# The Billboard

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# Diskeries Bid for Consumer Pen-Pals

## Trend Builds for Direct Contacts Via Gimmicks Contained in Product

By REN GREVATT

NEW YORK — An interesting disk trend toward what might be called "merchandising from within" has been noted in recent weeks. This emerging facet of the business involves what seems to be an attempt on the part of record manufacturers to establish some sort of direct line of contact with the consumer.

This is achieved usually thru an appeal addressed to the buyer within the album itself, to get him to send in his name for free records, photos or prizes of some type. It has so far been associated with artists and material of a teen nature and has been noted as an attempt to (1) build an even firmer artist loyalty in the buyer's mind, and (2) develop mailing lists which could conceivably be used one day for direct mail solicitation purposes.

### Clanton Gimmick

One of the earlier efforts in this direction, noted last spring, involved an ambitious project on the part of Ace Records for its star artist, Jimmy Clanton. The project involved a de luxe, two-LP Clanton album titled "Jimmy's Blue and Jimmy's Happy." Inside the book-fold package was inserted a giant, one-third life-size color photo of Clanton. Buyers were invited to tear out the photo and mail it back to Ace Records in Jackson, Miss. Clanton then personally would autograph the photo and return it to the sender.

In this case, the gimmick went far beyond the Continental limits of the United States. Photos were included in all of the albums released overseas, and Ace prexy Johnny Vincent figured this would develop a substantial flow of correspondence from overseas. This, according to Vincent, was to be an important new factor in "relations between peoples." It also, of course, was expected to provide a basic list of Clanton fans for future promotion purposes.

More recently, Chancellor Records carried out a hefty promotion in connection with summer album releases of its two big stars, Fabian and Frankie Avalon. In both cases, the albums were tied in with a "win a date" contest, all details of which were included in the liner notes. Entry coupons were included in each package and youngster buyers were asked to indicate their preference of tunes in the album and in 25 words or less, to tell why. Winners were to receive a complete evening out with the artist involved. Runners-up received such prizes as clothing, picture buttons and lockets containing strands of the star's hair.

Two of the newest examples of the "reach your public" technique turned up just this month. In a brand new album by Annette Funicello, titled, "Italianette," buyers are told—via a personal message from the thrush and reproduced in


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# Big-Scale Promotion

NEW YORK—Considerable extra merchandising effort has been noted lately wherein diskeries attempt to reach the buyer on a personal level. Tho much of this activity has been noted at the album level, one outstanding exception is the $500,000 RCA Victor-Remington Rand "Be a Hit at School Promotion."

The singles campaign, launched in August, is still under way. Personal contact is effected via a special EP which the buyer gets when he is given a demonstration of the RR portable typewriter. The disk contains sides by six RCA artists and the fan is invited to write to the one of his choice indicating why he likes that artist's records most. Winners get complete Victor LP libraries.


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Instructions like this, equipment and supplies of all kind are sold thru The Billboard's Classified Section each week. "The Gathering Spot for Thousands of Buyers and Sellers Every Week."


# MFRS. REPORT JULY SALES UP ON BRIT. DISKS

By DON WEDGE

LONDON — British disk manufacturers' sales, which rose 13 per cent in the first half of the year compared to the same period of 1959, remained healthy in July, with a 7 per cent rise. The drop in exports had been arrested; at $777,500, they were almost 15 per cent greater than in July last year.

The resurgence in U. S. sales during the period is thought to have been at least partly responsible for the increase. The British Decca group has a substantial direct export trade to America — the U. S. London label being entirely pressed here and shipped across the Atlantic.

Total production was worth $2,610,000 — $184,000 more than in July, 1959. This was made up of 916,000 LP's, 2,930,000 45's (both EP's and singles) and 169,000 of the rapidly declining 78's.

There were 59 per cent fewer of the last named type produced during the month; 45 and 33⅓ r.p.m. disks increased by 15 per cent.

Normally July is a poor month, with many buyers laying off in favor of paying for a holiday. This year, however, sales in July were greater than in June (by $315,000).

# Film Themes Spark Multi-Coverage In Singles Field

## Many Chart Winners Emerge; Diskeries, Studios Make Hay

By PAUL ACKERMAN and JUNE BUNDY

NEW YORK — Movie themes are currently racking up multi-coverage in the singles field — in line with the recent influx of film themes on the best selling chart—and multi-versions of such tunes are hitting The Billboard's "Hot 100" with increasing frequency. Among the outstanding examples are themes from such top new films as "The Alamo," "Midnight Lace," "The Sundowners" and "The Dark at the Top of the Stairs."

Record manufacturers have rediscovered the sales advantages of tying in with big box office films. Hollywood studios, in turn, are more aware of the exploitation value of records today (and their appeal to young, movie-minded fans) than ever before in the history of the medium.

### Latest Coup

The latest coup was scored by the Big Three (Robbins, Feist and Miller) on tunes from the forthcoming picture "The Alamo," a $12,500,000 epic starring John Wayne, Richard Boone, Laurence Harvey and Frankie Avalon. Two tunes — "Green Leaves of Summer" and "Ballad of the Alamo" (penned by Dimitri Tiomkin and Paul Francis Webster) have been cut as singles by numerous artists.

"Green Leaves of Summer" has been waxed by the Brothers Four, Columbia; Clebanoff Strings, Mercury; Terry Gilkyson, Kapp; Medallion Strings, Medallion; Nelson Riddle, Capitol; Harry Simeone Chorale, 20th-Fox; Bud and Travis, Liberty; Hugo Montenegro, 20th-Fox, and more to come.

"Ballad of the Alamo" has been sliced by Marty Robbins, Columbia; Gilkyson; Simeone; Bud and Travis and Montenegro. Frankie Avalon has also recorded the two tunes for a Chancellor EP, which will also feature two other tunes from the movie—"Here's to the Ladies" and "Tennessee Bob." Columbia has soundtrack album rights to the picture.

### More Hot Themes

Other new big-budget film themes, which have corralled a sizable amount of singles, include "Midnight Lace," the Doris Day-Rex Harrison film; "Dark at the Top of the Stairs" with Robert Preston; "The Sundowners," with Robert Mitchum-Deborah Kerr; "High Time" with Bing Crosby and Fabian; and "Where the Hot Wind Blows" with Gina Lollobrigida.

The theme from "Midnight Lace" has been recorded as singles by Ray Conniff, Columbia (Parts 1 and 2); Ray Ellis, M-G-M; Dick Jacobs, Coral; David Carroll, Mercury; Sid Feller, ABC-Paramount. Written by Jerome Howard and Joe Lubin, the song is published by Doris Day's music firm, Daywin Music. Miss Day's new single also spotlights a tune from the picture.


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# NEWS OF THE WEEK

**Dealers Tell New Ways to Get LP Merchandise at Best Price . . .**
Record dealers, hard-pressed by discounters and racks, are resorting to new ways of getting LP merchandise at a price low enough to enable them to compete. Dealers attending New Jersey buying co-op meet, listed big retail discounters, record clubs and record company radio station subscription plans as sources of "right price" merchandise. . . . . Page 2

**Biggest Summer Indicates Top Year For Disks, Phonos . . .**
The best summer for singles and LP's in many years, and perhaps in history, indicates that 1960 may turn out to be the biggest year for LP's, singles and phonographs ever. According to The Billboard's Continuing Study of Retail Record Sales in Record Stores, the eight-week period from June 20 thru August 13 was the best in three years, and broke the traditional summer slump period. Estimates on total record business in 1960, measured against the first 32 weeks of the year, lead to predictions of sales of 50,000,000 or more LP's in 1960, and over 75,000,000 singles. At the same time phonograph sales are booming, with a 1,000,000 more sets expected to be sold in 1960 as against 1959. . . . . Page 3

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# Crosby Disk Plugs 2 Pix

NEW YORK—Promotion execs at 20th Century-Fox are plugging two new movies with one record—Bing Crosby's new M-G-M disk. The Crosby platter features a tune from his new movie "High Time"—"The Second Time Around" — backed by "Incurably Romantic," from the Marilyn Monroe film "Let's Make Love."

Both pictures are 20th Century-Fox products, of course. The studio is plugging the Crosby disk prominently in a series of full-page consumer magazine ads (Song Hits, Hit Parader, etc.) and local tie-ins by deejays, M-G-M Record distributors, and theater owners.


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# Dealers Find More Ways Than One to Skin a Cat

## Co-Op Members Offer Hints on Canny 'Right Price' Album Buys

By REN GREVATT

NEWARK, N. J. — Record dealers, with an eye for profits and their competition, are finding a number of interesting ways of getting album product at what they call the "right price." A sampling of dealers attending a regular quarterly membership meeting of Dealers in Sound Corporation, a dealer buying co-op, put their feelings on the line with regard to what they called the "phony" LP price structure, and the necessity of getting the right price on merchandise in order to have what was called "a prayer for survival." The meeting took place at the Essex House here, Tuesday evening (20), with over 40 dealers present.

DISC, as it is known, was formed several months ago by members of the Association of Record Dealers of New York and New Jersey, as one answer to the problem of getting product at a competitive price. But many of the members, faced with desperate discount and rack competition, have been enterprising enough to find other ways.

**Canny Buying**

A dealer from Morris County, New Jersey, attacking the "unrealistic LP price structure that puts the distributor in the driver's seat," explained his procedure. "Every Monday, one of the big local discount stores, Korvette's, over in Plainfield, has a fantastic series of sale prices. They practically give the records away and it's good, hot merchandise. And you can get all you want of any of it.

"I send my wife and kids over and they grab everything we need for the store, and we're nicely restocked and ready to roll Monday afternoon. The prices are better than any I'd ever get from my distributor, believe me. If I want to make money I can't sell for as low as Korvette where I bought the stuff, but I can sell at a good enough discount to keep local people from going over there."

A dealer from the Oranges section reported: "Frankly I look at those big fat discount ads in The New York Times every Sunday and on Monday I bundle my wife off to New York in the car and she buys the stuff at prices like Korvette's and Alexander's. It's a terrific deal for us."

**Set Up Ludicrous**

A Pittsburgh dealer who flew in specially to make the Newark meeting frankly asserted: "The price set-up today is ludicrous. The profit margin is terrific for the manufacturer and the distributor. It's

(Continued on page 100)

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# Capitol Sole Angel For Cole Musical

## First in Field to Explore Broadway Show Area for Own Artist Promotion

NEW YORK—Capitol Records is investing $150,000 as sole investor in a coming Broadway musical starring Nat King Cole, marking the first time in the history of the record business that a label has fully backed a Broadway show starring one of its own artists.

The acquisition of the Cole show also gives Capitol its third original-cast album for the new Broadway season. The label has LP rights to George Abbott's new musical "Tenderloin" starring Maurice Evans (opening October 17) and Meredith Willson's "The Unsinkable Molly Brown," which opens in November.

Since Capitol has $264,000 in "Molly Brown," the firm now has close to $500,000 invested in Main Stem offerings this season.

The new Cole show, "I'm With You," will be produced by Paul Gregory, with book, music and lyrics by Dottie Wayne and Ray Rasch (they wrote Cole's new album "Wild Is Love"). Choreography by Eugene Loring, and orchestrations by Ralph Carmichael, direction by TV's Bill Colleran. Gregory has produced many Broadway hits including "Marriage Go Round" with Charles Boyer and Claudette Colbert; "Don Juan in Hell" and "John Brown's Body."

The show, marking Cole's Broadway debut and featuring canary Barbara McNair, opens in New York in February. Meanwhile, the

(Continued on page 100)

# Liberty to Buy Dolton Label

LONDON — Liberty Records is making an outright purchase of the Dolton label before the end of the month. It will be operated as a subsidiary with Bob Reisdorf continuing as president.

Liberty has been responsible for American distribution of Dolton for some time. Shortly before Liberty President Al Bennett left for his European jaunt the agreement was reached for the sale. Contracts should be consummated September 20.

Dolton, which operated out of Seattle, Wash., has the current hit version of "Walk, Don't Run" by the Ventures. Label is a member of the Top Rank Co-Operative, while British Decca represents Liberty outside the U. S. in most countries except South America.

# 3 'Strings' From Camden

NEW YORK—Camden Records has issued the first three LP's in a new series of "Living Strings" instrumental albums. The sets, newly recorded in hi-fi sound and packaged in silver foil, are "Living Strings Play Music for Romance," "Living Strings Play Music in the Night" and "Living Strings Play Music of the Sea."

The Living Strings ork was created for this new Camden series. It is composed of European string

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# RODGERS TO PEN HIS OWN "FAIR' LYRICS

NEW YORK — After 42 years of collaborating with other writers, composer Richard Rodgers is going to write his own lyrics. He will write words as well as the music for three new songs to be incorporated in the 20th-Fox remake of "State Fair."

If he is pleased with the "State Fair" songs, Rodgers said he may do the music and lyrics for a Broadway show. Altho he has never written lyrics "officially," Rodgers said he worked intimately with his first collaborator, the late Larry Hart—analyzing the words to Hart lyrics, "line by line." His second collaborator, the late Oscar Hammerstein, II, worked entirely alone.

# DIGEST-RCA DISK PLAN ON CONTINUING BASIS

NEW YORK — The Reader's Digest—which has been testing the sale of a package of 12 classical LP's via circularization of its subscription list—will continue this record merchandising activity on a regular basis. This was stated last week by A. L. Coles, vice-president and general manager of The Reader's Digest, in a brief discussion touching upon some of the aspect's of the magazine's joint venture with RCA Victor.

The 12 classical disks offered by the magazine were cut overseas by RCA Victor and offered at a price of $16 for monaural and $17.50 for stereo. The package includes a handsome box and guide to appreciation.

Coles stated that testing and sales of the first package were far from completed; but that a second package of light classical material—also 12 LP's—was nevertheless in an initial testing stage.

With regard to the first package of classical material, Coles indicated that 50 per cent of the domestic circulation of the magazine and 20 per cent of the overseas circulation had been tested, and that results thus far had supplied a mass of information which warranted the mag's decision to blueprint additional packages.

Another year will elapse, Coles said, before the first package is completely wrapped up. Initial planning on this package started one and one-half years ago. The executive pointed out that such a long period of testing and selling was mandatory because it was necessary to test individually each segment of the magazine's circulation. Only in this way can correct and maximum merchandising approaches be ascertained. The Digest's domestic circulation is approximately 12 million, with the overseas figure pegged at seven to eight million.

The second package of light classical material—like the first package—was recorded overseas. However, Coles stated that future packages, particularly non-classical repertoire, would probably be cut in the United States. When such a mass sale is envisioned, the saving in recording costs overseas is miniscule, he pointed out.

One of the major benefits accruing to RCA Victor from the venture, is, of course, the expansion of the label's custom pressing business. Actual figures are not yet available, altho a figure of eight million disks sold had been reported for the first package. This latter figure was termed exaggerated—particularly in view of the fact that not even half of the Digest's circulation has been tapped to date.

Altho the Reader's Digest-RCA Victor venture is a joint one, with both companies receiving credit in the promotional material and on the disk labels, the deal does not necessarily involve the principle of exclusivity. The Digest is free to tie up with another record company, and RCA Victor is free to tie up with another magazine. Coles, however, indicated that mutuality of interest and a profitable outcome would have the effect of linking the two firms in a continuous operation.

"We will learn a lot when final tabulations on the first package are in," Coles said. He added that The Digest and RCA would experiment with any type of package which appears to have good sales potential.

The Reader's Digest became aware of the possibility of selling records to its subscribers as a result of thousands of letters wherein readers expressed their interest in the magazine's articles on classical composers.

# Clay Ankles WQTE Post

DETROIT — Deejay Tom Clay, who figured prominently in the payola fracas last year, has left WQTE here. "It was a question of who was going to run the radio station," explained WQTE's owner-manager Ross Mullholland. "He didn't fit in with station policy."

However, Mullholland said he regretted Clay's leaving because he was "probably the hardest worker I've ever known" and rating on his 3-6 p.m. show had risen rapidly since Clay joined WQTE this June. The exec emphasized that

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# Four Lads to Ankle Columbia

NEW YORK — The Four Lads are ankling the scene at Columbia Records after close to 10 years with the label. The boys will produce recordings independently under the direction of Mike Stewart, who manages the Lads, and their disks will be distributed via one of the large labels, with the negotiations for distribution now going on. The Lads were brought in to the old Okeh label under Danny Kessler in the early '50's and subsequently switched to Columbia under Mitch.

(Continued on page 40)

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# '60 Looks Brightest Ever for Disks & Phonos

## 50 Million Album Sales Foreseen

NEW YORK — LP sales in record stores this year will reach the plateau of 50 million units, an all-time high in packaged goods. Dealers have had the greatest summer sales in the history of the record business during 1960 (see separate story this issue), and to date they have broken all records for LP units sold so far this year. The prediction that stores will sell to consumers the almost unbelievable figure of 50 million LP units by the end of 1960, is based on The Billboard's Continuing Study of Retail Sales in Record Shops, as prepared by The Billboard every four weeks of every year under the supervision of the New York University School of Retailing.

**The first 32 weeks of 1960 (thru August 13) indicates that 29 million LP's were sold by dealers. For the same period in 1959 21 million LP units were sold, and for the same period in 1958 16 million units were sold. Projecting these figures on a percentage basis shows that in 1958 the first 32 weeks of LP sales accounted for 55.3 per cent of the total year's sales, and that in 1959 the first 32 weeks LP sales accounted for 55.4 per cent of the total year's sales. Using this same projection for 1960, it can be safely predicted (barring a slump) that 1960's sales of LP's for the first 32 weeks should total 55 per cent of the total year's business. Thus the projection of 50 million LP records to be sold in 1960. This amount could be even higher in view of the fact that phonograph sales have recorded a significant increase to date (see separate story).**

Cumulative sales data recorded at store level over-the-counter show LP sales for 1960 for the first 32 weeks, 38.6 per cent ahead of 1959 and 81.0 per cent ahead of 1958. Stereo accounts for 23.3 per cent of these unit sales, and this high percentage of stereo sales has increased dollar LP volume to a point where it is 43.3 per cent ahead of 1959 for the first 32 weeks of the year. Classical stereo sales are also up for this period, reaching an all-time high of 13 per cent of all stereo sales in 1960.

**There isn't any question about the importance of stereo in the bright 1960 picture. Monophonic sales tho, have also shown an upturn and there is little doubt that the hit comedy records have played a large part in this increase. Such comics as Shelley Berman, Jonathan Winters, Bob Newhart, Woody Woodbury, Lenny Bruce, Mike Nichols and Elaine May, Mort Sahl, Jose Jimenez, Dayton Allen, Pat Harrington, Sam Levenson, Myron Cohen, Henny Youngman, Luis Nye and others have helped spur this talky renaissance. Red Foxx and the Blooper packages are also strong over-the-counter. These comedy LP's, along with the standard artists such as Sinatra, Miller, Conniff, Kingston Trio, Belafonte, Mathis, Vaughan, Darin, Francis, Anka, Presley, and the original casters and sound tracks, constitute a healthy share of the over-all mono business.**

The big jump in stereo sales is attributable to two main factors. One is the increase in the sale of stereo sets since the first of the year, and the other is the excitement generated by the percussion series of albums on the Command label (and lately other labels), in addition to the upped classical stereo sales.

**It is interesting to note that in 1957 a poll of industry leaders by The Billboard predicted an industry dollar gross of $600 million in 1966. It is now conceivable that the industry will come close to this mark in 1960, and possibly better it in 1961. By 1966, if things cotinue at the present rate,**

## Dealers Biggest Summer in Years

NEW YORK — Single and LP sales are continuing to climb upward during the summer of 1960. The Eighth period report of The Billboard's continuing study of Retail Record Sales sent to subscribers last week, covering the period from July 18 thru August 13, shows both single and LP sales up over the same period in 1959. It also showed this four-week period to be even healthier than the previous four-week stretch, thus making the summer of 1960 the biggest for dealers in many years, and possibly for all time.

**In the eight-week summer period from June 20 thru August 13, 8,200,000 LP's were sold by dealers and 14,100,000 singles were also sold. When compared to previous years in this same time period, the summer of 1960 shows a whopping 97.6 per cent increase in LP units sold over 1959, and an equally impressive 127.8 per cent increase in LP sales over the same period in 1958. As far as singles are concerned, the summer of 1960 was 48.4 per cent better than in 1959, and 35.6 per cent better than the summer of 1958. Only EP's still are on the decline, with EP sales for the first 32 weeks of 1960 19 per cent below the same 32-week period in 1959 in unit sales.**

Some of the reasons for the upward sales of records during the traditional summer "slump" months can be attributed to the increased sales of phono equipment in 1960, and the success of many record manufacturers' summer sales plans in June, July and August. Other factors could be the relatively stable economy, the absence of major consumer income crippling strikes and the great increase in over-all home entertainment sales. From a record picture, the return of Presley to the record scene, the hit records by Brenda Lee and the Everly Brothers, and the big novelty hit "Itsy Bitsy Teenie Weenie Polka Dot Bikini," helped push singles sales up. On the LP side, comedy records, percussion or sound records, and the excitement of stereo, have helped spur LP's to solid gains sales-wise.

**The Billboard's Eighth period report shows stereo sales increases in the classical and the percussion record fields. During the period July 18 thru August 13, 1960, 16.5 per cent of all stereo records sold were classical, which is the highest per cent share of stereo sales for classical music since stereo was introduced. Conversely, mono classical sales showed a slight decline in this period, in relation to over-all mono sales.**

The period July 18 thru August 13, 1960 over the same period in 1959 shows single sales up by 40.4 per cent, LP sales up 87.8 per cent, in unit sales.

**(These statistics are derived from the forthcoming report analyzing national trends of record sales in retail record stores, as prepared by The Billboard every four weeks under the supervision of the New York University School of Retailing. The complete confidential reports, issued to subscribers of this service, also provide competitive figures by label, broken down by speed, price, mono vs. stereo, etc. The reports are compiled from diaries of actual cash-register sales made by a scientifically selected, rotating sample of record dealers across the nation.)**

## Singles Prospects Also Bright

NEW YORK — Seventy-five million singles will probably pass over the dealers' counters in 1960 thereby placing the singles business slightly ahead of the unit volume of 1958 but more than 10 million units ahead of 1959 store sales. The total industry figure would have to include sales to juke box operators and sales thru rack jobbers, bringing the total industry figure to approximately 125 million singles for 1960.

**Altho some firms are complaining about the singles business, and with justification insofar as individual firm's product is concerned, there are other firms extremely happy singles-wise this year. Actually one has to look at cumulative sales of all singles combined rather than the sales of individual hits to get a rounded singles picture. Tho there are many older artists who no longer sell as they once did, new younger artists have taken over, tho possibly not attaining the heights of previous hit artists. Actually, the number of million sellers this year versus last year will not drastically alter and, depending on the remainder of this year, could be the same or a little better. The new artists that hit make up for other artists that pass out of the singles picture.**

Singles sales in stores thru August 13 registered a 17.2 per cent increase in units sold as compared to the same period in 1959. To date there have been 49 million singles sold. In 1959 at this period of the year, there were close to 42 million units sold and this figure represented at year's end 65.3 per cent of the year's total. In 1958, at this same period, there were 45½ million units sold and this represented 61.7 per cent of that year's total. Thus, taking a mean average of 63.5 per cent and making this equal 49 million units (of 1960), it would project the year end total to approximately 75 million units. (The mean of 63.5 per cent is based on the two-year average of 1958 and 1959. The year 1958 had the smash single hit "The Chipmunk Song," while 1959 had no big single Christmas seller.)

**One additional point must be noted. Singles business can change drastically in any given month, thereby affecting the entire year's total, by means of one big hit record. An example is "The Chipmunk Song" of Christmas, 1958. If there should be one or several big Christmas hits, the projected figure of 75 million units for 1960 could be even greater. Conversely, if LP's should dominate unit sales to a much greater degree than at present, as they did in Christmas of 1959, and no Christmas hits emerge, the total could be slightly less than the predicted 75 million.**

Working with actual sales data for the past three years, for the first 32 weeks of 1960, singles are up this year versus last year. The per cent increase is not as significant in the singles field as in the LP area, and can fluctuate greatly, but 1960 looks to be a year when singles will definitely register an over-all increase.

## Big Jump in Phono Sales

NEW YORK — Sales figures gathered from the country's leading phonograph manufacturers indicate that sales of phonographs in 1960 will register a one million unit increase over 1959. This would be a total of 5½ million phonos sold in 1960, of which 4.9 million will be multi-speed automatic units.

**Close to 75 per cent of all phonographs being sold this year are stereo units. This includes phonos with stereo pickups and dual or single amplifiers and dual or single speakers. In 1959 about 70 per cent of all phonos sold were stereo.**

The sales of stereo sets this year is more significant than in previous years. It appears to have taken consumers well over a year (stereo sets were put on the market in quantity in late 1958) to become aware of stereo and what it means. However, the consumer confidence in the educational campaigns of major manufacturers appears to have progressed to a point where consumer confidence in and knowledge of the new sound and fidelity has grown to the point where it is being reflected in healthy sales and should lead to an extremely strong Christmas sales period.

**The increases in phono sales are being reflected in stereo record sales. Studies show that the purchaser of a new or better set, such as stereo, will buy approximately $75 worth of records in the first three months after the purchase. From a proportionate point of view, classical music and low-price LP's sell better in stereo than in mono. Stereo records, over-all, have shown the greatest increase in proportion to the total industry sales, and this trend will undoubtedly continue thru 1960 and into 1961. While mono record sales are still the most important base of total record sales, stereo LP's can aid the growth of records to new heights both dollar and unit-wise.**

**For further information regarding this record industry research service, please contact Research Director, Market Analysis Division, The Billboard, 1564 Broadway, New York, N. Y.**

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# BRITISH *Newsnotes*

By DON WEDGE
News Editor, New Musical Express

Guitarist **Bert Weedon** is the latest British Top Rank artist to be contracted to EMI following the hand-over of the label. He will record under **Wally Ridely,** a.&r. chief of the HMV label.

The **Ted Heath** ork has been asked to represent Britain at an arts festival in Tokyo next March. Fares make the deal prohibitive, but Heath is making efforts to try to overcome the obstacle. Similarly held up is a proposed visit to Russia for the band. Next month, the Heath ork tours in its first package show. Most of the dates are in the London area, where the band has done surprisingly few concerts in recent years. Supporting Heath will be **Garry Mills** and **Ricky Valance,** who has the cover hit of "Tell Laura I Love Her."

Latest move in the fluid situation of the proposed Philips-U. S. Columbia new pacting is felt to be the visit this week of **Nat Shapiro.** He is expected to be looking for new ways of using British talent for the American market.

The TV show **Bing Crosby** was due to telerecord in Dublin next month for ABC screening on St. Patrick's Eve is off. Apparently Bing felt the call of Pittsburgh Pirates' participation in the World Series too strong.... **Tony Martin** was in briefly from Rome. He left Mrs. Martin **(Cyd Charisse)** here filming and flew out for a Las Vegas date, but may be back for cabaret spot later in the fall.... **Bobby Darin** may do a stand at the Pigalle theater-restaurant in November on his way back to America after filming in Rome.... **Connie Francis** is due for a 12-day European jaunt from October 17. It will include the Palladium show and one other for ATV as well as likely London concerts, which would be her first here.

Pye Records' managing director, **Roger Threlfall,** now in the middle of a six-week trip for talks with American disk personalities, will travel on to Australia before returning home.... New York deejay **Sydney Gross** is back in his native London, where he expects to remain for at least a year. He has been discussing program ideas with BBC radio and television and some of the ITV companies.... **Peter Prince,** a former EMI staffer, is now with the Disney office in London and takes responsibility for Buena Vista here.... **Charlie Hickman,** until last month chief announcer of AFN in Germany, visited London to create interest in German jazz singer **Inge Brandenburg,** who he has booked in America next February.

The requested intervention of the Director of Public Prosecutions in the "Tell Laura" controversy provoked some unintentional humor when AR-TV's news magazine, This Week, investigated the matter by asking some British stock car drivers if their interest in the sport had been stimulated by the song. None asked had. The disk firms' case for issuing it was put by **Bob Crabb,** exploitation head of British Decca, the firm which at first withheld release of the **Ray Peterson** - RCA hit — still without chart success here. The **Ricky Valance** cover on EMI-Columbia this week nudged up one place in the charts to the impressive No. 3 spot.... It was overtaken, however, by "Only the Lonely" by **Roy Orbison** (issued here by Decca's London line) which moved from No. 5 to No. 2.

A chart breakdown shows that American and British artists share an equal number of entries — 15 from each country. A majority of numbers are by American writers. As far as newcomers are concerned, there are four American artists and two British — all with compositions from their native countries.

Of last weekend's new releases, only one appears to be clicking in America. This is **Jimmy Clanton's** "Come Back" on Top Rank (from Ace).... Among the 23 other new releases were **Leslie Uggams'** "Love Is Like a Violin" on Philips (which has already been a big hit for Decca's **Ken Dodd** here); the **Sarah Vaughan - Joe Williams - Count Basie** "If I Were a Bell" (Columbia); **Danny and the Juniors'** "Twistin' U. S. A." (Top Rank); **Jim Reeves'** "I'm Gettin' Better" (RCA) and the **Chipmunks'** "Alvin for President" (London from Liberty) which comes with plenty of promotional angles which are being taken advantage of.

**Anita Bryant** may yet get her first British hit with "In My Little Corner of the World." She has had a succession of British covers of her U. S. hits, and "Paper Roses" has been a big hit for the **Kaye Sisters** (Philips). "Corner," issued a month ago, had two covers but in both cases exploitation was concentrated on the couplings. The Decca group, which releases the original, is still working on it and so is **Cyril Shane** of Kassners; their efforts collected four BBC plays in one day last week. Decca is again working on the **Don Ralke-Pete Candoli** coupling of treatments of the "77 Sunset Strip" theme following the TV series' first showing in London — previously its screening has been limited to provincial areas, where the disk was released months late, having been held for Warners' entry into the British market.... Beginning to move toward the charts are **Paul Anka's** "Hello, Young Lovers" and **Jackie Wilson's** "All My Love."

## Best Selling Pop Records in BRITAIN

Week ending September 23, 1960
(Courtesy New Musical Express, London)

| Last Week | This Week | |
|---|---|---|
| 1 | 1 | APACHE—The Shadows (Columbia) |
| 5 | 2 | ONLY THE LONELY — Roy Orbison (London) |
| 4 | 3 | TELL LAURA I LOVE HER—Ricky Valance (Columbia) |
| 2 | 4 | BECAUSE THEY'RE YOUNG—Duane Eddy (London) |
| 3 | 5 | MESS OF BLUES—Elvis Presley (RCA) |
| 12 | 6 | HOW ABOUT THAT!—Adam Faith (Parlophone) |
| 6 | 7 | GIRL OF MY BEST FRIEND—Elvis Presley (RCA) |
| 8 | 8 | AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia) |
| 7 | 9 | PLEASE DON'T TEASE—Cliff Richard (Columbia) |
| — | 10 | NINE TIMES OUT OF TEN—Cliff Richard (Columbia) |
| 10 | 11 | EVERYBODY'S SOMEBODY'S FOOL—Connie Francis (M-G-M) |
| 11 | 12 | PAPER ROSES—Kaye Sisters (Philips) |
| 20 | 13 | WALK, DON'T RUN—Ventures (Top Rank) |
| 9 | 14 | WHEN WILL I BE LOVED—Everly Brothers (London) |
| — | 15 | SO SAD—Everly Brothers (Warner Bros.) |
| 21 | 16 | PLEASE HELP ME, I'M FALLING—Hank Locklin (RCA) |
| 23 | 17 | WALK, DON'T RUN—John Barry Seven (Columbia) |
| 16 | 18 | SHAKIN' ALL OVER—Johnny Kidd (HMV) |
| — | 19 | LUCILLE—Everly Brothers (Warner Bros.) |
| 25 | 20 | CARIBBEAN HONEYMOON—Frank Weir (Oriole) |
| 13 | 21 | LOVE IS LIKE A VIOLIN—Ken Dodd (Decca) |
| 19 | 22 | VOLARE—Bobby Rydell (Columbia) |
| 22 | 22 | IMAGE OF A GIRL—Mark Wynter (Decca) |
| 14 | 24 | IF SHE SHOULD COME TO YOU—Anthony Newley (Decca) |
| 18 | 25 | I'M SORRY—Brenda Lee (Brunswick) |
| 17 | 26 | LORELEI—Lonnie Donegan (Pye) |
| — | 27 | LET'S THINK ABOUT LIVING—Bob Luman (Warner Bros.) |
| — | 28 | PASSING BREEZE—Russ Conway (Columbia) |
| 27 | 28 | FELL SO FINE—Johnny Preston (Mercury) |
| — | 30 | LET'S HAVE A PARTY—Wanda Jackson (Capitol) |

# ITALIAN *Newsnotes*

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

The award of the Golden Alpine Star of 1960 to the American song, "Lake in the Valley" by **Renel Lahmer,** at the Second International Festival of Mountain Songs at Varese brought boos from the audience which seemed to prefer Italy's "The Moorish Beauty" by **Carlo Cocina** which took second prize. Third and fourth went to Austria's "I Am a Song of the Mountain" by **Augustin Kubizek** and France's "Liberty" by **Robert Pollet,** respectively.... Milan, which has once again taken **Maria Callas** to its heart with the news that she will open the 1960 La Scala season, was the scene of the presentation to her of Greek's Cross of the Commander of the Order of Good Deeds for her appearance at the Epidaurus Festival this year. Also honored was conductor **Tullio Serafin** for his contribution to grand opera with the Order of the Phoenix.... **Araldo Tieri, Lauretta Masiero** and **Alberto Lionello** are this year's emsees of RAI's "Canzonissima" program which will pick Italy's favorite song by vote of the subscribers to the January 6 lottery in which $100,000 is the top prize. While in its two previous editions, votes could be cast for any song written since 1900, the competition this year has been limited to 60 tunes, of which 30 appeared between 1900-'50 and the other 30 in the last decade. Each week until December 17 three from each group will be presented on a one-hour TV and radio show. The following two weeks will be devoted to semi-finalists and the winners will be heard January 6. All of Italy's top pop voices will compete in the event under the direction of **Mario Landi.**... San Remo, as a means of finding new voices for the 1961 Song Festival, has just completed a 14-day non-competitive period in which 41 young voices, who have not competed in the 10 years of the festival, were heard with a view to selecting some for the next competition.... **Prof. Mario Vinciquerra,** president of the Italian Society of Authors and Publishers, has expressed the belief that most of Italy's songwriters will join in enforcing the organization's vote to limit festivals by barring participation of members until commercialization is reduced.... A $35,000 lawsuit charging **Renato Carosone** with not carrying out an agreement to manufacture plastic records under the name of Folirecord has been dismissed in Milan with Carosone and two other defendants completely absolved.... **Ildebrando Pizzetti,** Italy's greatest living composer probably best-known for his opera based on **T. S. Eliot's** "Murder in the Cathedral," has received the Marzotto Prize for his composition, "Concerto for Harp and Orchestra."... At Paris Electronics show, French TV totals was announced as 1,641,113, which is some 500,000 below total in Italy where population is considerably less.... Sixteen Italian record labels are participating in the Pickup of Gold contest at Rome's Vittoria Theater.... Another competition, Parade of Songs, will follow at the Arts Theater October 1-2.... Several Italian resorts are bidding for a movie-backed competition to pick the best film song of the year with possible participation of disk manufacturers.

## Best-Selling Pop Records in ITALY

Week ending September 23, 1960
(Courtesy Musica e Dischi, Milan)

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

# GERMAN *Newsnotes*

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

One of the most recorded and played U. S. standards, even in Nazi Germany, with hitherto no publisher in Germany is **Hoagy Carmichael's** "Stardust." There has been no German version of "Stardust" up to now but Munich publisher **Karl Heinz Busse** now has the German rights to the song thru the special assistance of Universal Edition's **Alfred A. Kalmus.**.... Publisher **Aberbach** has the German rights for Burton Music which includes most of **Frank Sinatra's** music. The first effort is a German version of U. S. hit and award-winning song, "High Hopes," sung by **Bully Buhlan: "Mr. Bye-Bye."**... **Jan** and **Kjeld** got their first gold disk from Ariola for the first million of their "Banjo Boy" disk.... **Nina** and **Frederik** star with **Louis Armstrong** in a German pic, "Papa Ist Dagegen."

The Hamburg Philharmonic recorded an LP "Symphony for **Tommy Dorsey"** for distribution in England. The disk is not available in Germany.... News from the International Music Department: British singer **Anthony Newley** sings U. S. standard "Charmaine" with German lyrics for the Decca label.... Warner Bros. issued "Especially for You," an EP with the **Everly Brothers.**... German jazz authority **Horst H. Lange's** newest book is "The Story of Jazz in Germany." It covers the time from 1910 to 1960.... Belgian singer **Angele Durand** left the Electrola label.... Former distrib manager of Metronome, **Jans Juergen Fruechtnicht,** is now with Polydor.

**Kurt Feltz** produced a new disk with ex-GI **Bill Ramsey:** "Jeden Tag Ne Andere Party" b-w "Die Welt Ist Rund."... The **Hula Hawaiians'** "Hilo March" is a solid best seller in Germany. They are recording exclusively for the Elite Austrophon label now. Their newest disk is "Les Enfants du Piree" from "Never on Sunday" b-w "Maua Lua Sunshine."... The Amadeo label issues an LP of **Odetta,** "My Eyes Have Seen." The cover liner is written by **Harry Belafonte.**... Original music from Arabia is available in Germany now on the Electrola label.

"Sie," the German version of the U. S. hit, "My Heart Is an Open Book," sung by **Gerhard Wendland** on the Philips label, is in the Top 10 of East Germany, followed by "Mustapha" of **Leo Leadros,** and "Baciare" of **Christel Schulze,** an East German singer.... **Ted Herold's** "Moonlight" on the Polydor label is No. 1 in the Swiss Top 10.... Following **Elvis Presley's** terrific "O Sole Mio" success in Germany, young **Gerd Boettcher** sings the Italian tune on the Decca label b-w "Young Emotion," German lyrics "Du-Heut Nacht" by **Ernst Bader.**... The London label starts the new season in Germany with this package: **Johnny** and the **Hurricanes** with "Sandstorm" b-w "Rockin' T," **Ricky Nelson** singing "I'm Not Afraid" b-w "Yes Sir, That's My Baby," **Johnny Burnette** with "Cincinnati Fireball" b-w "Dreamin'," and **Anita Bryant** singing "In My Little Corner of the World" b-w "Anyone Would Love You."... The RCA label issued another **Elvis Presley** LP, "Such a Night," featuring "Such a Night," It Feels So Right," "Like a Baby" and "Make Me Know It."

The Warner Bros. label continues to stereo program with two EP's: **"Buddy Cole** Plays **Cole Porter" and "March Step in Hi-Fi," Henry Mancini** conducting the Warner Bros. band.... An old U. S. standard, "Sioux City Sue" is sung by **Ursel Jakob** on the Telefunken label. The German lyrics are written by Munich's **Kurt Hertha.**... International singing star **Dorit Oliver** guest stars in the Munich Music Hall, Stadt Wien.

# AUSSIE *Newsnotes*

By JOHN COLLINS
81 York St., Sydney

Jazz is here for certain. **George Shearing** will do personal appearances and TV shows in Sydney, Melbourne, Adelaide and Brisbane under the banner of Melbourne-based Aztec Services. Also touring Australia for Aztec is pianist **Winifred Atwell,** who is doing her third season in Australia. Winnie tours Australia till the end of October when she goes to New Zealand, where she holds an all-time gross drawing record.

**Lee Gordon's** first annual Australian jazz festival gets under way in Sydney at the end of this month with a great collection of jazz names, including **Sarah Vaughan, Dakota Staton, Dizzie Gillespie, Jonah Jones, Al Hibbler, Buddy Greco.** Australian group appearing on the show will be **Bryce Rohde** with his quartet. The Gordon organization is reported to be amazed at the interest shown in jazz. Australian papers are filled with stories about the artists appearing, and no one single attraction has had as much newspaper space so far in advance before.

**Rolf Harris,** the West Australian boy whose only record release in Australia, "Tie Me Kangaroo Down, Sport" was the biggest single hit ever, has just signed a three-month exclusive contract to the huge B.A.L.M.-Dulux organization. The idea is that Harris' personal appearances will all tie in with B.A.L.M.-Dulux. The contract is said to represent the biggest amount of money that has ever passed hands between an artist and a commercial company in Australia's history. Rolf's new release is "The Man in the Big Black Hat."

New Zealand rocker **Johnny Devlin** returns to his home country from Australia where he now resides, at the end of this week, for a six-day tour under the banner of the Y.M.C.A. and Miller & Associates.... Chappell & Company are pleased with their schedule of forthcoming musical shows for the next few months. "Merry Widow," with the Sadler's Wells cast starring **Cyril Ritchard,** opens in Sydney October 6, after a full-house Melbourne season. "Music Man" is to follow within a short time. "West Side Story" is due to commence in Melbourne early in November. In the film world, "Song Without End" and "Bells Are Ringing" have just had successful previews and are due shortly.

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# A CHAMPAGNE TOAST TO "GREAT DANCE BANDS ON PARADE"*

GLEN MILLER

TOMMY DORSEY

GUY LOMBARDO

PAUL WHITEMAN

## A MUSICAL "SPECIAL"

**Presented By**

Lawrence Welk

**and the**

## CHAMPAGNE MUSIC MAKERS

For many months Lawrence Welk has planned this "MUSICAL SPECIAL," and assigned his staff of arrangers to duplicate the exact sounds of these Great American Dance Bands of the exciting 30's and 40's. We believe this dramatic and nostalgic "SPECIAL" will be one of the most memorable musical programs yet presented on television, and invite you to enjoy it to the full.

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KAY KAYSER

GLEN GRAY

BENNY GOODMAN

"THE LAWRENCE WELK SHOW"
Sponsored on alternate weeks by
DODGE — and the
J. B. WILLIAMS CO.

**ALL THESE GREAT BANDS ARE SCHEDULED FOR A MUSICAL SALUTE:**

| | |
|---|---|
| LOUIS ARMSTRONG | KAY KAYSER |
| CAB CALLOWAY | HAL KEMP |
| FRANKIE CARLE | WAYNE KING |
| BOB CROSBY | TED LEWIS |
| JIMMY DORSEY | GUY LOMBARDO |
| TOMMY DORSEY | FREDDIE MARTIN |
| DUKE ELLINGTON | CLYDE McCOY |
| JAN GARBER | GLEN MILLER |
| BENNY GOODMAN | RUSS MORGAN |
| GLEN GRAY | ARTIE SHAW |
| WOODY HERMAN | ORIN TUCKER |
| HARRY JAMES | TED WEEMS |
| SPIKE JONES | PAUL WHITEMAN |

*** SATURDAY, OCT. 8**
**ABC-TV NETWORK**
**9:00-10:00 P.M.(E.T.)**
**6:00-7:00 P.M. (P.T.)**

GABBE, LUTZ, HELLER & LOEB
Personal Managers to
Lawrence Welk

DON FEDDERSON PRODUCTIONS
Television Consultants to
Lawrence Welk

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# Philly Turns Court Fire On 11 Distribs, 28 DJ's

By MAURICE ORODENKER

PHILADELPHIA — An injunction against 11 record distributors and 28 Philadelphia disk jockeys who allegedly were involved in a $140,000 payola scheme, was sought by District Attorney Victor H. Blanc in Common Pleas Court this week. Immediately after the petition was filed with the prothonotary's office, Assistant District Attorney Jerome R. Balka conferred with Judge David L. Ullman and set a date for a preliminary hearing.

Balka turned over to the jurist consent decrees signed by the record distributors and 14 of the jockeys named on the document. Blanc explained the signers of the consent decree do not admit to any illegal activities, but agree to be bound by any court order enjoining them "without trial or adjudication of any issue."

**Civil Proceedings**

Blanc said he decided to take the action in civil proceedings as the city's prosecutor and as an individual, instead of pressing for criminal indictments because of the refusal of the principals to testify. Those signing the decree are granted immunity from any action for payola given or taken prior to March 1, 1960.

Blanc's complaint declares those

(Continued on page 40)

## BOOM ON COL. 7-INCH 33'S

NEW YORK — Columbia Records is experiencing a decided sales pickup on its seven-inch monaural 33 r.p.m. pop disk. Columbia is as yet the only firm releasing all of its singles both on mono 45 and mono 33.

Altho sales of the small 33 are little compared with 45 sales, Mitch Miller noted this week that sales are steadily increasing day by day, and that dealers and distributors are reordering the seven-inch 33. "If we come thru with a smash hit," stated Miller, "then we feel sure that sales of the small 33 will show a solid upturn."

# Pulse Study Outlines C.&W. 'Home' Market

NEW YORK — Some 150 representatives of ad agencies and radio stations with an important stake in country music programming heard a report describing characteristics of the typical (statistical) home favoring this type of music at the "Country Music Network" luncheon Tuesday (20), at the Savoy-Hilton in New York City. The report, based on a market study undertaken by the Charles Bernard Company, Inc., and conducted by Pulse, Inc., was given to the gathering by Dr. Sydney Roslow, Director of Pulse.

Despite the apparent major influence of country music on general pop music content and style, Dr. Roslow warned that it was, heretofore, not possible to accurately describe (1) the extent of the market, nor (2) the characteristics of the purely country music-listening segment. Unlike the foreign language market or the Negro market, where the objective criteria (language spoken and/or understood in the home) are reasonably indisputable, the country-favoring home has never been characterized. The study sought to establish other common features of

(Continued on page 40)

# Wilson Re-Inks Brunswick Pact

NEW YORK — Brunswick Records has re-signed Jackie Wilson to a new, long-term contract. Wilson was originally signed by the label in May 1957 and since then has enjoyed such hits as "Lonely Teardrops," "A Woman, a Lover, a Friend" and "Night." Wilson has turned out five albums during his tenure at the label.

Wilson originally broke into the business with Billy Ward's Dominoes in 1953. In 1957, he was discovered by Nat Tarnopol, who signed him to a personal management pact at once. Coincidentally with the signing this week, the Brunswick label became a separate corporation with Tarnopol named exec veepee. This figures to cut Tarnopol and his client Wilson into the futue record company profits from the disks of Wilson and other pactees, in addition to the normal Wilson artist royalties.

# Ovens Sets Mgt. Firm

NEW YORK — Don Ovens, formerly assistant national promotion manager of Capitol Records and more recently national promotion manager for United Artists Records, has set up his own talent management firm.

His clients include singer - comedienne Kay Ballard, Roulette recording artist, the Cumberland Three, and Paul Wallace, featured performer in the Broadway musical hit "Gypsy." Miss Ballard will star in an original Broadway musical written by deejay Jim Lowe, WNBC, New York, next season. The Cumberland Three, currently appearing at the Fallen Angel nitery, start a six-week cross-country concert tour with Shelley Berman on October 7.

## REISMAN DAY DOWN TEX. WAY

NEW YORK — "Joe Reisman Day" was declared last Wednesday (14) by the Greater Dallas and Fort Worth areas. For 24 hours all of the Roulette Records' artist and repertoire chief's works were played on local radio and TV outlets, including sides he wrote and sides he cut with his own ork and/or other artists.

The Texas - born Reisman was greeted at the airport by local officials on his "day" and presented with a 10-gallon Western hat. Meanwhile, Roulette Records is offering Reisman's latest LP "Instrumental Imports," a special prepack item, at a reduced price ($2.98 monaural, $3.98 stereo) for the month of September only.

The CLOWN OF THE CENTURY BRINGS YOU THE LAUGH OF THE WEEK ON CBS-TV STARTING SEPTEMBER 27

PET MILK COMPANY is pleased and proud to be associated again this season with RED SKELTON . . . one-man world-of-fun who can change characters easier than he can his socks . . . and who delights millions of families each week, whether he's himself . . . or one of the fabulous Skelton "gang."

WELCOME BACK, RED . . .

CLEM, FREDDIE, MR. APPLEBY, DEADEYE AND FRIENDS!

PET MILK COMPANY


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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
OF NEW YORK
DEVOTED TO

VICE AND LA
BEST CUT O
CRAFT.

PEGGY LEE DEBUTS A FRESH, NEW BALLAD FROM

TENDERLOIN
A NEW MUSICAL COMEDY

"MY GENTLE YOUNG JOHNNY"

(RECORD NO. 4449)

PEGGY LEE

SOON...
THE ORIGINAL CAST
ALBUM BY CAPITOL

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BREAKING BIG ON ATLANTIC

RUTH BROWN

TAKING CARE OF BUSINESS

b/w

HONEY BOY

2075

BILLY STORM

SURE AS YOU'RE BORN

b/w

IN THE CHAPEL IN THE MOONLIGHT

2076

atlantic records


## SOUTHERN REPS IN CONVENTION

NEW YORK — Tho the meeting of the United Nations General Assembly, with a flock of heads of State in attendance, dominated headlines here this week, a second international conclave, of considerable interest to the music business, also occurred when Southern Music representatives from 19 countries met in convention during the week.

Purpose of the meeting was to discuss ways and means of better co-ordinating Southern international business affairs to become better geared to the increasing exchange of music between countries. Present at the meetings was Mrs. Ralph Peer, prexy of the firm, and widow of the founder of Southern, the late Ralph Peer. The sessions were helmed by Robert Iverson, executive veepee and general manager. Murray Deutch, general professional manager of the firms was guest speaker.

## Car for Best Col. Window

NEW YORK—Attention, dealers! Columbia Records has started a "Sound of Genius" window display contest, with a Chevrolet Corvair as first prize. Contest will be a special promotion for the firm's Masterworks releases of the past three months.

The competition, which runs thru October, is limited to dealer members of the firm's automatic release program, whereby dealers receive a selection of new classical albums in advance at a discount. Contestants can make use of the new Columbia display blocks, mobiles designed to feature Masterworks albums. Winning windows will be judged on the basis of layout, design, impact of salse message, etc. One winner from each territory will be selected by Columbia distributors. Regional winners will then be chosen, and finally one national winner will be named, as judged by Columbia execs.

# NARM to Hire Exec-Secretary

### First Step in War on Discounting; Resented Diskery Promotional Policies

By NICK BIRO

CHICAGO—The National Association of Record Merchandisers (NARM) will hire a full-time executive secretary as the first step in its fight against discounting and manufacturers' promotional policies.

The move is one of several resolutions agreed to by members at a crash midyear meeting held here September 16-17. Twenty-eight of the group's 35 members were on hand, with the meeting closed to record manufacturers who are associate members.

Chief discussion centered around two resolutions that were passed. (1) NARM agreed to utilize all legal methods possible to change manufacturers' policies which encourage record distributors engaging in retail merchandising. (2) The Association will seek to have manufacturers give them 60 days' notice before removing records from their catalogs.

**Plan Meet**

Next step is a meeting between NARM directors and officers, and the diskeries.

NARM has set up a committee to pick the executive secretary as well as make the negotiations with the manufacturers. Named were: Harold Goldman, NARM president, Rak Sales, St. Louis; Glenn Becker, NARM vice-president, Music City Record Rack, Los Angeles, and Ed Snider, NARM secretary, Edge, Ltd., Washington.

Decca Records, only major label not previously a NARM associate member, also joined the group following the meeting. Decca officials Shim Weiner and Claude Brennan met with the association officers

(Continued on page 95)

## Kapp Cops Bill Dana

NEW YORK — Kapp Records has grabbed the currently successful Bill Dana and signed him to a disk pact. Dana, who has the chart entry "My Name Jose Jiminez," on Signature Records, was never officially signed by the latter label, hence his availability to Kapp.

The firm will shortly release a new Dana set, "More Jose Jiminez," consisting of takes from Steve Allen and Spike Jones TV shows as well as tapes of Spike Jones warm-ups.

On another front, Kapp has announced the release of selected material from its Medallion sound series on singles. Initial sides include "The Green Leaves of Summer" from the pic, "The Alamo," and "Spellbound."

Chancellor
THE ROYALTY OF RECORDS
proudly presents . . . .
FRANKIE AVALON
with his NEW SMASH HIT . . .
"TOGETHERNESS"
C-1056
IT'S IN DEMAND

Will be appearing on the Perry Como Show, October 8.

FRANKIE AVALON
Soon to be seen in THE ALAMO with John Wayne

Chancellor RECORDS INC.
DISTRIBUTED BY AM-PAR RECORD CORP.


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# Haunting Movie Theme Done In Mr. Music's Unmatchable, Best-Selling Style

MIDNIGHT LACE

DAVID CARROLL
AND HIS ORCHESTRA
71703

## More Best Selling Styles On Mercury® RECORDS

I Wish I'd Never Been Born PATTI PAGE 71695

Love Walked In DINAH WASHINGTON 71696

To Each His Own THE PLATTERS 71697

Charming Billy JOHNNY PRESTON 71691

Release Me JIVIN' GENE 71680


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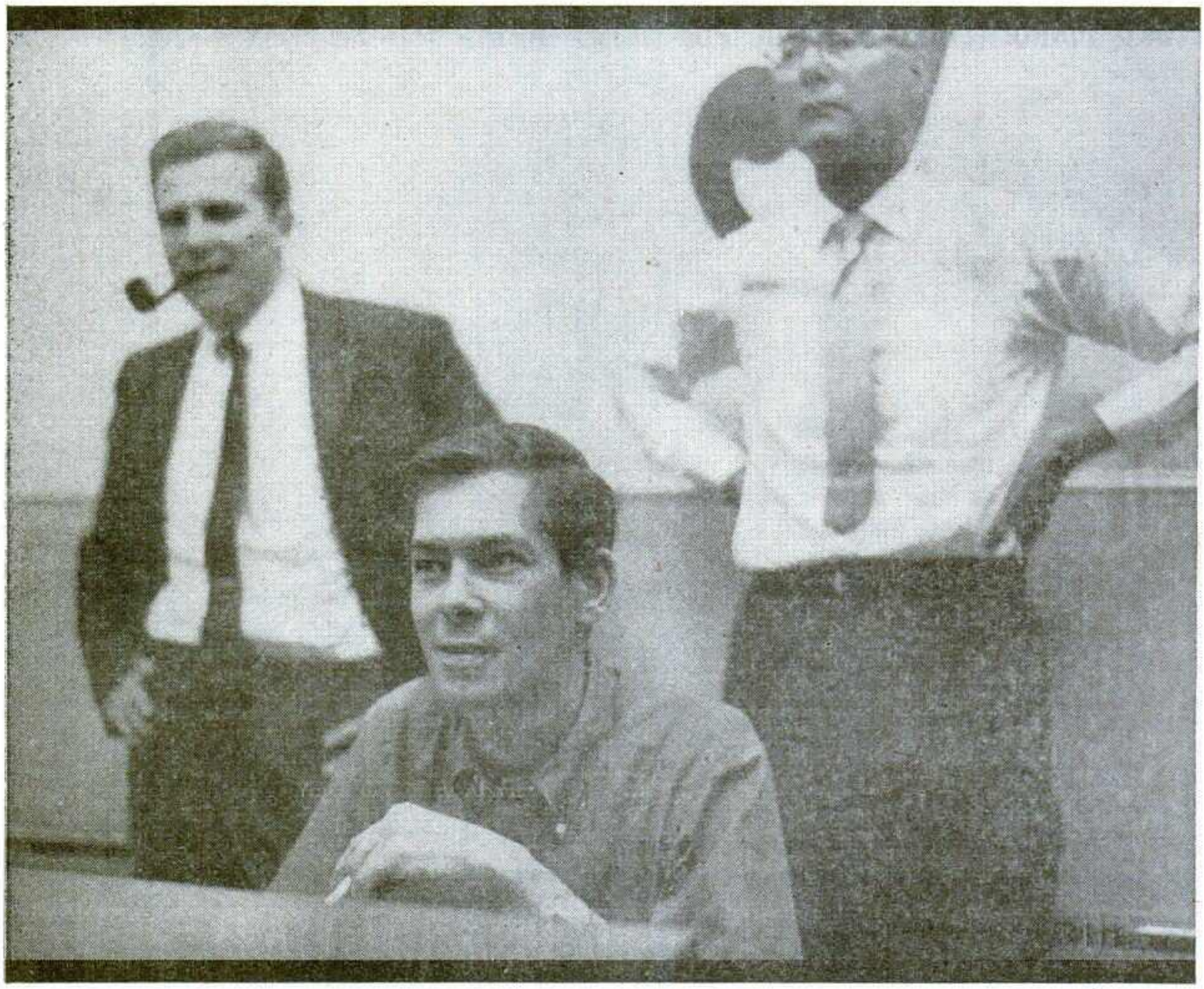
# JOHNNIE RAY

## HIS FIRST CADENCE RELEASE



## IN THE HEART OF A FOOL

CADENCE 1387

## LET'S FORGET IT NOW

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# Col. Wins Round In Garner Suit

NEW YORK — Columbia Records won round three in its current legal hassle with Erroll Garner when the Appellate Division of the Supreme Court of New York last Tuesday (20), reversed a lower court decision and cancelled an injunction that Garner had obtained against the diskery. Garner's injunction was obtained against Columbia issuing "The One, the Only Erroll Garner" album, and it had been in effect about a month or so. Now Columbia will go ahead and ship the Garner LP, and its distributors can sell it to dealers.

Garner's attorney, Walter Hoefer, has asked the Appellate Division to hear the case again. How-

(Continued on page 20)

# NAB MEET TO LIMIT EXHIBITS

WASHINGTON — At its spring convention, the National Association of Broadcasters says it will continue its policy of restricting exhibitors to associate members who manufacture equipment essential to broadcasting or networking, but will allow others to set up hospitality quarters while they are available. Convention will again be open to active and associate members, but certain conferences will be limited to station and network representatives only. The 39th annual convention will be held here May 7 to 11.

# TEXAS DEALERS JOIN IN RADIO SPONSORSHIP

HOUSTON—The Houston Record Dealers' Association has embarked on the sponsorship of a one-hour nightly record show to promote the sale of disks in its area. The radio show is the brainchild of Frank Rodel, of the Palms Music Center, advertising chairman of the association. In addition to the dealer co-op, the show is sponsored by record manufacturers and distributor representatives. Columbia, Capitol, RCA Victor, and the representatives of Argo, Command, Liberty, Am-Par, Mercury and Roulette are among the waxeries involved.

The show, entitled "The Listening Booth," is aired five nights a week over Station KHUL-FM which has the highest FM Hooper rating in the area. Each show highlights the new releases of an individual manufacturer.

Rodel explained that the scheme was presented to the dealer organization as a broader advertising exploitation for ad budgets than single dealer promotions. The expense of these promotions is often shared by disk manufacturers or their representatives in a given area.

Rodel also mentioned that tied to the program, which presents new releases almost exclusively, is a 24-hour phone service which fills listeners in on artists, song, and record number of the tunes played on the show. More importantly, the service also gives the inquirer the name of the nearest member dealer at which the record can be bought. Commercials

(Continued on page 20)


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.

RECORD MANUFACTURERS—MUSIC PUBLISHERS—RADIO PROGRAMMERS

ACCURATE REPORTING SERVICE

Offers a NEW and FAST

WEEKLY AIR PLAY CHECK

of Your Records and Tunes!

Accurate, serving the music industry since 1930, now offers a NEW and FAST service geared to give you at a glance a summary of how many plays your records and songs are getting on New York's leading recorded music radio stations.

HERE'S HOW IT WORKS:
The report will be based upon monitoring every record played from 8 a.m. to midnight on WINS, WMGM, WMCA, WNEW, the most important record stations in New York—those stations where air exposure means business for you.

WHEN REPORTS ARE ISSUED:
Every Monday Accurate will make available to subscribers a complete report on the number of times your records and songs were played on each of these stations during the entire preceding week.

WHAT YOU GET:
Subscribers will be provided with a list of records played on each station in rank order according to plays received. The number of plays for each record will also be shown. A separate list of this type will be prepared for each of the four stations. Each list will show every record which received as many as five plays on that station in the course of the week.

COST TO YOU IS NOMINAL:
Accurate is pricing this service at the nominal sum of $125 for 13 weeks for all 4 stations, an average of less than $2.50 per week per station. A greater saving is available via annual subscriptions at $450 per year.

PLACE YOUR ORDER TODAY!
USE THIS COUPON NOW FOR FAST SERVICE

Accurate Reporting Service
885 Flatbush Ave.
Brooklyn 26, N. Y.
(Please Print)

Please enter my order for your monitoring service on the term checked below:
( ) 13 Weeks . . . $125.00 ( ) Payment enclosed
( ) 52 Weeks . . . $450.00 ( ) Please bill me
( ) Please send me a specimen report

NAME_____TITLE_____
COMPANY_____
STREET_____
CITY_____ZONE____ STATE_____

Climbing to the Top!
THEME FROM THE APARTMENT
MILLS MUSIC, INC.

We had to have more room, so we've moved!
NEW ADDRESS:
5842 N. Overhill Ave.
Chicago 31, Illinois
SPring 5-3987
TIM GAYLE
and Associates
Record & DJ Promotion • Publicity
National Distribution Specialists
Public Relations • Personal Management
Over 20 years basic experience


## NOTICE OF SALE

A.B.C. MUSIC CORPORATION
BOGAT MUSIC CORPORATION
BOURNE, INC.

NOTICE IS HEREBY GIVEN that pursuant to an Order of the Appellate Division of the Supreme Court, First Judicial Department, all of the issued and outstanding shares of stock of A.B.C. Music Corporation, Bogat Music Corporation and Bourne, Inc., will be sold in separate Parcels, or as a unit, at public auction in the Surrogate's Court, New York County, Room 510, Hall of Records, Chambers and Lafayette Streets, New York, N. Y., on October 14, 1960, at 2:30 o'clock in the afternoon.

A copy of the Terms of Sale, together with financial statements and other information concerning the Companies, may be procured from the undersigned Executors at the address indicated below.
Dated: New York, N. Y.

The Court has fixed an aggregate upset price for all of the Parcels at $2,100,000.

Dated: New York, N. Y.
August 15, 1960.

MARY M. BOURNE
MARY ELIZABETH KEEDICK
JOSEPH TRACHTMAN
c/o HON. JOSEPH A. COX
Surrogate's Court
Hall of Records
31 Chambers Street
New York 7, N. Y.


RECORD SALESMEN WANTED!
Sales and promotion experience necessary. For new upcoming company—many areas open.
Write or send resume to
BOX #298, The Billboard
1564 Broadway New York 36, N. Y.

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!


www.americanradiohistory.com

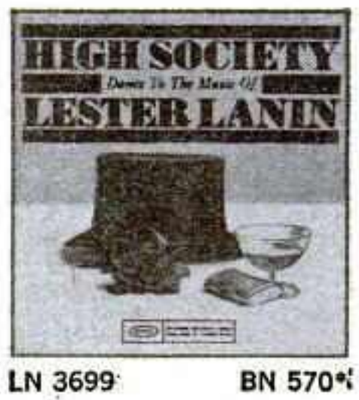
# NOW! 10% DISCOUNT ON ALL EPIC SEPTEMBER/OCTOBER NEW RELEASES

LN 3730

LN 3729 BN 580*

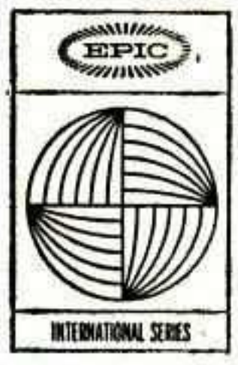
LN 3728

LN 3727 BN 579*



LN 3699 BN 570*

LN 3717 BN 578*



LF 18005 BC 1096*

LF 18002 BF 19002*

LF 18001

LF 18000

LC 3723 BC 1094*

LC 3725

LC 3709 BC 1090*

SC 6038 BSC 109*

LC 3726 BC 1097*

LC 3722 BC 1093*

LA 16000

LA 16001

LA 16002

LA 16003

LA 16004

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® "Epic", Marca Reg. "CBS" T. M. Printed in U. S. A.

LN 3736 BN 581•

LN 3741 BN 583•

LC 3724 BC 1095•

LC 3731 BC 1098•

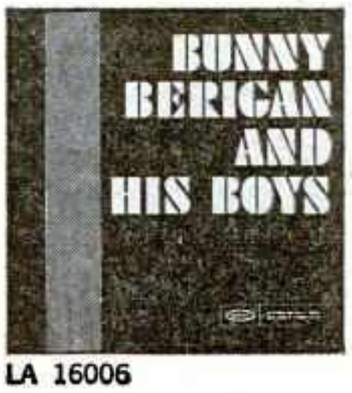
LC 3732 BC 1099•

LC 3733 BC 1100•

LC 3734 BC 1101•

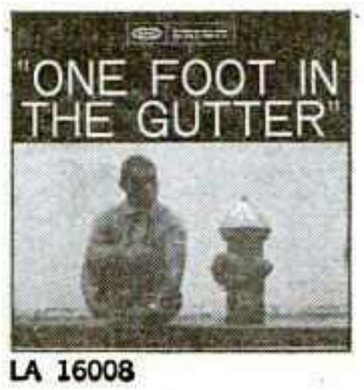
LC 3735 BC 1102•

LA 16005




LA 16006

LA 16007




LA 16008

LA 16009

THE WONDERFUL
WORLD OF MUSIC ON
EPIC
•STEREORAMA

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# GREAT RECORDS

*of great themes*
*from great pictures*
*by great composers*

## *THEME FROM "THE DARK AT THE TOP OF THE STAIRS"

*by Max Steiner*

**CHET ATKINS** . . . RCA VICTOR #47-7796
**FRANK CHACKSFIELD** . . . LONDON #1945
**PERCY FAITH** . . . . . COLUMBIA #4-41796
**ERNIE FREEMAN** . . . . . IMPERIAL #5693
**ROBERT HOLLIDAY** . . . . EVEREST #19381
**JACK PLEIS** . . . . . DECCA #9-31155

## *CORA'S MELODY FROM "THE DARK AT THE TOP OF THE STAIRS"

**BOB THOMPSON** . RCA VICTOR #47-7795

## *THEME FROM "THE SUNDOWNERS"

*by Dimitri Tiomkin*

**ROBERT HOLLIDAY** . . . . EVEREST #19381
**MANTOVANI** . . . . . LONDON #1946
**JACK PLEIS** . . . . . DECCA #9-31155
**FELIX SLATKIN** . . . . . LIBERTY #F-55282
**BOB THOMPSON** . RCA VICTOR #47-7795
**BILLY VAUGHN** . . . . . DOT #45-16133

**Publisher:*

**M. WITMARK & SONS**

488 MADISON AVE. • NEW YORK CITY, N. Y.

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www.americanradiohistory.com

RAY

ELLIS

AND HIS ORCHESTRA

PLAY

"MIDNIGHT LACE"

From U.I. Picture (Arwin Production) "Midnight Lace"

K 12942

THE STARPOWER LABEL

M-G-M Records

1540 Broadway, N.Y.36, N.Y. JU 2-2000

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# LAVISH PARTY DEBUTS NEW PHILLIPS STUDIO

MEMPHIS — Sam C. Phillips, head of Sun Records and Phillips International, formally opened his new $750,000 Sam C. Phillips Recording Studios at 639 Madison Avenue here Saturday (17) with a lavish open-house party to the music trade and press. More than 50 out-of-town music and radio trade folk joined with local dignitaries and music-radio tradesters to celebrate the event hosted by Sam Phillips in big-league style.

