.

All answer to the Virginia State Fair.
Will be in September 19th.

HUNT AMUSEMENT CO.

WANT FOR THE FOLLOWING FAIRS

COVINGTON, TENN., SEPT. 19-23 **ROBERTSDALE, ALA., OCT. 3-8**
PIEDMONT, ALA., SEPT. 26-OCT. 1 **LAKE CITY, FLA., OCT. 11-15**

WANTS FOR THE FOLLOWING FAIRS

SHOWS: Snake Show, Illusion Show or any family-type Show. No Girl Shows.
CONCESSIONS: Can use all Hanky Panks. Can book no straight sales except Floss and Candy. Can book Auction at all fairs.

Contact **RALPH HUNT**, as per route

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GAYWAY SHOWS

Playing Delta Cotton Country—Opening Oct. 12, Closing Dec. 3
One and Two a Week—Cotton 5 Weeks Late—Winter Rates

CONCESSIONS: Hanky Panks of all kinds, Six Cats and Buckets (low privilege), 2 Count Stores and 2 Peek Stores.
RIDES: Merry-Go-Round with good music. Eli Wheel (no junk). No other Rides, have all the rest.

SHOWS: Small Grind Shows, organized Minstrel Show, Girl Shows, Girls for Sit Down and Stand Up Shows, Wagon Fronts.
HELP: Tower Men, Diesel Light Plant Man to take care of GMC 200 kw. light plant. Other useful Carnival People. Write, don't call.

All replies to: **L. C. REYNOLDS**

Dexter, Mo., Sept. 19-24; Harrisburg, Ark., Sept. 27-Oct. 1; Caruthersville, Mo., Oct. 5-9.

WANT FOR MERCHANTS STREET FAIR, DUNN, N. C.

SEPT. 26 TO OCT. 1. HEART OF THE CITY.
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SCOTLAND NECK PEANUT FESTIVAL, week Oct. 3

Place everything: Shows, Girl, Minstrel. All Concessions open. Want Ferris Wheel Foreman, also Man to handle Kiddie Rides. Truck Drivers, top salary, work all winter. All answer:

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Top Salary for Columbus, Miss., Cherokee, N. C., and other good spots to follow.

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GOLD MEDAL SHOWS #1
Columbus, Miss.

GIVE TO DAMON RUNYON CANCER FUND

West Coast Units Merge for San Jose

SAN JOSE, Calif.—The Oregon unit of West Coast Shows closed at the Oregon State Fair in Salem Saturday night (10) and made a 700-mile circus move to the Santa Clara County Fair here where it was joined by the California unit of the West Coast organization which ended its 12-day run at the California State Fair in Sacramento Sunday night (11).

By the time the fair opened Monday night (12) at 7, West Coast had 32 major and 18 kid rides ready to go. Also in operation were 100 concessions and three shows. The set-up was directed by Harry Myers, WCS general manager, and Eddie Hellwig and Al Rodin, managers of the Oregon and California units, respectively.

The shows, which have held the Santa Clara contract for 15 of the 16 years it has been in existence, are combined here. At the conclusion of this date Sunday (18), they play two weeks separately and again combine for the Kern County Fair in Bakersfield, the final date.

Hellwig, who has made the Salem to San Jose for the past three years, said business for the show at the Oregon State Fair was up 15 to 20 per cent over last year. The ride complement included 19 majors and 16 kid rides for the run.

A show within a show was scheduled for Thursday night (15) for the Pacific Coast Showmen's Association and Show Folks of America. Sam Dolman was chairman with Speed Mullins and Jack Kent, co-chairmen.

During the fair, approximately

25 pints of blood were obtained for the Show Folks of America bank. Volunteers were taken to San Francisco on both Wednesday and Thursday with Virgil Latiker and Speed Mullins in charge of their transportation.

Olson Grosses Fall Below '59 At Louisville

LOUISVILLE—Rain and curtailed attendance at the Kentucky State Fair resulted in a slip in ride and show grosses for Olson Shows here last week.

Friday and Saturday (9-10) were virtual washouts for the fair and it rained on Sunday until noon. After the skies cleared in the afternoon, turnouts were strong and people flocked over the midway. Spending, however, was not too good due to unemployment, Paul Olson, carnival's general manager, disclosed.

The show was looking forward to the closing Friday and Saturday (16-17) to build up the receipts.

Olson said that the rides were doing the business with 75 per cent of the grosses coming from that department. In addition to the Olson Mad Mouse, a Wild Mouse, owned by Charles Garvin, Bowling Green, Ky., park and ride operator, was in operation in front of the Coliseum.

Rogers Bros. Wrap Up Good Season

GLENWOOD, Minn.—Rogers Bros.' Shows wrapped up a good season here last week at the Pope County Fair after a tour that was profitable for most and one that saw good weather with a few exceptions.

The ride line-up included a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, Whirly Bird, Roller Coaster, Sky Fighter and Kiddie Autos. Mr. and Mrs. Robert Laughlin had Pony Carts and the Little Train plus their ray guns on the front end. Dale Parish, with his "Follies," and Adams' Miniature World Show were with it for most of the season.

Newcomers this year were Mr. and Mrs. B. M. Bishop with one-ball and set spindle, and Red Sherwood with huckle buck. Mrs. Paul E. Evans and children, Becky, Monte and Terri left at Detroit Lakes to re-enter school in DeSoto, Kan. Danny Evans stayed on until Labor Day and then left for Minneapolis for school. Paul Sr., Mae and Paul E. remained to wind up the season.

Nola and Mac MacLean left after Detroit Lakes to take their four concessions to play Illinois. Mr. and Mrs. C. Vernon left after Grand Rapids to join the C. A. Vernon Shows. Mr. and Mrs. C. Myers also left early. Visitor included Mr. and Mrs. Ray Schinkle and Pee Wee West.

Concessionaires included Paul Evans, diggers, string game; Mr. and Mrs. Robert Raugust, pan game; Mrs. D. C. Rogers, floss; Doug and Joyce Russell, novelties; Philip Lee, popcorn and apples; Mr. and Mrs. F. Kurtzbein, Coke bottles and count stores; Mr. and Mrs. Al Drescher, bumper and bagatelle; Mr. and Mrs. Charles Eves, long range and nickle roll;

Marvin Hulick, Roman targets; Mugs Townsends, foot longs and snow cones, with Robert Sillerud as agent; Dennis and Mike Josephs, cookhouse; Mr. and Mrs. M. L. Whiteside, balloon darts and roll-a-ball; Mr. and Mrs. Lloyd Verely, corn game; Mr. and Mrs. Al Kaechele, scales and age.

Jamboree for Montreal Club Raises \$2,500

QUEBEC CITY, Que.—A jamboree raised nearly \$2,500 Thursday (8) on the Exposition Provinciale midway. Jerry Bonder, president of the Canadian Showmen's Association of Montreal, said the entire sum will be given to that organization. Phil Cook came up from the Maryland State Fair in Timonium, to preside as emcee and auctioneer.

Club officials attending were Jerry Bonder of Bernard & Barry Shows, president; Jules Racine of Racine Greater Shows, vice-president, and Romeo (Kid) Genest, secretary and treasurer. Also introduced were Bob K. Parker, past president of the Showmen's League of America and Miami Showmen's Association; Willie and Abe Bonder of the B&B staff; Harry Rasm; Jon Allaires, manager of the fair in Three Rivers, Que., and Mr. and Mrs. Michael Gagnac of Quebec.

The annual banquet has been scheduled for November 16 in Montreal, it was announced.

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PRESTONBURG, KY.
FLOYD COUNTY FAIR

Can place Hanky Panks and Direct Sales.

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Can place a few more Hanky Panks and Direct Sales.

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Can place Hanky Panks and some Direct Sales.

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WANTS ALIBI AGENTS

Also general Concession Help for Oklahoma State Fair, Oklahoma City, opens Sept. 24. Will be at Biltmore Hotel from Sept. 20 on.

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Agents for all type Joints. All big Fairs ending at Shreveport, La., State Fair, McHenry or Curley, get in touch. Contact

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c/o Schafer 20th Century Shows, Bentonville, Ark., this week; Fort Smith, Ark., Sept. 26-Oct. 1; Longview, Tex., Oct. 3-8.

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This week, Lexington, Tenn.; next week, Greenfield, Tenn.

Can use Jewelry, Age and Weight, Cork Gallery and any Prize-Every-Time Concession, any Alibi working for stock and any worth-while, etc. a family-type Shows. Want one more major Ride. Can use Wheel Man for rest of season and all winter in Florida. Contact

MANAGER

Fairgrounds, Lexington, Tenn.

AGENTS WANTED

Bucket and Alibi Agents for Rome, Ga.; Huntsville, Birmingham and Montgomery, Ala., and other fairs to follow. Tommy Allen and Tommy Mason, come on. Looking for you, Johnny.

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c/o L. J. Heth Shows, as per route

HARDY 5 WEAR RAINCOATS

Mini Golf Finals Played in Storm

ASBURY PARK, N. J. — Rain-storm notwithstanding, the Third Annual Miniature Golf Tournament finals were held on the boardwalk here, Saturday and Sunday (10-11). Starting the first day with 40 champions, the event wound up Sunday in a downpour, with the five finalists playing in firemen's raincoats. Winner was barefooted Cecil Newman of West Palm Beach, Fla., representing Joe Kazan's Palm Beach Carpet Golf.

Newman got a Fiat automobile and a pair of new shoes from George Zuckerman, tourney director, so he could be properly shod when applying for his plates. It was one of the most bizarre aspects of the storm, but nary a photo was taken, Zuckerman lamented.

There was a tie for second place between Tom Tripp of Alex Sinclair's Fairways Golf, Lansing, Mich., and Charles Czajkowski of Eli Burdes' Green Farms Golf, Westport, Conn. Third was Walter O'Neil of Bowcraft Sportland, Scotch Plains, N. J.

The finalists voted to play Sunday rather than wait, and the full fury of Hurricane Donna hit the boardwalk the next morning.

An increase of eight courses was noted, there having been 32 represented in 1959 and 28 in 1958. Work of Myron Brown of Utica (Mich.) Amusement Park should see this total expanded upon next season. Zuckerman said bona fide requests have come in from Israel, where two courses are to open, and Mexico. Canada is already represented.

There were three rounds played on Saturday, and two on Sunday. When the hurricane left here, 25

per cent of the boardwalk has been ripped up and scattered over Ocean Avenue, and numerous prize and gift items were also scattered about. The new Smith and Martell games building had driving rains wash out its interior, soaking considerable merchandise. The boardwalk looked like a sidewalk bazaar during the week, with merchandise hanging out to dry.

McFadden and Clapp to Show Ride in Chi

CLARENCE CENTER, N. Y. — A new ride will be displayed at the Chicago outdoor trade show by sales representative Richard McFadden and Niagara Sportcenter, Inc., the manufacturer. McFadden and Robert Clapp, NSA president, signed an agreement this month and reported six sales having been consummated.

The device features a combination of existing principles and has been tested during the year in the Buffalo area, it was reported. McFadden and Niagara Sportcenter, several ride manufacturers. Clapp has a background in the ride field, having headed Marcraft, Inc., which was liquidated in 1959 after turning out some 300 kiddie rides. His NSI has produced 165 miniature golf courses, plus archery ranges.

Calif. State Fair Fun Zone \$\$ Down

SACRAMENTO — Carnival revenue for the combined West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows on the Midway at the California State Fair & Exposition was down approximately 23 per cent as compared with last year. The fair closed its annual 12-day run here Sunday (11).

The loss in the gross went along with the attendance, which was also 23 per cent or a drop from 915,559 last year to 702,241. The carnival contract provided for the increase in front gate admission from 50 cents to \$1. When awarded for \$135,000, it was stipulated that it would drop to \$125,000 for \$1 gate.

Harry Myers, West Coast general manager, who acted for the three

shows, said that Friday's (9) business was ahead of last year. He would not comment on other daily takes.

The Billboard learned that the gross of the Crafts Show units thru Wednesday night (7) was down 16.6 per cent as compared to the first eight days of the 1959 run. It was also reliably reported that the gross loss of West Coast Shows was slightly less because it has more kiddie rides on the lot than either of the other two shows.

Gross generally followed the attendance. For example, on Tuesday (6) when the gate was down approximately 40 per cent, one show reflected this in its daily take.

Business the two weekends, one including Labor Day, brought up the takes to somewhat offset the losses of midweek.

RAS Moves Fast After Good Takes at Topeka

HUTCHINSON, Kan. — The Royal American Shows made a circus move here to the Kansas State Fair after closing at the Mid-America Fair in Topeka on Thursday night and moving over the rails here to open on Friday evening (16).

The Topeka stand was a good one for Royal American. Attendance was up, spending was good and show officials reported rides

and shows were up 5 per cent over '59.

The Club Lido, which has been gaining at recent stands, topped the back-end, followed by Leon Claxton's Harlem in Havana, the Dick Best Side Show, Bill Kent's Motordrome and Blazing Six Guns.

Sharing top honors among the rides were the Mouse, Paratrooper, Roller Coaster and Flying Coaster with the Kiddieland also doing big.

COMING MERCHANDISE BARGAINS OCTOBER

MONTH OF MADNESS

SEE **BEST MERCHANDISE DEPARTMENT**

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Want for Fayetteville, N. C., Fair, week Sept. 26; Big Fort Bragg Army Pay Day, Orangeburg, S. C., week Oct. 3, and all Fairs until Nov. 1.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds, Short and Long Range Galleries, Bear Pitch and Hanky Panks. SHOWS: Any family-type Grind Shows. RIDES: Flying Coaster, Mad Mouse or any novel Ride. Want Help on all Rides, American Palmist wanted to work with Selilla Surrey. All replies to

JOHN H. MARKS, this week; Salisbury, N. C.; then as per route.

JOE BOSTON

ANNOUNCES THE GRAND OPENING OF "TIRZA'S ORCHID ROOM" TO BE LOCATED AT N.W. 79th ST., MIAMI, FLA. OPENING NOVEMBER 30. THIS WILL BE ALL-WINTER WORK THRU MAY 1—LEGITIMATE ACTS WHICH HAVE WORKED FOR US IN THE PAST (NO B-GIRLS) PLEASE.

CONTACT ME AT: 2020 FLAGLER ST., MIAMI (No collect wires or calls)

Thanks, Tubby Boots and Bon-Bon for your quick replies. Jackie Small, contact, P.S.: Thanks also to Mr. Frank Bergen; we found out finally how they do it in Ireland.

WANT AGENT FOR SHOPPING CENTER UNIT

ALSO MAN WITH RIDES

Am at liberty with two elephants, six ponies, eight dogs and a monkey. Have sound system and Cotton Candy. Man who can work animals, answer.

Phone: Homestead 7-5361. No collect. WILL H. HILL ATTRACTIONS, Bay St. Louis, Miss.

CARUTHERSVILLE, MO. FAIR, OCT. 4-9; POINSETT COUNTY FAIR, HARRISBURG, ARK., SEPT. 26-OCT. 1.

CONCESSIONS: Long Range, Six Cats, Buckets, Picture Frames, each with Hanky Panks; Photos, Age, High Striker, Set Spindle, Punk Racks, Bottles, Basketball, Dip, String Game, Darts, Fish or Duck Pond, Center Pitches all open. Foot Longs, Pronto Pups, Grab, Cookhouse and Hanky Panks of all kinds.

SHOWS: Grind Show or any Show. Dexter, Mo., this week; Harrisburg, Ark., next week. SUNSET AMUSEMENT COMPANY

GIRLS—CANVASMEN—GIRLS

Enlarging our show for Memphis and Dallas. All people who know us contact us immediately.

DANCERS, NOVELTY ACTS, ETC. ESPECIALLY WANT ORGANIST WITH OWN ORGAN, ALSO DRUMMER. WANT TICKET SELLERS, TOO. RED ROGERS, PLEASE CONTACT.

ROLAND PORTER or GEORGE HAMILTON c/o Cliff Wilson, Fairgrounds, Memphis, Tenn.

FLOYD O. KILE SHOWS

WANT TO JOIN AT ONCE FOR ALL FAIRS

CONCESSIONS of all kinds working for stock. Six Cats, Buckets; Pitches, Glass, Heart, Bear, etc.; Photos, High Striker, Novelty, Custard; Sit-Down Grab (join at once); good, clean Cookhouse, large capacity, for Clinton, La., Fair, only one on grounds, Oct. 12-17. SHOWS: Grind Shows of merit, low percentage. Also Fun House. RIDES: 2 major Rides for balance of season. RIDE HELP who drive, Man for Kid Rides, Eli Foreman, join now. All replies:

FLOYD O. KILE, Mgr., Lewisville, Miss., Colored Fair, Sept. 12-24; Newton County Fair, Newton, Miss.; followed by Pearl River County Fair, Picayune, Miss., Oct. 3-8.

AMERICAN BEAUTY SHOWS

WANT FOR PARAGOULD, ARK., FAIR

CONCESSIONS OF ALL KINDS, ALSO RIDE HELP ON ALL RIDES

All replies to H. W. BARTHOLOMEW or JOE H. SHARP, Paragould, Ark., now.

WANT CONCESSION AGENTS

For Hoop-La, Cork Gallery and Bear Pitch. (Bob Allen, from Atlanta, Ga.; Johnny Rogers, Bob Owens, join at Houston, Miss.)

FRANK W. PEPPERS

DEL MAR WANTS

Dancing Girls for Girl Shows, Tattoo Artist, Bally Girls, Fire Eater and useful Side Show Acts. Those who know me, come on. Contact

DEL MAR

c/o Reed Amusement Co., Athens, Ala.

PREL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

NOW SHOWING GOLDSBORO, N. C.
Want for Wilson, N. C., Sept. 26-Oct. 1
Want for Petersburg, Va., Oct. 3-8 and balance of season

Will sell "X" on Novelties at Petersburg.

SIDE SHOW: Lew Alters, get in touch.

COOKHOUSE that can serve Ride Help.

Grab, French Fries, Drinks, Ice Cream, Novelties, Short Range, Long Range and Crazy

Ball. Will sell "X." Diggers, Hanky Panks of all kinds. Arcade, Wildlife, Unborn, Pit Show, Snake Show and Fat Show. Ride Help who drive.

Mrs. Mayo Tinsley, get in touch. Cappie, get in touch with Ben, semi.

All answers to SAM E. PRELL, Fairgrounds, Goldsboro, N. C.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

Want for Bloomsburg, Pa., Fair, Sept. 26-Oct. 1 and
Great Mineola, L. I., New York Fair, Oct. 7-16.

Will book Hanky Panks of all kinds. Can use a few more Alibis, Eating and Drinking Stands and straight sales of all kinds such as Candy Apples, Popcorn, Waffles, Chocolate Dip. Especially good spots for Pizza Pies.

SHOWS: Want Side Show. Must be Class A in keeping with policy of our show. Will book any family-type Show. No Girl Show.

Contact **AL HAMID** or **PAT REITHOFFER**

Will be at Bloomsburg starting Sept. 19 and Mineola starting Oct. 2.

Have phone in office trailer at both spots.

HOARD and MULLIS

AMUSEMENTS

SHOWS RIDES CONCESSIONS

WANT WANT WANT
Hancock County Fair, Sparta, Ga., Sept. 19-24

SHOWS: Girl Show, Colored Minstrel and any clean family-type Shows.
CONCESSIONS: All kinds of Hanky Panks. Contact

DAN HOARD or **ELBERT MULLIS**

Fairgrounds, Sparta, Ga., this week; Dublin, Ga., next week.
Phone: BRoad 2-0987.

GEORGIA AMUSEMENT COMPANY

Want Legitimate Concessions of all kind for Henry County Fair, McDonough, Ga., Sept. 26-Oct. 1; followed by Cherokee Indian Fair, Cherokee, N. C.

Sell Ex. on Short and Long Range Gallery, Pronto Pups, Custard, Novelties, Grab Joint. **SHOWS:** Will book Shows of all kind except Girl, Geek and Snake. Will book Rides that do not conflict, such as Paratrooper, Dodgem, Funhouse, or what have you? Johnson, let me know if you plan to join in Cherokee, N. C.

UTICA ANNUAL HOMECOMING

UTICA, OHIO, SEPT. 29-30-OCT. 1.
MAIN STREETS.

WANTED: GAMES—BINGO—STRAIGHT SALES—ACTS.
Jewelry—Salt Water Taffy—Waffles—French Fries—Glass Pitch.
Gooding's Rides booked.

Contact **STEWART ANDERSON**, 29 E. Fifth St., London, Ohio. Phone: ULrick 2-0201.

DEGGELLER AMUSEMENT CO.

Needs for La Grange, Ga., Sept. 26-Oct. 1, followed by Polk County Fair, Cedartown, Ga., Oct. 3-9, and others.

Want Cookhouse, Grab, Hanky Panks of all kinds, Bingo, Penny Arcade, Ponies, major Rides and Shows. All replies to

JOHN LEEDY, DEGGELLER AMUSEMENT CO.
EAST POINT, GA., SEPT. 19-24.

REID'S GOLDEN STAR SHOWS

Want for Wadley, Ga.; Metter and Georgia Fairs to follow until Nov. 30.

CONCESSIONS: Mug Joint, Glass Pitch, Fish Pond, Ball Games, Balloon Dart, Six Cats, Buckets, Mitt Camp, Age and Weight, Bear Pitch, Pitch-Till-You-Win or any Hanky Panks. **SHOWS:** Snake, Geek or any family-type Shows, also Colored Girl Show with own equipment. Jimmy Miller wants Merry-Go-Round Foreman, also Second Man on Wheel.

Contact **ELMER REID**, Wadley, Ga., this week.

BIG, QUICK PROFITS
PHOTO GALLERY OPS
SEE-LUX

Instant Self-Sealing
Plastic Lamination

No Heat—No Glue—No Press—No Tools
For Photos—1. D. Cards—Documents.
Write—Free Sample—Full Info.

UTILITY PRODUCTS CORP.
Cincinnati 2, Ohio

WANTED

Couple to operate Sit-Down
Grab, also want Alibi Agents.

Contact

PAT PATTERSON

Fairgrounds, Hot Springs,
Ark., this week; Fairgrounds,
Ft. Smith, Ark., next week.

RIDES-SHOWS WANTED

Choice spots of old S.S.V.V. Route.

Want Paratrooper, Octopus, Scrambler, Whirly Bird, Tilt, Roll-o-Plane, Ell and set of Kiddie Rides, Family Shows, Fun House, Dark Ride, Bingo, Eats, Drinks, Popcorn and Hankys. (Action until woodchuck chucks.) Want Scrambler Foreman, Second Men, Houston, Miss., now; McGehee, Ark., Fair, next week. Gadgets and straight sales only. Games for Eudora, Ark., Fair, same date.

Contact **DYER'S GREATER SHOWS**
or **GALA EXPO. SHOWS**

FOR SALE
14 TRAMPOLINES

Used only few weeks, like new, complete with pads and redwood frames.

DON McELHINNEY
CeMar Amusement Park
Box 207, Marion, Iowa
Phone: DR 7-2885, Cedar Rapids, Iowa

CARNIVAL WANTED

Soon as possible

for Neshoba County Colored Fair,
Philadelphia, Miss.

Phone 16.

HENRY LATIMER or **MISS AVA POSEY**

TINTYPE

Dazzles Customers With Flashy Garb

TONY PARADISE (Carmelo Gloriosi), wardrobe of 71 suits, six sequin jackets . . . scores of pairs of shoes . . . tries to match color of suits with flutter-glitter shoes of like colors.

Started at age 15 . . . ran away from his New York home to be a singer . . . father wanted him to continue as wine-grape salesman.

"All I knew as a kid was if I ran away from home, the only State was Texas." . . . changed his name . . . picked "Paradise" after a night club, Tony was the name of favorite uncle.