Program got under way at 4 p.m., Saturday with an inspection tour of the premises, followed by a two-hour champagne party on the roof-top sun deck adjoining Phillips' penthouse offices. Saturday evening, Phillips hosted 150 guests at a champagne dinner at Holiday Inn, which was followed by a 10-mile cruise on the Mississippi River aboard the Memphis Queen. A studio party running into the wee sma' hours of Sunday climaxed the celebration. Open house to the public was held from 2 to 6 p.m. Sunday.

Two and a half years in the building, the new Phillips quarters stacks up as one of the finest recording plants in the country, both from the standpoint of modern equipment and lavish furnishings. The latest in recording equipment, custom made, is geared to handle commercial demands for years to come, Phillips said, and any modification in record pressing would pose no great problem for the future.

The new building is equipped with two studios, two control rooms, equipment for both monophonic and stereophonic mastering, an editing room, three sound chambers, an employee's lounge, executive bar, and a spacious roof-top sun deck. Two German-made Neuman lathes for cutting masters represent an investment of nearly $65,000, Phillips said.

Among the out-of-town guests who signed the register Saturday were Iz Levin, Cadet Distributing, Detroit; Grelun Landon, Hill & Range Music, Inc., New York; Mr. and Mrs. Leroy Davidson, Choice Record Distributing, Kansas City, Mo.; Jo Ann Charles, KTHV, Little Rock; Irv Cohen, Essex Distributing, Newark, N. J.; Bill Sachs, The Billboard, Cincinnati; Nancy Morans, Allen Distributing, Richmond, Va.; Bill Binkley and Rube Stewart, Southland Distributing, Atlanta; Steve Stephens, KTHV, Little Rock; Mr. and Mrs. Henry Hildebrand, All-South Distributing, New Orleans; Mr. and Mrs. Hutch Carlock, Music City Distributing, Nashville; Mr. and Mrs. T. Tommy Cutrer, WSM, Nashville; Mr. and Mrs. Jim Lowe, WRR, Dallas; Mr. and Mrs. Ernest Leaner and Mr. and Mrs. George Leaner, United Distributing, Chicago; Frances Williams, BMI, Nashville; Mr. and Mrs. Ed Hines, RCA Victor, Nashville; John Argo, WHEY, Millington, Tenn.; Helen Bolstad, Radio-TV Mirror, New York; Jack Dalton, Dallas; Mimi Trepel and Ed Kissack, London Records, New York; Mr. and Mrs. Charlie Lamb, Music Reporter, Nashville; Mr. and Mrs. Leonard Chess, Chess Records, Chicago, and Mr. and Mrs. Stan Lewis, Stan's Record Shop, Shreveport, La.

# Franken Sets Radio & TV PR, Ad Firm

HOLLYWOOD — Jerry Franken, ex radio-TV editor of The Billboard, has set up his own advertising - public relations office, with headquarters here and New York offices in the new Time & Life Building.

Franken's clients include Programs for Television, Inc., a TV film production and distribution company; RPF Enterprises, Inc.; Stars International, Inc., one of the broadcasting industry's largest suppliers of radio programming; Richard H. Ullman, Inc., radio program distribution organization; Del Wood Associates, a New York advertising agency, and Omar Music Company of Hollywood.

The Franken firm will be affiliated in New York City with the William F. Treadwell, Inc., public relations organization.

Franken, who recently resigned as head of advertising, promotion, and publicity for National Theaters & Television, Inc., and National Telefilm Associates, Inc., was formerly director of publicity for Television Programs of America and was also with Lester Lewis Associates. He is married to the former Charlotte Summers, ex-TV-reviewer-columnist-research staffer for The Billboard.

# ASCAP RULES ON RESIGNEES

NEW YORK — The writers and publishers classification committees of ASCAP have both unanimously adopted a resolution which places all resigning members on a "current performance" basis. Payments to resignees for works remaining in the ASCAP repertory (and not licensed thru another organization) will be based solely on performance during the latest preceding fiscal year. These resolutions were adopted, it was explained, pursuant to the Consent Order of January 7 of this year.

# Schicke Back In Epic Post

NEW YORK—Charlie Schicke, late of Everest Records, has returned to Epic Records as the firm's national sales manager. He was appointed to the new post by General Manager Al Shulman. Schicke will be responsible for Epic's entire field force, and will also co-ordinate distributor activities.

Epic Records is entering the four-track tape field in strong style in October. The firm is releasing 10 four-track tapes, selected from the best-selling items in the Epic catalog. They include tapes by the Lester Lanin ork, the Marine Band of the Royal Netherlands Navy, the minstrel album "Gentlemen Be Seated" and "Ping Pong Percussion." Classical sets include one with the Cleveland Orchestra, another with pianist Leon Fleisher, the Concertgebouw Orchestra of Amsterdam, and the I Musici ensemble..

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# Westinghouse Airs Election Music Series

NEW YORK — A new series of eight half-hour musical radio programs titled "Songs for Presidents," has been produced by the Westinghouse Broadcasting Company and is being aired on WBC stations as well as on several other outlets, and by the Voice of America and other federal auspices.

The series, produced by William J. Kaland, national program manager of WBC and Sylvania award-winning producer, is designed to "capture the sounds, exhilaration, history and fury of campaign music in American presidential elections," and, according to Kaland, stresses "the gutsy flavor of past elections, the vituperation, the zestful dynamic political drama."

Over 100 campaign songs of elections from the time of Washington to the present are integrated into the shows, ranging from patriotic to irreverent, from "Jefferson and Liberty" to "Van (Van Buren) is a Used-Up Man." Roy Ross is musical director. Most vocals were handled by the Honeydreamers.

# Dillard Heads FM Committee

WASHINGTON — Membership of the 1960-'61 FM Radio Committee will be headed by Everett L. Dillard, general manager, WASH-FM, Washington, the National Association of Broadcasters announced last week. Others on the seven-man FM committee are: Raymond S. Green, WFLN-FM, Philadelphia; Michael R. Hanna, WHCU-FM, Ithaca, N. Y.; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Richard Mason, WPTF-FM, Raleigh, N. C.; Fred Rabell, KITT, San Diego, Calif., and Harold Tanner, WLDM-FM, Detroit.

# Ed Curtis Sounds Off

NEW YORK — Tunesmith Eddie Curtis has written to the American Society of Composers, Authors and Publishers (ASCAP) requesting that all publisher royalties on his song, "You're Gonna Miss Me," recorded and released on M-G-M by Connie Francis, be withheld from Ross Jungnickel division of Hill & Range.

Curtis, who claims that the song was transferred from Hill & Range's Rosarita Music to Miss Francis' own firm, Aida Music, without his signing a new contract, alleges that his first statement from the Hill & Range affiliate was "60 per cent of the licensing fee" on the song rather than the full amount.

Checked for comment, a spokesman for ASCAP said that the letter had been received, and that the action most usually taken in such disputes, when one member of the Society asks that payments be withheld from another member, is to withhold said payment for two quarters, and then, should a lawsuit take place, to withhold payments for another two quarters or until the action is settled."

Curtis is responsible for a number of other hit titles, including "Song of the Dreamer," "Lovey, Lovey Dovey" and "Wild Cherry."

Lou Dreyer, Hill & Range legal counsel, contends that nothing is amiss in the Curtis case. "He has been to our accounting department and our books are open to his inspection at anytime."

# FCC MULLS NEW RULINGS FOR REVISED 317

WASHINGTON — Not to be outdone by the National Association of Broadcasters, the Federal Communications Commission has put out its own copies of the Harris Subcommittee's list of do's and don'ts under the new sponsorship identification Section 317, which exempts free records from announcement on the air. The FCC says the Committee's examples (reviewed in The Billboard issues of June 20 and September 12), will serve as guidelines until the agency finalizes rule-making on the whole matter of indentifying free program material. Section 317 of the Communications Act was modified under the Harris anti-payola legislation.

The FCC says it is giving the question of interpreting the new Section 317 a thoro review, and as soon as possible will begin rule-making to give the "maximum possible guidance" to the industry. The agency specifically cancels out the whole docket on the March 16 notice which caused havoc to the record and broadcast industries by requiring announcement for free records, under strict interpretation of the old, preamendment wording. Stations which were put under a payola cloud for alleged violations of the old Section 317 are now in the clear, if the offense involved only free record play, and not specific payola charges.

# Rank Briefs Stockholders

LONDON — Lord Rank, chairman of the Rank Organization, referred to the future of the group's interest in the disk field in the annual report presented last week to stockholders. "Our efforts in the United States, where the market is not restricted, and the international co-operative distribution organization which we have established in New York will be continued," he said. "We shall continue to trade in Britain as record distributors thru our subsidiary, Thompson Diamond and Butcher, Ltd." (That is the firm Rank bought to act as its wholesaler to supply dealers.)

# BBC-TV to Screen Fewer U. S. Artists

LONDON — For the first time, the "Perry Como Music Hall" will be a Saturday feature for BBC-TV this fall. Most weeks from November 12 it will be the BBC's main variety program of the night. However, the plan is to use only the best of the American shows—perhaps three weeks in four. Determining the exact number will be the degree of editing (to eliminate commercials, copyright works and artists not agreeing to overseas

(Continued on page 20)


**SQUARE DANCE RECORDS MEAN PLUS PROFITS**

CONTACT THE DISTRIBUTOR NEAREST YOU FOR CATALOG AND INFORMATION

SQUARE DANCE RECORD DISTRIBUTORS

UNITED STATES

ARIZONA
Old Timer Distributors
708 E. Weldon St., Phoenix

ARKANSAS
Tenark Record Sales
1210 N. Tyler, Little Rock

CALIFORNIA
Corsair-Continental Corp.
5528 N. Rosemead Blvd., Temple City
W. M. Van Deren
2806 San Pablo Ave., Berkeley 2

GEORGIA
Record Distributors
2581 Piedmont Rd., N.E., Atlanta 5

MICHIGAN
Square Dance Specialties
14600 Grand River, Detroit 27

MISSOURI
Webster Record Distributors
124 W. Lockwood, Webster Groves 19

NEBRASKA
Square Dance Distributors
1815 Douglas St., Omaha

NEW JERSEY
Dance Record Distributors
1161 Broad St., Newark 2

OHIO
Twelgrenn Enterprises
P. O. Box 16, Bath

TEXAS
Merrbach Record Sales
323 West 14th St., Houston 8

WASHINGTON
Western Dance Distributors
1010 Westlake Ave., N., Seattle 9

CANADA

ONTARIO
Canadian Music Sales Corp.
58 Advance Rd., Toronto 18

SASKATCHEWAN
Gerry Hawley
34 Norman Crescent, Saskatoon

CONWAY TWITTY

Sings

"WHAT A DREAM"

K 12918

THE STARPOWER LABEL

M-G-M Records

1540 Broadway N. Y. 36, N. Y. JU 2-2000


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MOVING UP FAST
ON ALL THE CHARTS!

JOE JONES

and his smash hit . . .

YOU TALK TOO MUCH

RIC 972

Just out and getting strong action!

EDDIE BO

WARM DADDY

b/w

AIN'T IT THE TRUTH NOW

RIC 974

RIC RECORDS, INC.
630½ Barrone St., New Orleans 12, La.
JAckson 2-3224

# Pincus Sets Unusual Brit. Pub Deal

LONDON — Publisher George Pincus has set up Gil-Pincus, Ltd., and as a first move, assigned some of his numbers to a British firm, Tin Pan Alley Music, for exploitation in Great Britain, Eire and South Africa.

The deal is unusual in its limitations. Pincus has broken with the normal practice of selling British rights to a local company. His own firm, Gil-Pincus, Ltd., will retain the copyright "to provide something for my family later."

He felt that there was not the right top-class personnel available to fully activate his own London-based firm. Hence the exploitation deal with Tin Pan Alley Music, which is owned by Fred Jackson and Bunny Lewis.

This first agreement covers these songs — "Four Little Heels" (recorded by Kapp's Brian Hyland), "Where's the Girl" and "Where's the Boy" (Jane Morgan, Kapp), "Was There Once?" (Charlie Phipps, Capitol), "Dusty" (Jimmy Boyd, Dot) and "Tangerock" (the Chantones, Top Rank).

Pincus emphasized that the deal with Tin Pan Alley Music involved no association other than the specified songs. Similar arrangements with other Britsh publishers were near completion and others contemplated.

Larry Greene, Pincus' attorney, accompanied him on his visit to set up his company and arrange its first operation. The publisher was spending last week visiting Continental affiliates, but was returning to London today (26) and plans to be back in New York by the weekend.

He intends making frequent trips to London in future for personal supervision of his operation.

# NASHVILLE FEMS HONOR WILLIAMS

NASHVILLE — Bill Williams, WSM's news director, has been named Nashville's Outstanding Man of the Year in Radio and Television by the local chapter of the Business and Professional Women's Association. Williams previously had received the 1960 Civitan Good-Citizenship Award.

He was cited as one of Nashville's "10 outstanding men" for his work in the radio-television industry and his contributions to civic work. Williams, who is president of the Tennessee Associated Press Broadcasters, is a member of the board of directors of the Family and Children's Service, member of the board of the YMCA, and president of the Donelson (Tennessee) Improvement Association.

# GAC 'Biggest Show' Starts Trek Oct. 2

NEW YORK — General Artists Corporation's "Biggest Show of Stars for '60" swings off on its fall tour with a two-show performance in the Milwaukee Auditorium October 2. The tour, which has been set to last thru November 6, will cover a good part of the Midwestern, Southern and Eastern portions of the country.

A wealth of "Hot 100" talent is slated to appear in the show, including Fabian, Chubby Checker, Brenda Lee, Freddy Cannon, Garry Miles, the Bill Black Combo, Duane Eddy and Jimmy Clanton. Bobby Vinton leads the supporting ork and Herkie Styles is the emsee.

# Bel Canto Has Tape, Disk Reps

CHICAGO — The burgeoning growth of the Thompson-Ramo-Woolridge holdings in home entertainment, Bel Canto Recordings and Bell Sound, both based in Columbus, O., was emphasized to an initial meeting of manufacturers' representatives here. These representatives handle both the tape-record wing and the audio playback wing of T-R-W.

In the case of Bel Canto, the experiment of operating a tape-record firm with representatives instead of regional sales force is unusual for the industry. William M. Jones, representing TRW's home office, emphasized the important future which the automotive-aircraft maker sees in both entities.

Approximately two weeks ago the Bell Sound division of T-R-W broke ground for a multimillion-dollar new home in Worthington, a suburb of Columbus. The new base will more than quadruple the present Bell Sound facilities.

Pete Fabri, director of sales and marketing for Bel Canto, introduced representatives to the largest and most expansive tape release in the firm's five-year history. Notable was the introduction of five new licensees in the record industry who are turning over their product for the Bel Canto tape library.

They include Stereoddities, whose first release on Bel Canto tape will be "Woody Woodbury's Looks at Love and Life"; Dooto, "A Night in Hollywood" by George Kirby; Argo, Ahmad Jamal, Ramsey Lewis and Benny Goodman; Disneyland, Walt Disney's "Fantasia" and Tutti Camarata, and Strand, "Leave It to Jane" original cast album.

JIMMY JONES

Sings

"ITCHIN' FOR LOVE"

CUB K9076

CUB RECORDS
A Division of MGM Records

THE STARPOWER LABEL

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# Al Hibbler With Rank

NEW YORK—Rank Records of America has signed up the veteran chanter, Al Hibbler, it was announced this week by Harold Friedman, operating head of the label. On another front, Edith Sall, formerly of Coral and later of Dot Records. has been hired to handle the two Rank publishing firms, Jaro (BMI) and Rank of America (ASCAP).

Hibbler, formerly of Decca, will now be reunited with the man who made most of his disks at Decca, Paul Cohen. These included "After the Lights Go Down Low" and "Unchained Melody." Friedman said: "We are delighted to welcome a great singer like Al Hibbler to our family of artists."

Friedman. speaking of Miss Sall's appointment, credited her with placing "Look for a Star," in Jaro and securing 10 disks of the song.

# Cosnat Lucky Key Promot'n

NEW YORK—Cosnat Distributors has introduced a novel dealer incentive plan among its accounts. Under the tag, "Treasure Chest Promotion," Cosnat salesmen leave keys with dealers during each call. For every order placed, a dealer receives another key. Dealers hold on to all keys collected.

In each of the Cosnat markets, certain keys will open a locked treasure chest on view in the branch office. Dealers whose keys open the chests will get a special merchandise gift envelope which offers an assortment of prizes. The promotion ends October 15, at which time some dealers plan to start consumer treasure chest promotions. Cosnat is helping set these up.

# Melcher Debs New Label; Hot Activity

NEW YORK—Marty Melcher's publishing and recording firms are jumping. On the recording end Melcher has just started a new label, Mart Records. First artist is a young singer named Ronnie Pearson. Hylton Shane has been named musical director of the label, with Bob Crystal handling the label out of the firm's New York office, and Leslie Conn in London taking care of European distribution.

Melcher's publishing activity is sparked by the theme from the new Doris Day flick, "Midnight Lace." Five records have been waxed on the tune, including Ray Ellis, Dick Jacobs, Ray Conniff and David Carroll. The thrush cut the other theme music, "What Does a Woman Do," for Columbia. The flick, "Midnight Lace." is the first one for Dodo in which she does not sing.

# Glicken Joins Keene Labels

CHICAGO — Earl Glicken, formerly sales manager for three and a-half years for Paul Glass' All-State Distributing Company here, was named national sales manager for the Bob Keene labels, Del-Fi and Donna, last week.

Altho Keene headquarters on the West Coast, Glicken will remain in Chicago with offices at 75 East Wacker Drive. In addition to heading the label's sales picture, Glicken will operate as a talent scout for the Keene firms.

To date, no replacement has been named by Glass.

# NOVEL RIVERSIDE PUSH ON NYE LP

NEW YORK — A special promotional package is being circulated to reviewers by the Riverside label to promote its new "Heigh-Ho Madison Avenue" LP by comedian Louis Nye, who has made quite a reputation for himself on TV with Steve Allen.

Encased in a simulated imitation attache case are a number of products or allied bric-a-brac mentioned on the album. Free to reviewers this week came one real tube of Stripe tooth paste, one fake jet liner, one real martini (bottled), one real Brooks Brothers clothes catalog, one can of Schlitz beer (empty), and one certificate attesting to the fact that the reviewer's ulcer is real. Thanks, Louis.

# Davis to Head A&R for Joy

NEW YORK—Joy Records has signed trumpeter-arranger Danny Davis as a.&r. director. Davis will be responsible for selection of material from writers, pubbers and indie producers and will supervise all disking dates for Joy.

Initial release under Davis' aegis is a new Mindy Carson coupling, "You're the End" and "A Little Love (Will Go a Long Long Way)." This was arranged by Monty Kelly.

Davis, who turned out a hit a couple of seasons ago in "Trumpet Cha Cha," and who later produced the novelty vocal rendition of "Object of My Affection," spent a number of years as a trumpet man with a flock of name bands.

# $1 Price Cut By Somerset

NEW YORK — Monaural price of Somerset Records has been reduced to $1.98 as a result of a poll taken among 6,000 dealers by Jules Malamud, diskery's sales chief.

Price was hiked to $2.98 last March "as a psychological move to counteract discounting." Malamud says this price rise did not affect volume to any great degree, but created some areas of confusion.

The returns of the poll to date indicate that 1,921 dealers are in favor of the reduction. Only 91 want the $2.98 price maintained. One stated: "Who the hell cares?"

# Crosby Station Changes Hands

WASHINGTON — Bing Crosby's radio station, KFOX-AM, FM, in Long Beach, Calif., owned by the crooner, Kenyon Brown and Kevin Sweeney, has been sold to Max Resnick, broadcast personality, and Robert Symonds, both of Washington, the purchasers announced last week. The price was said to be $850,000, and sale is subject to FCC approval.

*NEW OUTLET*

# Texas Jock Opens Own Disk Mart

MEXIA, Tex.—Another deejay opened up his own record store this month. Chuck Boyle, production-music director and disk jockey at KBUS, here, now operates his own disk outlet, following in the steps of deejay Paul Cowley, WKLO, Louisville, who started a cut-rate store in his city this summer.

Boyle reports that big attractions for teen-agers are the listening booths complete with turntables. The opening of his store September

(Continued on page 20)

# Mercury Denies Open Stock Sale

CHICAGO — Irwin Steinberg, executive vice-president of the Mercury Record Corporation, denied trade reports that the company's stock would be placed on the open market. Steinberg said there is no basis for these reports and that a public offering is not imminent. The stock is currently privately owned.

"OLIVER COOL" IS COMING..... on Roulette

MGM's BAND WAGON OF HITS

TOMMY EDWARDS

Sings

"BLUE HEARTACHES"

ORCHESTRA AND CHORUS CONDUCTED BY LEROY HOLMES

K 12916

THE STARPOWER LABEL

M-G-M Records

1540 Broadway N. Y. 36, N. Y. JU 2-2000

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# Madison Signs Adler, Alpert

NEW YORK—Madison Records, Larry Uttal's label now hot with "Time Machine," has signed producers Lou Adler and Herb Alpert to an exclusive producing pact. Adler and Alpert are the producers of such hits as "Alley Oop," for Dante and the Evergreens, "Baby Talk" and "We Go Together" by Jan and Dean, and "Vickie Lee" and "Poor Boy Needs a Preacher" by the Untouchables. They are the writers of "Wonderful World" and "All of My Life." They also manage Jan and Dean, Dean Hawley, Dante and the Evergreens and the Untouchables.

Madison Records has also signed warbler Gary Stites, who had a number of hits a while back on the Carlton label. Madison has now opened a West Coast office, with Adler and Alpert heading the California operation.

## New Outlet

• Continued from page 19

1 was highlighted by a flock of disk giveaway promotions.

Cowley is also promoting his store with disk giveaways, via a tie-in with Model Farms Dairy which recently bought WKLO's "Pick to Click" seg. Each "Pick to Click" disk is played by WKLO deejays 168 times during a one-week period. The dairy is now putting a special coupon on the side panels of each carton of milk it distributes. Each coupon entitles the bearer to purchase WKLO's "Pick to Click" disk of the week for 60 cents at Cowley's store.

Cowley, who says he's looking for "exceptionally hot new singles to use as the 'Pick'," notes "Model Farms tells me the distribution on their milk runs 30,000 a week, so I'm expecting big traffic from this."

# Tropicana Issues Latin Classics LP

HOLLYWOOD — Oliver Berliner's Tropicana Records will issue an album of symphonic Latin music arrangements recorded by a 39-piece ork conducted by George Hernandez and featuring vocalist Ray Vasquez. Package is being used as a vehicle to launch Vasquez's disking career. Package is titled "In the Still of the Night." Hernandez also served as arranger. Album was recorded in Hollywood with Latin musicians.

This is one of the rare Berliner releases under his Tropicana label. In the past, he has made Latin recordings and released them thru other labels. Some of his south-of-the-border disk creations for others included Dot's "Cuban Festival," "Playtime in Havana," and "Braziliana," and for Decca, "Let's Dance Latin," and "Love Letters in Latin."

Berliner has long favored Latin music. His Tropicana Music publishing firm is affiliated with a Cuban music company which gives the Berliner company U. S. rights to its catalog.

## Texas Dealers

• Continued from page 11

during the show stress service; referring to the record dealer as a specialist in record music and all musical questions. In addition, a list of the week's programs goes to each member dealer telling him what will be played during the coming week. This enables him to set special in-store displays and promotions of his own that tie-in with the show.

Rodel also reported that the station was co-operating in the fullest possible way. "The Listening Booth" show is often plugged during the rest of the programming day.

# Hap to Use Jazz in Film

NEW YORK — Hap Music, which has heretofore operated primarily in the commercial jingles field, has recently been commissioned "by an internationally known British product," to use top flight jazz recording stars in the production of a number of color films. (A representative of the music company did not feel free to reveal the name of the firm.)

The film music is meant for overseas theater distribution and will include 12 minutes of jazz by a prominent artist or group. The films themselves will be shot in various areas of the United States.

The company is also in the running for the presentation of a campaign song for Democratic Presidential hopeful Jack Kennedy. A third record release by the firm of its perennial Christmas song "May Santa Fill Our Hearts," introduced two years ago by Dennis Day, is also in the works.

## Skiddell, Chi Distrib, Passes

CHICAGO — Bernie Skiddell, a 15-year veteran in record distribution and retailing, died recently at Michael Reese Hospital here. He was 50 years old.

Skiddell was one of the five plaintiffs in the much-discussed suit filed by local record retailers against RCA Victor, Columbia, Capitol and their record clubs.

He had been a salesman for Decca's Chicago branch until 1949, when he opened his own retail shop, ABC-Recordteria, in Chicago's Southeast Side. He had been extremely active in local dealer organizations for the last decade.

# Coda Label Off to Start

NEW YORK — Coda Records has been selected as the title of the subsidiary label of Cadence Records, according to Bob Altshuler, recently appointed general manager of the new diskery. Altshuler resigned his promotion post at United Artists Records to take over the Coda reins.

Extensive recording sessions for both singles and albums have already gotten under way. Initial artist to be cut was Chicago pianist-blues chanter, Otis Spann. Spann brought along with him on the date a pair of blue cats who haven't been heard from diskwise since the early '40's, St. Louis Jimmy and Robert Lockwood Jr. Both will be heard from on Coda.

# Satchmo Sets African Trek

NEW YORK — The Pepsi-Cola Company is sponsoring an African tour for Louis Armstrong and His All-Stars starting in Accra, Ghana, October 15 thru 23. The soft drink concern, which is in the process of developing its plant facilities in Ghana and Nigeria, has booked Satchmo on a nine-date tour.

Besides two dates in Accra, Armstrong will appear in Kumasi, also in Ghana; Lagos, (three times), and Ibadan, Enugu, and Kano, Nigeria.

## Col. Wins Round

• Continued from page 11

ever, whether the Appelate Division does so or not the case will go back to the lower court, for trial. This is on the suit which Garner has brought against Columbia for $100,000, charging breach of contract. Columbia in turn is suing Garner for $600,000 claiming that he breached his contract by not recording for Columbia for the past year and a half. Action is expected to be brought to an early trial.

# Glover to Roulette

NEW YORK — Henry Glover, artist and repertoire staffer at King Records for nine years and more recently owner of his own label, has joined Roulette's a.&r. department. He will concentrate solely on singles with emphasis on rhythm and blues disks. Glover will also search out and sign new talent for the label. The exec, who recorded Hank Ballard's original King version of the current hit "The Twist," started his career as trumpeter-arranger with the Lucky Millander and Tiny Bradshaw bands.

## BBC Television

• Continued from page 17

exposure) necessary on the telerecordings.

On the whole, there will be less American material and fewer artists on BBC-TV fall schedules than in recent years. The BBC's research department apparently discovered that British artists and producers can serve them better in most cases. There will be fewer one-shot American specials than previously, but an exception is a U. S. telerecording of "An Evening With Maurice Chevalier," set for October 1 screening. Two new series, "Parade," on Wednesdays, and the Sunday "Showtime," will use visiting Americans if they are of sufficient caliber; both will not complete bookings until near transmission time to take advantage of visitors who may show up unexpectedly.


MORE EXPLODING HITS FROM M-G-M THE STARPOWER LABEL

THE WANDERERS
Sing
"I COULD MAKE YOU MINE"
Cub K 9075
CUB

MARK DINNING
Sings
"THE LOVIN' TOUCH"
K 12929
M-G-M Records

THE BLONDETTES
Sing
"LITTLE BUTTERFLY"
K 12940
M-G-M Records

JOHNNY CYMBAL
Sings
"ALWAYS ALWAYS"
K 12935
M-G-M Records


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# Welcome to the USA
# MANTOVANI
## for your 1960 concert tour
## September 30 - November 28

### *Mantovani Tour Schedule*

| | |
|---|---|
| September 30 | Cortlandt, N. Y. |
| October 1 | Poughkeepsie, N. Y. |
| October 2 | Boston, Mass. |
| October 3 | Amhurst, Mass. |
| October 4 | Syracuse, N. Y. |
| October 5 | Buffalo, N. Y. |
| October 6 | Rochester, N. Y. |
| October 7 | Troy, N. Y. |
| October 8 | Hartford, Conn. |
| October 9 | Manchester, N. H. |
| October 11 | Montreal, P.Q., Canada |
| October 12 | Ottawa, P.Q., Canada |
| October 13 | Toronto, Ont., Canada |
| October 14 | Erie, Pa. |
| October 15 | Pittsburgh, Pa. |
| October 16 | Cleveland, Ohio |
| October 18 | Youngstown, Ohio |
| October 19 | Uniontown, Pa. |
| October 20 | Columbus, Ohio |
| October 21 | E. Lansing, Mich. |
| October 22 | Detroit, Mich. |
| October 23 | Chicago, Ill. |
| October 24 | Beverly Hills, Ill. |
| October 25 | Harvey, Ill. |
| October 26 | Rockford, Ill. |
| October 27 | Davenport, Iowa |
| October 29 | Minneapolis, Minn. |
| October 30 | Des Moines, Iowa |
| October 31 | Kansas City, Mo. |
| November 1 | St. Louis, Mo. |
| November 3 | Memphis, Tenn. |
| November 4 | Monroe, La. |
| November 5 | New Orleans, La. |
| November 7 | Pensacola, Fla. |
| November 8 | Thomasville, Ga. |
| November 9 | Montgomery, Ala. |
| November 10 | Tuscaloosa, Ala. |
| November 12 | Birmingham, Ala. |
| November 14 | Atlanta, Ga. |
| November 15 | Greenville, S. C. |
| November 16 | Charlotte, N. C. |
| November 17 | Greensboro, N. C. |
| November 18 | Richmond, Va. |
| November 19 | Portsmouth, Va. |
| November 20 | Washington, D. C. |
| November 21 | Baltimore, Md. |
| November 22 | Philadelphia, Pa. |
| November 23 | Abington, Pa. |
| November 25 | Brooklyn, N. Y. |
| November 26 | White Plains, N. Y. |
| November 27 | Boston, Mass. |
| November 28 | Carnegie Hall, N. Y. C. |

### *Recently Released– Already A Best Seller*

**SONGS TO REMEMBER**

With These Hands; Faraway Places; A Very Precious Love; Jamaica Farewell; Tenderly; Blue Star; Gigi; When I Fall in Love; No Other Love; Vaya Con Dios; Two Different Worlds; Tonight.

Mono LL 3149 Stereo PS 193

### *Newest Release– DeLuxe Package–Bound-In Brochure*

**OPERETTA MEMORIES**

The Merry Widow Waltz; My Hero from "The Chocolate Soldier"; Play Gypsies, Dance Gypsies from "Countess Maritza"; Oh Maiden, My Maiden from "Frederika"; The Gypsy Princess Waltz; The Count of Luxembourg Waltz; Serenade from "Frasquita"; Gypsy Love Waltz; The Gypsy Baron Waltz (Your Eyes Shine In My Own); Die Fledermaus Overture.

Mono LL 3181 Stereo PS 102

## *Three Great Themes*

*Theme from*
**SUNDOWNERS**
1946

**SONG WITHOUT END**
1945

**IRMA LA DOUCE**
1947

LONDON RECORDS
539 WEST 25TH STREET
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# JAMIE GUYDEN HAS A HARVEST OF HITS

# DUANE EDDY

WITH HIS "TWANGY" GUITAR AND THE REBELS

BIGGEST EUROPEAN HIT

# PETER GUNN

and

## ALONG THE NAVAJO TRAIL

JAMIE #1168

Available in Attractive 4 Color Picture Sleeve

You'll Go Crazy About This Two Sided Novelty Smash

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and

GOGGLE EYED

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## CRAIG ALDEN

Jamie #1166

Destined to be the Big Ballad of 1960

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(Premiere Bal)

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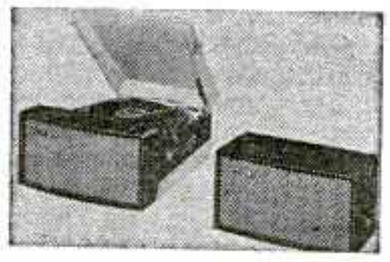
# NEW AUDIO PRODUCTS

## Portable Phono Has Built-In Radio

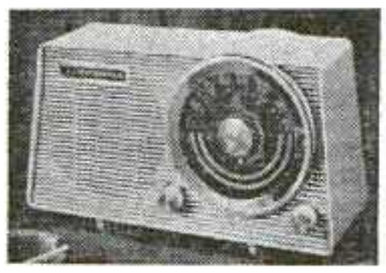


A portable phonograph with the added feature of an AM radio built into the case of the instrument is currently a highlight of the Voice of Music phono line. The model, the 1282, contains the four-speed Stereo-O-Matic automatic changer and is encased in a checkerboard tan and brown Fabrikoid carrying case. The unit sells for $125, while its matching stereo speaker ensemble (Model 163) sells for an additional $46.50.

## Troubadour a Professional

A new professional transcription turntable has been introduced by Dyna-Empire of Garden City, N. Y. Called Empire 208 Troubadour, the new unit is a three-speed mono-stereo turntable that comes with the firm's Empire 98 arm and matching walnut base. It is available in satin gold or chrome finish. The entire unit, ready to go, sells for $137.50 in the chrome version and $142.50 in gold. Both are without cartridge price included.

## Table AM Radio Debuts

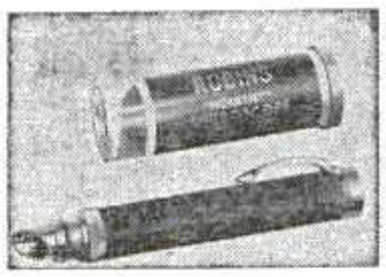


Featuring a six-inch speaker and separate loudness control and six tubes is this new AM table model radio, the Model A-11, being introduced by the Motorola Company. The set is available in antique white or aqua gray and is encased in a polystyrene cabinet. It sells for $34.95. A companion product being introduced at the same time is the Model A-12, which has seven tubes and is available in mocha for $39.95.

## Keeping Turntables on the Level

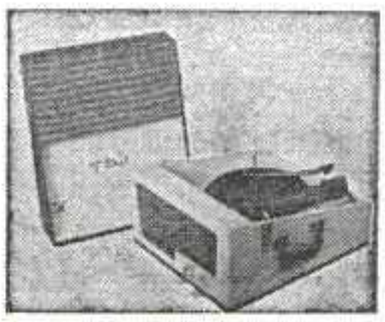
Keeping turntables on the level is the job expected of the Robins Turntable Leveling Kit ESK-4. Unit is designed to do away with most turntable-levelling worries and is composed of adjustable rubber feet and mounts meant to be used under the base of the turntable itself. Also included is a spirit level which can be permanently mounted on base or cabinet. The price of the kit is $3.50 and information is available from the company, headquartered in Flushing, N. Y.

## For Disk Inspection



An important feature of the Robins Industries Engineered Sound Record Kare Kit ESK-2 is this stylus microscope with which needle tips of either diamond or sapphire origin can be inspected for chips or wear. The kit also includes a stylus pressure gauge and a turntable level. The complete kit lists for $3.

## Stereo Phonos for Promotion



Sonic Industries of Lynbrook, N. Y., has instituted a line of promotional stereo phonos of which this Model 1201 is typical. It comes in two-tone tan with detachable lid speaker. The unit contains a four-speed V-M changer, two speakers in the main cabinet and measures 16½ by 14¾ by 9 inches. Its weight is 21½ pounds. It is designed to retail at $49.95.

(Continued on page 24)

# Dutch Dealers Get 10-Point Success Recipe

AMERSFOORT, Holland — Coen Solleveld, Phonogram's manager, was optimistic in his speech on the occasion of the 14th annual Disco Dealer Day, which was attended by nearly 800 participants. During the first eight months of this year his organization (representing the Philips, Decca, Fontana and London labels), especially in August, beat all records established up to now. Solleveld expects this favorable tendency will continue and still increase considerably in the coming period.

He elucidated his arguments with this table of the total record turnover in Holland: 1956, 100 per cent; 1957,137 per cent; 1958, 125 per cent; 1959, 118 per cent; 1960, 131 per cent (first six months).

Against the complaint that too many new records appear each month, Solleveld said that the dealers overbuy themselves. His advice was that the best thing the trade can do is to limit itself to buying only from those suppliers who are able and willing to back their records by means of promotions. A limitation of disk assortment is an absolute necessity for a well-paying business.

Summarizing, he gave dealers 10 points for reflection. Points which have proved that the successful dealer utilizes:

**1. Improve your business** (by

(Continued on page 24)

STORE-TESTED PROFIT POINTERS FOR DEALERS

# Disk Accessories Sell Themselves

By ROBERT SCOTT

The record or music system retailer who doesn't sell accessories seems to be the exception rather than the rule these days. The reasons are fairly simple—accessories require a minimum outlay for inventory, no servicing and very little selling is required, and the items offer a comfortable markup. Still, there are several tricks of the trade which can help you raise your share of the business.

### Disk Consultation

Years ago, for example, the Dynamic Stores in New York (now defunct) insisted that whenever a salesman sold a phonograph or console, he should take the customer over to the manager of the record department and introduce him as Dynamic's record consultant. The store generally hired managers who knew records in general and the chain's inventory in particular fairly well. The Record consultant would find out what the customer's taste in music was, and try to sell him two or three disks to start his collection. Later, the record consultant would emphasize the need for handling records properly—a lead-in to an accessories sale.

It's an extension of what some stores do today. It's common to locate an accessories display near the cash register or check-out counter where either the floor salesman or the cashier can draw the customer's attention to something new for record or tape care. By dignifying a member of the store personnel with the title of consultant (and by being sure he knows what there is to know about the accessories he sells), you may be able to establish a quality image in the mind of the customer, and convince him to make your store headquarters not only for accessories but for larger purchases as well.

In the not-too-distant past, it was necessary to order each accessory separately—perhaps from a number of suppliers. Today, it's possible to get cable, patch cords, tape splicers, tape cleaners and replacement heads, record cleaners and covers, turntable levellers and gram scales all from a single supplier. And, in most cases, one order can give you a complete tape or record care department. Inventory control is relatively simple, because accessories are displayed on the racks or cards on the counter, and back-up stock may be kept conveniently nearby. A glance at the rack shows which items are moving most rapidly.

The advantages of the rack system of ordering began to be clouded a year or two ago when accessories manufacturers began

(Continued on page 26)

ANNOUNCEMENT!

FA-4 frequency adjusted ...the unique Formulation for increased dynamic range recording ... is a Soundcraft exclusive. FA-4 frequency adjusted cannot be incorporated in any tapes other than those with the Soundcraft Trademark!

Since the introduction of the new Soundcraft Hi-Fi Tapes with FA-4 frequency adjusted formulation, thousands of recordists have indicated their preference for this new magnetic medium. Their reasons are plain to hear in every reel! More of the dynamic range of music is captured on the sensitive FA-4 oxide formulation—resulting in recordings that sparkle with new true-to-life dimension. Dealer after dealer reports that Soundcraft Hi-Fi Tapes with FA-4 are producing the sales activity they've been looking for. Don't lose out ... be sure you are stocking today's fastest-moving, best-performing magnetic recording tapes—Soundcraft Hi-Fi Tapes! They cost no more than other premium quality tapes! Call your Soundcraft distributor today!

There's a Soundcraft Tape for every recording need. Write for literature.

REEVES SOUNDCRAFT CORP. Great Pasture Rd., Danbury, Conn. ■ Chicago: 28 E. Jackson Blvd. Los Angeles: 342 N. LaBrea ■ Toronto: 700 Weston Rd.

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# July Phono Sales Over June Total

WASHINGTON — The sales of stereophonic and monophonic phonographs showed a decided jump on both the retail and factory levels during the month of July as opposed to June. In a report issued by the Electronics Industries Association, data showed that 70,992 factory sales of mono sets, and 222,559 stereo sets for the month of July topped the respective 69,293 and 198,407 figures for June. Retail-wise, 13,862 more monaural machines and 15,610 more stereo machines were sold in July than in June of 1960.

Year-to-date totals in stereo factory and retail set sales were running ahead of 1959 figures. More than 500,000 stereo sets were sold at the factory this year than last, and more than 723,141 stereo rigs have been sold by retailers. Monophonic phonos showed a drop over last year's year-to-date figures. In all, stereo retail sales lead mono sales by something more than 1,000,000 sets.

on 20th FOX

ALL YOU HEAR IS BEAUTY

GIVE TO DAMON RUNYON CANCER FUND

# AUDIO NEWS BRIEFS

**Andrew J. Chitiea** has joined Stromberg-Carlson as assistant to the vice-president and general manager, **Allan Shilts.** Chitea was former controller - treasurer of Chrysler of Australia, Ltd. . . . An electronics representative firm has been formed by **David Cole** and **Peter Shafer.** The new firm is located in Jamaica, N. Y. . . . New public relations director at Hoffman Electronics is **Herbert H. Rosen.** . . . Fifty Electronic Instrument Company sales representatives recently convened in Manhattan during the hi-fi show to set plans for an added drive on fall and winter selling of the company's recently announced '61 line. . . . Westinghouse exec **Trevor Clark** has been named to the chairmanship of the Electronic Industries Association's Military Equipment Panel. The same organization has appointed Raytheon tax consultant **David Flower Jr.** chairman of its tax committee.

## Bambery to Concertone

CHICAGO — Dick Bambery, general sales manager of the Admiral Corporation, this week resigned to join The American Concertone, Culver City, Calif.

Bamberry's move is rumored to be part of a push on the part of American Concertone to upgrade its consumer products division. Up to now, the firm, a tape recorder division of American Electronics, Inc., has been primarily a commercial producer of tape recording equipment.

Bambery will take over as vice-president and director of marketing for the tape recorder firm.

# AES Meet Adds 3 New Sessions

NEW YORK — Three new technical meetings have been added to the slate of events to be held at the twelfth annual convention and exhibit being staged by the Audio Engineering Scoiety. Dates for the event are October 11 thru 14, at the Hotel New Yorker.

Titles of the new sessions are "Psychoacoustical Engineering," "Speech Analysis, Synthesis and Compression," and "Architectural Acoustics and Electronics." These three events join a number of other discussions on audio and electronic subjects. In addition, an Audio Application session will include two papers on the new Fairchild and Eastman 8mm. sound cameras. Representatives listed as presenting technical papers will be from Bell Telephone Labs, RCA, GE and Ampex, among others.

## Reeves Steps Up FA-4 Tape Ads

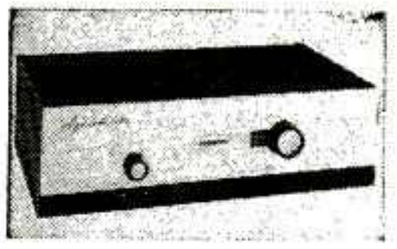
NEW YORK — The Reeves Soundcraft Corporation has adopted an intensive ad campaign backing up its FA-4 "Frequency Adjusted Tape." The Wexton Company is handling the placing of advertisements in a large number of consumer magazines meant to reach urban and suburban families. Included in the space allocations are ads in Playboy, Cue, U. S. Camera, and the N. Y. Times Magazine section.

# NEW AUDIO PRODUCTS

• Continued from page 23

## FM Tuner Kit

A new FM tuner kit has been introduced by the Dynaco Corporation of Philadelphia that is factory-wired. Christened the Dynatuner, the new unit has low distortion and high signal levels, no string dial cords and can be assembled and aligned in something like six hours. More information and literature is available directly from the company.



## Dutch Dealers

• Continued from page 23

means of rebuilding the interior, service, window-dressing, staff, etc.).

**2. Give extention to your market** (note addresses of those who bought a gramophone from you. Send them promotional material).

**3. Work your customers** (if you have a card index for addresses, use it well—if you haven't one, make one!).

**4. Hook on to our promotions** (utilize in the most effective way the material made by your suppliers. It will be the best guarantee for success).

**5. Take part in the C.C.G.C.** (after all, the collective campaign for records works for each dealer.

**6. Advertise regularly on your own behalf.**

**7. Choose your suppliers judiciously** (limit their number, take the active ones).

**8. Compose your stock carefully** (select severely).

**9. Improve your rate of turnover** (by means of selective purchasing).

**10. Result of this all:** (increasing profit.

The whole Disco Dealer Day was characterized by an interesting program which was presented to the dealers so that they could acquaint themselves with new productions, and was attended by representatives of Philips in Belgium and France and some of the brass of the sales department from Decca London.

## Stromberg Exec Joins Mallory

INDIANAPOLIS — Selection of Dr. Donald G. Wilson, formerly an assistant vice-president of the Stromberg-Carlson Division of General Dynamics Corporation, as vice-president in charge of research, was announced this week by P. R. Mallory & Company, Inc.

Co-ordination of Mallory engineering and research activities and the establishment of additional research centers will be the principal function entrusted to Dr. Wilson.

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4

TRACK STEREOPHONIC TAPE

FEATURING

- Exciting packaging — vivid and easily identifiable tape containers
- A special introductory 10% discount

LESTER LANIN GOES TO COLLEGE — Lester Lanin and his Orchestra — EN 600

LESTER LANIN AT THE TIFFANY BALL — Lester Lanin and his Orchestra — EN 601

MARCHING ALONG WITH SOUSA — Marine Band of the Royal Netherlands Navy — EN 602

THE WORLD'S GREATEST MINSTREL SHOW — GENTLEMEN, BE SEATED! (Again) — Entire Company — EN 603

PING PONG PERCUSSION — Chuck Sagle and his Orchestra — EN 604

BEETHOVEN: Symphony No. 3 — The Cleveland Orch., George Szell — EC 800

TCHAIKOVSKY: Capriccio Italien; BORODIN: Polovtsian Dances from "Prince Igor"; RIMSKY-KORSAKOV: Capriccio Espagnol; MOUSSORGSKY: Dawn on the Moskva River — The Cleveland Orch., George Szell — EC 801

BRAHMS: Piano Concerto No. 1 — Leon Fleisher, pianist; The Cleveland Orch., George Szell — EC 802

HANDEL: Water Music — Concertgebouw Orch. of Amsterdam, Eduard Van Beinum — EC 803

VIVALDI: The Seasons — "I Musici," Felix Ayo, Violinist — EC 804

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# NOW—TWO GREAT THEMES

## ON A SINGLE

*Dot*®

## RECORD

# BOB CROSBY

AND THE BOBCATS

THEME FROM

## "THE DARK AT THE TOP OF THE STAIRS"

From The Warner Brothers Picture

B/W

## "NIGHT THEME"

# 16141

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"THE NATION'S BEST SELLING RECORDS"

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# Accessories Sell Themselves

• Continued from page 23

displaying all of their wares — ranging from a disk cleaning cloth thru magnetic replacement heads for tape recorders—on a single rack. The dealer found that while ordering was simplified, selling was more complicated, since a store might do well with certain types of disk accessories and noticeably worse with some of the more specialized tape items.

In the past year, the suppliers have learned a lesson and broken their large displays down into smaller ones. "You can order a complete tape care record department from us without getting any record accessories at all," a manufacturer's rep points out this year. "We have a series of 'deals' on display racks containing accessory items. You can get started for less than $100; or if your business is really booming, you can set up a complete accessories department for $400 or more." Setting up an accessories department consists of grouping a number of display panels in one corner of the store. "For a complete selection," the salesman continues, "take one of each of our panels—one for record care, one with patch cords and cables, one with tape care equipment, one with jacks and connectors, and one with tape recorder replacement heads. If you find that you've expanded out of your field, you can swap material from the slower-moving panels for faster-moving merchandise. If you're not doing much of a business in jacks and connectors, turn them in for more tape equipment."

**Departmentalization**

Some dealers prefer the department idea; others prefer to spot the display panels thruout the store—a record accessory panel in the record department, a tape accessory panel with tape recorders or with tape itself. "We've tried it both ways," comments a dealer in downtown New York, "and we prefer to spot the panels around the store. Somebody may miss the accessories department if it's tucked off in a corner, and we try to sell accessories on impulse. We feel that if the customer has to see the display on his way into the store or out of it, we can raise our chances of selling him something."

A store which chooses not to display its accessories on racks supplied by the manufacturer is the main store of the E. J. Korvette chain. "We keep all our accessories on display under glass," says a salesman. "It eliminates pilferage, and the customers can see them just as well. If there's something new we want to show them, we can point it out in the cabinet. If they want to look at it more closely or see how it works, we'll take it out. But since most of our sales of this type of item simply involve the customer walking in and asking for an item, or seeing something he wants and deciding on it then and there, very little demonstration is necessary."

The rack merchants have an answer to pilferage, too. "There's no guarantee that anything a man can pick up in your store won't disappear," says a dealer in Queens who has used the racks successfully for several years. "But the manufacturers mount even the smallest accessories on fairly bulky cards. If somebody wants to steal a stylus microscope, he's got to steal a bulky card along with it. And if we keep the display where the cashier can keep an eye on it, we don't have any trouble."

Why are accessories so important? "They're only small items, says Robins Industry's Hy Post, "but the markup on them is good, and a dealer who's doing a volume business in records, in tape, in phonographs or in components should be able to do a volume business in accessories as well, with no additional expenditure. Not only is the markup good on accessories, but they're the kind of item which discourages competitive shopping from store to store because no two items are exactly alike. My competitors and I make similar merchandise, but it isn't exactly identical. Besides, who in his right mind is going to spend half a day pricing a turntable level or a pickup gram scale? In the man wants it, he'll buy it in the first shop he goes into. He may not want it when he goes in, but if the salesman tells him it'll help his records to sound better and last longer, he'll buy anyway."

"You don't have to worry about price wars on accessories," Post repeats, "and yet the cost to dealers is low enough that you can afford to throw in one with an especially big sale or to a favored customer." More information on just what is available and how the various manufacturers' deals work may be had by contacting the manufacturers. Other majors, in addition to Post, are the Walco Division of Clevite in East Orange, N. J.; Audiotex Division of General Cement in Rockford, Ill.; Fidelitone, Inc., Chicago; Astatic Corporation, Conneaut, O.; Jensen Industries, Forest Park, Ill.; Pfanstiehl Chemical Corporation, Waukegan, Ill.; Duotone Company, Keyport, N. J., and Recton Corporation, Long Island City, N. Y.

# Showroom An Audio Eyeful

NEW YORK — The Magnavox Company has opened a colorful new showcase here near heavily trafficked corner of Madison Avenue and 48th Street. In the Magnavox "million dollar music box," will be displayed the entire 1961 Magnavox consumer product line, consisting of stereo theater units, portable hi-fi, TV and transistor radio.

In addition to showcasing the complete product line, the location also contains five separate studios to simulate varying home acoustic conditions. At a glittering reception Tuesday (13) an audience of entertainment world notables and consumer and trade press reps were given a preview of the line. Magnavox prexy, Frank Freimann stated that thru the showcase, the company hoped to "dispel confusion (about stereo) by demonstrating the benefits of true stereo high fidelity."


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

COMPARE!

$29.95

THE SAXON DPS-20

The budget, STEREO phonograph. The most handsomely designed, quality packed Stereo machine in the economy range, with turnover cartridge and wing speaker.

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THE NORWOOD II
DP-588

Three Channel Output Stereo —A four-speed, manual portable—Two Loudness and Dual Tone controls—Can be played without removing remote tweeters.

COMPARE!

$49.95

THE PERRY IV
DP-640

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

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

DECCA® PHONOGRAPHS—1961



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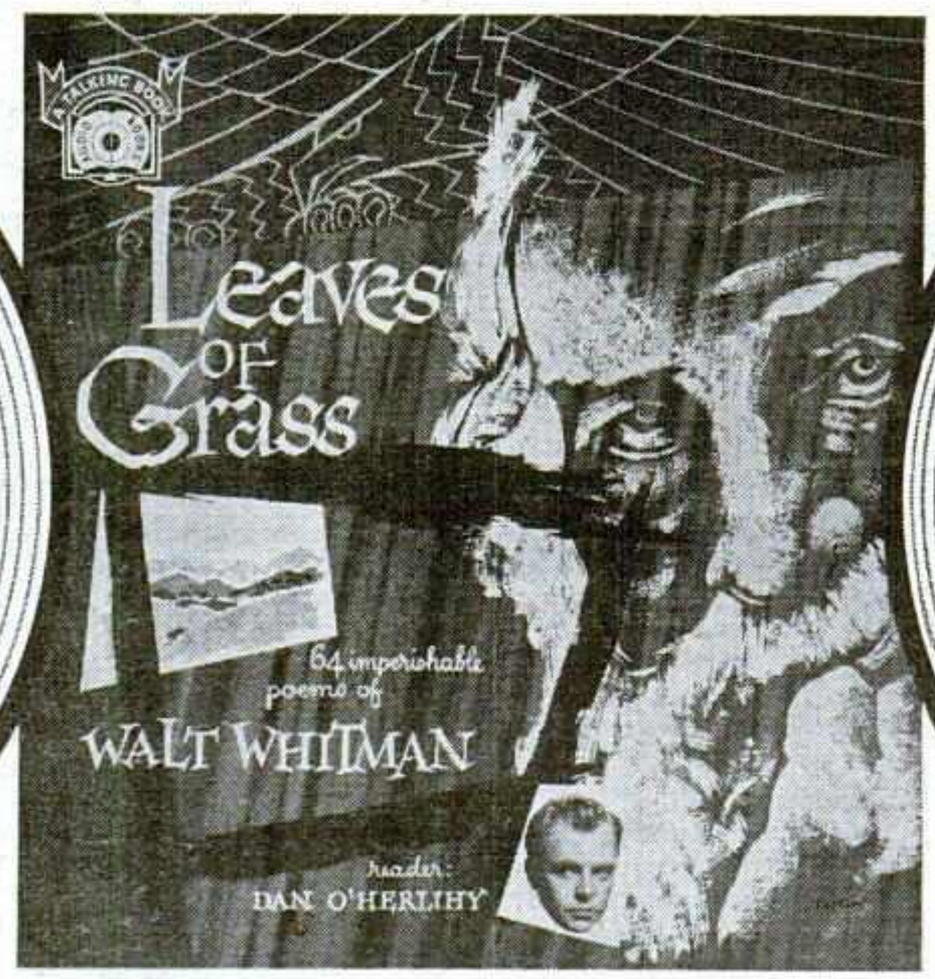
TO YOUR SALES VOLUME!




A Brand New AUDIO BOOK ALBUM

Leaves of Grass

by WALT WHITMAN

*Sell this inspiring Audio Book of sixty-four magnificent poems written by Whitman at the height of his genius!*

LEAVES OF GRASS, the much talked about masterpiece of America's exuberant and passionate poet is now available in one complete Audio Book Album! Dan O'Herlihy's brilliant reading of these 64 poems is indeed a tribute to great literature. Your customers will enjoy the best of the distinguished Mr. Whitman, and you will enjoy new profits!

6
Ultra-Microgroove 16 rpm Records
$6.95 List

Order this all-new Audio Book Album from your Audio Book Distributor TODAY!

*Write for Complete Catalogs!*

AUDIO BOOK COMPANY • ST. JOSEPH, MICHIGAN

*"Great Literature In High-Fidelity"*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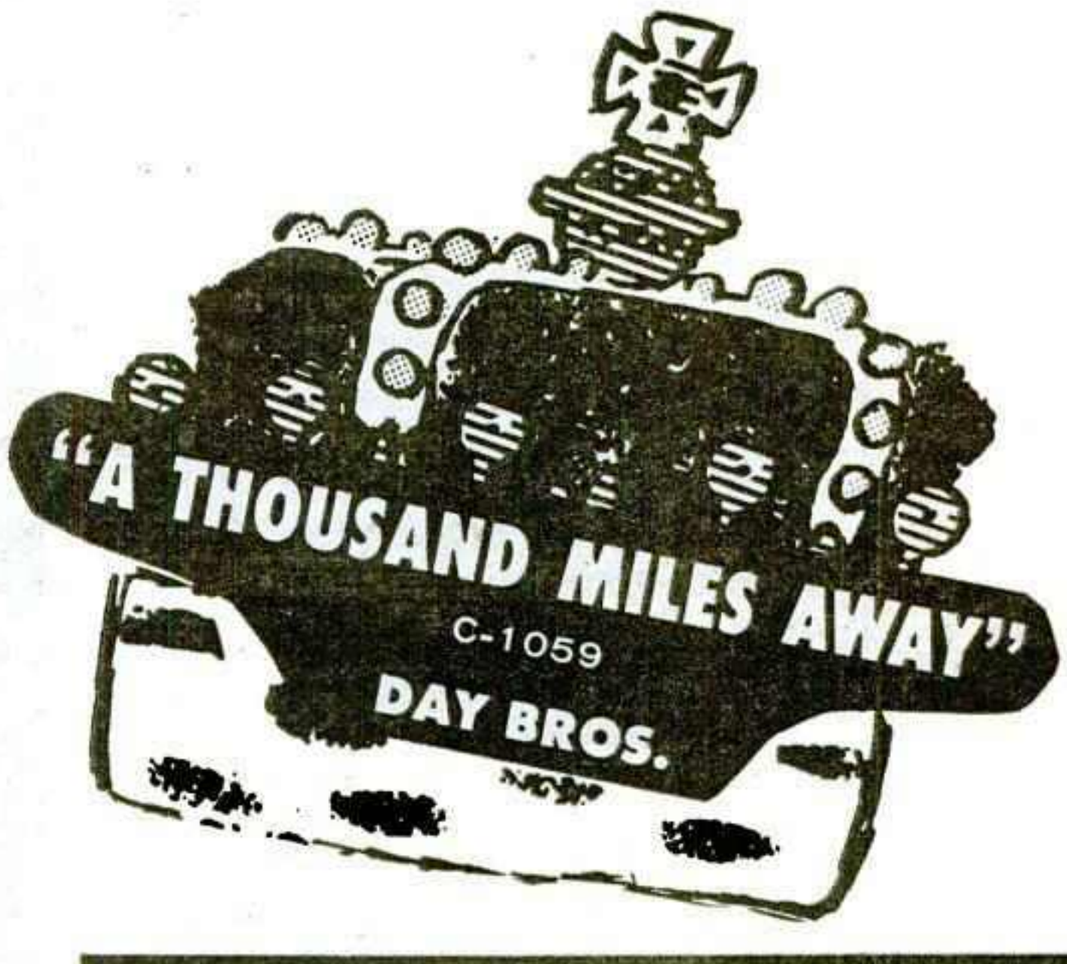
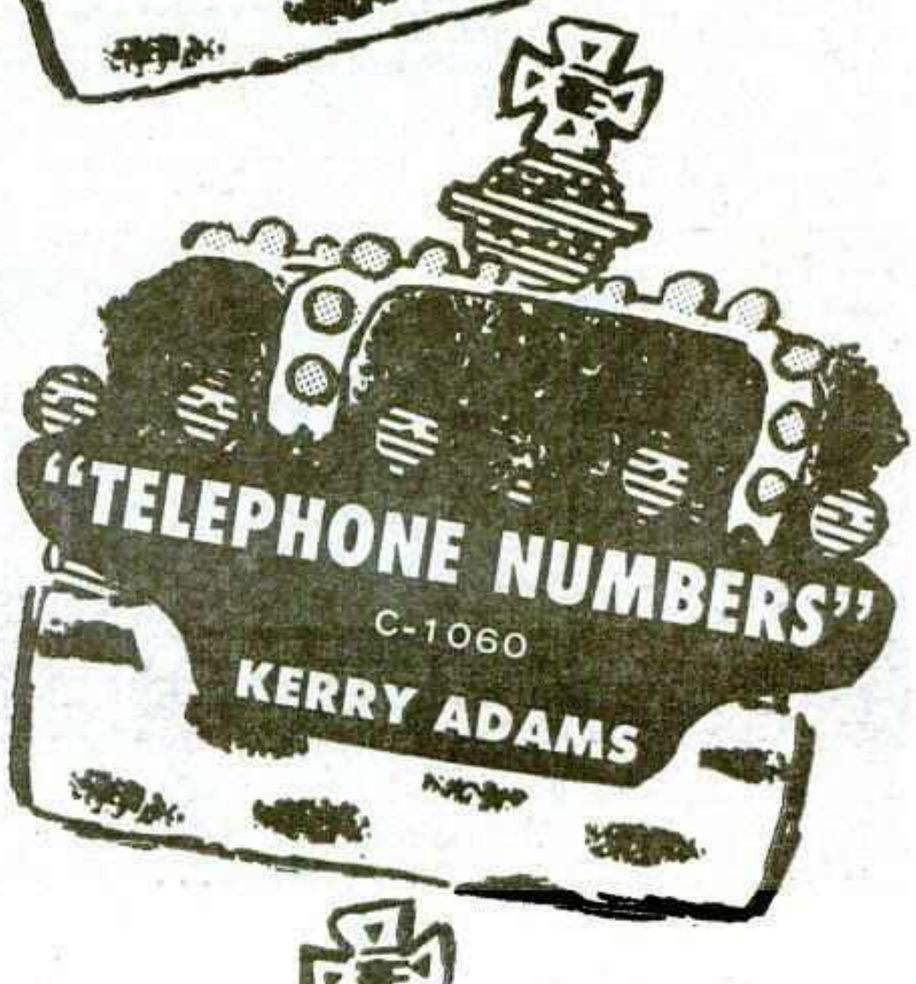
# Chancellor

## THE ROYALTY OF RECORDS proudly present the following SMASH SINGLES . .




**CHANCELLOR RECORDS,** *has the opportunity of offering you this great assortment of singles that will surely boost your sales.*

Chancellor RECORDS, INC.

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# Pic Theme-Disk Ties Build in Singles Field

• Continued from page 1

"The Sundowners" has been waxed by Billy Vaughn, Dot; Felix Slatkin, Liberty; Jack Pleis, Decca; Mantovani, London; Bob Thompson, RCA Victor, and Robert Holliday, Everest. The Vaughn and Slatkin versions are already on The Billboard's "Bubbling" chart this week.

"Dark at the Top of the Stairs" by Max Steiner has been cut by Percy Faith, Columbia; Frank Chacksfield, London; Ernie Freeman, Imperial; Jack Pleis; Robert Holliday and Chet Atkins, RCA Victor. "Cora's Melody," from the same movie, has been waxed by Bob Thompson.

The "High Time" score was written by Henry Mancini, who has also recorded the title tune and another song from the film, "The Second Time Around," for RCA Victor. Crosby has cut the same tune for M-G-M, backed by another movie theme, "Incurably Romantic," from "Let's Make Love." Chancellor is expected to release a Fabian single — featuring tunes from the movie — shortly.

This week's "Hot 100" spotlights such hit movie themes as UA's "Theme From the Apartment" by Ferrante and Teicher, No. 12; UA's "Never on Sunday," by Don Costa, No. 26. Recent chart dropoffs include "Look for a Star" from the movie "Circus of Horrors" (there were six versions, four made the "Hot 100" as chart-toppers); Don Costa's "Theme From the Unforgiven" (the Audrey Hepburn-Burt Lancaster movie); "Because They're Young" from the Dick Clark movie, (the Duane Eddy version made the chart in No. 4 slot); and Johnny Horton's "Sink the Bismarck." Percy Faith's No. 1 seller "Theme From a Summer Place" started the new trend at the beginning of the year.

The success of "Never on Sunday" is particularly interesting since the Greek movie has yet to be released here nationally. In addition to the Costa version, the tune has been cut by Ray Martin, RCA Victor; Marty Gold, RCA Victor; Pete King, Kapp; Raymond Lefevre, Jamie; Makadopouos, Palette; and Nico Papadopolus, Atlantic.

Other big movies with title themes slated to receive extensive coverage in the record field include the new Lucille Ball-Bob Hope starrer, "The Facts of Life," Yul Brynner's "The Magnificent Seven" (score by Elmer Bernstein), "Let's Make Love" with Marilyn Monroe; and "Pepe," which has several top disk names in the cast including Bobby Darin, Sammy Davis Jr., Maurice Chevalier, Bing Crosby, Judy Garland and Andre Previn. Colpix Records has soundtrack rights to the LP. Performers with contractual ties to other labels have been given an okay for this package.

Several other film themes will be available for waxing soon. Johnny Mercer and Alex North are penning theme music for "Spartacus," a top-budget film spec starring Kirk Douglas. Douglas incidentally, sings Ned Washington's and Dimitri Tiomkin's "Pretty Little Girl" in another new movie, "Day of the Gun." Mercer has also written theme lyrics for Henry Mancini's music for Audrey Hepburn's new film "Breakfast at Tiffany's."

Connie Francis has recorded the title theme of M-G-M's "Where the Boys Are," in which she makes her film debut. Franz Waxman and Paul Francis Webster have written a title song for M-G-M's Glenn Ford-Maria Schell picture, "Cimarron." Waxman composed the movie's entire score.

3 FOR THE MONEY!

"DEAREST DARLING"
ETTA JAMES Argo 5368

"CAVE MAN"
the VIBRATIONS Checker 961

On all the charts!

"IF I CAN'T HAVE YOU"
ETTA & HARVEY Chess 1760

2120 S. Michigan, Chicago 16 Phone: CA 5-2770

# SMS in Prerecorded, Education Tape Fields

NEW YORK — The Stereophonic Music Society has announced an important series of new moves, including 36 new reel-to-reel tape releases between now and December, the start of a series of reel-to-reel 1⅞ i.p.s. tapes and the initiation of a special educational tape service.

According to Benvenuto Von Halle, prexy of SMS, the 36 new releases will be highlighted by sets by Davis Rose, Yvonne De Carlo and Dennis Day.

On the slow-speed front, the SMS move is believed the first in line with issuing reel-to-reel material at the extra slow speed. Till now, talk of this speed has been cartridge rather than reel-to-reel form. The new slow-speed packages will consist of five titles with about 100 minutes of material per tape. Von Halle expects to work a tie-in promotion deal on these tapes with one of at least four tape recorder manufacturers now represented with equipment that plays the slow speed. At the moment, Tandberg, Norelco, Uher and Telectro all feature this speed on new equipment, with others, particularly among the German imports, expected to follow suit shortly.

Von Halle is also negotiating with several manufacturers of language-teaching concerns, some of which operate schools and others of which simply have disk language lines, for exclusive tape rights to the language courses. He will also make distribution deals on tape versions of language courses available on various disk lines.

## Techniques Head Film-Tape Firm

NEW YORK — Three sound technicians here have formed Audio Techniques, Inc., a film and tape recording service which will cater to the needs of recording and motion picture industries. Principals in the newly formed outfit are John H. Beaumont, former Eastern branch manager of United Stereo Tapes; Lawrence J. Kreeger, former supervising film editor for Transfilm-Caravel, Inc., TV motion picture producer, and Howard M. Lawrence, who has been with the Loucks and Norling industrial film division of Robert Lawrence Productions.