Had little money . . . hitch-hiked . . . worked as dishwasher en route to Texas . . . took a month to reach that State . . . missed a few meals on the way . . .

Motorist going to a fair gave him a lift—and he saw his first fair at Madisonville, Tex. . . . Carnival was Roy Gray's Big State Shows . . . Doc Waddell and Jess Wrigley were with the show.

While in the car going to the fair, Paradise started to sing "Irish Eyes" . . . "I thought I was singing quite well . . . but man giving me a lift stunned me, saying I couldn't sing."

Upon arrival on the carnival lot, tried to find the boss man. Was told he was in the office wagon and then had to find out first what an office wagon was and where it was located.

Stepping out of the office was Jess Wrigley, who, after a quick glance, asked "Do you want a job?"

Wrigley, when told I did indeed want a job, then asked me if I was hungry. He took me to the cookhouse and I must have downed six big hamburgers without a pause. "He put me in a ticket box . . . worked there two weeks. Then, the talker became drunk and I cracked to Wrigley I wanted to take over as talker. But, Wrigley didn't tumble.

"At season's end, I finished with a raincoat and a handful of money and the determination, now strong, to become a talker. Spent the greater part of that winter living on grapefruit in the Texas Valley and working some dates on the Bill Hames Shows."

He was then 15, he's now 41. Next year he was back on the Texas Longhorn Show (this was the former Gray show) . . . He didn't stay long. He still wanted to be a talker . . . and had no opportunity on that show.

Then, he went to the Sheesley Shows . . . one night at a benefit he did an impersonation of Cab Calloway . . . A showman (he doesn't recall who) conceived the idea that Paradise with his Calloway style might click as an emcee of a Negro show. Was put to work as the emcee.

From Sheesley he went to the W. C. Kaus Shows . . . there he did the Calloway bit. He had been put on by Earl Backer, who had the Minstrel Show. Then, was propositioned by Charlie Taylor to go on the Johnny J. Jones Shows.

"People on the Jones shows, when they saw me work as a talker, thought I was either a jerk or hopped up." But, stayed on and then went on to the Dodson, World of Mirth and the John Marks shows, and then into the armed services . . . served years overseas.

When discharged from the service, he found show business entirely different . . . there were new guys in it . . . less talkers than ever . . . went to Strates, then to the King Reid, then with Pat Reithoffer, and then Royal American.

He's now in his fourth year with the Leon Claxton Harlem in Havana Show on the Royal.

"I love being a talker. I'm a



TONY PARADISE

perfectionist as one. And I'm proud of being a good one."

A talker, in his opinion, has to be impressive . . . And, he must make his story "stick."

On the job, Paradise never stands still . . . He's always jumping around.

"From the minute I open, I figure each audience. Each time they are in a slightly different mood. Their moods change. In the afternoon, for instance, a talker can't sell sex."

On big days, Paradise changes clothes 18 to 20 times a day, making the change in the time it takes to play a record.

Midway patrons wander around. They note the costume changes. It arrests their attention. And, the changes sell these shoppers.

One of his guiding principles is to "warm up the people . . . so that they like you . . . make them feel that I (the talker) am one of them . . . and then go on to sell them."

Herb Dotten

Circus Is New, People the Same

JACKSONVILLE, ILL. — Fact that many people with the new Penny Bros. Circus formerly were with Adams-Sells is pointed up by the Penny show's appearance here Saturday (17). Agent George W. Lilly had Adams-Sells here in May. Now he puts Penny Bros. in the same town the same year. And among the personnel making both dates are the Burdets, Bobby Green, the Don Floyds, the Santiagos, Dick and Mavis Johnson, Don Gillette and George and Paulina Penny.

WANT AGENTS

For Richmond (Va.) State Fair

Novelties, Scale and Age.
Big Boston Shrine Circus date to follow,
then 5 Fairs in the South. Apply to

A. HYMES

455 Schenectady Ave., Brooklyn, N. Y.
(William Byrd Hotel, Richmond,
starting Tuesday)

FOR SALE

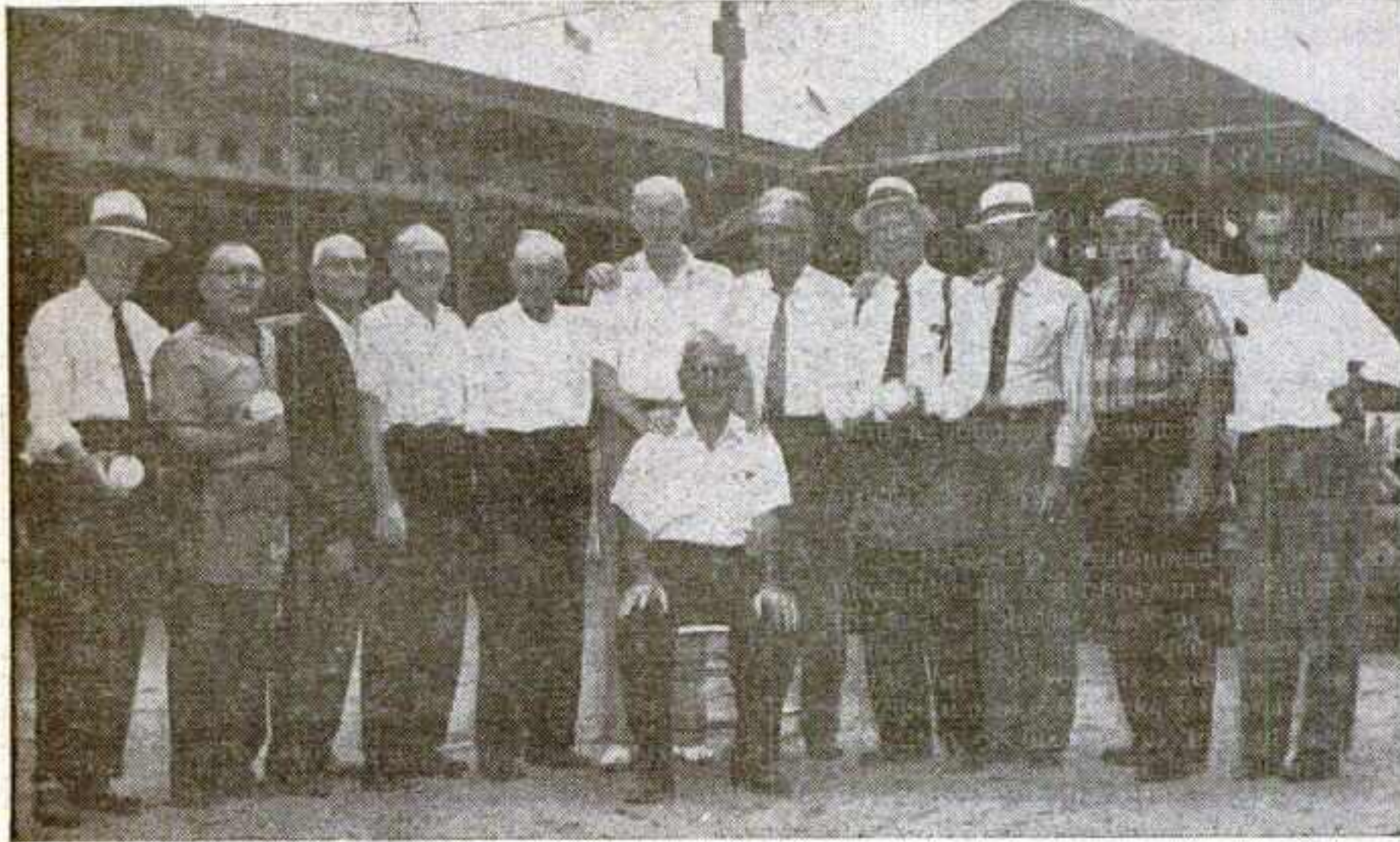
SCHIFF GIANT SLIDE

Money maker—used 10 weeks.
WARREN GRUB
Box 232, Wildwood, N. J.
Phone: Wildwood 2-5656

GEORGIA AMUSEMENT CO.

Will book small, neat Cookhouse or Sit-Down Grab for remainder of season.
Replies to

H. H. SCOTT
Fairgrounds, Conyers, Ga.



WHEN HANK SHELBY GATHERED his concession agents for the recent Wisconsin State Fair he had a real collection of veterans. In fact, the group above, when their various years are added together, total some 571 years in outdoor show business. Standing behind Shelby, from left, with their years in the business are: Chester Taylor, 44; Petey Pivor, 40; Jack Hawthorne, 50; Max Brantman, 50; John Smith, 60; Jimmy Campbell, 55; Dave Picard, 45; J. (Windy) Lewis, 50; Eddie Sweeney, 50; Tom Sharkey, 50, and Jake Jacobsen, 40. Shelby, incidentally, has been with it for some 37 years.

GOLD MEDAL SHOWS #2

WANT WANT WANT
For Sandersville, Ga., Fair, Sept. 26-Oct. 1; followed by Hartwell, Ga., Fair, Oct. 3-8. Eight more bona fide Fairs to go

CONCESSIONS: All Hanky Panks open. Good opening for Bingo, Eats and Drinks, Duck Pond, Glass Pitch, Bear Pitch, Names on Hats, Ball Games, Pitch-Till-You-Win, Cork Gallery, Long and Short Range Galleries. Can place two or three more Alibi Joints. SHOWS: Girl Show with own equipment. Want Manager for office-owned Side Show, Fun or Glass House or any family-type Shows. RIDES: Scrambler, Rock-a-Plane, Kid Ride or any Ride not conflicting.

Wire **JOHNNY DENTON**, Abbeville, S. C.

P.S.: Jack Lance wants Agents who can produce. Work every week.

GOLD MEDAL SHOWS #1

TRI STATE FAIR, CORINTH, MISS., SEPT. 26-OCT. 1; followed by Tallapoosa Co. Fair, Alexander City, Ala., and more good fairs to follow.

WANT WANT WANT

RIDES: Dark Ride, Helicopter, Round-Up, Dodgem and any other non-conflicting rides. SHOWS: Motordrome, Wildlife, Geek Show, Snake Show or any family-type Grind or Bally Show. CONCESSIONS: Eats and Drinks, Names-On-Hats, High Striker, Fish Pond, Ball Games, Alibi Stores and any kind of Hanky Pank. Want for big Circus Side Show, good Fire Eater and Magician who can lecture. Good proposition for first-class talker. James Hatfield, come on.

Contact **JOHNNY DENTON**, Columbus, Miss., this week. Phone in office.

P. S.: Can use first-class Billposter at once.

BAKER UNITED SHOWS

WANT-CONCESSIONS-WANT

Carthage, Ind., Fall Festival on streets, Sept. 28-Oct. 1; Loogootee, Ind., Fall Festival on streets, Oct. 4-8; Indianapolis, Ind., Fall Festival (14th & Northwestern Ave.), Oct. 10-15.

Can place Ball Games, Duck Pond, Balloon Darts, Jewelry, Photos, Cork Gallery, Coke Bottles or any clean legitimate stock concessions.

CAN PLACE FOR LOOGOOTEE only, Foot Longs, Grab and Pronto Pups.

CAN PLACE FUNHOUSE FOR LOOGOOTEE AND INDIANAPOLIS.

All replies to **BERNIE ALLEN**, 4th & Jackson, Columbus, Ind.

BUFF HOTTLE SHOWS #2

Want for balance of season starting at North Central Louisiana District Fair, Olla, Sept. 27, with 4 more Louisiana Fairs to follow

CONCESSIONS: Pitches of all kinds, including Penny, Glass, Spot Bear and Pottery. Also High Striker, Jewelry, Basket Ball and Cookhouse. (Over 125 personnel to feed.) Bingo open for balance of season. SHOWS: Family-Type Shows always welcome. Good territory for Penny Arcade. All replies

ROMEO DUNN, Mgr.

Fairgrounds, Newport, Ark., this week.

DALHART, TEXAS, INTERSTATE FAIR, SEPT. 26-OCT. 1

CONCESSIONS: Legitimate Concessions of all kinds, Bingo and Cookhouse. Some exclusives available. Reasonable price. All winter's work.

SHOWS: Side Show or any high-class family-type Shows.

RIDES: Scrambler, Paratrooper, Dark Ride, Flying Coaster or any major or Kiddie rides not conflicting. Good Help can be placed at all times.

SPORT MATTHEWS CIRCUS AND CARNIVAL COMBINED

Texas-New Mexico District Fair, Levelland, Texas., Sept. 19-24.

FOR SALE

Allan Herschell Roller Coaster, loading platform on trailer. Chevrolet Truck, new motor, all new rubber. Best framed Coaster in the business, fluorescent lighting. WILL BOOK 2 or 3 more Kid Rides and a few Hanky Panks for Sikeston, Mo., Cotton Carnival. No gypsies, flats or alibis. Address:

DUTCH SCHRADER, ROSE CITY RIDES

Bernie, Mo., this week; Sikeston and Clarkton, Mo., to follow.

WANT-S. & W. SHOWS-WANT

For the following fairs: Warren, Ark., Sept. 19-24; followed by Bastrop, La., Fair and Cotton Festival, Sept. 26-Oct. 1—two big Kid days; then Haynesville, La., Oct. 3-8.

CONCESSIONS: Hanky Panks of all kinds, Bear Pitch, Glass Pitch, Fishpond, Cork Gallery, Mug Joint, Nickel Roll, Foot Longs, Hoopla, High-Striker, Alibi Joints and Bingo. SHOWS: Girl Show or any family-type Shows of merit, Funhouse and Ape Show. RIDES: Rides not conflicting, Coaster or Paratrooper, Mad Mouse, Looper or Flying Coaster.

RIDE HELP: For Scrambler and Rock-a-Plane. Must be licensed drivers.

All replies to **J. STANLEY** or **LYLE WELLS**, per route.

GREATER DIXIELAND SHOWS

Want for Marksville, La., Fair, September 28-October 2, followed by St. Francisville, La., Fair and other good cotton and sugar cane spots to follow.

CONCESSIONS: Merchandise Concessions of all kinds. Also Lead Gallery, High Striker, Roman Targets, etc.

HELP: Place any Ride Help who can drive and stay sober.

Contact **JIMMIE HENSON, MGR.**, Fairgrounds, Jonesboro, La., now; Marksville next.

TEX ROBERTS WANTS

Count and Peck Store Agents for Harriman, Tenn., with Milledgeville, Ga., to follow. Call or wire

c/o Bee's Old Reliable Shows #1 Harriman, Tenn., this week

FOR SALE-\$3,000.00 #12 Eli Ferris Wheel

Will trade in for #16. 5 Bowls, A-1 cond., \$50 ea. MOUNTAIN PARK Box 29, Holyoke, Massachusetts

PLASTER

For scales—Med., 16c; large, 30c; also Slum Plush and Jewelry, all sizes. Bear Spindle operators, take a tip from an EX spindle operator himself, Celluloid Indicators, \$2.75 sample dz. or \$30.20 a gross.

PHIL'S STATUARY & NOVELTY CO.
9861 New Hammond Hwy.
Baton Rouge, La.
Day or Night phone: WA 1-5504

Thank You

GEO. C. SMITH

Owner G. C. Smith Shows, for your new Wells Cargo Office purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9247 Altoona, Pa.

WANT HANKY PANKS

of all kinds, Pronto Pups, Lunch Stand, Lemon Shake-Up, Photos, Foot Long and Short Range. Will book one major Ride not conflicting. Rison, Ark., Fair this week; Villa Platte, La., to follow.

CARL BURKHART SHOWS

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

REWARD

For information as to the whereabouts of

FRANK WALD

also known as "Humpy" Weeks.

Call collect: BA 2-5692, Dayton, Ohio.

NOTICE!

Interested in learning whereabouts of Jack O'Bryan if living and date and place of death if not living.

FIRST NATIONAL BANK

P. O. Box 937 Killeen, Texas

BIG STATE SHOWS

Want for New Braunfels, Tex., Fair Novelties and Hanky Panks of all kinds. Book any Rides that do not conflict. Want Shows with own equipment. Wire

ANNA MOORE

La Grange, Tex., Fair, this week.

ELLIS H. HUGHES SHOWS

Want Concessions and Shows, Agents for office-owned Concessions, Second Man on Octopus or Ferris Wheel. All Eat Concessions booked. Out until Xmas. R. I. (Bob) Bullock, contact. Napoleonville, La., Fair, this week; Liberty, Miss., Fair, next week.

ELLIS H. HUGHES

Route 5, Blount Rd., Baton Rouge, La.

Burr Season Okay; Sign Quincy Cele

FRYEBURG, Me. — Playtime Shows was eying the season's end as it opened at the fair here Monday (19). Business at fairs has been slightly behind last year for the same period, due to weather difficulties, General Manager Ed Burr reported. Still dates were surprisingly good, however.

The midway has been substantially enlarged and has fielded a greater grossing capacity than before. New units added this year were the Paratrooper, Helicopter, Stacy Johnson's Roller Coaster, and Funhouse. The Paratrooper, Burr stated, proved the top money ride on his route.

It was announced that the major still date at Quincy, Mass., held over the Decoration Day period, has been signed again for the show. On the midway recently have

been Thebault's Motordrome, Bridges' Midget Horses and Neegan's Miniature Circus. Season's end will be at hand shortly, after which the show will return to winter quarters in Manchester, N. H. Burr will head for western Florida after the booking chore for 1961 is completed.

Staff this year was unchanged, with Burr aided by sons George Burr, assistant manager; John Burr, secretary-treasurer; Bill Burr, billposter; Philip Deraps, electrician; Tom Alfano, ride superintendent; and Harry Reiser, purchasing agent.

GOOD RUN

Bath, N. Y., Fair Winds Up in Black

BATH, N. Y.—The Bath Fair wound up on the right side of the ledger from all indications, according to J. Victor Faucett, secretary.

Run ended Labor Day with an estimated 55,000 attendance. Featured night show, produced by GAC-Hamid, had the Kirby Stone Four and Betty Johnson featured three nights each. Supporting were Bill Cassidy Dancers, Al Youngman's Band, Manning and Ross, Greta Frish, Frielanes, Matt Tuck and emcee Chick Darrow.

Harness racing on three afternoons paid its way. Jack Kochman's thrill show, in for a Saturday matinee, was slightly off. King Bros.' Rodeo drew strong crowds on Sunday afternoon.

A new youth promotion was successful, Faucett said. Over 30,000 tickets were distributed to students which entitled free admission to the fair, one free ride, reduced rates to the grandstand plus a bicycle giveaway. An estimated 8,000 youngsters showed up. Zippy the Chimp was an added attraction at the afternoon and evening grandstand.

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

Brown Tour Tops 1959; Ink '61 Dates

WEST ST. PAUL, Minn.—Business, particularly at fairs, topped that of last year by a wide margin, according to Al Brown, owner of the show bearing his name. In some cases the gross receipts were as much as 50 per cent ahead, he disclosed.

Brown and Charlie Walsworth, general agent, have been busy in recent weeks and report most fair contracts have been resigned for the '61 season.

Concessionaires with the Brown show for its regular tour reported business as very good and most of them headed south following the Labor Day stand at Tracy, Minn.

Show had a new Scrambler and Helicopter ride this season for a total of 15 rides, eight shows and close to 40 concessions. A new major ride may be added for next year, Brown said.

Mrs. Al (Arylas) Brown, treasurer, left for their Madison, S. D., home to get Dickie and Barbara Brown back in school. Jackie Brown, show secretary and agent for The Billboard, left Labor Day to attend the University of Minnesota, and Dennis Brown, concessionaire and Side Show op, has re-entered the University of South Dakota law school.

Walsworth may not winter in Louisiana this year due to work on several spring promotions.

O. C. BUCK SHOWS

Spindle Center Fair, Gastonia, N. C., Sept. 19-24; Sanford, N. C., Sept. 26-Oct. 1; Greenville, N. C., Oct. 3-8; Washington, N. C., Oct. 10-15; South Boston, Va., Oct. 17-22; Carthage, N. C., Oct. 24-29.

Wanted for balance of season: GIRL SHOW OPERATOR with own outfit, also to operate second office-owned complete outfit. Can place Merchandising Concessions of all kinds, also Hanky Panks. Stewart can place Short Range Gallery Agents. Address:

O. C. BUCK, Gastonia, N. C., this week.

ENFIELD, N. C., FAIR

WEEK SEPT. 26

WANT—Ball Games, Fish and Duck Ponds, Age and Scales, Glass Pitch, Bear Pitch, Pitch-Till-You-Win, Six Cats, Buckets, Swinger and Slum Spindle.

WANT—Girl Show, Side Show and Monkey Show.

WANT—Chairplane Foreman, Ferris Wheel Foreman, general Ride Help, truck and tractor drivers, Agents for office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS

Madison, N. C., Fair this week; Enfield, N. C., Fair next week.

SMILEY'S AMUSEMENTS

Want for Stokes County Fair, King, N. C., Sept. 26-Oct. 1; followed by Johnston County Fair, Smithfield, N. C., Oct. 3-8; then followed by Orangeburg, S. C., Colored Fair, Oct. 10-15, with three more to follow.

CONCESSIONS: Photos, Pitch-Till-You-Win, Duck Pond, French Fries and all other Hanky Panks. Will book Alibi Joints with Hanky Panks. Will book two Grind Stores with Hanky Panks.

SHOWS: Can use Girl Show, Side Show, Snake Show and all other family-type Shows. RIDES: Will book Scrambler, Paratrooper, Round-Up and any other novel Rides for next seven weeks.

RIDE HELP: Can use general Ride Help who drive.

All replies: Yanceyville, N. C., Sept. 19-24. Phone in office.



WARRENTON, N. C., FAIR, Sept. 26-Oct. 1; TRENTON, N. C., FAIR, Oct. 3-8; NEWBERRY, S. C., FAIR, Oct. 10-15.

CONCESSIONS: Cookhouse, Grab, Hankies, Six Cats, Buckets, Long and Short Range, Age and Scales. SHOWS: Le-Ola can place working acts for Side Shows, Talkers for Grind Show. RIDES: Can place Paratrooper or Round-Up. RIDE HELP: Men who drive.

Call Fairgrounds, Lenoir, N. C.

BUFF HOTTLE SHOWS #1

Want for Donaldsonville, La., Oct. 5-10; Franklinton, La., Oct. 11-15; with Crowley, Jennings and Opelousas to follow

CONCESSIONS: Hanky Panks that work for stock. Need one more Cookhouse.

SHOWS: Especially want family-type Shows, Side Show, Monkey, Snake or Illusion.

All replies BUFF HOTTLE, Magnolia, Ark., now.

FAIRFIELD COUNTY FAIR, LANCASTER, OHIO

DAY and NIGHT—OCTOBER 11, 12, 13, 14, 15, 1960

LARGEST COUNTY FAIR IN OHIO

WANT Small Concessions—No games

Write T. B. COX, Concessionist

NOTICE!

JUDY SMITH and MARVIN HULVEY

Will pay you \$25 if you will mail me letter stating you are back in the United States. Have the letter witnessed by a doctor, police officer, lawyer or property owner.

J. P. SULLIVAN, MGR., WORLD'S FINEST SHOWS

Lindsay, Ont., week Sept. 19; Kingston, Ont., week Sept. 26.

DOTHAN, ALA., FAIR, SEPT. 26-OCT. 1

THIS FAIR IS DAY AND NIGHT

CONCESSIONS: All direct sales, Eats, Drinks, Names on Hats, Grab Bags, Jewelry, Photos, Gadgets, etc. No Games. SHOWS: Fun and Glass House, Side Show, Life Show, Snake Show and any family-type Grind Show and organized Minstrel Show with or without equipment. RIDES: Dark Ride and Flying Coaster. Can always use good, sober and reliable Ride Help who drive. All replies:

BILL PAGE, Newnan, Ga., Fairgrounds, this week.

P.S.: Mae Hallstead, get in touch immediately.

Cherokee Park Plans '61 Bow; Installs Rails

CHEROKEE, N. C.—Tentative opening date of May, 1961, has been set for the Cherokee-Land theme park being built here.

Hubert R. Mitchell of Decatur, Ala., and a group of associates are financing the project privately. He heads a Hartselle, Ala. firm which makes stage and theater equipment. The theme park's initial construction area covers 100 acres of level bottom land bordered by hills.

A scale model of the project is on exhibit at Cherokee-Land headquarters in the Community Service Building, and is open for visits. Precise location for the park is across the Oconauluftee River and U. S. Highway 441 from Boundary Tree Motor Court.

Mitchell's project will incorporate features built around the history of the Cherokee Indians and early days of the Smokies area. A frontier town, stockade, chair lift, narrow-gauge steam locomotive, monorail, space flight and other units will be included. Mitchell got his lease from the Department of the Interior.

The survey has been completed and two and one-half miles of locomotive track have been installed. Mitchell has bought a plantation train and is using his theatrical equipment shops to frame the cars. He heads Mitchell Industries and also operates a circuit of theaters.

Spending OK At Timonium

TIMONIUM, Md.—A 13-day run for the Maryland State Fair ended happily for midway people last week, with the fair entertaining one of its biggest crowds and the weather being generally fine.

Under guidance of George Marshall of Baltimore, the midway had over 30 rides and a healthy lineup of concessions. In addition to Marshall's rides, the midway had Steve Swicka's Helicopter, Nordy's Rides, Jerry's Amusement Rides, and Hal Wilson's Flying Coaster. Marshall's bingo held the spot next to the fair office.

Season Up For Capells

TUCSON, Ariz.—The shopping-center tour of Capell Bros.' Shows has produced an excellent season thus far, according to H. N. (Doc) Capell, who operates the show with his three sons, Bob, Jack and Bill.

The Capells had their layout here at a shopping center scheduled to remain thru September 25. They then play Arizona county fairs at Douglas, Safford and Eleven Mill Corner.

Bob Capell recently went to Lincoln, Neb., to pick up a Round-Up ride purchased from William T. Collins Shows. This will make a total of 11 major and four kid rides.

GLEN ECHO, Md.—A county court ruled last week that Maryland's trespass law is valid, and the judge fined five persons \$50 each for the sit-in demonstration that they staged at Glen Echo amusement park. The five had staged the sit-in on the Merry-Go-Round June 30 and continued the activities thru the end of the season. The judge decided that an operator can chose his patrons and that he can enforce his choice thru arrest.

CARNIVAL CONFAB

• Continued from page 70

Mariposa date and Virgil Matthews and his son, Bobby, were on hand with the cookhouse. . . . Edna Dauer is recovering from recent surgery. For the date, her husband, J. B. (Red) Dauer, had five stands. . . . John (Biltmore Flash) Lorman Jr. passed up the Mariposa date this year on Fair Time to play the California State Fair. . . . Dr. George Waldron, Fair Time's secretary, will visit the show in Pomona where it will be at the Los Angeles County Fair. . . . Kirk Waldron, now in the Air Force at Hamilton Field, spent his weekends on the show at Plymouth, Sonora and Mariposa. Sam Abbott

Making the fair in Timonium, Md., were Jackie Levine, Margaret Lux, Ghost, Swan's French fries, Mildred's fudge, Mrs. Eddie Murphy, Carl Parsons, Vance Jordan's ice cream, Steve Swicka, Piccolo's novelties, and Eddie Jones. . . . Marice Altner of the Reid midway will join Dave Endy for Southern fairs, following Eastern States Exposition. . . . Al Dorso finally located his missing trailer in a Towanda, Pa., garage, where it was abandoned a month ago.

Phil Cook drove thru Hurricane Donna's downpour, seeking shelter at the Barrington (Mass.) Fair, and when he got there, "I saw 7,000 nuts in the grandstand, cheering the horse races thru a sheet of rain." Cook has been touring fairs for the Lenz insurance office. . . . Leonard and Ernest Sylbia of the Playtime Shows will be heading for Miami soon, as will George Burr. . . . Oscar Buck's Paratrooper had a terrific week at the fair in Quebec, Canada. A. Hymes, the novelty man, also shared in the healthy gross. . . . Sol Cook has 20 names toward his gold card in the Miami club. He is also collecting dues while in the company of his brother, Phil.

Allen Shriner is visiting Eastern shows. A veteran talker and ticket man, he was hospitalized 16 weeks after an accident in Florida. . . . Joe Boston and Tirza made Essex Junction, Vt., with King Reid, and will also make Southern fairs, including Goldsboro, Wilson and Petersburg with a full revue on the Prell show. . . . Al Lefleur just missed being crowned by a toppling Merry-Go-Round centerpole. It got him in the shoulder on set-up day on Long Island. . . . John McCormick visited the Reading, Pa., midway crowd. . . . Marion Prell, daughter of the late Joe Prell, is returning to the University of Bridgeport's School of Nursing, where she will be capped in November. Irwin Kirby

Dick Dillon's Mechanical City chalked up a very big week in Detroit and is booked solid at State fairs until the closing of the State Fair of Texas in Dallas. The Mechanical City will play indoor dates during the winter months. Dillon reports a very good season with his two Kiddielands, one in Sharon, Pa., and the other in Youngstown, O. . . . Arnold Raybuck reported splendid business at the Michigan State Fair with his giant steers and piranha fish. During the past season Raybuck had his attractions booked on the Happyland Shows and the W. G. Wade Shows for the balance of this season is booked with the Gooding No. 1 Unit, opening in Nashville at the Tennessee State Fair and will play all of the fairs on the Gooding route, closing at Pensacola, Fla.

Tough Luck Department: T. L. (Powerhouse) Terry, photo gallery op, is racking up some kind of a record in this department. Left Springfield, Mo., August 20 en route to Lewisburg, W. Va., and wrecked his truck and trailer in Troy, Ill. His wife's back was broken in three places and Terry

suffered a severe head cut. The vehicles were demolished. He rebuilt the trailer, got a new truck and played Hoopston, Ill., for Rohrs Modern Midway. Then left for Columbia, Tenn., to join World of Pleasure, again wrecked the trailer and lost another week. When he finally did get to Columbia for the last two days of the fair, it rained both days.

Frank Gaskins, veteran general agent for the past 35 years, has retired from the road and he and his wife, Marie, are making their home at 612 Masonite Drive, Laurel, Miss. Gaskins says his feet bother him some when the grass gets green but otherwise he is enjoying his retirement and good health. . . . James Heron, operator of animal oddity exhibits, has retired from show business due to his health and is now making his home at Jacksonville, Fla. . . . Whitie Slaten, kiddie ride operator, left the Gladstone Shows after the Labor Day spot and headed south to make connections for a Southern tour. . . . Mrs. Ethel Weer, wife of the late J. C. Weer, who is well known in outdoor show business, is making a vacation trip north visiting friends and relatives in Indiana, Michigan, Iowa and Alabama, returning to her home in Miami shortly after the first of October. Frank Joerling

Mr. and Mrs. Sol Rosenfeld have closed their Sol's Greater Shows and joined the Gentsch Shows with two rides and concessions. . . . Marceyn Cantrill wrecked her truck and trailer near Sandwich, Ill., but escaped uninjured. . . . William E. Trevena, formerly Octopus foreman on the No. 3 Gooding Amusement Company, his wife and son are making their home in Tifton, Ga.

Key City Shows notes: Donald Schingeck was best man and Loretta Smith was maid of honor at the September 9 midway wedding of John Chisholm and Pearl Coleman. . . . Newlyweds Tony Mere and wife returned to the show in Savannah, Tenn., after an absence of seven weeks. . . . Joining recently were the Smiths with hoopla. . . . A double birthday party was held September 8 for Fred Thumberg, co-owner of the show, and his mother-in-law. Al Schneider

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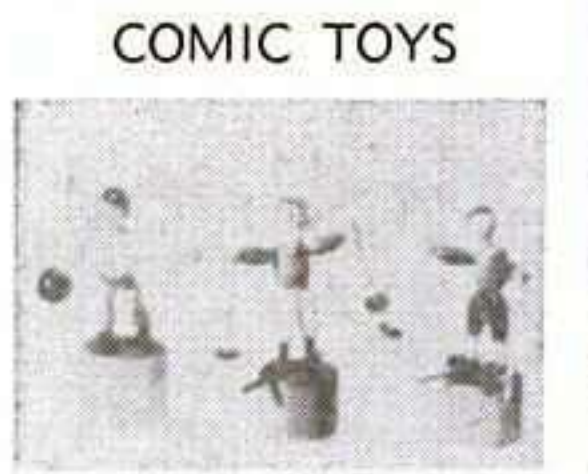
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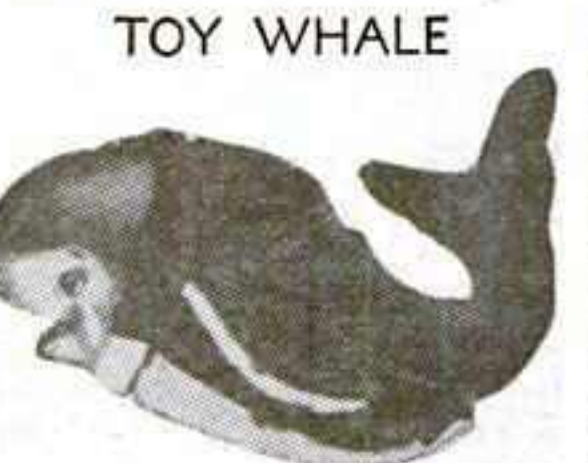
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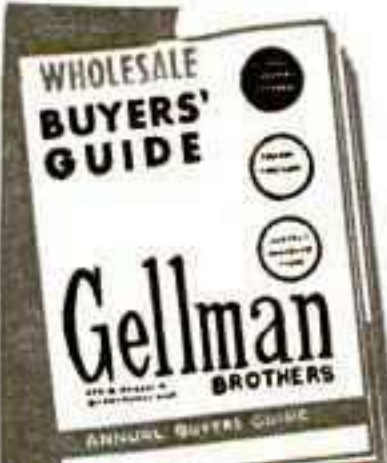
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Toy whale made with vinyl face, plush and felt trim. Retail at \$3.98. Designed from animals at Marineland on the Pacific. Also offered is a colorful gold fish and Omar the Octopus.—Rushton Co., 1275 Ellsworth Drive, N.W., Atlanta 8.

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FOR SALE — HERSCHELL 36' MERRY, \$8,500; Buggy Ride, \$1,800; Jetty Ride, \$1,800; Custom Western Train, \$7,000; authentic antique Stagecoach, \$2,500. G. Spall, Loudonville, N. Y. Phone: Albany, HE 4-0353. se26

FOR SALE — MERRY-GO-ROUND, LARGE Train, Boat Ride, Street Car, Airplane Ride. Sell all or separate, any reasonable offer. All rides good working condition. Park City Gift Shop, Rt. 1, Longview, Tex. Pl. 36532. se26

FOR SALE — THIRTY-TWO WATLING Weighing Scales. Good condition, make offer or contact August Berni, 1002 Factory Blvd., Fallsdale, N. J. Phone: WH 3-2786.

FOR SALE—SMITH & SMITH KIDDIE AIR- plane; Smith & Smith trailer-mounted Auto; G 12 Train; Pinto Fire Engine; Jordan Hobby Horse; Pinto Pony Cart. Can be seen in operation. Financing, transportation available. Berni's Amuse. Rides, Chateaugay, N. Y. Phone: Chateaugay 3841. se26

FOR SALE—SOFT ICE CREAM TRAILER, 15 ft. air cooled, San-Serve machine, refrig., water tank, sink, lights. Factory built, good, \$975. P. O. Box 74, Mt. Sterling, Ohio.

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MERRY-GO-ROUND, KING ROCKET RIDE, Mangels Roto-Whip. Sell all for \$5,000 cash or will sell separately. Henry Smith, 21259 Vermader, Mt. Clemens, Mich.

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TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. oc17

TWO SINGER SEWING MACHINES—HAT 114103, \$115; Monogram (Misterrgram) 107102, \$115; each complete; take \$185 both. Manning's, 6401 Broadway, Galveston, Tex. (Continued on page 86)

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Steel Slow—So Is Cleveland

Bulk vending generally has little relation to its larger counterparts — the major equipment machines. The problems are different, as are the customers. One thing they do have in common tho, are the business conditions in the community in which they reside. In this case, a round-up of all types of vending operators in Cleveland shows that a business slump has hit the city and bulk vending operators are as affected by this as anybody. Here's a summary of what major equipment operators as well as some bulk operators have to say.

By **BOB SUDYK**

CLEVELAND — The vending industry has had a slack season here, however, bulk machines seem to have fared better than their major equipment counterparts. Big customers for the penny machines are children, and a general Cleveland business let-up hasn't reached down to them.

A leading steel production center, Cleveland mill employment has been on a four-day week for many months with numerous layoffs.

Vacation time hurts business generally. But this has been a poor year, all things considered.

Future

All see a bright future for the industry because (1) population expansion; (2) natural growth of the cities; (3) the industrial growth of the nation, and (4) much greater acceptance of vending by everyone.

Following are comments by operators and distributors:

Apex Coffee Time Vendors is down 20 per cent from last summer, according to William Weiss. But by the end of the year volume should be a little ahead of 1959. He sees diversification as the answer to future growth. "The industry here should see an increase in dollar volume by about 50 per cent within the next couple of years," Weiss said.

Drop

Clayton W. Scharkey, manager of Automat Service Company, reports business down about 10 per cent. The fiscal year ending June 30, 1960, also saw a slight drop for the period. Scharkey commented on the increasing freight rates which forces them to purchase larger or-

ders for the same discounts. Automat handles candy.

Automatic Merchants, Inc., is sailing along 22 per cent above this time last year. "The outlook is good; we expect a continued growth of between 10 and 15 per cent annually," predicted George Golden, president.

The firm vends all lines (cigarettes, coffee, soft drink and candy). "There is a problem training competent servicemen for a firm that is growing as fast as we are," Golden said. "Twenty years ago it took a week to train a man, but today it's much longer as equipment becomes more complex," he concluded.

Bert Lebovitz, head of Bert's Vending Service, reports soft drink sales drying up. "The cool weather we have had has hurt business—we need a good hot spell," said Lebovitz.

Tax Hurts

Consumer's Cigarette Service sees about a 10 per cent fall off in sale. "The 2 per cent tax increase on cigarettes last June has hurt," said Irving Cole, vice-president. "Sales were moving 10 per cent ahead in May, 1959, before the tax. Last May sales were down 10 per cent," he added. He believes cigarette sales are down 10 per cent thruout the area.

Food Dispensing Company is reportedly down between 10 and 20 per cent. The employee cutback by industry here is the culprit that is robbing the firm's sales, according to Ralph Walters, owner. "Large industrial inventories are about exhausted and in the near future production should shoot upward again," believes Walters. "And we'll ride along with it," he added. The firm does in-plant vending.

Cutting an upward path in a field resisting growth at this time is Maco Cigarette Service which shows a rise of 15 per cent. Vice-President Rocco Laurie reports a steady sales growth each year for the past several years.

Supers Help

Ridge Gum Corporation, headed by Joseph Rades, reports sales inflating 15 per cent greater than last year. "Stores could use 1,000 more units right now, but we can only increase as much as profits allow," said Rades. The firm puts up machines only in the large drugstores and chain supermarkets. Normal growth pattern for Ridge

Gum is about 10 per cent annually.

Tas-Tee Vending, Inc., is up 10 per cent over last year despite the sluggish economy of Northern Ohio. By the end of 1960 the firm hopes to almost double business. "Adding new locations plus new full-line equipment is keeping us rolling," said Joseph Romano, manager.

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- 8-COL. PRESIDENT, 30c and 35c. . . 50.00
- 8-COL. DIPLOMAT, 30c and 35c. . . 65.00
- 8-COL. STONERS, CANDY (post war) 175.00
- 6-COL. STONERS, CANDY
(post war—capacity 102) 115.00
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Birmingham 4, Alabama

BUYMORE SALES
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Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
1121 - 71st Street
Miami Beach, Florida

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commission St. West
Montreal, Quebec, Canada

OAK MANUFACTURING COMPANY, INC.
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RAKE COIN MACHINE EXCH.
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JACK SCHOENBACH
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SOUTHERN ACORN SALES
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GIVE TO DAMON RUNYON CANCER FUND

PLAY IT COOL FOR MIAMI BIT

CHICAGO — "Don't put your summer clothes away" is the word from the National Automatic Merchandising Association. The group is holding its 1960 convention in Miami Beach October 28-November 2 and warm-weather vacation attire will be in order. Also meeting at the same time in Miami Beach will be the National Vendors Association directors, and the Leaf Brands national sales organization. Jane Mason, unofficially dubbed fashion co-ordinator of the meetings, advises bringing cottons, swim-trunks, night tropical wear, golf clubs, tennis rackets, cameras, and, oh yes, some paper and pencil for the business sessions.

bulk vending distributor. The nuts have heretofore been available in plastic packs only.

King is offering the new pack at 74-cents per pound, 1-cent more than the current plastic packaged price. The nuts are being put up by a Chicago manufacturer with King the exclusive distributor.

Most distributors, including King, have long offered cashews, pecans, red skins and other varieties in vacuum tins, but for some reason, pistachios have never been made available in cans.

Count

King is packaging the jumbo-red pistachios in five-pound tins with approximately 525-count to the tin. There are six cans to the case.

He plans to follow the jumbo-reds with other pistachio varieties including jumbo-white queens, tulip reds, vendors mixed reds, and small pistachio reds. Price will be announced on these later.

Besides the newly added canned pistachio line and the line of canned nuts of other varieties, King also carries a full line of nuts in plastic packages.

Age No Barrier to Family Vending Team

By JOHN HICKS

ST. LOUIS—"I overheard a man tell another that because he was 50 years old he found it was difficult to get a job, and I chuckled," says Carl E. McKee.

McKee had reason to chuckle. He is 73 and has been a successful bulk vender for the last 13 years. The bulk man, however, is not alone in the operation of the business. His partners are his sisters, Edna McKee, 71, and Mrs. Mabel Jenkins, 69, and their 91-year-old mother, Mrs. Evelyn Steen.

The family-operated concern, appropriately named McKee-Jenkins & Steen, was started with 1,000 machines and now has increased to 1,800—all of which vend penny merchandise in conjunction with the charitable projects of 21 St. Louis area Kiwanis clubs.

Success

The fact that the clubs, which have no financial investments, have netted a total of \$114,000 during the life of the bulk vending company attests to the success of the firm's operation. The company's route formerly extended to the East Side of the St. Louis area, but that part of its territory was sold four years ago to bulk vender John Anselm, of Granite City, Ill., a former employee of McKee-Jenkins & Steen.

The firm now operates exclusively in the city of St. Louis and St. Louis and St. Charles counties. Altho franchised for three other nearby Missouri counties, McKee said they are too scattered to be worthwhile.

McKee-Jenkins & Steen operates its routes solely in connection with Kiwanis clubs. The civic, non-profit organizations receive a flat 20 per cent of the gross receipts, and for this commission they are supposed to secure locations, McKee said. Under the arrangement, location owners receive none of the take.

Ford Rep

The St. Louis bulk vending company is the local representative of the Ford Gum & Machine Company. Its principal selling item is Ford gum, which goes into about 1,500 of the machines. Ford candy balls and square chicklets are sold in the remaining 300 machines.

"Any place where there are a lot of people is a good location," McKee said. "The type of gum we sell is known and many people chew it, including adults."

McKee said supermarkets, large, modern drugstores, shoe stores and shopping centers have proved to be the best locations, but the type of business "doesn't make any difference." The downtown operations, he continued, are generally not as good as the large shopping centers.

Boost

Such centers, the operator stated, "have been a great boost for this type of business." They are all new and modern, and people like to shop in them, and often children accompany their parents on such buying trips, he said.

McKee figures about one out of every 10 persons will drop a penny in a bulk vending machine.

In addition to members of the family, two other persons are employed by the company. They are head truck driver Joe Bushmeyer, who has been with company for five years, and part-time driver Harry Bentrup. Bentrup, a pensioner, works three days a week, and McKee takes the truck out the other two days.

Service

Before Mrs. Jenkins' husband, Alfred, died about two years ago, he also helped service the route. McKee's stepfather, Sigurd Steen, also worked on a route before his death about five years ago.

McKee said the route is usually serviced once monthly, altho some require servicing weekly or every other week. Machines are cleaned and filled in trucks, but about two dozen pre-filled heads are carried along, the operator said.

The truck is equipped with a work bench, table and merchandise. "Each machine's serial number is recorded on a route sheet so we know where every machine is at all times," McKee said.

Average

An average of 90 machines are serviced each day, McKee said. He added that it is difficult to pinpoint the earnings per machine because of the variety of locations.

McKee-Jenkins & Steen's operations are unique in that the company has no commercial stops. The Ford Company merchandise, he explained, is sold only thru club sponsorship.

Altho the Kiwanis clubs are supposed to secure locations, McKee said his company picks up some. He pointed out that it was an advantage for the clubs to get the locations, because owners would know the individual members that approach them. "If I go as an operator, I have to tell the location owner the whole story," McKee said.

Thank Owners

Regardless of how the locations are secured, the firm follows thru by thanking owners for contributing space for machines. "We try to get our letters out around Thanksgiving each year so that merchants will know what their co-operation means to the community," Miss McKee said.

This co-operation has meant a mobile dental clinic, which was

put into operation in 1948 and equipped with a dentist, nurse and dental office. All of the 21 Kiwanis clubs have contributed to the clinic from proceeds from McKee-Jenkins & Steen's bulk vending business.

Since its creation, the dental clinic has served more than 100,000 persons, regardless of race, creed or color, at an annual cost of \$10,000, McKee said. Another joint project which resulted from penny vending sales was the Ki-

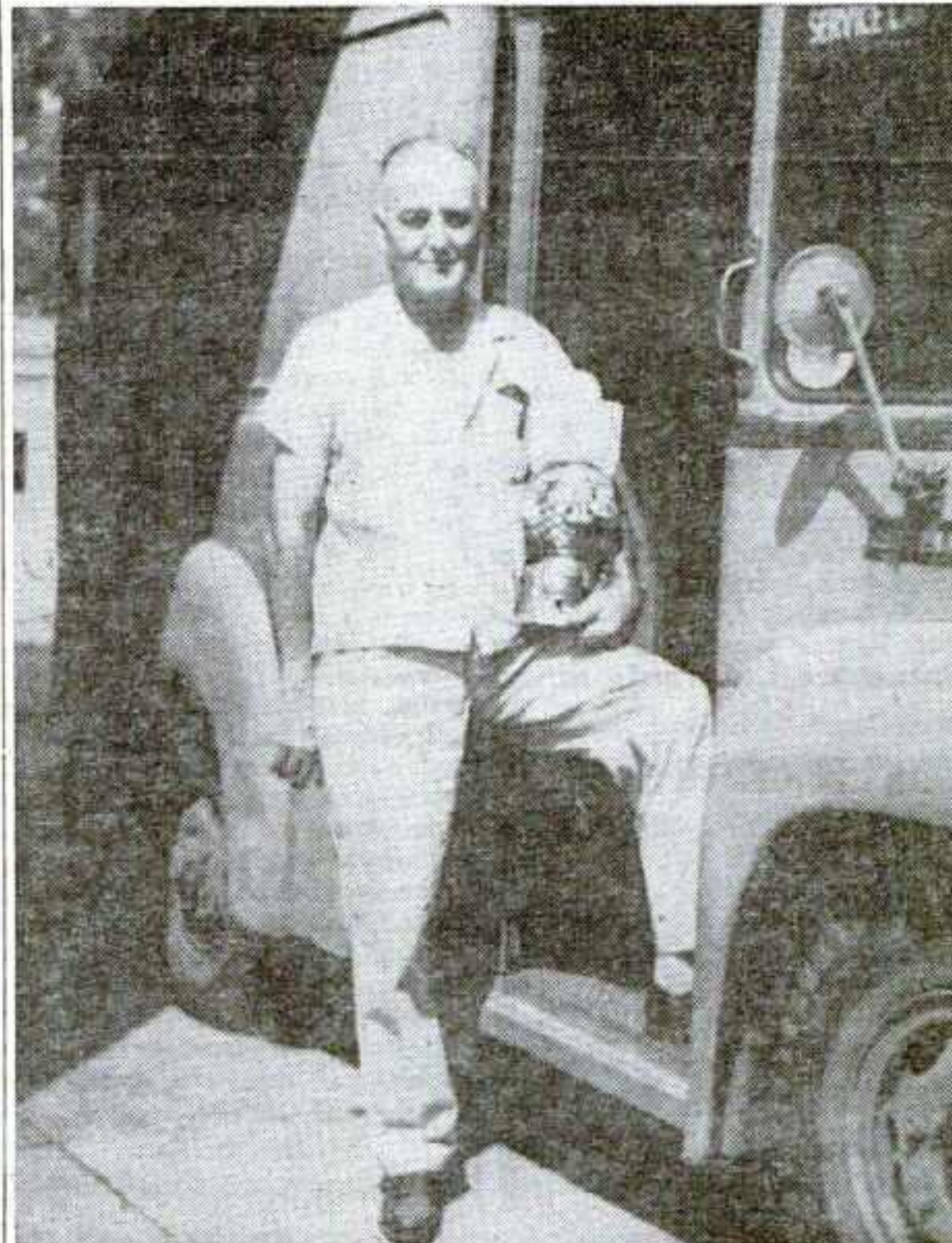
wanis Club's Camp Wyman swimming pool, constructed this year at a cost of \$40,000.