CHICAGO—Bob West is the new Mercury Southeastern sales manager, replacing Allan Wolk, who is leaving the firm. The appointment is effective October 10.

## A CORRECTION

NEW YORK — Last week, in the New Audio Products column, of this section, the lead item under the headline "Console Home Entertainment Center," was inadvertently labeled as being produced by the Zenith Corporation, when, in actuality, it is a Sylvania set. The set is not available with tape.

"The Hit-Maker's"

Frankie Avalon and Fabian will soon be performing together for the first time on the Perry Como Show, October 5.

Chancellor
THE ROYALTY OF RECORDS
proudly presents . . .
"THE HIT MAKERS"
C-5009
A SMASHING array of HIT TUNES that FABIAN and FRANKIE AVALON have risen to stardom with.
VENUS, TIGER, WHY, TURN ME LOOSE, ETC.
A MUST RECORD

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UNITED ARTISTS
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THE COMPANY THAT GAVE YOU THESE GREAT MOTION PICTURE HITS

**DON COSTA "THEME FROM THE UNFORGIVEN"**

**FERRANTE & TEICHER "THEME FROM THE APARTMENT"**

**DON COSTA MUSIC FROM "NEVER ON SUNDAY"**

*NOW BRINGS YOU THE FIRST RECORDINGS FROM TWO SMASH MOTION PICTURES*

# "THE MAGNIFICENT SEVEN"

BY

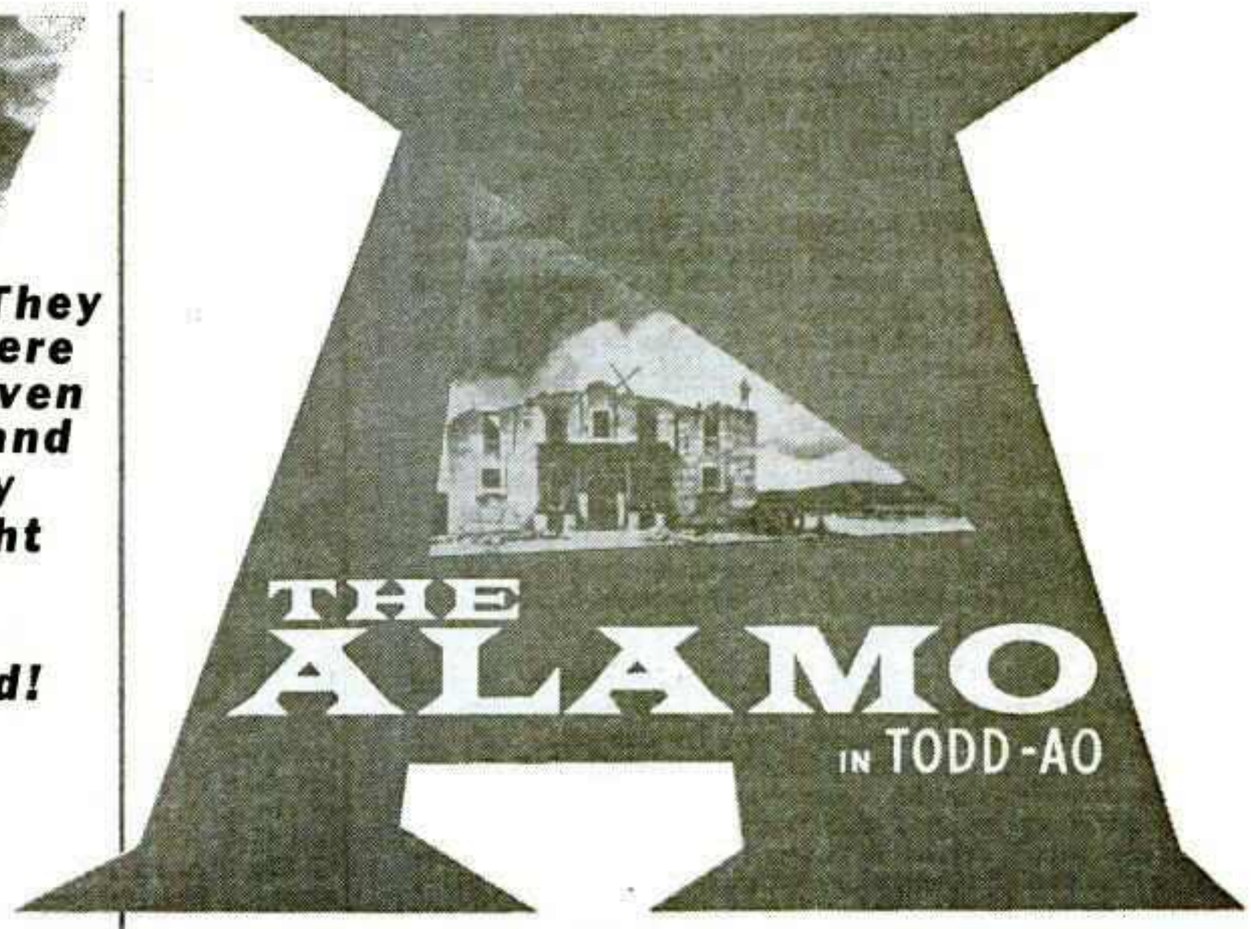
## AL CAIOLA

AND HIS ORCHESTRA

*Arranged & Produced by Don Costa*

**United Artists Records 261**

Flip Side "THE LONELY REBEL"




**JOHN WAYNE • RICHARD WIDMARK • LAURENCE HARVEY**

*The Theme From "The Alamo"*

# "THE GREEN LEAVES OF SUMMER"

BY

## NICK PERITO

AND HIS ORCHESTRA

*Arranged & Produced by Don Costa*

**United Artists Records 262**

Flip Side "JENNIFER"

UNITED ARTISTS
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***IT'S ALL THE WAY!***

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# VOX JOX

By JUNE BUNDY

**RANDLE BACK TO SCHOOL: Bill Randle,** WERE, Cleveland, starts his first teaching stint this week at Fenn College, Cleveland. Randle will teach a daily course in Western Civilization. He will continue his daily 2-7 p.m. show on WERE. Meanwhile, WERE launched an educational gimmick of its own this month, via a school emergency weather service, which provides an accurate and prompt method of notifying interested parties about school closings via special air bulletins.

**THIS 'N' THAT: Robert E. Lee, billed as the "Rockin' Rebel," WAKR, Akron, O., remained on a "space platform" 75 feet in the air (hanging from a crane) for more than 128 hours recently at the Summit County Fair. The stunt was staged as part of a contest whereby WAKR listeners were asked to guess how long the jock would remain "in near space." Lee aired his daily "Top 40" show from the platform during his stay.**

**RADIO "MOVIE": Ron Baxley,** program director of WYSL, the McLendon station in Buffalo, recently scored a first in local radio by broadcasting an entire motion picture soundtrack—dialog as well as music. The 80 minute movie — a McLendon Radio Production tagged "The Killer Shrews"—said Baxley, "was WYSL's answer to 'The Late, Late Show'." Baxley said the promotion "was tremendously successful as a conversation piece."

**WWDC'S "LONG SHOT": Station WWDC, Washington, last week launched a new gimmick, tagged "Long Shot of the Week." Deejays at WWDC pick a new "Long Shot" disk each week in an effort to give scheduled air play "to a worthwhile record that fails to make the regular surveys." A station exec explained: "In no way will this supercede the WWDC 'Pick Hit of the Week,' which continues as usual. But where the 'Pick Hit' is chosen for its anticipated longevity on the list of 'Top '60 Tunes,' the 'Long Shot' will be one of the new 'starters' that has little chance of making a win, place or show entry on the weekly 'Top Tune' list issued by WWDC." All WWDC jocks will feature each week's "Long Shot" daily on their shows.**

**GAB BAG: Ed Miller,** morning man at WDOV, Dover, Del., writes: "During the past five or six years, the deejay has been reduced to emseeing a kiddie show, what with the inane lyrics and childish prattle of most of the popular records of today. However, in order to compete in most markets you have to play the junk to survive. Maybe we can ease the public back into adulthood."

**Al Barry, WPLA, Plant City, Fla., reports that jocks at his station worked around the clock with Civil Defense during Hurricane Donna — helping evacuate 3,000 people and manning the mike for news reports. On the lighter side, Berry adds: "Also just finished a mosquito hunt contest. The person that sent in the most mosquitos—dead or alive—won a radio. This five-day promotion brought in 35,246 mosquitos."**

**GIMMIX: Dick Clayton,** WIL, St. Louis, recently won a Celebrity Cake Baking contest, of all things, using the same recipe that gained him second place last year. He competed with 17 other St. Louis radio-TV personalities during a Modern Living Show sponsored by The St. Louis Globe-Democrat newspaper. A newspaper story reported that "virtually all the cooks were smoking cigarettes." Station WIL sent copies of Clayton's prize-winning recipe to all listeners who requested them. Other St. Louis jocks participating in the contest included **Jack Elliot,** KXOK; **Ted Springman** and **Ken Kemper,** KADY; **Jim Butler,** KMOX; **Dave Dickson,** KATZ; **King Richard,** KWK; **Milan Kedro,** KSTL; plus St. Louis football Cardinal tackle **Frank Fuller** and **Frank Goette,** of the St. Louis Hawks office.

**CHANGE OF THEME: Sammy Lillibridge, who needs jazz records singles and/or albums, is now managing the Gateville Studios of KCLW, Gatesville, Tex. . . . Ray Check, formerly with WNAB, Bridgeport, Conn., and Dave Stewart, ex-WBEC, Pittsfield, Mass., have joined WHAY, New Britain, Conn. . . . Dale Remington, recently a correspondent for NBC's "Monitor," has been named executive director of Broadcaster's Aides, radio-TV publicity service of Public Relations Aids, Inc.**

Apologies for the name mix-up in **David E. Lyman's** appointment at WLEE, Richmond, Va., last week. Info should have read that Lyman has been promoted to the newly created post of director of program development, while **Stewart Yarbro** has moved up to Lyman's former position of program director. . . . New staffers at WQTY, Jacksonville, Fla., are **Ben Wells** and **Claude Abbott. . . . Jerry Flesey,** most recently sales manager of KOIL, Omaha, has been appointed general manager of KISN, Portland, Ore.

**Phil Stout, WTOA, Trenton, N. J., has issued an appeal for LP's, in line with the station's recent expansion from six-hours-a-day, six-days-a-week broadcasting schedule to its new 17-hours-a-day, seven-days-a-week schedule. According to Stout, the rising popularity of FM sparked the move, with a local survey indicating residents of Mercer County, Pennsylvania, and Bucks County, Pennsylvania, owned a total of 50,000 FM receivers.**

New deejays at KTLN, Denver, include **Henry Busse Jr.,** who takes over the 9 a.m. to noon slot; **Don Hinson,** ex-WENO, Las Vegas, Nev., who moves into the 6-9 a.m. time spot. **Arch Andrews** has replaced **George Cromwell** as KTLN's program director, and **Ray Durkee** is the new music director in addition to his deejay stint from 3 to 6 p.m. Also new at KTLN are deejays **Tom Brennamen Jr.** (ex-KTKT, Tucson, Ariz.), and all-night jock **Johnnie Rowe,** ex-KOBH, Hot Springs, S. D. Every Saturday night Ray Durkee programs what he calls "The Golden Gassers," million-selling disks from 1955 thru 1960. The spinner writes: "We would appreciate it if record distributors and labels would go thru their old stock and supply us with some of their past hits."

**ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING**

## Ivy Three Click With Debut Disk 'Yogi'

The Ivy Three, consisting of 23-year-old Long Islander's Don Rubin, Charlie Cane and Artie Berk, first assembled on the campus of Adelphi College in Garden City, L. I. Like so many of their contemporaries, the three young men met while attending the same school and began singing together strictly on a campus entertainment basis. Dates at college functions and local clubs soon followed.

Their first big break came with an audition for Shell Records and a recording contract. Shell producers and songwriters Lou Stallman and Sid Jacobson came up with their debut disk, "Yogi," based on the Huckelberry Hound TV character, and the novelty hit has been riding high on the "Hot 100."

## Shirelles Score With 'Tonight's the Night'

The Shirelles, Shirley Owens, Addie Harris, Doris Kenner, and Beverly Lee are Passaic, N. J., girls who were discovered while performing in their high school talent show in the fall of 1957. One of the songs they did in the show was their hit on the Decca label, "I Met Him on a Sunday." Their manager, Florence Greenberg, then started Scepter Records and the girls waxed another hit, "Dedicated to the One I Love."

The Shirelles like to write their own material. They wrote "I Met Him on a Sunday" and Shirley Owens collaborated with Luther Dixon ("16 Candles") in writing their current chart climber on Scepter, "Tonight's the Night."

Currently the Shirelles are on an extensive personal appearance tour.

### YESTERYEAR'S TOPS—

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

OCTOBER 1, 1955

1. Yellow Rose of Texas
2. Ain't That a SHame
3. Love Is a Many-Splendored Thing
4. Seventeen
5. Autumn Leaves
6. Wake the Town and Tell the People
7. Bible Tells Me So
8. Rock Around the Clock
9. Moments to Remember
10. Maybellene

SEPTEMBER 30, 1950

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

# MUSIC AS WRITTEN

## New York

**Bill Darnel** and **Sy Stewart** have started a new publishing enterprise. The BMI firm is called Stew-Dar Music, the ASCAP firm is Helenca. Darnel and Stewart have also started an artist management firm and have placed **Brooks Arthur** and **Judy Scott** under contract. They signed the two singers to the Capitol label with **Andy Wiswell** handling the sessions. Brooks Arthur and **Art Kaplan,** who wrote "How Much," have signed with Darnel and Stewart as writers. . . . **Tony Richland,** promotion man for Famous Music for the last six years, is transferring to the Famous Hollywood office in October, under **Al Friedman. . . .** The Roulette Records **Count Basie** album "The Count Basie Story" to be issued in October will mark Basie's 25th anniversary as a maestro.

**The new Julius Monk revue, "Dressed to the Nines," will open at the Upstairs at the Downstairs in New York on September 29. . . . Carlton Records launched a deejay contest to plug its new album "Themes From" with the Lew Douglas ork. Listeners win a prize for correctly identifying the show or movie from which the theme is from. . . . . A new label, Staff Accents, has started on the West Coast. First LP will feature organist Roy Wright. . . . Julie Records of New Jersey has signed Richie Dennis. . . . Dimitri Tiomkin will conduct the San Antonio Symphony Orchestra on October 22. . . . Steve Sholes, Chet Atkins, Dick Pierce and Ben Rosner, RCA Victor execs, attended the Monterey, Calif., Jazz Festival last weekend. . . . Andy and the Bey Sisters opened at the Velvet Room in New York last week.**

**Steve Catron's** Maxana Music will publish the score of the flick "From Hell to Eternity." **Eydie Gorme, Steve Lawrence** and **Ken Greengrass** are affiliated with Maxana. . . . The **Sam Wigler-Henry Tobias** label, Rego, has signed **Cal Starr. . . .** The **Ramsey Lewis** Trio opens at the Red Hill Inn, Camden, N. J., October 11. . . . **Marlene Marcus** has been appointed head of the production department and to assist in the sales department at Hanover-Signature Records answering to **Morris Diamond,** sales chief for the two labels. . . . Mills Music has acquired the rights to **Cedric Dumont's** "Tango on the Rocks" from Edition Coda of Zurich for the Western Hemisphere. . . . **Jimmy Jones** is off on a singing tour of the West. In October, Jones will fly to England for an eight-week tour.

Bob Rolontz.

## Chicago

The Sutherland Hotel Lounge continues its fast-moving jazz policy with **Dizzy Gillespie** opening October 5, followed by **Gerry Mulligan,** October 19 thru 23. Pianist **Ray Bryant** and his trio currently fill the bill. . . . Nominees for Playboy's 1961 All-Star Jazz Poll are being announced in the magazine's October issue. Readers, however, may vote for anyone. Winning artists will be honored with a seat on the 1961 Playboy All-Star Jazz Band and receive some sterling silver medals to boot. Deadline for voting is October 31, with winners to be announced in the February issue.

**Dick Haymes and Frank Jeffries open October 10 for three weeks at Mister Kelly's. They'll follow the current bill of "The Misty" June Christy and comedian Lenny Maxwell. . . . Spoken-word recordings are being used to advantage by the Hadley School for the Blind, Winnetka, Ill. A spokesman says they're preferred to Braille texts and should become a factor in education of blind persons thruout the country. There are an estimated 370,000 blind persons in the U. S., only about 12,000 reading Braille — a possible disk area to be explored further here.**

A Birmingham gospel singing star, **Sadie Louise Reed,** is making plans for her first commercial recording date with VeeJay Records, after winning a Pet Milk gospel singing contest. Final judging was in Chicago by **Roberta Martin,** gospel singer; **Roebuck Staple,** leader of the Staple Singers, and **Calvin Carter,** Vee Jay veep, who awarded the contract to Sadie. . . . **Lynn Hollings** will feature modern and progressive jazz, as the new host for a pair of WSBC-FM shows. . . . Also joining WSBC-FM, but in an administrative capacity, is **James Riedy,** former editor of FM Guide and active in Chicago broadcasting circles.

**The Herb Wolfsons (he's chief accountant at Mercury) are parents of a second son, Lawrence Scott, born August 20. . . . John (Lord Fauntleroy) Bandy, veteran Baltimore-Washington deejay, has been signed by Warner Bros. for a part in a coming film, "Life of Dr. Stark." . . . Dinah Washington is backing her long-time press agent and friend, Ruthie Bowen, in a new venture, Queen Artists Corporation. Joe Glaser, Associated Booking Corporation president, lost his mother, Bertha, 91, who died here August 27.**

**Brook Benton** took up gun-slinging and fast draw as a hobby recently and has become so proficient that he added it to his act for pacing. . . . **Ralph Kick,** long-time employee of MS Distributors here, has started his own record firm, Elmwood, with the first release a comedy LP, "Comedy a la Conti" featuring **Joe Conti,** comedy-emsee for over nine years at Mangam's Chateau, Lyons, Ill. MS will handle distribution here. Other distribs are to be added later. . . . **Eddie Howard** and his family have purchased a home in Palm Springs, Calif., not Arizona, as originally reported. Howard has lived for years on Chicago's North Shore. . . . **Dick Jurgens** and his brother, **Will,** who was his band manager, are in the audio business in Colorado Springs.

**Art Farmer and Benny Golson are scheduled to kick off the opening of a new jazz nitery here, Birdhouse, opening September 28 on North Dearborn. Owners Al Grossman and Art Sheridan are planning low cost but top fare, with emphasis on the youth movement. Vending machines will serve coffee, milk, sandwiches and pastries. No waiters, no tipping, no booze, no kitchen should mean lots of customers. . . . Bobby Short, Atlantic LP artist (singer-piano)**

*(Continued on page 33)*

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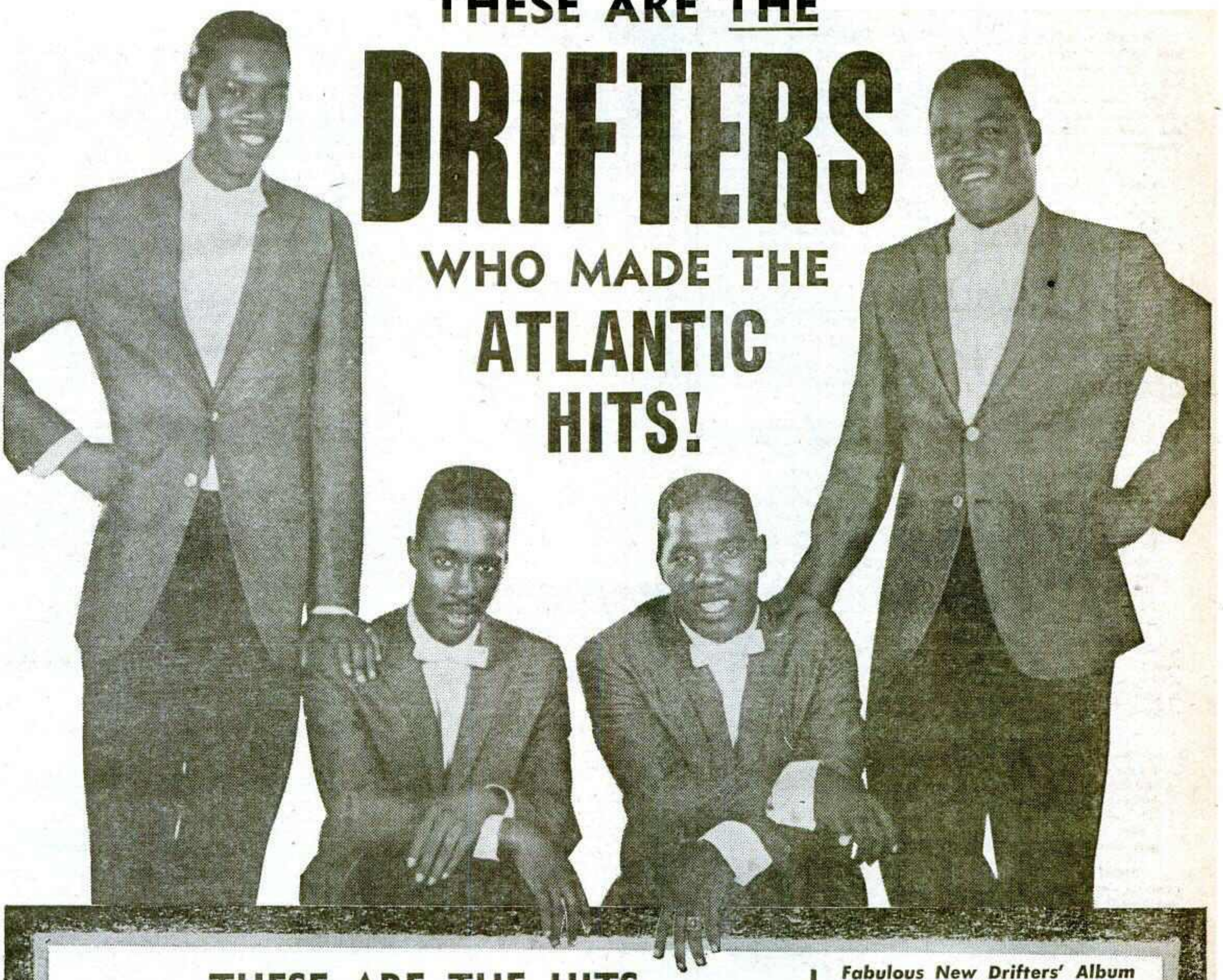
# THESE ARE THE DRIFTERS WHO MADE THE ATLANTIC HITS!



## THESE ARE THE HITS THE DRIFTERS MADE!

*"There Goes My Baby"*
*"Dance With Me"*
*"True Love, True Love"*
*"This Magic Moment"*

***and now the "Miracle" record . . .***

# SAVE THE LAST DANCE FOR ME

ATLANTIC 2071

***Fabulous New Drifters' Album Collection of Their Big Hits***

**THE DRIFTERS' GREATEST HITS**
**LP 8041**

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# *introducing...*

# *dwayne hickman*

*star of the CBS TV show...*

*"The Many Loves Of Dobie Gillis"*

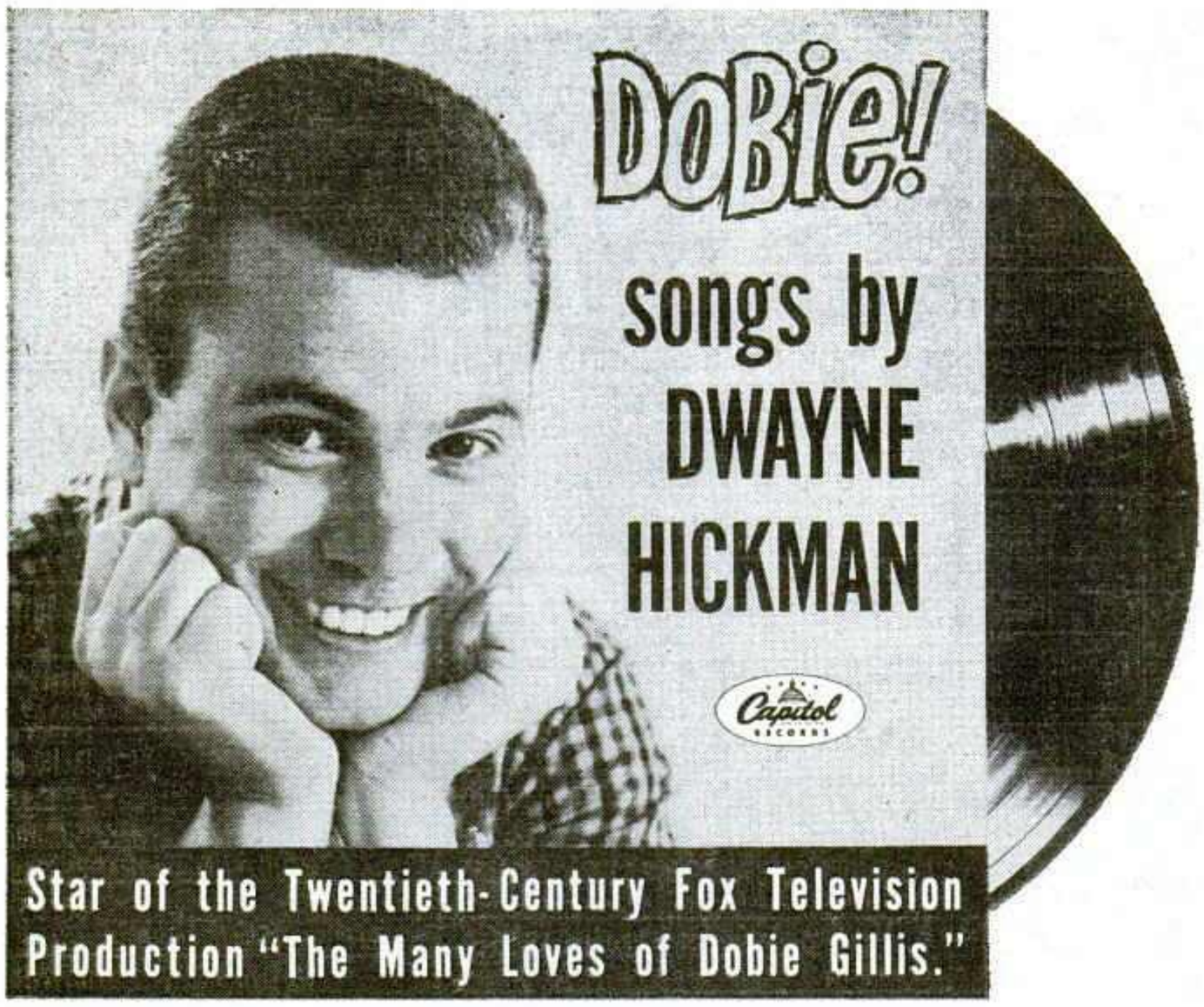
***"I'm a lover, not a fighter"***

***c/w***

***"I pass your house"***

*(record no. 4445)*

*from his soon to be released Capitol album*




*hear dwayne sing "i'm a lover, not a fighter"*

*on his TV show, September 27th*

Capitol
REG. U.S. PAT. OFF.
RECORDS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# MUSIC AS WRITTEN

• Continued from page 30

**opens for six weeks at The Playboy Club. Also appearing at the bunny-styled nitery are Johnny Janis and the Billy Wallace Trio.**

KCMO-TV, CBS outlet in Kansas City, Mo., hosted 150 in-the-knowers to a cocktail hour at the Muehlebach Hotel recently, previewing the coming fall program. . . . **Eddie Condon** opened at the London House, September 20, with his All Star Dixieland Sextet, including such jazz all-timers as **Pee Wee Russell,** clarinet; **Gene Schroeder,** piano; **Lou McGarity,** trombone, and relative newcomers, **John Windhurst,** cornet, and **Phil Faieta,** drums. The group is on a three-week vacation from its regular post at Condon's club in New York. . . . **The Martin Denny** Quintet follows Condon at the London House, October 11, for three weeks.

Nick Biro

## Cincinnati

**Dick McCarthy** has left WKRC here, where he served as local sales manager, to join the local Stockton, West & Burkhart ad agency as account man. . . . Jazz 88-er **Ralph Sutton** and his trio are current in the Gibson Girl Lounge of the Sheraton Gibson Hotel, which kicked off a new record-name policy last week. Sutton has recorded for Columbia and RCA Victor. . . . **Jacques Foti,** French-Hungarian singing pianist, has had his original four-week engagement extended another four weeks at the Kas-Bar, Indianapolis. He is presently negotiating for a 15-minute syndicated TV show to originate from WISH-TV in the Hoosier Capital. . . . Local band leader-booker **Barney Rapp,** on a recent visit to the Canadian National Exhibition, Toronto, pacted a six-year-old male saxophonist as a feature of his annual series of Christmas shows to be presented here.

**Jean King, former New York newspaperwoman and columnist, was in town last week to lay the groundwork for Jack Bailey's "Queen for a Day" TV-er, which goes out over the ABC network from the Taft Theater here, via WCPO-TV, for five days beginning Monday (26) in a tie-up with Kroger's, national grocery chain. Bailey and his entourage meets the local press at a luncheon at the Sheraton Gibson Hotel here Monday noon, with WCPO's bossman, Mort Watters, playing host. . . . Puppeteer Larry Smith leaves WCPO-TV here October 7 to take a part in Burr Tillstrom's "An Evening With the Kuklapolitans," slated for a Broadway opening in early November. . . . The Student Union of the University of Cincinnati sponsors its third annual Greater Cincinnati Jazz Contest at Wilson Memorial Hall next Monday (3). Both pro and amateur groups will participate.**

Bill Sachs

## Nashville

Decca's **Harry Silverstein** infos that sales are looking great on the new **Bobby Helms** release, "Lonely River Rhine," **Webb Pierce's** "Drifting Texas Sands" and **Carl Dobkins Jr.'s** "Jeannie." Harry says, too, that **Connie Hall's** "Poison in Your Hand" b/w "It's Not Wrong," is coming up strong in the country charts. . . . **Owen Bradley's** son, **Jerry,** was injured slightly recently in an auto smash-up which almost demolished his new Austin Sprite. . . . Bradley Studio has been busy with recent sessions by Dot's **Mac Wiseman;** Mercury's **Boyd Bennett, Jimmy Skinner** and **Rusty Draper;** Decca's **Benny Joy, Goldie Hill** and **Bill Anderson;** Capitol's **Ferlin Husky,** directed by **Marvin Hughes;** Monument's **Jerry Byrd,** and M-G-M's **Ronnie Savoy.** . . . SESAC was in at Bradley's recently also to record the **Anita Kerr Quartet,** with **Bud Prager** and **George Jellinek** in for directing.

**The Everly Brothers hopped into town last week for a session for Warner Bros. at the RCA Victor Studio before returning to the West Coast for further dramatic coaching. . . . Bill Downer, of Decca Records' Northern and Champion Music publishing firms, was a recent visitor here. . . . U. S. Army's Charlie Brown was in at the RCA Victor and Bradley studios last week for recording of Army shows. . . . Don Pierce's Starday Sound Studios has had a busy schedule of sessions recently by Benny Martin, Cowboy Copas, Dottie West and Ray Hendrix. Studio has sessions set this week for Lonzo and Oscar, Stringbean, Red Sovine, the Willis Brothers, the Oak Ridge Quartet and the Old Hickory Singers. . . . Hi-Lo Music's Kelso Herston reports good reaction on Jaye P. Morgan's M-G-M etching of "I Walk the Line" and Rusty Draper's "It's a Little More Like Heaven" on Mercury.**

Pat Twitty

## Toronto

Radio Station CHUM, Toronto, ran a **Jane Morgan** Day in connection with the singer's appearance at the Barclay Hotel. The promotion was arranged by **Jack Boswell** and **Don McKim** of Phonodisc, Miss Morgan's record distributors in Canada. Thrush received a big spread from the papers before and after her opening. Reviews were enthusiastic. . . . Phonodisc has taken over the complete distribution in Canada for VeeJay Records. The company dropped the Abner label. . . . Dealers are waiting for their fall stocks to start flowing. Record distributors report sales to dealers are up over last year, but the public hasn't yet started to buy.

**Wray Rutledge and Quality Records arranged for radio stations in Toronto, Hamilton and Oshawa to attend the rock 'n' roll show at Maple Leaf Gardens so that they could do tape interviews with Chubby Checker, Bobby Rydell, Dion and the Belmonts and Marv Johnson.**

Radio Station CKEY has dropped the Sweet Sound in favor of the Top 45 of the 100 Best Sellers. Competition was rough from CHUM. Latest ratings show CHUM with 38 per cent of the daytime ratings in August and 40.9 per cent in September. . . . CHUM is co-sponsoring a stageshow and dance at the Palace Pier headlined by **Marty Robbins** and **Bobby Helms.** Proceeds will be turned over to the Ontario Homes for Mentally Retarded Infants' Fund. . . . Deejay **Al Boliska** has been lined up to be emsee on a local TV show, "On the Scene."

Harry Allen Jr.

# 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.

This issue contains the Fall Edition of Billboard's **Record Programming & Talent Guide.** The **slick-stock pages provide broadcasters with bio and record data on more than 200 top artists — information you'll want to keep handy for programming and chatter use.**

**EDDY ARNOLD:** It's been a long time since Eddy's last record and we know his many fans will be happy to hear his new RCA Victor release, Before This Day Ends, a country-oriented ballad with good lyrics, b-w Just Out Of Reach, a revival of an old country ballad hit. Both sides are strong performances for the artist who sold a million records of Bouquet Of Roses. Both sides rate a Billboard Pick.

**DON COSTA,** a.&r. director at United Artists, continues to clumb The Billboard's Hot 100 chart with Never On Sunday. Don offers an interesting do-it-yourself sing-along album titled We Play-You Sing. Don plays top hits —Paper Roses, Everybody's Somebody's Fool, etc.—while his chorus sings in the background leaving the lead vocal spot vacant for all to sing along.

**LEW DOUGLAS,** orchestra leader and musical director for Carlton Records, has taken 12 movie and TV themes and recorded them in an album titled Themes From. Lew is a veteran radio and TV arranger and has devoted a great deal of time free-lance arranging and composing. One of his notable achievements was the writing, arranging and recording of Why Don't You Believe Me, with Joni James as the singer.

**BIRTHDAYS OF THE WEEK:** Sept. 26, George Gershwin (deceased), Marty Robbins, Ted Weems. Sept. 27, Vincent Youmans (deceased). Sept. 29, Gene Autry. Sept. 30, Jill Corey, Johnny Mathis.

**ROY HAMILTON,** singer and amateur painter, is presently performing his new Epic wax, Lonely Hands, at the Bayou Club in Atlanta, until Oct. 2. From there he will appear at Lake Meadows, Chi., October 12 thru 25. Epic considers this his greatest performance since You'll Never Walk Alone.

**BRIAN HYLAND,** the young man who stirred up quite a bit of action this summer with Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini, is on the scene with a strong follow-up, That's How Much b-w Four Little Heels, a pair of highly appealing novelties with strong teen-slanted lyrics and handled with real showmanship by the 16-year-old high school student from Queens, N. Y. Billboard Spotlighted both sides.

**The ISLEY BROTHERS,** 18-year-old Ronald, Rudolph, 20, and brother O'Kelly, 21, are out with their first in a spell and two wild, rocking performances they are: Tell Me Who b-w Say You Love Me Too. Recording under the direction of RCA's independent a.&r. team, Hugo & Luigi, the boys hit first with Shout. They open at the Baby Grand Club, N.Y.C., Sept. 30 thru Oct. 9.

**KINGSTON TRIO:** Accompanied only by their deft guitar and banjo work and a string bass, Dave, Bob and Nick give a top-draw rendition of Carl Sandburg's folk song. This Mornin' This Evenin', b-w Everglades, their newes for Capitol. The Sandburg song is a touching, quiet lament of a lover who sees her loved one alive one morning, dead in the evening. Everglades brings to mind the Trio's million-selling Tom Dooley. It's a folk-like telling of the story of a fugitive in Florida's skeeter- and 'gater-infested Everglades country.

**BOB LUMAN:** Nacogdoches, Tex., is the hometown of Warner Bros.' new chanter, now residing in California. And, Let's Think About Living is the **title of his newest. Tune is a mighty cute piece of material which takes issue with the current songs of tragedy and death.**

**MANTOVANI:** In a page ad in this issue of The Billboard, London Records welcomes England's famous conductor-composer to the United States for his 1960 concert tour. His tour begins in Cortland, N. Y., Sept. 30, takes in part of New England, the South and Canada, and runs thru Nov. 28 when he makes his final appearance at Carnegie Hall, N.Y.C. His newest albums are Songs To Remember and Operetta Memories. His singles include three great themes, Theme From Sundowners, Song Without End and Irma La Douce.

**GERRY MULLIGAN,** one of jazzdom's popular saxophone players and band leaders, is on record with his exciting band that stirred New York last spring. Their disk bow is on Verve Records in an LP titled The Concert Jazz Band. Mulligan is in top form, surrounded by some of the best jazz artists and jazz recording musicians there are. They include Gene Quill, Bob Brookmeyer, Conte Ocandoli, etc. Tunes are both standards and originals, with Sweet and Slow and Django's Castle outstanding. The Billboard rates it a Jazz Spotlight.

**GUY PASTOR,** son of band leader Tony Pastor and one of the most promising new singers on the Capitol roster, unveils a first-rate vocal on Lovely Lorie, ballad from the forthcoming Broadway musical Tenderloin. Flip is Just Squeeze Me.

**JOHNNIE RAY:** Cadence Records announced last week with great pride the signing of Johnnie Ray. First release of the singer who sold a million copies of Cry, Here I Am Broken Hearted and Just Walking In The Rain is titled In The Heart Of A Fool b-w Let's Forget It Now. Johnnie has been set to play Basin Street East sometime in the fall.

**The RAMBLERS,** instrumental group on Addit Records, are clicking with Ramblin'. The group consists of six boys who hail from Connecticut. Kip Martin, founder of the group is the writer of Ramblin'.

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

**BOBBY RYDELL,** 18-year-old Cameo Records singing star, arrives in New York Sept. 29th to tape his appearance for the Perry Como TV show which will be seen Oct. 12th. The singer will sing his current hit, Volare, that has been on the charts for several months.

**The SAFARIS,** Jim Stephens, Rich Lee, Marv Rose and Shel Briar, who had a hit with Image Of A Girl, can repeat with either of their new sides, The Girl With The Story In Her Eyes b-w Summer Nights, a two-sided Billboard Spotlight Winner. The label is Eldo.

**The STATUES,** Buzz Cason, Hugh Jarrett and Richard Williams—were organized about a year ago by Jarrett for the purpose of working as background voices on record sessions in Nashville. They have since released a disk of their own on Liberty, Blue Velvet, a swinger bubbling under The Billboard's Hot 100 chart.

**PROMOTION DAYS & WEEKS:** Sept. 26 is New Zealand Day. Oct. 1 begins Anti-Freeze Week, National Lath and Plaster Week, Let's Go Hunting Month, National Background Mood Music Month, National Science Youth Month and National Restaurant Month. The Shrimp Fiesta and Cheese Festival also begin on Oct. Cheese Festival also begin on Oct. 1. Oct. 2 starts National Employ the Physically Handicapped Week, Letter Writing Week and Pharmacy Week.

**Be back in next issue.**

**Tom Rollo**

THIS WEEK'S NEW

## Money Records

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

**SINGLES**

**DARK AT THE TOP OF THE STAIRS**—Bob Crosby .....Dot
**GENTLE YOUNG JOHNNY**—Peggy Lee .....Capitol
**IN THE HEART OF A FOOL**—Johnny Ray .....Cadence
**LET'S FORGET IT NOW**—Johnny Ray .....Cadence
**LOVER, NOT A FIGHTER**—Dwayne Hickman.....Capitol
**MIDNIGHT LACE**—David Carroll .....Mercury
**THE GREEN LEAVES OF SUMMER**—Nick Perito ..United Artists

**ALBUMS**

**LAUGHING ROOM**—Woody Woodbury .....Stereoddities

***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.

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FOR WEEK ENDING SEPTEMBER 25

# The Billboard TOP LP'S

## BEST SELLING MONOPHONIC LP'S

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

| This Week | Last Week | Title, Artist, Label and Number | Weeks on Chart |
|---|---|---|---|
| 1 | 1 | **STRING ALONG**<br>Kingston Trio ..... Capitol T 1407 | 7 |
| 2 | 2 | **BUTTON-DOWN MIND OF BOB NEWHART**<br>..... Warner Bros. W 1379 | 20 |
| 3 | 3 | **NICE AND EASY**<br>Frank Sinatra ..... Capitol W 1417 | 6 |
| 4 | 5 | **JOHNNY'S MOODS**<br>Johnny Mathis ..... Columbia CL 1526 | 5 |
| 5 | 9 | **BRENDA LEE**<br>..... Decca DL 4039 | 6 |
| 6 | 6 | **PAUL ANKA SINGS HIS BIG 15**<br>..... ABC-Paramount LP 323 | 13 |
| 7 | 4 | **EDGE OF SHELLEY BERMAN**<br>..... Verve MGV 15013 | 10 |
| 8 | 7 | **SOLD OUT**<br>Kingston Trio ..... Capitol T 1352 | 23 |
| 9 | 22 | **LOOK FOR A STAR**<br>Billy Vaughn ..... Dot DLP 3322 | 7 |
| 10 | 10 | **KICK THY OWN SELF**<br>Brother Dave Gardner ..... RCA Victor LPM 2239 | 5 |
| 11 | 8 | **ELVIS IS BACK**<br>Elvis Presley ..... RCA Victor LPM 2231 | 21 |
| 12 | 11 | **REJOICE DEAR HEARTS**<br>Brother Dave Gardner ..... RCA Victor LPM 2083 | 14 |
| 13 | 12 | **LANZA SINGS CARUSO—CARUSO FAVORITES**<br>Mario Lanza-Enrico Caruso ..... RCA Victor LM 2393 | 19 |
| 14 | 15 | **ITALIAN FAVORITES**<br>Connie Francis ..... M-G-M E 3791 | 34 |
| 15 | 14 | **CAN CAN**<br>Sound Track ..... Capitol W 1301 | 22 |
| 16 | 30 | **LAUGHING ROOM**<br>Woody Woodbury ..... Stereoddities MW 1 | 16 |
| 17 | 16 | **MY NAME IS JOSE JIMENEZ**<br>Bill Dana ..... Signature SM 1013 | 9 |
| 18 | 17 | **FAITHFULLY**<br>Johnny Mathis ..... Columbia CL 1422 | 37 |
| 19 | 19 | **PERSUASIVE PERCUSSION, VOL. I.**<br>Terry Snyder and the All Stars .. Command LP 800 | 24 |
| 20 | 23 | **RAY CHARLES IN PERSON**<br>..... Atlantic LP 8039 | 9 |
| 21 | 28 | **WHITE SATIN**<br>George Shearing ..... Capitol T 1334 | 9 |
| 22 | 38 | **YOUNG AT HEART**<br>Ray Conniff ..... Columbia CL 1489 | 7 |
| 23 | 20 | **MR. LUCKY**<br>Henry Mancini ..... RCA Victor LPM 2198 | 27 |
| 24 | 24 | **WOODY WOODBURY LOOKS AT LOVE AND LIFE**<br>..... Stereoddities MW 1 | 30 |
| 25 | 25 | **THE WONDERFUL WORLD OF JONATHAN WINTERS**<br>..... Verve MGV 15009 | 23 |
| 26 | 13 | **ENCORES OF GOLDEN HITS**<br>Platters ..... Mercury MG 20472 | 29 |
| 27 | 18 | **PROVOCATIVE PERCUSSION, VOL. I.**<br>Enoch Light and the Light Brigade ..... Command RS 806 | 6 |
| 28 | — | **ENCORES—SANTO AND JOHNNY**<br>..... Canadian-American CAL 1002 | 1 |
| 29 | 32 | **MORE SONGS BY RICKY**<br>Ricky Nelson ..... Imperial LP 9122 | 5 |
| 30 | 37 | **THE FABULOUS STYLE OF THE EVERLY BROTHERS**<br>..... Cadence CLP 3040 | 6 |
| 31 | — | **BONGOS**<br>Los Admiradores ..... Command R 809 | 1 |
| 32 | 21 | **CONNIE'S GREATEST HITS**<br>Connie Francis ..... M-G-M 3793 | 20 |
| 33 | 26 | **BEN-HUR**<br>Rome Symphony Orch./Savina ..... M-G-M IEI | 23 |
| 34 | 35 | **DOWN TO EARTH**<br>Jonathan Winters ..... Verve MGV 15011 | 2 |
| 35 | 33 | **FOLK SONGS SING ALONG WITH MITCH**<br>Mitch Miller ..... Columbia CL 1316 | 30 |
| 36 | 34 | **MACK THE KNIFE**<br>Ella Fitzgerald ..... Verve MGV 4041 | 3 |
| 37 | 27 | **SENTIMENTAL SING ALONG WITH MITCH**<br>Mitch Miller ..... Columbia CL 1457 | 14 |
| 38 | 36 | **GENIUS OF RAY CHARLES**<br>..... Atlantic LP 1312 | 28 |
| 39 | 29 | **SONGS TO REMEMBER**<br>Mantovani ..... London LL 3149 | 10 |
| 40 | 31 | **THEME FROM A SUMMER PLACE**<br>Billy Vaughn ..... Dot DLP 3276 | 28 |

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

| This Week | Last Week | Title, Artist, Label and Number | Weeks on Chart |
|---|---|---|---|
| 1 | 1 | **THE SOUND OF MUSIC,** Original Cast, Columbia KOL 5450 | 41 |
| 2 | 2 | **INSIDE SHELLEY BERMAN . . .** Verve MGV 15003 | 75 |
| 3 | 5 | **SOUTH PACIFIC,** Sound Track, RCA Victor LOC 1032 | 131 |
| 4 | 3 | **BELAFONTE AT CARNEGIE HALL,** Harry Belafonte, RCA Victor LOC 6006 | 47 |
| 5 | 4 | **HEAVENLY,** Johnny Mathis, Columbia CL 1351 | 54 |
| 6 | 6 | **HERE WE GO AGAIN,** Kingston Trio, Capitol T 1258 | 47 |
| 7 | 7 | **SIXTY YEARS OF MUSIC AMERICA LOVES BEST,** Assorted Artists, RCA Victor LM 6074 | 44 |
| 8 | 10 | **FROM THE HUNGRY I,** Kingston Trio, Capitol T 1107 | 85 |
| 9 | 9 | **GIGI,** Sound Track, M-G-M 3641 ST | 117 |
| 10 | 14 | **KINGSTON TRIO . . .** Capitol T 996 | 67 |
| 11 | 8 | **SING ALONG WITH MITCH,** Mitch Miller, Columbia CL 1160 | 116 |
| 12 | 11 | **JOHNNY'S GREATEST HITS,** Johnny Mathis, Columbia CL 1133 | 126 |
| 13 | 15 | **SOUTH PACIFIC,** Original Cast, Columbia OL 4180 | 330 |
| 14 | 17 | **STILL MORE SING ALONG WITH MITCH,** Mitch Miller, Columbia CL 1283 | 69 |
| 15 | 12 | **MY FAIR LADY,** Original Cast, Columbia OL 5090 | 234 |
| 16 | 16 | **KINGSTON TRIO AT LARGE . . .** Capitol T 1199 | 67 |
| 17 | 13 | **PARTY SING ALONG WITH MITCH,** Mitch Miller, Columbia CL 1331 | 45 |
| 18 | 18 | **OUTSIDE SHELLEY BERMAN . . .** Verve MGV 15007 | 44 |
| 19 | 20 | **COME DANCE WITH ME,** Frank Sinatra, Capitol T 1069 | 79 |
| 20 | — | **HYMNS,** Tennessee Ernie Ford, Capitol T 756 | 167 |
| 21 | 19 | **GYPSY,** Original Cast, Columbia OL 5420 | 54 |
| 22 | — | **FLOWER DRUM SONG,** Original Cast, Columbia OL 5350 | 70 |
| 23 | 25 | **MORE SING ALONG WITH MITCH,** Mitch Miller, Columbia CL 1243 | 89 |
| 24 | 23 | **THE MUSIC MAN,** Original Cast, Capitol WAO 990 | 135 |
| 25 | 22 | **OLDIES BUT GOODIES,** Assorted Artists, Original Sound 5-001 | 54 |

## BEST SELLING STEREOPHONIC LP'S

### 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**<br>Kingston Trio ..... Capitol ST 1407 | 6 |
| 2 | 2 | **NICE AND EASY**<br>Frank Sinatra ..... Capitol SW 1417 | 5 |
| 3 | 8 | **BONGOS**<br>Los Admiradores ..... Command S 809 SD | 5 |
| 4 | 4 | **MR. LUCKY**<br>Henry Mancini ..... RCA Victor LSP 2198 | 27 |
| 5 | 3 | **SOLD OUT**<br>Kingston Trio ..... Capitol T 1352 | 22 |
| 6 | 6 | **GRAND CANYON SUITE**<br>Morton Gould ..... RCA Victor LSC 2433 | 11 |
| 7 | 13 | **LOOK FOR A STAR**<br>Billy Vaughn Ork ..... Dot DLP 25322 | 5 |
| 8 | 10 | **PERSUASIVE PERCUSSION, VOL. II.**<br>Terry Snyder and the All Stars ..... Command RS 808 SD | 6 |
| 9 | 18 | **'S AWFUL NICE**<br>Ray Conniff ..... Columbia CS 8001 | 26 |
| 10 | 20 | **ELVIS IS BACK**<br>Elvis Presley ..... RCA Victor LSP 2231 | 3 |
| 11 | 12 | **FLOWER DRUM SONG**<br>Original Cast ..... Columbia OS 2009 | 29 |
| 12 | 5 | **THEME FROM A SUMMER PLACE**<br>Billy Vaughn ..... Dot DLP 25276 | 26 |
| 13 | 9 | **CAN CAN**<br>Sound Track ..... Capitol SW 1321 | 10 |
| 14 | 14 | **BEN-HUR**<br>Rome Symphony Orch./Savina ..... M-G-M IEI | 19 |
| 15 | — | **PARTY SING ALONG WITH MITCH**<br>Mitch Miller ..... Columbia CS 8138 | 20 |
| 16 | 17 | **SENTIMENTAL SING ALONG WITH MITCH**<br>Mitch Miller ..... Columbia CS 8251 | 10 |
| 17 | 26 | **WHITE SATIN**<br>George Shearing ..... Capitol ST 1334 | 2 |
| 18 | 7 | **JOHNNY'S MOODS**<br>Johnny Mathis ..... Columbia CS 8326 | 4 |
| 19 | 11 | **LANZA SINGS CARUSO—CARUSO FAVORITES**<br>Mario Lanza-Enrico Caruso ..... RCA Victor LSC 2393 | 20 |
| 20 | 24 | **OPEN FIRE, TWO GUITARS**<br>Johnny Mathis ..... Columbia CS 8056 | 20 |
| 21 | 25 | **IT'S THE TALK OF THE TOWN**<br>Ray Conniff ..... Columbia CS 8143 | 22 |
| 22 | 16 | **PROVOCATIVE PERCUSSION, VOL. II.**<br>Enoch Light and the Light Brigade ..... Command RS 810 SD | 2 |
| 23 | 15 | **BILLY VAUGHN PLAYS MILLION SELLERS**<br>..... Dot DLP 25119 | 29 |
| 24 | 21 | **AMERICAN SCENE**<br>Mantovani ..... London PS 182 | 24 |
| 25 | 30 | **MUSIC FOR BANG, BAA-ROOM AND HARP**<br>Dick Schory's New Percussion Ensemble ..... RCA Victor LSP 1866 | 19 |
| 26 | 19 | **LATIN A LA LEE**<br>Peggy Lee ..... Capitol ST 1290 | 14 |
| 27 | 22 | **THIS IS DARIN**<br>Bobby Darin ..... Atco SC 115 | 21 |
| 28 | 23 | **TILL**<br>Roger Williams ..... Kapp KX 1081 | 26 |
| 29 | 27 | **MUSIC FOR READING**<br>George Melachrino Strings .. RCA Victor LSP 1002 | 13 |
| 30 | 28 | **LET'S DANCE AGAIN**<br>David Carroll ..... Mercury SR 60152 | 27 |

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

| This Week | Last Week | Title, Artist, Label and Number | Weeks on Chart |
|---|---|---|---|
| 1 | 1 | **PERSUASIVE PERCUSSION, VOL. I,** Terry Snyder and the All Stars, Command RS 800 SD | 36 |
| 2 | 2 | **SOUND OF MUSIC,** Original Cast, Columbia KOS 2020 | 38 |
| 3 | 4 | **PROVOCATIVE PERCUSSION, VOL. I,** Enoch Light and the Light Brigade, Command RS 806 SD | 36 |
| 4 | 3 | **SOUTH PACIFIC,** Sound Track, RCA Victor LSC 1032 | 71 |
| 5 | 5 | **MY FAIR LADY,** Original Cast, Columbia OS 2015 | 71 |
| 6 | 6 | **BELAFONTE AT CARNEGIE HALL,** Harry Belafonte, RCA Victor LSC 6006 | 45 |
| 7 | 12 | **HERE WE GO AGAIN,** Kingston Trio, Capitol ST 1258 | 47 |
| 8 | 8 | **KING AND I,** Sound Track, Capitol SW 740 | 58 |
| 9 | 10 | **HEAVENLY,** Johnny Mathis, Columbia CS 8152 | 53 |
| 10 | 11 | **BLUE HAWAII,** Billy Vaughn, Dot DLP 25165 | 52 |
| 11 | 13 | **FILM ENCORES, VOL. I,** Mantovani, London PS 124 | 59 |
| 12 | — | **PETER GUNN THEME,** Henry Mancini, RCA Victor LSP 1956 | 64 |
| 13 | 18 | **FOR THE FIRST TIME,** Mario Lanza, RCA Victor LSC 2338 | 43 |
| 14 | 17 | **OKLAHOMA!** Sound Track, Capitol SWAO 595 | 56 |
| 15 | 7 | **KINGSTON TRIO AT LARGE,** Kingston Trio, Capitol ST 1199 | 55 |
| 16 | 14 | **NEAR YOU,** Roger Williams, Kapp KS 1112 | 31 |
| 17 | 15 | **MORE SING ALONG WITH MITCH,** Mitch Miller, Columbia CS 8043 | 31 |
| 18 | 9 | **FAITHFULLY,** Johnny Mathis, Columbia CS 8219 | 34 |
| 19 | 19 | **EXOTICA, VOL. I,** Martin Denny, Liberty LST 7034 | 36 |
| 20 | 20 | **SING ALONG WITH MITCH,** Mitch Miller, Columbia CS 8043 | 42 |

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# BASED ON SALES IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

1. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
2. **GROFE: GRAND CANYON SUITE**.....Morton Gould, RCA Victor LM 2433
3. **RODGERS: VICTORY AT SEA, VOL. 1**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. **LANZA SINGS CARUSO—Caruso Favorites**
   Mario Lanza-Enrico Caruso, RCA Victor LM 2393
5. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
   Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
6. **SCHUMANN: CONCERTO IN A MINOR**.....Van Cliburn, RCA Victor LM 2455
7. **SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
   Assorted Artists, RCA Victor LM 6074
8. **RODGERS: VICTORY AT SEA, VOL. 2**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
9. **RAVEL: BOLERO**.....Boston Symphony Orchestra (Munch), RCA Victor LM 1984
10. **RACHMANINOFF: PIANO CONCERTO NO. 3**
    Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

## STEREOPHONIC CLASSICAL ALBUMS

1. **GROFE: GRAND CANYON SUITE**.....Morton Gould, RCA Victor LSC 2433
2. **RODGERS: VICTORY AT SEA, VOL. 1**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
3. **TCHAIKOVKSY: PIANO CONCERTO NO. 1**
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
4. **LANZA SINGS CARUSO—Caruso Favorites**
   Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
5. **TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
   Morton Gould Orchestra, RCA Victor LSC 2345
6. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
   Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
7. **GROFE: GRAND CANYON SUITE**
   The Philadelphia Orchestra (Ormandy), Columbia MS 6003
8. **RODGERS: VICTORY AT SEA, VOL. 2**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
9. **SCHUMANN: CONCERTO IN A MINOR**.....Van Cliburn, RCA Victor LSC 2455
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. **Perry Como Sings Just for You**
   .....RCA Camden CAL 440
3. **101 Years of Familiar Songs**
   101 Strings .....Somerset 2 RS
4. **Soul of Spain, Vol. 2**
   101 Strings .....Somerset P 9900
5. **Good Housekeeping Reducing Off the Record**
   .....Harmony HL 7143
6. **101 Strings Play the Blues**
   .....Somerset P 5800
7. **Ebb Tide**
   Frank Chacksfield ..Richmond M 20078
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. **Soul of Spain, Vol. 2**
   101 Strings ....Stereo Fidelity SF 9900
4. **The Music Man**
   Various Artists .....Lion SL 70091
5. **101 Strings Play the Blues**
   .....Stereo Fidelity SF 5800
6. **Quiet Hours**
   101 Strings ....Stereo Fidelity SF 10200
7. **101 Years of Familiar Songs**
   101 Strings .....Stereo Fidelity 2 RS
8. **Silver Screen**
   101 Strings ....Stereo Fidelity SF 7000
9. **Symphony for Tommy**
   Hamburg Philharmonic Orchestra ....
   .....Stereo Fidelity SF 5700
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

**CONWAY TWITTY'S GREATEST HITS**

**M-G-M E 3849** — An elaborate album production. The set has the book fold package style with a flock of photos inside of the artist by himself and with movie friends. Liner notes tell all about Twitty and there's a special offer, too, included in an attached note to his fans from Twitty. For 25 cents the buyer can send in for two brand-new unreleased sides by the artist. Album itself contains the whole raft of Twitty M-G-M hits, which is a substantial list at that. Album can find plenty of favor.

**SONGS I LOVE TO SING**

**Brook Benton. Mercury MG 20602** — This is one of the classiest albums ever released with Brook Benton. It features the singer in lovely performances of famous standards, from "It's Been a Long, Long Time," to "Why Try to Change Me Now." The backings are lush and tasteful, and Benton handles them all in style. This could be a strong seller.

**ITALIANNETTE**

**Annette. Vista BV 3304** — The thrush has had a string of hits and is currently riding well up the charts with "Pineapple Princess," which is all by way of saying this new packaging should grab a solid reception from buyers and jocks. The gal offers a number of Italian-derived tunes, all of which have proved highly commercial today. These include her recent click "O Dio Mio," plus "That's Amore," "There's No Tomorrow," "Veni Veni," etc. Gal is in good form and the cover shot is salable. Inner sleeve contains a special three-for-$1 offer on her old singles hits.

**FOR TEENAGERS ONLY**

**Bobby Darin. Atco SP-1001** — This is Atco's answer to the demand from Bobby Darin's teen-age fans, who want to hear their boy the "way he used to be"—in his r.&r.-only days. The handsomely packaged double-fold LP features a candid-photo insert, and a special detachable giant fold-up portrait in color of the star. Contents spotlight a rocking Darin on several originals—"I Ain't Sharin' Sharon," "Keep A-Walkin'," etc., plus a few standards. Strong teen sales item which could pull sales from older fans as well.

### Pop Low Price

**LIVING STRINGS PLAY MUSIC FOR ROMANCE — LIVING STRINGS PLAY MUSIC IN THE NIGHT — LIVING STRINGS PLAY MUSIC OF THE SEA**

**Camden CAS 637, 638, 639** — This group of three new albums is among the smartest yet to be turned out in the low-price field. Each features handsomely recorded string ensemble work cut in England. The material is all of a moody character and highly listenable. Byond this, each set features liner notes and classy cover art, set against a cover base of silver foil. Smart, eye-catching packaging that will certainly be prime merchandise in the low-price field. It can also rival much that's on the market at a higher tab.

### Classical

**STRAUSS: DIE FLEDERMAUS**

**Soloists; Philharmonia Orchestra & Chorus (Ackerman (2-12"). Angel S 3581. (Stereo & Monaural)** — This beloved comic opera, filled with the immortal Johann Strauss melodies, becomes a stereo spectacular in its newest edition. Beautifully sung and performed, it is a true delight. Tho the three older versions all have their own undeniable virtues of casting or interpretation, this new rendition likely will take precedence on the basis of a good rendition and superlative sound.

**BRAHMS: FOUR SYMPHONIES; OVERTURES; VARIATIONS ON A THEME BY HAYDN**

**Columbia Symphony (Walter). (4-12"). Columbia M4S 615** — One of the most beloved maestros of this day is the focal point as much as the composer whose music is taken up in great deal. Bruno Walter is the subject of the photo history which occupies half of an accompanying booklet and his photo also adorns the cover. The package may also be considered a monument to Brahms, many of whose principal works are included. Booklet also con-

*(Continued on page 36)*

**ALBUM COVER OF THE WEEK**

**A PETTY FOR YOUR THOUGHTS**—The Norman Petty Trio, Top Rank RM 339. Cute cover idea connecting the title and the pic. Copper coins on bright blue background. Good display item. Design by Maurer Studio.

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The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

**Strongest sales potential of all records reviewed this week.**

• Continued from page 35

tains notes on all these works, which include all four symphonies, the "Tragic Overture," and "Academic Festival Overture," plus "Variations on a Theme by Haydn." A standout production of four LP's.

**MUSSOURGSKY: PICTURES AT AN EXHIBITION; PROKOFIEV: SONATA NO. 7**

**Sviatoslav Richter, Piano. Artia ALP 154**—Richter's forthcoming American concert tour and his growing reputation as one of the greatest of Russian pianists make this new release important. It combines the spectacular Mussourgsky work with the most dynamic of the Prokofiev sonatas, which Richter originally introduced. The record is charged with the artist's potent technique, altho the Prokofiev is played with somewhat less sheer fire than by Richter's countryman, Ashkenazy. Despite this and competition from the recent Horowitz rendition of the Mussourgsky opus, the disk should excite wide sales among classical fans.

### Jazz

**GERRY MULLIGAN'S CONCERT JAZZ BAND**

**Verve VS 68388** — This is the exciting new Gerry Mulligan band that stirred New York last spring, and is now making its disk bow. On records, too, the band gives off the same crackling excitement, with Mulligan in top form, surrounded by some of the best jazz artists and jazz recording musicians there are. They include Gene Quill, Bob Brookmeyer and Conte Candoli. Tunes are both standards and originals, with "Sweet and Slow" and "Django's Castle" standing out. A bright new album (recorded May and July, 1960), of an important new jazz band.

**LOUIE AND THE DUKES**

**Louis Armstrong and the Dukes of Dixieland. Audio Fidelity AFDS 5924** — Satchmo and the Dukes of Dixieland team up here for a romping excursion thru a number of tunes culled from the earlier history of jazz. "South," "Washington and Lee Swing," and "Wolverine Blues" are typical examples. One unusual item is the hymn, "Just a Closer Walk With Thee," which gets reverential treatment. The set can stir up a lot of excitement.

(Continued on page 99)

## ★★★★ VERY STRONG SALES POTENTIAL

## POPULAR ★★★★

**★★★★ TA - TA**

**Clyde McPhatter. Mercury SR 60262. (Stereo & Monaural)** — The artist, currently hot with a side called "Ta-Ta," takes that title for his initial Mercury album. Along with the hit tune, the set contains a fine group of stylings by McPhatter —in excellent voice here—and performed to the listenable and familiar Clyde Otis arrangements, featuring the triplet beat against rockin' strings. Most of the tunes are the creations of McPhatter and co-writers and a few come from the Otis pen. The end result is some listenable material, well turned out for jocks as well as buyers.

**★★★★ PERCUSSIVE LATINO CHA CHA CHA**

**Audio Fidelity DFS 7003** — This is a bright new Latin-American dance set that features good sound and smart arrangements. It is played in swinging fashion by the ork and the stereo is in the modern groove. Tunes are familiar items from "Patricia" to "Clap Your Hands Cha Cha Cha."

## LOW PRICED POPULAR ★★★★

**★★★★ KATE SMITH SINGS GOD BLESS AMERICA**

**Mayfair Stereo 9705 S** — Kate Smith's rich vocal talents are spotlighted on a group of nostalgic standards, including the title theme, "Moonlight in Vermont," "Stars Fell on Alabama," and other memorable "state" oldies. A strong entry in the low-priced ($2.98) stereo field.

## SOUND ★★★★

**★★★★ PER-CUS-SIVE JAZZ**

**Audio Fidelity DFS 7002** — Here's one that's billed as being "doctored for super stereo," and there's a hypo needle on the cover to prove it. Inside there's a great deal of big band inventiveness on display which tends to focus considerably more on specially conceived sound gimmicks rather than pure jazz creativity and expression. The complement features vibes, four men on percussion and brass and reeds. The sound itself is supreme and should be the answer to a stereophile's dream.

(Continued on page 38)

Spook Stuff
hit HALLOWE'EN LP ALBUM

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A Hallowe'en hit that puts life in the party— profit in your cash register! This 12" LP "Spooktacular" Album gives you a "haunting" 40 minutes of scary, spooky stories-in-sound. These includes "Witches Rehearse for Hallowe'en," "Hobgoblins and Space Ships," "A Cemetery at Midnight," and many others. In addition to these, you get a sensational series of mad, spine-chilling sounds, weird groans, moaning winds, clanking chains, creaking stairs, witches' mumbo jumbo . . . all kinds of spooky sounds for special effects and party fun.

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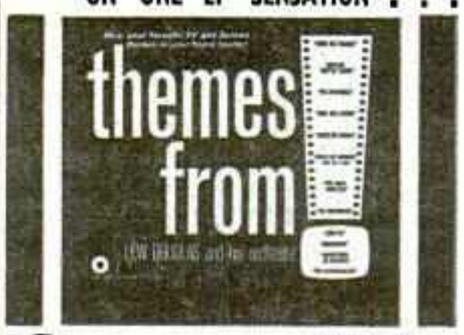


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# PROGRAM

## § new for fall 1960 ?

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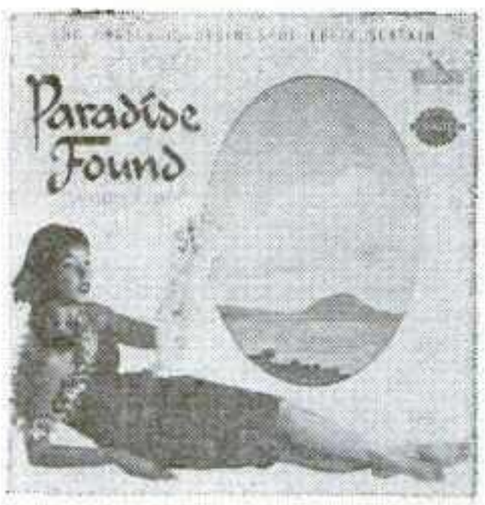
Program closes
Friday, October 14, 1960

## NEW FALL SELECTIONS

### ACT I

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### ACT II

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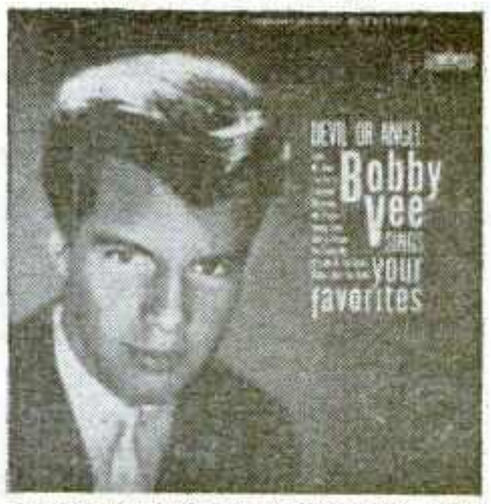
### ACT III

**SOMETIMES I'M HAPPY, SOMETIMES I'M BLUE**—Gene McDaniels—LRP-3175/LST-7175. An exciting album by one of the most exciting talents in the music business. Liberty's new LP features this versatile artist in two moods—up-tempo and ballad—one side devoted to each.

### ACT IV




**BOBBY VEE SINGS YOUR FAVORITES**—LRP-3165/LST-7165. Liberty's remarkable young singer and rising star—currently smashing with "Devil or Angel," records an album of the biggest pop hits of recent years, including "Devil or Angel," "Young Love," "Gone," etc.

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### ACT V

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### ACT VI

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### ACT VII

**LATINO, VOLUME II**—Don Swan—LRP-3161/LST-7161. One of the very best collections of Latin standards . . . featuring a variety of danceable rhythms: Mambo, Samba, Cha Cha, Tango, Meringue, etc.

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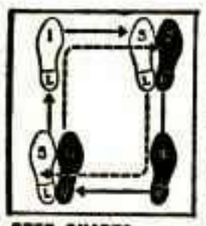

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## • Reviews and Ratings of New Albums

• Continued from page 36

### CLASSICAL ★★★★

★★★★ **BEETHOVEN SONATAS 31 & 32 Richter-Haaser, Piano. Angel S 35749. (Stereo & Monaural)** — Hans Richter-Haaser made a profound impression in his American concert debut last season. His concerts included these last two sonatas of Beethoven and his unmannered, direct approach to them proved more moving than some which seem more emotional on the surface. This disk is an excellent example of Richter-Haaser's art and should win similar wide acclaim in spite of the competition of more than a half dozen other versions.

★★★★ **SZYMANOWSKI: VIOLIN CONCERTO NO. 1; MOZART: VIOLIN CONCERTO NO. 3**
**David Oistrakh, violin. Leningrad Philharmonic (Sanderling) and Moscow Chamber Orch. (Barshai). Artia ALP 156**—The Artia label inaugurates U. S. release of Russian recordings with an exciting disk in which David Oistrakh provides remarkable performances of two widely contrasting types of music. He is tender and stylish in the Mozart with a wonderfully poignant slow movement, and equally at home in the mysterious sounding Szymanowski concerto, of which this is the only available version. This offering should attract a very healthy sale.

### LOW PRICED CLASSICAL ★★★★

★★★★ **RACHMANINOFF: CONCERTO NO. 2 IN C MINOR**
**Richter, piano; Leningrad Philharmonic (Sanderling). Parliament PLP 134**—Richter gives a controlled yet emotional reading of the most popular of the Rachmaninoff piano concertos. He never permits the music to become either limp or turgid, and actually makes the melodic work sound fresh and convincing. Solid support from the excellent Leningrad Philharmonic. Upcoming tour of the U. S. by Richter should hypo sales of this low-cost item.

### SPIRITUAL ★★★★

★★★★ **WILL THE CIRCLE BE UNBROKEN**
**Staple Singers. VeeJay LP 5008** — From the house of VeeJay comes another fine package. This is a wonderful group — five voices and guitar. The title song, "Will the Circle Be Unbroken," is outstanding. Other songs are "Come On Up in Glory," "Downward Road," etc. This is an album of quality.

### SPOKEN WORD ★★★★

★★★★ **HEIGH - HO MADISON AVENUE!**
**Louis Nye. Riverside 842** — Louis Nye, one of the old Steve Allen "regulars," takes off on the mores and philosophies of the men who write the nation's ads on New York's Madison Avenue in this new album. The idea is good and the album is pleasant, with Nye singing and talking his routines, many of them with musical backing. Among the best skits are "Motivation Research Man," "Flush the Dirt Right Down the Drain" and "Madison Avenue Uber Alloes."

★★★★ **JAMES KOMACK AT THE WALDORF**
**James Komack. Ember ELP 800**—Comic Komack sells three monologs in personable fashion, altho some of his material is on the bawdy side—i.e., reporting a couple's bridal night in prize-fight announcer-style. The artist has quite a following in niteries, which should help sales. Funniest thing about package is its cover (spoofing chi-chi LP's), picturing Komack sitting on the curb in front of the Waldorf Delicatessen.

### LATIN AMERICAN ★★★★

★★★★ **PANTASTIC**
**Various Artists. Cook 913**—Six different Caribbean steel bands contribute performances to this collection, with widely varying styles and sounds. This pan-made music, unique to the West Indies, is applied to a number of popular songs to the area, including some traditional tunes, and even to Liszt's "Liebestraume," with interesting results. Authentic and entertaining.

### FOLK ★★★★

★★★★ **THE NEW BRITON GAZETTE**
**Ewan Mac Coll & Peggy Seegar. Folkways FW 8732** — An extremely interesting collection of what might be called contemporary event songs, many of them lyricized from old melodies by Miss Seegar. There is, for instance, the "Ballad of Springhill," referring to the Nova Scotia mine disaster in 1958, a song referring to the British anti H-bomb march on London, etc. Ewan Mac Coll, a fine Scottish singer, and Miss Seegar team up on the tunes. A lot of impressive material is artfully performed.

(Continued on page 99)


RETAIL PRICE REDUCTION!
SOMERSET

MR. DEALER:

We have recently conducted a mail poll of 6,000 record dealers. This poll was to determine whether we should reduce the price of our Monaural Somerset records back to $1.98 retail.

Your comments emphatically show that we made a mistake in raising the retail price to $2.98 for our Monaural releases.

Effective immediately our Somerset (Monaural) will be factory-priced at $1.98.

Stereo-Fidelity will remain at $2.98. On both labels standard discounts will prevail.

SOMERSET STEREO-FIDELITY

FOR THE PAST 18 MONTHS HAVE HELD MORE POSITIONS ON THE CHARTS THAN ANY LABEL IN THE HISTORY OF THE INDUSTRY—REGARDLESS OF PRICE!


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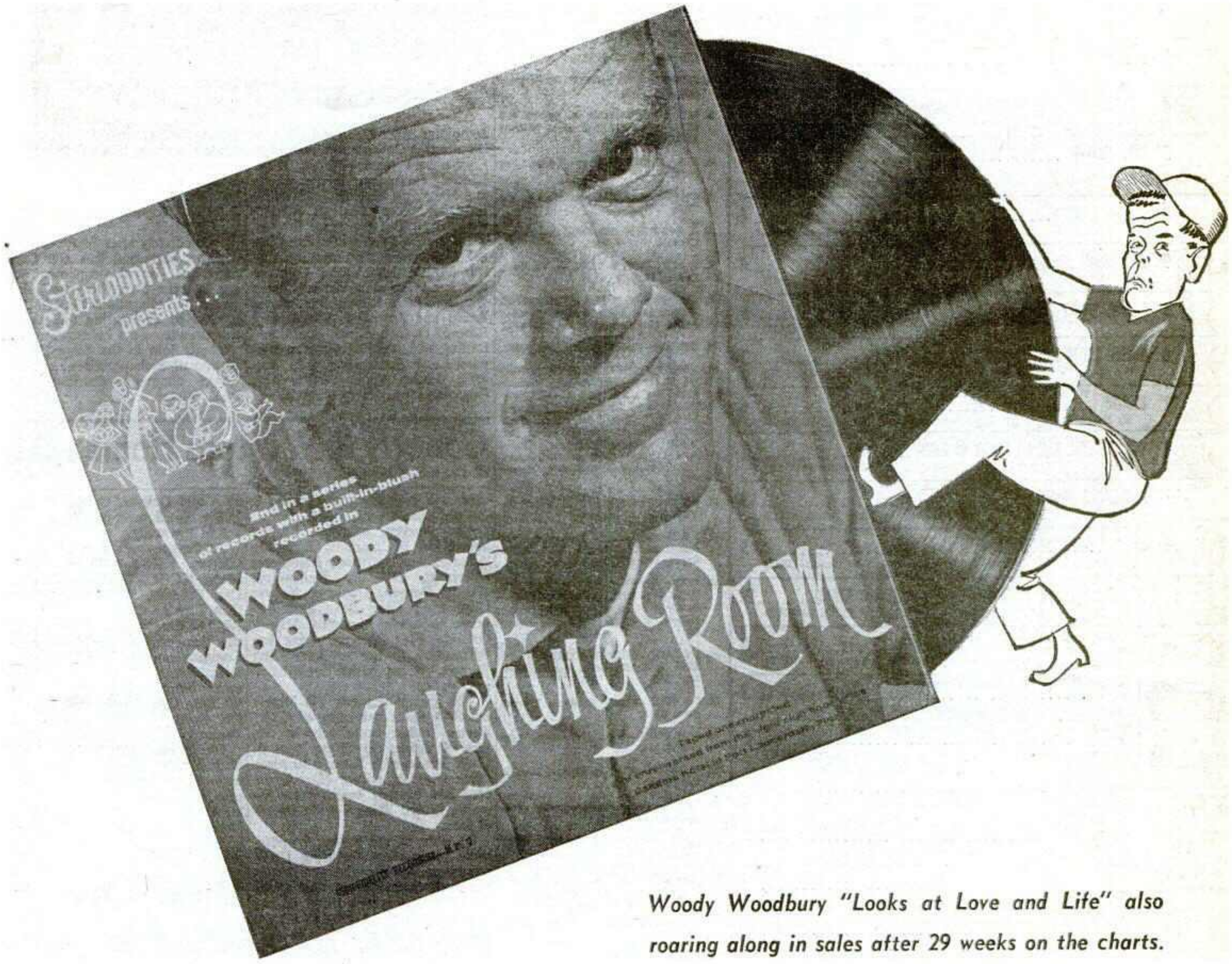
# *Fifteen weeks on the charts!!!*
# *Still selling like a new release!!!*

## WOODY WOODBURY'S — LAUGHING ROOM




*Woody Woodbury "Looks at Love and Life" also roaring along in sales after 29 weeks on the charts.*

***Be sure and stay well stocked with both these hot packages from Stereoddities, the leader in the comedy album field.***

●

**CONFIDENTIAL • TOP SECRET.** Don't read this unless you have been cleared by BITOA security. The surprise package of the year will soon be coming to you from Woody Woodbury. The most unique and salable album to hit the market since the record business began. Watch out for it, be prepared to hire extra sales clerks, but above all, don't tell anyone . . . yet! ! !

## SPECIAL NOTICE TO DEALERS

The fabulous Woody Woodbury Window Dressing Contest has been extended to end Nov. 1st. Be sure to check with your distributor so that your entry will be submitted in time to qualify for one of the many wonderful prizes being given away.

**GRAND PRIZE:**

**One week as Woody Woodbury's guest at the Bahama Hotel in Fort Lauderdale, Florida, with room and meals at the hotel, plus round-trip air fare for two people and $500 in cash for fun money.**

Stereoddities, INC.
*"The Starmakers Label"*

**1000 South Federal Highway ■ Fort Lauderdale, Florida**

Telephone: JAckson 2-6774

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THE NATION'S TOP TUNES

# HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING OCTOBER 2

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) | 8 |
| 2 | 2 | IT'S NOW OR NEVER | By Gold-Schroder—Published by Gladys (ASCAP) | 10 |
| 3 | 4 | MY HEART HAS A MIND OF ITS OWN | By Greenfield-Keller—Published by Aldon (BMI) | 5 |
| 4 | 5 | MR. CUSTER | By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP) | 4 |
| 5 | 8 | CHAIN GANG | By Sam Cooke—Published by Kags (BMI) | 4 |
| 6 | 9 | A MILLION TO ONE | By Phil Medley—Published by Starflower (BMI) | 4 |
| 7 | 3 | WALK, DON'T RUN | By Smith—Published by Forshay (BMI) | 9 |
| 8 | 6 | THEME FROM THE APARTMENT | By Charles Williams—Published by Mills (ASCAP) | 7 |
| 9 | 12 | KIDDIO | By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI) | 6 |
| 10 | 7 | VOLARE (NEL BLU DI PINTO DI BLU) | By Modugno-Parish—Published by Robbins (ASCAP) | 7 |
| 11 | 21 | PINEAPPLE PRINCESS | By Bob and Dick Sherman—Published by Music World (BMI) | 3 |
| 12 | 10 | YOGI | By Jacobson-Stallman-Kottelman—Published by Saxon (BMI) | 5 |
| 13 | 13 | ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI | By Vance Pockriss—Published by Pincus (ASCAP) | 12 |
| 14 | 11 | IN MY LITTLE CORNER OF THE WORLD | By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP) | 8 |
| 15 | 16 | SO SAD | By Don Everly—Published by Acuff-Rose (BMI) | 3 |
| 16 | 14 | DREAMIN' | By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI) | 7 |
| 17 | 15 | MISSION BELL | By Michael—Published by Bamboo (BMI) | 11 |
| 18 | 19 | DEVIL OR ANGEL | By Blanche Carter—Published by Progressive (BMI) | 3 |
| 19 | 25 | SAVE THE LAST DANCE FOR ME | By Pomus-Shuman—Published by Rumbalero-Progressive (BMI) | 2 |
| 20 | 17 | HOT ROD LINCOLN | By Charles Ryan-Stevenson—Published by Four Star Sales (BMI) | 5 |
| 21 | 22 | OVER THE RAINBOW | By Arlen-Harburg—Published by Leo Feist (ASCAP) | 8 |
| 22 | 20 | FINGER POPPIN' TIME | By Hank Ballard—Published by Wisto (BMI) | 11 |
| 23 | 24 | THE SAME ONE | By Brook Benton and Clyde Otis—Published by Play (BMI) | 4 |
| 24 | 30 | NEVER ON SUNDAY | By Hodijidakis—Published by Esteem-Sidmore (BMI) | 4 |
| 25 | — | LUCILLE | By R. Penniman-Albert Collins—Published by Venice (BMI) | 1 |
| 26 | 23 | YOU MEAN EVERYTHING TO ME | By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI) | 4 |
| 27 | 28 | THREE NIGHTS A WEEEK | By A. Domino—Published by Travis (BMI) | 2 |
| 28 | — | I WANT TO BE WANTED | By Gannon-Spotti, Testa—Published by Leeds (ASCAP) | 1 |
| 29 | 29 | ONLY THE LONELY | By Orbison-Nelson—Published by Acuff-Rose (BMI) | 14 |
| 30 | — | I'M NOT AFRAID | By Felice Bryant—Published by Acuff-Rose (BMI) | 1 |

## RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. **TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.**
2. **IT'S NOW OR NEVER—Elvis Presley, Vic 7777.**
3. **MY HEART HAS A MIND OF ITS OWN—Connie Francis, M-G-M 12923.**
4. **MR. CUSTER—Larry Verne, Era 3024.**
5. **CHAIN GANG — Sam Cooke, Vic 7783.**
6. **A MILLION TO ONE — Jimmy Charles, Promo 1002.**
7. **WALK, DON'T RUN — Ventures, Dolton 25.**
8. **THEME FROM THE APARTMENT —Ferrante and Teicher, United Artists 231;** Jack Lemmon, Epic 9399.
9. **KIDDIO—Brook Benton, Mer 71652.**
10. **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.**
11. **PINEAPPLE PRINCESS — Annette, Vista 362.**
12. **YOGI—Ivy Three, Shell 720;** Paul Ackerman Ork, Scarlet 4003; Sylvia Saynt, Wynne 127.
13. **ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—** Buddy Hackett, Laurel 1014; **Brian Hyland, Kapp 342;** Kittens, Alpine 64.
14. **IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Carlton 530.**
15. **SO SAD—Everly Brothers, Warner Bros. 5163.**
16. **DREAMIN'—Johnny Burnette, Liberty 55258.**
17. **MISSION BELL — Donnie Brooks, Era 3018.**
18. **DEVIL OR ANGEL—Bobby Vee, Liberty 55270.**
19. **SAVE THE LAST DANCE FOR ME—Drifters, Atlantic 2071.**
20. **HOT ROD LINCOLN — Johnny Bond, Republic 2005; Charlie Ryan, Four Star 1733.**
21. **OVER THE RAINBOW —** Valarie Carr, Roulette 4038; Perry Como, Vic 0107; **Demensions, 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, Vic 7628.
22. **FINGER POPPIN' TIME — Hank Ballard and the Midnighters, King 5341;** Stanley Brothers, King 5384.
23. **THE SAME ONE—Brook Benton, Mer 71652.**
24. **NEVER ON SUNDAY—Don Costa, United Artists 234;** Marty Gold and Ray Martin, Vic 7769; Pete King Ork & Chorus, Kapp 3444; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Nico Papadopoulos Ork, Atlantic 2070; Georgio Petroulos, Guyden 2037.
25. **LUCILLE—**Drifters and Clyde McPhatter, Atlantic 1019; **Everly Brothers, Warner Bros. 5163.**
26. **YOU MEAN EVERYTHING TO ME—Neil Sedaka, Vic 7781.**
27. **THREE NIGHTS A WEEEK—Fats Domino, Imperial 5687.**
28. **I WANT TO BE WANTED—Brenda Lee, Dec 31149.**
29. **ONLY THE LONELY—Roy Orbison, Monument 421;** Johnny Western, Col 41500.
30. **I'M NOT AFRAID—Ricky Nelson, Imperial 5685.**

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# Philly Turns Court Fire on 39

• *Continued from page 6*

named have "deceived and deluded" the public by paying or accepting money to "push" certain recordings on the air or television. The restraint against the principals reads as follows:

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

**Defendant List**

The distributors named on the complaint are Universal Record Distributing Corporation, Harold B. Lipsius and Harry Finfer; Jamie Record Company, Harry Finfer and Harold B. Lipsuis; Sparks Music Distributors, Leonard Rakliff; Edward S. Barsky, Inc., Edward S. Barsky and Manuel Barsky; Marnel Distributor Corporation, Nelson Verbit; Main Line Distributors, Inc., Haskel Golder and Barry Golder; David Rosen, Inc., David Rosen and Joseph J. Wasserman; Edward D. Cohen individually and trading as Lesco Distributors; Bernard Lowe Enterprises, Inc., Bernard Lowe; Chips Distributing Company, Inc., Harry Chipetz, and Raymond Rosen & Company, Inc.

The 14 jockeys who signed the decree are Red Benson, Seymour Brees also known as Bud Brees, Larry Brown, Thomas Coman also known as Tom Donahue, Edward Hurst, Joseph Grady, Hyman Lit also known as Hi Lit, Anthony Mammarella, Sidney Fleigelman also known as Sid Mark, Jack O'Reilly, Lloyd Smith also known as Lloyd Fatman, Kae Williams and George Woods.

Signed consent decrees were not received from Leon Cherkas, William C. Chatman Jr. also known as Bill Curtis, William Franklin, Charles Geter also known as Bonnie Price Charles, Leon Fisher also known as Julian Graham, Douglas Henderson also known as Jocko Henderson, George Johnson, Gertrude Katzman, Michael Lawrence, Harvey Miller, Michael Guerra also known as Bob Mitchell, Joseph Niagra, Carson Rennie, Emery Sanders, Mitchell Thomas and T. V. Whitfield.

Immediately after Blanc filed his petition, Raymond Rosen & Company, Inc., issued a statement saying that the firm "does not admit any of the allegations" but "in the interest of eliminating undesirable practices from the industry, we . . . willingly join in the general repudiation of such practices . . ." The Rosen company distributes for RCA Victor.

# Country & Western Home Mkt.

• *Continued from page 6*

homes in which country music is the main preference.

The survey sampled 11,000 homes in 18 markets, including Atlanta, Augusta, Ga.; Baltimore; Charlotte, N. C.; Dallas-Fort Worth, Denver, Houston; Kansas City, Mo.; Long Beach-Los Angeles, Nashville, Memphis; Miami, Orlando, Fla.; Phoenix, Ariz.; San Bernardino, Calif.; Salt Lake City; Tucson, Ariz.; Utica-Rome-Remsen, N. Y.

The survey showed: (1) Nearly one-fifth (18.2 per cent) of C&W listened rather exclusively to this type of music; (2) 43 per cent of C&W homes also listened to some other types of music; (3) 6.2 per cent had broadly based tastes listening to and liking a wide variety of fare.

Of note to the potential advertisers on stations featuring C&W programming was the family income characteristic of the C&W market which revealed that 66 per cent fell into the $3,000 to $7,500 per year class, a significant purchasing power—not to overlook the 9 per cent between $7,500 and $10,000 per year, and the 3½ per cent over $10,000.

The greatest concentration of C&W families was found, not unexpectedly in Nashville, which showed 55 per cent of the deep-dyed votaries dominating that market. Nearly one-third of Augusta, Ga., were in this country-oriented class and Denver, Colorado's total it the No. 3 most-penetrated market of the study.

At the speaker's dias were Leroy Gloger, KRCT, Houston: Kurt Meer, KCUL, Dallas-Fort Worth; Carl Brenner, WBMD, Baltimore; Olin Tice of CBS, who also owns WKTC, Charlotte; Coleman Finkel, ex-vice-president of Executive Communications, Inc.; Louis Heyman, owner of WSHE, Raleigh; and Norman (Bud) Messner, WCBG, Chambersburg, Pa., plus Dr. Sydney Roslow and Charles Bernard.

Guests were gifted with a jar of Bud Messner's apple butter and nine-year old Robin Davis, protege of host Charles Bernard and daughter of songwriter L. P. Davis, entertained by singing and playing guitar.

market is one-fourth C&W, making

# Four Lads

• *Continued from page 2*

While the Lads were leaving Columbia, it was reported that cleffer Bob Allen, one of the most productive pop writers on the current scene, was considering the ending of his long relationship with Mike Stewart, with whom he has been associated with in Korwin Music. Currently Allen is talking to a number of publishers about setting up a new publishing firm.

# HOT 100 ADDS NINE

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

75. **Somebody to Love** (Adaris, BMI)—Bobby Darin, Atco.
90. **Artificial Flowers** (Sunbeam, BMI)—Bobby Darin, Atco.
91. **Temptation** (Robbins, ASCAP)—Roger Williams, Kapp.
92. **Over the Mountain; Across the Sea** (Arc, BMI)—Johnny and Joe, Chess.
94. **Georgia on My Mind** (Peer Int'l, BMI)—Ray Charles, ABC-Paramount.
97. **Summer's Gone** (Spanka, BMI)—Paul Anka, ABC-Paramount.
98. **Alabam** (Starday, BMI)—Cowboy Copas, Starday.
99. **You Talk Too Much** (Ron, BMI)—Frankie Ford, Imperial.
100. **Wait** (Hill & Range, BMI)—Jimmy Clanton, Ace.

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ANTHONY NEWLEY

If She Should Come To You

1929

Great Instrumental Themes

Mantovani
*Theme from*
SUNDOWNERS
1946

Frank Chacksfield
DARK AT THE TOP OF THE STAIRS
1945

Mantovani
SONG WITHOUT END
1927

Mantovani
IRMA LA DOUCE
1947

Big Teen Sound

*The Cannons*

I Didn't Know The Gun Was Loaded

B/W

My Guy's Come Back

1943

Clever Latin Gimmick

Edmundo Ros

BILL

1928

The original from England's top 10

Ken Dodd

LOVE IS LIKE A VIOLIN

1942

LONDON RECORDS

539 West 25 St., New York 1, N. Y.


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FOR WEEK ENDING OCTOBER 2

# The Billboard HOT 100

THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO

★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.

[S] Indicates that 45 r.p.m. stereo single version is available.

[S] Indicates that 33⅓ r.p.m. stereo single version is available.

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | TITLE / Artist, Company | Record No. | STEREO | WEEKS ON CHART |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 9 | MY HEART HAS A MIND OF ITS OWN | Connie Francis, M-G-M 12923 | | 7 |
| 2 | 1 | 2 | 2 | TWIST | Chubby Checker, Parkway 811 | | 9 |
| 3 | 5 | 6 | 22 | CHAIN GANG | Sam Cooke, RCA Victor 7783 | [S] | 7 |
| 4 | 4 | 4 | 13 | MR. CUSTER | Larry Verne, Era 3024 | | 5 |
| ★5 | 10 | 13 | 20 | A MILLION TO ONE | Jimmy Charles, Promo 1002 | | 6 |
| 6 | 3 | 1 | 1 | IT'S NOW OR NEVER | Elvis Presley, RCA Victor 7777 | [S] | 11 |
| 7 | 6 | 5 | 3 | WALK, DON'T RUN | Ventures, Dolton 25 | | 11 |
| 8 | 7 | 8 | 17 | KIDDIO | Brook Benton, Mercury 71652 | | 8 |
| 9 | 11 | 17 | 47 | SO BAD | Everly Brothers, Warner Bros. 5163 | | 4 |
| ★10 | 18 | 44 | 78 | SAVE THE LAST DANCE FOR ME | Drifters, Atlantic 2071 | | 4 |
| ★11 | 17 | 28 | 37 | PINEAPPLE PRINCESS | Annette, Vista 362 | | 7 |
| 12 | 12 | 12 | 10 | THEME FROM THE APARTMENT | Ferrante and Teicher, United Artists 231 | | 10 |
| 13 | 15 | 26 | 32 | DEVIL OR ANGEL | Bobby Vee, Liberty 55270 | | 9 |
| 14 | 9 | 7 | 4 | VOLARE (NEL BLU DI PINTO DI BLU) | Bobby Rydell, Cameo 179 | | 11 |
| 15 | 13 | 11 | 18 | DREAMIN' | Johnny Burnette, Liberty 55258 | | 10 |
| 16 | 8 | 9 | 14 | YOGI | Ivy Three, Shell 720 | | 8 |
| 17 | 16 | 19 | 21 | THE SAME ONE | Brook Benton, Mercury 71652 | [S] | 6 |
| 18 | 14 | 10 | 7 | MISSION BELL | Donnie Brooks, Era 3018 | | 16 |
| 19 | 23 | 22 | 28 | YOU MEAN EVERYTHING TO ME | Neil Sedaka, RCA Victor 7781 | [S] | 8 |
| 20 | 19 | 15 | 8 | FINGER POPPIN' TIME | Hank Ballard and the Midnighters, King 5341 | | 20 |
| 21 | 22 | 35 | 76 | THREE NIGHTS A WEEEK | Fats Domino, Imperial 5687 | | 4 |
| 22 | 27 | 33 | 36 | LUCILLE | Everly Brothers, Warner Bros. 5163 | | 4 |
| ★23 | 33 | 67 | — | I WANT TO BE WANTED | Brenda Lee, Decca 31149 | | 3 |
| 24 | 21 | 18 | 16 | OVER THE RAINBOW | Demensions, Mohawk 116 | | 13 |
| 25 | 20 | 16 | 11 | IN MY LITTLE CORNER OF THE WORLD | Anita Bryant, Carlton 530 | | 12 |
| 26 | 31 | 37 | 26 | NEVER ON SUNDAY | Don Costa, United Artists 234 | | 8 |
| ★27 | 38 | 63 | 75 | I'M NOT AFRAID | Ricky Nelson, Imperial 5685 | | 4 |
| ★28 | 39 | 59 | 69 | HONEST I DO | Innocents, Indigo 1055 | | 7 |
| 29 | 25 | 14 | 6 | ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI | Brian Hyland, Kapp 342 | | 13 |
| 30 | 24 | 20 | 5 | I'M SORRY | Brenda Lee, Decca 31093 | | 18 |
| 31 | 34 | 34 | 46 | ANYMORE | Teresa Brewer, Coral 62219 | | 8 |
| 32 | 26 | 38 | 36 | HOT ROD LINCOLN | Johnny Bond, Republic 2005 | | 8 |
| ★33 | 56 | 71 | 87 | LET'S THINK ABOUT LIVIN' | Bob Luman, Warner Bros. 5172 | | 4 |
| 34 | 43 | 80 | — | YES SIR, THAT'S MY BABY | Ricky Nelson, Imperial 5685 | | 3 |
| 35 | 28 | 29 | 31 | TWIST | Hank Ballard and the Midnighters, King 5171 | | 11 |
| 36 | 29 | 27 | 19 | (YOU WERE MADE FOR) ALL MY LOVE | Jackie Wilson, Brunswick 55167 | | 12 |
| ★37 | 60 | 61 | 80 | DIAMONDS AND PEARLS | Paradons, Milestone 2003 | | 6 |
| 38 | 30 | 25 | 12 | ONLY THE LONELY | Roy Orbison, Monument 421 | | 16 |
| 39 | 32 | 24 | 23 | HELLO, YOUNG LOVERS | Paul Anka, ABC-Paramount 10132 | [S] | 9 |
| 40 | 47 | 46 | 58 | (I DO THE) SHIMMY, SHIMMY | Bobby Freeman, King 5373 | | 7 |
| 41 | 36 | 23 | 24 | TA-TA | Clyde McPhatter, Mercury 71660 | [S] | 11 |
| 42 | 37 | 31 | 30 | A WOMAN, A LOVER, A FRIEND | Jackie Wilson, Brunswick 55167 | | 12 |
| 43 | 50 | 55 | 61 | YOU'RE LOOKIN' GOOD | Dee Clark, Vee Jay 355 | | 7 |
| 44 | 49 | 47 | 67 | A FOOL IN LOVE | Ike and Tina Turner, Sue 730 | | 5 |
| 45 | 51 | 51 | 52 | LET'S HAVE A PARTY | Wanda Jackson, Capitol 4397 | | 5 |
| 46 | 40 | 21 | 15 | PLEASE HELP ME, I'M FALLING | Hank Locklin, RCA Victor 7692 | [S] | 19 |
| ★47 | 76 | 96 | — | DON'T BE CRUEL | Bill Black's Combo, Hi 2026 | | 3 |
| 48 | 46 | 40 | 44 | I LOVE YOU IN THE SAME OLD WAY | Paul Anka, ABC-Paramount 10132 | [S] | 9 |
| 49 | 35 | 30 | 27 | IMAGE OF A GIRL | Safaris, Eldo 101 | | 17 |
| 50 | 53 | 50 | 54 | BIG BOY PETE | Olympics, Arvee 595 | | 13 |
| 51 | 42 | 41 | 39 | (I CAN'T HELP YOU) I'M FALLING TOO | Skeeter Davis, RCA Victor 7767 | [S] | 6 |
| 52 | 45 | 36 | 33 | HOT ROD LINCOLN | Charlie Ryan, Four Star 1733 | | 18 |
| ★53 | 65 | 75 | 84 | SLEEP | Little Willie John, King 5394 | | 4 |
| 54 | 48 | 74 | — | RUN, SAMPSON, RUN | Neil Sedaka, RCA Victor 7781 | [S] | 4 |
| 55 | 55 | 69 | 59 | MALAGUENA | Connie Francis, M-G-M 12923 | | 6 |
| ★56 | 91 | — | — | YOU TALK TOO MUCH | Joe Jones, Ric 972 | | 2 |
| ★57 | 70 | 98 | — | SHIMMY LIKE KATE | Olympics, Arvee 5006 | | 3 |
| 58 | 52 | 54 | 62 | IF I CAN'T HAVE YOU | Etta James and Harvey, Chess 1760 | | 9 |
| 59 | 58 | 78 | 88 | PUT YOUR ARMS AROUND ME, HONEY | Fats Domino, Imperial 5687 | | 4 |
| 60 | 66 | 77 | 90 | MOVE TWO MOUNTAINS | Marv Johnson, United Artists 241 | | 4 |
| 61 | 63 | 65 | 72 | MY LOVE FOR YOU | Johnny Mathis, Columbia 41764 | [S] | 5 |
| 62 | 73 | 82 | 95 | ROCKING GOOSE | Johnny and the Hurricanes, Big Top 3051 | | 4 |
| 63 | 41 | 39 | 38 | IT ONLY HAPPENED YESTERDAY | Jack Scott, Top Rank 2055 | | 9 |
| 64 | 59 | 52 | 55 | A MESS OF BLUES | Elvis Presley, RCA Victor 7777 | | 10 |
| 65 | 54 | 48 | 60 | LET THE GOOD TIMES ROLL | Shirley and Lee, Warwick 581 | | 4 |
| 66 | 74 | 87 | 92 | COME BACK | Jimmy Clanton, Ace 600 | | 6 |
| ★67 | 100 | — | — | TOGETHERNESS | Frankie Avalon, Chancellor 1056 | | 2 |
| 68 | 57 | 45 | 53 | MY SHOES KEEP WALKING BACK TO YOU | Guy Mitchell, Columbia 41725 | [S] | 9 |
| 69 | 72 | 72 | 85 | AND NOW | Della Reese, RCA Victor 7784 | [S] | 4 |
| 70 | 61 | 70 | 70 | KOOKIE LITTLE PARADISE | Jo Ann Campbell, ABC-Paramount 10134 | [S] | 7 |
| ★71 | 98 | — | — | TWISTIN' U. S. A. | Danny and the Juniors, Swan 4060 | | 2 |
| 72 | 68 | 66 | 71 | I WALK THE LINE | Jaye P. Morgan, M-G-M 12924 | | 5 |
| ★73 | 95 | 100 | — | TIME MACHINE | Dante and the Evergreens, Madison 135 | | 3 |
| 74 | 77 | 95 | — | FIVE BROTHERS | Marty Robbins, Columbia 41771 | [S] | 3 |
| ★75 | — | — | — | SOMEBODY TO LOVE | Bobby Darin, Atco 6179 | | 1 |
| 76 | 78 | 89 | — | TONIGHT'S THE NIGHT | Chiffons, Big Deal 6003 | | 3 |
| 77 | 87 | — | — | LET'S GO, LET'S GO, LET'S GO | Hank Ballard and the Midnighters, King 5400 | | 2 |
| 78 | 90 | 97 | — | TONIGHT'S THE NIGHT | Shirelles, Scepter 1208 | | 3 |
| 79 | 92 | 99 | — | JUST CALL ME | Lloyd Price, ABC-Paramount 10139 | | 3 |
| 80 | 75 | 83 | — | BRONTOSAURUS STOMP | Piltdown Men, Capitol 4414 | | 3 |
| ★81 | 96 | — | — | BLUE ANGEL | Roy Orbison, Monument 425 | | 2 |
| 82 | 67 | 60 | 68 | NICE AND EASY | Frank Sinatra, Capitol 4408 | | 5 |
| 83 | 81 | 85 | — | JOURNEY OF LOVE | Crests, Coed 535 | | 3 |
| 84 | 88 | 91 | — | LOVIN' TOUCH | Mark Dinning, M-G-M 12929 | | 5 |
| 85 | 93 | — | — | NORTH TO ALASKA | Johnny Horton, Columbia 41782 | | 2 |
| 86 | 85 | 79 | 82 | THIS OLD HEART | James Brown and the Famous Flames, Federal 12378 | | 5 |
| 87 | 83 | 86 | 89 | KOMMOTION | Duane Eddy, Jamie 1163 | | 6 |
| 88 | 94 | — | — | IS YOU IS OR IS YOU AIN'T MY BABY | Buster Brown, Fire 1023 | | 2 |
| 89 | 99 | — | — | MY DEAREST DARLING | Etta James, Argo 5368 | | 2 |
| ★90 | — | — | — | ARTIFICIAL FLOWERS | Bobby Darin, Atco 6179 | | 1 |
| 91 | — | — | — | TEMPTATION | Roger Williams, Kapp 347 | | 1 |
| 92 | — | — | — | OVER THE MOUNTAIN | Johnnie and Joe, Chess 1654 | | 1 |
| 93 | 80 | 73 | 77 | NO | Dodie Stevens, Dot 16103 | [S] | 8 |
| 94 | — | — | — | GEORGIA ON MY MIND | Ray Charles, ABC-Paramount 10135 | | 1 |
| 95 | — | — | 98 | ALVIN FOR PRESIDENT | David Seville and the Chipmunks, Liberty 55277 | | 2 |
| 96 | 71 | 64 | 73 | WRECK OF THE "JOHN B" | Jimmie Rodgers, Roulette 4260 | | 9 |
| 97 | — | — | — | SUMMER'S GONE | Paul Anka, ABC-Paramount 10147 | | 1 |
| 98 | — | — | — | ALABAM | Cowboy Copas, Starday 501 | | 1 |
| 99 | — | — | — | YOU TALK TOO MUCH | Frankie Ford, Imperial 5686 | | 1 |
| 100 | — | — | — | WAIT | Jimmy Clanton, Ace 600 | | 1 |

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# & 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

**DIAMONDS AND PEARLS** ..... **Paradons**
(Lode, BMI) Milestone 2003

***DON'T BE CRUEL** ..... **Bill Black's Combo**
(Shalimar-Presley, BMI) Hi 2026

***SLEEP** ..... **Little Willie John**
(Miller, ASCAP) King 5394

***YOU TALK TOO MUCH** ..... **Joe Jones**
(Ron, BMI) Ric 972

***SHIMMY LIKE KATE (I WISH I COULD SHIMMY LIKE MY SISTER KATE)** ..... **Olympics**
(Jerry Vogel, ASCAP) Arvee 5006

**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-I-EE-I-OH! ..... Jimmy Jones, Cub 9076
3. GHOST OF BILLY MALLOO ... Dorsey Burnette, Era 3025
4. IF SHE SHOULD COME TO YOU (LA MONTANA) ..... Anthony Newley, London 1926
5. THEME FROM THE SUNDOWNERS ..... Billy Vaughn, Dot 16133
6. WHAT A DREAM ..... Conway Twitty, M-G-M 12918
7. BLUE VELVET ..... Paragons, Musicraft 1102
8. THEME FROM THE SUNDOWNERS ..... Felix Slatkin, Liberty 55282
9. BLUE VELVET ..... Statues, Liberty 55245
10. I WISH I'D NEVER BEEN BORN ..... Patti Page, Mercury 71695
11. STAY ..... Maurice Williams, Herald 552
12. SLIPPING AROUND ..... Betty Johnson, Dot 16127
13. DON'T YOU JUST KNOW IT .... Fendermen, Soma 1142
14. HUSH-HUSH ..... Jimmy Reed, Vee-Jay 357
15. HARMONY ..... Billy Bland, Old Town 1088

## HOT 100: A TO Z


A Fool in Love ..... 44
A Million to One ..... 5
A Mess of Blues ..... 64
A Woman, A Lover A Friend .... 42
Alabam ..... 98
Alvin for President ..... 95
And Now ..... 69
Anymore ..... 31
Artificial Flowers ..... 90
Big Boy Pete ..... 50
Blue Angel ..... 81
Brontosaurus Stomp ..... 80
Chain Gang ..... 3
Come Back ..... 66
Devil or Angel ..... 13
Diamonds and Pearls ..... 37
Don't Be Cruel ..... 47
Dreamin' ..... 15
Finger Poppin' Time ..... 20
Five Brothers ..... 74
Georgia on My Mind ..... 94
Hello, Young Lovers ..... 39
Honest I Do ..... 28
Hot Rod Lincoln (Bond) ..... 32
Hot Rod Lincoln (Ryan) ..... 52
(I Can't Help You) I'm Falling Too 51
(I Do the) Shimmy, Shimmy ..... 40
I Love You in the Same Old Way. 48
I Walk the Line ..... 72
I Want to Be Wanted ..... 23
If I Can't Have You ..... 58
I'm Sorry ..... 30
I'm Not Afraid ..... 27
Image of a Girl ..... 49
In My Little Corner of the World. 25
Is You Is or Is You Ain't My Baby 88
It Only Happened Yesterday .... 63
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini ..... 29
It's Now or Never ..... 6
Journey of Love ..... 83
Just Call Me ..... 79
Kiddio ..... 8
Kommotion ..... 87
Kookie Little Paradise ..... 70
Let the Good Times Roll ..... 65
Let's Go, Let's Go, Let's Go ..... 77
Let's Have a Party ..... 45
Let's Think About Livin' ..... 33
Lovin' Touch ..... 84
Lucille ..... 22
Malaguena ..... 55
Mission Bell ..... 18
Mr. Custer ..... 4
Move Two Mountains ..... 60
My Dearest Darling ..... 89
My Heart Has a Mind of It's Own 1
My Love for You ..... 61
My Shoes Keep Walking Back to You ..... 68
Never on Sunday ..... 26
Nice and Easy ..... 82
No ..... 93
North to Alaska ..... 85
Only the Lonely ..... 38
Over the Mountain ..... 92
Over the Rainbow ..... 24
Pineapple Princess ..... 11
Please Help Me, I'm Falling ..... 46
Put Your Arms Around Me, Honey ..... 59
Rocking Goose ..... 62
Run, Sampson, Run ..... 54
Same One, The ..... 17
Save the Last Dance for Me ..... 10
Shimmy Like Kate ..... 57
Sleep ..... 53
So Sad ..... 9
Somebody to Love ..... 75
Summer's Gone ..... 97
Ta-Ta ..... 41
Temptation ..... 91
Theme From The Apartment .... 12
This Old Heart ..... 86
Three Nights a Weeek ..... 21
Time Machine ..... 73
Togetherness ..... 67
Tonight's the Night (Chiffons) .. 76
Tonight's the Night (Shirelles) .. 78
Twist (Ballard) ..... 35
Twist (Checker) ..... 2
Twistin' U. S. A. ..... 71
Volare (Nel Blu Di Pinto Di Blu). 14
Wait ..... 100
Walk, Don't Run ..... 7
Wreck of the "John B" ..... 96
Yes Sir, That's My Baby ..... 34
Yogi ..... 16
You Mean Everything to Me .... 19
You Talk Too Much (Ford) ..... 99
You Talk Too Much (Jones) .... 56
(You Were Made for) All My Love 36
You're Looking Good ..... 43


## REVIEWS OF THIS WEEK'S SINGLES

### SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

**Strongest sales potential of all records reviewed this week.**

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

### Pop

**OLIVER COOL**

**OLIVER COOL (Planetary, ASCAP) (2:29)** — Singer Oliver Cool tells about "Oliver Cool," who is the "swingiest" boy in school, on this cute, bright record. This could be a big novelty. Flip is "I Love Girls" (Vanlee, ASCAP) (2:05). **Roulette 4292**

**SKIP & FLIP**

**GREEN DOOR (Trinity, ASCAP) (2:25)** — A wonderfully swinging and happy rendition of the old hit by the boys and it should turn into a solid seller. Flip is "Willow Tree" (Aberbach, BMI) (2:34). **Brent 7017**

**THE PLATTERS**

**TO EACH HIS OWN (Paramount, ASCAP) (2:46) — DOWN THE RIVER OF GOLDEN DREAMS (Feist, ASCAP) (3:10)** — Two fine, smooth sides by the Platters that show off their familiar sound on two solid standards. Both sides could make the big time. **Mercury 71697**

**HAROLD DORMAN**

**MOVED TO KANSAS CITY (Roylyn, BMI) (2:00)** — A bright performance of a snappy rocker that also features a neat arrangement by the ork. Winning vocal will help this. Flip is "Take a Chance on Me" (Rolyn, BMI). **Rita 1012**

**MARTY ROBBINS**

**BALLAD OF THE ALAMO (Feist, ASCAP)** — The key tune from the new flick, "The Alamo," is sung with warmth by Marty Robbins on this attractive new disk. Strong wax. Flip is "A Time and a Place for Everything" (Marizona, BMI) (1:49). **Columbia 41809**

**DUANE EDDY**

**PETER GUNN (Northridge, ASCAP) (2:23) — ALONG THE NAVAJO TRAIL (Leeds, ASCAP) (2:28)** — Eddy turns in a solid instrumental treatment with a sock tempo of Henry Mancini's recent hit, the TV theme, "Peter Gunn." Flip is melodic treatment of the pretty oldie. Either side could happen. **Jamie 1168**

**CHEVRONS**

**LITTLE DARLIN' (Excellorec, BMI) (2:00) — LITTLE STAR (Keel, BMI) (1:32)** — Two old r.&r. hits are wrapped up in solid vocals by the group. "Little Star" was a click for the Elegants and the flip was one of the Diamonds's old hits. Dual-market sides. **Brent 7015**

**NICK PERITO**

**THE GREEN LEAVES OF SUMMER (Feist, ASCAP) (1:54)** — Here's a lushly effective instrumental treatment of the lovely theme from the new big-budget movie, "The Alamo." Lead is handled neatly by accordion, richly backed by strings. Flip is "Jennifer" (UA Music, ASCAP) (2:34). **United Artists 262**

**BROTHERS FOUR**

**THE GREEN LEAVES OF SUMMER (Feist, ASCAP) (2:52) — BEAUTIFUL BROWN EYES (American, BMI) (2:40)** — The Brothers contribute a first-rate reading of the haunting tune from the new John Wayne-Frankie Avalon movie, "The Alamo." Flip is an interesting new vocal treatment of the pretty oldie. Both sides have strong potential. **Columbia 41808**

**JOHNNY CASH**

**GOING TO MEMPHIS (Ludlow-Cash, BMI) (3:08)** — Here's a fine effort by an artist who really has authentic roots. Cash starts in a slow talk intro, then moves up with a top folk-chanting effort. Side is from a recent album, and it can go. Flip is "Loading Coal," another strong folk adaption (Cash, BMI) (2:19). **Columbia 41804**

*(Continued on page 94)*

### 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.

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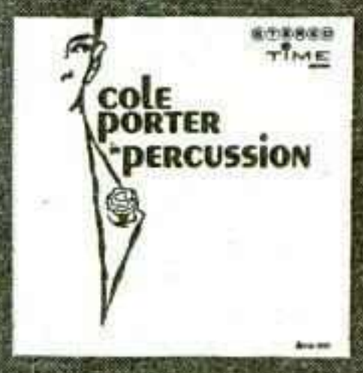


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# Reviews of THIS WEEK'S SINGLES

## SPOTLIGHT WINNERS OF THE WEEK

**The pick of the new releases:**

**Strongest sales potential of all records reviewed this week.**

• *Continued from page 43*

**RAY CONNIFF ORK & CHORUS**

**MIDNIGHT LACE (Parts 1 & 2) (Daywin, BMI) —** The attractive title theme from the new Doris Day-Rex Harrison movie, "Midnight Lace," is handed a smart vocal and ork treatment with standout harmonica solo work by Eddy Manson. Flip is a pretty instrumental treatment of the same theme. **Columbia 41800**

**DION**

**LITTLE MISS BLUE (Lowery, BMI) (2:16) — LONELY TEENAGER (Lola, BMI) (2:13) —** The artist works for the first time without his usual group, the Belmonts, and he has a pair of salable efforts. The top side is a pleasing tune with good lyrics and it's done with heart by Dion and a fem group. Flip is a wistful workout by the chanter, again with fem group support. Either can make it. **Laurie 3070**

**BOBBY HENDRICKS**

**TOO GOOD TO BE TRUE (BMI) (2:13) — PSYCHO (Olimac, BMI) (2:27) —** Hendricks has made the charts on other labels in the past and this debut effort for Sue appears a likely winner, too. First, there's a nice, medium-tempo rocker effort, while the flip is a well-performed novelty. Either side has a good chance. Watch both. **Sue 732**

**THE COPYCATS**

**CHIEF SITTIN' BULL (Criterion, ASCAP) (2:40) —** Here's the answer song to the hit, "Hey, Mister Custer," and this has just as good a chance as the original. It's cleverly written and performed and it's full of chuckles as the cat imagines himself in the hands of the Indians. Flip is "The Abominable Snow Man" (Criterion, ASCAP) (2:45). **Price 5061**

### Country & Western

**ERNEST ASHWORTH**

**YOU CAN'T PICK A ROSE IN DECEMBER (Acuff-Rose, BMI) (2:09) — YOU'LL HEAR MY HEART BREAK (Acuff-Rose, BMI) (2:38) —** An excellent, pop-country effort by the strong country artist. Top side is a weeper that's sold with class and the flip is much the same in mood. Take your pick here. Both have what it takes. **Decca 31156**

## 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.**

**TONY PRIMO**

**THAT'S THE WAY I FEEL (Michele, ASCAP) (2:25) —** A new label bows with an impressive hunk of talent. Primo registers for sock effects on his reading of this rockaballad and he gets a provocative instrumental backing. This lad will be heard from. Flip is "I'm Gonna Run Away From You" (Michele, ASCAP) (2:18). **Nomar 101**

## ★ ★ ★ ★ VERY STRONG SALES POTENTIAL

### POPULAR ★★★★

**DOROTHY COLLINS**

★★★★ **Unlock Those Chains** — TOP RANK 2074 — Personable multi-track piping by canary on attractive country-flavored ditty. Has dual market appeal. Gil, BMI) (2:53)

★★★★ **I'll Be Yours, You Be Mine** — Pretty country-flavored item is wrapped up n charming multi-track thrushing stint with mildly r.&r. tempo on backing. (Panther, ASCAP) (2:38)

**RON HOLDEN**

★★★★ **Everything's Gonna Be All Right**—DONNA 1328 — Holden sings of an optimistic kick. It's a slow, fine r.&b. styled blues side. Fem voices lend a smart supporting sound. The artist has been hot lately and this side should be watched. (Maravilla, BMI) (3:04)

★★★★ **True Love Can Be** — Holden turns in a smart bit of chanting in front of a good r.&b.-based backing. Side has a good beat and a tricky rhythm figure in the support. Fem voices move in as the side spins. Watch this one. (Maravilla, BMI) (3:00)

**ROY HAMILTON**

★★★★ **Lonely Hands** — EPIC 9407 — Seagull sounds and waves open up this dramatic ballad effort by Hamilton. He sounds fine here and he gets strong ork support. A listenable side and a good performance. (Big Billy, BMI) (2:12)

★★★★ **Your Love** — A driving beat side with chorus and a swingin' combo backing Hamilton's frantic chanting. This can get plenty of play. (Roosevelt, BMI) (2:39)

**ROD BERNARD**

★★★★ **Strange Kisses** — MERCURY 71689 — Intense reading by Bernard on romantic rockaballad. (Glad, BMI) (2:19)

★★★★ **Just a Memory** — Heartfelt chanting by Bernard on meaningful rockaballad. (Big Bopper, BMI) (2:37)

**BEVERLY ST. LAWRENCE**

★★★★ **Gosh, I've Missed You**—SHASTA 142—Effective multi-track piping by gal on relaxed country-flavored ballad. (Mono, BMI) (2:17)

★★★★ **On and On** — Exuberant rhythm tune with infectious tempo is handed lively vocal stint by canary and chorus. (Mono, BMI) (2:25)

**JOHNNY LOVE**

★★★★ **There Goes My Heart** — MERCURY 71667—Love chants this fine oldie in a style reminiscent of Bill Kenny. It's a nice arrangement with ork and chorus in slow, dreamy tempo. Side has considerable style and can catch jock spins. (Feist, ASCAP) (2:26)

★★★★ **I Love You, Yes I Do** — A slow, shuffle rhythm ballad is handled with class by the chanter. He's got a dramatic style. (Lois, BMI) (2:13)

**JONI JAMES**

★★★★ **Be My Love**—M-G-M K12948—The thrush turns out a big production of the tune made famous by Mario Lanza. It's pleasant listening and hit has a chance to score. (Robbins, ASCAP) (2:54)

★★★★ **A Tall Tree** — A soft, whispery effort which has a strong inspirational message. Miss James is backed by a rich bank of strings and voices. A big production. (Blue Jay, BMI) (3:51)

**CHET ATKINS**

★★★★ **Theme From "The Dark at the Top of the Stairs"**—RCA VICTOR 47-7796—From the flick of the same title comes this pretty version of the tune, played with much warmth by Atkins over big string backing. This could happen. (M. Witmark ASCAP) (2:58)

★★★★ **Hocus Pocus**—The attractive hunk of material receives a warm reading from the guitarist on this bright side. Should pull coins. (Athens, BMI) (2:07)

**BILLY STORM**

★★★★ **In the Chapel in the Moonlight**—ATLANTIC 2076—The fine standard is sung with much feeling by Storm on this pretty arrangement. It has a chance to make it. (Shapiro-Bernstein, ASCAP) (2:43)

★★★★ **Sure as You're Born**—Storm bows on the label with a mighty pretty performance on a warm ballad, and the backing is very tasty. Could get spins. (Stearns-Lorob, BMI) (2:14)

**THE CLEBANOFF STRINGS**

★★★★ **Where the Hot Wind Blows**—MERCURY 71711—A pretty hunk of movie theme wax, from the film starring Gina Lollobrigida. Nice guitar lead is featured in front of an interesting piano figure with voices. Highly spinnable wax. (Levine, McHugh, ASCAP) (2:19)

★★★★ **The Green Leaves of Summer**—The theme music from the soon-to-open pic, "The Alamo," gets a lush scoring for strings and voices. This side can grab a good part of the loot on the tune. (Leo Feist, ASCAP) (2:04)

**STAN ROBINSON**

★★★★ **Can She Give You Fever?**—AMY 5718 & 5719—Exuberant vocalizing by Robinson on bouncy r.&r. item with fem chorus. Watch it. (C. Shaw, BMI) (2:30)

★★★★ **Rhinoceros** — Fervid warbling treatment by chanter on a strong blues novelty item with effective backing. Also worth watching. (Gil Music, BMI) (2:30)

**LEON McAULIFF**

★★★★ **Water Baby Boogie** — CIMARRON 4047—Bright, happy instrumental side with fast-moving tempo and sock guitar solo stint. Dual market side. (Four Star, BMI) (1:50)

★★★★ **Three Bears** — One of Bobby Troup's jazz oldies is accorded personable country-flavored vocal by McAuliff. Merits spins. (Mayfair, ASCAP) (2:05)

**RUTH BROWN**

★★★★ **Honey Boy**—ATLANTIC 2075—Cute side by the fine singing Miss Brown has a strong beat, with the thrush adding wild sounds from time to time. Two solid sides. (Lori-Lloyd-Logan—Progressive, BMI) (2:11)

★★★★ **Taking Care of Business**—Very hip title and inventive lyric make this blues in a medium tempo a strong item. Watch this one. (Progressive, BMI) (2:19)

**BUDDY GRECO**

★★★★ **This Could Be the Start of Something Big**—EPIC 9404—Greco turns in a sprightly performance of the tune, probably one of the best and most familiar written by Steve Allen. Greco works smartly with a chorus and band. Listenable, and solid jock wax. (Rosemeadow, ASCAP) (2:37)

★★★ **Oooh, Look-a-There, Ain't She Pretty**—A familiar rhythm side is handled in good style. Greco sounds full of drive on this coupling and either side could catch spins. (Leeds, ASCAP) (1:34)

**SID FELLER AND THE ISLANDERS**

★★★★ **Midnight Lace** — ABC-PARAMOUNT 45-10,145—A stylish arrangement with harmonica lead blowing in virtuoso style against pleasant vocal background. Fancy fiddle figures are also heard here. Many versions of the tune and this has a chance in the run to the wire. (Daywin, BMI) (2:26)

★★★ **Isle of Samoa** — Feller and the Islanders turn out a pretty bit of languid Island fare featuring steel guitar and ukulele along with other native-sounding instrumental wax. (Pamco, BMI) (2:24)

**WILLIAM POWELL**

★★★★ **Strawberry Blonde (And the Band Played On)**—GEM 102—Bright reading of the old tune, over a semi-rock and roll beat. It has a lot of life and spirit. Watch this one. (Farel, ASCAP) (1:55)

★★★ **Politics**—This is a story of a man who was fired because he was a Democrat in one job, and fired because he was a Republican on another. Flip is better. (Farel, ASCAP) (2:05)

**PAUL EVANS**

★★★★ **Hushaby Little Guitar** — GUARANTEED 213—Cute little tune is sung with brightness by the chanter, over simple backing. Should get good action. (Pambill-Lyle, ASCAP) (2:30)

★★★ **Blind Boy**—A touching piece of material about a boy who can't see, and it's sung with much feeling by the singer over warm support. It, too, could get action. (Pambill-Lyle, ASCAP) (2:52)

**HENRY MANCINI**

★★★★ **High Time**—RCA VICTOR 47-7791—Gay, lighthearted title theme of new Bing Crosby-Fabian movie is wrapped up in bright, bouncy instrumental treatment. (Miller, ASCAP) (2:20)

★★★ **The Second Time Around**—Attractive vocal chorus is spotlighted on pretty ballad from same movie. Spinnable. (Miller, ASCAP) (2:49)

**DICK JACOBS**

★★★★ **Midnight Lace**—CORAL 9-62232—Dick Jacobs comes thru with a pleasant, warm reading of the tune from the flick of the same name. It has voices intermingled with strings and it can get spins. (Daywin, BMI) (2:16)

★★★ **Spartacus—Love Theme**—The theme from the forthcoming flick is played with enthusiasm by the large ork here. This side, too, has a chance. (Northern, ASCAP) (2:20)

**DAVID CARROLL & ORK**

★★★★ **Midnight Lace**—MERCURY 71703—The much-recorded new movie theme material receives an interesting arrangement in triplet rhythm with voices. It's smart and it can collect loot. (Daywin, BMI) (2:29)

★★★ **Juke Box Jingle**—A frothy bit of upbeat rhythm fare, featuring fiddles. Pleasant but flip will get the attention. (Criterion, ASCAP) (1:41)

**ROY JONES & SHELLS**

★★★★ **Satisfied** — SWIRL 101 — Verveful vocalizing by Jones and group on exuberant r.&r. rhythm ditty with dual market appeal. (Audicon-Geneva, BMI) (2:18)

★★★ **Made for Lovers** — Expressive rendition by Jones and the Shells on romantic rockaballad. (Audicon, BMI) (2:14)

**RODNEY & THE BLAZERS**

★★★★ **Teenage Cinderella** — DORE 572—This one has plenty of teen-appeal. Rodney sings wistfully on pretty ballad with effective lyrics. (Shelter, BMI) (2:15)

★★ **Rolling Along** — Familiar sounding melody is wrapped up in bright, effective sax solo work. Happy instrumental wax. (Hillary, BMI) (2:00)

**VIBRATIONS**

★★★★ **Cave Man** — CHECKER 961 — A blues on a novelty kick. Good lead spins out the tale in shouted tones against a persistent backing by the chorus and the band. Good side that could generate action. (Arc, BMI) (2:25)

★★ **Feel So Bad**—A slow ballad, done with fervor by the lead, but the flip has more initial impact. (Arc-Playmate, BMI) (2:14)

**THE MEDALLION STRINGS**

★★★★ **The Green Leaves of Summer**—KAPP MM-601—The lovely theme material with the strongly accented Western flavor is given a handsome, clean, crisp sounding version by the ensemble. Wax can catch good jock action. (Leo Feist, ASCAP) (2:07)

★★ **Spellbound** — The memorable movie theme from the 1940's gets a pleasantly fresh updating by the complement. Flip will have more immediate impact, however. (Chappell, ASCAP) (3:10)

**Robin Wilson**

★★★★ **The Nervous Auctioneer**—MONUMENT 45-426-V—This starts with the chant of the auctioneer, reminiscent of the old Lucky Strike commercials. It's a cute novelty, well chanted by Wilson, with good fem group support. This can pick up action if exposed. (Target, BMI) (2:39)

★★ **Close to Me**—Wilson chants a slow rockaballad in pleasant fashion. Flip side, however, has more attraction. (Target, BMI) (2:12)

## ★ ★ ★ GOOD SALES POTENTIAL

**BOB THOMPSON ORK**

★★★ **Cora's Melody**—RCA VICTOR 47-7795—Pretty theme from "Dark at the Top of the Stars" movie is accorded a melodic instrumental treatment. (M. Witmark, ASCAP) (2:14)

★★★ **Theme From the Sundowners**—Another version of the much-covered movie theme. Strong competition, but side is pleasant. (M. Witmark, ASCAP) (2:16)

**BILLY GRAMMER**

★★★ **Big, Big Dream**—EVEREST 19384—Personable chanting by Grammer on a pleasant theme. (Cedarwood, BMI) (2:11)

★★★ **River of Regret**—Plaintive tune is sung with sincerity by Grammer and chorus. (Cedarwood, BMI) (2:43)

**AL CAIOLA**

★★★ **The Lonely Rebel**—UNITED ARTISTS 261—Al Caiola plays a fine echoey lead guitar on this mildly rocking, string-filled instrumental. A side worth spinning. (UA Music, Inc., ASCAP) (2:40)

★★★ **The Magnificen Steven** —. Elmer Bernstein is the cleffer of this interesting theme material from the pic of the same name. The strings lead the way here and the side is pretty enough. (UA Music, Inc., BMI) (2:03)

**THE WANDERERS**

★★★ **I Need You More**—CUB 9075—Lush string background augments the group with is secondary to fine lead voice on this ballad. (Sheldon, BMI) (2:27)

★★★ **I Could Make You Mine** — The group takes this rhythmically stronger ballad nicely. (Sequence, ASCAP) (2:12)

**NELSON RIDDLE & HIS ORK**

★★★ **The Green Leaves of Summer**—CAPITOL 4448—A very tender version of the big tune from the film "The Alamo" by the Nelson Riddle ork. If the tune happens this version could get loot. (Leo Feist, ASCAP) (2:24)

★★★ **De Guello** — Very attractive item features a trumpet that has a touch of Mexican to it. Tune is also from "The Alamo." (M. Witmark, ASCAP) (2:53)

**ARETHA FRANKLIN**

★★★ **Love Is the Only Thing**—COLUMBIA 41793—A smartly styled blues by the gal in dual track. Fine gospel-type piano is heard in the backing. She can catch some spins with this jazz-oriented effort. (Omell, ASCAP) (2:45)

★★★ **Today I Sing the Blues**—A slow rhythm blues chant with the gal backed in okay style by guitar, piano and bass. The artist has talent and should be watched. (Consolidated, ASCAP) (2:45)

**SUE ALLEN**

★★★ **Dance, Dance, Dance** — WORLD WIDE 45-8002—Lively "Music, Music, Music"-type ditty is sung with verve. (Savoy Music-Wemar Music, BMI)

★★★ **Hurry Back** — Expressive thrushing stint on a sultry bluesy item. Merits spins. (Savoy Music, BMI)

**THE EASY RIDERS**

★★★ **The Green Leaves of Summer**—KAPP K355X—The Easy Riders handle the muchly recorded theme from the flick of the same name with feeling over neat backing. Could get plays. (Leo Feist, ASCAP) (2:38)

*(Continued on page 97)*

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Warwick's HOT 5

1 Shirley & Lee
LET THE GOOD TIMES ROLL
#581

2 Bull Moose Jackson
MORE OF THE SAME
M 575

3 Louis Jordan
BILLS
b/w
FIFTY CENTS
M 583

4 Lucky Millinder
BIG FAT MAMA
b/w
SLIDE MR. TROMBONE
M 582

5 Bill Kenny
INTO EACH LIFE SOME RAIN MUST FALL
b/w
WHISPERING GRASS
M 541

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Circle 5-4680


## • 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. | THEME FROM THE APARTMENT (Mills) | 2 | 10 |
| 2. | IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein) | 1 | 7 |
| 3. | IT'S NOW OR NEVER (Gladys) | 3 | 7 |
| 4. | ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus) | 5 | 11 |
| 5. | MISTY (Octave) | 6 | 21 |
| 6. | MR. LUCKY (Southgale) | 7 | 23 |
| 7. | BECAUSE THEY'RE YOUNG (Columbia) | 4 | 15 |
| 8. | VOLARE (NEL BLU DI PINTO DI BLU) (Robbins) | 10 | 4 |
| 9. | THEME FROM A SUMMER PLACE (Witmark) | 8 | 33 |
| 10. | ONLY THE LONELY (Acuff-Rose) | 11 | 5 |
| 11. | PAPER ROSES (Pambill) | 9 | 18 |
| 12. | SOUND OF MUSIC (Williamson) | — | 29 |
| 13. | NEVER ON SUNDAY (Esteem-Sidmore) | — | 1 |
| 14. | TELL LAURA I LOVE HER (Marks) | 15 | 9 |
| 15. | EVERYBODY'S SOMEBODY'S FOOL (Aldon) | 12 | 8 |

*FESTIVAL REVIEW*

## Naples Long Fiesta Bows in Brooklyn

Neapolitan songs filled the Brooklyn night last weekend when the First New York Naples Song Festival got under way at the Brooklyn Academy of Music. The festival, which was staged for three nights, September 16 thru 18, saw 16 songs performed, of which three were selected, by ballot, by attending audiences as first, second and third-place winners.

The first evening's performances was caught by this reviewer who was severely handicapped by a lack of English titles and a bi-lingual education since the entire evenings proceedings were conducted in Italian. The music, however, was for the most part delightful and the performers thoroly Italian and professional. The singers themselves are stars of Italian radio and recordings. Performing the songs in competition were: Enrico Fiume, Daisy Lumini, Miranda Martini, Tullio Pane, Maria Paris, and Emilio Pericole. The emsee was Aurelio Fierro.

An unusual facet of the performance was the way in which the lyrics were first read for poetic appreciation by Italian actors and then sung by one of the aforementioned artists.

"Benes" and "Bravissimos" on the final evening declared "Lunarella" ("Little Moon") as the winner of the festival. The winning songs was performed by its composer Aurielio Fierro and its is published by Curci. Second prize went to "Nu Vasillo a Pizzechillo" (which freely translated seems to mean "The Way They Kiss in Naples"), a cute novelty performed by Maria Paris and Aurelio Fierro in duet. It was written by Pisano and Alfieri and published by Bideri. A lovely ballad "Duie Suonne" ("Two Dreams") ran off with third spot. It was performed by the strikingly white-suited Enrico Fiume and is published by Curci. Trophies were presented to the winning tunes and artists.

The Italian artists have begun a personal appearance tour which is taking them thru Eastern States and then to Chicago.

Jack Maher.

## NARM to Hire Exec-Secretary

• Continued from page 8

and directors at a directors meeting September 18.

The move to hire an executive secretary was seen as a bid by members to beef up the association's activities. Previously Earl Foreman, Washington attorney, served as co-ordinator for the association, but officials pointed out that Foreman's job was not full-time.

It was felt a full-time man, probably headquartering in New York, was needed. NARM officials indicated they were ready to pay a substantial salary for a qualified individual.

The resolution discouraging distributors from record merchandising was a result of the industry's ticklish competitive discount situation.

Rack merchandisers have found themselves increasingly hard-pressed competing with discount houses and discount retail stores. But it is the distributors which have been a particular sore spot, because of the substantially larger price break they receive.