Other Projects

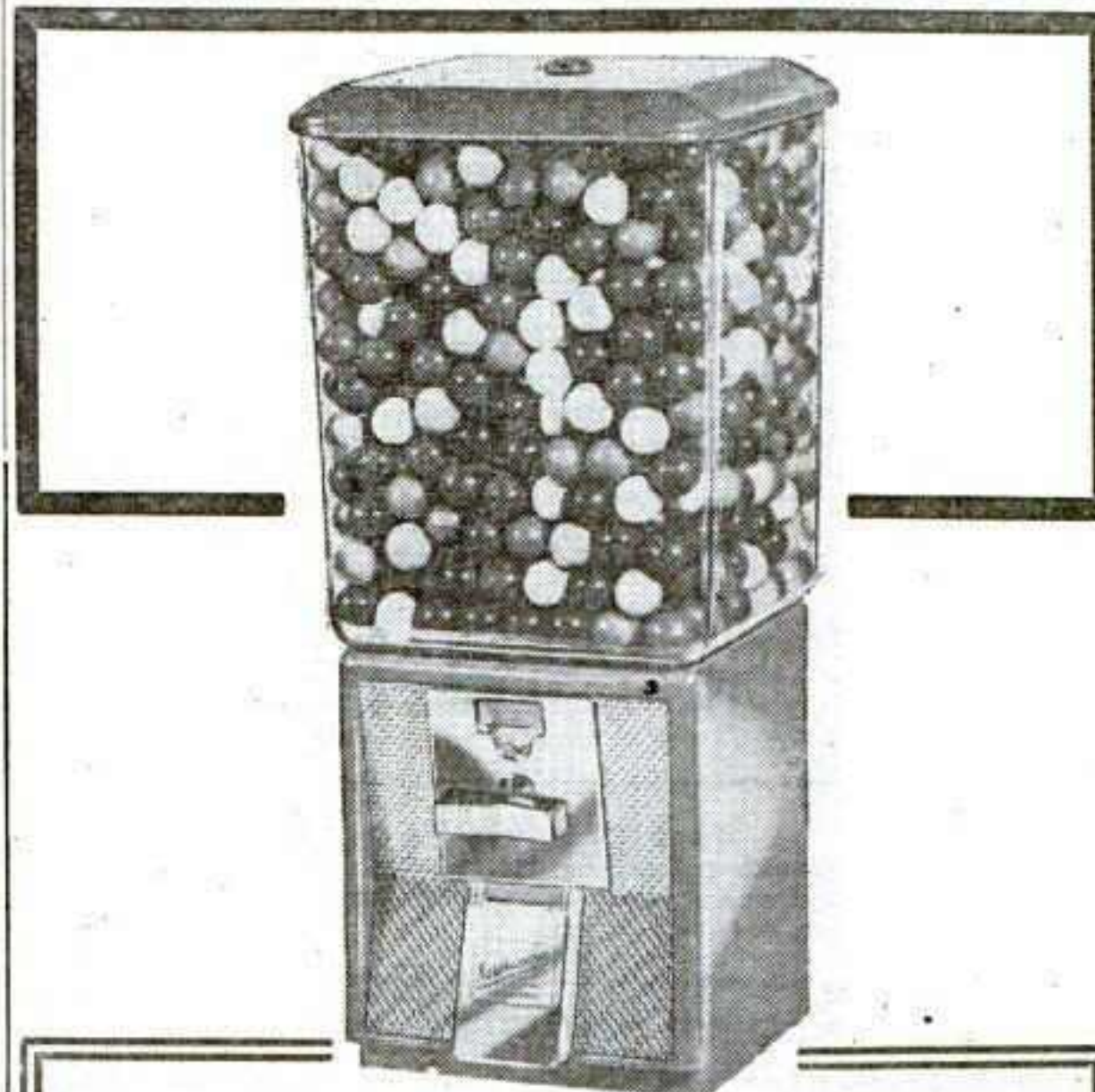
Other projects of individual clubs which are sponsored either wholly or in part by bulk vending commissions include providing clothing, glasses, milk and other necessities to the needy.

McKee came to St. Louis from the Pacific Coast, where he was a substation operator for the Puget

(Continued on page 82)



CARL E. MCKEE, at 73, feels he is a youngster in the vending business. His partners are his sisters, Edna McKee, 71; Mabel Jenkins, 69, and their 91-year-old mother, Mrs. Evelyn Steen. Between them they've built up their route to 1,800 machines.



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Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
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Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	\$.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Jelly Beans	.28
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

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ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

Local Group Drive Picks Up Steam; Missouri, Wisconsin Join Ohio Lead

By NICK BIRO

CHICAGO — The National Vendors Association program of promoting more State groups appears to be picking up steam. The newly formed Ohio Vendors Association has scheduled its second meeting for Columbus, O., September 24, and bulk operators in Wisconsin and Missouri are now also talking earnestly about forming local associations.

NVA counsel Don Mitchell said he had been contacted by operators in both Missouri and Wisconsin and that considerable interest had been expressed in getting a State group organized.

Mitchell said preliminary steps for getting members are now under way and that he hoped to have news of a first meeting in both States soon.

Good Start

The Ohio association, meanwhile, appears to be off to a good start. The group was formed following the recent successful fight by Ohio bulk operators against a State health code which would virtually have killed bulk operating in Ohio.

NVA counsels, Don Mitchell and Ted Raynor plus a contingent of State bulk operators and their own

counsel, Ken Weinberg, appeared at hearings and were successful in having the measure amended to allow the practical operation of bulk machines.

The formation of the Ohio Vendors Association, affiliated with NVA, followed shortly. Weinberg was retained as the group's own counsel.

Drive

NVA has been on a drive to form more local groups since its recent Grand Bahama convention last April. At the time, NVA Counsel Raynor indicated that this was the only really effective way to combat discriminatory legislation and obtain representation on a local level.

His statements were borne out when, at the Ohio health code hearings, the bulk operators were criticized for not presenting their views on the legislation before and also for not seeking representation on a committee of industry representatives that included major equipment operators. The representation was later obtained.

NVA counsels Raynor and Mitchell haven't been alone in promoting local groups. Herb Beitel, legal counsel for the National Automatic Merchandising Association has likewise been on a drive and with substantially more success. In fairness to both groups, however, it should be pointed out that major equipment vending operators, who make up NAMA, are considerably more business and organization minded than the majority of bulk vending people. Many of the latter group, too, are part-timers with little or no concern for the major problems of their industry until they are directly affected.

Susceptible

Beitel has repeatedly said that the

vending industry is peculiarly susceptible to repeated introduction of adverse legislation at all levels. A strong local group of operators who can acquaint governmental authorities with the vending business is one of the best ways to fight this. The local groups, too, can perform a public relations function that is impossible on a national level—a function, incidentally, that is sorely needed by the bulk vending industry.

Age No Barrier

Continued from page 81

Sound Light & Power Company in Seattle, Wash. His sisters lived about 30 miles from Seattle.

"We just sold everything and moved here," McKee said. Both Miss McKee and Mrs. Jenkins are musicians by profession. Miss McKee taught music in public schools and was on the staff of Washington State College for about 15 years. Mrs. Jenkins was a private piano and organ teacher.

Church Work

After coming to St. Louis, the sisters performed for various Presbyterian churches here. They have restricted their activities to a large extent, but Mrs. Jenkins still serves as relief organist at Tyler Place Presbyterian Church.

Music, like business, has been a family affair. The McKee family, which resided in Nevada, Mo., until 1910, had its own little orchestra in the Missouri town.

Mrs. Steen played trombone, Carl McKee was the violinist, and other members of the family augmented the orchestra. "The only persons we hired were a drummer, flutist and occasionally a violin-cellist," Miss McKee said.

The family also had one of the

SHORT-CUTS

Op Follows Three-Point Route Code

ST. LOUIS—Ted Mueller, 450-machine bulk operator here, has set up three basic rules for route operation which have helped him improve efficiency. His ideas might save other operators time and money:

1. Setting frequency of collections to rate of trade. Mueller has recently shifted from a once-in-three-weeks schedule to a monthly system. "I've kept a record of the amount of bulk merchandise each location will take during the course of a month and I fill each jar accordingly," says Mueller.

2. Getting a jump on traffic. Mueller begins work on his route at 7 a.m. each day and finishes up at near noon. In this way he avoids bumping into regular location traffic and so saves time.

3. Clean jars. "This is basic to our business," says Mueller. He carries clean ones with him as he makes his stops.

first traveling motion picture shows around 1906 or 1907. Starting out of Warrensburg, Mo., they traveled the circuit thruout Missouri and Kansas. The show also included performances by the family orchestra.

Another theatrical enterprise of the family group was a nickel theater in Nevada, Mo. After members of the family moved to the West Coast, they operated a chain of movie theaters.

Mrs. Steen, despite her 91 years, still does the family cooking and baking. An active woman, a broken hip recently kept her in bed only two weeks, to the amazement of her physician.

Books Kept

The books of the bulk vending company are kept by Miss McKee and Mrs. Jenkins. An auditor goes over the books once a year and makes out the firm's income tax forms.

McKee has a workshop in his basement which he puts to use when he has spare time. Since he has worked around electricity, he still works with electrical projects.

The operator also has made his workshop hobby into a practical reality. He makes all the stands for his bulk vending machines. These include both single and multiple units.

The owners of the McKee-Jenkins & Steen firm live together at 3131 Russell Boulevard in a large, comfortable home once owned by a member of the Anheuser family. The Anheuser name is widely known not only in St. Louis, but thruout the country because of its connection with Anheuser-Busch, Inc., makers of Budweiser and other popular brands of beer.

H. B. "HUTCH" HUTCHINSON SAYS:

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We handle complete lines of machines, parts, stands, supplies, charms, capsules and ball gum.

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OPENS THE DOOR TO NEW AND better locations.

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Capacity 2000 balls of 100-count gum . . . 300 V-1 10¢ or 25¢ capsules. Large capacity and very attractive appearance creates larger and more sustained profits.

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Victor's revolutionary and unique method of selling ball point pens. The revolving action displays all pens and assures positive delivery. Capacity 168 ball point pens, vending at 10¢ each.

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Same fine flavors. Centers and Coatings.

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210 ct. & Giant Size . . . 27¢ lb.
Chicle Ball Gum, 130 ct. . . 35¢ lb.
Clor-o-Vend Ball Gum . . . 40¢ lb.
Clor-o-Vend Chicks, 320 ct. . 40¢ lb.
Chicle Chicks, 320 & 500 ct. . 36¢ lb.
Bubble Chicks, 320 & 520 ct. . 28¢ lb.
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PR Theme Dominates Meeting Of Virginia Music Operators

By AARON STERNFIELD

RICHMOND, Va.—Nearly 300 tradesters gathered at the John Marshall Hotel here Friday and Saturday (9 and 10) for the second annual convention of the Music Operators of Virginia.

Public relations dominated the deliberations, as the operators expressed concern about how to improve their image to the general public, and several speakers dealt with the problem.

Art Weinand, Chicago Dynamics' executive, speaking as a representative of the Coin Machine Council, told the operators that grass roots public relations is the cornerstone for any national PR program. Weinand cited a recent Billboard survey which indicated that support for the Coin Machine Council, public relations arm for the industry, was strong in areas where local associations existed and weak in areas which had no local group.

Clearing House

Weinand then spelled out just how CMC could help local operators. He pointed out that the national organization would act as a clearing house for local PR ideas, with professional advice available.

He advised the operators to employ women in their PR efforts, as women will work harder than men and that it takes a brave editor to talk back to a lady.

CMC will publish a newsletter, he said, so that operators everywhere will become acquainted with PR techniques they can use at a local level. He added that handbooks will also be distributed to operators. These handbooks will spell out the "do's and don'ts" of local public relations and will also explain how the operators can use their wives and female staff members in the local campaigns.

Other Services

Weinand added that CMC will backstop all local PR with clipping

services, taking action when a local news media attacks the industry unfairly and monitoring all news affecting the industry.

John W. Boyle, executive vice-president of the Mountain Trust Bank, Roanoke, told the operators that one surly teller can do more damage to the bank in three minutes than all the bank's officials can correct in three days. He said that the same situation exists in the coin machine industry. He advised the operators to be circumspect in their dealings with the general public, and to make sure their servicemen do the same.

The industry, he explained, is judged by how the operator behaves in his home town.

Word of Mouth

Art Daddis, Eastern sales manager for AMI, told the operators to pass on the public relations message to their fellow operators who could not attend the convention. He said that a "word-of-mouth" public relations campaign would augment what is already being done.

Lewis Pendleton, MOV attorney, said that while individual operators can make their feelings known to their legislators, they can seldom get results. He said that the most effective form of lobbying for an industry is performed when an organized group takes action. Pendleton added that the Music Operators of Virginia can be an effective group in thwarting unfair legislation both at the State and local levels.

Frank Mitchell, Rock-Ola sales executive, spoke of the considerations in juke box design and predicted that selection capacity will never exceed the current 200 maximum. He advised operators to buy stereo equipment now, even if they don't think it necessary for their locations. Mitchell explained that in the next year or two, virtually every location will insist on stereo, whether or not the location owner

understands what stereo is. Therefore, he concluded, the operator with monaural equipment will be at a sharp disadvantage.

Partners in Industry

Zaven Hovsepian, Eastern Distributors, Baltimore Seeburg outlet, told the operators that tho they may be competitors in their day-to-day business, they are partners in the same industry, and that organization is essential if the industry is to gain public support.

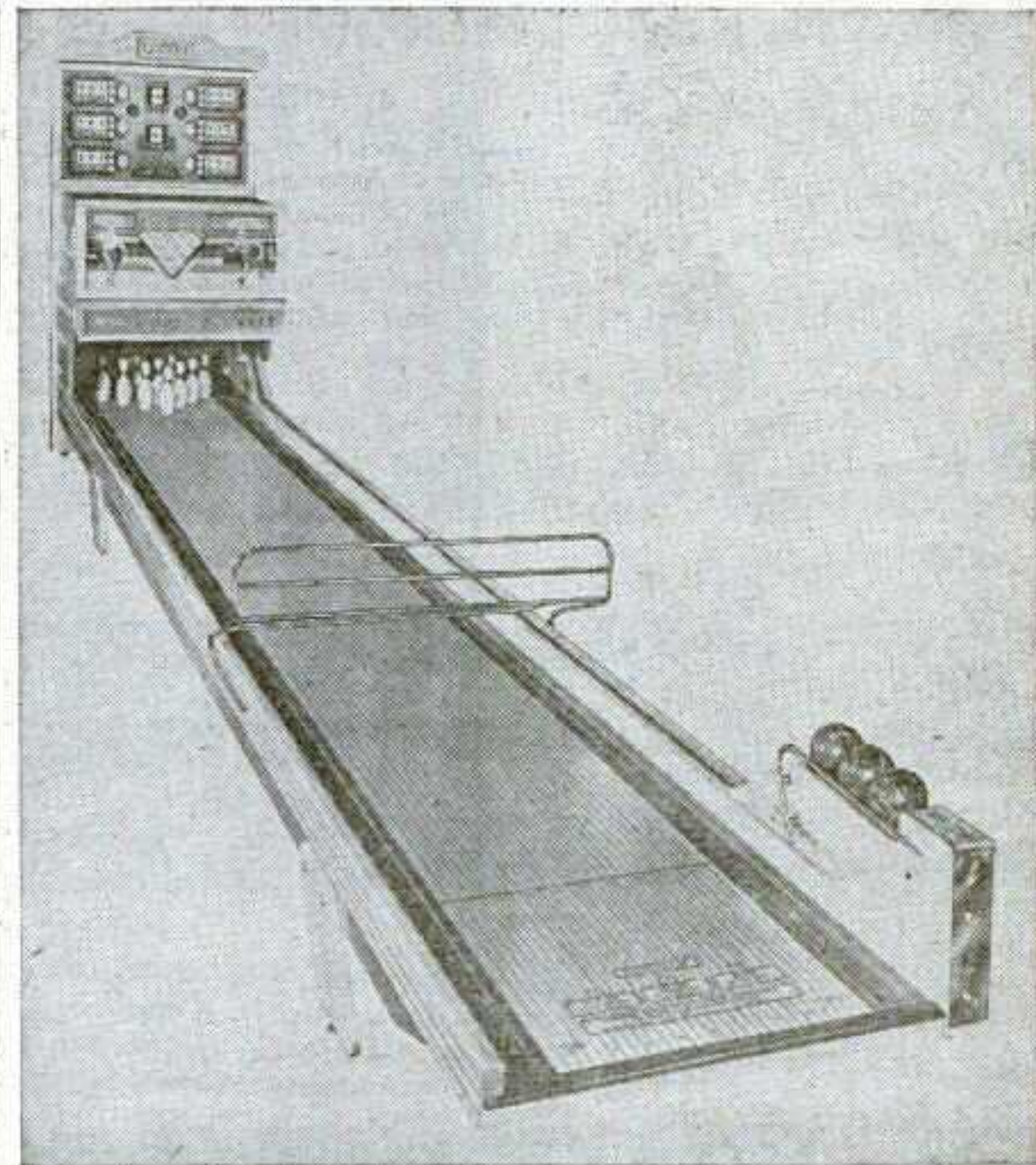
Other distributors present who spoke briefly before the operators were Sam Weisman, State Sales, Baltimore United representative, and Jack Bess, Richmond AMI distributor.

MOV donated record players to institutions representing the Protestant, Catholic and Jewish faiths and for a colored charity.

Exhibitors

Five distributors and one one-stop exhibited at the show. They were Roanoke Vending Exchange, Richmond, Bristol and Charleston, W. Va., AMI; General Vending Sales, Baltimore, Rock-Ola; Eastern Distributors, Baltimore, Seeburg; State Sales & Service, Baltimore, United; Herman Saxon, Charlotte, N. C., National Vendors, and Pat's One-Stop Record Shop, Richmond.

Visitors included Art Garvey, Bally Manufacturing; Art Weinand, Chicago Dynamics; Frank Mitchell, Rock-Ola; Mr. and Mrs. Art Daddis, AMI; Wilbur Walker, administrative assistant to Governor Almond; Herman Saxon, National Vendors; Bill Adair, Zaven Hovsepian, Nat Solow and John Cameron, Eastern Distributors; Sam Weisman and Dave Koenigsberg, State Sales & Service; Herman Perin and Herbert Golombeck, General Vending; Mac Lesnick and Hy Lesnick, Musical Sales; Mr. (Continued on page 93)



BOWL-A-RAMA is the new United Manufacturing Company's big-size bowling alley game. Featured is a new 10-pin system which many tradesters feel is more realistic than the former method. Altho the game was shown publicly at the Music Operators of America show last May, it was shipped only a few weeks ago, and this picture is the first glimpse many operators will have of the game.

Nebraska Guild Plans Oct. 1-2 Meet in Norfolk

OMAHA—Warren Cook, mayor of Norfolk, Neb., will be the featured speaker as the Nebraska Music Guild holds its fall two-day meet there, October 1 and 2, at Norfolk's Madison Hotel.

Ralph Reeves, local operator, will host the event. Mayor Cook will speak at the Sunday evening (2) banquet. Business sessions will be held Saturday with a cocktail hour and dinner tentatively scheduled for

Saturday evening. Additional business will be transacted Sunday with the traditional banquet and floor-show winding up the festivities in the evening.

Also scheduled to meet is the Music Guild's Cornhusker Investment Club, stock investment organization of the Nebraska group started some two years ago. The Guild will also make its public re- (Continued on page 92)

Va. Operators Name Loudon

RICHMOND, Va. — Albert S. Loudon, Norfolk operator, was elected president of the Music Operators of Virginia, succeeding Bob Minor of Richmond (see separate story).

Other MOV officers elected during the groups annual convention at the John Marshall Hotel here Saturday (10) were E. Walter Harvey, Kilmonock, first vice-president, and Vernon E. (Teeney) Martin, Portsmouth, second vice-president.

Directors are Harry L. Fake, Strasburg; Harry Luiman, Petersburg; M. L. (Moe) Holland, Roanoke; J. D. Chandler, Richmond; Bob Minor, Richmond; Bernie Inge, Norfolk; Edgar M. Hudson, Bristol; F. D. (Toney) Colbert, Danville, and George Rollo, Hampton.

Art Garvey, Bally Manufacturing Company, was elected an honorary member.

Ga. City Asks Pin Code

VALDOSTA, Ga. — City Attorney Henry Brice has been instructed by city officials to prepare an ordinance to stop minors from playing pinballs. There was some debate among council members as to whether the machines should be banned altogether.

ANSWER CALL FOR FRESH GAMES

German Toy Makers Eye Coin Field As Ripe for New Amusement Ideas

By OMER ANDERSON

NUREMBERG, Germany — This country, Europe's No. 1 juke box market, is ripe for a coin game boom—but can't get the games. Not, at any rate, the sophisticated games which appeal to the Germans.

This is the land of toy-making marvels—the country of miracles of miniaturization, much of it going into games, toys and gadgetry. The Germans have been importing more and more American-made coin games.

Industry figures have been at a loss to understand why this country should lean on the U. S. so heavily for coin games, while entering energetically into juke box and vending machine production. But lean, the Germans have—until now.

Now there is amazement amounting to incredulity at the thin offering of new games from Chicago plants. For several months now the Germans have been scraping for scuttlebut on forthcoming new Chicago games. Such information has been impossible to come by, and the industry busybodies had assumed they were stymied by faulty intelligence sources.

But now the secret is out—the

U. S. game industry apparently is at a standstill; the United Manufacturing Company's Bowl-A-Rama is the lone U. S. game offering something really different on the fall market. (The Billboard, September 5.) It will be, insofar as the Germans can learn, a season tedious with the old familiar games; at least games based on old familiar patterns.

This circumstance is stimulating demands in West Germany that this country make a serious effort to develop new coin games—something striking and imaginative in keeping with the German toy-making and miniaturization tradition.

In reality, the dearth of American games at the moment is beside the point. The Germans long have been grousing that American games tend to be too stereotyped—pinball, bowler, target.