The point of receiving 60 days' notice for removal of a disk from the catalog is also tied in with this. Rack merchandisers point out that distributors now receive such notice.

The merchandisers feel that with proper notice they can sell down their inventories. They point out this is particularly important for the rack merchandiser with multiple locations.

A single record is multiplied by the number of locations the rack merchandiser has—in effect, each a store with separate inventory in itself.

Actual wording of the formal resolutions is: (1) That NARM looks with disfavor upon record manufacturers' policies which allow or encourage distributors of such manufacturers to engage in the business of record merchandising on an unfair competitive basis with existing record merchandisers, and NARM hereby resolves that it will utilize all legally appropriate efforts and measures to combat such policies.

(2) That the record manufacturers give the record merchandiser at least 60 days' advance notice of the manufacturer's intention to remove any record from the catalog and thereby afford the record merchandiser reasonable and fair period of time within which to return such merchandise to the manufacturer at the original purchase price.


COLD FACTS
THE AUTHENTIC LISTINGS OF KING HITS—COLD FACTS MEAN COLD-CASH SALES

BILLBOARD HOT 100
#19—FINGER POPPIN' TIME—Hank Ballard—King 5341
#28—THE TWIST—Hank Ballard—King 5171
#45—HOT ROD LINCOLN—Charlie Ryan—4-Star 1733
#47—SHIMMY, SHIMMY—Bobbie Freeman—King 5373
#65—SLEEP—Little Willie John—King 5394
#85—THIS OLD HEART—James Brown—Federal 12378
#87—LET'S GO, LET'S GO, LET'S GO—Hank Ballard—King 5400

BILLBOARD HOT R&B
# 5—FINGER POPPIN' TIME—Hank Ballard—King 5341
#10—THE TWIST—Hank Ballard—King 5171
#18—HEARTBREAK—Little Willie John—King 5356

BILLBOARD C&W
#14—HOT ROD LINCOLN—Charlie Ryan—4-Star 1733

CASHBOX TOP 100
# 1—THE TWIST—Hank Ballard—King 5171
# 16—FINGER POPPIN' TIME—Hank Ballard—King 5341
# 29—HOT ROD LINCOLN—Charlie Ryan—4-Star 1733
# 69—DIAMONDS & PEARLS—The Escos—Federal 12380
# 79—SHIMMY, SHIMMY—Bobbie Freeman—King 5373
# 90—SLEEP—Little Willie John—King 5394
#100—THIS OLD HEART—James Brown—Federal 12378

MUSIC VENDOR TOP 100
# 1—THE TWIST—Hank Ballard—King 5171
#14—FINGER POPPIN' TIME—Hank Ballard—King 5341
#26—HOT ROD LINCOLN—Charlie Ryan—4-Star 1733
#91—SHIMMY, SHIMMY—Bobbie Freeman—King 5373

MUSIC VENDOR TOP R&B
# 2—THE TWIST—Hank Ballard—King 5171
# 4—FINGER POPPIN' TIME—Hank Ballard—King 5341
#20—THIS OLD HEART—James Brown—Federal 12378
#23—SHIMMY, SHIMMY—Bobbie Freeman—King 5373
#26—HEARTBREAK—Little Willie John—King 5356
#40—IF YOU'RE LONELY—Annie Laurie—Deluxe 6189

HEADED FOR ALL CHARTS
RADAR BLUES—Coleman M. Wilson—King 5388
TWO EMPTY ARMS (One Broken Heart)—Billie Myles—King 5395
DRIVIN' THE BLUES—Tab Smith—King 5386
GOT A FEELIN'—Willie Wright—Federal 12382
DIAMONDS & PEARLS—The Escos—Federal 12380
CAROLINA SUNSHINE GIRL—Cowboy Copas—King 5392
THE POGO BOP—Cozy Cole—King 5390
720 IN THE BOOKS—Earl Bostic—King 5402
TRAV'LIN' LIGHT—Bill Doggett—King 5387

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# FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

**Buck Owens** appears on the Prince Albert portion of "Grand Ole Opry" from Nashville October 8 and the following day shows his wares in Hammond, Ind. From there he hops into Michigan for a brief swing and then planes out for an engagement in Anchorage, Alaska, following which he returns to California, where he now makes his home. Buck, who is a regular Saturday night feature at the Fresno Bar, Fresno, Calif., concludes a three-week stand at the Showboat Hotel, Las Vegas, Monday (26). . . . **Shelby Singleton,** Southern a.&r. man for Mercury Records with headquarters in Shreveport, La., advises that Mercury has just signed **Claude Gray** and **Eddie Noack,** with their initial releases due out soon. Gray and Noack were formerly on the "D" label.

**Dewey Grooms, operator of the Longhorn Ranch, Dallas, which spots c.&w. talent as regular fare, has acquired the Longhorn Records Company in that Texas city. One of the firm's releases has Groom vocalizing on "Remember the Alamo." Also recording for the label are Billy Gray, formerly with Hank Thompson, and a Dallas favorite, Clay Allen. Webb Pierce was the feature at Groom's nitery last week. . . . The Pee Wee King show, with Redd Stewart and the Collins Sisters, played to some 3,500 paid admissions in a single performance at the recent Albion, Ill., Chowder Festival. . . . Ray Price teams with Grandpa Jones, Rusty and Doug and Jimmy Partin and His Sunny Mountain Boys this week to do a series of dates in Pennsylvania, Ohio and Indiana for Gene Johnson Promotions, Wheeling, W. Va.**

**Johnny Cash,** following an extended tour of New York and New Jersey plus engagements at the Iowa State Fair and Minnesota State Fair, has returned to Hollywood to complete final shooting on the movie, "Five Minutes to Live," in which he has the lead role of a psychopathic killer. In October Cash kicks off a 15-day trek that will carry him thru Arizona, New Mexico, Texas, Louisiana, Alabama, South Carolina and Florida. **Gordon Terry** will accompany Johnny on the tour to plug his new RCA Victor release, "Gonna Go Down the River." Jockeys may obtain a copy of Terry's new one or Cash's "Goin' to Memphis" by writing to **Stew Carnall,** Johnny Cash, Inc., 15445 Ventura Boulevard, Sherman Oaks, Calif. . . . **Ernest Tubb and His Texas Troubadours** play Atlanta next Saturday (1). . . . **Jim Reeves** stops off at the Randolph Air Force Base, Texas, October 7; Bandera, Tex., October 8, and Odessa, Tex., October 9.

**Roy Acuff set a new house record on his recent six-day stand at the Showboat Hotel, Las Vegas, according to Rick Richardson, the hostelry's entertainment director. Roy was accompanied on the date by "Grand Ole Opry's Margie Bowes and his band, the Smokey Mountain Boys. Acuff is readying his group for their fourth tour of military installations in Germany and the Mediterranean theater starting in October and running to mid-December. . . . Herb Shucher, of Artists Management Bureau, Nashville, announces the signing of Bill Anderson (Decca) and Roger Miller (RCA Victor) to an exclusive booking contract. Shucher recently inked the Louvin Brothers to a similar pact. Following an extended fair tour, the Louvins return to "Grand Ole Opry" next Saturday (1). On October 6-8 they appear with Faron Young at the Southeastern Fair, Atlanta, and then embark on a 15-day swing along the West Coast and a 10-day tour of Alaska.**

**Doc Williams** and his troupe have just concluded a 16-day tour of Ontario and Quebec for **Gene Johnson,** Wheeling, W. Va., and **Ken Reynolds,** Ottawa. It was Williams' first swing thru those parts since 1956. The trip just concluded netted topnotch business, Williams says, with Parry Sound, Trenton and Smith Falls, Ont., and Cantley, Que., panning out especially well. Featured with Doc's show were **Chickie Williams,** the **Sisters Three, Marion Martin, Eb Collins, Zeb Collins** and **Little Mose.** . . . "Grand Ole Opry's" Grandpa Jones was the guest of **Jim and Jesse and the Virginia Boys,** of Valdosta, Ga., on several shows in South Georgia the week of September 12.

**Following a jaunt thru Western Canada with Ferlin Husky, Jim Reeves, Charlie Ryan, the Gays and country Johnny Mathis, Johnny Horton hops to Richmond, Va., for a three-day stand, September 29-October 1. On October 4 he shows his wares in Reading, Pa. . . . Bob Neal, former manager to Elvis Presley and Johnny Cash, has purchased Station KCIJ, Shreveport, La., where Bob is on the air live with his early-morning show. His staff includes Dean Evans, Buddy Paul and Rev. Billy Franks. . . . Tommy Tomlinson, guitarist for Johnny Horton, is recording an album with guitarist Jerry Kennedy for Shelby Singleton, of Mercury Records. . . . Weldon and Wanda Rogers, heard daily on KHEM, Big Springs, Tex., have a new release in "Lying Lips and Cheatin' Hearts" b.w. "If I Had One Day to Live," which they'll be pleased to send to jockeys who write in.**

State champions in various categories were crowned at the 14th Annual Virginia Folk Music Association Festival held at the high school stadium in Crewe, Va., September 19. Winners were: Fiddle, **Cal Newman,** Petersburg, Va.; banjo, **Lefty Baker,** Richmond, Va.; best blue-grass band, **Virginia Playboys,** Alexandria, Va.; best regular country band, **Shorty Mayton's** combo, Petersburg, Va.; best male vocalist, **Jimmy Harris,** Emporia, Va.; best guitarist, **Smokey Paul,** Fort Lee, Va., and best female vocalist, **Jeanette Duncan,** Lawrenceville, Va. The VFMA Publishing & Recording Company's recording contract was won by **Jimmy Harris,** Emporia. . . . **Hank Thompson's** upcoming bookings stack up as follows: Cain's Ballroom, Tulsa, Okla., October 1; Amarillo, Tex., 2; Skyline Club, Austin, Tex., 7; Texas State Fair, Dallas, 8-23; Shangri-La Club, Liberal, Kan., 25; Neewollah Celeration, Independence, Kan., 29; Harmon Air Force Base, Stephenville, Newfoundland, November 1-15. Tropicana Club, Lawton, Okla., 18; Trianon Ballroom, Oklahoma City, 19.

**A new country show, "Townhouse Jamboree," made its bow on WOAY-TV, Oak Hill, W. Va., September 17. The new seg, heard Saturdays 11:30 p.m.-12:30 a.m., has as emsees Shirley Love and Chuck Nary, with regulars Jack Cartright and His Country Lads, and Romona. Guests on the opening show were Cowboy Howard Vokes and Mabelene Baker. Artists are invited to write in for a guest shot on the show.**

# The Billboard HOT C&W SIDES

FOR WEEK ENDING OCTOBER 2

| 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 | 13 |
| 2 | • 3 | 5 | 6 | (I CAN'T HELP YOU) I'M FALLIN TOO, Skeeter Davis, RCA Victor 7767 | 5 |
| 3 | 4 | 3 | 3 | ANYMORE, Roy Drusky, Decca 31109 | 12 |
| 4 | 7 | 12 | 12 | ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406 | 4 |
| 5 | 2 | 2 | 2 | PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692 | 30 |
| 6 | 6 | 4 | 4 | I'M GETTING BETTER, Jim Reeves, RCA Victor 7756 | 11 |
| 7 | 5 | 6 | 9 | HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260 | 6 |
| 8 | 8 | 13 | 18 | I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248 | 4 |
| 9 | 9 | 8 | 7 | I KNOW ONE, Jim Reeves, RCA Victor 7756 | 10 |
| 10 | 10 | 10 | 8 | TIP OF MY FINGERS, Bill Anderson, Decca 31092 | 15 |
| 11 | 20 | 27 | — | DRIFTING TEXAS SAND, Webb Pierce, Decca 3118 | 3 |
| 12 | 15 | — | — | EXCUSE ME, Buck Owens, Capitol 4412 | 2 |
| 13 | 13 | 9 | 10 | MILLER'S CAVE, Hank Snow, RCA Victor 7748 | 11 |
| 14 | 16 | 17 | 24 | SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386 | 9 |
| 15 | 12 | 11 | 11 | FAR, FAR AWAY, Don Gibson, RCA Victor 7762 | 8 |
| 16 | 26 | 22 | 22 | CRUEL LOVE, Lou Smith, KRCO 105 | 7 |
| 17 | 17 | 19 | 23 | CARMEL BY THE SEA, Kitty Wells, Decca 31123 | 4 |
| 18 | 11 | 7 | 5 | ONE MORE TIME, Ray Price, Columbia 41590 | 26 |
| 19 | 18 | 16 | 19 | EV'RYBODY'S SOMEBODY'S FOOL, Ernest Tubb, Decca 31119 | 4 |
| 20 | 14 | 18 | 26 | HOT ROD LINCOLN, Charlie Ryan, Four Star 1733 | 4 |
| 21 | 19 | — | — | IMITATION OF LOVE, Adrian Roland, Allstar 7207 | 2 |
| 22 | 24 | 15 | 21 | SECOND HONEYMOON, Johnny Cash, Columbia 41707 | 6 |
| 23 | 28 | 25 | 28 | THE LONG WALK, Bill Leatherwood, Country Jubilee 539 | 12 |
| 24 | 25 | — | 29 | REASONS TO LIVE, Jimmie Skinner, Mercury 71663 | 4 |
| 25 | — | — | 17 | LOVE HAS MADE YOU BEAUTIFUL, Merle Kilgore, Starday 497 | 9 |
| 26 | 23 | 23 | — | THIS OLD HOUSE, Wilma Lee & Stoney Cooper, Hickory 1126 | 3 |
| 27 | 27 | 21 | 14 | ABOVE AND BEYOND, Buck Owens, Capitol 4337 | 30 |
| 28 | — | 26 | 27 | THE PICTURE, Roy Godfrey, Savoy 3021 | 13 |
| 29 | 22 | 20 | 15 | SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095 | 13 |
| 30 | — | — | — | FIVE BROTHERS, Marty Robbins, Columbia 41771 | 1 |

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# • Reviews of New Pop Records

• Continued from page 94

★★★ **Ballad of the Alamo**—From the flick "Alamo" comes this attractive reading by the boys. It will get some action. (Leo Feist, ASCAP) (3:15)

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**MIKE AND GIL**
★★★ **Oleanna**—GEORGIAN 2002—Folksy tune is handed a spirited vocal with bouncy country beat. (Progressive, BMI) (2:05)

★★★ **Ol' Joe Clark**—Attractive folk-saga is accorded virile chanting stint. Both sides merit spins. (1:42)

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**THE FIVE KEYS**
★★★ **Valley of Love** — KING 5398 — The folk-based song is turned out neatly by the group, to a simple backing with chorus and guitar spotted. Listenable. (Gil, BMI) (2:05)

★★★ **Bimbo** — A cute rocker, much in the style of earlier novelty efforts by the Coasters. These lads handle the tune well and they can catch spins with it. (R-T, BMI) (2:45)

---

**FRANKY CROCKETT**
★★★ **Bitter Sweet**—ABC-PARAMOUNT 10142 — Chick sings this interesting lyric with a strong voice. Vocal and instrumental background on this pushing side are fine. (Daniels, ASCAP) (2:27)

★★★ **Kissing You** — This ballad oldie gets and up-to-date treatment by Miss Crockett who handles the side with assurance and a fine pair of pipes. (Alamo, ASCAP) (2:31)

---

**GLORIA LYNNE**
★★★ **Condemned Without Trial** — EVEREST 19373 — Miss Lynne sings this lovely country song with conviction in three-quarter time. (Hill & Range, BMI) (2:01)

★★★ **Dreamy** — Thrush sings this Erroll Garner original ballad in a fine, clear voice that shows her admiration for the styles of Sarah Vaughan and Dinah Washington. (Octove, BMI) (2:41)

---

**HAYWOOD HENRY**
★★★ **Midnight Alley** — MERCURY 71674 —Solid sax and piano work marks this catchy rhythm instrumental. Good juke-jockey wax. (Miller-Actual, BMI) (2:33)

★★★ **Buck-De-Hoodle** — Catchy rhythm item is handed showmanly treatment by ork and chorus. (Nestor, BMI) (2:30)

---

**MARTINE DALTON**
★★★ **The Key to Love** — DECCA 31154 —Sultry thrushing on lyric version of current instrumental hit, the movie title theme "The Apartment." Meris deejay exposure. (Mills, ASCAP) (2:43)

★★★ **The Miracle of You** — Appealing performance by canary on dramatic ballad with lush backing. Spinnable. (Merrimac, BMI) (2:50)

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**CURLEY HAMNER**
★★★ **Air Raid** — FLING 720 — Hard-driving, instrumental treatment of bouncy rhythm theme with good sax solo work. Strong juke-jockey side. (Mayco, BMI) (2:33)

★★★ **Piano Tuner** — Infectious instrumental tune is handed catchy piano solo work with solid tempo. (Mayco, BMI) (2:55)

---

**MANTOVANI**
★★★ **Theme From The Sundowners** — LONDON 1946 — Lushly stringed instrumental treatment of the attractive movie title theme. Strong competition on this tune, but this version merits some play. (Witmark, ASCAP) (2:35)

★★ **Mine Alone** — Pretty theme from "Gypsy Baron" is wrapped up in pleasant pastoral-styled instrumental treatment. (Burlington, ASCAP) (2:40)

---

**BILLY KENT**
★★★ **Take All of Me** — MAH'S 2 — Feelingful reading by Kent and fem chorus on moving rockaballad. Both sides are dual market items. (Mah's, BMI) (2:22)

★★ **Your Love** — Catchy r.&r. item is wrapped up in emotion-packed delivery by Kent. (Mah's, BMI) (2:20)

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**ED PAULING & ROYALTON**
★★★ **Solid Rock** — FEDERAL 12383 — A blues rocker with Yancey bass figure in the rhythm. The pair turn in a lot of spirit here and the side is worth hearing. (Lois, BMI) (2:15)

★★ **I'm a Cool Teenager** — A slow ballad, with an echoey lead by the Royaltons. Side is performed to a chorus backing. (Wisto, BMI) (2:56)

---

**SONNY THOMPSON**
★★★ **The Duck Walk** — KING 5396 — A catchy instrumental blues with a harmonica and tenor sharing the lead. Good dance material, a fact which could get the side a number of spins. (Son-Lo, BMI) (2:45)

★★ **Swinging Shepherd Blues** — The cleffer of the tune, Moe Koffman, had a hit with this a couple of years back. Thompson does it to a good solid beat that makes the reading danceable. (Bennell, BMI) (2:35)

---

**RONNY JOHNSON**
★★★ **My Everything** — SUNSET 101 — A waltz which features Johnson in an okay folk-western styled ballad with a chorus. Side can merit juke exposure. Pleasant listening. (Sunset, BMI) (2:05)

★★ **Midnight Moon** — A ballad, again with strong western touches. Johnson is aided by a fem chorus. (Sunset, BMI) (2:40)

---

**RAY ELLIS**
★★★ **Midnight Lace** — M-G-M K129428— Here's a charming theme side from the Doris Day-Rex Harrison film, soon to open. Harmonica lead lends a lot of appeal to the reading. Spinnable. (Daywin, BMI) (2:24)

★★ **Theme From "Grand Jury"**—This is a slow, drum-rolling, martial-styled theme from the TV series. Flip seems more appealing. (Desilu, ASCAP) (2:05)

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**DEAN REED**
★★★ **Hummingbird**—CAPITOL 4438—An older tune, once out by the Chordettes and Les Paul and Mary Ford. The artist gives it a pleasant reading to a Spanish rhythm pattern. Spinnable side. (Hill & Range, BMI) (Ross Jungnickel, ASCAP) (2:08)

---

**COUNT BASIE ORK**
★★★ **Ol' Man River (Parts 1 & 2)** — ROULETTE 4286 — From a recent Basie album, "Now Now, I'll Tell You When," comes this pounding instrumental by the Basie crew. An exciting coupling and either side can figure as solid jockey fare. (Harms, ASCAP) (2:25 & 2:30)

## ★★
## MODERATE SALES POTENTIAL

**EARL SWANSON PLUS SIX**
★★ **Tiger Rock (Parts 1 & 2)**—LEGRAND 1002 — A rhythm number with a riff predominating played against a slightly rickey-tickish backing. Part one features a lot of unison horn work on the familiar theme. (Pepe, BMI) (2:25 & 2:25)

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**LOREZ ALEXANDRIA**
★★ **I Almost Lost My Mind** — ARGO 5371 — The thrush offers a pleasant rendition of the Ivory Joe Hunter tune. She handles it with feeling. Side is from an album. (St. Louis, BMI) (2:50)

★★ **Don't Explain** — Also from the album is the slow, moody ballad offering, somewhat in the standard approach of Julie London. (Northern, ASCAP) (3:00)

---

**DALE WRIGHT**
★★ **My Heart** — ALCAR 1503 — Fair medium tempo wax by Wright in a ballad groove. Guitar is the principal support. (Rite, BMI) (2:20)

★★ **Please Come Back** — Plenty of echo effects are heard on this slow-moving side. Wright is in fair form but the echo seems to harm the results. (Rite, BMI) (2:55)

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**DON ARMSTRONG**
★★ **Tough Luck** — DON RAY 5962 — A rocker blues handled in rockabilly style by Armstrong, who bears the derivative touch of Presley, Jerry Lee Lewis, etc. (Bennett, BMI) (2:17)

★★ **Betty Jo** — Armstrong offers a tribute to a gal. Ballad has a minor, melancholy flavor. (Bennett, BMI) (2:55)

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**IVY LEAGUE TRIO**
★★ **I'm Just a Country Boy** — CORAL 62229 — The boys offer a pseudo-folk effort in a ballad style. Guitar and banjo are heard behind the chanting. Side never quite gets moving. (Folkways, BMI) (2:36)

★★ **If You Go Across the Sea** — A calypso effort by the boys comes off for but slim effect. (Northern, ASCAP) (2:49)

**JOE HARNELL**
★★ **Time on My Hands** — EPIC 9406 — From Harnell's piano album, "I Want to Be Happy," comes this instrumental revival of the standard. Tune is done to a Latin beat. Okay listening. (Miller, ASCAP) (2:14)

★★ **Without a Song** — Another standard, also from the same album. Harnell's piano is spotted against string ork support. Similar appeal to flip. (Miller, ASCAP) (2:27)

(Continued on page 98)


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# • Reviews of New Pop Records

• Continued from page 97

## Jazz

★★★★

**STAN LEVY**
★★★★ **Why Do I Love You** — BETHLEHEM 11033 — Great standard is accorded up-tempo jazz treatment with some skillful piano solo work. (Harms, ASCAP) (3:30)

★★★★ **Hit That Thing** — Sock trumpet solo work highlights this interesting instrumental treatment of ad lib-styled jazz theme. (Jocelyn, BMI) (3:10)

**DONALD BYRD**
★★★★ **Here I Am (Parts 1 & 2)** — BLUE NOTE 1763 — Don Byrd on trumpet, along with Charlie Rouse and Pepper Adams and a lot of other good modern cats, handle this moody effort with warmth. Both sides move. Strong wax for jazz boxes.

**HOWARD McGHEE**
★★★★ **Lullaby of the Leaves** — BETHLEHEM 11034 — Tasteful trumpet solo work on the lovely standard. Both sides tagged part of Bethlehem's Jazz Classic series, and are strong jazz deejay items. (Bourne, ASCAP) (3:10)

★★★★ **Lover Man** — Same comment. (Pickwick, ASCAP) (2:40)

★★★

**SUN RA & ARKESTRA**
★★★ **Blue Set** — SATURN 1001 — Relaxed instrumental treatment of sultry theme with attractive bluesy tempo. (Enterplan, BMI) (4:40)

★★★ **Big Cty Blues** — Exciting blues theme is wrapped up in effective ork treatment. (Enterplan, BMI) (3:15)

**CHRIS CONNOR**
★★★ **Come Back to Sorrento** — BETHLEHEM 11005 — This is one of the early Chris Connor waxings, when she was just beginning to achieve fame. Her style even then was warm and individual. Should grab spins. (PD)

★★★ **Blame It on My Youth** — Same comment. (Harms, ASCAP)

**DUKE ELLINGTON & ORK**
★★★ **Indian Summer** — BETHLEHEM 11007 — An easy-listening, slow and easy rendition of the Victor Herbert classic. An old side by Ellington, but still most classy and programmable. (Harms, ASCAP)

★★★ **The Jeep Is Jumpin'** — An oldie that jumps. This goes back into the '40's but it still swings in a nice groove. Suitable programming wax. (American Academy, ASCAP)

**JIMMY SMITH**
★★★ **What's New** — BLUE NOTE 1765 —Smith on the organ, with guitar and drums, revives the old Bobby Haggart tune from the late '30's. Wax is very easy to take, and is worth spinning. (Harms, ASCAP)

★★ **Makin' Whoopie** — Smith's talking, echoey organ turns out a listenable, moderate rhythm, non-frantic version of the great standard. Danceable. (Gus Kahn-Bregman, Vocco & Conn, ASCAP)

★★

**MEL TORME**
★★ **Lulu's Back in Town** — BETHLEHEM 11008 — A fine oldie and Torme was in great shape on this date. He handles it to a jazz-styled band backing. Spinnable for boxes. (Witmark, ASCAP)

★★ **Keeping Myself for You** — Old Torme wax is pleasant enough but most of recent material on other labels will get the interest. This is slow ballad wax which finds the artist in good vocal form. (Youmans, ASCAP)

**CARMEN McRAE**
★★ **If I'm Lucky** — BETHLEHEM 11009 —Pretty thrushing by canary on pleasant ballad. (Thornwood, BMI)

★★ **Tip Toe Gently** — Gal pipes tastefully on okay rhythm theme. (Tornwood, BMI)

**BOBBY TROUP**
★★ **That Old Black Magic** — BETHLEHEM 11006 — Bass, and brushed drums back Troup in this old recording of the tune, with the chanter, as usual, spotted on piano. Moderate appeal. (Famous, ASCAP)

★★ **Jamboree Jones** — Johnnie Mercer's familiar tune is done in fair style by Troup, in front of the rhythm group, including his own piano. (Robbins, ASCAP)

## Country & Western

★★★★

**RAY PHILLIPS**
★★★★ **Twenty Cigarettes**—BOYD 7631—Phillips chants the story of a lad who stole a pack of cigarettes and wound up on the chain gang. The artist has a good touch and the material and arrangement have a sound. A spinnable side, with a good moral lesson. (Cedarwood, BMI) (2:12)

★★★★ **It Hurts So Much (To See You Go)**—Phillips also handles a ballad well, as he proves on this slow, romantic effort, abetted again by high, celestial fem voices. This artist has a good sound. (Boyd, BMI) (2:10)

★★★

**DAVE EDGE**
★★★ **Let Him Stay** — LEGEND 108 — Another variation on the "He's Got to Go" answer weeper sung with a solid hill feeling. (Tomilene, BMI)

★★★ **Tidelands of Your Love** — Edge is joined by Buster Johnson to sing of female fickleness. J. C. Whately and His Rhythm Kings accompany on both sides. (Tomilene, BMI)

**LARRY & DIXIE DAVIS**
★★★ **Mental Cruelty** — KANGAROO 16 —Duo warbling is effective on country ditty with interesting lyrics about divorce. Merits spins. (San Gabriel, BMI) (2:20)

★★★ **So Long to Heartaches** — Plaintive country theme is wrapped up in pleasing duo vocal. Another spinnable side. (Les Kangas, BMI) (2:18)

**CONNIE & JOE**
★★★ **Home Is Where the Heart Is** — STARDAY 512 — A bright and happy hunk of blue grass wax. Lots of fancy fiddlin' and banjoing with the duo joining in a good harmony vocal job. Fans of this grass roots form will like this. (Starday, BMI) (2:00)

★★★ **Lonely Tears** — Here's an example of the real hill sound, applied to a nice weeper ballad. Fine fiddle, guitar and banjo support. Two good efforts. (Starday, BMI) (2:30)

**CLYDE BEAVERS**
★★★ **Here I Am (Drunk Again)** — DOLLIE 7682 — Here's a tale of a cat who's downright ashamed of himself and the song is in the form of a confessional. (Cedarwood, BMI) (2:25)

★★ **My Love Is Real** — Beavers chants effectively here. The song is set to a tricky medium tempo beat by the guitars. Some echo effect is evident on the side. (Cedarwood, BMI) (2:05)

★★

**CARL DAVIS**
★★ **Backward or On** — DIXIE 871 — A waltz weeper, handled for okay results by Davis. A traditional ballad side, employing dual track spots. (Tronic, BMI)

★★ **Searching for the Way** — Davis sings this ballad in quavering emotional style and he's backed by a fiddle with the same quality. Okay wax in the traditional groove. (Tronic, BMI)

**BILL BACON**
★★ **My Heart Would Know I Do** — OZARK 1250 — Pleasant warbling by Bacon on wistful country ballad. (Mississippi Valley, BMI) (2:20)

★★ **Two Arms Two Lips** — Okay chanting by Bacon on heartfelt ditty with good lyrics. (Mississippi Valley, BMI) (1:57)

**CHARLOTTE PRUITT & THE BURD FAMILY**
★★ **Looking at Your Picture** — LEGEND 107 — Country thrush here sings of lost love in straightforward style. (Tomilene, BMI) (2:00)

★★ **I'm Thinking of You My Love** — Flip is done only by the Burd Family, Osborne Burd singing, and the words follow the "always in my heart" pattern. (Tomilene, BMI) (2:17)

**MARSHALL LAIL**
★★ **Countless Hours of Heartache**—SUNRISE 001—Marshall Lail tells about his heartache as he sits alone in the house he used to share with his ex-wife. (Dogwood, BMI) (2:27)

★★ **I Need You So (More Than You Know)**—Lail does a pleasant job here too, even doing a bit of yodeling now and then. (Dogwood, BMI) (2:10)

**LES AND WESTERN PLAYBOYS**
★★ **I Don't Care Anymore**—B-W 605—Title here is an up-tempo hill side that tells, in no uncertain terms, of the end of romance. (B-W, BMI) (2:05)

★★ **Why Pretend**—Make believe love, and its discovery, are the source of inspiration on the nicely played flip. (B-W, BMI) (2:50)

**GENE WOODS**
★★ **The Ballad of Wild River**—HAP 1004

(Continued on page 100)

# The Billboard HOT R&B SIDES

FOR WEEK ENDING OCTOBER 2

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | TITLE, Artist, Company, Record No. | WEEKS ON CHART |
|---|---|---|---|---|---|
| 1 | 1 | 1 | 1 | KIDDIO, Brook Benton, Mercury 71652 | 6 |
| 2 | 3 | 9 | 7 | CHAIN GANG, Sam Cooke, RCA Victor 7783 | 5 |
| 3 | 2 | 2 | 3 | THE TWIST, Chubby Checker, Parkway 811 | 8 |
| 4 | 4 | 3 | 4 | FOOL IN LOVE, Ike and Tina Turner, Sue 730 | 9 |
| 5 | 13 | — | — | MY DEAREST DARLING, Etta James, Arto 5368 | 2 |
| 6 | 6 | 4 | 10 | I WANT TO KNOW, Sugar Desanto, Checker | 4 |
| 7 | 9 | 6 | 12 | IF I CAN'T HAVE YOU, Etta and Harvey, Chess 1760 | 7 |
| 8 | 12 | 13 | 9 | THIS BITTER EARTH, Dinah Washington, Mercury 71635 | 15 |
| 9 | 7 | 11 | 14 | TA-TA, Clyde McPhatter, Mercury 71660 | 7 |
| 10 | 8 | 8 | 5 | A WOMAN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167 | 12 |
| 11 | 5 | 5 | 2 | FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341 | 18 |
| 12 | — | — | — | MOVE TWO MOUNTAINS, Marv Johnson, United Artists 241 | 1 |
| 13 | 14 | 15 | 16 | WALK, DON'T RUN, Ventures, Dolton 25 | 5 |
| 14 | 19 | 16 | 18 | A MILLION TO ONE, Jimmy Charles, Promo 1002 | 4 |
| 15 | — | — | — | IRRESISTABLE YOU, Bobby Peterson, V-Tone 214 | 1 |
| 16 | 10 | 10 | 6 | THE TWIST, Hank Ballard and the Midnighters, King 5171 | 10 |
| 17 | — | — | — | GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135 | 1 |
| 18 | — | — | — | STAY, Maurice Williams, Herald 552 | 1 |
| 19 | — | 17 | 19 | QUESTION, Lloyd Price, ABC-Paramount 10123 | 11 |
| 20 | — | — | — | THIS OLD HEART, James Brown and the Famous Flames, Federal 12378 | 1 |
| 21 | 18 | 19 | 23 | HEARTBREAK (IT'S HURTIN' ME), Little Willie John, King 5356 | 13 |
| 22 | 15 | 14 | 13 | VOLARE (NEL BLU DI PINTO DI BLU), Bobby Rydell, Cameo 179 | 7 |
| 23 | — | — | — | OVER YOU, Aaron Neville, Minit 612 | 1 |
| 24 | 25 | 22 | 17 | BIG BOY PETE, Olympics, Arvee 595 | 15 |
| 25 | 17 | 27 | 30 | TELL THE TRUTH, Ray Charles, Atlantic 2068 | 8 |
| 26 | 23 | 26 | 29 | I KNOW, Spaniels, Vee Jay 350 | 6 |
| 27 | 30 | 30 | — | NOBODY KNOWS YOU WHEN YOU'RE DOWN AND OUT, Nina Simone, Colpix 158 | 5 |
| 28 | — | 21 | 26 | IF YOU'RE LONELY, Annie Laurie, Deluxe 6189 | 11 |
| 29 | — | — | 25 | HEARTBREAK (IT'S HURTIN' ME), Jon Thomas, ABC-Paramount 10122 | 11 |
| 30 | 16 | 12 | 8 | PARTIN' TIME, B. B. King, Kent 346 | 12 |

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# • Reviews and Ratings of New Albums

• Continued from page 38

## ★ ★ ★
## GOOD SALES POTENTIAL

### POPULAR ★★★

**★★★ HI-FIDELITY CONCERT**

**Ralph Marterie & Marlboro Men. Mercury SR 60036. (Stereo & Monaural)**—Marterie is in lushly swinging form on this danceable package of instrumentals. The ork leader's rich trumpet solo stints are spotlighted on a group of originals and a few oldies — "Autumn in New York," etc. Fine jockey wax.

**★★★ THE VISCOUNTS**

**Madison MALP 1001** — The boys provide jazz-flavored rocking instrumental treatments of some sultry rhythm tunes, featuring sock sax, guitar and drum solo work. The group also plays in a quieter vein on a few ballads, but is most effective on the frantic sides. Tunes include "Harlem Nocturne," "Night Train" and "The Touch." Solid wax for hip jocks.

**★★★ DANCE ALONG WITH JACKY NOGUEZ**

**Jamie JLP 3013** — Noguez, well known for his society-styled music on the continent of Europe, turns out a neat package of the tunes identified with his band in those select circles. The Noguez accordion, of course, is featured and the band backs up nicely with an easy-listening sound of strings and chorus. Tunes include romantic items like "Let There Be Love," "The One Rose" and "A Dreamer's Holiday."

**★★★ RICHCRAFT**

**Buddy Rich. Mercury SR 60136. (Stereo & Monaural)** — The veteran leader-drummer offers exciting, up-dated swing-era ork treatments of a group of oldies and originals with appeal for pop as well as jazz jocks. In addition to swinging jazz-flavored interpretations of "Indiana," "Cherokee," and "Clap Hands, Here Comes Charlie," Rich scores with a sock drum solo on "From the Sticks." The solid arrangements were scored by Ernie Wilkins.

**★★★ A PETTY FOR YOUR THOUGHTS**

**Norman Petty Trio. Top Rank RM 339**— This attractively packaged album features Norman Petty's standout organ solo work on a group of his own tunes, some of them old pop hits—"Almost Paradise," etc. Relaxed, pleasant instrumental mood wax with a nice danceable beat. Effective cover for display purposes.

**★★★ BRAZEN BRASS**

**Henry Jerome Ork. Decca DL 4056**— Conceived by Henry Jerome and arranged by Dick Jacobs, this is indeed a brassy package, with unusual effects produced by the open and muted trumpets and saxaphones. Crisp, colorful and sharp rhythmic patterns are the rule. Material includes "Stompin' at the Savoy," "Glow Worm," "Blue Moon" and "Over the Rainbow."

### CLASSICAL ★★★

**★★★ THE ORCHESTRAL VERDI**

**Philharmonia (Mackerras). Angel S 35751. (Stereo & Monaural)** — A delightful production and a companion item to such earlier Angel sets as "Orchestra Wagner," "Opera Intermezzi," etc. In this new one, the Philharmonia Promenade Ork plays the ballet music and the overtures from such Verdi works as "Il Trovatore" and "La Forza del Destino," among others. The sound and the performance are splendid and the package can rack up profitable long-term sales.

**★★★ BEETHOVEN: SEVENTH SYMPHONY**

**Suisse Romande Orchestra (Ansermet). London CS 6183. (Stereo & Monaural)** —Like virtually all of the Beethoven Symphonies, this has enjoyed an abundance of recordings, with performances by a host of top names. In all fairness, however, it must be said that this recording, with its superior sound quality and the benefit of the Ansermet name power, can achieve a profitable sales level. The cover, too, is effective.

### JAZZ ★★★

**★★★ NEW CLARINET IN TOWN**

**Bob Wilbur. Classic Jazz CJ 8** — Clarinetist Wilbur is featured in front of a very light, fine, swinging group which is augmented on five of the nine tracks by a gauze-like string quartet and single French horn background. Dean Kincade is responsible for the arrangements of unusual tunes Set includes "Benny Rides Again," probably the best side on the LP, "Django," and Leonard Bernstein's "Lonely Town."

### SPIRITUAL ★★★

**★★★ THE LORD WILL MAKE A WAY**

**VeeJay LP 5010** — A quietly picthed album of spirituals, done on the organ. "The Lord Will Make a Way Somehow," "Teach Me How to Pray," "Like a Ship That's Tossed," "Peace in the Valley," are examples. The mood is reflective, inspirational.

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The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

**Strongest sales potential of all albums reviewed this week.**

• Continued from page 36

### Rhythm & Blues

**THE BLUES**

A BILLBOARD PICK

**Various Artists. Vee-Jay LP 1020** — The modest title only hints at the goodies in this package. There are blues of all types—folk blues by Jimmy Reed, a swinging version of "Kansas City" by Jimmy Witherspoon, the big hit of years ago, "Hands Off" by Priscilla Bowman with Jay McShann's band, and pieces by Roscoe Gordon, John Lee Hooker, Harold Burrage and others. All authentic blues in the various styles of the idiom. A terrific buy for the money.

### Sound

**PER-CUS-SIVE VAUDEVILLE**

A BILLBOARD PICK

**Audio Fidelity DFS 7001** — Here is a collection of the favorite vaudeville and minstrel tunes taken from the palmy day of that era of showbiz, but done in a polished stereo manner that would never have been heard in the tank town theater circuit. A top-notch complement, which includes men on banjo and tuba, turns out "Sidewalks of New York," "Mr. Tambo and Mr. Bones," etc. A myriad of percussion appears to the delight of the stereo buff and it's all recorded in the highest professional manner. Package can generate excitement.

## SPECIAL MERIT SPOTLIGHTS

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

### Pop Disk Jockey Programming

**VAQUERO**

**Fireballs. Top Rank RM 343** — The Fireballs had a couple of big pop hits, and this package packs the same sock instrumental vitality. The boys' solid Tex-Mex rhythm style is spotlighted on a group of infectious south-of-the-border items — "Cielito Lindo," "La Golondrina," "El Rancho Grande," "Vaquero," etc. Should be some good singles here. Strong jockey wax.

**DIALOGUE FOR BRASS**

**Brass Choir. Columbia CL 1499. (Stereo & Monaural)** — Here's something different in the way of dance music with particular appeal for deejays. Utilizing fresh, bright arrangements, quartets of trumpets and trombones interpret 12 "dialog songs," with lower-voiced trombones taking the male vocal part and trumpets subbing for fem voices. It's a well-executed, imaginative idea. Tunes include "Two Sleepy People," "Thanks for the Memory," "Baby It's Cold Outside" and "You're Just in Love."

**POP GOES THE WESTERNS**

**Luther Henderson Orchestra. Columbia CS 8279. (Stereo & Monaural)** — Here's a solid, swinging album featuring sock instrumental treatments of Western themes. The results shape up as strong jockey programming material. Tunes include "Riders in the Sky," "Wagon Wheels" and "Chicken Reel."

### RELIGIOUS ★★★

**★★★ HEALING HANDS**

**Lee Russell. Steeple Tone Label**—Here's something new in the sing-along field—a sing-along sacred package. Lyrics are enclosed for the six sacred tunes—each with a miracle lyric theme, and buyers are urged to sing along with Russell. Russell warbles pleasantly on "Walking on the Water," "Water to Wine," "Healing Hands," etc.

### SPOKEN WORD ★★★

**★★★ COMEDY A LA CONTE**

**Joe Conte. Elmwood ARJ 5819**—Recorded live at Mangram's Chateau in Chicago, this set by Conte is more the one-liner kind of comic than the political or story-telling satirist. His material, however, comes from the foibles of contemporary American life Material includes gags and amusing short stories about married life, children, schools, drunks, bartenders, race tracks and Las Vegas. Altho material leans sometimes to the azure, could do some action.

## ★ ★
## MODERATE SALES POTENTIAL

### FOLK ★★

**★★ CHILDREN'S FOLK SONGS OF GERMANY**

**Erika & Elsa Vopel. Folkways FC 7742** —Charming renditions of 30 little folk songs commonly sung by children in Germany. Many are also sung here with English lyrics and doubtless in other lands as well, and these will be familiar to all listeners. Erika and Elsa Vopel, mother and daughter, sing these songs winningly with a zither accompaniment that sounds very appropriate.

**★★ SONGS OF MEMPHIS SLIM & WILLIE DIXON**

**Folkways FA 2385** — Another in Folkways' authentic series of blues. This includes "Stewball," "John Henry" and — perhaps most interesting — three versions of "Kansas City," which illustrate the interplay and interchange of phrases in different blues. Of interest to blues and folk collectors

### SPECIALTY ★★

**★★ THE NASHVILLE SIT-IN STORY**

**Various Artists. Folkways FH 5590** — This is a re-creation of some of the events which transpired in Nashville during the fight against segregation. There are original songs which grew out of the troublous period; there are re-creations of courthouse

(Continued on page 100)

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# • Reviews of New Pop Records

• Continued from page 98

—Gene Woods comes thru with a Johnny Cash-type reading of a Johnny Horton-type tune. But in spite of that it's still an interesting disk. (Mountain City, BMI) (2:55)

★★ **Afraid** — On the weeper the singer turns in with a touching performance about his fears for his love affair. (Mile, ASCAP) (2:26)

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**CHARLIE WILLIAMS**
★★ **The Only Time I Miss You**—TOPPA 1024—Charlie Williams handles this weeper in so-so fashion. (Monday, BMI) (2:22)

★★ **World's Champion Fool**—The chanter sings of his heartbreak on this sad weeper. (Monday, BMI) (2:52)

---

**THE COUNTRY GENTLEMEN**
★★ **Poor Ellen Smith**—STARDAY 515—This is the kind of record you don't get much these days. The novelty is handled in hoe-down style, and it's stronger for the country fiddlin' than the singing. (Starday, BMI) (2:10)

★★ **Helen**—The group joins in to sing this up-tempo weeper about a fickle lass named Helen. (Starday, BMI) (2:35)

---

**JIMMY PATTON**
★★ **Okie's in the Pokie**—SIMS 117—A wild rocker, in the wild rockabilly tradition is handed a frantic performance by the chanter here. (R&R, BMI) (2:15)

★★ **Lonely Nights** — Patton sells this weeper with much heart over simple support. (R&R, BMI) (2:15)

---

**DON HOLIMAN**
★★ **Please Love Me All the Way**—TOPPA 1023—Don Holiman tries hard on this weeper and the backing is warm, too. (Mixer, BMI) (2:30)

★★ **Too Young to Love**—Same comment. (Mixer, BMI) (2:00)

## Spiritual

★★★★

**ROBERTA MARTIN**
★★★★ **Jesus Will Hear You Pray**—SAVOY 4148—Roberta Martin and her singers in a fine gospel performance. Miss Martin's solo, accompanied by typical gospel chord progressions on the keyboard, is very satisfying. (Martin Studio, BMI)

★★★★ **Step in Jesus**—A rousing gospel side, with a male lead in fine voice. The beat is powerful and uplifting. (Martin Studio, BMI)

---

**GOSPELAIRES OF DAYTON, O.**
★★★★ **I've Got It**—PEACOCK 1818—Lead Bob Washington brings a frantic Little Richard quality to his reading on this fast-moving gospel item. Sock side. (Lion, BMI) (2:38)

★★★★ **Mother's Journey**—Effective narration by Bob Washington and expressive vocal by lead warbler on a strong gospel theme. (Lion, BMI) (2:45)

---

**PILGRIM JUBILEE SINGERS**
★★★★ **Stretch Out** — PEACOCK 1819—Fervid warbling by lead and group on fast-moving gospel tune. Solid item for market. (Lion, BMI) (2:42)

★★★★ **Evening Sun** — Feelingful reading by lead singer and group on deliberately paced gospel item. (Lion, BMI) (2:12)

---

**SPIRIT OF MEMPHIS QUARTET**
★★★★ **Jesus, Jesus How Far Am I From Canaan**—AUDIO-LAB 8—The fine group's two sides represent a great value. (Lois, BMI)

★★★★ **Automobile to Glory — If You Make a Start to Heaven** — Another fine buy at the price. Two sides with a world of sincerity in the performance. (Lois, BMI)

---

**REVEREND CRUM**
★★★★ **Hold My Hand**—WORLD WIDE 5008—The Reverend's lead is intense and satisfying. The chorus contributes a rhythmic repeating figure. (Planemar, BMI)

★★★★ **All Over Me**—This side is full of fire and impassioned feeling. It's uptempo, with a beat that rolls right along. (Planemar, BMI)

**SPIRIT OF MEMPHIS**
★★★★ **God's Got His Eyes on You—I'll Go**—AUDIO-LAB 20—Like the flip, two fine sides, which will be wanted by programmers and buyers. (Lois, BMI)

★★★ **Every Day and Every Hour—Every Time I Feel the Spirit**—Two sides, each in a different mood and tempo. A fine buy at the price. (Lois, BMI)

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**NORTH PHILADELPHIA JUNIORS**
★★★★ **I Dreamed of a City**—WORLD WIDE 5007—This fine song is done in slow tempo, with excellent phrasing. (Savoy, BMI)

★★★ **I Heard the News**—The news of Jesus' coming gets a stirring vocal reading, to a steady rhythmic arrangement. (Savoy, BMI)

---

**SUNSET TRAVELERS**
★★★★ **Move These Things**—PEACOCK 1816—Emotional delivery by lead and group on fervent spiritual. (Lion, BMI) (2:38)

★★★ **Lazerus**—Relaxed spiritual theme is sung with sincerity and feeling by lead and group. (Lion, BMI) (2:41)

★★★

**THE DAUGHTERS OF JERUSALEM**
★★★ **O Daughters of Jerusalem** — ALL NATIONS 100—Female chorus handles this religious topic with moving reverence. (Yonah, BMI) (2:59)

★★★ **The Great Millennial**—The lovely singing quality comes across strongly with nothing but piano accompaniment. (Yonah, BMI) (2:58)

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**SWAN'S SILVERTONE SINGERS**
★★★ **Toll the Bell—Jesus Met the Woman at the Well**—AUDIO-LAB 17—From the archives comes this two-sided (four sides altogether) disk featuring the Swan Silvertones in two of the familiar spirituals. Good buy for the real spiritual fan. (Lois, BMI)

★★★ **All Aboard—All Night, All Day**—Same comment. (Lois, BMI)

---

**IMPERIAL GOSPEL SINGERS**
★★★ **The Roll Call**—WORLD WIDE 5006—The singers come thru with an up-tempo effort which they sing with enthusiasm here. (Planemar, BMI)

★★★ **Nothing Too Hard For God**—The Imperial Gospel Singers sell this driving spiritual with warmth over organ backing. Okay wax for the market. (Planemar, BMI)

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**SWAN'S SILVERTONE SINGERS**
★★★ **These Bones Gwine Rise Again—Go Ahead**—AUDIO-LAB 6—Two performances per side make a good value at the price of one. (Lois, BMI)

★★★ **My Time Will Come—I Want My Crown**—Another pair of good sides by this fine group. A buy for programmers. (Lois, BMI)

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**IMPERIAL GOSPEL SINGERS**
★★★ **The Roll Call**—WORLD WIDE 5006—A rousing gospel performance, which could attract some pop attention. (Planemar, BMI)

★★ **Nothing Too Hard for God**—Sincere reading, but lacks impact of flip. (Planemar, BMI)

---

**PROF. CHARLES TAYLOR**
★★★ **Pay Day (Put Our Time In)**—SAVOY 4147—Uptempo gospel side, with the lead having a sincere, intense style. (Savoy, BMI)

★★ **Another Day**—Another sincere side, done with enthusiasm in praise of the Lord. (Savoy, BMI)

★★

**SWAN'S SILVERTONE SINGERS**
★★ **I Want to Rest—I'll Search Heaven**—AUDIO-LAB 10—Good buy, altho sound is not too good here. (Lois, BMI)

★★ **In That Upper Room—I Want to Dig a Little Deeper**—Even tho the sound is not too bright, this is a good buy at the price. (Lois, BMI)

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**SHOCKLEY SINGERS**
★★ **He Brought Us Through**—WORLD WIDE 5005—Fresh-sounding youthful voices chant this in bright style, with a crisp beat. (Savoy, BMI)

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★ **The Devine Creator**—Youthful voices sing an inspirational side to piano and organ accompaniment. (Savoy, BMI)

## Sacred

★★★

**CARL STORY**
★★★ **Ship That's Sailing Down** — STARDAY 514 — Good traditional wax in the sacred school. The gospel song is set in three-quarter time and the chanter and his vocal group are backed nicely by guitars. Satisfying, spirited wax. (Starday, BMI)

★★★ **Someone's Last Day** — In fast waltz time is this song about the judgment day. Story handles it with much spirit and the group joins in fervently. Two sharp efforts in this medium. (Starday, BMI)

## Latin American

★★★

**GLORIA BENAVIDEZ & TRIO LOS CAMPEROS**
★★★ **Quedamos a Mano** — MAYTE 15—A ranchera, with Spanish lyric. Romantic in mood, and authentic in performance. For special programming and retailers with this type of trade. (TNT, BMI) (2:34)

★★★ **El Cartero** — A jocosa, with a light, melodic quality. Similar in quality to the flip. For Tex-Mex-oriented programs and stores. (TNT, BMI) (2:42)

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**TRIO LOS CAMPEROS**
★★★ **Soy Tuyo** — MAYTE 13 — The Trio sings this bolero ballad in acceptable fashion. Might go in the areas favoring this kind of material. (TNT, BMI) (2:31)

★★ **Tu Negra Traicion** — Mixed in with the local Spanish flavor on this ballad is just the slightest bit of country singing technique. (TNT, BMI) (2:47)

★★

**RICHARDO GUZMAN**
★★ **Juanita** — MAYTE 14 — Vocal group in front of a small accordion-led instrumental combo makes interesting sense of this ranchera. This is not the old "Juanita" standard but rather a Mexican original. (TNT, BMI) (2:23)

★★ **Solterona Quedaras** — Same group does a nice job on this unusual offering in a schottish rhythm. (TNT, BMI) (2:43)

## Rhythm & Blues

★★★

**SAM MYERS**
★★★ **You Don't Have to Go**—FURY 1035—Here's a handclapping effort, with a "Kansas City" type rhythm, which the blues shouter sings in strong fashion over swinging support. A good side for boxes. (Conrad-Sheldon, BMI) (2:33)

★★★ **Sad, Sad Lonesome Day** — Sam Myers, a good blues shouter, shouts his way thru this listenable blues in warm fashion over funky support. Good wax for both r.&b. and even pop oriented fans. (Fast, BMI) (2:50)

★★

**DON JULIAN AND THE MEADOWLARKS**
★★ **Blue Mood**—ORIGINAL SOUND 12—Don Julian, a lad with a sound, sells this moody effort with feeling, over simpatico support from both the group and the ork. (Eldorado, BMI) (2:22)

★★ **There's a Girl**—Pleasant rockaballad is sold nicely here by the singer and the group. Flip is the better side. (Drive-In, BMI) (1:45)

---

**JESSIE HILL**
★★ **Scoop Scoobie Doobie**—MINIT 610—Jessie Hill turns in a wild, pulsating reading of a frantic rocker here. In spite of the action, the side fails to build as it should. (Minit, BMI) (2:31)

★★ **High Head Blues**—A driving blues is puntuated by shouts from Jessie Hill while the band builds its riffs. (Minit, BMI) (2:35)

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**CHUCK DOCKERY**
★★ **Baby Let's Dance**—NEW SONG 123-4—This restrained rocker swings along nicely with Dockery singing. (Termyra, BMI) (2:35)

★ **I Love Just You**—Ballad on the flip really never gets off the ground. (Termyra, BMI) (3:00)

---

**JANICE RADO**
★★ **I'm Coming Home** — BOSEL 782 — Miss Rado offers an okay ballad in fair style. Thrushing gets thin backing. (Daywin, BMI) (2:05)

★ **This Feeling** — A ballad is handled for fair effects by the gal. (Maravilla, BMI) (2:03)

# Clay Ankles

• Continued from page 2

"there was no hint of payola" behind Clay's departure.

Station's policy calls for management to program all disks, whereas Clay wanted to pick his own disk line-up, Mullholland said, and there was also a conflict over policy on record hops and remotes, which Clay conducted recently on an extensive basis. Clay's time period has been taken over by Harv Morgan.

# Dealers Find Ways to Skin Cat

• Continued from page 2

so outlandish that they can afford to slice the prices far below those so-called wholesale tags, and still make money."

The dealer continued: "You want to know how I get a lot of my stuff. I subscribed to the Diners Club record club and everyone in my family is a member, too. Man, you can get a lot of what you want there except the majors for $2 monaural and $2.50 stereo — with no limits on numbers. Mind you that's what the Diners' Club sells the records to consumers for. But I'm a dealer, so I'm supposed to pay $2.47 for monaurals. How do you like that?"

Another observer, taking up the cudgels of the dealers' case, asserted: Let's face it. The prices are maintained because of the clubs. If the majors ever drop the suggested retail price, then the club boys lose the peg for all their offers. I know some dealers who belong to every club there is and they have their wives, sons and daughters do the same thing."

"I've got them all topped," another said, with a show of quiet confidence. "You know those album subscription plans many of the companies have for radio stations and disk jockeys? Well, man, as far as they know, I'm a jock, too. I subscribe to all the plans and I get all their best stuff for about $1 an album. It's true I can't get more than one of each. But at least what I do get, I can sell for a decent profit."

In other conversations prior to the co-op meeting, it was revealed that most distributors in the area have been willing to sell the co-op. There is one apparent trouble spot, however, which has yet to be ironed out. At least one outlet which handles several hot indie lines has withdrawn all exchange and return privileges, even for defective disks, on orders from DISC. Members have looked upon these tactics with some disfavor and are developing other sources for the lines involved.

During the formal part of Tuesday's meeting, members were told about the one distributor problem and other headaches of setting up steady lines of supplies. In addition, it was reported that shortly, the co-ops' own line of needles, with fittings for virtually all phonos extant would be available at competitive prices. Beyond this, wrappers and disk bags will soon be available at a cost per thousand about one-half of the going rate.

# Cole Musical

• Continued from page 2

production is in rehearsal—preparing for a pre-Broadway tour which will start in Denver, October 17, running thru to January 28 in Boston. Capitol will release its original-cast album after the show opens on Broadway.

The idea of a label backing its own artist was first suggested in a Billboard story this summer (see August 29 issue) which reported on the increasingly competitive battle among diskeries for original-cast album rights to Broadway musicals. The story noted: "The fact that diskeries are shelling out more substantial money to get an original cast show album, even up to the entire backing, has raised the question at a few large companies as to the possibility eventually of record companies producing their own Broadway shows.

In line with this, Capitol's veepee a.&r. division chief Lloyd Dunn noted: "Tho we are the first in the industry to explore this new area of artist exploitation, I'm sure we won't be the last." In addition to providing a "custom-made showcase" for Cole, Dunn said he considered the project a "practical means of developing new talent," a reference to Dottie Wayne and Ray Rasch, who received their first big break as writers via Capitol's "Wild Is Love" album.

# Three 'Strings'

• Continued from page 2

virtuosi. Top arrangers were picked to handle the arrangements for the albums, including Hill Bowen, Bob Sharples, and Johnny Douglas.

Camden is backing the Living Strings series with extensive promotion. There will be full-page ads in consumer magazines, window displays, dealer aids, etc. Ray Clark, manager of planning and merchandising for Camden, stated that these three albums would be promoted with the heaviest campaign in the history of low-price records.

# • Reviews and Ratings of New Albums

• Continued from page 99

scenes, jail scenes, etc. Perhaps not a commercial disk, but surely of much interest to people as a document of some of the doings of our times.

## LATIN AMERICAN ★★

★★ **FETE FOR SO**
**Tom Charles. Cook 911** — The native rhythms and melodies of British Guiana and the West Indies get a somewhat sophisticated treatment by the Tom Charles Syncopators. Music is played by what sounds like a hotel orchestra. Four of the tunes are sung in the calypso vein by King Fighter and Lord Inventor. One tune, "Metronome Bounce," gets a swing treatment circa 1938.

## INTERNATIONAL ★★

★★ **THE RISE OF THE EMPIRE CITY Various Artists. Folkways FW 8882**—A Peking opera, actually recorded in China, this work will fall strangely on most American ears. Yet there are portions that contain percussion, syncopation and even a hint of melody not too far removed from Western music and, on occasion, even like jazz. Much of the material is spoken rather than sung, English text and notes are included. A most unusual item.

# Diskeries Bid For Pen-Pals

• Continued from page 1

her own handwriting on the inside sleeve—about past hit records that her fans might have missed.

She wrote that the record company had made arrangements for all her fans to get any of her back hits they were missing. These are indicated in a list and the buyer simply checks off the three couplings wanted and sends the coupon with $1 for the three to Vista Records. This is seen not only as a list-building device but also as a clever measure designed to reduce old inventory, which otherwise might eventually have to be scrapped.

Yet another recent innovation is noted in the case of the new Conway Twitty album on M-G-M. In this case, the deal is the direct opposite of the Annette idea, since the Twitty set contains all his biggest M-G-M singles hits. On a special coupon imprinted on the inside sleeve, a buyer can send in his name with 25 cents and get a brand new single with two previously unreleased Twitty sides.

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# Kansas State Fair Pulls 453,000 For New Record

## Ideal Weather, Good Spending Pushes Receipts Up 15 Per Cent

HUTCHINSON, Kan. — The 1960 edition of the Kansas State Fair rocketed past all previous attendance marks and in six days chalked up a new unofficial attendance record of 453,000. This topped the previous record of 412,000, set last year, by a substantial margin. A new single-day record of 141,000 was set Sunday (18).

Virgil Miller, secretary-manager, attributed the big increase to excellent weather without a drop of rain and little of the famous Kansas winds. Also coming in for credit were good economic conditions in the area, the solid line-up of attractions and the almost record-breaking number of agricultural entries.

Royal American Shows were up a whopping 22 per cent over last year and Miller said the over-all receipts of the fair were 15 percent ahead of '59 figures.

The afternoon grandstand held up well thruout the run. Five afternoons were filled by Frank Winkley's Auto Racing, Inc., with speedway races, midgets and stocks. On Thursday (22), the final day, Jack Merrick, director of the National Jalopy Association, had a program of races. The Barnes-Carruthers night grandstand show, "Soaring High," the offices' No. 1 revue, was off from last year.

The new open-air arena was used for the first time and presented Sam Snyder's "Water Follies" for 10 performances, six at night and four in the early evening. Miller said the newness of the location worked to its disadvantage and the total gross was light.

# Spokane, Wash., Fair Pulls Record 60,376

SPOKANE — A record 60,376 persons saw the ninth annual Spokane Interstate Fair September 14-18. The previous attendance mark was 51,000, set in 1959.

Single-day attendance records were set on each of the last three days of this year's fair, building up from 10,023 on Friday to 13,000 on Saturday and 19,620 on Sunday.

Manager Charles T. Meenach credited perfect weather along with better exhibits. Nearly 2,400 persons exhibited approximately 10,000 items, including agricultural displays and home economics projects. Entertainment included Jo-Ann's Educated Mules, pipe band and dancers, and a free grandstand Shetland pony show. A polio inoculation booth, operated by the county health department, was a special feature. Rainier Shows provided the carnival.

Plans for an even bigger and better fair for next year already are under way. Meenach said they include additional facilities, remodeling and further landscaping.

MINNEAPOLIS—Dates of the sixth annual Upper Midwest Auto Show were announced as January 6-15, 1961, by Max Winter, president of Max Winter Attractions, Inc., here, which is promoting the show. Event again will be held in the Minneapolis Auditorium.

# TENN. STATE FAIR EYES NEW MARK

## Attendance Runs 10 Per Cent Ahead; Gooding Midway, Auto Races Get $$

NASHVILLE — The Tennessee State Fair was having one of its better runs last week and given good weather over the final days anticipated a new attendance record.

As of Friday morning (23), L. E. Griffin, veteran secretary, said attendance was 10 per cent ahead of last year at the same period. Friday and Saturday are always big days and if the weather held, large numbers were expected to wind up the fair.

Spending in general was described as good by Griffin, who also reported that Gooding's Million Dollar Midway, managed by Hal Eifort, was ahead of its '59 pace.

The night grandstand show, Jimmy Hetzer's Japanese Spectacular, was doing fair. Auto races, which are popular here, made up most of the afternoon programs. On Wednesday and Thursday the Nashville Speedway staged programs of stock car races that drew well. Al Sweeney's National Speedways had big car races scheduled for both Friday and Saturday afternoons.

The Tennessee Junior Dairy Show on Monday drew large crowds of rural youngsters. The fair used a new cattle barn for the first time this year and Griffin said it wouldn't be too long before another would be needed if entries continued at their current rate.

## POLACK SCORES PNE BUSINESS

VANCOUVER, B. C.—Polack Bros.' Circus played to its best stand here in 10 years when it pulled about 105,000 persons to the Shrine-PNE Circus during the nine-day run at the Exhibition Forum.

# Oklahoma Free State Fair Up 10 Per Cent

## Attendance Holds Well; Collins Also 10% Ahead

MUSKOGEE, Okla.—The Oklahoma Free State Fair was having a good run here last week with attendance thru the free outside gate holding up well and over-all receipts showing a 10 per cent bulge over '59, Tom Conrady, manager, disclosed.

With the exception of a little rain on two days, weather was holding up well. Sunday (18), opening day, was a big day and Monday (19), kids' day, was one of the biggest on record. The William T. Collins Shows racked up the biggest kids' day ride and show gross in 15 years and did it on cut-

(Continued on page 109)

# Pomona Fair Races Ahead of '59 Pace

## Clocks 300,124 First Five Days; Ski Jump, Grandstand Acts Draw

POMONA, Calif. — The Los Angeles County Fair thru Tuesday (20), fifth of the 17-day run, chalked up an attendance of 300,124, up 18,288 over the same period last year. It was the first fair under the guidance of Phil D. Shepherd, who was upped from assistant manager after the death of C. B. (Jack) Afflerbaugh, its general manager and president for more than 25 years.

Good weather, strong exploitation and the featuring of the ski jump, which pulled well in 1951, were credited with bringing the increase.

Roy Driscoll, veteran publicity director, said the fair's publicity this year was excellent. While the same number of 24-sheets were used, he said that he felt better locations were obtained. Jumbo signs were used for the first time on the side of buses. In addition to these, 500 of the regular size were used.

The ski jump is located in front of the grandstand and is presented along with acts booked by Fred H. Kressmann of Barnes-Carruthers, Chicago. Appearing the first nine days and closing Saturday (24) were The Three Leggers, Jimmy Byrnes and Patti, and the Seven Sons of Morocco. Opening Sunday (25) to October 2 were Lona's Dogs, Nip Nelson, and Ashton and Shirley. The Sway-O-Rama troupe, high pole, were booked for the entire 17-day run and is a free attraction in the Plaza area. Larry (Bozo the Clown) Valli works the fair midway near the Clock Tower.

Under Shepherd's direction, the fair held its 75-cent gate, with children under six free when accompanied by parent, and under 12 for 25 cents. There was no change in the grandstand afternoon tab, with the general admission remaining at $1.25 Monday thru Friday and $1.50 on Saturday.

Prices were reduced for the night grandstand show. Admission for children was cut from 50 to 25 cents Monday thru Thursday and adult generals from $1.25 to 50 cents. Reserved seats remained $1.75.

The midway was under the operation of Cecchini & Levaggi for the second year under the title of Funville Amusements, Inc. Louis Cecchini with his brother, Al, devoted full time to the ride operation and John Levaggi to the concession part of the installation. Rides of Fair Time Shows, Inc., and Crafts 20 Big Shows were booked to fill in the permanent installations of C. & L. A third Kiddieland was set up, with Fair Time placing eight devices in the area.

Tuesday (20) was Showmen's Day, with the Pacific Coast Showmen's Association being honored and the guests of the fair. The ninth race was named in honor of the association. About 200 PCSA members and their families were on hand.

# Ringling Up 50% At Los Angeles; Grosses $500,000

## Crowds Exceed 200,000 in 12 Days; Bucked World Series Last Season

LOS ANGELES — More than 200,000 people paid upward of $500,000 to see Ringling Bros. and Barnum & Bailey Circus in the Los Angeles Memorial Sports Arena during its 12-day run ending Sunday (18). Business for the run, one day longer than last year, was up nearly 50 per cent.

The show opened Wednesday (7) with one of the strongest advance sales of the season. Matinees the first weekend, Saturday and Sunday (10-11) were turnaways in the 16,000-seater air-conditioned building. Altho business was reliably reported to have tapered off the closing weekend, the show pulled an estimated 12,200 for the Saturday (17) matinee and repeated the deal the following day. Closing night's crowd ran around 6,000, considered a strong wind-up.

When the circus played the arena last year for the first time, the attendance was 135,000. The show, however, bucked the World Series in the adjacent Coliseum.

Paul Eagles, general agent, said the run was comparable to that of Madison Square Garden on a day-to-day basis.

# Maude Atwood's 46th Fair Is Big Winner

## Attendance Holds Up; Olson Midway Goes Well Ahead

CHATTANOOGA—Mrs. Maude Atwood, who this year marked her 46th year as secretary of the Chattanooga - Hamilton County Interstate Fair, was well pleased with the 1960 edition here last week.

The fair which opened Monday (19) and ran thru Saturday (24), received excellent weather all week, one of the best weather periods in the 46 years. Attendance was matching last year, and spending on the grounds was excellent.

Spending on the midway of Olson Shows was typical. Manager Paul Olsen reported he was up over last year on each day. Friday (23) was kids' day, with the city schools closed for the day. As a result, the youngsters were on the fairgrounds in large numbers at an early hour.

The GAC-Hamid free show, put on twice daily in the open-air arena, included Clay Beckett, Linares, Clown Happy Davis and Rex Remore and Elaine, with Rex doing the emsee chores.

# New Mexico Fair Running 10% Ahead

ALBUQUERQUE, N. M. — Aided by generally god weather and heavy spending the New Mexico State Fair was outdistancing its 1959 run by a wide margin.

As of Thursday (22), sixth day of the nine-day run, attendance was 10 per cent ahead of last year. In addition the pari-mutuel handle was setting new daily records and for the first five days topped last year by $250,000.

The fair's main entertainment, the Beutler Bros. Rodeo, was doing well in the Coliseum and was running an estimated 2 per cent over last year. The name lure the first two days was Peter ("Lawman") Brown, with Red Foley coming in for the next two days and Rex Allen in for the following three. Robert ("Wagon Train") Horton was set for the final two days, Saturday and Sunday. Horton was in for the opening day at last year's fair and scored big.

Tex Barron, manager, reported that Siebrand Bros. Shows was also topping its '59 performance. The show did this despite the fact that for the first three days the entire show wasn't here, part of it having played the Eastern Idaho State Fair, Blackfoot.

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# 438,073 Gate Sets Quebec Ex Record

## Ideal Weather Prevails; Coliseum's Gross Lags; 50th Fair Cele in 1961

QUEBEC CITY, Que. — First compilations show this season's Provincial Exhibition with an attendance total of 438,073, a new gate record some 32,000 better than the previous one. Extremely favorable weather graced the grounds for the 10-day stretch ending Sunday (11).

Emery Boucher, manager, said a minor rainfall had no adverse effect on Friday (9), coming late in the day. Friday is typically one of the weak days here and no activities were curtailed because of weather.

Many new contests were featured in the agricultural areas; commercial and industrial space was at a premium. Bernard & Barry Shows and Racine Greater Shows combined again on the midway and rolled up a highly commendable gross, it is reported.

The Coliseum featured an Al Dobritch variety show which included a "Dancing Waters" unit. Running four matinees and 10 nights, it failed to come within 6,000 patrons of the 1959 attendance altho it was well-received, thus pointing up a continuing entertainment dilemma at this fair. Dobritch also produced the 1959 show.

This year's theme was "Year of Forestry," and it was applied wherever possible to exhibits. In addition there was a building turned over to illustrating the theme. The Armed Forces had a tri-services display which included an air exhibition starring the RCAF Golden Hawks precision flying team on Labor Day.

The local Kinsmen organization awarded a $35,000 gift house, for which ticket sales were slightly off this season. On the raceway, there were three afternoon and seven night programs, pulling attendance and wagering on a par with last year, when 11 programs were offered.

Among exhibits was one which incorporated paintings of 25 top Canadian artists, loaned by the National Gallery in Ottawa. All 10 provinces were represented in the art and photo shows.

Next year's exhibition will be the 50th anniversary of this event and improvement expenditures have been curbed to permit greater outlays in conjunction with the golden anniversary celebration. This year's edition was the 40th for which Boucher has been active in the administration, a noteworthy record in Canadian fair business.

# Eastern Idaho Fair Attendance Up 6%

BLACKFOOT, Idaho — The Eastern Idaho State Fair had one of its best runs in recent years during the five days ending Saturday (17). Weather during the entire fair was as close to ideal as possible, according to Mrs. Ruth Hartkopf, secretary-manager.

A total of 120,000 came thru the outside gates, registering a 6 per cent increase over last year. The midway gross was up about 5 per cent, where Siebrand Bros.' Shows had the contract. Mike Smith's Northern Exposition Shows were booked in by Siebrand to augment his fun zone as part of the latter's equipment had to go to Albuquerque for the New Mexico State Fair.

The night grandstand show was about even to a little lower than last year, Mrs. Hartkopf reported. A Barnes-Carruthers act program filled the bill all five nights.

Afternoon grandstand attractions had very good attendance. These included pulling contests, horse races, chariot races, horse showings and Indian relays. On two afternoons a youngster's rodeo attracted much attention, and the State championships were held Saturday (17).

## 3 More Gray Stands

AMARILLO, Tex. — Gil Gray International Circus routing indicates it will reach quarters at Dallas earlier than usual this season without making the usual one-day stands in the Southwest. The show is laying off at Amarillo after strong business here last week. Remainder of the season includes October 1-2 at Midland, October 3 at Fort Stockton, and October 5-9 at El Paso.

# *BATTLE OF FLOWERS SEEKS NEW BIDS FOR '61 MIDWAY*

SAN ANTONIO—The Fiesta San Antonio Commission has again invited bids for the midway attractions at next april's San Jacinto Celebration and Battle of Flowers after the initial opening here Wednesday (21) came off with no bids received. Dates are April 16-22.

Ellis Shapiro, executive secretary of the sponsoring association, reported that according to some carnival people, the minimum bid ruling of $31,000 was considered too high, especially in view of the fact that a number of large locations have been eliminated for the '61 event.

The new bids will be considered Tuesday (27) in the Walnut Room of the Granada Hotel here at 4 p.m. All carnival operators who expressed interest in the first bids have been notified by wire, Shapiro disclosed. No minimum figure has been set under the new set-up.

At Wednesday's bid opening, two attorneys were on hand representing shows. One did not disclose whom he represented. The other was on hand for Jack Ruback's Alamo Exposition Shows, which held the contract for many years before Robert K. (Bob) Parker, took it over for the 1960 run with a bid of $28,000.

Shapiro said that two of the locations eliminated as part of the midway are the City Hall and the lot directly across from the Cathedral.

# York's Fair Clicks With Over 285,000

## Pat Boone, Other Stage Acts Score; 72,000 at Debut

YORK, Pa. — The sprawling York Inter-State Fair had one of its strongest weeks on record with an estimated 285,000 or more persons visiting the grounds during the five days ending Saturday (17). Accurate totals will not be available until October but experienced observers predicted the gate would definitely exceed last year's 272,819.

By week's end enthusiastic officials had renewed most entertainment contracts and extracted a promise from Jack Kohman to return again on Saturday next year. He closed the grandstand schedule with two packed houses.

Contracts were signed for the James E. Strates Shows to provide the midway once more, Frank Wirth the grandstand (to be his 43d year at York), and H. E. (Sonny) Cannon of Brunswick, Md., the sound system.

Hurricane Donna preceded the fair, which opened Tuesday (13) with Johnny Ringo as the feature for Children's Day. There were 72,000 persons on the grounds, of which 58,000 were kids with school tickets. Liberace was the Wednesday feature. He failed to fill the grandstand with either show but was very well received in his first visit here. Pat Boone followed on Thursday and filled the stands twice. Arthur Godfrey worked his horse Goldie on Friday, to a one-third house in the afternoon and near-full grandstand at night.

Also attending on Friday was Sen. John Kennedy, the Democratic Presidential candidate, with a brief stop during a Pennsylvania swing.

As important as the attendance summaries are, they were secondary to at least one. John Dempwolf, concession manager, cited a record revenue from sale of space, with some $140,000 in the till. Reservations for next season were exceptionally numerous before the week was over.

Horace B. Faber occupied the dual positions of president and manager this season. The premium payouts hit $23,500 which exceeded last year's total by some $1,500.

In all, it was one of York's top seasons. Cold weather threatened all week but failed to materialize. The only rain came Saturday night after the Kochman show had been held before a full grandstand. On the exhibit side one of the novel units was an inflated structure by Scranton Corporation, Scranton, Pa. It was one of the 40-by-60 Solar Space Houses, eight feet high and made of 8-gauge clear vinyl.

Total exhibitors in the Main Building and Horitcultural Hall was 11,427, an increase of 142. There were birthday cakes presented by the staff to Frank Wirth, whose date fell on Saturday (17), and to John Dempwolf (14), of the board of managers, and Jake Fickes (11), assistant concession manager.

In Wirth's "Stars in Your Eyes" revue with which the stars were featured, were the Manhattan Rockets dance line; Sanger, Ross and Andree, novelty dance; Hugo Zacchini, cannon act; Pat Paterno, vocal; George Hanneford riding act; Pink and June Madison's elephants; the Staneks, teeterboard; Toni the Monkey Girl; Princess Tajana (Hanneford), aerial; Johnny Woods, emsee.

# UTAH STATE FAIR SEES NEW RECORD

## Expects to Top 300,000 Gate Mark; "Holiday on Ice" Scores Sellouts

SALT LAKE CITY—The smiles were broad around the administration building of the Utah State Fair here last week.

The fair, aided by good weather, was racing at a record-breaking pace and going into Friday (23), its eighth day, appeared certain to hit the 300,000 attendance figure and surpass the previous record of 288,000 set in 1958, Don Wyatt, manager, said.

Leading the varied attractions around the grounds was Morris Chalfen's "Holiday on Ice," which was in the Coliseum for its 13th year. The sturdy icer played to capacity during the first eight days and had sold out all performances over the final weekend. In all, it was scheduled for 19 shows.

On the two children's days, Monday and Tuesday (19-20), an estimated 46,000 moppets swarmed over the grounds. Thru a tie-in with Meadow Gold Dairies, a free show featuring Don ("Johnny Ringo") Durant, was presented and played to four capacity crowds. Other free grandstand attractions during the week included horse racing, a Western riding club exhibition and a society horse show.

Monte Young Shows, the midway attraction, took advantage of the big attendance and was running well ahead of '59 figures.

Wyatt reported that the fair's record-breaking run was evident in other segments of the fair as well as attendance-wise. Livestock entries overflowed facilities and were housed in tents and one of the largest Holstein shows in the country was held. Demand for commercial space topped any recent year and it was all gone a month before fairtime.

# Weather Clobbers Reading Fair Date

## Gate Sinks 47% in Rain; Auto Races Cut; Boone, Autry Fail to Attract

By IRWIN KIRBY

READING, Pa. — The whole book of bad breaks was hurled at the Reading Fair this season as the annual, sporting a couple of interesting improvements, was battered by the elements at its beginning and end. Final, crushing blow was the washout of Sunday's (18) double race card.

Gate count was 113,405 which pales considerably alongside the 217,070 of last year. On the midway, Cetlin & Wilson Shows had a creditable week with rides and shows, but concession revenue was down sharply.

### Chitwood Opener Clicks

On Saturday night (10) there was a very good house at Joie Chitwood's thrill show which preceded the official opening, but trouble in the form of rain set in soon afterward. Sunday's motorcycle racing was rained out in the afternoon and Chitwood's night show was also canceled. Monday was to feature stock car races at night but they were washed out by a rainstorm. First two days did 8,600 at the gate compared with 52,000 last year.

Closing day's USAC sprint car racing was washed out and rescheduled for Sunday, October 16. The evening stock car program was also rescheduled for Friday (23). Ten inches of mud had been raked off the track for Tuesday ARDC-USAC midget auto races. Turnout was poor.

Talent shows also suffered. Pat Boone's two performaces pulled less than 5,000 paid admissions altho the weather had cleared Wednesday when he appeared. Gene Autry starred for five succeeding performances and turnouts ranged from 500 to 1,700.

On closing day the double racing card is normally a strong revenue producer, but John Giles, fair president, yielded to the elements at 11 a.m., called off the program and pulled the front gate crew. There was no tally for that day.

### Exhibit Facets Improve

Refurbishing of the fair's surfaced midways went a long way toward keeping the attendance loss from getting worse than it was. In all other departments there was much to be enthusiastic about, with exhibits sold in encouraging fashion (about $2,000 more than 1959), premium payouts exceeding $17,000, and most awards handed out in check form by Saturday.

A former poultry building, all metal, was devoted this time to display space under a "Motorcade" banner. One hundred feet long, it contained exhibits of automobiles, motorcycles, boats and other products. Russ Moyer, publicist and promotion director, flooded the area with half-priced 50-cent admission tickets, disposed of thru business firms buying them in blocks of 100 or more for distribution to employees. This effort was termed successful and will be emphasized next season.

Missing this season was Charles W. Swoyer, who retired in 1957 after nearly a half-century of association with the fair. Swoyer died August 29 at the age of 82. The fair dedicated a page in its official program to him.

# St. Paul Adds "Music Man" As 2d Sellout

ST. PAUL—"The Music Man" has joined "My Fair Lady" as one of the two top attractions in St. Paul Auditorium theater road show history to have all performances sold out. The 10-day run of "The Music Man" ended Saturday (24).

"My Fair Lady" has the record attendance here and continues to hold it because it ran one day longer, according to Edward A. Furni, auditorium manager. "My Fair Lady" also was a sellout at all performances when it appeared here September 29 thru October 10, 1959.

Furni said the demand for tickets to "The Music Man" was so great that the engagement could have been extended for another week. The auditorium theater seats 2,695.

Furni disclosed he is seeking to book a return engagement of "The Music Man" and also is trying to bring back "My Fair Lady" for another run.

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# TALENT ON THE ROAD

## Texas Oil Cele Books Bennett, Bee, Crew Cuts

The annual CavOILcade to be held at Port Arthur, Tex., has come up with a list of name talent for its mid-October event. The Tommy Dorsey orchestra, with Lee Castle fronting, will be in for both entertainment days. Tony Bennett will head up the October 15 program with the Ralph Sharon Trio. Set for the October 14 show are Molly Bee and the Crew Cuts. . . . And speaking of Texas, the 29th annual Texas Prison Rodeo at Huntsville has lined up another long list of names for its rodeos which is to be held on five Sundays in October. Line-up thus far includes Ricky Nelson, October 2; Allen Case, featured in "The Deputy" and the Crew Cuts the following Sunday; Molly Bee and Bo Diddley, October 16; John Wayne and Frankie Avalon, October 23, with Jimmy Rodgers and Neil Sedaka on the final Sunday.

**Up in Puyallup, Wash., where the Western Washington Fair has been in operation since 1900, they lined up their usual strong attraction bill. For instance, they had the Nerveless Nocks, Egony Brothers, Victor Julian and His Pets, Happy Kellems, Garner Newton, Alex Novelle's Harmaniacs, the Bogadis, the Marthys and the Rodos Troupe. And in the talent column don't forget Cy Taillon, veteran announcer and rodeo personality, who was back as emsee. . . . Record stars who played the Saturday night (24) talent show in Freedom Hall at the Kentucky Fair and Exposition Center, Louisville, included Bobby Rydell, Sam Cooke, Duane Eddy, Dion and the Belmonts, Bo Diddley, Mary Johnson, the Olympics, the Bobbetts, Chubby Checker and Paul Williams and his ork. Set for the Rock and Roll show in the same building on October 1 are the Spaniels, Jessie Hill, Joe Turner, Donnie Elmbert and the orchestras of Bobby Peterson and Rosco Gordon.**

Red Foley's date at the East Texas State Fair in Tyler was switched from September 24 to October 1. Fair Manager Bob Murdoch okayed the change from opening to closing day to permit Foley and his Jubilee USA troupe to perform for their sponsors, Massey-Ferguson, in Springfield, Mo. . . . The Three Kriels, Dick, Lowell and Lois, finished their fair and celebration tours on September 10 and reported a good season. Dick is now playing Tennessee dates with his dogs and juggling routine while Lowell and Lois are playing indoor dates in Iowa and Illinois with their clowning cats.

*Charlie Byrnes, Chicago*

## West Coast Fairs Book Acts

George B. Hunt & Associates Agency, Los Angeles, is again furnishing the show at the Kern County Fair, Bakersfield, Calif., September 26-October 2. Bill Dalton and Company are in for the run with the Marion Rankin Dancers (8) set for four days starting September 28. Other acts for the shows on September 28-29 include the Rudells, Tippy and Cobina, Three Steiner Brothers, Dave Barry and Manny Harmon and his orchestra. Appearing September 30 and October 1, are the 3-Ds, Sir Richard Drake, Galli Galli, and the De-Castro Sisters. . . . John Billsbury, Hollywood agent, has booked Robbins and Bonno, the Cavanaughs, and LaMarr and Poppy for the Greenlee County Fair in Duncan, Ariz. . . . Marquis Chimps are to be the headliner at the Fresno (Calif.) District Fair. Fair is being booked by Jo and Newton (Clina) Brunson of the Hollywood Theatrical Agency.

*Sam Abbott*

## 100,000 at Flemington Fair; Weather Spares Biggest Days

FLEMINGTON, N. J.—A near-record total of 100,000 persons visited this year's Flemington Fair, which officials considered outstanding in virtually every department. Weather was generally good except for one day, and participation by the public and exhibitors was at a high level.

Rain hit the second day, Wednesday (30), and forced curtailment of daytime activities. Other than that the weather was fine. The same day was hit in 1959, Manager Norman Marshall pointed out, when it rained for more than two days.

One of the best-attended events was a parade of antique automobiles, Sunday (4), with 53 vehicles taking part. Taking part in various activities were Governor Meyner, sportscaster Mel Allen, and four beauty contest winners—Miss New Jersey, Miss Hawaii, Miss Alaska, and Miss ASTA (American Society of Travel Agents).

The fair always runs from the Tuesday prior to Labor Day, thru Labor Day. This year, as usual, the closing two days were big ones, with full grandstands and crowded midways. How-Reit Shows provided rides and shows, with games being curtailed by State law.

Harness racing, midget auto and sprint car races were uninterrupted and drew well, Marshall said. Premiums totaled more than $40,000 at this, the 104th edition of the fair. Mell Allen announced the Thursday (1) harness races, including the New York-Penn Fair Colt Stakes.

## Joey Adams Is Renamed AGVA Prexy

NEW YORK—Joey Adams was re-elected president of the American Guild of Variety Artists in its recent membership election.

Also named were Johnny Woods, Joe Campo and Candy Candido, first, second and third vice-presidents, respectively. Sally Winthrop was re-elected recording secretary and Joe Smith was unopposed for the post of treasurer.

Named to the national board were Paul Benson, Al Tucker, Harry Otto, Dick Martin, Vince Silk, Rajah Raboid, Peter Chan, Bobby Faye, Jackie Heller, Sid Marion, Senator Murphy, Sally Winthrop, Joe Campo and Karl Wallenda.

## Rocky Mount's Fair Does OK Despite Storm

ROCKY MOUNT, N. C. — The Rocky Mount Agricultural Fair will drop back to a full-week operation in 1961, after running nine days this year. Norman Y. Chambliss, manager, observed that the longer spread and earlier week were not beneficial.

Running September 9-17, the week appeared too early to take advantage of tobacco markets, he said. Next year's fair will run September 25-30.

Hurricane Donna struck after the Sunday (11) business had ended, altho it had rained all day long. A livestock tent measuring 50 by 150 feet was destroyed, but was replaced on Monday. It was sunny the rest of the week.

Once the storm had passed it was decided to convert the grandstand show to free operation. Chambliss said rural people were demoralized by the storm; more children than ever before turned out for the rest of the week, but not so many adults Cook & Rose had seven acts plus an organist booked in, and Tony Vitale presented fireworks.

When the big closing day was over Saturday (17), it was found that front-gate tallies were only $1,981 behind last year, and the O. C. Buck Shows nearly equalled the 1959 gross. Under the circumstances the results were surprisingly good, Chambliss beamed.

## Rodeo's 'Town' Plan Okayed; Business Up

MESQUITE, Tex. — With one performance to go and rodeo attendance to date this season 6,100 ahead of the total 1959 paid admissions, Mesquite Rodeo Corporation won approval of zoning to allow a 25-shop Western town recreation area alongside their rodeo arena parking area. Upward of a million-dollar development is proposed for the area.

Location is 17 acres on the principal expressway between Mesquite and Dallas. Architectural work is still to be done, according to Neal Gay, who with Jim Shoulders shares management of the rodeo firm. General plan is for shops in a horseshoe arrangement to be owned by the Mesquite Rodeo Corporation and leased to operators.

Development of the Western town will be pushed after wind-up of the rodeo season closing Saturday (24). Rough idea now calls for 63,000 square feet of shops besides paved open area, board sidewalks, hitching rails, horse water troughs, and automobile parking.

Mesquite Rodeo is closing its third and best season, according to Gay. Last year 21 performances averaged just under 3,000 paid admissions each. This year the first 22 performances averaged just over 3,000 paid admissions. Rodeos are produced in an open-air arena under Rodeo Cowboys Association sanction each Saturday night, April thru September. Three extra rodeos were produced this year, for Kiwanis Club two days in May and for Optimist Club on July 4. Besides rodeo at their own arena, Mesquite Rodeo Corporation this year produced four special convention rodeos in the air conditioned Texas State Fair livestock coliseum. These included rodeos for the regional refrigeration engineers convention; State convention of Texas Retail Grocers, and two national conventions held in Dallas by Westinghouse and by the Elks.

# Harry Thomas Dies In K-M Truck Crash

### Driver Also Killed; Circus Trucks Crash on Mountain; Show Detained

PLACERVILLE, Calif.—Harry Thomas, 60, equestrian director, and Harry Smalley, 62, truck driver both with the Kelly-Miller Circus, were killed in a flaming truck crash here early Friday (16).

The crash climaxed a series of truck difficulties as the show came down the mountain road to appear here. As a result, the circus blew the afternoon performance but performed that night. The circus then was being detained here by highway authorities until they were satisfied the show's equipment was in good condition. The circus still was here Monday (19).

Thomas, a native of Dallas and a former radio announcer at Albuquerque, joined the Tim McCoy Wild West in 1938 as announcer and switched later to Cole Bros.' Circus. At one time he was announcer for Ringling-Barnum. He also was with King Bros., Clyde Beatty and other circuses. He had been with Kelly-Miller as announcer and bannerman this season. During the winters he usually had been announcer and equestrian director of the Orrin Davenport Circus.

Survivors include Thomas' widow, Charlotte, former Ringling-Barnum performer; two sons, Harry Orrin Thomas, 9, and Gary Leska Thomas, 5, and his mother, Mrs. Flossie Thomas, Dallas.

Funeral services for Thomas were held Wednesday (21) at Dallas. Among the show people attending were Earl and Hattie Shipley, of the Ringling advance; Bill Moore and Lawrence Cross, Gil Gray Circus; Mrs. Bobbie McGough, and Jimmy Hamiter. Lutheran and Masonic rites were conducted. Thomas was a past worshipful master of the Garrett Masonic Lodge, Dallas.

Thomas was riding in the cab of an elephant truck driven by Smalley as the show moved thru the Sierras to Placerville.

At a hill outside the town, a show truck was stopped at a drive-in while the driver got coffee. The brakes slipped and the rig rolled downhill until it hit a tree. This wrecked the cab but did not injure the rhino and hippo in the trailer.

Then a truck hauling the giraffe and horses came down the same hill and was nearly out of control as it neared a sharp turn. The driver eased it into an embankment to slow it down, and it stuck there, but did not injure animals or men.

The elephant truck came a short time later and one report was that its brakes failed. As it rolled downhill it started to pass a pickup truck ahead of it. But when the driver saw an oncoming truck he swung back into his own lane. This nudged the pickup over an embankment of about 20 feet. But the circus truck and the oncoming rig hit head-on. The impact disconnected the trailer carrying six elephants and flipped it into the same ditch with the pickup. The circus tractor stayed on the road and broke into flames.

At a hearing on Saturday (17) the circus management pleaded guilty of operating vehicles which fail to meet the vehicle code, the district attorney said. Judge Leon G. Johnson placed the show on probation for two years with the condition that none of the 35 trucks could move until certificates of compliance had been obtained from authorized checking stations.

Interstate Commerce Commission inspectors were here Monday (19) checking the circus equipment.

# San Jose Fair Tops Mark With 259,375

### Two One-Day Marks Also Toppled; Gobel Grandstander Pulls 15,000

SAN JOSE, Calif.—A new attendance record of 259,375, which was 11,334 over the previous top in 1958, was set at the 16th annual Santa Clara County Fair, which closed its annual seven-day run here Sunday (18), William A. Straub, secretary-manager, disclosed.

The increase, up 54,047 over last year, was attributed to strong grandstand attractions, good weather and new features. Opening Monday (12) the grandstand attraction was "Annie Get Your Gun," presented by the San Jose Light Opera Company. The performance was repeated Tuesday night.

Opening Wednesday for four night shows and a matinee, George Gobel with Judy Wynn, the Modernaires and the Volantes drew an estimated 15,000 to the grandstand. A fair representative said the show was the best ever presented "from a standpoint of balance and acceptance." The amateur talent finals were the highlight on the closing Sunday.

Last year the attendance Wednesday thru Saturday totaled 117,505, while the comparative days this year with the Gobel-Modernaires-Volantes pulled 175,558, a gain of 58,053. Attendances on Friday and Saturday were new one-day records of 66,310 and 66,605 respectively.

Free attractions included the John A. Strong Circus and Larry (Bozo the Clown) Valli. The circus drew capacity crowds at each performance, given regularly from Tuesday thru closing.

The carnival lot for the combined West Coast Shows California and Oregon units was a new one, located to the west of that used for 14 years. Altho smaller, the lot adequately, tho compactly, accommodated the equipment of the two units, which joined here after the California State Fair in Sacramento and the Oregon State Fair in Salem. Spotted at the end of Mitchell Promenade and seen from the Monterey highway, the show's flash was more in evidence than on the old lot.

The Gobel-Modernaires-Volante show was booked and produced by Jerry Perincio, of Music Corporation of America, Beverly Hills. Publicity was handled by Sal Millan, with Betty Harper and Don Bryant assisting.

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## ELECT MILT MAGEL

# Ballroom Assn. Skeds Oct. 8-15 Promotion

CHICAGO—The National Ballroom Operators' Association will kick off a nationwide promotion with the help of Lawrence Welk in October. The promotion, to be known as "National Dancing Festival," will run from October 8 thru 15, it was announced at the association's annual convention here last week.

Welk, who was here for the three-day meeting, will kick off the festival on his October 8 television show when he salutes the ballrooms and bands. Radio and television stations thruout the country are planning additional tie-ins, and the ballroom op will have television sets in their establishments for the Welk show and will give away his albums.

The meeting, which was well attended, elected Milt Magel, Castle Farm, Cincinnati, as president; Joe Malec, Peony Park, Omaha, vice-president; Bob Freed, Lagoon, Salt Lake City, treasurer, and Helen Karzas, Aragon, Chicago, executive secretary. Otto Weber, Des Moines, will continue as managing secretary.

The association, which launched its first public relations program this year, will repeat the effort in 1961. The '61 meeting will be held in New York City and the following year in Chicago.


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## Indiana Armory

SCOTTSBURG, Ind. — Federal funds in the amount of $188,000 have been released for the construction of a National Guard Armory at Scottsburg, Congressman Earl Hogan (D., Ind.) announced Monday (19). The structure will be built under a State contract.


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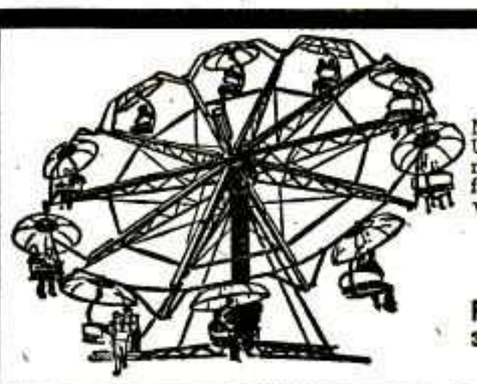

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# New Coliseum Being Planned At Brownwood

BROWNWOOD, Tex. — Architect Frank Dill, of Houston, has announced plans for a modern civic coliseum-auditorium to replace antique Memorial Hall here.

Plans were presented first to the Public Facilities Survey Committee. Tuesday (13) the plans were laid before the city council.

Memorial Hall, civic auditorium here since the mid-1920's, was gutted by fire last March.

Architect Dill's proposed plan calls for a modern concrete and steel building featuring circular construction. He said he hopes the building can be built for $600,000.

Dill said the building would have an arena 120 feet in diameter, with 36 sets of rows of auditorium seats. Seating capacity is planned for 4,500.

# Weather Cuts Early Traffic At ESE Gates

WEST SPRINGFIELD, Mass. —Eastern States Exposition was prevented from getting off on the right foot when weather troubles interfered with the usual attendance surge early in the eight-day run. Starting Saurday (17) the fair had four straight days on which it trailed last year. Only comparable start was back in 1956.

Total was 190,844 for the four days, compared with 227,042 in 1959. The total was 36,198 visitors, or 16 per cent in arrears.

Rain, overcast skies and coolness were the factors. The Jack Kochman Hell Drivers were rained out two days. Brightening the picture were big houses turning out for four early-run shows by the Coldstream Guards and Cameron Highlanders in the Coliseum, followed by a show starring the Gunsmoke Trio.


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# ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

## CNE's Buildings, Once Idle Between Fairs, Now Booked

CANADIAN NATIONAL Exhibition will play host to a total of 33 shows, including the Canadian National Sportsmen's Show and the Canadian National Home Show, in 1960. Because of a number of biennial shows not being held in 1960, this is five fewer than in 1959 for the Toronto facilities. Ivan Brodie, manager of the exhibit space department, reports these affairs, ranging from wedding receptions to the renting of the Coliseum for the annual Christmas party, have more than doubled to 56 events this year. The grounds used to lay idle following closure of the CNE show itself, but in 1948 Brodie started to obtain some value out of the buildings for other periods of the year.

The first show was the Sportsmen's Show, which started the ball rolling in 1948. Some groups start out in the Horticultural Building which has 35,000 square feet of space, then move on to the Coliseum with 60,000 square feet of space, then to the Automotive Building with 130,000 square feet of space, ending up in the Industry Building with its 160,000 square feet of space. The Canadian Furniture Mart uses the Automotive and Industry buildings, along with the East Annex, all at one time. Brodie said he has some shows booked for 1962 and 1964. The American Waterworks' Association has the space in 1964.

## Dubinsky in New Chicago Hall; Miami Beach's 'Traffic Jam'

FRANK DUBINSKY'S third annual Chicago World Flower and Garden Show will be March 11-19 at the city's new McCormick Place Exposition Center. It is expected to use two of the three principal sections of the main exhibit area. . . . South Mountain Arena, at Newark, N. J., has opened the ice-skating season. Its first season drew 128,000 persons and last year it had 186,000. Park commission operators look for 200,000 in its third year. There are 2,640 seats. Several college hockey games are booked. . . . Miami Beach Auditorium and Convention Hall has issued a booking schedule that had the new car showings coming in quick succession. These included Plymouth, one day; Chrysler, five days; Dodge, two days; Chevrolet, six days; Ford, four days, and Rambler, 10 days. Worked in between were a six-day gift show and a rally with the GOP's Henry Cabot Lodge. Days include move-in and move-out, rehearsals and actual shows. Jewish holiday services are in the auditorium thru October 1. The American Legion convention has the facilities thru October 20.

## Sacramento Improvements Make More Bookings Possible

AIR CONDITIONING has been installed at the Sacramento Memorial Auditorium at a cost of approximately $65,000. According to Bert Geisreiter, auditorium manager and convention director, the installation was part of the program that has spent nearly $100,000 each year during the past three years for improvements. He estimates that in 1960, the city and auditorium will play host to about 105 conventions and bring in an estimated 80,000 to 90,000 conventioneers. During the past few years, the building of motels and hotels has been under way. Now with adequate accommodations in town, Geisreiter plans to book conventions during the California legislative sessions and California State Fair & Exposition, times which in the past have been almost blank on his schedule sheet.

## Minneapolis Home Show Poll Names Waring Top Attraction

TWO MONTHS AGO THE management of the Builders Show, which is held at the Minneapolis Auditorium, sent a ballot with the names of 35 top entertainers to 1,000 exhibitors, business firms and radio, television and newspaper editors asking for their preference in an attraction for the show next March. The scoring was as follows: Fred Waring and His Pennsylvanians, 388 points; Jimmy Durante and company, 323, and the McGuire Sisters, 223. Waring, his chorus and his 35-piece orchestra have been signed by H. H. Cory, Builders Show manager, for the 1961 show.

## Stadium Manager Saluted; Lavelli Touring Northwest

A STANFORD RESEARCH Institute investigator last summer wrote that the Metropolitan Stadium in Bloomington, Minn., suburb of Minneapolis, was one of the most efficiently and economically operated he had seen. This prompted a salute to Mrs. Patricia Smith, manager, who in turn said it was due to the policies outlined by the board. She is in charge of administration and of the booking of all but sports events at the stadium. In recent days she has been negotiating appearances by both major presidential candidates. . . . Mountain States Service Company, which has concessions in sports arenas and elsewhere in Utah, has purchased the Keeley chain of restaurants in that State. . . . Grand Rapids (Mich.) Civic Auditorium in October will have a Buick showing, Order of Eastern Star three-day meeting, "Grand Ole Opry," antique show, and, tentatively, the Kingston Trio. . . . Tony Lavelli One Man Show will be at Hoquiam, Wash. (1), Richland (7) and Yakima (12). . . . Burglars got $7,247 from the concessions office at the Los Angeles Coliseum after they avoided a burglar alarm system at the concession office. To do so they broke a police office door and broke thru a wall to reach the concession office.

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# AMUSEMENT PARK OPERATION

## *Freedomland Staff Switches Detailed as Control Changes*

THE NEWS STORY last week about Fred V. Schumacher leaving Freedomland, New York's financially troubled theme park, to take a post with the Century 21 Exposition in Seattle, occasioned no surprise in amusement park circles. It was generally believed that Schumacher would be leaving shortly as a result of the Zeckendorf interests taking over command of the policy-making and because of differences in operating philosophy. Schumacher, who was general services director at Disneyland before taking the Freedomland post, will be leaving New York in early October to join his old buddy, George Whitney Jr., who is also an official at Century 21 now. . . . Russell Levy, acting boss at Freedomland, has persuaded two of Schumacher's top lieutenants to stay with Levy for the time being. They are Earl Shelton and Fran Crews, also both Disney-trained execs. Ted Raynor, former Freedomland president, was due to leave September 22 to go into TV work in Florida with Pete Demet, TV sports promotion man. Publicity man Ed Wiener will stay on at Freedomland, which will operate weekends from now thru October. Assisting Levy at Freedomland, with title of executive vice-president, is Bob Smith, who also operates a Kiddieland at a shopping center near the Roosevelt Raceway. . . . Leonard Thompson of Blackpool, England, writes that he recently entertained NAAPPB Past President George Hamid of Atlantic City but the visit was all too brief. "Before he had finished saying hello to me he was already in Vienna," quipped Leonard, noted as one of our slyer wits. . . . The Paul Huedepohls write from Hamburg that they had a pleasant visit in Copenhagen with the Valdemar Lebechs and their son, Knud. The latter plans to visit the NAAPPB convention and trade show November 27-30, Paul says. . . . Julian Norton of Lake Compounce, Bristol, Conn., reports he's much improved following his recent illness. He also discloses that while he was a patient in the Bristol hospital, his wife was undergoing a major operation in Hartford. She is also feeling much better, he says. Julian's park has been getting more than its share of publicity. It was subject of a feature article in the last issue of Connecticut Holiday magazine and also had a write-up in the Ballroom Dance magazine relative to the Newport youth band which played several engagements at the lake this year. . . . Quite a number of NAAPPB members were in Chicago last week for the NBOA convention. . . . Among those noted were Mr. and Mrs. Tony Cavalier, Idora Park, Youngstown, O.; Joe Malec, Peony Park, Omaha; George Sinclair, Meyers Lake Park, Canton, O.; Bob Bender, Electric Park, Waterloo, Ia.; Mr. and Mrs. Dale King, King's Ballroom, Norfolk, Neb.; Mr. and Mrs. Bill Spence, of Nantasket Beach, Mass.; Bob Freed, Lagoon Resort, Salt Lake City, and Jack Stoll, West View Park, Pittsburgh. Malec was elected vice-president, and Freed, treasurer. . . . The Cavaliers were just back from Detroit where they entered their daughter, Lona, in Marygrove College. Speaking of the Cavaliers, they are now grandparents; Kathleen was born six weeks ago to Mr. and Mrs. Leonard A. Cavalier III.

*John S. Bowman, NAAPPB Executive Secretary*

## *TV Producer Announces Plan For 'Land of Colossus' Park*

LAND OF COLOSSUS is the name of a new park announced last week in Los Angeles. The backers anticipate a May, 1961, opening. Sandy Howard, president of the firm, said it will include chariot races, parades, gladiators, jousting by knights in armor, Three Musketeers, ancient Japanese warriors and replicas of the Seven Wonders of the World. Howard is a TV producer, heading his own firm. In the Colosuss firm with him are Harvey Bernard, Alan Stone and Bill Doll. Howard also announced he plans a traveling unit of Colosuss. . . . Magic Mountain, Denver, closed for the season, with winter operational plans not jelled yet. . . . Palisades Park extended its season to September 18. That called for full operation a week longer than usual. . . . Milwaukee city councilmen, still holding up trampoline building permits pending preparation of a controlling ordinance, heard one of the members suggest recently that the city itself install trampolines at its natatoriums. . . . Barry R. Simms, of Oklahoma City, has incorporated both the Trampoline Operators' Association and the Trampoline Center, Inc., in that city.

## *5 Weeks of Cobo Hall's Help Pushes Bob-Lo to Big Year*

IMPRESSIVE PICKUP of business in the final five weeks of the season made 1960 the second best year in company history for Bob-Lo Amusement Park. The pickup came after August 1 for the Detroit park, reflecting a strong promotional program and a new source of patronage in the visitors at conventions in Cobo Hall. The restaurants and several other rooms in this new center overlook the river, and visitors see the Bob-Lo boats passing and docking nearby, providing a welcome stimulus to business. Total numbers of patrons carried to the park this year was about 500,000, Ray Scheetz, passenger agent, said. This is somewhat ahead of 1959, but a little behind the 1955 total, when the operating season was three days longer. This attendance pickup was backed by a small per capita increase in spending.

With the park now closed for the season, planning is now being made for improvements next season, which may include some new rides and some additions to the playground. The park has already booked tie-in park trips for 90 per cent of the conventions scheduled to be in Detroit during the operating season next summer, Scheetz said. With this exceptionally early backlog of bookings, prospects are good for a record year if the weather is favorable.

## Nissen to Offer Stock, Buy Some Medart Assets

WASHINGTON—Nissen Trampoline, Cedar Rapids, Ia., has filed a registration statement with the Securities and Exchange Commission for public offering of 85,000 shares of common stock, price still to be determined.

The company has agreed to purchase some of the assets of Fred Medart Manufacturing Company, St. Louis, at a cost of about $400,000, after which Nissen will manufacture as well as sell other gymnastic equipment. (Firm also distributes gymnastic equipment manufactured for it abroad.)

Company prospectus to SEC says it will use $200,000 from the public sale of the stock to replenish working capital and write off bank borrowings. Some $250,000 will be used to provide working capital for the gym equipment business.

Nissen Trampoline now has 290,000 shares of common stock outstanding, of which 89 per cent is owned by George Nissen, the firm's president. Prospectus says the new stock will be offered to a limited number of the firm's retail customers, with about 45 per cent to be offered to the public.

## Indianapolis Seeks Money For Lockerbie

INDIANAPOLIS — An initial $50,000 is being sought by the Mayor's Lockerbie Fair Committee in an effort to activate the multi-million-dollar project.

As planned by community leaders, a dilapidated four-block area around the old James Whitcomb Riley home would be developed as a civic center and tourist attraction. Buildings and other facilities of the section, even to the point of substituting gas lights for electricity, would be patterned along the lines prevalent in the 19th Century heyday of the celebrated Hoosier poet.

Immediate funds will be required to organize a stock-selling drive for the corporation which will oversee the construction and operation of the center, Keith E. Bratton, chairman of the committee, explained.

## Alma Schott, of Park Family, Dies at 80

CINCINNATI—Funeral services were held Friday morning (23) at the W. Mack Johnson Funeral Home here for Mrs. Alma Schott, mother of Edward L. Schott, president and general manager of Coney Island, Inc. She died at her home here Wednesday (21) at the age of 80. Interment was made in Spring Grove Cemetery here.

Deceased was the wife of the late George F. Schott, president of the Coney Island Amusement Park Company here from 1924 until his death in 1935. A son-in-law, Ralph G. Wachs, is manager of Coney Island here, long considered one of the leading amusement parks in the nation. Mrs. Schott was a member of the Cincinnati Women's Club, the Town Club and the Church of Truth.

Besides her son, other survivors are a daughter, Mrs. Ralph G. Wachs; a brother, Oscar Wurster, Cincinnati; five grandchildren and one great-grandchild.

## John Bowman Back at Work

CHICAGO—John S. Bowman, executive secretary of the National Association of Amusement Parks, Pools and Beaches, has returned to office action. He said that he is feeling fine and that exhaustive tests show him to be in excellent health. He was taken ill Thursday (15), but the tests indicate it was a temporary condition.

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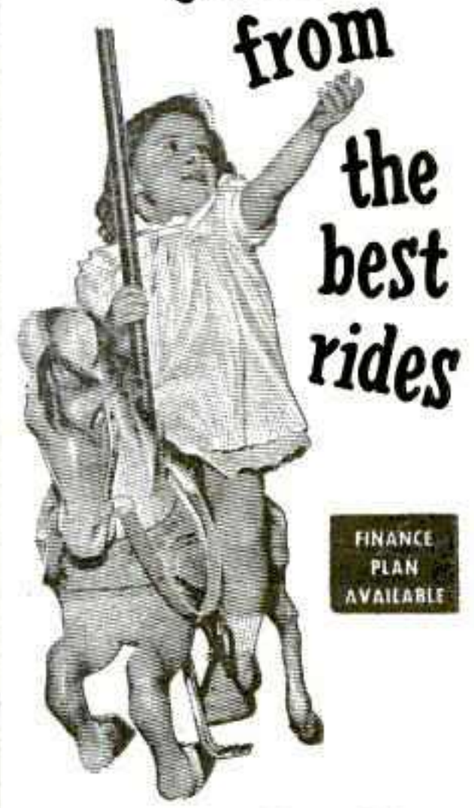

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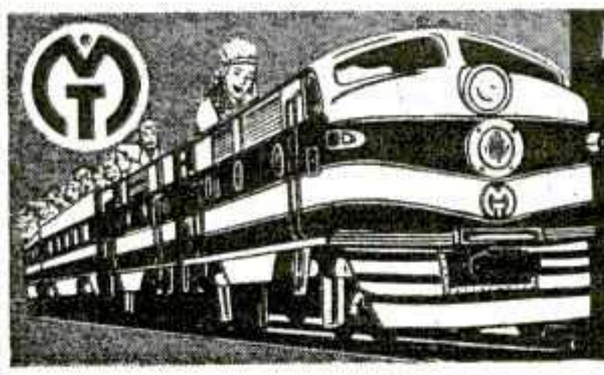

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# Spencer, Ia., Fair Turns the Tide

SPENCER, Ia. — The Clay County Fair closed its six-day run here Saturday (17) after accomplishing two major problems, attendance and its grandstand business.

Weather this year was better than in '59, and attendance hit the 157,000 mark compared with 143,000 last year. Bill Woods, veteran manager, disclosed that equally important was stopping the decline ing grandstand receipts which were a full 25 per cent above those of '59.

The latter was accomplished thru introduction of a complete new format. Four performances of the Casey Tibbs rodeo the first two days did well. Auto races, both big cars and late model stocks by Al Sweeney, did excellent. Saturday's afternoon and night programs of modified stocks, promoted by the fair and managed by Sweeney, did big business, with many race fans were forced to stand.

Disappointing performance was the Friday night grandstand show which featured Alice Lon, Tommy Dorsey ork and Warren Covington, Woods said. A new feature this year was presenting a neighboring high school band at each grandstand performance along with the mayor and superintendent of each school. This was quite successful.

Art B. Thomas Shows did well and racked up a 12 per cent increase over last year.

Woods said it was estimated that farm machinery on the grounds was valued at $1,303,000.

# London Fair Below 1959

LONDON, Ont.—The Western Fair scored the biggest single day's attendance on record here Friday (16), but when the event closed its six-day run Saturday (17) it was 2,529 people behind last year.

E. D. McGugan, manager, reported total attendance was 348,768 against 351,297 last year. The fair lagged behind last year's pace all week due to rain and cold the first couple of days. On Friday (16), however, a new one-day high of 96,021 was set. The following day's 84,267 fell below the 1959 Saturday count of 89,029.

On the midway, where Patty and Frank Conklin had the attractions, business topped last year by 5½ per cent. The Lou Dufour Side Show was the leading money winner with $8,127.15. The Himalaya led the amusement rides.

*COUNT DOWN*

# Ky. State Fair Begins, Ends In the Rain

LOUISVILLE — The Kentucky State Fair wound up its run here Saturday (17) with rain after having its opening weekend cut into by much the same kind of weather.

Saturday's drizzle was the fourth day of rain and all four of the days were key dates, two Saturdays, one Sunday and opening Friday (9). Attendance in 1959 was 419,530, but this year's final count was expected to be in the neighborhood of 100,000 less.

Attractions suffered from the weather thruout the run. Olson Shows reported midway grosses were below last year.

Clyde Reeves, manager of the last five fairs, announced that he would terminate his connection with the fair on October 1. His resignation had been decided several weeks before the fair.

# San Diego Fair Appoints Bob Jones Mgr.

SAN DIEGO, Calif.—D. Robert Jones, former manager of the Ohio State Fair, Columbus, has been named manager of the Southern California Exposition and San Diego County Fair here. He succeeds Robert McClure, who took over the post in 1959.

Jones spent 12 years at the Ohio State Fair, 10 as assistant manager and two as manager before resigning the post early in 1959. He has since been affiliated with the Florida State Chamber of Commerce at Jacksonville and will take over the new position here on October 1 with a three-year contract.

# GOP, DEMS EXHIBIT AT HAWAII FAIR

WAILUKU, Maui — Both the Republican and Democratic parties of Maui for the first time have purchased display space in the commercial building at the 38th Maui County Fair. Event runs October 6-9.

George Ito, chairman of commercial space sales, said it was the first time both political organizations had been represented among the space buyers.

# FAIR-EXHIBITION MANAGEMENT

## Miss. State Fair Breaks Ground for New Coliseum

JACKSON, Miss.—The Mississippi State Fair will break ground for its new coliseum at ceremonies to be held here September 29, N. S. Hand, exceutive secretary of the fair, announced.

Construction work has begun on the building and completion is scheduled for 1962. It will seat 6,500 for stock shows, horse shows and rodeos; 7,500 for ice shows and ice hockey; 8,500 for basketball and 10,000 for meetings and for sports such as wrestling and boxing. The building, circular in style, will have exterior walls 60 feet high with the roof at a peak of 120 feet above the arena floor. It will be air conditioned and be equipped for an ice rink.

Si Corley, chairman of the Mississippi Fair Commission, will preside at the ground-breaking ceremonies. Mayor Allen C. Thompson of Jackson will speak as will J. W. Underwood, president of the Jackson Chamber of Commerce. J. P. Love, State representative, will introduce Gov. Ross Barnett.

## Tulsa Reaps Profit On Yearly Operations

TULSA, Okla.—The Tulsa State Fair will go into its seven-day run here October 1 in good financial condition, according to a report released here last week.

The announcement showed that the fair corporation, for the year ending July 31, earned $11,402 over expenses. Cost of getting ready for the fair will be about $125,000, Clarence C. Lester, manager, said. Cost of staging it, including the preparation expense, will be over $300,000.

Premiums this year will run at $77,126 of which $25,000 is contributed by Tulsa County. Major expenses included erection of a new rabbit and poultry building and a children's barnyard.

Remodeling of the International Petroleum Office Building into a fair office, modernization of the Drilling Inn Cafeteria and additional electrical installations in the Educational Building and the dairy judging ring, have added to the nut. A drain, from the race track to Yale Avenue, cost another $18,000.

Major income during the year included $13,813.16 in rentals from the permanent Kiddieland; Agricultural Office Building, $4,164; Educational Building, $5,725; pavilion, $13,813; race track, $3,250; sheep and swine barn, $5,262; concessions, $10,000; driving range, $2,000; wrestling, $2,994.

## Michigan Governor Lauds State Fair Operations

DETROIT—The management of the Michigan State Fair was given a unique tribute by Governor G. Mennen Williams, in a public letter of commendation, reviewing fair accomplishments during the 12 years of his six terms in office.

Williams noted that the fair was expected to be one of the most serious problems of his administration when he first took office, and then noted that under the management of James M. Hare and Swanson, "The fair has established reputation for integrity."

The governor noted a shift in emphasis toward rural interests . . . "we have highlighted agriculture and the farmers are satisfied. . . ." He commended Swanson upon the detailed methods of presenting farm activities at the fair, and called this "outstanding in interpreting farm matters to city-bred people."

Turning to entertainment aspects, Williams said that "A State fair should be a family show. Unfortunately gambling, etc., on the midway destroyed this image. The commission has done a good job on cleaning these things up, as well as making positive efforts to provide the right kind of educational and entertainment values."

Reminiscent of recent publicity over Michigan's financial situation, Williams noted that "The fair has changed from a deficit to a money-making operation."

## Calgary Adds Parking

CALGARY, Alta.—An old fairgrounds building used by the Calgary Exhibition and Stampede for storage purposes is being torn down as part of an over-all plan for development of the grounds. It was once used as a car barn by the city transit system.

The site will be cleared and added to the general parking area and the gates directly behind it will be used as another auto traffic entrance and exit during stampede week.

Dates of the exhibition's horse show and rodeo of champions are October 3-8. Event will be held in the Stampede Corral.

Six evening performances and a Saturday matinee are planned, with a "Little Britches" rodeo to be a feature of the afternoon show. Night rodeo events will include bronk riding, bull riding, steer wrestling and calf roping.

# Hamid Didn't Make St. Louis Meeting; Fleckles Had Wire

ATLANTIC CITY, N. J. — George A. Hamid explained here last week that he had not attended the St. Louis Police Circus meeting recently. He said that the separate GAC-Hamid, Inc., had wired the police chairman that "Mr. George Hamid has offered to extend every co-operation possible to Mr. (L.N.) Fleckles." The story from St. Louis had indicated that Fleckles and Hamid made a joint presentation to the committee.

Hamid pointed out that the St. Louis dates would conflict with Hamid-Morton dates at Pittsburgh and Altoona, Pa.


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Western Canada Association of Exhibitions
"A" Circuit
Meetings of Attractions, Midway and Concessions Committees
Fort Garry Hotel, Winnipeg, Man., October 18-19-20
Midway and Concessions Committee---10 a.m., October 18
Attractions Committee---10 a.m., October 19
Carnival Concerns and Booking Agents interested in making presentations at this meeting are hereby invited to attend.


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# CIRCUS TROUPING

By TOM PARKINSON

CIRCUS FANS at the CFA convention in Richmond, Va., recently elected K. E. Wurl, a Billings, Mont., insurance man, as president. And the apparent site of the 1961 convention is Colorado Springs, Colo. . . . NBC-TV on Friday, October 21, will give American circus troupers and fans a view of the famous Circus Schumann at Copenhagen. The program, "Timex All-Star Circus," with Paul Winchell, is on film. Among those appearing in it are Albert and Max Schumann, their children, Douglas Kossmaier, the Bertinis and the Flying Marilees.

**Peru, Ind., claimed that upward of 50,000 people saw the street parade that was part of the Circus City Festival (15-17). Betty and Tom Hodgini, Carl Solt and Harry Parkhurst, all circus people, coached local youths in an amateur show that was staged under a big top. A display of circusiana was presented by members of CFA, CHS and CMB during the event. Alex Irwin was on hand with his air calliope despite a break-down en route from Chicago. Peru plans to use profits from the festival to start a fund for building a circus coliseum.**

Wally Yee with his wife and son left San Francisco Thursday (22) after several weeks in California, where he booked acts for his European-type circus to open in the Hawaiian Islands November 17. The circus will appear under canvas, with the opening in Honolulu under the auspices of the Junior Chamber of Commerce. Several weeks of other sponsored dates are to follow. The Wally Yee carnival will appear with the circus.

**Bob Orth, Pomona, Calif., circus** veteran, has been battling the flu. . . . Walter Nealand, press agent, closed his season with the Beatty-Cole show at Augusta, Ga., and is wintering at Macon. . . . When TV's Paul Winchell was at Copenhagen to film the Circus Schumann, he was a guest of the Flying Marilees. . . . Clyde Wixom, Detroit fan, is thumping to build a monument at the scene of the death of Jumbo the elephant. . . . Volla and E. L. (Mack) McCall are operating McCall's Dog and Pony Show out of Mexico, Mo., and report business is good.

**Joe and Ethel Siegrist, who have** been with a motel in Gainesville, Tex., are going to Shreveport, La., where Joe will resume work as a stagehand. . . . Mrs. M. F. Pattemore, who was Martha Florine, animal trainer of some years ago, is living on North Bunker Hill Avenue in Los Angeles. . . . George Morris, Gainesville chronicler, advises that Big Bob Stevens will have his Bailey Bros.' Circus at Wichita Falls, Tex., October 6-8 under Shrine auspices.

**Mary K. and Bob Hoppe have** been busy catching shows in the St. Louis area. They saw Cristiani, Hagen, and Penny Bros. On Penny they visited with the Santiagos, Don Floyd, the Chip Johnstons, and more. . . . Dick (D. D.) Johnson, formerly a Polack promotion worker, and his wife are retired and living at Boynton Beach, Fla. . . . At the York (Pa.) Fair Bert Pettus and the Strates menagerie were on hand, and visitors included the James Cotters, George Kienzle, the Frank Meekers, the Paul Bohlers, the John Adamses, the Allen Duffields, Dutch Hill and Art Davidson. Acts at the York grandstand included the Hannefords, Princess Tajana, Novellos, Staneks, and Walter Zacchini's Cannon. . . . At the Reading Fair were Evelyn Currie, Rhodins, Gerry Gaines, Ronny Lewis Trio and Baptist Schreiber.

# Beatty-Cole Off at Macon; Changed Lots

MACON, Ga.—Plagued by lot trouble the Clyde Beatty-Cole Bros. Circus had a fair day here Friday (16). Matinee was extremely light with only a few hundred patrons but the night performance drew better than a three-quarter tent.

The show's Southeastern tour has proven good, Frank McClosky, general manager, said. The matinees have been light due to the extreme heat but night business has been strong. This was true for Albany, Ga. (15), and Columbus (16). Gross at latter spot was affected by hurricane warnings.

Turned down here for use of the traditional circus lot in Central City park, due to a conflict with other events, the circus originally announced it would play the principal airport about 11 miles from town.

Later a lot was located in the 4300 block of Broadway, South Macon, about four miles from town, and this address was used in all billing. About 5 p.m. the day before show date here it was discovered the new lot was inadequate and there was another shift back to Cochran Field.

Floyd King, general agent who lives in Macon, said this lot was the farthest out ever played by the show, previous record being the location in Ottawa, which is about nine miles from the city.

Total receipts reached a little more than $4,000, about the break even point, which was less than half of the gross a year ago when the show played a September date in Central City park.

Clyde Beatty was hosted by friends here, and in turn played host to relatives spending several days with the show. Paul M. Conaway, Beatty's legal counsel, spent two days with him while the show was in Georgia. Neil Berk, executive contracting agent, was on the show here conferring with McClosky and King, and then returned to his home in Sarasota. King, who has been in and out of Macon for a month, left Wednesday (21) for Bristol, Tenn., and other points on the show's route. Mrs. Vicki King and children were guests at the matinee here.

Saturday night (17) Clyde Beatty left Augusta by plane to spend the weekend at home in Hollywood, Fla., and to look over plans for expanding his Jungleland Park, rejoining in time for Monday's matinee in Savannah.

In reviewing the 1960 season to date, officials said it was "considerably better" than last season, which was a big winner.

# PETE CRISTIANI PLANS NEW CIRCUS

## Wallace Bros. Opening in Spring With 17 Trucks, 100-Foot Big Top

SARASOTA, Fla. — Pete Cristiani announced last week he will frame a new circus for opening next April. He has leased the Wallace Bros.' Circus title and already has ordered or acquired much of the equipment. The show will be built at a quarters to be set up either in Tampa or Palmetto.

The new show will be owned by Cristiani and his wife. She and Jean Davenport will be in charge of the performance. Ben Davenport will be general agent.

Cristiani, now concession manager on the show owned by him and his brothers, will take his own show out on about 15 to 17 trucks. He will have a new 100-foot cabled round top with three 40's from the Leaf Tent Company of Sarasota. New blues and grandstand will be built.

Several acts have been signed for the show, he said. The Canestrelli Sisters are expected. Shirley Lindemann is training a troupe of eight web girls. The show will use tigers from the St. Louis Zoo plus lions from the ex-Terrell Jacobs act to frame a new mixed animal feature. An effort will be made to get Arumi Singh to return from South America to work this act. The performance also will have a troupe of Indians.

Cristiani has bought three elephants from the St. Louis Zoo and is importing three more thru Henry Trefflich to give the show a total of six. He also got several chimps from St. Louis. His circus will have an eight-horse Liberty act and 17 ponies as well as the hippo he has owned for several years.

Ben Davenport will be on with his pit show. It and some of the other equipment destined for Wallace Bros. now is with a shopping center show in the East.

Cristiani announced that his circus will parade daily. Equipment for this will include two float wagons formerly on Wallace and Diano shows, the Jacobs cage truck, the steam calliope which has been on loan to the Circus "Hall of Fame," perhaps an air calliope, and other features. Rhino and hippo cages built last year by Cristiani will be on his new show. They will be used in parade and on the lot they will have panels for the Side Show front. One will have the hippo and the other will have a fighting lion act. Newly purchased is a set of four-wheeled pony carts built in Iowa. They also will be in the parade.

Show will use promotion and will open in late April.


**WANT**

Contracting Agents capable of signing phone promotions. Ed Hiler, Ed Hill, Gene Christian and Ben Thomas, contact me.

●

Also want to hear from Hugh Scott, Electrician; Walter Rice, Mechanic; Jenda Smaha, Elephants. Contact:

**PETE CRISTIANI**
2509 Main St. RIngling 7-0295
Sarasota, Fla.

**CONNIE CONNELL**
Have special deal for you.
Call collect. Marty.
8-3573

**PHONE MEN AND PROMOTERS**
Man and wife teams can earn over $300.00 weekly selling and collecting renewal and/or new advertising for State D.A.V. Yearbook. Peace Officer or AMVETS Paper. Sales records for past 15 years furnished.
JIM VOELKL
P. O. Box 5802 Columbus 21, Ohio
(HU 8-3025, no collects)

**PHONE MEN**
Starting UPC Deal and Banners, Sept. 26, 1960. Could use 3 Men. Contact
**P. L. O'HAIRE**
P. O. Box 8668 Washington, D. C.

**PHONEMEN or WOMEN**
Must produce for best circus deal; will pick more promoters from this deal; it's good. Folks who know me call
TW 5-0301, Hamilton, Ohio.
**AL TAYLOR**

**PHONE MEN**
**PHONE WOMEN**
Have openings for experienced people. National Guard; year round; plenty deals. Write
**SUNDERLAND'S**
721 Main St. Hartford 3, Conn.

*Thank You*
**ROGER BARNES**
Co-Owner
Beers-Barnes Circus
For your new Yellowstone Mobile Home purchase.
*"Save Money With Johnny"*
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

**5—PHONEMEN—5**
U.P.C. & PROGRAM.
For placement contact
**A. J. WIESNER**
1013 Broadway Elmira, N. Y.
Phone: RE 4-7214
P.S.: Also can use experienced Contracting Agent.

**2—PHONEMEN—2**
Due to disappointment.
Clyde Beatty-Cole Bros.' Circus.
Good sponsors. Just started here.
Shrine date to follow.
Louie Collier and Bill Colter, call.
AL 4-6372, Asheville, N. C.
**ED MORRIS**

**PHONEMEN OR WOMEN**
Wanted for all winter's work.
Call: Fireside 8-2643, Stamford, Conn.
P.M. Call: TRinity 4-4523, Milford, Conn.
NO COLLECT CALLS

**WANTED**
Elephant Man who can work four elephants and drive semi.
**BUCKEYE CIRCUS CORP.**
Tony Diano, Agent
Canton, Ohio

**PROMOTERS**
**WITH OR WITHOUT CREWS**
Must be bondable if necessary.
Steady year-round work.
Can place reputable Phoneman who can write clean business.
No collects.
SALES MANAGER
1305 N. Delaware St., Indianapolis, Ind.
MElrose 9-6495

**PHONEMEN**
Clyde Beatty-Cole Bros.' Circus, third consecutive year here. Plenty of renewals. Call
**BEN YEARTY**
Highland 4-0334 Miami, Fla.
The name of the exchange in last week's advertisement should have been HIGHLAND instead of Holland.

**PHONEMEN**
**FOR CALIFORNIA POLICE & FIREMEN**
Steady employment until Christmas.
Must be sober and reliable.
TIX AND BANNERS.
JAMES BROS.' CIRCUS
2831 J Street Sacramento, Calif.
Phone: Gilbert 3-3005—No Collects.

**CONTRACTING AGENT**
Also Butchers for Sweet Pitch, Bugs, Color Book and Seats who can drive. Want useful People all departments. Out all winter.
**PENNY BROS.' CIRCUS**
As per route.

**PHONEMEN**
Good sponsor, book, tickets.
Pay daily, have collectors.
Call Moline 4-7666, Moline, Ill.

**CIRCUS ACTS WANTED**
*Winter in the Hawaiian Islands*
Opening Nov. 17, 1960, for 3 Weeks
State Salary Per Week and Send Photos in First Letter
Wanted to Buy: Tilt-a-Whirl, Octopus or What Have You?
Boss Canvasman also wanted.
Contact
**WALLY YEE SHOWS**
4955 MAUNALANI CIRCLE HONOLULU, HAWAII
Mainland Representatives:
ACTS: JOHN BILLSBURY, 1680 N. Vine, Hollywood 28, Calif.
RIDES: HARRY COLUB, 6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-3435

**NOTICE**
John Billsbury, Hollywood, is not authorized to book any Acts or Attractions for the
**E. K. FERNANDEZ CIRCUS**
Opening in February in the Hawaiian Islands for 3 or 4 weeks.
*E. K. Fernandez*

**EXPERIENCED TELEPHONE SALESMEN**
To sell signs boards in Labor Temple. Largest sign board deal in country. 1,000 renewals and all the cut-offs. Starting our 8th year here on Monday, Sept. 26.
**MURRAY ROSS**
c/o LABOR TEMPLE ASSOCIATION
2315 VALDEZ (ROOM 5A), TEMPLE BAR 4-1768, OAKLAND 12, CALIF.

**WANTED . . . COMEDY AND FEATURE ACTS**
For **WALLY YEE CIRCUS** in Hawaii
★ OPENS NOV. 17 ★
Contact
**JOHN H. BILLSBURY AGENCY**
1680 North Vine St.
Hollywood 28, California

**PHONEMEN**
For Colorado, Wyoming, Montana and Nebraska Spots.
Positively the best sponsors. Most are repeat deals with taps. Only sober, responsible men who can sell need apply. Sid Harris, please call.
For placement contact
R. B. MARION, Phone 634-1142, Cheyenne, Wyo. No Collects.
P.S.: $150.00 reward for information giving whereabouts of Bill Gittler still stands.


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# ROLLER RUMBLINGS

By AL SCHNEIDER

A MAJOR liberalization of regulations to permit the appearance of roller-skating amateurs in advertising under carefully controlled conditions was approved as a significant step toward greater and more effective publicity for skating as a sport by the executive board of the United States Amateur Roller Skating Association at its annual meeting held September 17 and 18 at Hines Park Motel in Livonia, Mich.

Background of the move is the feeling in the USARSA that roller skating has not been adequately publicized as a sport nationally. Partly this has been due, it was felt, to restrictions imposed to protect the amateur's status.

The new rule simply permits an amateur to pose for pictures to be used commercially in advertising for any acceptable purpose. In the past, it was felt, attempts to use professional models in such pictures have not worked out satisfactorily. Models do not understand skating, and the result is that pictures are not considered realistic.

The new rules will be carefully controlled, however, to maintain amateur standing. They include: (1) Sanction must be given in each case in advance by the national executive board. No blanket sanctions will be given; (2) any fees involved will be received solely by the USARSA. The individual skater posing may receive no compensation whatever. There is no set scale of fees. This will depend upon the use and circulation to be given each picture; (3) the name of the skater posing may not be mentioned in any publicity connected with it.

It was stressed by George F. Apdale, president, that this new modified rule is to permit such sanctions for photos only on a national basis. It will not be allowed locally because "we are afraid it might become too commercial unless carefully controlled by an agency that has the time, dedication and integrity to exercise this control effectively."

The first such photos were approved at the meeting—pictures for a national photo supply manufacturer, Eastman Kodak, showing selected amateur skaters in appropriate pose with the manufacturer's cameras.

Apdale, of Richmond Hill, N. Y., was re-elected president of the USARSA for the 17th year at the meeting. Other officers elected include Irvin L. Brown, Trenton, N. J., first vice-president; Dallas Kephart, Pittsburgh, second vice-president; Harold Owings, Anderson, Ind., third vice-president; Jerry Gish, El Monte, Calif., fourth vice-president, and Ozzie Nelson, New York, secretary-treasurer.

Board members, elected at the recent national convention but not previously announced, are, in addition to the officers: James Girdwood, Mahway, N. J.; Francis King, Mount Vernon, N. Y.; Nathan Post, Pompton Lakes, N. J.; Robert Ganzer, Chicago; Estelle McNamara, Roselle, N. J.; Harry Campbell, Baltimore; Neil Finnegan, Boston; William Ferraro, Detroit, and Joseph Jaffe, Andover, N. J.

The Livonia site was selected as a central point for the convenience of officers and board members from all parts of the country, and resulted in 100 per cent attendance. This separate annual board meeting is an innovation, in place of previous meetings held during national championships in July. The convention of the membership will continue to meet at championship time, but the board will convene in various cities later, usually in September.

It was reported that the 1960 championships in Levittown (N. Y.) Arena were the most satisfactory in history from a financial standpoint, being sold out virtually every night, with average nightly attendance of 2,000 for eight days. The meet turned in a net revenue of about $5,000 to the USARSA. It also brought the greatest number of contestants, over 700, creating a significant problem in handling them for all events.

The board reviewed possible sites for the 1961 national championships. While no award was made, the selection was narrowed to three cities: Miami, Hollywood and Harvey, Ill. (near Chicago). Apdale is to inspect all three contenders for the championships in November following the Roller Skating Queen Contest, and will report to the board when it meets at the national offices in New York in December.

Apdale was named to represent the USARSA at the joint meeting with the RSROA in Miami in November, in connection with the Roller Skating Foundation. He was given power to make binding decisions in this connection, which will firmly commit the association to the policy he approves. Apdale stressed that "the association is pledged to support the Madison Square Gardens spectacle."