Pinball games (which the Germans call "flippers") are popular, as are target games. But bowling has no vogue in this country, and golf games are lost on the Germans (golf is a rich man's game on the Continent).

But objective critics are castigating the Germans as well as their super-staid American counterparts.

While bemoaning the dearth of intellectually stimulating coin games (and the Germans don't believe this is necessarily a contradiction in terms), the Germans have failed conspicuously to improve on the pinball-bowler coin game staple fare.

Soccer Their Best

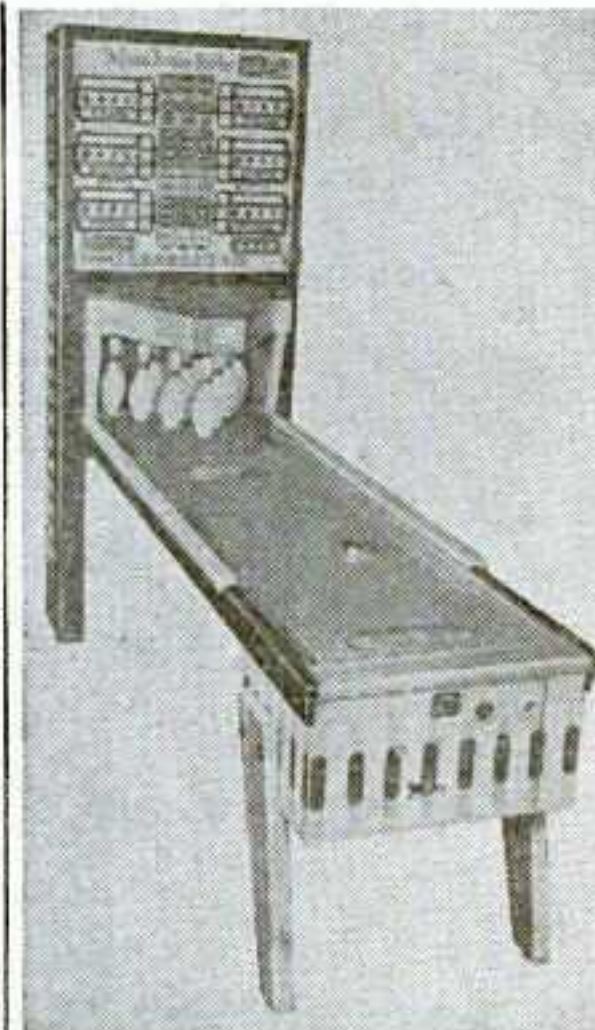
In fact, the Germans have got hardly beyond soccer games, aside from a few really imaginative Luft-waffe target creations.

But all this is due to change, or so one would gather from the heady talk here in Nuremberg, the ancient center of the toy-making art. There has never been a ceiling on the dreams of the toymen, and the cry of coin game critics is: Let Nuremberg tackle the problem.

Science and technology fascinate the Germans, of course, and when they think of coin games they instinctively think of missiles and space ships and nuclear submarines. Nuremberg prides itself on keeping its toys apace today's headlines, and if Nuremberg takes a hand in designing coin games, they will follow the same formula.

Some Ideas

The toymakers would junk almost all existing games and start (Continued on page 93)



DELUXE JUMBO

Bally Shipping Deluxe Jumbo, Shuffle Bowler

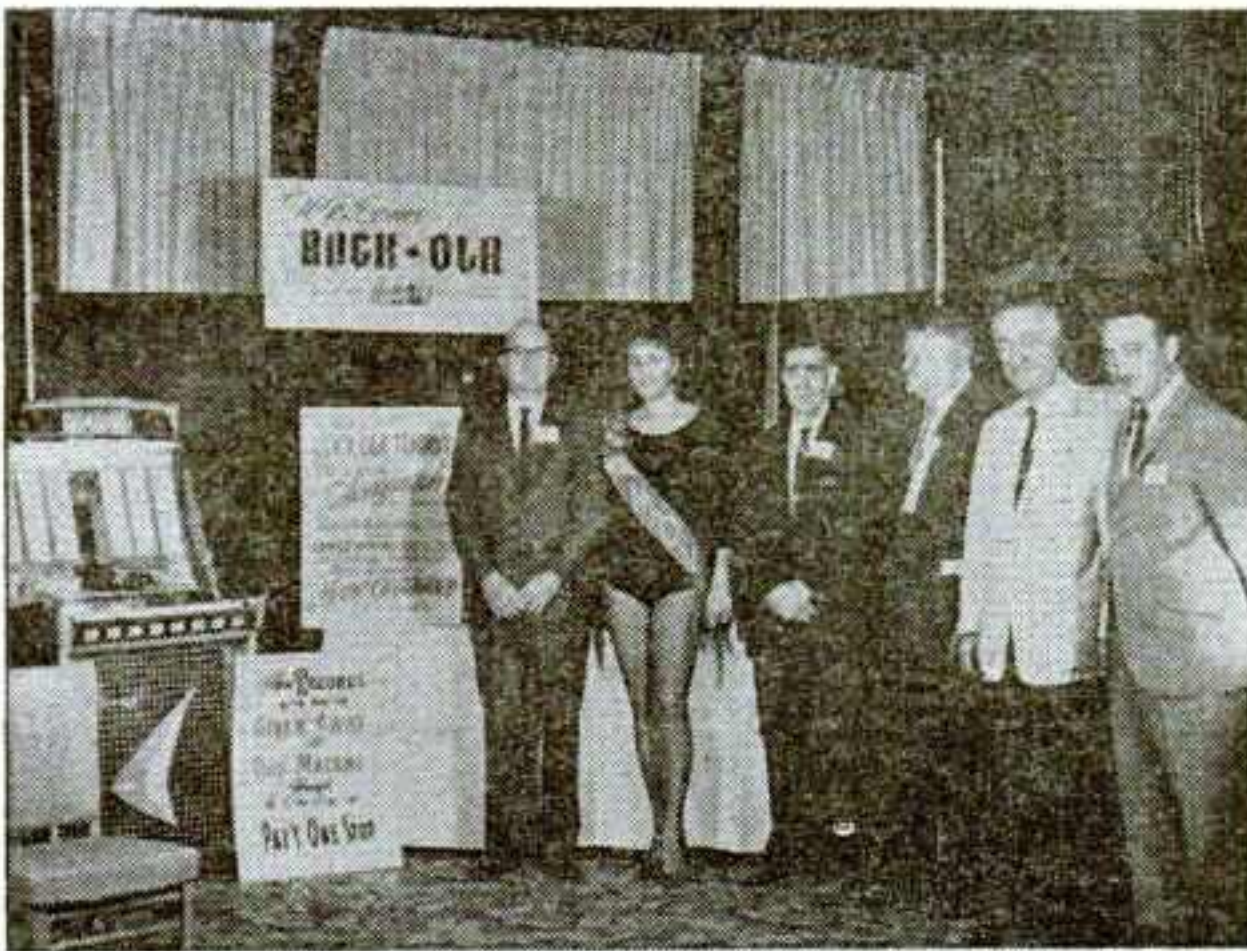
CHICAGO — Deluxe Jumbo Bowler, a new shuffle bowler, and the successor to Official Jumbo, was shipped to distributors last

(Continued on page 86)

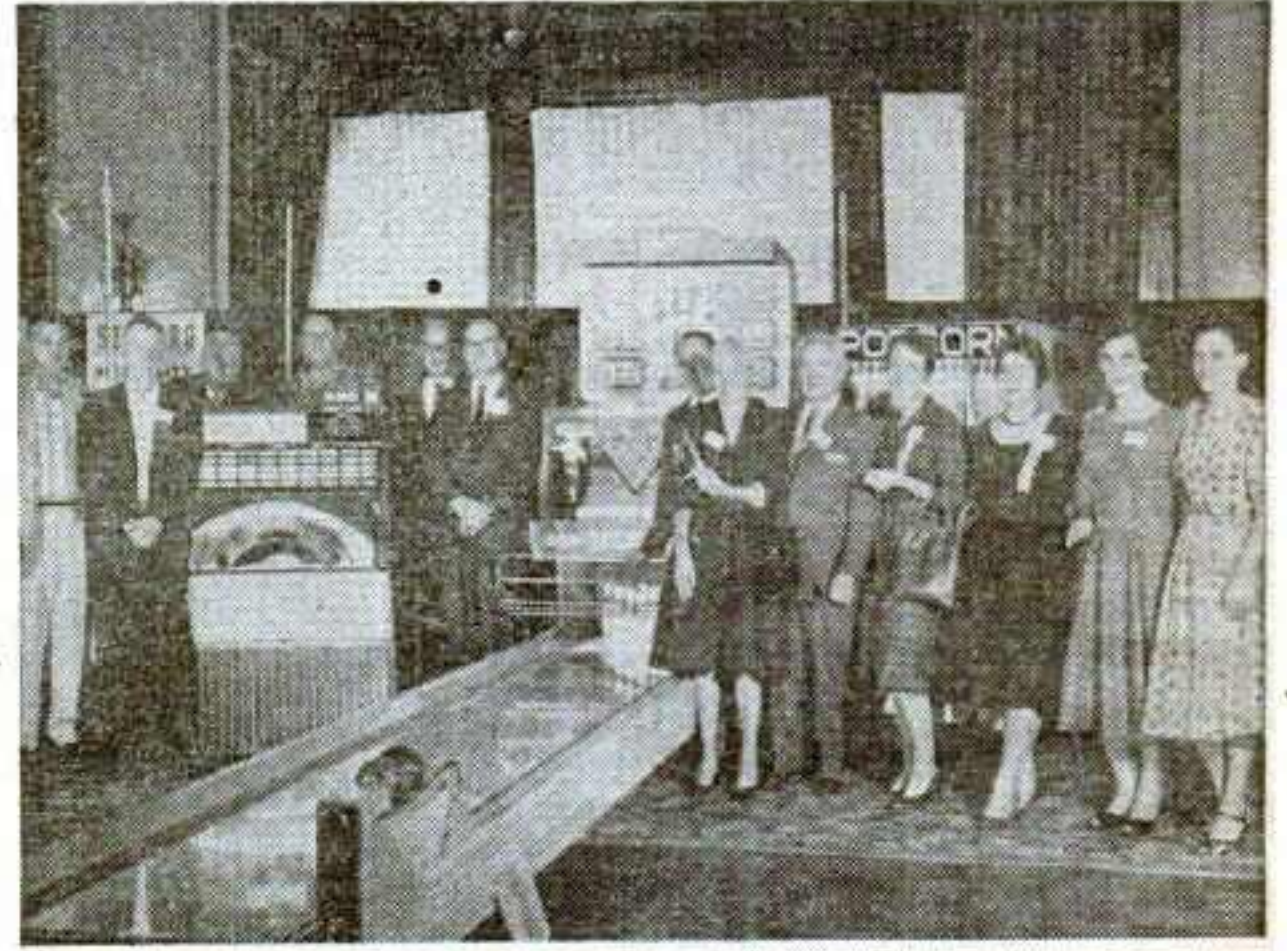
Seen at the Virginia Operators Show



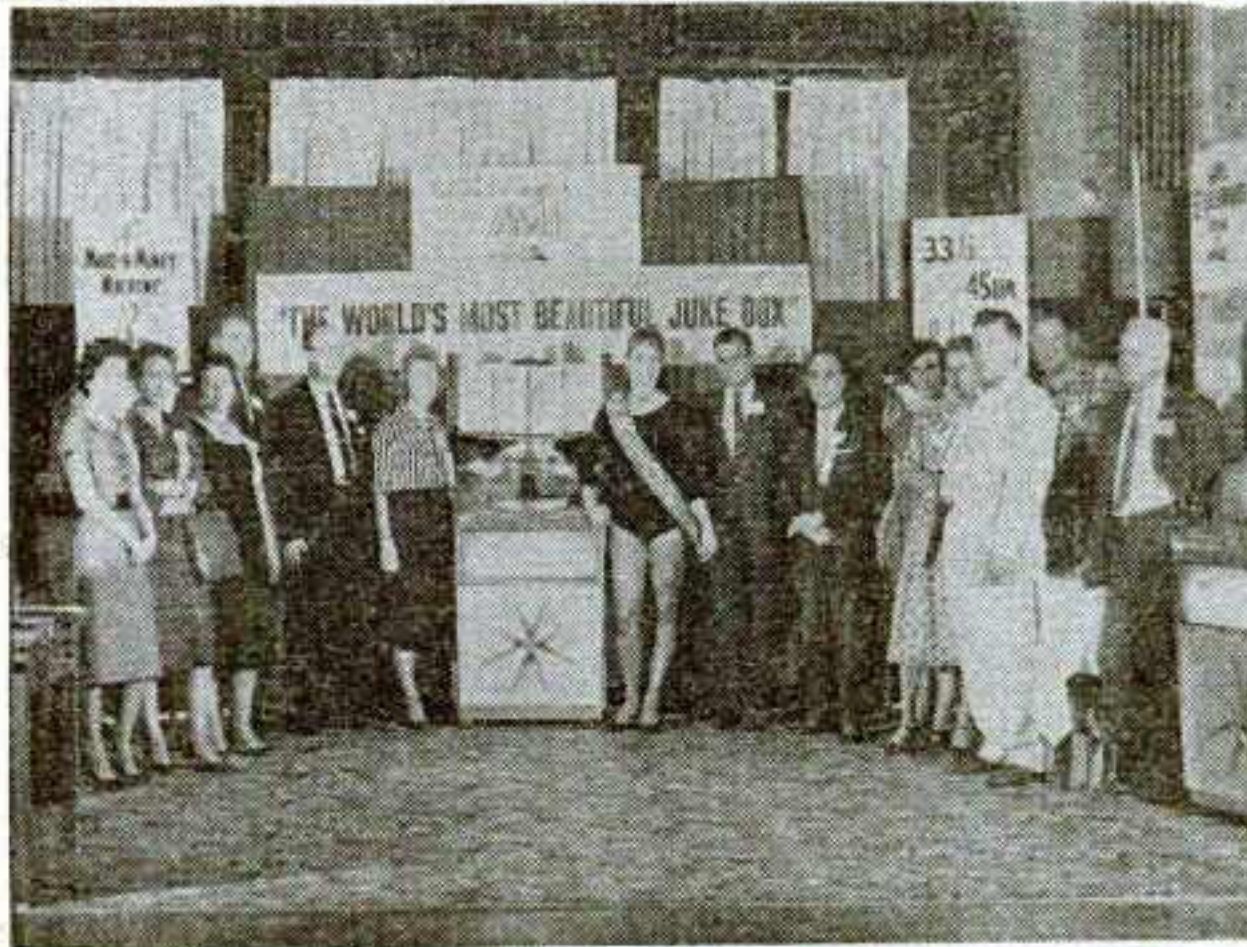
GATHERED AT THE BOOTH of the Coin Machine Council were, left to right: Art Daddis, AMI; Mrs. Blanche Lubman, Petersburg; Wilbur Walker, administrative assistant to Governor Almond; Art Weinand, Chicago Dynamics, and Aaron Sternfield, The Billboard.



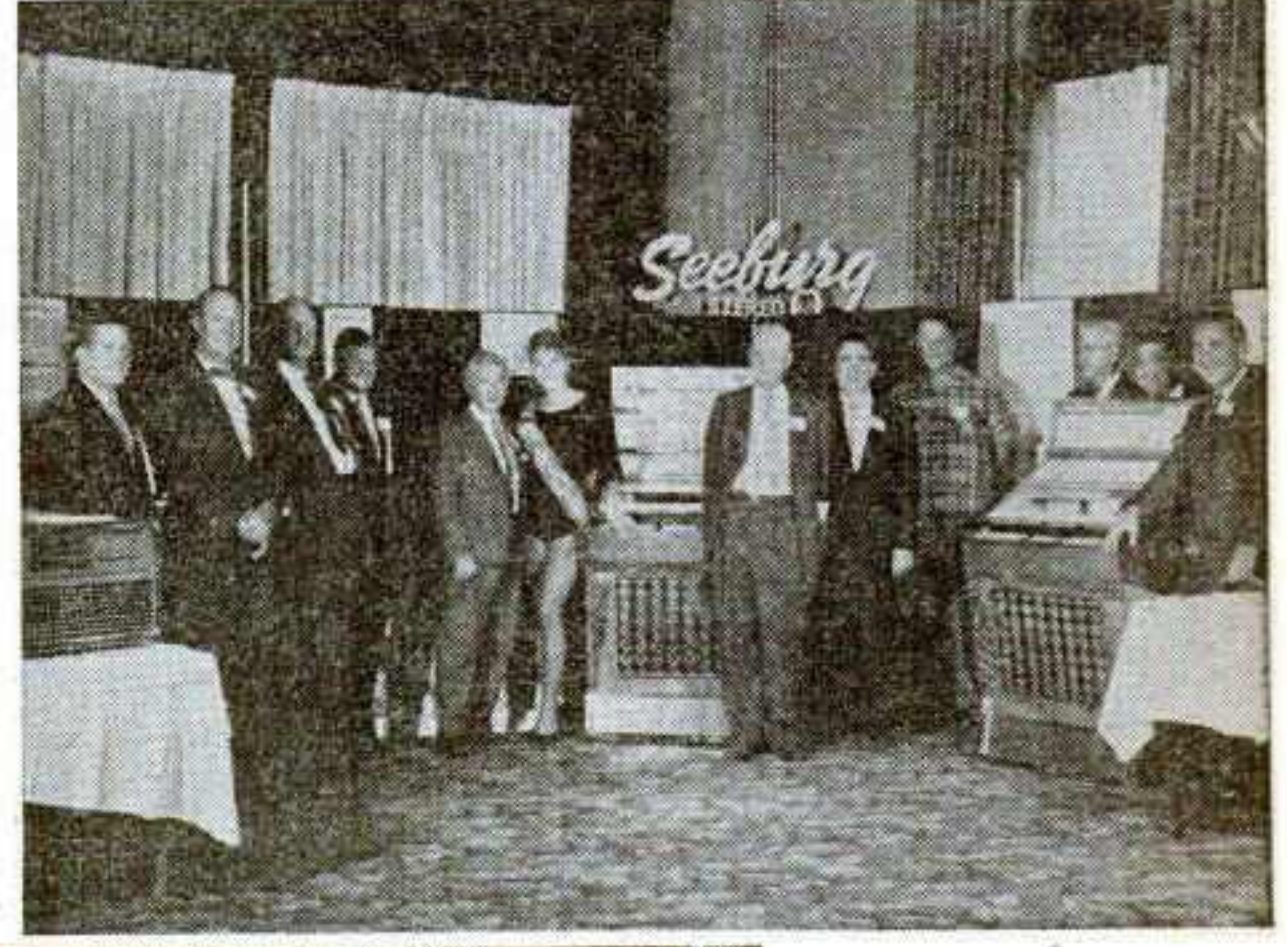
GRACING THE ROCK-OLA BOOTH was Miss Music Operators of Virginia. The photographer wasn't interested in the others.



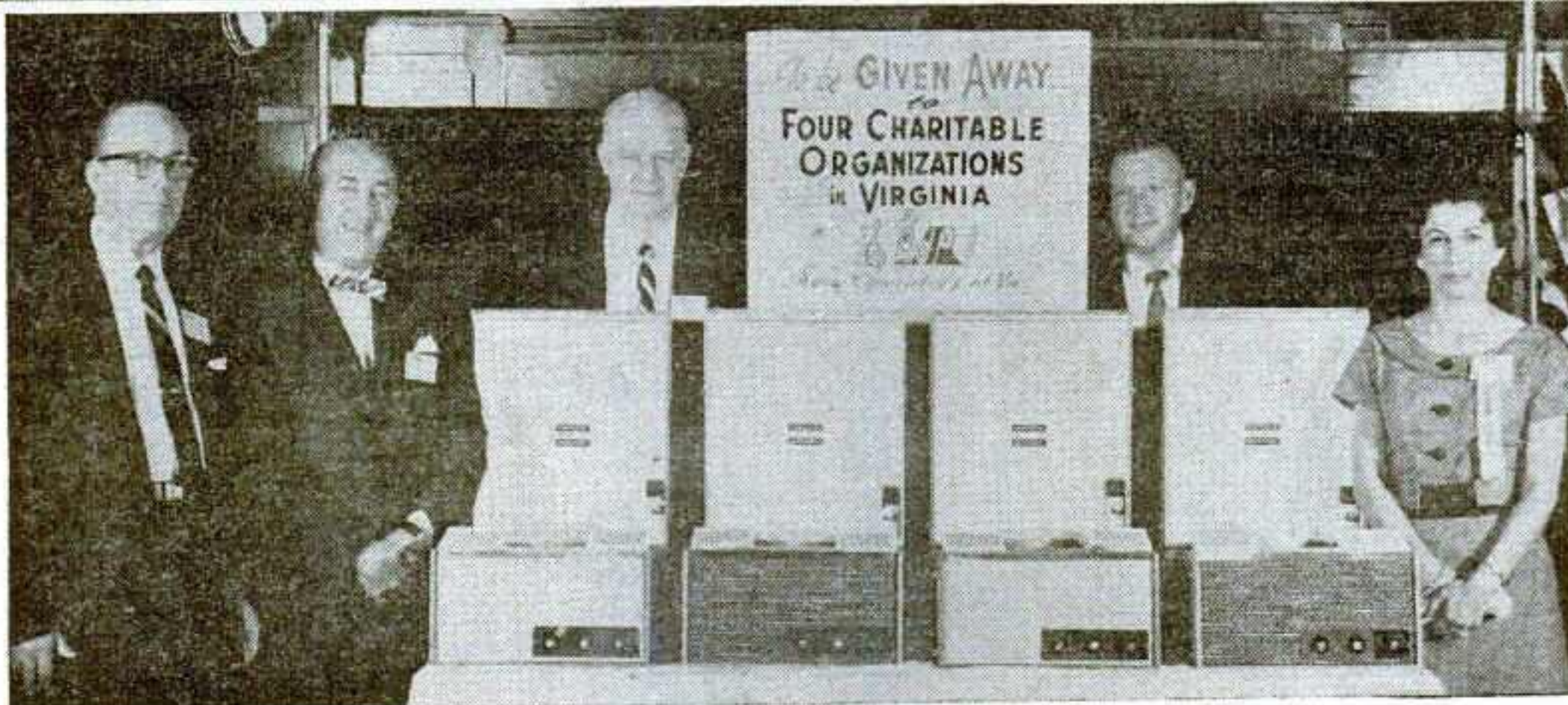
STATE SALES OF BALTIMORE displayed the new United long bowler and juke box, as Sam Weisman and Dave Koenigsberg acted as hosts.



MR. AND MRS. JACK BESS, left of the new AMI juke box, headed the Roanoke Vending contingent.



THE SEEBURG EXHIBIT drew a good crowd, partly because of the box and partly because of the presence of Miss MOV.