"I believe that we are headed for the biggest year in the history of our association," Apdale predicted, noting that 10 rinks have already been accepted into membership since the national championships, including two still under construction.

A new promotional program was approved by the board, with Ozzie Nelson appointed chairman of the committee to implement it. A fund is to be set up, with a minimum budget of $5,000 for the first year, to provide for a permanent USARSA representative to travel around the country for this purpose. He will concentrate upon recruiting new members and the general promotion of the association.

James Girdwood, publisher of Electronics magazine, McGraw-Hill publication, was appointed chairman of the USARSA publicity committee. In assuming his duties, Girdwood said: "I don't believe there can be any good publicity for USARSA unless it is, at the same time, good publicity for roller skating itself." Plans are being made accordingly to stress publicity for the general good of the sport. This is being further implemented by the new program in connection with commercial photos. It is felt that such photos, widely used thru various media, will bring skating favorably before large segments of the public. First use of these photos, incidentally, will be in the October issues of publications for Boy Scouts and Girl Scouts.

Girdwood pointed out that manufacturers in roller skating, as in other sports fields, have supported skating as a whole in their promotional activities, not merely advertising solely for direct sales impact. In turn, he said, such programs as the current one by Eastman will support skating as an institution. In turn, the Eastman program will provide an assist for skating equipment and supplies manufacturers. It is important to note in this connection that there is no implication whatever of endorsement of products or services to be made in such sanctioned advertising by either the USARSA or participating skaters.


OVERWEIGHT?

ALL Major League Ball Clubs
USE THE SLIM-EZ SUIT
to keep players trim this easy way
FOR ALL MEN AND WOMEN

Now you too can lose weight this easy way while working in the yard . . . playing golf . . . doing housework . . . 2 hours work or play in the Slim-Ez Suit is equal to 20 miles of roadwork.

Charlie Dressen, Mgr. of Milwaukee Braves, says: "A Professional Ball Player knows all the ways to lose weight . . . and all the Clubs use the Slim-Ez Suit . . . it works."

The Slim-Ez Suit is made of a soft, strong Krene material. It is the suit selected by all Major Leagues.

SOLD ON ABSOLUTE MONEY-BACK GUARANTEE

Order your weight-loss today!
$6.95 Postpaid.
Sizes S-M-L-XL. 10% extra for XXL. Specify man or woman's suit. Send check or money order to:

SLIM-EZ SUIT COMPANY
Box 3193-B, Chattanooga 4, Tennessee



SKATING RINK TENTS
42 x 102 IN STOCK
52 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.
Phone: HO 5-8888


# C. P. Fox Book On Performing Horses Appears

C. P. FOX'S NEWEST BOOK, "A Pictorial History of Performing Horses," has been published by the Superior Publishing Company, Seattle. It is another attractive book, with colorful dust jacket, a foreword by Roy Rogers, and 168 pages of pictures and text, all for $10.95.

There is an effort to go beyond the circus, but this boils down to an examination of the Spanish Riding School at Vienna and to rodeos. Fox takes a look at horses in ancient times and in medieval years. But, of course, the principal part is concerned with modern trained horses and their trainers.

Sections focus on high school horses, bareback horses, Liberty horses, Wild West and rodeo horses, ponies and on circus horses in advertising. There is a dandy section on baggage horses.

Highlighting the volume are two things—the interviews with some of today's renowned horse trainers and the array of top quality pictures. Fox transmits the comments of Christiansen, Rudynoff, Hanneford and Heyer, as well as others. And these experts have interesting opinions and tips to advance.

For pictures, there is an historic old photo of the Hanneford Circus in Ireland. There are artful and outstanding action pictures of bareback riding, including a set of sequence shots showing the Cristianis in action at their peak. Each reader will gravitate in a different direction, but this one thrilled most at those excellent views of baggage horses.

The publisher has been remise in the editing. There are too many typographical errors for a book of this caliber and some other annoying transpositions.

But the volume is worthy of its place in an outstanding series. And as the number of horses declines—even on circuses—this is a valuable record as well as intriguing viewing and reading.

*Tom Parkinson*

# THE FINAL CURTAIN

**BAILEY—Bill,**
73, veteran clown, September 11 at the home of his daughter, Rose Mary Newton, in Memphis. In the past he had trouped with most of the major circuses. His last connection was with Tommy O'Brien's Overton Park Zoo, Memphis.

**BLACK—Charles,**
57, of Cambridge, O., former member of the Happy Attractions and well known to showfolks as Cambridge Blackie, September 12 in a Cambridge hospital of a ruptured appendix, survived by two sons, a daughter, five brothers and a sister. Services September 15 followed by burial in Northwood Cemetery, Cambridge.

**BROWN—Andrew W.,**
71, retired concessionaire, September 14 in Seattle. He was a member of long standing in the Pacific Coast Showmen's Association, Los Angeles. Survived by his widow, Ruby, former fat lady. Burial in Seattle.

**FALCA—Sam,**
70, veteran elephant trainer, September 9 in Pontiac, Mich. He was with the Detroit Zoo from 1927 until retirement three years ago. His widow, Elizabeth, and two daughters survive. Burial in Perry Mount Park, Pontiac.

**FREE—George F.,**
68, manager of the Greenwood (S. C.) Fair and long active in business and civic cirles, September 16 in Greenwood after a brief illness. Five sisters and six brothers survive.

The Family of
**Raymond Billy Hammond**
wishes to express their thanks to all of our friends and their kind thoughts in the loss of our dearest one.
**Milly and Sons**

**HOOK—Watson,**
53, a director of the Calgary (Alta.) Exhibition and Stampede, September 12 in Calgary. He was a member of the parade committee and chairman of the exhibit committee. Survived by his widow and two children.

**HUSE—Augustus H.,**
85, who began his theatrical career as a stunt rider with the old Sells Bros. Circus, September 14 in Bath, Me. In recent years he had been working as a hotel night clerk. He appeared in the play, "Puddin' Head Wilson," more than 2,000 times, and played in stock thruout the country. He retired from the stage in 1922, taking over management of two Bath theaters for several years.

**JONES—Robert E.,**
44, games concessionaire with Cecchini & Levaggi on Crafts 20 Big Shows, of a heart attack at the Antelope Valley Fair, Lancaster, Calif. A native of Alberta, he was a member of the Pacific Coast Showmen's Association, Los Angeles. Burial in Pacific Coast Showmen's Rest, September 7. Survived by his widow.

**LAMB—Tony,**
60, former trombonist with the Sparks, John Robinson, Downie and Ketro circuses, September 17 of a heart attack in Tampa where he operated a filling station. Survived by his widow, Lola, of the Morales family; a son and a daughter. Burial September 20 in Tampa.

**PESECKI—John,**
62, on Coleman Bros. Shows for 25 years and most recently its ride superintendent, September 15 in Middletown, Conn., winter quarters. He had left the fair date in Greenfield, Mass., feeling ill, and returned to quarters for a rest. A well-known ride man and mechanic in the East, he had also been with the George Travers and M. J. Lapp operations.

**SCHOTT—Mrs. Alma,**
80, mother of Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati, and wife of the late George F. Schott, president and general manager of Coney Island Amusement Park, Cincinnati, from 1924 to 1935, at her home in Cincinnati September 21. (Details elsewhere in this section.)

**SMALLEY—Harry,**
62, driver for Kelly-Miller circus, in a truck wreck in California. (Details elsewhere in this section.)

**THOMAS—Harry,**
60, circus announcer and equestrian director, in a truck wreck in California. (Details elsewhere in this section.)

**WRIGHTSMAN—Alice,**
76, widow of Clarence (Shorty) Wrightsman, owner of Wrightsman Amusement Company, in Phoenix, Ariz. A native of Paxton, Ill., was a charter member of the Heart of America Ladies' Auxiliary and active in the Pacific Coast Showmen's Auxiliary. Survived by a sister, Clara Zieger, of Los Angeles. Burial in Arizona Showmen's Rest, Phoenix.

# MARRIAGES

**KAISER-MULLERCHEN**
Antonin Kaiser, of the Regettis unsupported ladder act, and Barbara Mullerchen, of the Verdu rolling globe act, at Los Angeles September 12. Both are with the Ringling-Barnum circus.

# BIRTHS

**GLOSSER—**
A son, Garry David, September 10 in St. Joseph Hospital, Hot Springs, to Mr. and Mrs. Benny Glosser, concessionaires.

**OKUN—**
A daughter September 11 to Mr. and Mrs. Lester Okun. Mother is the daughter of Norman and Mitzi Schlossberg, of the Olson Shows.

**OLMEDA—**
A daughter, Marion, to Enrique and Irmhilda Olmeda at Los Angeles September 15. Parents are the Kolmedy act with the Ringling-Barnum circus.

**OSBORNE—**
A son, Mark Stephen, to Mr. and Mrs. Doc Osbourne recently in Savannah, Ga. Parents are concessionaires with Alamo Exposition Shows.

## Heads Winter Carnival

ST. PAUL — Henri Foussard, general chairman of St. Paul Winter Carnival, is making plans for the 75th annual festival to be held January 27 thru February 6. Foussard is in charge of 600 volunteer workers who manage about 60 events during the 11-day program. In 1950 he was Carnival prime minister and is now secretary of the Carnival board of directors.

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# CARNIVAL ROUTES

**A-1 Ams.: *Keith Carpenter; Lillbourn, Mo.; (Fair) Charleston Oct. 3-8.**
**Alamo Expo.: *Mrs. H. T. Reynolds; Clarksville, Tex.**
All American: (Fair) Beaufort, N. C.; Brookneal, Va., Oct. 3-8.
**Amusements of America: *S. Generallo; Frederick, Md.**
Baker's United: Carthage, Ind., 28-Oct. 1; Loogootee 4-8.
**Bee's Old Reliable: *Raymond C. Huls; (Fair) Milledgeville, Ga.; (Fair) Barnesville Oct. 3-8.**
**Big State: *Jos Sima; (Fair) New Braunfels, Tex.**
**Blue Grass: *J. T. Richards; (Fair) Cleveland, Miss.; (Fair) Vicksburg Oct. 3-8.**
Borderland: Roscoe, Tex.
**Buck, O. C.: *Joe Cobb; (Fair) Sanford, N. C.; (Fair) Greenville Oct. 3-8.**
Burkhart, Carl: Villa Platte, La.
**Byers Bros.: *James L. Reed; (Fair) Leesville, La.; (Fair) Ruston Oct. 3-8.**
Campbell, E. Rides: (Fair) Prescott, Ark.; (Fair) Imboden Oct. 3-10.
Capell Bros.: (Fair) Douglas, Ariz., 29-Oct. 2; (Fair) Safford 4-8.
**Capital City: *C. C. Miller; (Fair) Manchester, Ga.; (Fair) Thomaston Oct. 3-8.**
**Carpenter Bros.: *Jim Stevenson; St. Paris, O.**
**Central State: *J. D. Steinbeck; Olney, Tex., 26-28; Graham 29-Oct. 1.**
**Cetlin & Wilson: *Tony Lewis; (Fair) Richmond, Va.**
**Cherokee Am. Co.: *J. W. Mahaffey; Claremore, Okla., 26-27; Parsons, Kan., 28-Oct. 1; Moran 4-5; Fredonia 7-8.**
**Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) Okmulgee, Okla., 26-29; (Fair) Tulsa, Oct. 1-7.**
**Conklin: *Geo. Sellmer; Kingston, Ont.**
**Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Dalton, Ga.; (Fair) Summerville Oct. 3-8.**
Curl Am. Co.: Kimball, Neb., 28-Oct. 1.
Degeller Am. Co., No. 2: La Grange, Ga.; (Fair) Cedartown Oct. 3-9.
DeLuxe: (Fair) (Four-Town) Somers, Conn., 27-28.
Dixie Ams.: (Fair) Salem, Ark.; Coweta, Okla., Oct. 6-8.
**Drew, James H.: *Jimmy Drew; (Fair) Covington, Ga.; (Fair) Monroe Oct. 3-8.**
Dudley, D. S.: (Fair) Andrews, Tex.

*(Continued on page 111)*

IT PAYS TO OWN Lenz INSURANCE

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**BILLBOARD**
**Cincinnati 22, Ohio**

# Okla. Free Fair

• *Continued from page 101*

rate tickets. Week's business for the fun zone was up 10 per cent.

The grandstand business was fair to good. Frank Winkley's midget races on the opening day drew fair crowds. He was due back in Sunday (25) with a 150-lap race. The Earl Newberry-Leo Overland thrill show was in for four shows and the midweek performances did good business. The fair-produced rodeo was drawing fair crowds and was set to continue thru the weekend.

Denny Knight's black light show was in for Monday and Tuesday night, and while Conrady said the performance was well accepted, business was light.

# Circus Routes

**Carson & Barnes: *Leona Hill; Grenada, Miss., Oct. 1.**
**Christy, James: *Lee Bradley; Windsor, Mo., 26; Cole Camp 27; Warsaw 28; Hermitage 29; Buffalo 30; Humansville Oct. 1.**
**Clyde Beatty-Cole Bros.: *Buster Odle; Goldsboro, N. C., 26; Clinton 27; Whiteville 28; Wilmington 29; Kingston 30; New Bern Oct. 1.**
**Cristiani Bros.: *Don Gwin; Paris, Tex., 26; Sulphur Springs 27; Greenville 28; Jacksonville 29; Corsicana 30; Waco Oct. 1; Bryan 3.**
**Duke of Paducah: *Jon Friday; Bainbridge, Ga., 26; Cairo 27; Pelham 28; Monticello, Fla., 29; Madison 30; Jasper Oct. 1; High Springs 3; Wildwood 4.**
**Hagen Bros.: *Buck Leahy; Union City, Tenn., 26; Dyersburg 27; Milan 28; Brownsville 29; Bolivar 30; Clarksdale, Miss., Oct. 3; Greenville 4; Greenwood 5; Canton 6; Brookhaven 7; Tylertown 8.**
**Kelly-Miller: *Jack Smith; Woodland, Calif., 26; Napa 27; Antioch 28; Stockton 29; Modesta 30; Turlock Oct. 1; Los Banos 2; Merced 3; Madera 4; Hanford 5; Visalia 6; Porterville 7; Tulare 8.**
Mills Bros.: Jeanette, Pa., 26; Monongahela (Gallatin) 27; Pittsburgh (Baldwin Boro) 28; Bridgeville 29; Wexford 30; Moon Run Oct. 1; Wellsville, O., 3; Toronto 4; Barnesville 5; Cambridge 6; Newcomerstown 7; Dover 8; Uniontown 10. (Season ends.)
Penny Bros.: Lebanon, Ill., 26; Carlyle 27; Lawrenceville 28; Odin, Ind., 29; Worthington 30; Linton Oct. 1.
Polack Bros.: Twentynine Palms, Calif., 27; (Lindsay Ball Park) Fort Hood, Tex., Oct. 1-2; (High School Stadium) McAllen 4; (Ball Park) Harlingen 5-6; (Ector Co. Coliseum) Odessa 8-9.
Ringling Bros. and Barnum & Bailey: (Memorial Aud.) Dallas, Tex., 28-Oct. 2; (Coliseum) Ardmore, Okla., 4-5; (Fair Coliseum) Springfield, Mo., 7-9; (Sports Center) Owensboro, Ky., 11-12; (Fair Coliseum) Louisville 14-16.


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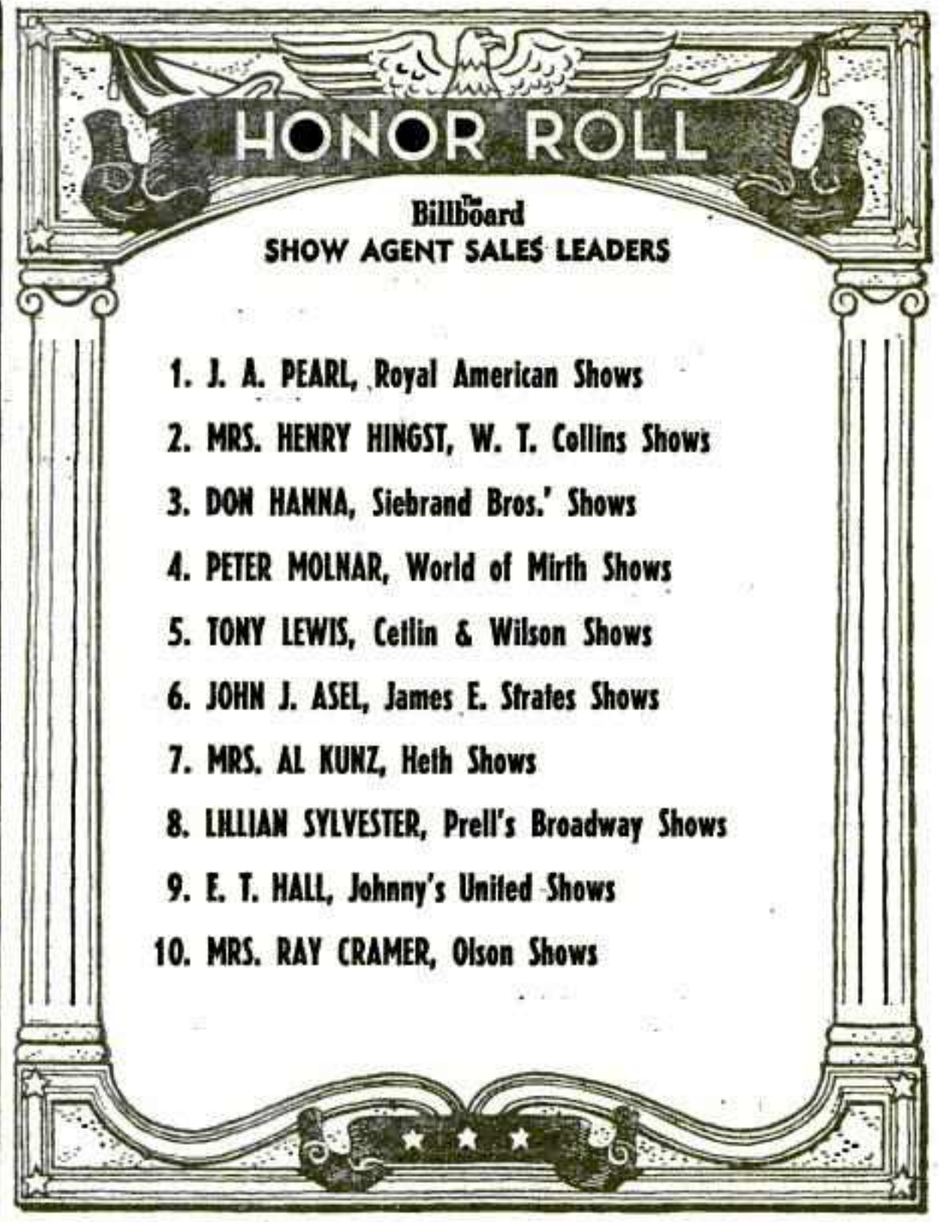



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| 29" | Bear | 4615/953 | 22.00 | |

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# CARNIVAL CONFAB

SACRAMENTO NOTES: While business was slow at the California State Fair and Exposition which closed here Sunday (11), the concessionaires and others had a chance to cut up a lot of jackpots. Charlotte Porter, past-president of Show Folks of America and its perennial money-getter, worked with Sol Grant. . . . Frank Ward leaves soon for Wilkes-Barre, Pa., to visit his mother, who is 91. . . . Hunter Farmer, former PCSA president, found the hot weather and slow business no good for his cold. . . . Peggy Forstall came up from Los Angeles to work with Margaret Farmer at "Mrs. F's" pitch. . . . Bert Chappell, an old-timer, visited. . . . Tom Hughes had his Crime Show on the midway. At the end of the season he plans to take off again for Europe. . . .

**Loren Towers was passing out cigars upon the arrival of a son. He is with Blash & Hilligoss. . . . Edward (Ted) Levitt, general agent for the Royal West Shows, visited from his home in Santa Clara. . . . Bill Meyer, owner-manager of Gold Coast Shows, visited when his show was between dates. . . . Flossie Fitzgerald returned to San Leandro following Labor Day to put the children in school. E. S. (Fitz) Fitzgerald, Foley & Burk agent, remained back at the lot. . . . Earl Leonard, Show Folks of America president, is reported managing the second unit of William Meyer Gold Coast Shows. . . . Marjorie Lockett, wife of Ralph Lockett, auditor for Foley & Burk Combined Shows, leaves New York October 2 for a three-week stay in France and then on to Italy. . . . Harry Meyers, of West Coast Shows, kept the road to San Jose hot to get the lot laid out for the date there.**

SAN JOSE JOTTINGS. The two units of West Coast Shows were combined here for the Santa Clara County Fair, which closed its annual seven-day run Sunday (18). . . . When Alberta Humes, wife of Lloyd Humes, has her baby any time now, everything will be in readiness. She was tendered a baby shower by Marge Latiker, with all the personnel of the California unit of West Coast Shows attending. Among the gifts was a bassinet. Lillian Cutts, of Fair Time Shows, was in attendance and she herself is expecting momentarily. . . . Steve Freedman, who operates four hot dog stands, played the San Jose Fair and will make the Fresno District Fair with the Crafts Shows. . . . William Snellson, The Billboard agent on the California unit of West Coast Shows, will again winter in Madera, the shows' winter quarters. . . . News of the hurricane Donna was followed avidly by Speedy Ballard, Motordrome rider, to learn of the damage in Florida, where he has a number of friends.

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**Curly Danhouser visited his** mother in Sacramento when the show was there. . . . Tom and Peggy Devers entertained her sister during the Sacramento run. . . . Chickie Provenzale came on the show in San Jose to be with her husband, Johnny. . . . Lynn Emerico came up from her home in Bakersfield to help her sister, Marge Latiker, in San Jose. . . . Pete Worth, who works on the Rock-o-Plane, assisted the electrician on the San Jose date. . . . Dave Fine, scale operator, took his time coming from the Oregon State Fair in Salem, and arrived late for the San Jose fair. . . . Clark Willey and Art Thompson made the date after playing the Antelope Valley Fair in Lancaster with the Crafts Shows. *Sam Abbott*

**S. Tommy Carson, this season** with the Gold Medal Shows, No. 1, flipped out in Hendersonville, N. C., on the final night of the fair, was rushed to the hospital at the point of death, needing four pints of blood. These were furnished and Mrs. Carson flew up to Hendersonville from Miami and stayed with Tommy until he was able to leave the hospital last week and then drove him home. During the drive home they were caught in a storm, Donna, and were marooned for two days in Melbourne, Fla. They finally arrived home safe and sound The doctors said that with proper treatment, food and rest, Tommy will be as good as new again within two or three months. In the meantime he is slowly recuperating at his home at 2101 N. W. 86th Terrace, Miami, Fla.

**Joe Mandrick, concession manager** on the William T. Collins Shows, reports a very successful season with his concessions. He is currently passing out cigars, as his wife presented him with a boy on July 21, and, of course, Joe is all smiles these days about the new addition to the Mandrick family. . . . Mr. and Mrs. Walter Gawle, former concession ops on Midwestern shows before their retirement from the road several years ago, recently visited friends from the days of the Morris & Castle Shows in Musgegon, Mich. En route they visited Motor State Shows in Moline, Ill., where they huddled with the Madison family, also formerly outdoor show people. The Gawles now make their home in Centerville, Ill.

**Alamo Notes: The Denton, Tex.,** fair gave Jack Ruback's Alamo Exposition Shows a good week with grosses topping those of a year ago. A new Helicopter ride was delivered making a total of 12 moppet devices. Cecil Allam joined to take over the ham and bacon wheel. Sam Gifford joined with a string. Doc Osbourne reported his wife presented him with a son, Mark Stephen. Sammy Conners added a second live pony ride. Mr. and Mrs. Lefty Block and Maxie Friedman visited Alamo from Don Franklin Shows. Mr. and Mrs. Jack Ruback are back on the show after a Hot Springs visit. *Allan Callaway*

**Barbara LeMay, exotic dancer,** has opened at Club 51, Cairo, Ill. She recently purchased a Plymouth Fury. . . . Jerry Lipko has debuted a two-headed baby show, giving him four shows on the Penn Premier midway. Working in his Side Show are Charles Hunter in the Gorilla Girl annex; T. V. (Mama) Pope, sword swallower; Murici, "man without a stomach"; Len, magic and escapes; Chief White Flower, electric act; Shirley, blade box; Al, sword ladder and glass; Zorski, fire eater; Bill Hoxie, iron tongue and shooting; Lady Viola, tattoo, and Lamar Johnson, human pin cushion. Lipko recently pur-

(Continued on page 115)

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**FLASHBACKS: 10 Years Ago—Harry Hennies sold his 30-car Hennies Bros.' Shows to J. C. McCaffery, Paul Olson and Maurice (lefty) Ohren. Hennies said the sale was due to ill health and announced he would open a kiddieland in Houston. Included in the deal was a four-year lease on the Hot Springs winter quarters. . . . Joe Pearl, agent for The Billboard on Cavalcade of Amusements, reported he sold 310 copies at the Michigan State Fair. This topped his previous record of 300 at the Atlanta Fair the year previous. . . . A jamboree on Cavalcade at Detroit netted $1,251 for the Michigan Showmen's Association.**

# York Okay for Strates; Sign 1961 Contract

## 50 Rides Fielded As Weather and Gross Stay Good

GREENVILLE, S. C. — Next year's contract for the York (Pa.) Inter-State Fair was signed on Saturday (17) as the date closed, keeping the James E. Strates record intact this season: All fairs played have committed themselves for 1961 with Strates. Next year will be the 11th consecutive visit to York.

For the York engagement the midway spilled over into various sections of the grounds. Lefty Billett had 10 rides near the grandstand. Mrs. H. W. Jones' Mix-All, Gyp McDaniels' donkey ride and the shows Menagerie were in another area. There was some threatening weather but no rain until late the closing night.

Some 50 rides in all comprised the equipment fielded, and the business won was satisfactory. The fairgrounds held seven bingos, three of them Jones', two by Al Boxall, one by Big-Hearted Bennie Weiss, and one by George Koch.

On Friday (16) Manager E. J. (Jimmy) Strates was host at dinner to a group which included Mr. and Mrs. S. N. MacEachern of the Saskatoon (Sask.) Exhibition. Also visiting were Mr. and Mrs. Ed Clark, Mr. and Mrs. Tom Lanich and Mr. and Mrs. Ed McCoy of the Clearfield (Pa.) Fair, and G. Bachman and party of the Butler (Pa.) Fair. In Syracuse the show had been visited by R. E. Stewart of the Red River Exhibition, Winnipeg.

# C&W GROSS OK IN READING RAIN

## Bubble Bounce, Hurricane Donate Flash; Late-Season Earnings High

RICHMOND, Va. — Cetlin & Wilson Shows pulled in here for the Virginia State Fair after a fair-to-middling week at its annual visit to the Reading (Pa.) Fairgrounds. Rainfall dogged the fair all week and the show suffered along with it.

Hurricane Donna sent plenty of moisture over early in the week, and spending did not appear in any appreciable amounts until Wednesday (21). Doubly disappointed were bingo operators, who not only lost Monday (19) to rain, but were also idled on Sunday because of a rarely invoked blue law. Sunday and Monday were near-blanks.

The midway looked its best in years, sporting numerous pieces of new canvas replaced after the Fort Campbell, Ky., blowdown. Bright scrollwork and circus illustrations decked out much of the rolling stock, the work of H. L. Johnson. Business at Reading was only fair, but better than might have been expected, considering the rain.

With 19 major rides, an assortment of kiddie devices and 10 shows on hand, plus Jack Garrahan's Arcade, the gross captured was still satisfying. Since experiencing its most dismal still-date season in years, coupled with the unfortunate storm damage, C&W has plugged along with very good business at fairs.

**Himalaya Ride Booked**

Bert Slover took delivery on a new Round-Up and had it in action. Steck's portable Bubble Bounce and Hurricane added considerable flash to the line-up, which was to look even better in Richmond where the Himalaya ride was booked. Impressive revenue was still being earned by the brilliantly fit Aeroaffiliates Umbrella ride, a deviation from the German kiddie Merry-Go-Round.

Other rides on hand included Slover's Rocket, Roll-o-Plane, Helicopter and Scrambler; Howard's Paratrooper, Clyde Mulligan's Fly-o-Plane, Graydon Dowis' Roller Coaster and Wild Mouse, Purtle and Walters with kiddie rides, Bob Edwards' Turnpike, the Skooter, Roll-o-Plane, Merry-Go-Round, double Ferris Wheels, Tilt, Caterpillar and Looper.

Back-end units were the Side Show, Art Converse; Reptile Show and Turtle Show, Doc Hartwick; Motordrome, Earl Purtle; Minstrel Revue, Red Marcus; Raynell's Revue; Posing Show, Raynell; Crime Show and Alligator Show, Art Stadtmiller; Dark Ride, Edwards; Wild Life, Naomi Johnson. George Goodman has the bingo and popcorn, Ethel Purtle has the floss, and Sam Cara, the show custard. Al Dorso also put up a bingo in Reading.

Prior to Reading there was a surprisingly good still date played in Alexandria, Va.

## WINTER FAIRS

**Florida**

Arcadia—DeSoto Co. Fair Assn. Nov. 8-13. A. G. Erickson.
Bartow—Polk Co. Youth Show. March 2-4. W. P. Hayman, Box 711.
Brooksville—Hernando Co. Fair Assn. Nov. 9-12. Charles R. Smith.
Callahan—Northeast Fla. Fair. Oct. 26-29. H. O. Stratton, Box 268, Route 1.
Clewiston—Hendry Co. Fair & Livestock Show. Feb. 28-March 4. Mrs. Dorothy Moore, Box 1356.
Crestview—Harvest Fair, Inc. Oct. 30-Nov. 5. J. C. Turner, Box 61, Route 1.
Dade City—Pasco Co. Fair Assn. Feb. 20-25. J. C. Higgins, Box 248.
DeFuniak Springs—Walton Co. Fair Assn. Nov. 7-11. H. O. Harrison, Box 352.
DeLand—Volusia Co. Fair Assn. Feb. 13-18. Lee Maxwell, Box 211.
Eustis—Lake Co. Fair & Flower Show. March 6-11. Karl Lehmann, Chamber of Commerce Bldg., Tavares.
Fannin Springs—Suwannee River Youth Fair. Oct. 5-8. L. C. Cobb, Trenton.

(Continued on page 113)


AMERICAN LEGION FAIR
CARUTHERSVILLE, MO., OCT. 4-9
THE LAST LARGE FAIR IN THE MID-SOUTH
Cotton Is Good—Prices Are Good—Pay Is Good

RIDES CAN PLACE EXTRA RIDES—PARATROOPER, COASTER, ROUND-UP, HELICOPTER, CATERPILLAR, ROLL-O-PLANE, ETC. (It has to be good to book against our own.)

HELP Can use single Ride Help, must be sober and without cars.

CONCESSIONS Can use Alibis, each with Hanky Panks. (No Flats.) Also want Photos, Custard, High Striker, Derby and Hanky Panks.

SHOWS WANT ARCADE, FUN HOUSE, GLASS HOUSE AND SHOWS OF ALL KINDS.

SUNSET AMUSEMENT COMPANY
Harrisburg, Arkansas, this week
P.S.: FOR SALE—16-ft. Popcorn Trailer, can be booked on show for 1961 season.



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# CARNIVAL ROUTES

• Continued from page 109

Dyer's Greater: (Fair) McGehee, Ark.

**Eastern Am. Co.: *John Looney; (Fair) North Waterford, Me. (Season ends.)**

Endy, David B., Ams.: Dunn, N. C.; Scotland Neck Oct. 3-8.

**Farrow Am. Co.: *Clarence Walter; (Fair) Pine Bluff, Ark.; (Fair) Winnsboro, La., Oct. 3-8.**

Fitzsimmons: Ogallala, Neb., 26-Oct. 2.

**Franklin, Don: *Jay Barton; Tyler, Tex.**

Funland: Webb City, Mo., 28-Oct. 1.

**Gala Expo.: *Carolyn Miller; (Fair) Eudora, Ark.; (Fair) Tunica, Miss., Oct. 3-8.**

Gatto Ams.: Red Springs, N. C.

Gayway: Harrisburg, Ark.; Caruthersville, Mo., Oct. 5-9.

**Gentsch: *Fay Curtis; McComb, Miss.**

**Georgia Am. Co.: *C. J. Barrett; (Fair) McDonough, Ga.; (Fair) Cherokee, N. C., Oct. 3-8.**

**Geren, W. R., No. 1: *Elmer Benefield; (Fair) Aurora, Ind., 29-Oct. 1; (Algonquin Shopping Center) Louisville, Ky., 5-22.**

**Geren, W. R., No. 2: *Elmer Benefield; (Tulnaire Shopping Center) Indianapolis, Ind., Oct. 4-15.**

Gladstone Expo.: (Fair) Yazoo City, Miss.

**Gold Medal, No. 1: *Bill Stevens; (Fair) Corinth, Miss.; (Fair) Alexander City, Ala., Oct. 3-8.**

**Gold Medal, No. 2: *C. C. Leasure; (Fair) Sandersville, Ga.; (Fair) Hartwell Oct. 3-8.**

**Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Georgetown, O.**

**Gooding Am. Co., No. 2: *Geo. Ingram; (Fair) Hillsdale, Mich.**

**Gooding's Million Dollar Midway, No. 3: *J. H. Macdougall; (Fair) Atlanta, Ga.**

**Gooding Am. Co., No. 4: *L. J. Ebert; Kingwood, W. Va.**

Gooding Am. Co., No. 5: Utica, O.

**Gooding Am. Co., No. 6: *Joe T. Coleman; (Fair) Auburn, Ind.**

Gooding Am. Co., No. 7: Mitchell, Ind.

Gooding Am. Co., No. 8: (Fair) Carrollton, O.

Gooding Am. Co., No. 9: Somerset, O.

Gooding Am. Co., No. 10: (Fair) Prestonburg, Ky.

**Greater Dixieland Expo.: *Dolly M. Henson; (Fair) Marksville, La.**

**Hames, Bill: *A. C. Ayers; (Fair) Lubbock, Tex.**

**Hammond, Bob: *Mrs. J. A. Schneck; (Fair) Rosenberg, Tex.; (Fair) Center Oct. 3-8.**

**Happyland: *Russ Stager; Oak Harbor, O.**

**Heth: *Mrs. Al Kunz; (Fair) Huntsville, Ala.; (Fair) Laurel, Miss., Oct. 3-8.**

Hill's Greater: (Fair) Roswell, N. M., 28-Oct. 2.

**Hoard & Mullis: *E. Mullis; (Fair) Dublin, Ga.; (Fair) Fitzgerald Oct. 3-8.**

**Holiday Am. Co.: *Mrs. K. McComak; Pleasant Hill, Mo.**

**Hottle, Buff, No. 1: *F. Bailey; (Fair) Jasper, Ala.; (Fair) Donaldsonville, La., Oct. 5-10.**

**Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair) Olla, La.; (Fair) Oberlin Oct. 3-8.**

Hughes, Ellis H.: (Fair) Liberty, Miss.

**Hunt Am. Co.: *Ralph Hunt; (Fair) Piedmont, Ala.; (Fair) Robertsdale Oct. 3-8.**

**Johnny's United: *E. T. Hall; (Fair) Cullman, Ala.; (Fair) Anniston Oct. 3-8.**

**Ken-Penn Ams.: *Chas. Graham; Lisbon, O., 29-Oct. 1.**

**Key City: *Loretta Smith; Waynesboro, Tenn.**

Kile, Floyd O.: (Fair) Newton, Miss.; (Fair) Picayune Oct. 3-8.

Lagasse Am. Co.: (Fair) Rehoboth, Mass.

Lee Am. Co.: (Fair) Atmore, Ala.

Lindle, Jack: (Fair) Memphis, Tenn.

Lone Star Ams.: Sweetwater, Tex.; Dumas Oct. 3-8.

**Manning, Ross: *Nelson Wilkins; (Fair) Warrenton, N. C.; (Fair) Trenton Oct. 3-8.**

**Marks: *Jack Galluppo; (Fair) Fayetteville, N. C.; Orangeburg, S. C., Oct. 3-8.**

Meeker: (Fair) Yakima, Wash., 28-Oct. 2.

Merchant's Festival Rides: Nashville, Tenn.

**Midway of Mirth: *Frank X. Lavell; (Fair) McCrory, Ark.; (Fair) Forest City Oct. 5-10.**

**Monarch Expo.: *E. L. Winrod; (Fair) Poplar Bluff, Mo., 27-Oct. 2.**

**Moore's Modern: *Jack Moore; Littlefield, Tex.**

**Motor State: *M. Frederick; (Fair) Moulton, Ala.; (Fair) Batesville, Miss., Oct. 3-8.**

Mound City: New Madrid, Mo.

**Norton's United: *Stan Reed; Seminole, Tex., 26-30.**

**Oklahoma Expo.: *D. R. Price; (Fair) DeQueen, Ark., 26-29.**

Page Bros., No. 1: (Fair) Athens, Ala.

Page Bros., No. 2: (Fair) Childersburg, Ala.

**Page Comb.: *Blackey Jones; (Fair) Dothan, Ala.; (Fair) Americus, Ga., Oct. 3-8.**

**Palmetto Expo.: *M. McNeace; Durham, N. C.; Laurenburg Oct. 3-8.**

**Penn Premier: *Richard Gilman; (Fair) Mount Airy, N. C.; (Fair) Reidsville Oct. 3-8.**

**Peter Paul Ams.: *Peter Biclo; Lexington, Tenn.; Humboldt Oct. 6-15.**

**Powelson Ams., No. 1: *Happy Powelson; (Fair) Logan, O.**

**Prell's Broadway: *L. Sylvester; (Fair) Wilson, N. C.; (Fair) Petersburg, Va., Oct. 3-8.**

**Raines Ams.: *R. M. Raines; Danville, Ark.; Ringgold, La., Oct. 3-8.**

Reid, King: Springfield, Mass., 26-27.

**Reid's Golden Star: *Elmer Reid; (Fair) Metter, Ga.**

**Reithoffer: *Joe Gidaro; (Fair) Bloomsburg, Pa.; (Fair) Mineola, L. I., N. Y., Oct. 7-16.**

**Rock City: *Mrs. G. Isenhower; (Fair) Stamps, Ark.**

**Rohr's Modern Midway: *Jeannett Waters; Cotton Plant, Ark.; Clarendon Oct. 3-8.**

**Rose City Rides: *Dutch Schrader; Sikeston, Mo., 28-Oct. 1; Clarkton 3-8.**

**Royal American: *Joe Pearl; (Fair) Oklahoma City, Okla.; (Fair) Little Rock, Ark., Oct. 3-8.**

Royal West: Fairfield, Calif., 27-Oct. 2; Rodeo 4-9.

**S. & W.: *Mrs. Jay Stanley; (Fair) Bastrop, La.; Haynesville Oct. 3-8.**

**Schafer's 20th Century: *Archie Hensley; (Fair) Fort Smith, Ark., 27-Oct. 1; Longview, Tex., 3-8.**

Scott, Turner, Rides: Dunn, N. C.

**Siebrand Bros.: *Don Hanna; El Paso, Tex., 28-Oct. 9.**

**Smiley's Ams.: *J. R. Fasolas; (Fair) King, N. C.; (Fair) Smithfield Oct. 3-8.**

**Smith, George Clyde: *F. A. Norton; (Fair) Enfield, N. C.; (Fair) Edenton Oct. 3-8.**

Sport Matthews Circus & Carn. Comb.: (Fair) Dalhart, Tex.; (Fair) Littlefield Oct. 3-8.

Stanley, Wm. D.: (Stewart Street Lot) Lafayette, La., 27-Oct. 2.

**Steele's Ams.: *Lennie Fletcher; Hobart, Ind., 27-Oct. 2. (Season ends.)**

**Strates, James E.: *J. J. Asel; (Fair) Shelby, N. C.; (Fair) Danville, Va., Oct. 3-8.**

**Sunset Am. Co.: *Daniel Dunning; (Fair) Harrisburg, Ark.; (Fair) Caruthersville, Mo., Oct. 4-9.**

**Thomas, Art B.: *Johnnie Wildeboer; Lennox, S. D.**

**Thomas Joyland: *D. C. Thomas; Martinsville, Va.**

**Uncle Joe's Ams.: *Joe Seaboalt; Marlin, Tex.**

**Victory: *Bill Darden; Iowa Park, Tex.**

**Virginia Greater: *Francis Sanko; Clinton, N. C.**

**Wade, W. G.: *Clarence R. Hall; Saginaw, Mich. (Season ends.)**

**West Coast, No. 2: *Wm. Snelson; Bakersfield, Calif., 26-Oct. 2. (Season ends.)**

Whitey's Ams.: Cedar Springs, Mich.; Owosso Oct. 3-8.

**Williams Ams.: *T. E. Williams; East Bend, N. C.**

**Wolfe Ams.: *S. R. Holt; (Fair) Burgaw, N. C.**

World's Finest: Kingston, Ont.; Simcoe Oct. 3-8.

**World of Mirth: *Peter Molnar; Greensboro, N. C., 27-Oct. 1; Winston-Salem 3-8.**

**World of Pleasure: *Chas. T. Carpenter; (Fair) Lawrenceburg, Tenn.**

## Miscellaneous

Doss, Buster, "Louisiana Hayride": (Fair) Lubbock, Tex., 26-Oct. 1; Fair) Waco 4-8.

Griffin, Ken, Show: Livermore, Calif., 26; Benicia 27; Arbuckle 28; Napa 29; Paradise Oct. 1.

Hetzer's Japanese Spectacular: (Fair) Memphis, Tenn., 26-Oct.1.

Lavelli, Tony: Bremerton, Wash., Oct. 2; Walla Walla 9.

O'Day, Marie, Palace Car: Sikeston, Mo., 26-Oct. 1; Clarkton 3-8.

## Ice Shows

Shipstads & Johnson's "Ice Follies of 1961": (Coliseum) Denver, Colo., 28-Oct. 2; (Veterans' Memorial Aud.) Des Moines, Ia., 5-9.

## Newfoundland, Pa., Fair Goes Up in All Departments

NEWFOUNDLAND, Pa.—The Greene-Dreher-Sterling Fair continued the growth trend it has experienced over the past five years at its 43d annual run here August 31-September 3.

Premiums paid increased 20 per cent, ride grosses were up a similar degree, attendance based on parking fees collected was up a booming 30 per cent and fair-operated activities registered substantial gans, marking the fifth consecutive year of gains following destruction of the fair's property in the 1955 flood.

Fair officials attributed the increases to the weather, the finest of the season, and to a build-up of entertainment features behind the free gate. A horse show added this year drew a whopping Friday afternoon throng, while Stoney Cooper and Wilma Lee's "Grand Ole Opry" show duplicated last year's record-shattering Thursday night crowd. Quarter-midget auto racing was a strong pull on the closnig day program.

The Bill Goodman unit of Reithoffer Shows was on the midway for the second straght year.


*There's No Trick . . .*

to finding GOOD BUYS In *Used Equipment . .*

*just look over the many ads in the*

**Classified Section**

*this issue*


# SEDLMAYRS REAP $$ IN KANSAS

## Ride, Show Gross Jumps 22%; Sunday Play Sets New Record

HUTCHINSON, Kan. — Carl Sedlmayr's Royal American Shows hit the jack pot at the record-breaking Kansas State Fair here and wound up with a whopping increase of 22 per cent on ride and show receipts.

Aided by ideal fair weather, good spending and the biggest midway day in the history of the fair on Sunday (18), the big fun zone coined money all week. The week end was big for the show but kid's day on Monday (19) was another highly profitable day as thousands of youngsters kept the amusement devices going at full rate most of the day.

The show-owned Club Lido, featuring Baby Dumpling, gained more steam here and topped the back-end. Dick Best's Side Show was next in line followed by Leon Claxton's Harlem in Havana, Bill Kemp's Motordrome and the Blazing Six Gun show.

The Wild Mouse reaped important money here as did the Paratrooper, Flying Coaster and the Roller Coaster. The Kiddieland also got its full share of the spending.

The show tore down here after the Thursday night (22) close and headed for Oklahoma City for the Oklahoma State Fair. The two-section train was scheduled to arrive in the latter city by mid-afternoon on Friday and everything was scheduled to be ready for the Saturday morning opener.

## Penny Opens Well; Later Stands Fair

FERGUSON, Mo.—Penny Bros. Circus got off to a good start. Show had two big afternoon crowds and a straw night at Jacksonville (17) its first stand. Alton had a new lot and gave two afternoon shows to half houses; no night show was scheduled. Other towns gave half houses, with the exception of Gillespie, Ill., where there were two full ones. At St. Charles, Mo., Cristiani was in first, but both shows made the same amount of money for their sponsors, it was reported. At Ferguson Friday (23) a long line was waiting for the matinee doors to open.

## Coleman Show Weathers It In Greenfield

MIDDLETOWN, Conn. — End of another satisfying season is in sight for the Coleman Bros. Shows, with fair dates ahead in Stafford Springs, Conn., and Belchertown, Mass. October 12 will see the show returning to the barn here after a route of fall fairs at which earnings were better than last year's for most weeks.

Rochester, N. H., saw the layout inflated to 20 rides, seven shows and Dutch Alhausen's Arcade. Business was amazing after the hurricane hit Greenfield, Mass., Dick Coleman reported, the four-day take nearly equalling last year's. Greenfield's first day was just fair, with some rain. Monday (12) was a washout. Tuesday and Wednesday were better than ever before, for Greenfield, Coleman said.

Previous fairs in Ballston Spa and Fonda, N. Y., were encouraging. Rochester was good the first two days, Saturday and Sunday (17-18), but rainy weather followed. Billie Burr had his Paratrooper and Junior Helicopter on the lot. Gene Dean of Salisbury Beach was present with a Flying Coaster, Turnpike and Herschell Helicopter. A Scrambler came in from Bridgeport, Conn.

The show mourned the loss of John Pesecki, ride superintendent, who died in winter quarters Thursday (15).


**FARROW AMUSEMENT COMPANY**

*CAN PLACE HANKY PANKS OF ALL KINDS*

**FOR WINNSBORO AND EUNICE, LOUISIANA, FAIRS**

All wire: E. E. FARROW, MGR., Pine Bluff, Ark., this week; Winnsboro, next.

**PAGE COMBINED SHOWS**

**AMERICUS, GA., FAIR, OCTOBER 3-8**

CONCESSIONS: Prize-Every-Time Games, Long and Short Range Galleries, Alibi and P. C.'s with other Concessions.

SHOWS: Fun and Glass House, Colored Minstrel Show with or without equipment, Side Show, Motordrome and any neat and up-to-date family-type Show.

RIDES: Dark Ride, Flying Coaster, Frolic Ride and any non-conflicting Rides. Want Show Builder and Painter—join immediately.

All replies to BILL PAGE, Dothan, Ala., Fairgrounds.

P. S.: Prof. Vidalia, contact immediately.

**PALMETTO EXPO. SHOWS**

Want for Scotland County Fair, Laurinburg, N. C., next week, 2 Big School Days, followed by Cleveland County Colored Fair, Shelby, N. C., Oct. 10-15.

Can place Hanky Panks, Age and Scales, French Fries, Lead Gallery, High Striker, etc. Can place Shows of all types. Seven more bona fide fairs. Need Octopus Foreman and any Ride Help who can drive. All replies:

MILTON McNEACE, Phone: 2-3252, Durham, N. C., this week.

*NOTICE!*

**MARTIN CONRAD AND EDWARD SCHNEIDER**

Please get in touch at once. Call or wire collect.

**HOWARD PARKER**

c/o JAMES E. STRATES SHOWS

Shelby, N. C., Sept. 26-Oct. 1; Danville, Va., Oct. 3-8.


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# HUNT AMUSEMENT CO.

## WANTED FOR PIEDMONT, ALA., Sept. 26-Oct. 1

**ROBERTSDALE, ALA., OCT. 3-8——LAKE CITY, FLA., OCT. 11-15**

**RIDES:** Chairplane, Rock-o-Plane, Roll-o-Plane, Dark Ride or any other Ride not conflicting.

**SHOWS:** Any family-type Shows. Especially need Snake Show.

**CONCESSIONS:** Can book all Hanky Panks. Come on, will place you. Straight Sales: Can use Novelties, Hats, Pronto Pups, Ice Cream, French Fries and all other straight sales except Floss and Popcorn. Can place Auction for four more fairs starting at Piedmont.

**Contact RALPH HUNT, as per route.**

# MISS.-LA. FAIR AND LIVE STOCK SHOW

## VICKSBURG, MISS., WEEK OCT. 3 THRU 8

***FOLLOWED BY THE GREAT OUACHITA VALLEY FAIR, WEST MONROE, LA., WEEK OCT. 10 TO 15, THEN THE LOUISIANA DELTA FAIR, TALLULAH, LA., OCT. 17 THRU 22.***

**CONCESSIONS:** Can place Hanky Pank, Prize-Every-Time Games of all kinds, Short Range, High Striker; Glass, Bird, Bear, Lamp and Block Pitches; Novelties, Names on Hats, Derby, Ball Games, Bushel Basket, Basket Ball, Buckets, Picture Frames and Six Cats if you have Hanky Panks to go with same, big Cookhouse that caters to show people, Grab, Ice Cream on a Stick, Age and Scales, Photos, Jewelry Spindle, etc.

**HELP:** Foremen and Second Men for 20 office-owned rides. Winter's work in Florida at fairs and shopping centers. All help must be licensed semi drivers. Bonuses paid every week for good drivers.

**SHOWS:** Will book outstanding attractions that cater to ladies and children. All wire or phone

**C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS, Cleveland, Miss.,** all this week

## ROCKINGHAM COUNTY FAIR

**OCT. 3-8**

**REIDSVILLE, N. C.**

**CONCESSIONS** Can place Novelties, Hats, Eats, Derby Racer, Arcade, Photos and all other legitimate Concessions only. Charley Allen can place Hanky Pank Agents.

**HELP** Can place two Foremen at once for Roll-O-Plane; also help for Wheels, Tilt, Kiddie Rides and Octopus. Hank Bush, answer.

## CAROLINA FAIR

**OCT. 10-15**

**WINSTON-SALEM, N. C.**

**SHOWS** Can place any good Grind Shows not conflicting. Especially want Fun House. Must be in keeping with Shows' standards. These are all big show gross spots. REWARD FOR INFORMATION OF RUDOLPH AND JOHN KLAUSEN, MOTORDROME OPERATORS.

**RIDES** Can place Wild Mouse, Fly-O-Plane or Dark Ride.

**Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Mt. Airy, N. C., this week; Reidsville, N. C., next week; followed by Winston-Salem, N. C. Phone in show office.**

***This Show Is Booked Solidly Until Middle of November***

# SCHAFER 20th Century Shows

***WANT FOR THE FOLLOWING FAIRS:***

**FORT SMITH, ARK., SEPT. 26-OCT. 1**
**LONGVIEW, TEX., OCT. 3-8**
**NACOGDOCHES, TEX., OCT. 11-15**
**GILMER, TEX., OCT. 18-22**

**SHOWS** Minstrel, Glass House, Fat, Mechanical, Midget, Two-Headed Baby and Life Show.

**CONCESSIONS** Strings, Glass Pitch, Bear Pitch, China Pitch, Scales, Photos, Hats, Foot Longs, Corny Dogs, Ice Cream and Lemonade Shake-Up.

**Contact W. A. SCHAFER, Mgr., Fairgrounds, Fort Smith, Ark., this week**

## BROOKNEAL, VA., OCT. 3 TO 8

***BEST HANKY PANK SPOT IN THE SOUTH***

Can place Hanky Panks of all kinds. Jewelry open. Dick Chapman, come on.
Want family-type Shows only.
Can place Tilt and Octopus for this date, followed by
Tidewater Fair, Suffolk, Va., Oct. 10 to 15.

**All replies to STEVE DECKER, Western Union, Fairgrounds, Beaufort, N. C., this week.**

## A-1 AMUSEMENTS

Can place for long string of fairs and celebrations: Medium-size Cookhouse that caters to snow people, Age and Weight, Short Range, High Striker or any non-conflicting Store working for stock. Contact

**JOHN HANSEN, Mgr., Lillbourn, Mo.**

**GIVE TO DAVID RUNYON CANCER FUND**


# OLSON UP AT CHATTAN'GA AFTER L'SVILLE COMEBACK

CHATTANOOGA, Tenn.—Olson Shows were running sharply ahead of last year at the Chattanooga-Hamilton County Fair here last week after staging a remarkable comeback at the Kentucky State Fair in Louisville.

At the Kentucky event, rain over the first weekend put the rides and shows in the hole to the tune of 35 to 40 per cent under the previous year. A big gain was registered on Thursday of the run when Johnny Ringo was featured as the fair attraction and at least half the loss was regained.

Then, to cap the run, the fair had the biggest kids' day on its records on Friday (16) when the fun zone rides tripled their '59 figures. Paul Olson, general manager and co-owner of the shows, said official midway figures showed that in the final analysis the total receipts were only 7 per cent below 1959.

Here in Chattanooga the Olson midway ran ahead of last year on every day during the first five days of the fair. The Wednesday (21) kid's day here again was the biggest on the fair's books.

# Fairs Produce $$ For Byers Bros.

NATCHITOCHES, La. — The fair season, with the possibility of one exception, has been excellent for Byers Bros.' Shows, according to Carl W. Byers, owner-general manager. The one exception was Alta, Ia., where weather and tight money combined to cut into ride and show grosses.

The Dubuque, Ia., annual was up 20 per cent over '59 and Monticello, Ia., was 10 per cent ahead of a year ago. The Saturday at the latter spot was the best in the long history of the sturdy fair. The Dubuque Fair has already been signed for next year, and Clem Smith, general agent, is on a booking tour that is expected to result in a good route for '61.

Following the fair here the show will play four more fairs in the State at Leesville, Ruston, Farmersville and Many.

Byers recently purchased the Lloyd Burge Dodgem Building and has ordered new cars with plans to operate the ride at the George Washington celebration in Laredo, Tex. He will also have other rides there, including the Rock-o-Plane, Tilt-a-Whirl, Roundup and Scrambler.

# Reynolds, Wells Organize New Gayway Shows

DEXTER, Mo.—L. C. (Curly) Reynolds and I. (Izzy) Wells, who currently have their rides booked on the Sunset Amusement Company, will take out a new show titled Gayway Shows and will open their new venture on October 12.

They have fairs and celebrations booked in Louisiana for two months starting at their opening date. They will close the season with their rides on the Sunset Amusement Company at Caruthersville, Mo., October 9.

Reynolds and Wells are well known in the business and for several years operated the World of Today Shows, which was dissolved about five years ago. Since that time Wells has been operating concessions and Reynolds has been having sightseeing buses and amphibian duck tours in Hot Springs. Early this year Reynolds and Wells purchased some rides and booked these on Sunset.

# Freedman Buys Albright's Golden Gate

SAN FRANCISCO — Golden Gate Shows has been sold by Charles Albright to Alex Freedman, head of Freedman Novelties and Freedman Concessions here. The sale price was undisclosed.

Freedman said the deal was consumated following the closing of the show's season last week in Lodi at the Grape and Wine Festival.

Included are seven major and six kid rides, trucks, diesel plants, light towers and other equipment.

Freedman said that he will announce personnel as well as future plans soon. Albright, who has had the show for seven years, was formerly with Foley & Burk Combined Shows for more than 25 years.

# Pete Sutton's Troubles Come In Bunches

BUENA PARK, Calif.—F. M. (Pete) Sutton does not expect anything else bad to happen to his Sutton's Pacific Coast Shows, he said, when he opened here Thursday (22) for his 83d consecutive week of playing shopping centers.

Sutton believes all that could happen had happened. It started when he left the Los Angeles area for Victorville and the fair in Las Vegas.

When the show moved out of Victorville, a tractor pulling two semis had a blow-out, with both semis taking off across the desert. Both were totally wrecked. Early the next morning, Ronnie Wald's truck caught fire and burned 14 concessions and stock amounting to around $10,000, with no insurance. The same day a popcorn trailer hit a 16-foot concrete culvert doing $3,000 damage to the trailer and $500 to the truck. The second popcorn truck had a blow-out and upset, with damage around $300.

Nothing much has happened since then except the show played Needles, Calif., when the official temperature was 132 degrees.

Sutton had a hot time all around.


## NEED

Two Pan Game Agents and Hanky Pank Agents. Will buy Popcorn Trailer, factory built, 18 to 20 feet, with or without equipment. Will pay cash.

**J. A. SPARKS**

c/o James H. Drew Shows
Covington, Ga., this week; Monroe, Ga., next week.


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# A. of A.'s Spread Blankets Trenton, Pulls Poor Weather

## 40 Rides, 20 Shows Overflow Midway; Spending Pace Picks Up at Midweek

TRENTON, N. J. — Virtually everything but the kitchen sink was thrown at the New Jersey State Fairgrounds by Amusements of America last week, and George Hamid, fair president and no casual observer of carnivals, described the midway as "the best I ever had here."

There were no games set up this time; last year they were erected but closed down before the fair got rolling. A couple of shooting galleries, high strikers and an African Dip were in action, but nothing that worked for prizes.

Taking up the slack, however, were 26 major rides and 15 kiddie rides backed up by 20 shows. Five were off the main lineup facing the grandstand but the others, including Girl Show fronts redone for this date, provide a long, unbroken line.

Business was unfortunately less than enough to sustain the massive layout. Weather was poor both on opening day Sunday (18) and on Monday (19), the first city kids' day in eight years. It cleared briefly during the afternoon and a large throng responded, but rain fell again later. Thru midweek the gross was not keeping pace with 1959's. A long strip of midway was paved by the show, which expected to finish the job in the future by hard-surfacing the back-end stretch. It was typically muddy early in the fair, but things turned cheery at midweek.

Rides included—two Merry-Go-Rounds; three Ferris Wheels; Loop-o-Plane, Twister and Flying Coast, Mac Duburgess; Octopus and Rock-o-Plane, Mohawk Amusements; Helicopter; Roto-Jet, Fly-o-Plane and Hot Rods, Fred Cerbini; Wild Mouse, Jim Dowis; Race Cars, Palmer; Roll-o-Plane, Skooter, Tilt, Caterpillar, Frolic, Roller Coaster, Comet, Chairplane, Paratrooper.

Shows included—Tony Mason's Latin Casino, Teen Beat and Club 21; Minstrel Show, Unusual World, Side Show (Rosen's), Devil's Daughter; Red Barn Funhouse, Motordrome, Eeka Pit Show; Lentini, three-legged man; Lionella (Renton's), Torture Show (Burns), Fat Show, Battle Scenes and Jet-Age World (Lew Saka), Two Mechanical Shows (Stein Brothers); Mars Trip, dark ride; Girl in Fishbowl, Wild Life.

Food and refreshment stands were set up by Al Dorso, Nate Feinberg, Gabe Allinger, Eddie Doyle, the Vivonas, Joe Ross and others.

Several committees and show friends visited. Included were a delegation from Lehighton (Pa.) Fair, Bill Sperry of Latrobe, Pa., and Bernie Mendelson.

# Midwest Club Gets $700 at Stanley Party

MADISON, Minn.—The treasury of the Midwest Showmen's Association of Minneapolis was enriched to the tune of $700 as the result of a jamboree held here on William D. Stanley Shows.

Bill Stanley was in charge of the party which was held in Dale Parish's girl show top. Floyd Totman, a local fair enthusiast, was auctioneer assisted by Wes Spence.

Helping with the event were Dick Maupin, Paul Rollins, Nick Nachicas, Jack Thompson, Jake Bozony, Evelyn Spence, Madie Rollins, Marge Maupin and Cassie Stanley.

## WINTER FAIRS

• *Continued from page 110*

Pannin Springs—Suwanee River Fair & Livestock Show, Feb. 22-24. L. C. Cobb, Trenton.
Fort Myers—Southwest Florida Fair, Jan. 30-Feb 4. Raymond Beckler, 1300 Shadow Lane.
Inverness—Citrus Co. Fair Assn, Nov. 9-12. Quentin Medlin, Box 67.
Jacksonville — Greater Jacksonville Fair, Nov. 9-19. Mrs. Katherine Armstrong, 1245 E. Adams St.
Lake City—Columbia Co. Fair Assn, Oct. 11-15. Neal Dukes, P. O. Box 192.
Largo—Pinellas Co. Fair & Horse Show, Feb. 27-March 4. H. J. Brinkley.
Live Oak—Suwanee Co. Fair Assn. Oct. 17-22. Paul Crews.
Miami—Southeast Fla. & Dade Co. Youth Show. Jan. 26-29. Ralph Huffaker, 2690 N.W. 7th Ave.
Marianna—Jackson Co. Fair Assn. Oct. 17-22. Louis W. Seay Sr., Box 529.
Naples—Collier Co. Fair Assn. March 14-18. Charles P. McCool, Box 604, Route 1.
Orlando—Central Florida Fair. Feb. 27-March 4. H. H. Parrish, Expo Park.
Palatka—Putnam Co. Fair Assn. Nov. 7-12. Hubert Maltby, Box 305.
Panama City—Bay Co. Fair Assn. Oct. 29-Nov. 3. Joe Cooper, 1159 Jinks Ave.
Palmetto—Manatee Co. Fair Assn, Jan. 23-28. Harper Kendrick.
Pensacola—Pensacola Interstate Fair. Oct. 17-23. J. E. Frenkel, Box 255.
Plant City—Hillsborough Co. Jr. Agrl. Fair. Dec. 1-3. D. A. Storms, Box 350.
Plant City — Fla. Strawberry Festival. March 6-11. Fred W. Nulter, 1042 W. Reynolds St.
Sarasota—Sarasota Co. Fair Assn. March 20-25. K. A. Clark, 2900 Ringling Bldg.
Sebring—Highlands Co. Fair Assn. Jan. 16-21. J. A. Butler.
Starke—Bradford Co. Fair Assn. Oct. 24-29. G. T. Huggins, Box 267.
Stuart—Martin Co. Fair Assn. March 13-18. L. M. Johnson.
Tallahassee—North Florida Fair. Oct. 25-29. Lloyd Rhoden, Box 587.
Tampa—Florida State Fair. Feb. 7-18. J. C. Huskisson, Box 1231.
Wauchula—Hardee Co. Fair Assn. Nov. 7-12. Carl Hanna, 232 N. 6th Ave.
West Palm Beach—South Fla. Fair & Expo. Jan. 27-Feb. 4. William Lamar Alter.
Williston—Levy Co. Fair Assn. Oct. 18-22. O. C. Belott.
Winter Haven—Fla. Citrus Expo. March 4-11. R. J. Eastman, Box 1460.


**CRAFTS 20 BIG SHOWS**
*Now Booking Shows & Concessions, $20.00 per ft.*
FOR
**FRESNO FAIR**
OCTOBER 6-16 INCLUSIVE
*LAST MAJOR FAIR IN CALIFORNIA*
(UPTOWN LOCATION 300,000 ATTENDANCE)
WIRE—WRITE—OR PHONE
CRAFTS 20 BIG SHOWS, INC.
7283 Bellaire, North Hollywood, Calif. Phones: POplar 5-0909, POplar 5-0320

**CAPITAL CITY SHOWS**
Want for WEST CENTRAL GEORGIA FAIR, Thomaston, Ga., week Oct. 3 to 8
*Followed by Colquitt County Fair, Moultrie, Ga., Oct. 10 to 15*
*Fairs until Nov. 5*
CONCESSIONS: Glass & Pottery Pitches, Bear Pitch, Age & Scales, Short Range, Jewelry, Arcade and Hanky Panks of all kinds. No Flats or Alibis. Want well-flashed Bingo. V. L. Collier wants Agents for Buckets, Six Cats and Swinger.
SHOWS: Snake Show, no Geek, Mechanical, Illusion, Wildlife. Can use good Side Show for next four weeks. Well-flashed Girl Show. McKelvey, contact.
RIDES: Paratrooper, Scrambler, Round-Up, Flying Coaster and Roll-o-Plane or any non-conflicting rides. Paul Drago, contact.
HELP: Can use good Men on all Rides who drive semis. No cars. Can use wives for tickets.
All replies J. L. KEEF, Tri County Fairgrounds, Manchester, Ga.
P.S.: Want High Act for Thomaston and Moultrie.

**WANTED SHOWS OF ALL KINDS**
Place legitimate Concessions.
Place Ride Help.
Jacksonville, N. C. (Fair), next week; Chase City, Va. (Fair), to follow.
THOMAS JOYLAND SHOWS
Martinsville, Va., this week

LITTLEFIELD, TEXAS
**AMERICAN LEGION FUN FAIR, OCT. 3-8**
Tex Ritter in Person, Free Wild Animal Circus, Fireworks, 50,000 Ride Tickets Distributed; followed by Plainview, Texas, Oct. 10-15
CONCESSIONS: Bingo and legitimate Concessions of all kinds can always be placed. SHOWS: Side Show or any other family-type Show. HELP: Want Ride Help for Wheel, Merry-Go-Round, Tilt, Turnpike, Go-Carts, Kiddie Wheels, Airplane and Ponies. RIDES: Any major or Kiddie Ride not conflicting. All replies Dalhart, Texas Interstate Fair, this week.
Sport Matthews Circus and Carnival Combined

**LAREDO, TEX.,**
WASHINGTON BIRTHDAY
**CELEBRATION**
FEB. 18 THRU MAR. 5
3 SATURDAYS AND SUNDAYS
SHOWS: Want Side Show, Snake Show, Monkey Show, Illusion, Motordrome and Fat Show. RIDES: Want Looper, Caterpillar, Paratrooper, Dark Ride, large or small Whip. CONCESSIONS: Eddie Hackett, waiting to hear from you. (Same price, same terms.) Can place Custard, Long and Short Range Galleries, Photos, Basket Ball, High Striker, Novelties, Ball Games, String Games, Weight, Peanuts and Popcorn. Positively no Peep, Count or Skillos. Write or wire
J. GEORGE LOOS
Phone: RA 3, 4944, Box 455, Laredo, Tex.

**RIDE HELP**
Want Foreman for Ferris Wheel, Second Men on all rides who drive. Top wages, long season. Contact
JOHN HANSEN
A-1 Amusements, Lillbourn, Mo.

*FOR SALE*
LOW ROAD MODEL SCHIFF ROLLER COASTER
with 1946 Chevrolet Truck to haul. $3,500.00 cash. Now in operation in Prescott, Ark. Address:
CARNIVAL MANAGER
Fairgrounds, Prescott, Ark.

**GIRLS**
Need two more Girls for eight more weeks of fairs. Everything furnished. No experience necessary. Good salary. Also need Canvasman for top and ticket box. Wire or phone. No collects.
HAROLD WETHERBEE
c/o Marks Shows, Fayetteville, N. C.