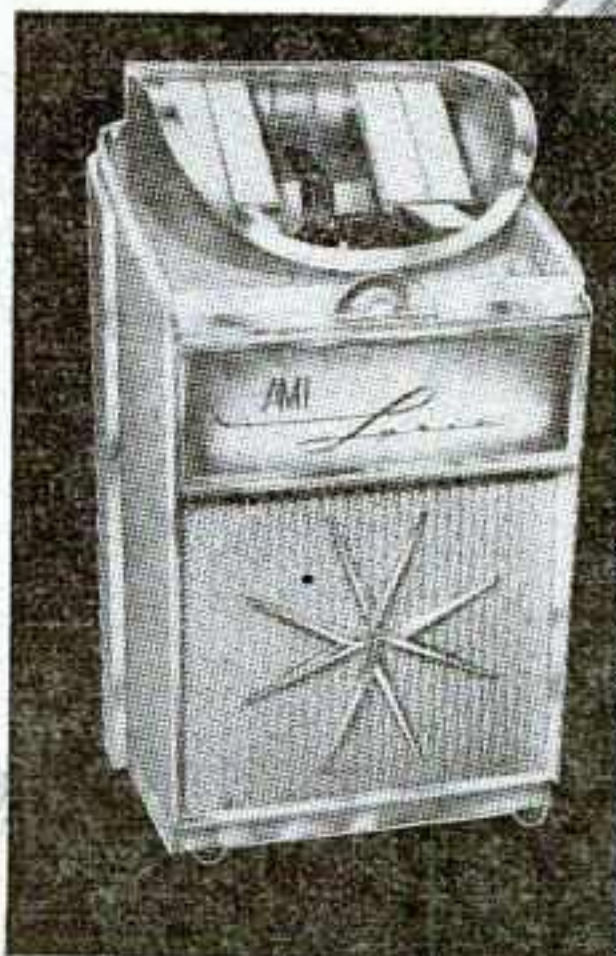


FOUR RECORD PLAYERS were donated to Protestant, Catholic, Jewish and Negro institutions. The gentleman to the left of the sign is Art Garvey, of the Bally Manufacturing Company.

OVERNIGHT SUCCESS

**bold new compact styling
stars in first field sampling**

Never before have jukeboxes so dramatically new shown such powerful sales potential so soon. Distributors are finding it difficult to keep samples on their floors, and operators who placed their orders early are already reporting enthusiastic location reaction. The growing volume of orders proves without question that the AMI compacts have the look, the size, the price and the performance you've been waiting for to spark play. See the Lyric 100A and 100M, and the Continental 200A and 200M, now at your AMI distributor's. Ride the compact bandwagon to greater profits.



Lyric

AMI

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1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS, ENGINEERS
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SHUFFLE ALLEYS

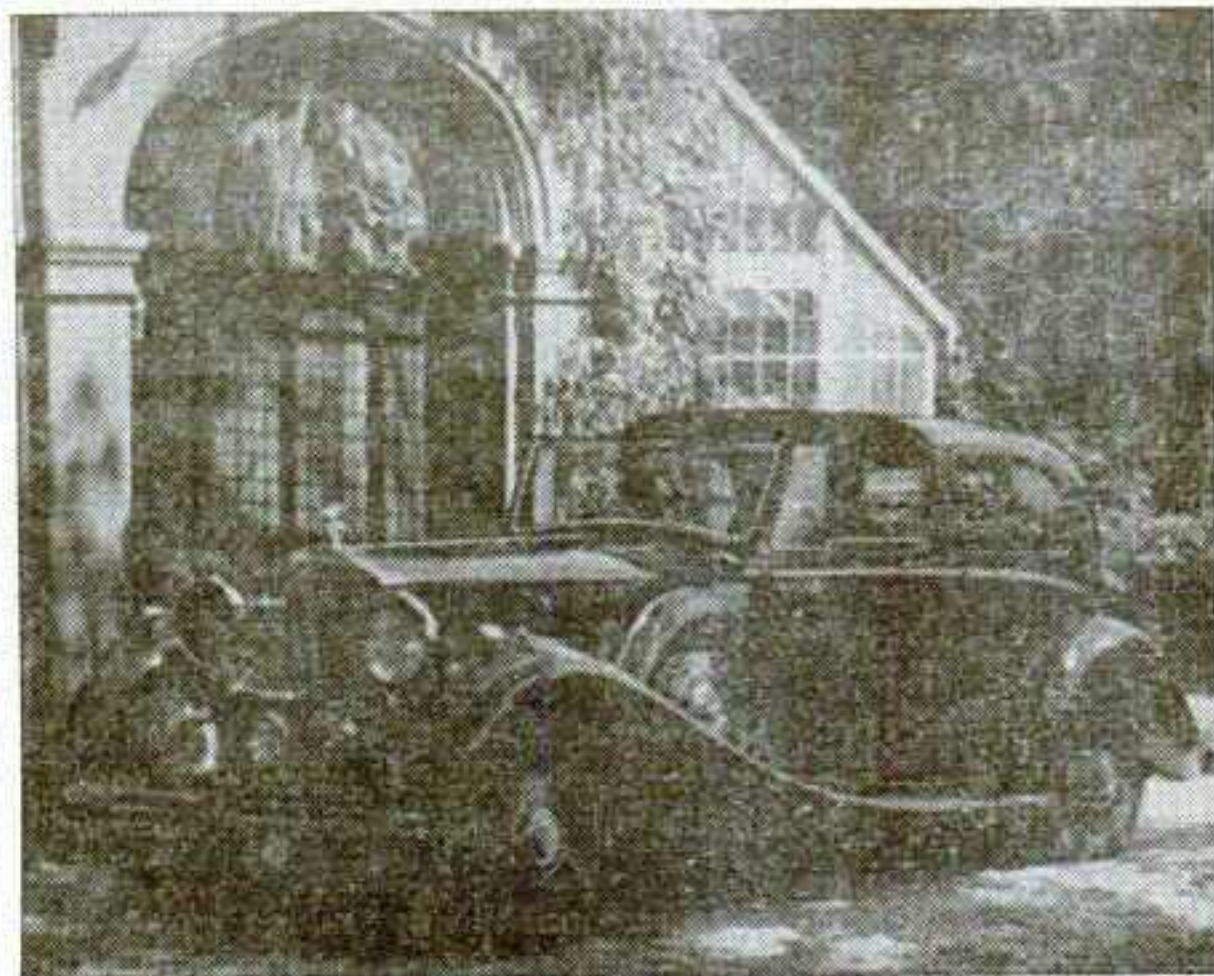
UNITED BANNER	\$ 95.00
UNITED MERCURY	100.00
UNITED ACE	100.00
UNITED VENUS DE LUXE ...	135.00
UNITED 11TH FRAME	95.00
UNITED REGULATION	215.00
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BALL BOWLERS (As Is) ...	135.00
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All Equipment subject to prior sale.
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HIGH-CLASS ACCOUNT of Cleveland Coin Machine Company is Harry Wilson, who owns a string of seven kiddie amusement parks located in and around Ivy Bridge, South Devon, England. The operator there uses this eight-cylinder Rolls-Royce for equipment pick-ups and collections. Wilson admitted that his outfit has a few Bentleys on the road doing the same thing, in a letter to Morris Gisser, head of Cleveland Coin. The Cleveland distributor has been a steady supplier since England opened up.

Harris Buys Wurlitzer Denver Distributorship

DENVER — Draco Sales Company, Wurlitzer distributorship here, has been bought by Jerry Harris, formerly with Mountain Distributors, the local AMI outlet.

Harris said he bought a "controlling interest" in the firm and assumed charge September 1. Mike Savio and Leo Negri, former owners of Draco, are being retained by Harris in an executive capacity.

Harris termed it a "lock, stock and barrel" transaction, involving all equipment, inventory, trucks and other possessions. Draco remains as the Wurlitzer distributor and will continue with the same territory, covering the Rocky Mountain States.

Harris also said there were plans to expand operations in the near future, but that present plans were to stay at the West Alameda address.

Besides the full Wurlitzer line,

Draco is active in background music installations and carries a line of amusement games.

DSA in Sept. Meet; Discuss Member Drive

DETROIT—Meeting for the September session during the hottest prolonged spell of the summer, the Detroit Shuffleboard Association returned to the northwestern section home of Fred Chlopan, executive secretary. Starting in October, meetings will again be held in the downtown headquarters. The meeting in Chlopan's Rosedale Park home gave a vacation atmosphere to the gathering.

President Barney Burke discussed a projected membership drive, and exhorted all members to enlist one new prospective member to attend the October meeting as a key step in implementing the drive. The time is propitious for marked expansion of the association, it is felt, with the added services being offered, particularly in connection with the new local legislation.

A standard membership card form is being issued by the group. Chlopan remarked, "With the new ordinance becoming effective, so that every operator must have an identification mark upon his machine, the association is hoping that most of these marks will be the regulation cards issued by the association."

The group, tho bearing the name "shuffleboard" for historic reasons, actually covers all form of amusement games.

Chlopan announced that a further change has been made in the new ordinance, which originally set May 1 as the future date for renewal of all game licenses. Under the new law, all games that are coin-operated will require registration for the first time. However, miniature pool tables will now have a new renewal date of July 1, while all other games will fall due on May 1.

This was designed to meet the convenience of the licensing authorities in the police department, Chlopan said, since it was felt that having all these machines come due for renewal at one time would create too big a procedural problem.

Bally Shipping

• Continued from page 83

week by Bally Manufacturing Company.

Like Official Jumbo, Deluxe Jumbo offers players the choice of official bowling scores or speed control scores. Mechanical refinements have been added.

Players press buttons to select the play features they want. Speed control scores depend on the players' success in regulating the speed of each puck shot. It must be neither too fast nor too slow for top results.

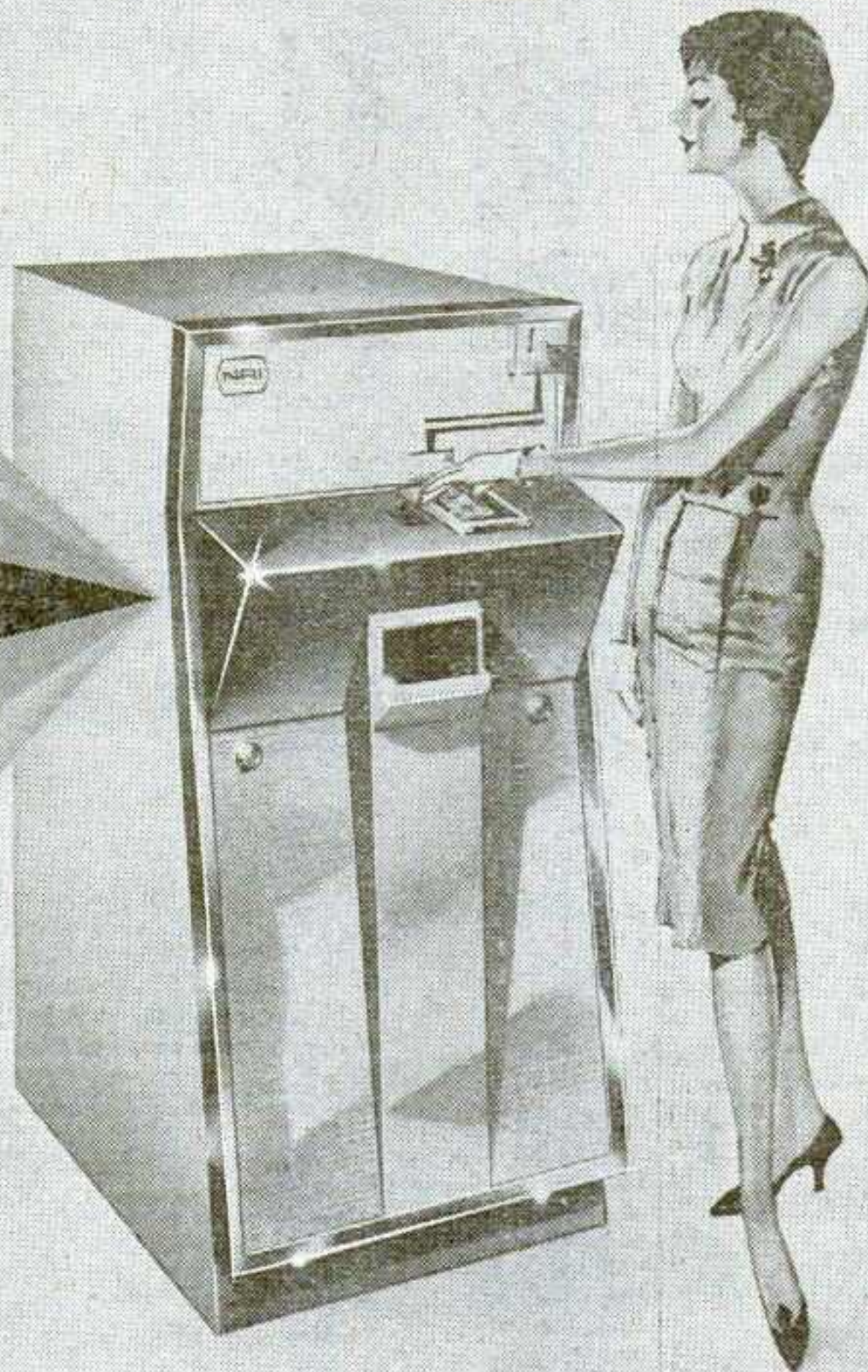
In addition, players are able to choose between "easy" and "super-strikes," so that both the average and the expert players can be satisfied.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

announcing . . .

The New CURRENCY NRICHANGER



the only machine
in the industry that makes
change for \$1.00
and \$5.00

The New NRI Currency Changer discerns both the amount and the authenticity of coins and paper money. With electronic accuracy it gives a complete range of change for genuine currency—while rejecting counterfeits and slugs.

The speed, efficiency, and dependability of the New NRI Currency Changer can save you time

and money . . . spare valuable personnel for more profitable tasks . . . stimulate impulse buying.

Learn how the New NRI Currency Changer can solve your change-making problems. Write for illustrated brochure, National Rejectors, Inc. 5100 San Francisco Avenue, St. Louis 15, Missouri.



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WILLIAM FUTTERMAN, long active in the coin machine advertising field, leaves to become vice-president in charge of merchandising and sales promotion for Shoppers Markets, Inc.; Stacy Drugs and Budget Variety Department Store Chains, Los Angeles. Operation of the agency, which bore Futterman's name, is being taken over by Marc Reid Advertising.

Bulletins

Plan Vending for Israel

A \$1,000,000 tool and die plant is being erected in Israel with plans for production of vending machines for export as well as home use in the infant State. Dwyer-Baker Electronics Corporation, Miami, headed by Samuel Oritt, said its subsidiary, Orisco, will construct the plant at Kiryat Gat, south of Tel Aviv. The factory will first produce precision items for the Israeli government, concentrating in the aircraft and military fields, Oritt announced. A switch to vending production will follow.

Canteen Buys 5 Swiss Firms

CHICAGO—Automatic Canteen Company of America is planting both feet firmly in the European juke box picture with the acquisition last week of five Swiss operating firms. Canteen plans to have the firms expand operations. They will merchandise a full line of vending equipment in Switzerland and handle distribution of AMI juke boxes. They will also continue present operation of juke boxes thruout Switzerland. The firms are: Cortina-Automaten AG Basel; Cortina Automatique Lausanne, SA; Cortina-Automaten AG Zuerich; Cortina-Automati Bellinzona SA, and Emo Societe Financiere SA. The firms were acquired by Canteen International SA, headquartered in Geneva, a fully owned subsidiary of the U. S. Canteen operation. The five companies were acquired from Swiss businessman Max J. Vollmer for 15,819 shares of Canteen common stock, according to an announcement by Canteen Chairman Nathaniel Leverone.

Vending Line Boosts Seeburg

CHICAGO—The Seeburg Corporation attributes a sharp increase in sales to its newly added vending line, according to a statement last week by board chairman Delbert W. Coleman. Seeburg chalked up sales of \$19,901,418 in the nine months ended July 31, an increase over the \$16,702,487 for the corresponding period last year. Earnings likewise increased, tho not as sharply. Coleman said "extraordinary expenses incurred in launching new vending products" accounted for the lag. Earnings for the same nine-month period were \$1,675,434 or \$1.31 per share compared to \$1,607,869, or \$1.25 per share for the same period last year.

Seeburg Intros 33-45 Idea To Juke Trade in Mid-South

MEMPHIS—A successful dinner meeting attended by several dozen Memphis and Mid-South operators was hosted last week by George Sammons, president of Sammons-Pennington Company, to spell out the future of 33 vs. 45 r.p.m. records in juke boxes.

Operators and distributors from several Southern States heard Jack Gordon, vice-president of the Seeburg Corporation, in charge of phonograph sales, forecast the 33 singles, with some 45's as the coming thing for operators.

Gordon, explaining the history of the record business from 1947 to the present time, made these points:

"Today most operators are catering to 15 per cent of the market with 45 r.p.m. rock 'n' roll records. Yet 85 per cent of all records sold are 33 r.p.m. albums to buyers who play them at home on their record players.

"There are 50 million owners of automatic phonographs (non-coin) in the United States. The music they buy for their phonographs at home are 33 r.p.m. albums. And when they have the opportunity to play juke boxes, they do not find any of the music they like on them.

"The reason is that the juke box is filled with 45 r.p.m. records, and most of the music on 33 r.p.m. records is not on 45 r.p.m.

"The answer is the juke box which will play a 33 r.p.m. record as well as a 45 r.p.m. record," said Gordon. In this way, both 33 singles and 45's can be used.

"The 45 is on the way out," said Gordon. Reason for the sharp decline among phonograph owners is that a spindle has to be used to play a 45. The 33 r.p.m. records can be played without a spindle.

The meeting began with a cocktail hour from 6 to 7 p.m. last week (12) at Pappy's Lobster Shack, followed by a steak dinner.

Headphones

Headphones for operators and distributors to use at locations to give customers a true stereophonic sound were also introduced.

Gordon also discussed securing contracts with location owners.

Distributors present from out of State were Ralph Gabrielson, Atlanta, and Bill Snow, Charlotte, N. C. Edward Blankenbeckler, Southern district manager for Seeburg's phonograph division, was also present.

The business part of the meeting, which lasted from 8 to 11 p.m., was attended by the following:

D. V. Pennington, service manager of Sammons - Pennington Company; Clifford Ferguson and Henry Canipe, S-P servicemen; Allen Smith, sales manager of vending machine division of S-P company; R. L. Goad, president of Game Sales Company, a division of S-P company.

Robert Harbin Jr., Harbin Amusement Company; E. T. Luckett, Lucky's Amusement Company; John Novarese, Poplar Tunes Music Service, and Jake Kahn and Charles Khan, Tri-State Amusement Company.

Operators from Arkansas attending, along with Charles Stewart, executive secretary of Arkansas Music Operators Association were:

More Ops

Tom Sinclair and Don Mitchell, Dixie Amusement Company, West Memphis; Lynn Farr, Central Music Company, Texarkana; J. Earl Gill, Gill Amusement Company, Hot Springs; Andrew Cassinelli and Elvis Singleton, Little Rock Amusement Company, Little Rock; Nathan Wheelless, Service Amusement Company, Jonesboro.

Loyd Barber and Wayne Cartiller, B & C Amusement Company, Forrest City; Pete Adams, Adams Music Company, Forrest City; J. W. Singleton, Kirspe-Hollenberg Amusement Company, Little Rock; Paul Hurst, Hurst Amusement Company, Atkins; Mr. and Mrs. H. G. Yancey, Arkansas Music Company, Little Rock.

Glen Tolliver, Lepanto Music Company, Lepanto; Bill Foster, Foster Music Company, Pine Bluff.

Operators from Mississippi attending:

Hardy Creekmore, Creekmore Music Company, Cleveland; James Andrews, Andrews Music Company.

(Continued on page 93)

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ROCK-OLA #1458-120	545	SEEBURG M-100C	275
ROCK-OLA #1455-200	425	SEEBURG M-100BL	245
ROCK-OLA #1454-120	445	SEEBURG M-100B	225
ROCK-OLA #1448-120	395	SEEBURG M-100A	95
ROCK-OLA #1438-120	245	Conv. to 45 rpm	95
WURLITZER 2150-200	445	AMI E-120	195
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European News Briefs

U. S.-Belgian Deals Link Markets

BRUSSELS—Additional link-ups between U. S. and Belgian coin machine firms are being predicted here following the signing of an agreement between National Vendors, a subsidiary of the Universal Match Corporation, and Societe Generale de Blegique of Brussels. Along with the Societe Generale de Blegique contract, National Vendors signed a companion agreement with Fisher Ludlow of London. The Brussel agreement plants National Vendors in the European Common Market, while that with Fisher Ludlow does ditto for the European Free Trade Association. National Vendors now has a foot in each of the European trading blocs. Such dual deals are being encouraged by the Belgians as the prudent way of approaching the trading bloc dilemma. It is felt here that, contrary to roseate pronouncements emanating from London and Bonn, it will be a long time before the Six versus Seven dispute is resolved. Belgium, rocked by loss of the Congo, is making a frantic effort to adjust to its straitened economic circumstances. At the moment this consists mainly of a drive to attract American industry and business.

Musicians' Union, Ops to Talk

DONN—The West German Federal Court has ruled that the "public reproductions" on phonographs of radio music requires the sanction of the orchestra, director and vocalists, as well as the composer. This means that West Germany's juke box operators must now face demands for compensation from recording orchestras and miscellaneous artists not covered by the GEMA payments. The federal court based its ruling on a decision of the Reich Court in 1936, which held that orchestras and subsidiary artists contributed creative talent to phonograph and radio music above and beyond that of the composer. The musicians' union is now preparing to enter into negotiations with the phonograph record and coin machine industries. Of West Germany's 115 name orchestras and bands, all but seven are affiliated with the German Orchestra Union (DOV). Juke box operators now pay an amusement tax, a turnover tax, income tax and a flat per-box fee to GEMA. The operators claim it is a financial impossibility that the musicians be compensated in addition to the composers.

Federal Loan Case Contested

BREMEN—West Germany's coin machine industry has taken to court officials of the Federal Bank of Equalization of Burdens who refused to grant a bank loan to a coin machine operator. The bank officials declined the loan on the ground that coin machine operation "is a socially useless economic activity to be equated with bordello operation." The bank officials employed the precedent of a loan application from a bordello operator in rejecting the coin machine operator's application. The Federal Administrative Court threw out the bank official's rejection of the load application on the bordello precedent, but ruled that the coin machine operator had failed to exhaust normal sources of credit. The Equalization of Burdens bank compares roughly to the old U. S. Reconstruction Finance Corporation (RFC). It was established to aid war damage victims.

Rehbock, Canteen Get Together

HAMBURG—Helmut Rehbock is taking its 10th founding anniversary as the occasion for promoting the togetherness of the Automatic Canteen Company family in West Germany. Rehbock, the long-time AMI distributor in West Germany, chartered a Lufthansa Super-Constellation to fly the firm's entire personnel in Hamburg to the Automatic Canteen-Automatenbau G.m.b.H. plant at Neu-Isenburg, near Frankfurt, where new AMI production facilities have been installed in the former Tonomat plant. Employees of the plants in Hamburg and Neu-Isenberg had lunch and dinner together. The Rehbock party spent the second day sight-seeing in the Frankfurt area and celebrated the Rehbock 10th anniversary at a party in Kronberg Castle in the evening.

Coin-Operated Sun Tan Lamps

ZURICH—The EMPA corporation of Zurich has been appointed general European representative for Westinghouse sun lamp sales to coin machine operators. The sun lamps are equipped for installation in barber shops, beauty salons, massage parlors, sauna and Turkish baths and even bars. EMPA has launched an advertising campaign around the theme: "A smarter tan than you can get on the Riviera." The coin box can be adjusted to take various European currencies, and the usual length of exposure is 10 minutes. EMPA reports that Europe's weird weather this year—the wettest and gloomiest summer in 40 years—has boomed sales.

Italian Distributor for Eltec Box

MILAN—The firm Electrophon Roberto Mauro has been appointed general sales agent and distributor for Italy of the West German Eltec juke box. Eltec, produced in West Berlin, is a 100-selection wall box available with a two-channel hi-fi stereo amplification. Eltec is conducting an international sales campaign aimed at establishing a network of distributorships thruout Europe and Scandinavia. Roberto Mauro, with headquarters at Via Varese 4, has prepared an Italy-wide sales drive coupled to the Italian juke box boom. Eltec is being promoted as an economy box ideal for the small trattoria or espresso bar with little space.

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Gottlieb Super Jumbo (4 pl.)	95
Bally Circus (2 pl.)	95
Gottlieb Royal Flush	135
Gottlieb Criss Cross	145
Gottlieb Continental Cafe (2 pl.) ..	145
Gottlieb Sweet Sue (4-pl.)	395

BOWLERS AND ARCADES

Bally Strike Bowler, 14'	\$245
Bally Deluxe Congress Shuffle Bowler, 8 1/2'	195
Bally Super Deluxe ABC Shuffle Bowler, 8 1/2'	265
Bally Rebound Shuffle	30
United Bowling Alleys, 14'	145
Chi. Coin Hollywood Shuffle Bowler ..	135
Williams Deluxe Baseball	45
Am. Shuffleboard, 20' Overhead Score Unit, Coin Unit & Lights ..	345
Bally Ball Park. New. Call or write	
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MUSIC

AMI F-120	\$295
Wurlitzer 1650 (45 RPM)	125
Seeburg V-200	265
Seeburg V-200 (conv. to VL with speed read program holder) ..	345
Rock-Ola 1455D	395

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Midwest

OUT MINNESOTA WAY

Twin Cities operators were entertained by Lieberman Music Company, Minneapolis, Seeburg distributor, at a cocktail hour and dinner August 29 at the Calhoun Beach Hotel to familiarize the operators with the new 33 1/2 singles. A total of 50 operators, Lieberman and Seeburg officials attended. **Jack Gordon**, Seeburg phonograph sales manager, and **Robert Kelly**, executive vice-president, spoke. **Al Gange**, Seeburg regional sales manager, also attended the event. **Jack Karter**, of Midwest Novelty Company, St. Paul, who spoke for the operators, said that the machines should be made so that the operators cannot change the slots on them to permit reduced play. The location will accept a new phonograph when told they cannot be changed back to 5 cents or six for 25 cents play, Karter declared. A Lieberman Music official reported that the new combination 33 1/2 and 45 (intermixed) phonograph is going over very well in the territory.



Jack Karter

Jim Christensen, of Jim's Record Shop, St. Paul one-stop, vacationed in the Black Hills of South Dakota. . . . **Bob Lane**, parts man at Lieberman Music Company, vacationed in Boston. . . . The new United Bowl-A-Rama on display at Mayflower Distributing Company, St. Paul, has been received enthusiastically, according to **Kenny Glenn**, an executive of the firm.

Out-State operators in the Twin Cities recently were **Roy Stone**, Rice Lake, Wis.; **Harry Anderson**, Frederic, Wis.; **Harry and John Galep**, Menominee, Wis.; **Clayton Norberg**, Mankato, Minn.; **Leonard Anderson**, Hudson, Wis.; **Art Skram**, Mason City, Ia.; **Earl Ackley**, Spooner, Wis.; **Jim Stansfield**, Winona, Minn.; **Lloyd Williamson**, Winona; **Matt Huppert**, Red Wing, Minn.; **Larry Dwyer**, Rochester, Minn., and **Leo Rau**, St. Cloud, Minn.



Jim Stansfield

Twin City Novelty Company, Minneapolis, an affiliate of Lieberman Music Company, had its usual Arcade at the recent Minnesota State Fair in St. Paul with over 80 machines. Another veteran operator at the fair was **Tom Shogren**, of Minneapolis, who is one of the old-timers there.

Jack Karter, of Midwest Novelty Company, St. Paul, and **Chuck Karter**, Star Novelty Company, St. Paul, and their families spent the Labor Day weekend in Sheboygan, Wis. . . . **Irv Sandler**, president of Sandler Distributing Company, Minneapolis, reports considerable operator interest in the new Duchess bowler game of Chicago Coin.

Automatic Vendors, an affiliate of Lieberman Music Company, Minneapolis, has purchased a building in Northeast Minneapolis for its vending route. The firm expects to move in late fall. . . . **Harold Lieberman**, president of Lieberman Music, some time ago purchased an interest in Stuart Automatic Foods of St. Paul. **Mr. and Mrs. Archie Stuart**, former owners, are continuing to manage it.

Don Lyons

COLUMBUS, O.

Sam Solomon, Central Ohio Coin Machine Exchange, just returned from a vacation on Lake Erie where he caught 118 pounds of lake bass. Sam reports a sharp upturn in business in the past few weeks. **Theresa (No Shoes) Burgess**, Sam's secretary, has become a grandmother for the third time.

MILWAUKEE MENTIONS

Operators and distributors are cheered over the prospects for fall business. Reports are that the appearance of cooler weather has been a boon to the coin machine business. The end of the summer vacation period and the return to classrooms is leading to improved conditions for coinmen in Beer Town. . . . **George Klamm**, Badger Novelty Company road salesman, and **Les Rieck**, Rock-Ola sales director out of Chicago, teamed up last week to cover the Fox River Valley area. According to Klamm, operators in that sector have just wound up another strong summer season.

Arnie Cutter, veteran routeman, quit his job with Hilltop Coin Machine Company. He has gone in business for himself as a builder and remodeler of homes. Cutter was with Hilltop for the past six years and before that he spent nine years working for several other firms. . . . **Laz Glassman**, Radio Doctors disk one-stopper, is opening his new store on 3d and Garfield on October 1. It will replace the firm's other outlet several blocks to the north. **Jerry Glassman** will be in charge.

Up-State operators shopping Hastings Distributors for good used games: **Richard Mraz**, Rhinelander; **Mr. Hannon**, Fort Record Shop, Fort Atkinson; **Tony Hirt**, Sheboygan, and **Bernard Groshek**, Stevens Point. . . . Steel girders are being erected by construction workers for the addition to the Paster Distributing Company building. "We are hoping for a late fall completion date," says **Sam Cooper**. . . . According to **Jimm Mayer**, counterman for Record City, operators are upset over the lack of good stereo singles for their juke boxes. Stop-ins at the Record City one-stop included **Martin Oberdink**, Juneau; **George Jaber**, Fond du Lac, and **Martin Janisch**, Beaver Dam.

(Continued on page 90)



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- Moon Raider 325
- Vanguard 315
- Crusader 375
- Titan 425
- Heavy Hitter 295
- K. O. Champ 175

MUSIC

- Seeburg M100C \$295
- Seeburg HF100G 375
- Seeburg HF100R 475
- Seeburg L100 515
- Seeburg 101 795
- Seeburg 222 925
- Wurlitzer 24105 . . . Write
- Wurlitzer 24005 . . . Write

UPRIGHTS

- Galloping Dominos . . \$175
- Skeet Shoot 150
- Double Shot 150
- Wildcat 315
- Playball 150
- Side Show 175
- Super Circus Write

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 Completely Reconditioned Immediate Delivery

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- UNIVERSE 255
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- WORLD BEAUTIES 275
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STAR SUPPLY CO.

7855 Stoney Island Chicago 49, Ill.
Phone: Bayport 1-1616



Continued from page 89

CLEVELAND CAPERS

Trying to get his Crews together is Edward Kenney, president of Kenney's Amusement Company. Routeman Augustus Crew returned to work last week for the first time since last June when he entered St. Vincent Charity Hospital for surgery. Now with Augustus back, relative Coleman Crew left for a two-week vacation.

Joseph Abraham, head of Lake City Amusement Company, is also president of Abraham Realty Company. . . . Monroe Coin Machine Exchange Company is punching out sales at twice last year's rate, in the face of an area industry that is reeling under an average 15 per cent drop in dollar volume, according to George George, president.

Carolyn Ickes, office manager at Advance Music Company, is off on two weeks' vacation. Carolyn is baiting fish somewhere up in Canada, reports Allan Kleinman, president.

Cutting an upward path in a field resisting growth at this time is Maco Cigaret Service which shows a rise of 15 per cent over last year. Official Rocco Laurie reports a steady growth in company sales for the past several years.

Commenting on service schools, Larry Hornbeck, head of Shaffer Music Company here, said: "Our operators want trouble-shooting manuals, too, and we supply them. They (operators) are most hungry for cause-remedy information."

Charles Comella, president of Cadillac Music Company, urges operators to join the CMC's public relations program. He said: "I would like to see us (the industry) sponsor a national TV show of quality. Television reaches the greatest number and the industry could afford it, if everyone pitched in with a few dollars." . . . Edward J. Curry, head of Edward J. Curry Music Company, says that business is "spotty," but over-all, picking up. "We have a good week once in three," said Curry. . . . Dawn of the first day of squirrel season found H. Frank Lescook busy at work — hunting squirrels that is. He heads Lescook Amusements, Inc. . . . Morris S. Gisser, president of Cleveland Coin Machine Company, reports 27 pieces of equipment leaving the Port of Cleveland last week, bound for Belgium and Germany. Gisser said that the first truck load of United's Bowl-A-Rama motored into Cleveland last week with 14 pieces. They were sold the week before delivery. Cleveland Coin Machine has a truck load scheduled to arrive each week.



Morris Gisser

Bob Sudyk

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Count on Valley Quality to Protect Your Profit!

See your distributor or write: **VALLEY SALES CO.**
333 MORTON ST. BAY CITY, MICH.

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MUSIC SPECIALS!

A.M.I. 6-200	\$295
A.M.I. E-120	165
A.M.I. WALLOMATIC W0-120	45
SEEBURG 3W-1 WALLOMATIC	55
ROCK-OLA 1436	125
WURL. W.O.M. #5252 (50c)	95
WURLITZER 1500	95

In Working Order

MUSIC

SEEBURG 222 SH	\$925
SEEBURG 201 SH	825
SEEBURG 100-J	575
SEEBURG K-200	495
SEEBURG 100-R	475
SEEBURG 100-G	395
SEEBURG V-200	325
A.M.I. J-200M	625
A.M.I. MOD. 1-200	625
A.M.I. F-120	325

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USED CIGARETTE VENDORS

11-Col. NATIONAL (ML)	\$155
11-Col. NATIONAL (Slant Front)	195
10-Col. EASTERN	75
22-Col. EASTERN MARK II	125
8-Col. ROWE (Mechanical)	40
9-Col. DUGRENIER (Mechanical)	75
SEEBURG 800E-1	250



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UPRIGHTS

Bally Skill Score, New Phone	Double Shot	\$175
Joker Ball	Super Hunter	225
Red Ball	Galloping Dominos	195

ARCADE & GUNS

Dodge City	\$125
Auto Photo Model 9	950

SHUFFLE ALLEYS

Score Line	\$125
Drop Ball	195
Rocket Shuffle	195
Shuffle Targets	95

COFFEE VENDORS

IVI Bonanza, Like New	\$895	Stoner D-13	\$475
Bally 597	995	Stoner D-10	475
Bally 583	645	Stoner 500D	295

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MUSIC OPS' BUDGET

Dime of Every Dollar Goes for Fresh Disks

DENVER — Pegging the purchase of new records specifically on the collections being earned by the route is far and away the most efficient, money-saving method of keeping record purchases in line with play, according to Frank Huber and Glen Pierce, partners in Century-Supreme Music Company in suburban Westminster, here.

As one of the largest independent operators in the Denver area, Frank Huber has set up record-buying procedures which are based on a lifetime in phonograph and amusement machine

operation. As the plan operates, he has three collectors, covering most of the city of Denver. Each does his own programming based on close, practical experience with the locations, plus a continuous study of new developments in popular tunes, hillbilly, westerns, and a thoro knowledge of classics and semi-classic old favorites.

Each collector pays the location owner's commission in cash, which is considerably more simple than going thru the bookkeeping operations which are involved in record keeping and sending checks, according to Huber. Turning in the receipts immediately as cash, the collector, of course, furnishes a statement on total collections on the route, as well as sub-totals for each machine involved. A collector may have as many as 50 machines, depending upon his particular area.

"We allow a flat 10 per cent of the net amount brought in for new record purchasing," Huber said. "If a route has shown a collection of \$1,000 over a 2-week period, for example, \$100 is available for new records for the entire route. We pin it down further to 10 per cent of the collections of each machine, so that a typical machine which has collected \$30 gets \$3 allotted for records for the next change. With a definite amount determined in this way, the collector-operator has a budget to work

(Continued on page 92)

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188 W. Randolph St.
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200 PIN GAMES TO CHOOSE FROM

EVERYONE A REAL BUY
5 Ball—1 Player—2 Player

ONE PLAYER Each	
3 ACE HIGH	80.00
6 ARROW HEAD	60.00
3 AUTO RACES	85.00
2 BEAUTY CONTEST	275.00
1 CASINO	145.00
1 CRISS CROSS	165.00
10 CUE BALL	65.00
1 DAISY MAE	50.00
1 DERBY DAY	75.00
2 EASY ACES	60.00
6 FUN FAIR	85.00
2 GOLDEN BELLES	240.00
1 GOLD STAR	50.00
3 HOT DIGGITY	65.00
1 HONG KONG	35.00
5 JIG SAW	85.00
1 KICK OFF—SOCCER	85.00
4 KINGS	75.00
1 LADY LUCK	50.00
1 MAJORETTE	35.00
1 MARBLE QUEEN	50.00
2 MYSTIC MARVEL	50.00
5 NAGS	395.00
1 PIN WHEEL	50.00
1 PETER PAN	60.00
1 QUEEN DIAMONDS	250.00
3 QUEEN OF HEARTS	50.00
1 RAG MOP	35.00
2 RENO	75.00
1 ROCKET	225.00
2 ROCKET SHIP	145.00
5 SATELLITE	140.00
3 SEA WOLF	175.00
1 SHOWBOAT	85.00
1 SILVER	135.00
1 SNAFU	60.00
2 SOUTHERN BELLE	60.00
1 SPARK PLUG	50.00
1 SPIT FIRE	50.00
8 STAR FIRE	95.00
1 STEEPLE CHASE	75.00
2 SUPER SCORE	50.00
8 TEN STRIKE	145.00
1 THREE D	95.00
1 THREE DEUCES	65.00
1 TWIN BUC TOO	65.00
1 TWIN BILL	65.00
1 TURF CHAMP	175.00
1 WONDERLAND	65.00
4 WORLD CHAMP	95.00

TWO PLAYER Each	
3 ALL STAR BOWLER	\$100.00
1 BRITISH STAR	175.00
1 CONTINENTAL CAFE	175.00
1 DUETTE	75.00
2 FLAG SHIP	135.00
4 FLYING ACES	175.00
4 NAPLES	95.00
1 PICCADILLY	85.00
1 SEA BELLES	125.00
2 SHAMROCK	90.00
2 SUPER CIRCUS	195.00
1 TOREADOR	125.00

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Rotterdam Bids as Third Big Port For European Coin Machine Cargo

ROTTERDAM — The port of Rotterdam is pressing a \$100,000,000 "Europort" project which will put this big Rhine shipping terminus into direct competition for transatlantic coin machine cargoes with Antwerp and Hamburg. The Dutch are building what is designed to be the Continent's first "European" harbor, a port planned to serve Western Europe as a single market. With their "Europort" the Dutch frankly intend battling Antwerp and Hamburg for every ton of ocean-borne commerce. It is to be competition on a gigantic scale which can only benefit the coin machine industries on both sides of the Atlantic.

Rotterdam will offer the same free port facilities as are now avail-

able at Antwerp and Hamburg. It will offer transshipment facilities geared to the concept of Europe as a single, unified market.

The Dutch are offering coin machine shipments in either direction—incoming imports from the U. S. and outgoing exports to the U. S.—more rapid handling than ever before available.

The best evidence in this direction is the sheer scope of the "Europort" undertaking. Rotterdam's Europort area will have specialized wharfage for coin machines and other similar products. It will have docks and drydocks for ships up to 100,000 tons. There will be storage areas for ore, coal, petroleum, timber and other raw materials. The port will have a steel mill (wedding waterborne ore and coking coal), oil refineries and a coal processing plant. Dredging for the new port will proceed simultaneously with berth construction.

Timetable

By 1961 Europort will be ready for ships up to 67,000 tons with a draft of 43 feet. By 1965 the possible draft will be 48 feet, enough for a 100,000-ton tanker or ore carrier.

At first, ships will enter Europort via the present entry of Waterweg, but eventually there will be a separate Europort entry channel.

Europort's planners are dreaming big: They are looking beyond the European Common Market to a fusion with the European Free Trade Area into a vast "supermarket" of the Organization for European Economic Co-Operation (OEEC) lands.

Like Chicago

Rotterdam, situated on the Rhine 16 miles from the sea, would be the European twin of Chicago and the complex of Great Lakes ports. For Rotterdam and the Rhine are physically analogous to the St. Lawrence seaway and the Great Lakes ports.

Rotterdam, Europe's biggest port, is the transshipment center

for the tremendous Rhine barge traffic—the 200,000 Rhine barges linking Rotterdam's ocean shipping with the great Swiss river port of Basle.

Already, the French province of Alsace is served by the Rhine port at Kehl, near Strasbourg. Canalization of the Moselle River, now in progress, will open the French province of Lorraine to the Rhine.

Finally, canalization of the Main from Frankfurt to Regensburg, also under way, will link the Rhine with the Danube—and the Atlantic with the Black Sea.

Thus, Rotterdam's Europort will offer U. S. coin machine producers access to most of the hinterland of Western and Central Europe. Some industry visionaries here are even predicting that by the time the Main River's canalization is completed, linking the Rhine and the Danube, Russia will have become a U. S. coin machine customer, shipments flowing from Chicago thru the St. Lawrence, across the Atlantic to Rotterdam, up the Rhine to the Danube, and on to Russian Black Sea ports.

Plans Coin Licensing

MARTINS FERRY, O. — The city council here plans to license all types of coin-operated machines. Juke boxes would be licensed at \$10.50 annually, cigarette machines at \$5.50. Game fees were not indicated.

Seeburg Holds Houston Promo

HOUSTON—H. A. Franz & Company hosted 127 guests, music operators, their wives and service managers, for cocktails and dinner Thursday evening (8) in the Continental Room of the Shamrock Hotel here.

H. A. Franz, owner and president of the Houston Seeburg distributing firm, introduced Jack Gordon, Vice-president of the coin-operated division of Seeburg Corporation and chief speaker of the evening. Gordon said that approximately 50,000 coin-operated phonographs are on locations in this country. He discussed model and record speed changes during the past 12 years, saying these changes had helped the operators. He outlined a trend of record manufacturers toward 33 1/3 disks.

Bob Kelly, executive vice-president, coin-operated division, Seeburg, and Arnold Silverman, special consultant, spoke about merchandising possibilities of headphones to boost appreciation of stereo music. Articles from The Billboard were also read.

Besides Houston, most trading points in this area including Galveston and Beaumont, were represented. Seated at the speakers' table with Seeburg officials were Hans Van Reydt and Earl Hoot, vice-president and service superintendent, respectively, of H. A. Franz & Company, and their wives.

6 POCKET POOL..\$150.00

14 Ft. Bowlers \$195.00

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BINGOS	SHUFFLES & BOWLERS	PIN GAMES
Big Times \$65	2 C. C. Red Pins . . . \$425	Circus Wagon \$ 75
Broadways 75	6 Un. Six Star 310	World Champ 125
Nite Clubs 75	Regulations 310	Picnic 250
Big Shows 75	6 Un. Eagles 350	Royal Flush 125
Show Times 75	3 Un. Atlas 425	Virginia 50
Beach Beautys 75	Bally A B C 195	Thunderbird 75
Pixies 45	Un. Regulation 195	Toreador 285
Surf Clubs 50	Bally Super Deluxe 195	Double Action 100
Varieties 50	ABC 225	Fun House 75
	Lightning 185	Majestic 225
	Capitol 185	Marathon 125
	Clipper 185	Picadilly 75
	Blinker 185	Sea Belles 125
	Triple Strike 185	Gladiator 100
	Fire Ball 185	Continental Cafe 175
		Tournament 115
		Top Hat 125
		Roto Pool 175
		Flagship 160
		Steeple Chase 110



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40 UNITED-BALLY-CHICAGO COIN SMALL BALL BOWLERS. PHONE FOR SPECIAL PRICE.

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Styling OF THE SIXTIE'S



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BY
Williams

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Locations will demand Williams great new game "Jungle", housed in Williams "Styling of the 60's"; modern, colorful, streamlined cabinet with the "Forward Look!"

SEE IT TODAY!!!



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WHEN YOU BUY A 5-BALL-BUY THE BEST-BUY WILLIAMS

CLEANING OUT OUR ARCADES!

We will have

LATE PINS, MUSIC,

BOWLERS, GUNS,

RIDES, ARCADE EQUIPMENT

You name it, we have it!

SPECIAL

Cigar Pak Vendors

\$35.00 Ea.

We Need

BALLY BINGOS and LOTTA FUNS

SCOTT CROSSE CO.

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THE BEST FOR LESS

WALL BOX SPECIALS

See. 200 Sel. W. B. . . \$77.50

120 Sel. Rock-Ola 27.50

50 Sel. Rock-Ola W. B. 17.50

PHONOS

AMI D-80 \$105.00

Rock-Ola 1455D 365.00

KD (50c) 425.00

AMI H-200 435.00

AMI H 100M 395.00

AMI D 40 (45 r.p.m.) 65.00

UPRIGHTS

Big Horn \$125.00

Gen. Silver Chest 25.00

Skeet Shoot 145.00

BINGOS

Bigtime \$35.00

Broadway 45.00

Variety 30.00

Surf Club 30.00

Gaiety 35.00

Gaytime 35.00

ARCADES

C.C. Rocket Shuffle . . \$ 75.00

Telequiz 65.00

Wms. Pinch Hitter . . 350.00

Bally Batting

Practice 350.00

C.C. Drop Ball 295.00

Sidewalk Engineer . . 75.00

Genco Motorama . . . 195.00

Ex. Shooting Gallery . 75.00

Golf Champ 145.00

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Kansas Op Asks Refund In Pin Tax Test Case

TOPEKA, Kan.—Stan Tennant, the Kansas amusement firm owner fighting an income tax regulation on pinball machines, took a new approach Wednesday (14) in his fight to get the regulation declared unconstitutional.

His attorney, Ernest Rice of Topeka, filed a lawsuit in Federal District Court here asking for a tax refund after he had paid the \$250 gambling tax stamp on a single pinball so he could try Tennant's case in a more decisive manner.

Tennant's original suit alleged the regulation was unconstitutional and asked for a temporary injunction to prevent tax agents from seizing any machines until the constitutional issue was settled in court.

Protested Injunction

But government attorneys objected to the injunction method, protesting Tennant had not exhausted all other legal remedies.

The federal judge trying the case granted a 40-day continuance for both sides to file additional written arguments. But, before the time was up, Rice withdrew the injunction request and said he would pur-

sue the issue in the form of a tax refund suit.

Also during the continuance, an Arkansas federal court threw out a petition that asked for an injunction.

Arkansas Effect

Rice said the Arkansas ruling was instrumental in his decision to try a different approach.

The Wednesday petition alleges the tax, "...was without authority of the laws of the United States and was wrongfully collected by the District Director of Internal Revenue Service for the District of Kansas."

It asks for a judgment of \$229.17 against the government.

The remainder of the brief petition is largely a record of steps that must be completed before a tax refund suit may be filed in federal court.

Barber Shop

The petition was filed in behalf of W. W. Turner of Fort Scott, who operates the barbershop where the pinball for which the tax was paid is located.

The rest of the petition alleges, in absence, that: "...on August 2,

Florida's July Cig Tax Revenue Near \$2 Million Mark

TALLAHASSEE, Fla.—According to official figures given out by L. G. Peebles, director of the State beverage department, cigarette tax collections for July totaled \$2,712,951.

Director Peebles said \$920,000 of the total will go to the State general revenue fund and \$1,792,750 to "qualified" communities. "Miami will get the largest slice, \$201,165, and the smallest will go to Indian Creek Village, which gets 93 cents," it was stated.

Turner filed with the District Director of Internal Revenue at Wichita, a special tax return for the payment of taxes allegedly due and owing on gaming devices.

"That a \$229.17 check was forwarded along with the special return, the sum allegedly due as a gaming device tax on one certain machine located at the Turner Modern Barbershop in Fort Scott."

Denied Refund

"That on August 8, Turner filed with the District Director of Revenue at Wichita a claim for refund of the tax and that on August 12, the District Director denied his claim for refund."

Delays in filing the tax refund suit may have lessened the national importance of Tennant's suit.

At one time it was the closest to a hearing of several similar suits before the courts.

Dime of Every Dollar

• Continued from page 90

with and separates his record purchases into the categories which he feels will sell, without going over the 10 per cent limitation."

Records removed from top locations are simply moved down to lower-income spots under the Huber plan, where they can continue earning just as well. Whenever a new hit record arrives (either picked as a coming hit by Huber, or already determined to be a major profit maker) it automatically is scheduled for all of the locations, and the collectors are notified to spot the record on the next service call. "One thing we have found is to spot a new record which has a strong hit potential in every spot," Huber said.

"The worst place to put new hit records, however, is in top locations. The top location is usually one which will continue to show a good return simply because of heavy traffic or the type of customers who frequent the spot. Lower income location on the other hand, need active music merchandising in order to keep their collections up. So, we concentrate our best-play records in the lower return spots, and find that this helps to balance out collections over the entire route."

When collections at any given spot appear to be continuously bad, Huber classifies the spot as a "sick" location, goes out and examines the spot critically, and then makes up a "prescription" of records which he feels will most likely rejuvenate the box. Usually, his long experience plus the advice of the collector who serves the route works out well, to the point that he has never failed to bring a spot up to a reasonably profitable level by studying its patronage, and applying "emergency treatment" in the record menu.

The Denver old-timer has been outstandingly successful with stereo, using it in many cases as powerful leverage to win a new location. The only way to overcome the "location buying" which hit its peak in the Denver area two years ago, is to use contracts, Huber has found. He shoots for a three to five-year contract, offers 200-play stereo equipment, beautifully engineered installations which give full benefit from twin-channel sound reproduction, and does such an effective job of selling the location owner on stereo that collections are invariably better than if standard high fidelity machines were used.

"I'd like to have a five-year contract at every spot," Huber said. "And, in fact, I usually ask for this number of years, and then come down to three in typical bargaining. The contract, which is as air-tight as possible, has kept a lot of locations from being jumped, in the past."

There is no such thing as front money anymore in the Denver area, Huber reports, the last of these locations going by the board early last year. Now, a straight 50-50 split, and good, reliable round-the-clock service are what counts.

Nebraska Guild

• Continued from page 83

lations contribution to a charitable organization. In the past, contributions have been made to children's homes, hospitals and other organizations. Generally, a \$100 check is donated with the operators often sweetening the kitty by passing the hat during a meeting or banquet for more funds.

SPECIAL SALE!

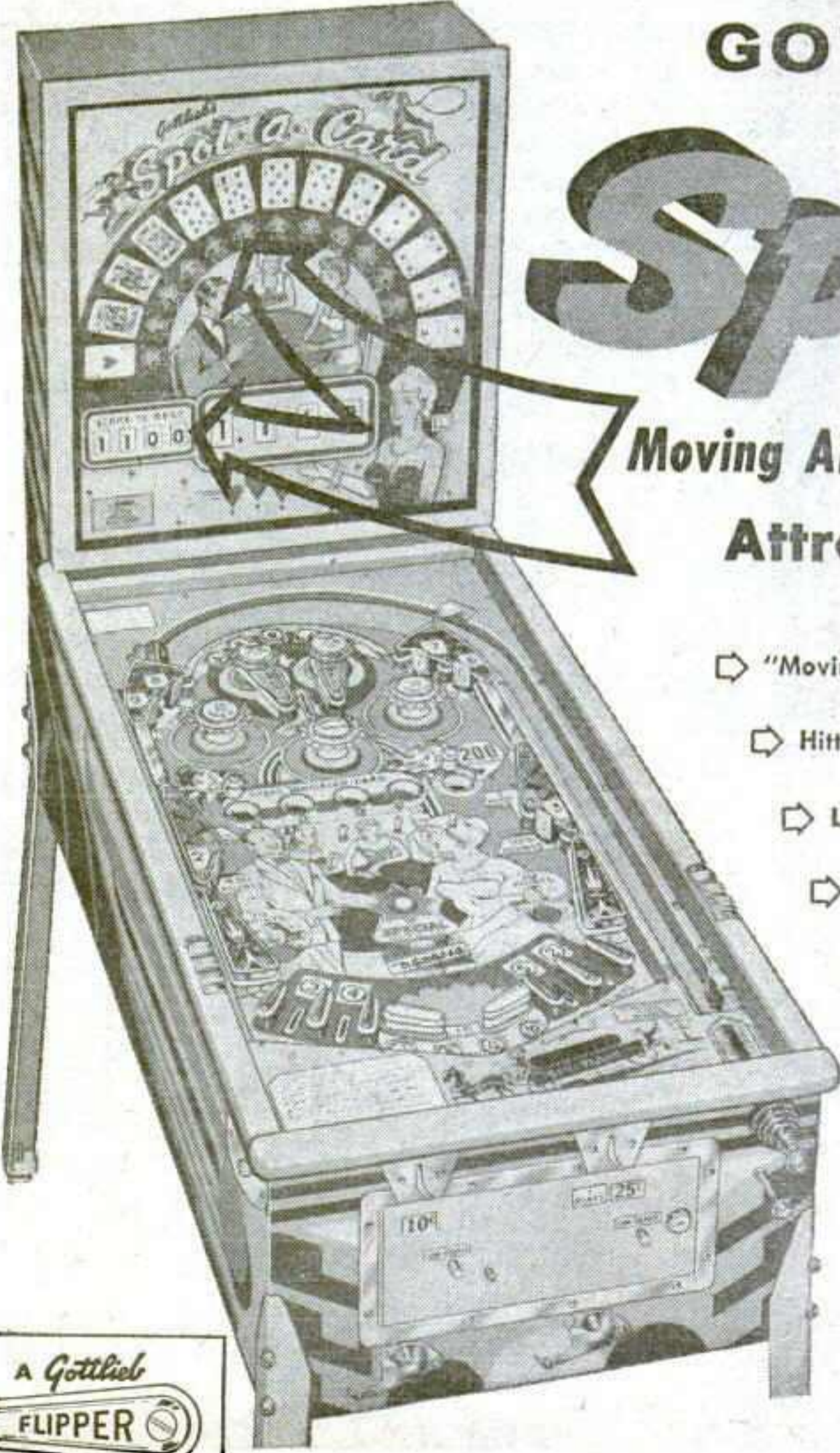
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YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!



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Spot-A-Card

Moving Arrows and Score to Beat Panel Set the Pace...

Attract More Players! More Profit!

- ◻ "Moving Arrows" indicate cards spotted by kick-out holes
- ◻ Hitting targets, holes or rollovers lights corresponding card in light box
- ◻ Lighting all cards awards special and lights rollover button for additional specials
- ◻ Making top rollover when lit, lights pop bumpers and cyclonic kickers for high score
- ◻ Drop-in hole scores 200 points for high score
- ◻ Super-powered skill flippers
- ◻ Match feature
- ◻ Coin-box with locking cover

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



Toy Makers

• *Continued from page 83*

fresh with a space-age collection. For example, one game idea kicking around here would have the player attempt to put an artificial earth satellite into orbit.

This theme would be developed in games landing space ships on the moon, an idea involving such sophistication as having the contestant fire magnetically simulated retro-rockets.

Nuremberg's idea men would substitute generally rocket games for target games, even to firing intercontinental ballistic missiles.

There are also ideas for games capitalizing on the under-ice exploration of the U. S. nuclear submarines. It is proposed to develop a game testing the contestant's skill at navigating a sub under the polar ice pack.

In general, coin game critics in this country believe that games should stress more intellectual, or at least mental, appeal. If artfully accomplished, such games can attract wide patronage and need not be highbrow. Just the contrary. Surveys here show that mental capacity plays no role in establishing the popularity of a game as long as it is kept simple and obvious. Novelty is the overriding factor.

Experiments have shown that space-age games have tremendous potential popular appeal. As Jakob Schukert, a veteran toymaker, put it: "You can't tell me that adults will be stumped by any game based on the toys we make for children!"

Share Manufacturing Problem

It is noted that U. S. coin game producers are loathe to invest cash and effort in developing a game a competitor may casually pirate within days of its debut.

The Germans have had this problem for years with Nuremberg toys, and it hasn't deterred them. Moreover, there now seems to be a solution, thanks to a most unlikely benefactor: Prince Rainier of Monaco.

Rainier has established a "cash and carry" patent service in Monte Carlo. The Prince guarantees a patent within 48 hours. All red tape has been eliminated in a deliberate bid to develop patent issuance as a major source of Monegasque revenue.

Monaco is a member of the international patent union, and Rainier has assured the toymakers here that his patents will stand up in court as well as those issued anywhere. Anybody can come to Monaco and take out a patent; there is no residence requirement.

PR Theme

• *Continued from page 83*

and Mrs. Jack Bess, Roanoke Vending, and Dick Wilson and Aaron Sternfield, The Billboard.

The convention ended with a Saturday night banquet and floorshow. Highlight of the show was the act of Margie Walker, who organized a male beauty contest. Other talent included Alan Marlo, harmonica act; Nicky ReDavid, paddleball act, and the Cresettes, dancers. Billie Butterfield, Columbia recording artist, and his ork provided the music. Bubbles Becker was emcee.

ROCK-OLA
tempo II
 The World's Finest
 All-Purpose Phonograph
 Versatile
 Dependable
 Profitable

Seeburg Intros

• *Continued from page 87*

ny, Columbus; Ted Combs, Taco Music Company, Oxford; Charles Lavene and John Rogers, Lavene Music Company, Clarksdale; Clinton Collins and Lexie Howard, Crystal Amusement Company, Grenada.

Mahon Jones, Jones Amusement Company, Holly Springs; Grady Wallace, Wallace Music Company, Columbus; B. D. Sparks, Friendly Amusement Company, Columbus, and his son, Sonny, 15; and Clarence Spain, Spain Amusement Company, Tunica.

Sammons presided at the meeting, introduced guests and turned it over to Gordon. Out of State

Gottlieb Speaks At Hospital Meet

OAK PARK, Ill.—David Gottlieb, D. Gottlieb & Company president, was the speaker at the first gathering of the medical staff of the Gottlieb Memorial Hospital here. Gottlieb, whose family foundation contributed \$750,000 to the hospital, described plans for eventual growth of the hospital to 360 beds on the seven-acre site at 8800 W. North Avenue in Leyden Township in west suburban Chicago.

When the hospital opens in March of 1961, it will have 120 beds on four floors, but has been built to allow addition of two extra floors with 60 beds and additional wings, Gottlieb said.

When Gottlieb Memorial opens, most other hospitals will become virtually obsolete in comparison, Gottlieb told the 115 doctors of the newly appointed medical staff.

He described in detail the special air conditioning and filtering systems which will take all medicinal odors out of the hospital. Piped oxygen into every room will eliminate the need to transport oxygen cylinders. Patients will be observed by a nurse on TV monitors at a central point and pneumatic tubes will carry supplies, records, drugs and messages by electronic selectors.

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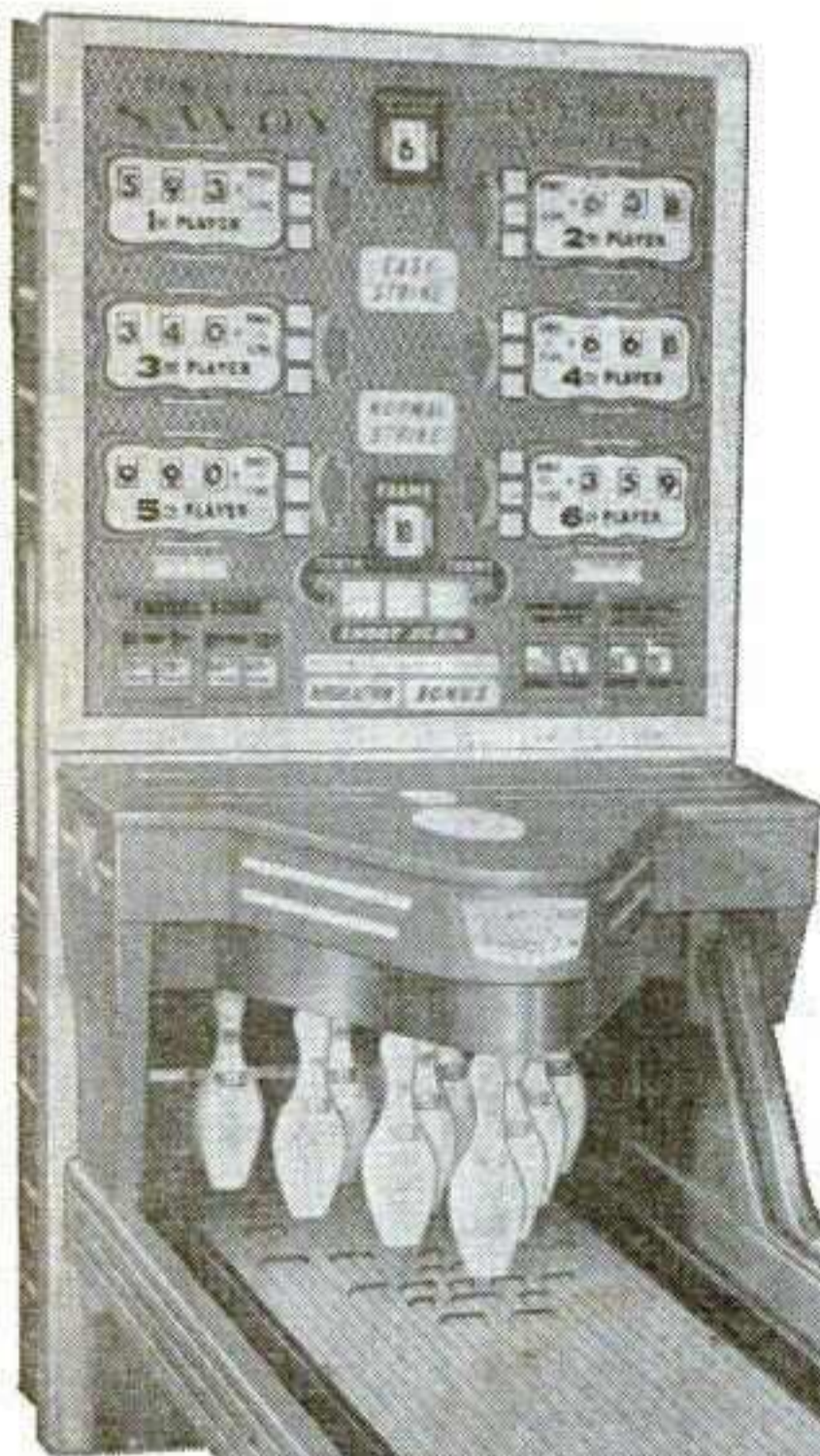
BUTTON
CONTROL

Regulation Scoring
(TOP SCORE 300)
or
Bonus Scoring
(TOP SCORE 990)

BIG Extra and Scores

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collects at end of game to
insure last frame suspense

1 to 6 can play



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Expandable with 4-ft. Sections
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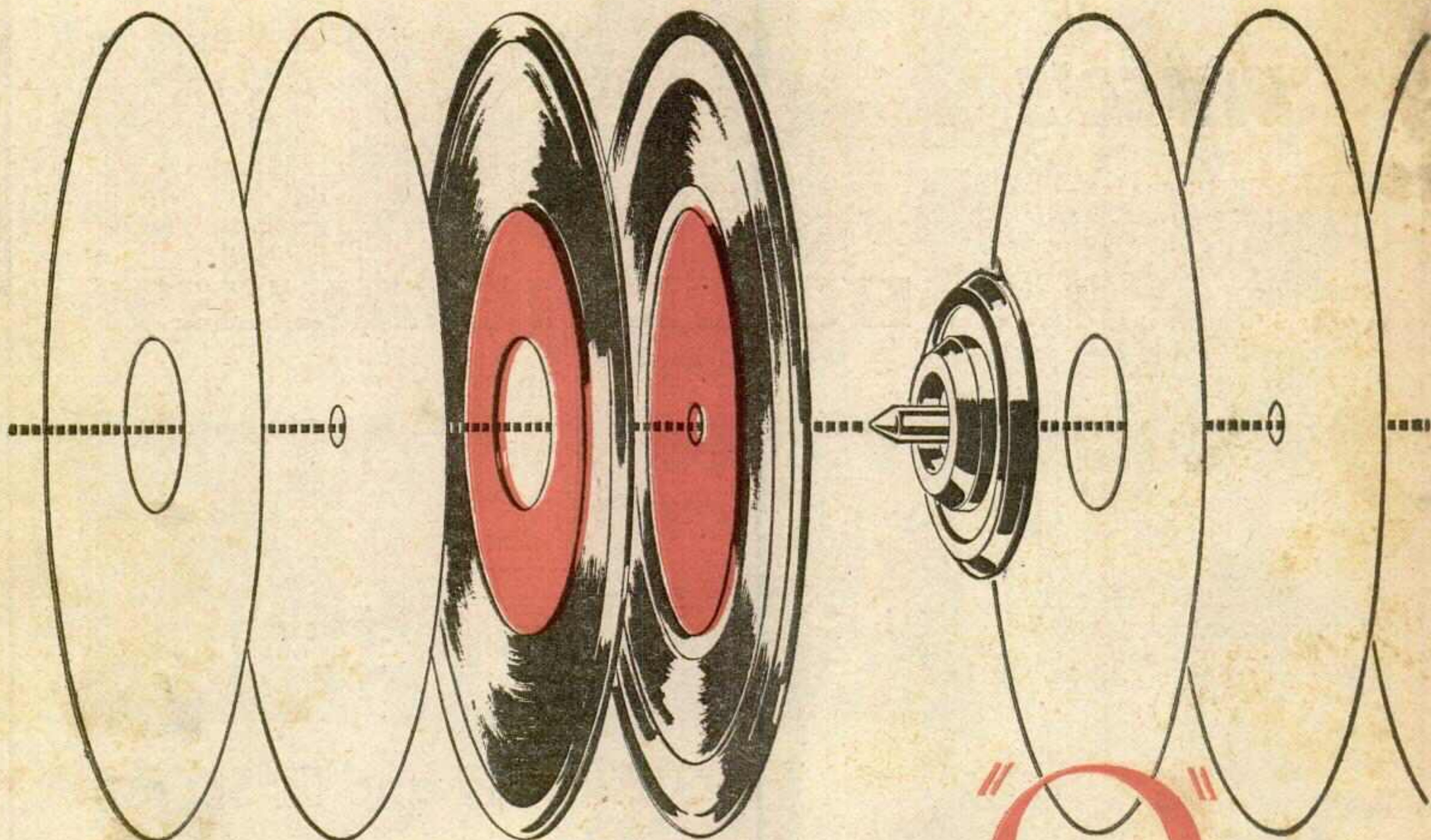
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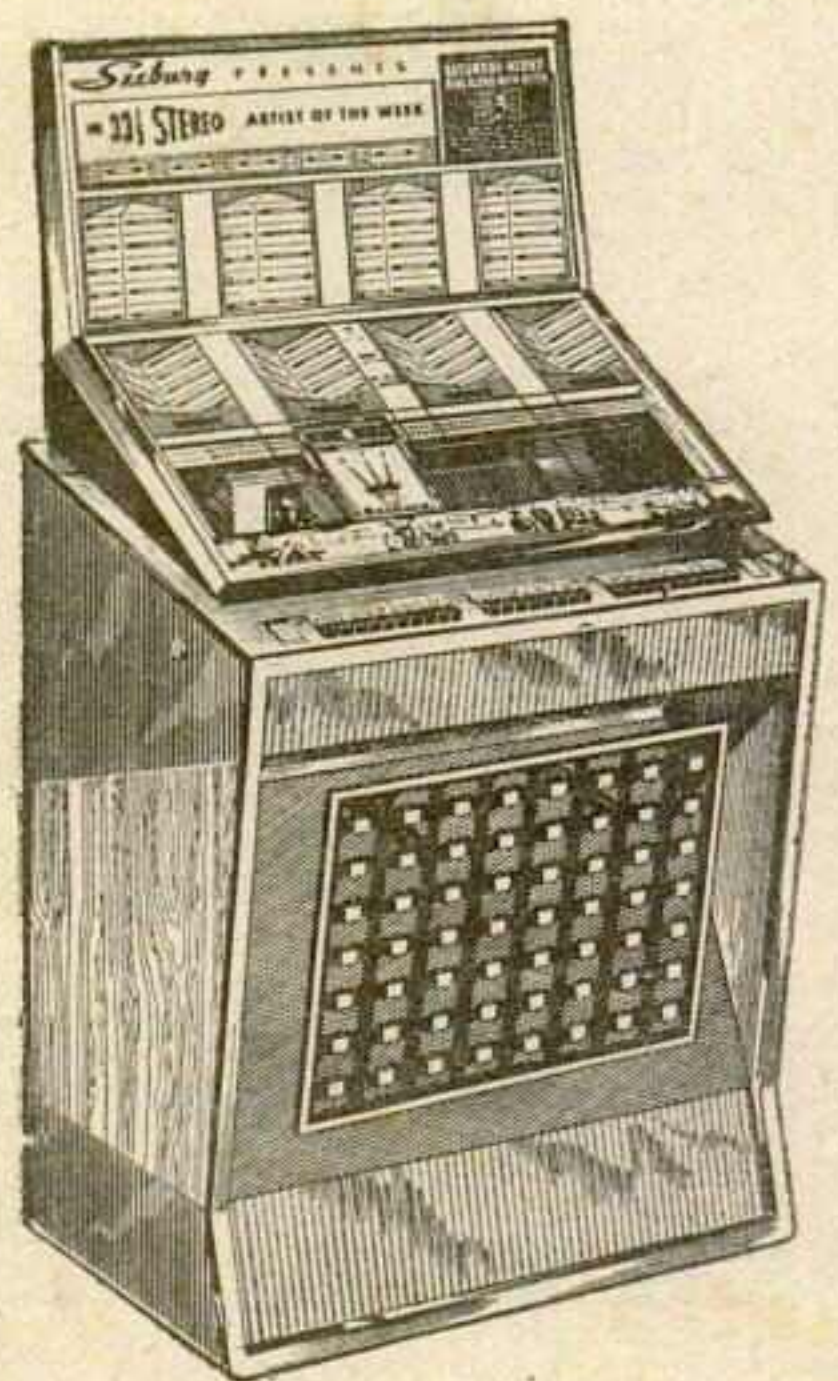
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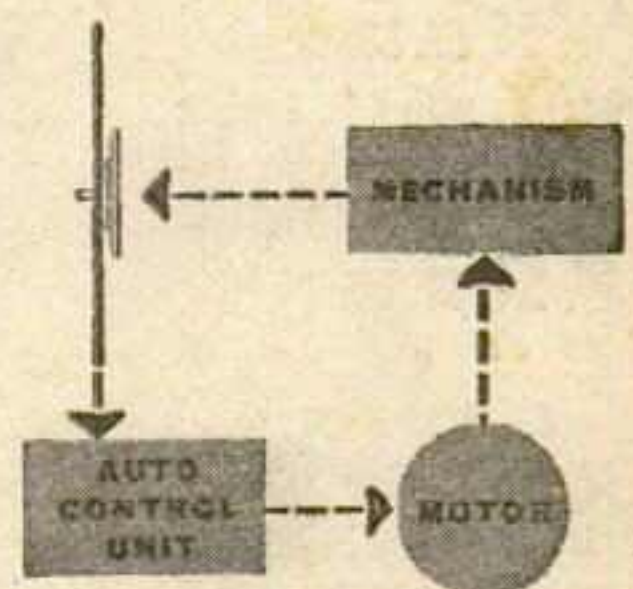
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