*Wanted for*
**Suwannee County Fair**
Live Oak, Fla., Oct. 17 thru 22. Two Kid Days, free prizes nightly, 3 counties to draw from.
Need major Rides of all types. Shows: Mechanical, Motordrome, Wildlife, Snake or any family-type Show. Merchandise Concessions of all kinds. Need Ride Foremen on Wheel, Tilt, MGR. Low privilege and percentage on Rides. N. E. Fla. Fair at Callahan, and others to follow. Contact LE GRAND AMUSEMENTS, INC., Frenchy Le Grand, Jacksonville Beach, Fla.
P.S.: Have Plaster for sale, come get it.

**FOR SALE**
ROLL-O-PLANE MOTORS, two 7½ H.P., reversible, single phase. One 1½ H.P., single phase, lift motor.
ORGANS: One Wurlitzer 105; one Wurlitzer 125, in trailer, nicely flashed; one Wurlitzer 125, Junker; one small Pin Organ.
MICKEY STARK
Fairgrounds, Mt. Sterling, Ill.
(Phone: 7791 after 7:00 p.m.)

**BINGO HELP WANTED**
Caller, Relief Caller and two Countermen. Long season. Top pay.
Phone 2-3252, Durham, N. C.
Wire or come on, will place you. (Heavy, what happened?)
MORT MESSIAS

*FOR SALE*
ALLAN HERSCHELL ROCKET
Excellent condition. Used in park. Neon signs. Gas or electrically driven. In operation until Nov. 1. Contact
FAIRYLAND AMUSEMENT PARK
2938 So. Harlem Ave. Lyons, Ill.
Phone: Hickory 7-3279

*WANT* *WANT*
**PEANUT FESTIVAL, SCOTLAND NECK, N. C.**
*ALL NEXT WEEK*
All Concessions open, Merchandise Wheels, Hanky Panks, Novelties and Photos. Place Girl and Colored Shows, Side Show and Snake Shows, also Grab. Can place Wheel Foreman, general Show Help year-round.
All answer, DAVID B. ENDY AMUSEMENTS, DUNN, N. C.

**FOR RENT**
For responsible show owner with a good winter route. 100-kw. diesel 3-phase-single phase Generator. 2,500 feet cable and electrician to maintain unit.
Will also book a new Spinaroo and 2 joints. Must be low percentage. State your terms and copy of your route.
AL LE FLEUR
L & N Amusements, 110-54 65th Ave., Forest Hills, N. Y. TW 6-7899

**JIMMY ACKLEY WANTS**
For New Madrid, Mo., Street Fair; Caruthersville, Mo., Fair; with good route of Fairs to follow. Out all winter.
Want Agents for Hanky Panks, Buckets, 6-Cats, Swinger and Picture Frames.
Need good Up and Down Help that can drive.
All replies to JIMMY ACKLEY, New Madrid, Mo.

**BEE'S OLD RELIABLE SHOWS, INC.**
WANT TO JOIN AT ONCE FOR FAIRS THROUGH NOV. 12
RIDE HELP: Roll-o-Plane, Chairplane and Tilt Foremen, also Second Men on all Rides. RIDES: Want Rides not conflicting, such as Scrambler, Rock-o-Plane, Paratrooper and Dodgem. CONCESSIONS: Need Hanky Pank Agents. Want Short Range, Long Range, Novelties American Mitt Camp, Picture Frame, Long Range Buckets and all Hanky Panks. SHOWS: Snake Minstrel, Colored Girl Show or any Shows with own equipment not conflicting.
All replies: RAYMOND C. HULS, Milledgeville, Ga.

**PETER PAUL AMUSEMENTS**
9 Big Days—HUMBOLDT, TENN., OCT. 6-15—9 Big Days
This week Lexington, Tenn.
Can use Jewelry, Cork Gallery, Pitch-Till-You-Win and any Alibis working for stock, also P. C. with Hankies. Can use one good family-type Show, small Cookhouse or Grab. These will be your winter B. R. spots. Can use one or more Major Rides and useful Help on Rides.


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AMUSEMENTS of AMERICA
A STAR SPANGLED MIDWAY

WANTS FOR
EASTERN CAROLINA FAIR, Florence, S. C., Oct. 3-8
SUMTER COUNTY FAIR, Sumter, S. C., Oct. 10-15
Eating and Drinking Stands, Hanky Panks of all kinds—any good Grind Shows.
JOHN VIVONA
Frederick, Md. Phone in show office.

GOLD MEDAL SHOWS #1
Want for Tri State Fair, Corinth, Miss., Sept. 26-Oct. 1; followed by Tallapoosa Co. Fair, Alexander City, Ala., & six more big Fairs to follow
CONCESSIONS: Will book Alibi Stores and Hanky Panks of all kinds. No "X" at fairs. Also want Eats and Drinks. Good opening for Arcade. SHOWS: Wildlife, Snake and Monkey Shows. Want for Circus Side Show: Fire Eater, Magician, Front Man, Ticket Sellers and Half and Half for Annex. Contact
JOHNNY DENTON, Corinth, Miss., this week. Phone in office.
P.S.: Bill Stevens wants A-1 Bingo Caller. Top salary. Must know your business.

SMILEY'S AMUSEMENTS
WANT FOR JOHNSTON COUNTY FAIR, SMITHFIELD, N. C., OCT. 3-8; FOLLOWED BY ORANGEBURG, S. C., COLORED FAIR, OCT. 10-15
CONCESSIONS: French Fries, Long Range, Short Range and Hanky Panks of all kinds. SHOWS: Girl Show, Minstrel Show, Side Show and Snake Show. RIDES: Will book Scrambler, Paratrooper, Round-Up and any other novel rides. RIDE HELP: COASTER FOREMAN, TILT FOREMAN, KIDDIE RIDE HELP, GENERAL RIDE HELP WHO DRIVE.
P.S.: Frank Spina wants Peek Store and Count Store Agents.
All answers and replies STOKES CO. FAIR, King, N. C.

MARKS SHOWS
MILE LONG PLEASURE TRAIL
Want for Orangeburg, S. C., Fair, week Oct. 3; Albemarle, N. C., Fair, week Oct. 10, and all Fairs until Nov. 1.
CONCESSIONS: Legitimate Merchandise Concessions of all kinds. SHOWS: Any family-type Shows with own equipment. RIDE HELP: Ferris Wheel Foreman and Paratrooper Foreman. Have openings for Second Men on other rides. All replies JOHN H. MARKS, Fayetteville, N. C., Fairgrounds this week, then as per route.

EDENTON, N. C., FAIR
NEXT WEEK
WANT—Ball Games, Fish and Duck Ponds, Age and Scales, Hoopla, Glass Pitch, Bear Pitch, Pitch-Till-You-Win, Cookhouse, Six Cats, Buckets, Swinger and Slum Spindle. WANT—White and Colored Girl Shows, Monkey Show and Side Show. WANT—Wheel Foreman, general Ride Help, Truck and Tractor Drivers and Agents for office Hanky Panks. All replies
GEORGE CLYDE SMITH SHOWS
Enfield, N. C., Fair this week; Edenton, N. C., Fair next week

JAMES H. DREW WORLD FAIR SHOWS
WALTON COUNTY FAIR, Monroe, Ga., Oct. 3-8
EMANUEL CO. FAIR, Swainsboro, Ga., Oct. 10-15
Can place Merchandise and Prize-Every-Time Concessions of all kinds, also Eating and Drinking Stands and Outright Sales Stands of all types. Good opening for Arcade and Custard. SHOWS: Good opening for two or three more family-type Grind Shows. HELP: Can place experienced Ride Men and Tractor-Trailer Drivers. Note! This is a 20-ride show.
All address this week, Fairgrounds, Covington, Ga.

FOR SALE
FOLLOWING SURPLUS EQUIPMENT
SCREWBALL, made by Eyerly. Similar to Octopus, with or without special-built Trailer. Cheap for cash. Reason for selling, have bought new Octopus.
CATERPILLAR, streamlined, 18 cars, completely overhauled, new catwalks, new tunnel, all new cables, new fluorescent flood lights. This ride is like new.
SMALL COOKHOUSE, 14x20, complete. Cash Register, Coffee Urn, Ice Boxes, Grills, Top. Used only 16 weeks. Perfect for small show. Seats 20 people. $500.00 complete. All replies:
J. L. KEEF, CAPITAL CITY SHOWS, Tri-County Fairgrounds, Manchester, Ga.

WANT — FIRE ENGINE — WANT
MANGELS KID RIDE. CASH FOR SAME.
FOR SALE
King Train, like new, used only 22 weeks; 1949 GMC heavy-duty Tractor, 5 wheel, saddle tanks; 32-foot Fruehauf Stake Trailer, all good condition, $1,800.00 cash for everything.
BILL WILLIAMS, P. O. Box 518, Nashville, Tenn.


# NSA Sets 1st Session, Week Of Festivities

NEW YORK — First meeting of the season for National Showmen's Association will be held Wednesday, October 12, President Max Tubis announced. The clubrooms at 123 West 56th Street have been redecorated, with new tile floor and repainted ceiling and walls.

The club's annual "big three" week is set for the traditional Monday, Tuesday and Wednesday leading up to Thanksgiving Day. Events are as follows:

November 21, testimonial dinner for Tubis and past president Al McKee, at the Park Sheraton Hotel, tickets $8.50 apiece. November 22, open house, and prize awards at the clubrooms. November 23 (Thanksgiving Eve), annual banquet at the Commodore Hotel, tickets $11.

# Buck Thrives In Rocky Mt.; Marquee Lost

GASTONIA, N. C. — A good week marred only by the loss of the marquee front and some canvas, was won by O. C. Buck Shows during its annual visit to the Rocky Mount Agricultural Fair. Hurricane Donna struck early Monday (2) morning, and while it was sunny by noon, the show front had been demolished. Less than 100 feet away, Danny Dorso's bingo was undamaged.

The fair ran nine days for the first time. Despite the rainfall, Buck's gross came within $100 of matching last year's, it was reported. There was also a first-time Sunday operation for Rocky Mount, with rides and shows seeing some action altho the weather was far from perfect.

Most of the week was sunny and pleasant, and a big Saturday night (17) brought the gross up nicely. Spindle Center Fair here followed.

# Coast Clubs Get $1,300

SAN JOSE, Calif. — Approximately $1,300 was raised on the West Coast Shows here at the Santa Clara County Fair Thursday (15) at a show-within-a-show. The money will be divided equally between the Pacific Coast Showmen's Association, Los Angeles, and Show Folks of America, San Francisco.

Sam Dolman was chairman of the event with Speed Mullins, Arthur E. Andersen and Jack Kent as co-chairmen.

Past presidents of both clubs were in attendance. They included Mike Krekos, who has served both PCSA and SFA; Eddie Hellwig, E. W. Coe, Charlotte Porter, Harry Myers, Hunter G. Farmer and Margaret Farmer.

Scene of the festivities was Johnny Miller's cookhouse. Marge Latiker was in charge of the food.

Hellwig emseed the event. Others participating in the event included Louis Leos, Barbara Hellwig, Isabel Myers and John Franco.

TINTYPE

# Cookhouse Op Has The Right Recipe

THERE are plenty of cookhouse philosophers on the road, but Al Dorso has as much right to philosophize as anybody, because be runs the cookhouse . . . for his tender years he runs quiet a lot: Three bingo units with Gooding, two with Amusements of America, all the candy apples, floss, snow cones and popcorn on Penn Premier Shows, miscellaneous independent spots with refreshments. . . . And even a Round-Up ride to complete the diversification.

It's a far-flung operation but he has it whipped. . . . Al's dad, an old-timer in outdoor show fields, pushed him along when he was young. . . . Mike Dorso was active at Savin Rock in Connecticut, with a Scooter, Merry-Go-Round, Coaster, parking lots, plenty of ways for a youngster to break in. . . . At the age of 16 Al bought a custard truck and hasn't been off the road since, except for World War II. He's been on his own all the while. "It's all I know," he says, "but what's to know? It's nothing."

**Actually, it's plenty to know.** At ful blast he has beaucoup units working and 80 employees. . . . But despite the hullaballoo involved, he's apt to be found in the kitchen poking a steak. "I like to fool around with food. Always did." He has good managers, one of the keys to success.

**For a self-educated guy of 41,** Al gives a scholarly impression, even with a skillet in hand. . . . It's a big improvement from the day when, at age 14, he joined George Travers, setting up rides on the Chautauqua Shows. A native of Bridgeport, Conn., he moved to Paterson, N. J., with his family. He still lives there, except for winter trips to Miami. . . . When he bought the custard his mother took a dim view of it, but he clicked, and has clicked ever since.

He's stockily built and square etijawed, sociable and quick-witted, with the kind of polish that sees him sharing in a show's entertainment routine. . . . Many years around the Cetlin & Wilson Shows endowed him with Jack Wilson's poise and Is Cetlin's acumen. . . . En route to C&W, where he spent much of his life, his trail unwound only briefly. Flipping one of those steaks in Brockton, Mass., he described his progress as follows:

**After running his custard he** bought a cookhouse from Al Wallace, joined C&W, and that was it. Got the connection thru Bill Cowan. . . . Finicky about food, he put up a beef once when Wallace was in a rough mood. "Can you do better?" he was asked. "You're indelicately right, I can," Al says he retorted. "Give me $400," Wallace said, and the deal was closed. This was on the Bantley Show and Al was only 19. . . . A. R. Maxwell, the chef, now Al's cashier, is 74 years old and still with it, retiring every year.

Jack Wilson objected mildly when the boy wonder showed up ("always mildly") but had to admit Al was made for it. To this day he's "Mr. Wilson" to Al Dorso, who's become close to him. "After all, he's always been more than 30 years older than me. How can I not respect him?" . . . Prior to Army duty Al bought a bingo from Charley Cohen (now a successful horse breeder in New Jersey) and worked it in partnership with George Goodman. . . . Lost three good seasons during the war, but bounced back in 1946.

Two more bingo units were added. . . . Al operated on Continental Shows, Majestic Greater Shows, World of Pleasure, acquiring incidental refreshment concessions. . . .

AL DORSO

In the academic department he admits to a deficiency, having gone to work early because of his dad's illness, but 20 years around C&W provided sufficient schooling to handle most situations. . . . Did much public relations with them, hosting governors, committees, "even President Truman," he says pridefully.

**Al keeps a full-time secretary to** handle his paper work, which gets mountainous at the season's peak. . . . He spends, but not wildly. A drink, a sociable wager. "I'd rather spend it at a good motel or hotel in Miami with Margie and the kids or buying gadgets." (Plate-film cameras he can't operate, battery-powered TV sets all run down, transistor appliances, vacuum cleaners, he can't resist them.) He carries a pony for his children to ride when visiting. . . . Al married Margie Iandoli in 1947 and they have Michelle Ann, five, and Al Jr., four. Their house trailer is always next to the cookhouse. It's the best way, he says. . . . In Miami, he's a life member of the club.

Making the rounds of produce people with Al is an entertaining education. Likes to jaw and joke with vegetable wholesalers, meat suppliers. . . . Sends his men out for buying sometimes but never for meat. . . . "Butchers are all prima donnas. They relish the chance to beat you out of a few cents. Good guys, but they can't control themselves. So I handle the meat buying."

Constant exposure around carnivals will be giving his youngsters ideas, and Al has no objection. . . . "It's okay with me if they want in. I'll be here to see they get exposed to the better parts of the business. That means whatever I'm around, naturally." Al entertained ambitions once of owning his own midway and came very close to it in recent years. Now he's settling for a successful chain operation, perhaps with the addition of four or five more rides. . . . With all the jackpotting he does the notion may return.

**He has four sisters; an older** brother, Danny, bingo operator on the O. C. Buck Shows, and a kid brother, Mike, who holds an important post with the big Walter Reade Theaters combine. . . . Right now he's back where he started 25 years ago when he was 16, because one of his custard spots was at the New Jersey State Fair in Trenton. Also there with a custard was Johnny Vivona who was even younger, and they got friendly. . . . In 1960 Al's again working alongside Johnny, who is manager of Amusements of America. "If you like coincidences," he grins, "play with that one for awhile."

*Irwin Kirby*

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# CARNIVAL CONFAB

• Continued from page 110

chased a Kiddie Chairplane which will be added to a Kiddieland playing shopping centers this winter. . . . Hank Whitman, formerly of the J. A. Coburn Minstrels and Frank Tinney's "Atta Boy" company, is in Riverview Hospital, Noblesville, Ind., and would like to hear from friends.

**Jimmie Estep, of the No. 1 Nolan** Shows, has added a 20-by-30-foot top which houses his Wildlife Show. Estep's Big Rat Show made the front page of The Akron Beacon-Journal during the recent Rubber Bowl Fair. . . . Col. Lew Alter's Side Show closed a good season at Essex Junction, Vt., recently after a tour with the King Reid Shows. Double-deck banners are on order for next season, according to Carmen Del Rio, who also closed as Alter's annex attraction. *Al Schneider*

**Kitty Glosser has entered Mount** Sinai Hospital at Miami Beach for surgery and would like to hear from friends. . . . John Pesecki, veteran ride superintendent, died in Coleman Bros.' Shows quarters, Middletown, Conn., this month. . . . Bernie Mendelson, the canvas specialist, visited Eastern fairs last week. So did Ethel Weinberg for the New York club. . . . Joe Mooney has spruced up his Girl Show, adding a marquee to protect girls on the bally as well as add flesh. After finishing the Southern route with L. I. Thomas the Mooneys go to Daytona Beach, Fla., for 16 weeks at Walter's 5 o'Clock Club, starting Christmas. Wife Ginger Raye will headline the show and Joe will emsee. While with Skerbeck this year Mooney engineered that show's first jamboree and raised $600 for the Michigan Showmen's Association.

**Tommy Carson is still pretty ill** but coming along nicely, Marty Weiss reports. Carson is at 2101 N. W. 86th Terrace, Miami. . . . Hy and Willie Stein are buying an interest in a steak house in Robbinsville, N. J. . . . Bud Sollenberger and Richmond Cox of World of Mirth visited the Cetlin and Wilson midway in Reading. . . . Bernard (Bucky) Allen is using a new International tractor to haul his office trailer. . . . Bill Sperry, of Latrobe, Pa., the midway publicist, visited with the Vivonas in Trenton. . . . Lew Hamilton, the veteran show talker, is in the World of Mirth office with Howard Ramsey.

**H. L. Johnson is giving C&W** wagons a scenic art job along the route. . . . Also on a painting binge is Amusements of America, borrowing a leaf from railroad shows and painting their trailers with the fair dates they play. . . . Graydon Dowis, of the Mouse ride family, reports they had three truck axles break on the road recently in different places at almost the same time. . . . An accident coming out of Honesdale, Pa., took four lives when a Reithoffer generator truck hit a car and exploded into flames. The dead included the tractor driver, Ollie Winders, his wife and five-week-old daughter, who were in the cab with him. *Irwin Kirby*

**Dave Rose is confined to his** home at 3963 Downman Road, New Orleans 26, with paralysis and would appreciate getting some letters to while away the time. . . . Bob Hammond Shows have been signed to provide the midway attractions at the 1961 American Indian Exposition to be held July 15-22 in Enid, Okla. . . . Marty Bonet reports the line-up of the Joy Purvis show on the Gooding midway at Knoxville included Roxbys, skaters; Rosina Aston, singer; Ben Hawkins, emsee; Chu Ming Su, exotic, and the Buddy Roye Duo with Buddy at the Hammond and Vic Sargent on the drums.

**Pearls from Royal American:** Estelline Pike visited her son, James Ball, after she closed at Chicago's Riverview Park. . . . Al Sweeney and Ned Torti visited at Topeka. . . . Roman Fleskoski, Falls City, Neb., friend of the Sedlmayrs, visited the latter and Vera Pollette. . . . Mel Smith again kept the personnel refreshed. During a water stop en route to Topeka, he bought out the entire stock of ice cream bars at a drugstore and treated. . . . Joan Brockhan up and around again but still not able to perform. . . . Mrs. Hymie Jacobson headed for Miami to re-enter her two daughters in school. . . . Mush Wunder closed with Dick Best's Side Show and headed for Chicago. . . . Tony Williams, veteran night watchman, received many gifts on his 72d milestone. . . . Tom Spriggs, son of the Hutchinson, Kan., police chief, Carl Spriggs, has been on the front end since Davenport but will leave at Hutchinson to re-enter school. . . . Dick Cullinan closed to join an ice show. . . . Dennis Silber, visited. . . . Molly Strauss flew to New York. *Charlie Byrnes*

# CLUB ACTIVITIES

## Showmen's League of America

### Ladies' Auxiliary

CHICAGO—First Vice-President Mae Smith presided at the board meeting due to illness of President Jeannette Martindale. Also present were Mrs. Harriet McBeath, second vice-president; Mrs. Elsie Miller, secretary, and Evelyn Hock, treasurer. Carmelita Horan read the invocation.

New members are Mrs. Nina Singleton, Tillie Dahlke, Mae Haglund, Caroline J. Hammensley, Louise Murphy, Katherine Balke, Selma Zabel, Lettie Graham, Marie E. Spear, Emma Mayers, Mary Nordeen, Mary H. Grumbir, Mrs. Frances Getschow, Marjorie Gross, Mary S. Spellman, Iona Schwartz, Joan Howard, Louise W. Schaefer, Emma Gau, Mildred Harry, Mary O'Connor, Frances Taylor, Neta Williams, Marie Klemmer, Thersia Geschrey, Bernice E. Schaefer, Leslie L. Licht, Helen Casey, Mary Hitch, Vinton J. Mummert, Sara Jane Dauber, Sadie Gallagher, Mary M. Ryan and Janet Woke.

Secretary Miller announced she is retiring as secretary after the current term. Sharon Horan was named chairman of entertainment for the installation and banquet, and Mary Lou Callbeck and Joan Kveck will assist.

Named to the nominating committee were Phoebe Carsky, Carmelita Horan, Agnes Smith, Ida Chase, Lillian Glick, Sharon Horan, Dorothy Kennedy. Alternates are Mrs. Lillian Lawrence and Mary Lou Callbeck.

Named to revise the bylaws were Phoebe Carsky, Carmelita Horan, Agnes Smith, Dorothy Kennedy and Evelyn Hock.

Members were saddened by the death of Rose Nugent.

# COMING EVENTS

### Arkansas
Des Arc—Prairie Co. Livestock Show, Oct. 3-8. Graham Mullen.
Pine Bluff—Southeast Ark. Livestock Show & Rodeo, Sept. 27-Oct. 1. Harvey Hewitt.

### California
Long Beach — Pacific Coast Boat Show (Pierpoint Landing), Oct. 16-26. Civic Productions.
Richmond—Home & Decorators Show (Don Hotel), Nov. 9-13. National Home Shows, Inc., 270 Fig., Chula Vista.
Sacramento—Calif. State Horsemen's Assn. Convention & Show, Oct. 5-9. Ivo Vollmer Jr., 16226 Alum Rock Ave.

### Connecticut
Hartford—Conn. Home Furnishings Expo. (State Armory), Oct. 7-8. John F. Burke Jr., Conn. Expo. Management Corp., 495 Farmington Ave.

### Florida
Bevilles Corner—Sumter All-Fla. Breeders' Show, Nov. 2-3. L. L. Giddens, Webster.
Miami Beach—American Legion National Convention, Oct. 15-20. Sam Crowell, 5500 Northeast Seventh Ave., concessions chairman.

### Illinois
Chicago—Nat'l Assn. of Concessionaires' Convention & Trade Show (Conrad Hilton Hotel), Nov. 6-10.

### Indiana
Evansville—West Side Nut Club Festival, Oct. 3-8. T. P. Karges, 2711 Claremont Ave.
Hobart—Jaycee Home Show, Sept. 28-Oct. 2. Ray Steele, Fairgrounds, Peotone, Ill.
Indianapolis—Fall Festival (14th & Northwestern), Oct. 10-15.
Indianapolis—Ind. Home Furnishings Expo. & World Trade Fair (Fairgrounds), Oct. 10-16. John W. Daly, Marott Hotel.
Loogootee—Fall Festival, Oct. 4-8.
Martinsville—Fall Foliage Festival, Oct. 13-15.
Mitchell—Persimmon Festival, Sept. 28-Oct. 1.

### Iowa
Waterloo—National Dairy Cattle Congress, Oct. 1-8.

### Louisiana
Baton Rouge—L.S.U. Livestock Show & Dixie Horse Show Jubilee, Nov. 3-6. W. M. Babin, Box 8637, University Station.
Crowley—Intl. Rice Festival, Oct. 20-21. Rupert F. Cisco, City Hall.
Greensburg—St. Helena Parish Forest Festival, Oct. 15. Eldon L. Watson.
Leesville—West La. Forestry Festival, Sept. 26-Oct. 1. Mrs. C. E. Lawrence.
Marksville—La. Livestock & Pasture Festival, Sept. 29-Oct. 2. Kermit J. Ducote, Box 217
Opelousas—La. Yambilee, Oct. 26-27. Vernon E. Lacour, P. O. Box 110.
Youngsville—Festival of Beauties, Oct. 8-9. M. Sexton Comeaux.

### Maryland
Timonium—Eastern Nat'l Livestock Show, Nov. 12-17. Dr. John E. Foster, University of Maryland, College Park.

### Massachusetts
West Springfield — Autorama (Industrial Arts Bldg., Expo. Park), Oct. 19-23. Joe Kizis, 2 Meadow Park Drive, Milford.

### Michigan
Cedar Springs—Red Flannel Days, Sept. 28-Oct. 1.
Detroit—National Automobile Show (Cobo Hall), Oct. 15-23.
Lansing—Lansing Home Show (Civic Aud), Oct. 19-23. Pat O'Toole.
Port Huron—Thumb Dist. Plowing Match, Oct. 6. Sim Pynnonen, Federal Bldg.
Traverse City—Northern Michigan Potato & Apple Show, Nov. 2-3. A. L. Olson, Federal Bldg.

### Mississippi
Liberty—Amite Co. Livestock Show, Sept. 28-Oct. 1. Clinton McGehee.
Magnolia—Pike Co. Livestock Show, Sept. 26-Oct. 1. Mrs. A. Harrison.

### Missouri
Kansas City — American Royal Livestock Show, Oct. 18-26. C. M. Woodard.
Kansas City—Kansas City Home Furnishings Expo. and World Trade Fair (Municipal Aud), Oct. 3-9. John W. Daly, Hotel Continental.
Republic—Street Celebration, Oct. 13-15. Kiwanis Club.

### Nebraska
Omaha—Ak-Sar-Ben 4-H Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson.

### Nevada
Carson City—Admission Day Celebration, Oct. 31. Chamber of Commerce.
Las Vegas—Las Vegas Sportsmen's Show (Convention Center), Nov. 9-13.

(Continued on page 118)


**COMING MERCHANDISE BARGAINS OCTOBER**

**MONTH OF MADNESS**

SEE BEST MERCHANDISE DEPARTMENT

**BURIED ALIVE**
ACT WANTED
MUST BE REALLY HIGH-CLASS PROFESSIONAL PRESENTATION FOR BIGGEST PROMOTION IN WESTERN AMERICA.
*Write only stating all, pictures, etc.*
ED YORK
Kearney Bowl, 505 W. Kearney Blvd., Fresno, Calif.
ALSO WANT TO HEAR FROM FLAGPOLE SITTER

**GEORGIA AMUSEMENT CO.**
Cherokee Indian Fair, Cherokee, N. C., all next week, Oct. 3-8
CONCESSIONS: Will book legitimate Concessions of all kinds. No flats or alibis tolerated. Will sell ex on Short and Long Range Galleries, Custard, Pronto Pups, Novelties, Grab Joint, Bear Pitch, French Fries and Chocolate Dip. RIDES: Will book major Rides that do not conflict for 40%. SHOWS: Will book Shows of all kinds except Girl and Snake.
All replies to H. H. SCOTT, McDonough, Ga.

**WANT FOR LAFAYETTE, LA.**
STARTING SEPT. 27, FOLLOWED BY WINFIELD, LAKE PROVIDENCE AND OAK GROVE, LOUISIANA
CONCESSIONS: Want Concessions of all kinds except Eats, Diggers, Novelties and Bingo. Contact
JACK THOMPSON, Mgr.
Lafayette, La. Phone in office.

**ALAMO EXPOSITION SHOWS**
*WANT FOR 8 MORE WEEKS OF FAIRS*
Hanky Panks, Long and Short Range, Glass Pitch, Photos, Ice Cream, Custard. Ride Help that drive. Agents for alibis and Hanky Pank Concessions.
CLARKSVILLE, TEX., SEPT. 27-OCT. 1
DE RIDDER, LA., OCT. 3-8
MINDEN, LA., OCT. 10-15
SULPHUR, LA., OCT. 17-22
HOUMA, LA., OCT. 24-29
ORANGE, TEX., OCT. 31-NOV. 5
Cuero, Tex. (Famous Turkey Trot), Nov. 7-12.
Largest Armistice Celebration.

**MOTOR STATE SHOWS**
Want for Moulton, Ala., Fair, Sept. 28-Oct. 1; Batesville, Miss., Oct. 3-8, and continuous route of Fairs
Want Diggers for Moulton only; Hanky Panks of all kinds, no flats or alibis; Cookhouse for balance of season. Popcorn. Floss and Jewelry. Diggers sold. Want Help on Wheel and Merry-Go-Round. Must be sober and drive.
All replies to JOE FREDERICK, as per route.

**WANT FOR TWO OUTSTANDING FAIRS**
Central Alabama Fair, Selma, Ala., October 3-8, and Spalding County Fair, Griffin, Ga., October 10-15.
Rock-o-Plane, Round-Up, Dodgem and Fun House. Will place one or two more Shows. Mechanical, Motordrome, Fat Show. No Girl Shows. Address:
TOMMY THOMPSON or LEE CRESON, Fair Grounds, Atmore, Ala., this week.

**WANTED**
Small Gas Popcorn Machine, Sno-Cone Machine and Riding Burros. Will lease Elephant.
J. C. CLOUTMAN
Atlantic Rural Exposition, Richmond, Va.

**RIDE MEN, READ!!**
Need first-class Rock-o-Plane Man for week of fair, Oct. 3-8. Ride located here in Fair Park. Will pay top salary plus wonderful deal for next season to good operator who would like a park job. Howard Taylor, Fred Scott and others, contact.
MADRID SPARKS
220 Pinewood Ave. Birmingham 8, Ala.

**BIG, QUICK PROFITS**
PHOTO GALLERY OPS
SEE-LUX
Instant Self-Sealing Plastic Lamination
No Heat—No Glue—No Press—No Tools
For Photos — I. D. Cards — Documents.
Write—Free Sample—Full Info.
UTILITY PRODUCTS CORP.
Cincinnati 2, Ohio

**WANTED**
For Texas Forestry Exposition, Livingston, Texas, Oct. 6-8.
Age and Scales, Novelties, Snake and Monkey Show, Hanky Panks not conflicting. Contact
C. B. RAGLAND
R.F.D. 5, Box 40, Lufkin, Texas


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# BEST MERCHANDISE BUYS



Nationally Advertised
• ELGIN
• BULOVA
• WITTNAUER
• WALTHAM
• GRUEN
• BENRUS
Watches

**FREE** with your order for 6 watches

**GENUINE DIAMOND** In the Rough NECKLACE
Hand set—24 karat gold-plated chain
Limited time only.

**MEN'S and WOMEN'S NEW STYLE WATCHES**

Special 6 for $39.50 | Choice Lot 6 for $49

New Cases! New Faces! All Standard Brands. Rebuilt to run like new! Complete with expansion bands.
25% cash with order—balance C.O.D.

**WEINMAN'S**
182 S. Main St. Memphis, Tennessee

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**IT HAPPENS ONLY ONCE!**
**CHROME POCKET LIGHTERS**
*Guaranteed First Quality*
50 Doz. Lots, $2.75 Per Doz.
F.O.B., New York City
Gross Lots, $2.85 Per Doz.
F.O.B., St. Louis, Mo.
5,000 Doz. In Stock Available for Immediate Shipment —Take Advantage of This Offer While They Last.

**ACME PREMIUM SUPPLY CORP.**
2201 Washington Avenue St. Louis, Missouri
New 1960 Catalogue Now Available From the World's Largest Premium Supplier.

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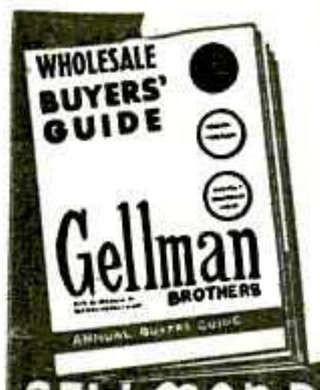


**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG**
***IT IS NOW AVAILABLE***
Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.
**A GENUINE MONEY SAVING GUIDE FOR**
*Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.*
Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

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***ATTENTION!!***
**DEMONSTRATION AND PITCHMEN ORGANIZATIONS**
Ask us to RUSH full information on FAST SELLING BIG PROFIT ITEM that appeals to all ages and pocketbooks.
Not a pen, tool or gadget. Unbreakable—easy to transport.
**OVER 200% GROSS PROFIT**
Sells for 49¢ with "extras" to boost each sale to $1.00 or more.
**EMBREE MFG. CO., ELIZABETH 4, N. J.**

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WE MANUFACTURE THE MOST COMPLETE LINE IN AMERICA!
**SALESBOARDS**
**JAR TICKETS**
LOW FACTORY PRICES
**MATCH PAKS - HOROSCOPE TICKETS**
**EMPIRE PRESS, Inc.** PHONE OR WRITE FOR PRICE LIST AND CIRCULARS
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You Can't Beat
**BRODY**
For Merchandise
**1960 CATALOG**
72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.
**M. K. Brody & Co., Inc.**
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L. D. Phone: MOnroe 6-9520—9524
—In Business in Chicago for 46 years—

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**15' TROUBLE LIGHT**
**$8.60 Doz.**
**EASY OPEN CAGE**
**Poly-Bag with Header Pack**
25% Dep., Bal. C.O.D., F.O.B. Chi.
**J & N COOK, Inc.** 763 W. Taylor Chicago 7, Ill.
Operated & Managed by Jim & Nat Cook. Our only location.

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BEAUTIFUL EMBOSSED
**Christmas Table Covers**
(Pure Visking Polyfilm)
54"x54" .....$6.50 per doz. Retail $1.00
54"x72" .....$7.50 per doz. Retail $1.25
54"x90" .....$8.75 per doz. Retail $1.50
54"x108" .....$9.75 per doz. Retail $1.75
Minimum order 5 doz. All prices P. P. 5% discount on 10 doz. orders. Each cover individually poly bagged.
ROBERT R. REAVES
Box 1019 Alexandria, La.

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WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS
• TIP BOOKS •
BASEBALL BOOKS
at very, very reasonable prices.
Phone Wheeling—CEdar 34282
**Columbia Sales Co.**
302 Main St., Wheeling, W. Va.

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*when answering ads . . .*
**Say You Saw It in The Billboard**

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*new merchandise for tomorrow's . . .*

# parade of hits

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

## DOG BANK

An action toy. Large ears on the dog wiggle when a coin is deposited. Dog is five inches high and comes in brown and white. Retails at $1.—Bradley Import, 922 West 23d, Los Angeles.

## WARMER-SERVER

Warmer-server is a Fireking ovenware bowl with two-quart capacity and a clear cover on a brass warmer stand with carrying handles. Retails at $2.98.—American Casserole & Specialty Co., Brooklyn 22.

## SILVER CLEANER



Cleans silver by the dip method. Now comes in blue color with new fragrance. Is packaged in wide mouth bottle which makes application easier. Retails at 98 cents for eight ounces.—Lewal Industries, 60 East 42d, New York 17.

## PERCOLATOR

All porcelain enameled including inset, spreader and cover. Handle is made of heat resistant plastic. May be used without inset as a pitcher. Retails $8.95. —United States Stamping Co., Moundsville, W. Va.

## DEODORIZERS

A self-mailing gift pack contains two de luxe electric deodorizers and four deodorant blocks. Called the "Magic Twins." Gift pack retails at $15.95. — Cory Corp., 3200 West Peterson, Chicago 45.

## ADHESIVE

Adhesive is packaged in two self-measuring tubes to make mixing easy. Can be used to repair a wide range of materials. Two kits: 98 cents and $1.98 retail. — Specialty Plastics Co., 4010 Glengyle Ave., Baltimore 15.

## PLASTICS

Three dozen rolls of self-adhesive plastic are contained in this wire rack. Rolls are 18 inches wide by six feet long and priced to retail at 98 cents. Available in 13 pattern ranges.—Weiss & Klau, 462 Broadway, New York.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

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**Watch 'em Go Like CRAZY!**

Wire! Phone! Write! TODAY!

New! Handsome Jeweled!
**WATCHES**
Sweep second hand! Yellow goldtone! Smart new style: Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25% cash—bal. C.O.D.
**$2.99**
Expansion bands to match, 35c extra!

Include postage. All merchandise shipped F.O.B. Memphis.

**CEL-MAX, Inc.**
• 582 So. Main • Memphis, Tennessee

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SLUM PLUSH
**MEMPHIS TOBACCO CO. INC.**
320 MONROE AVE., MEMPHIS, TENN.
NOVELTIES—TOYS—GAMES—SUNDRIES

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ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

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SEND FOR New **CATALOG**
OUR GREATEST LINE OF SENSATIONAL PROFIT MAKERS
WATCHES
PREMIUMS
PROMOTIONS
NOVELTIES
COSTUME JEWELRY
WRITE TODAY
**CEL-MAX, Inc.**
582 SOUTH MAIN
MEMPHIS, TENN

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**FROM MEXICO**
**DIRECT IMPORTERS**
OF
MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • SARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • MEXICAN KNIVES • COIN PURSES • CARVED CANES and BASEBALL BATS • HAND-TOOLED SHOES • EMBROIDERED BLOUSES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.
*Write for free catalog*
Special set-up for Jobbers and Wholesalers.
**FLEISCHER & KASNER IMPORT CO.**
P. O. Box 7224 El Paso, Texas

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**DUMPING!**
24" Clowns & Dolls, bags. 11" All-Plush Scotty, bags. Big, Big Spark'g Fric Cars. Giant Magic Action Turtle. Steif-like Turn Head Plush. Roof Hair Vinyl Dance Doll **$6.00 dz.**
36 Pcs., 6 of each—$18 FOB
72 Pcs., 12 of each—$35 FOB
Boy on Bike with Bell... Plush Skunk with Button. Dept. Store Santa w/Bell. Plush Dogs w/Bell & D'ler Big Jump & Chirp'g Birds **$4.00 dz.**
60 Pieces only $20 FOB
FLASH!
28" Giant All Plush Bear ....$18 dz.
25" Plush Combo Bear .....$15 dz.
FREE CATALOG—1,000 New Toys—Plush, Friction, Mech. & Battery Toys—China and Give-Aways.
COMMISSION REPS WANTED
**ACE TOY** 536A Broadway N. Y. C. WO 6-5627

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**SOUTH SEA ISLAND TIKI GODS**
**Hottest Item Today**
Terrific item for fairs and stores.
**$3.00 dz. $30.00 gr.**
25% deposit, balance C. O. D.
F. O. B. Nanticoke.
Jobbers, write!
**CLEMAR DISTRIBUTORS**
48 So. Market St. Nanticoke, Pa.
RE 5-5570

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**GIGANTIC PROFITS**

New Tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliancy! In Natural Gold Color—or White!
½ Ct. Sim. Diamond. **$7.20 Gr.** Min. order 1 Gross
Also same ring in 1 Ct. center. **$9.00 Gr.**
Complete line of other tarnish proof rings including birthstones!
Send $7.00 for complete Sample Line and Catalog.
**STERLING JEWELERS, INC.**
1973 E. Main St. Columbus, Ohio

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FREE! CATALOG ADULT GAMES
**JAR TICKETS**
• MATCH-PAKS • TIP BOOKS
• SALESBOARDS • PUSH CARDS
• BINGO and CASINO EQUIPMENT
• Complete Supplies — Write to Catalog Dept.
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MERCHANDISE BARGAINS
OCTOBER
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• Heart & Disc Pendants •
• Aluminum Chain Idents •
Rings • Pins • Pearls
Closeouts, Etc.
SEND FOR YOUR COPY TODAY
Please state your business.
FRISCO PETE ENTERPRISES, Inc.
2048 W. North Ave. Chicago 47, Ill.
EVerglade 4-0244

Hollywood SUPER-SPECS
Comical! Astonishing!
Per Dz. $14.40
Sample $2.00
NEW SHOW ROOMS
Air conditioned—all merchandise on display, Helium Gas, Balloons, Plush, Plaster, Slum, Party Favors, etc. — at lowest prices. Good parking, close to the Loop. Best spot in town to buy your merchandise.
RODIN NOVELTY CO.
1102 W. Washington Blvd., Chicago 7, Ill.
Phone: CH 3-8080

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SKIP NUMBERS
STRAIGHT NUMBERS
EVERY PUNCH WINS
WRITE FOR CATALOG
ARNOLD SAX
333 No. Michigan Ave.
Chicago 1, Illinois

# THE MARKET PLACE FOR BUYERS and SELLERS

## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum $4 CASH WITH COPY.

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

## • DISPLAY CLASSIFIED ADS •

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

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

*FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE*

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

## Acts, Songs, Gags

FAT GAL COMEDY MATERIAL PLUS REGular One Liners, Jokes, etc. Send $2 for loads of laughs. Kayo Harris, P. O. Box 550, Palm Springs, Calif. oc3

HIT SONGS FOR SALE—ALL ON TAPE with lead sheets, two Pop, one Rock 'n' Roll. All for $4,000 cash. Write Claudine Hendrick, Route 1, Box 221-A, Norlina, N. C.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad libs. Only $1. List free! Edmund Orrin, 1958-B 47th Ave., San Francisco 16, Calif. oc3

SEND FOR FREE PRICE LIST. NEWEST Comedy Material, or send $10 and get $50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. se26

THE ENTERTAINER — TOPICAL GAGS, one liners; stories, jokes. Sample copy, $2. Year's subscription, $12. 12 back issues, $6 (1,800 gags). 6 back issues, $3 (900 gags). Eddie Gay, 242 W. 72nd St., New York 23, New York. oc3

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de26

## Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFfered in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

FAMOUS MFR. CLOSEOUTS

Asst. Earrings .....$1.75 & $3.00 Dz.
Pierced Earrings, Asst. .$1.25 & $1.75 Dz.
Charm Bracelets, Asst. .$1.50 & $2.50 Dz.
Tie & Cufflinks Sets....$3.75 & $5.60 Dz.
Asst. Boxed Sets .....$4.50 to $6.00 Dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's. Ladies' Nylons, packed cello bags, $3 dozen. Prompt shipment and satisfaction guaranteed. S. T. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. se26

HURRY—SEND 10¢ FOR SAMPLE OF OUR new laugh riot Christmas Sign. Sell thousands. Koehler, 12 Caldwell St., Cincinnati 16, Ohio.

Did This Ad
ATTRACT YOUR ATTENTION?
USE DISPLAY CLASSIFIED
A sure way to attract more attention and secure greater results.
RATE: $14 PER INCH
Rule border permitted when using one inch or more.

JEWELRY CLOSEOUTS
FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. $ 4.75
E102—Asst. E/rgs. Gr. ..... 6.00
201—Plastic Wallets, asst. Gr... 10.80
E5—Stone E/rgs, etc., asst. Gr... 12.00
E1—Tailored E/rgs, asst. Gr..... 18.00
E2—Stone & Pearl E/rgs, asst. Gr. 21.00
E130—Rhinestone E/rgs, asst. Gr. 30.00
01—Odd Lot Brace & Necks, Gr. 15.00

*Samples Regular Price*
*25% Deposit, Balance C.O.D.*

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT
START YOUR OWN BUSINESS . . .
stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. BB-140, 11 N. Pearl St.
Albany 7, N. Y.

JEWELRY PARTS CATALOG—DO IT YOURself. Rings, pendants, earrings, brooches, bracelets, chains. Send 4¢ stamp. Rock Craft Folks, Temple City 7, Calif.

JUST OUT—HOT, 8X10 GLOSSY, MOSES and the Ten Commandments, embossed frame. 5 samples, $1. FS, Box 7371C, Tampa, Fla. oc3

NEW, HOT AUTO ACCESSORY—FITS ALL cars, trucks. Tremendous profit, sample set, $1. FS, Box 7371B, Tampa, Fla.

REAL DIAMOND RINGS. NATIONALLY advertised. Sell direct; make big middleman's profit; no investment. Experience unnecessary. Free catalog, details. Gleamlight, 111-P13 North Columbus, Mount Vernon, N. Y.

RUBBER WORKERS AND STREET VENDERS
Now Ready—Terrific 25¢ Item. Every one a demonstrator. Very fast seller at Fairs, Shopping Centers, wherever you have groups of people.
1 Gross (no less sold) .....$14.40 per gr.
5 Gross Lots ..... 12.00 per gr.
10 Gross or more ..... 10.00 per gr.
Cash with Orders. Wholesale Only. With Guarantee as represented in this ad. Be first, send $14.40.
RUBBER SPECIALTIES
31 Crockett St. Sullivan, Mo.

WATCHES—NEW SPECIAL IMPORT. ACcurate timers. Shockproof, guaranteed. Dozen, $24; sample, $2.50. Globe Gem Co., 176 Federal St., Boston, Mass.

YOUR OWN BUSINESS — SUITS, $1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Nathan Portnoy Associates, 2109-AF Roosevelt Road, Chicago 8, Ill. ch-np

## Animals, Birds, Snakes

ALLIGATORS, SNAKES, LIZARDS, PYthons on hand now. Fast service. Joe Wright, Manager; C. C. McClung, Owner. Snake Farm, Laplace, La. oc3

BUFFALOES, 1 BULL, 2 COWS, $325 EACH; pair Aoudads, $100; pair Guanacos, $600; young Guanaco, male, $200; Llama, male, $275; Rhesus Monkey, $35; Bears, $50 each, black or brown; Deer, pair sikes, $150; Pair Whitetails, $175. Orla L. Drum, Rt. 2, Cortland, Ohio. Phone: NE 7-4215.

CHIMP — HEALTHY, ADORABLE, YEAR old female. Semi-trained in home. Circumstances force sale. $600. Born, Brookville, Long Island. MA 60475.

JUST ARRIVED — 40 MORE LARGE, healthy Indian Cobras, $30 each; also 10 Indian Pythons, 7 to 9 feet, $100 each. Black Hills Reptile Gardens, Rapid City, S. D.

## Business Opportunities

BEAUTIFUL LAST SUPPER PLAQUES. Finishes, ivory and gold; sizes, 14"x9", 12"x9", 9"x4½". Sample assortment, $3.50. Order now and see them for yourself. Pyramid Novelties Co., 1835 E. 28th Ave., Denver 5, Colo.

FOR SALE
Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, $2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. se26

JAPAN DIRECTORY: 145 JAPANESE MANufacturing exporters. Japan and Hong Kong trade journal information. Asia opportunities. Just $1 today. Nippon Annai, Box 1150-B, Spokane 10, Wash. ch-oc24

YOUR OWN BUSINESS — WITHOUT INvestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-90C, Chicago 22. se26

Porto-Bilt
ROLLER RINKS
Complete Tent Rinks and Floors only for indoor use, any size.
W. T. Shackleford, DIXIE RINK SALES
P. O. Box 415 Smyrna, Ga.
HF 5-5978 (8-2183 Marietta)

This is a
DISPLAY CLASSIFIED AD
Your Advertisement Display
In a space this size will cost
only
$14 per Insertion

## Costumes, Uniforms, Wardrobes

PANEL SETS, FRINGE G-STRINGS, STRIP Gowns, Girl Show, Strip, Bally, Clown Wardrobe and Accessories. Real Hair Impersonators' Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNion 3-9509.

## Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc17

CIDERMAKING, WINES BLENDED, REfreshing Drinks. 32-page instructions, $1. Rock River Cider Supplies, 106 Townline Ave., Beloit, Wis.

## For Sale—Secondhand Show Property

BERT LANE 8-HORSE KIDDIE MERRY-GO-Round on wheels. Ready to go; first $600. 12-foot all metal Lochinay House Trailer, fully equipped, $450. Grady L. Bruce, 310 Line St., Greer, S. C. Phone Tr. 7-9172.

BUILD MAJOR RIDES, COMPLETE PLANS: Scrambler type, Carrousel, Ferris Wheel, Dark Ride, Flying Scooter, $25 each; Octopus, Greased Lightning, $15 each; Chairplane, $10; all $125. Free catalog. Brill, Box 875, Peoria, Ill.

COMMANDO MACHINE GUN GALLERY—Mounted on mobile trailer with 4 guns, sleeping quarters. Priced to sell, terms to responsible party. This is just like the one that was shown at the Convention last year. Can be seen at Atlanta Fair, Sept. 29 to Oct 8 or as per route of Gooding Amusement Co. No. 3 Unit. For further information call or write to Dan Petralis, 72 Washington St., Valparaiso, Ind. Ph.: HO 2-3022.

DISTRESS SALE—A. B. WILSON BASEball Batting Machine. Cost $3,200, sell $1,200, used one season, in excellent cond. 36-ft. Parker Merry-Go-Round, good gas motor, $850. This is a giveaway. 1890 Horse-drawn Hearse, $600. James Freeland, Hillsboro, N. C. Tel.: 7561. se26

ELI SCRAMBLER
FOR SALE
With transportation. Contact
GEO. J. RAUCH
Bob Hammond Shows
As per route

FOR SALE—COMPLETE GRIND SHOW, OR will take in Partner for same. Bo Bo Roy Morris, Mt. Sterling, Ill. oc3

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. Ph. 36532. se26

FOR SALE — FERRIS WHEEL, 9 SEATS, 23 ft. high, on wheels. 2-hour setup time. Violand Auto Clinic, Minerva, Ohio.

FOR SALE — HERSCHELL 36' MERRY, $8,500; Buggy Ride, $1,800; Jeep Ride, $1,800; Custom Western Train, $7,000; authentic antique Stagecoach, $2,500. G. Spalt, Loudonville, N. Y. Phone: Albany, HE 4-0353. se26

FOR SALE—NOW

| | |
|---|---|
| G-16 Suburban Train | $5,000 |
| A. H. Kiddie MGR | 3,200 |
| King Speedboat Ride | 800 |
| Williams Kid-E Coaster | 1,800 |
| S. A. Kiddie Wheel on Trailer | 900 |
| S. A. Pony Cart | 1,300 |
| Concession Equipment | 500 |
| 4 Shetland Ponies and Go-Around | 700 |

Fences, Lights, Signs, etc.
TOM DE WITT
5521 Paraguay El Paso, Tex.

FOR SALE—SCHIFF GIANT SLIDE. MONEY maker, used 10 weeks. Warren Grubb, Box 232, Wildwood, N. J. Phone Wildwood 2-5656. oc10

FOR SALE—SMITH & SMITH KIDDIE AIRplane; Smith & Smith trailer-mounted Auto; G 12 Train; Pinto Fire Engine; Jordon 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
Tilt-a-Whirl, 2 Trailers, Chev Tractor; 85 Ferris Wheel, 1 Trailer and Chev Tractor; Major Merry-Go-Round, 30 ft., 20 horses, trailerized with timer and Chev Truck; Tubs-Of-Fun, trailerized; Kiddie Car Ride with timer, trailerized; Kiddy Jet Plane with Trailer; Popcorn custom built Trailer with Cotton Candy and Sno Kones. Ice Bin. 800 ft. Cable, 2 Junction Boxes. Prefer selling as unit, but will sell separately. Equipment in excellent condition.
JOHN A. ROSE
644 Chester Ave., Elgin, Ill. Ph.: SH 2-6106.

FOR SALE
14 Used Trampolines with frames (like new)
1 Super Roll-o-Plane (repainted & nice)
Bisch-Rocco Flying Scooter, electric motor (real nice)
Spitfire to be converted into Paratrooper (no planes), with gas motor
Long Range Shooting Gallery, mounted on tamden trailer (complete)
1950 Chev Tractor with 30-ft. trailer
14 Junior Tractors
No. 146 Wurlitzer Band Organ
2000 Portable Bleachers (22 tier high)
DON McELHINNEY
CeMar Amusement Park
Box 207, Marion, Iowa
Phone: DR 7-2885, Cedar Rapids, Iowa

HERSCHELL MERRY-GO-ROUND, TANK Ride, Snow Ball outfit, 42 Frank Rotisserie, on location. Quick sale, going into new business. Tony Zangari, 117 W. Ferdinand St., Manheim, Penna. se26

KIDDIE WHEEL—JUST LIKE BIG ELI AND specially built Kiddie Swinging Whale Ride, beautiful condition. Up and running, $850 cash for both. Also 36-ft. drop-frame Nabors Trailer, beautiful factory finished living quarters. Sacrifice price $2,500 cash. Walter E. Smith, P. O. Box 183, Springfield, Missouri.

M.G.R. — SMALL AND LARGE, AUTO, Train, Wheel, etc. A-1 condition; 8 yrs. old. Cheap. Remy, 434 Gifford Rd., N. Westport, Mass.

MAJOR RIDES FOR SALE. WRITE: BOX 919, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis, Mo.

MIXER RIDE, SIMILAR TO SCRAMBLER but has 4 more seats, made by Garbrick Mfg. Co. Will trade for late model Octopus or sell on long easy terms. W. O. King, P. O. Box 448, Mt. Clemens, Mich. se26

MANGELS PONY CART AND BOAT RIDE. In good condition. Also Whip Ride on truck. Louie, 132 Ave. E., Bayonne, N. J. FEderal 9-7579.

NO. 5 ELI—PERFECT, V BELT, AUTOmatic clutch, now up. Will sacrifice for cash. Sam Cooper, Jacksonboro, S. C. Tel.: Vernon 5-2107.

STEAM ENGINES & COACHES—BIG 15" gauge 4-6-4 Hudson-type engine and tender. Walchot valve gear and Scotch Marine boiler fired with oil. Fuel tank cap. 37 gal. Built 1946 by Sandley Light Railway Equip. Co. 4" x 6" B & S. Water tender cap. 300 gal. Safety valve 150 lbs. 5 box cars, 1 gondola, 1 baggage, 1 caboose. Train ready for operation. Small 15" gauge steam engine, tender and hardware for three cars, trucks, bolster seats, drawheads and head plates. Engine is Cagney type 4-4-0 with Stevens valve gear. Boiler fired by "Littleford" torch oil burner. Fuel cap. 10 gal. Built by Oldman. 3½"x3" B & S 40-gal. cap. tender. Safety valve 150 lbs. Good buy for 1,500 or 1,800 foot track. Jim Royals, Audubon Zoo Railroad, New Orleans, La. TWinbrook 9-0506. se26

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, $1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. oc17

12 ERIE TYPE DIGGERS IN TOP, READY to go condition, $2,000; Penny Arcade on trailer, with truck for carrying extra machines, $5,000. No phone calls. Richard C. Moss, Monarch Shows, per route.

## Magical Supplies

HOUSE OF 1,000 MYSTERIES! PROFESsional magic! Pocket Tricks! Jokers Novelties! World famous! Giant 160-page catalog and free trick, 25¢. Vick Lawston, Dept. 6B9, Trumbull, Conn. ch-se26

NEW 48-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, $1, with refundable cartificate. Nelson's, 336-B South High, Columbus, Ohio. oc10

## Miscellaneous

BALLOON PARADES—PROFITABLE BUSIness. Giant Balloons for sale, special steel Dollies, three large Santa Claus Floats, full parade unit available or will sell individual pieces. Jean Gros, 913 N. Euclid Ave., Pittsburgh 6, Pa. oc10

LIKE NEW WARNER ELECTRIC LAMInating Machine, "Model 100," and some stock. Really nice. $125 for quick sale. Haynes Novelty Co., 818 So. C St., Arkansas City, Kan.

WRITERS WITHOUT AGENTS SEEKING to expose their manuscripts to accredited literary agencies. For further information enclose 50¢ for a copy of TV Author and Reviewer, Box 1067, Chicago 90, Ill.

## Partner Wanted

WANTED—EXPERIENCED COMEDY PARTner for night club work as a team. Bill Molnar, 4867 N. Kenmore Ave., Chicago 40, Illinois.

## Personals

CLARENCE GRANT — LEAVE TINY SPOT in your heart for me. Get in touch; trust me; no regrets. Affectionately, Lois P. oc3

## Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

## Printing

BUSINESS CARDS, CALENDAR BACK, $3.25 per thousand. Send copy. $1 deposit. LaSalle Printing Co., 5727 LaSalle, Chicago, Illinois. oc17

OFFSET: 1,000, $6.50; 5,000, $18. WHITE OR colored, 8½x11. Fast! Also art, copy, layout, varityping. Flair, 8 West 45th, New York City 36. ch-tfn

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-tfn

## Tattooing Supplies

HARD TO GET ITEMS—SOLDER-ALL CONtact Points, concentrated Black Ink, No. 12 Sharps, Designs. Zeis, 728-A Leslie, Rockford, Ill. np

(Continued on page 118)

SPECIAL OFFER BRAND NEW WATCHES
1 Jewel Watches w/small sweep second and expansion band.....$2.85 compl.
1 Jewel Waterproof large sweep second and expansion band.....$3.50 compl.
Guarantee certificate included. C.O.D. Min. 6. Special prices on 17J waterproof—gents and ladies—write for catalogue.
M & M 947 48th Street Brooklyn 19, N. Y.

www.americanradiohistory.com

# THE MARKET PLACE FOR BUYERS and SELLERS

• Continued from page 117

## Wanted to Buy

KIDDIELAND OR SIMILAR ACTIVITY FOR recreational area, presently containing miniature golf, archery, Kart ride. Adjacent to open air theater, drive-in restaurant and auto racing track. 70,000 daily auto traffic count. Decatur Farms, 5525 Canal Rd., Cleveland 25, Ohio.

## COIN MACHINES

## Help Wanted

MECHANIC. TOP WAGES. PHONOS, BINgos. 5 balls. References required. Write or phone details. Parks Amusement, 180 Phillip Rd., Woodside, Calif. Emerson 9-2813.

## Parts, Supplies

CAPSULE JEWELRY — ASSORTED EARrings, $5 gross; Neck Pendants, $7.20 gross; Solitaire Rings, $4.75 gross; Cuff Links, $14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence. R. I. se26

## Routes For Sale

LARGE ROUTE
IN WESTERN MICHIGAN

Willing to split up and partly finance to right parties. For further details write

BOX C-629

c/o The Billboard Cincinnati 22, Ohio

ROUTE FOR SALE
IN CENTRAL CALIFORNIA

Established 30 years and wish to retire. Consists of 80 Jukes, 30 Amusement Games, 150 Venders.

Well-equipped shop, with two-bedroom apartment attached. With 3-year lease.

Contact

D. A. WOOLSEY
1440 E. Anderson St.
Stockton, Calif.

## Used Equipment

FOR SALE—PINBALL. READY FOR LOCAtion; Auto Races, Caravan, Regatta, Smoke Signal, Wonderland, $40 each; Sweet Add-A-Line, $50; Duette, $50; Marathon, $75; Silver, $125; Straight Shooter, $175; Saddle & Turf, $50; Hawaiian Beauty, $50; Royal Flush, $75. Send one-half deposit to Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. oc3

## Wanted to Buy

INTERESTED IN OBTAINING ANTIQUE Merchandise Venders made prior to 1920 and preferably before 1900. If you know whereabouts of such equipment for sale write Box C-636, c/o Billboard, Cincinnati 22, Ohio. oc3

## HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- ☐ Acts, Songs, Gags
- ☐ Advertising Specialties
- ☐ Agents, Distributors Items
- ☐ Animals, Birds, Snakes
- ☐ Business Opportunities
- ☐ Calliopes and Band Organs
- ☐ Collectors Items
- ☐ Costumes, Uniforms, Wardrobes
- ☐ Food & Drink Concession Supplies
- ☐ Formulas and Plans
- ☐ For Sale—Secondhand Goods
- ☐ For Sale—Secondhand Show Property
- ☐ Help Wanted
- ☐ Instructions and Schools
- ☐ Locations Wanted
- ☐ Magical Supplies
- ☐ Miscellaneous
- ☐ Mobile Homes, Accessories
- ☐ M P Films—Accessories
- ☐ Musical Instruments, Accessories
- ☐ Partners Wanted
- ☐ Personals
- ☐ Photo Supplies & Developing
- ☐ Ponies
- ☐ Printing
- ☐ Rigging and Props
- ☐ Salesmen Wanted
- ☐ Scenery, Banners
- ☐ Talent Wanted
- ☐ Tattooing Supplies
- ☐ Trucks, Trailers, Accessories
- ☐ Wanted to Book
- ☐ Wanted to Buy

### Music, Records, Accessories

- ☐ Business for Sale
- ☐ Record Pressing
- ☐ Situations Wanted
- ☐ Sound Equipment-Components
- ☐ Used Dealer-Distributor Equipment
- ☐ Used Records
- ☐ Used Record Pressing Equipment

### Coin Machine Headings

- ☐ Help Wanted
- ☐ Opportunities
- ☐ Parts, Supplies
- ☐ Positions Wanted
- ☐ Routes for Sale
- ☐ Wanted to Buy
- ☐ Used Equipment

### Talent Availabilities Headings

- ☐ Agents and Managers
- ☐ Bands and Orchestras
- ☐ Dramatic Artists
- ☐ Hypnotists
- ☐ Miscellaneous
- ☐ M P Operators
- ☐ Musicians
- ☐ Outdoor Acts and Attractions
- ☐ Vaudeville Artists
- ☐ Vocalists

3. Indicate below the type of ad you wish:

- ☐ REGULAR CLASSIFIED AD—20c a word. Minimum $4
- ☐ DISPLAY CLASSIFIED AD—$1 per agate line. One inch $14 (14 agate lines to inch)
- ☐ TALENT AVAILABILITIES AD—10c a word. Minimum $2.

**Classified and all Talent Availabilities ads must be paid for in advance.**

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____

ADDRESS _____ I enclose remittance of

CITY _____ STATE _____ $ _____

# TALENT AVAILABILITIES

RATE: 10c a word, minimum $2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

## Miscellaneous

AVAILABLE OCTOBER 23. HELEN AND ED Wilson. Show organist, producing clown, M.C. Own equipment. 220 E. 5th, Bloomsburg, Pa. Phone: ST 4-1681. oc10

KRIEL'S KATS AND KLOWNS. ONLY trained house cat act in United States. Two Clowns for come-in, numbers, Bike Act. Lowell Kriel, Camanche, Iowa.

## Musicians

ORGANIST — PLAYS ORGAN AND PIANO simultaneously. Excellent interpretation of good music, reliable, honest, sober, huge repertoire, plays dinner and cocktail lounge music. Musician, 385 Buford Ave., Gettysburg, Penna. EDgewood 4-5253. oc3

## Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. se26

FLASHY PLATFORM TRAPEZE ACT available for Outdoor Celebrations, etc. For full particulars, price, etc., address: Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind. Telephone: Eastbrook 3312.

HIGH FIRE DIVE EXTRAORDINARY IS A masterpiece for drawing money-spending crowds. This one time Movietone feature is now available as an outdoor thriller. The eye-catching lights on the high rigging attract people's attention to your celebration from far off. Contact Mac Productions, 456 Lamphier, Warren, Ohio. Telephone EX 91479. se26

## Vaudeville Artists

AVAILABLE! SUPREME! OFFICIALLY recognized! Editorially endorsed! Superbly equipped! The Modern Singing Miracle presenting her Inimitable Nudist Artistry! Managers, Agents, communicate. Delores, 115 E. Franklin, Richmond, Va. MI 4-4340.

# LETTER LIST

Letters and packages addressed to persons 'n care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Ablan, Bill
Ackley, William
Adams, Martha
Akers, Mrs. Diana
Ambrose, Al
Anderson, Bert
Anderson, Clois
Anderson, John E.
Asher, Charles
Austin, Arthur
Backer, Mrs. Earl D.
Baker, Louitti
Ballard, Horatio
Barchinger, Wayne
Barnes, Roger
Barnhill, E. & K. B.
Baron, Hank
Barstow, Jack E.
Bellows, Alan Gorden
Bender, Chas. A.
Berofsky, H. A. & L.
Bess, James R.
Bicknell, Tom T.
Bishop, Lon (Len?)
Black, Bob & Kitty
Black, Martin
Blumenthal, Al
Bona, Raymond
Bouchard, Thelma
Bowen, H. G. & M.
Brascoupe John
Brennan, Evelyn
Brennan, Vincent (Sparkmaster)
Bridgen, Leslie
Browning, Frank
Brown Hubert F.
Brownell, Wm. H.
Buckles, Leslie
Bullock Mrs W H.
Bush, W. A.
Butter, Mrs. Callie
Canestrelli, Fred
Carden, C. L.
Carven, Frank
Carter, Clayton E.
Cassidy, Kay
Chambers, Jesse M.
Chambers, Marshall (c/o Russell Gallagher)
Chandler, Grant & Mrs.
Chaudion, Jay
Clark, Mrs. Alice
Clark, Tommy
Colella, Tippie
Collins, Leroy
Conedera, Dave
Conedera, Justin & Mrs.
Conway, Gus D.
Cook, Sol
Corr, A. (Williams)
Coyne, Thomas J.
Crawford, Dick
Crosby, Bob
Cunningham, Lloyd
Dameron, Al
Davis, Homer
Davis, Jimmy (Side Show Talker)
Davis, Mrs. Walter
Decker, Joseph
Decker, Ralph & Mrs.
Dell, Eli Millison
Diggs, Mrs. Hattie Hawkins
Dimaglio, Mario
Dombroski, Walter
Doorman, Teddy
Dufour, Lou
Duggan, Dub
Dutton, C. R.
Ellis, Josie
Emery, R. T.
Eschrich, R. W. & M.
Everman, Eddie
Fake, Elsie V.
Fake, Harry F.
Farquharson, Mrs. Mary Louise
Feldman, Bernard
Ferguson, Ann
Fielding, James R.
Fink, Harry
Fox, Bennie
Friedenheim, I.
Frisco, Eddie
Gallager, Russell & Mrs.
Galloway, Clinton R.
Gattis, Glen
Gelineau, Wilfred
Geltz, Ralph A.
Gibney, Art R. R.
Glynn, Peter E.
Gobel, George L.
Goins, Homer
Goodale, Frank
Gordon, Geo. W.
Gorman, John
Griffith, Leroy
Grignon, Mrs. N. Connie
Grosso, Joseph
Guay, Ferdinand (Blondie)
Gunnells, Frances
Hackett, E. J.
Hambrick, Andrew
Hamid, Albert J.
Hamrick Howard
Hangsterfer, Allan
Hansen, John & Mrs.
Harbin, L. W.
Harris, Sid
Harte, La Vonne
Hauck, Harry
Hawk, Jay
Hendricks, W. G.
Hendricks, Wilson
Hickman, Emmitt
Hood, Walter
Howard, Chester & Louis
Hutchens, John T.
Huffle T J & Virginia
Johnson, Alva
Johnson, Patty
Jordan, Jess
Kane, Maxwell
Kimris, Mrs. Lee
Kincaid, Lee
King, Mrs. Ethel
King, John J.
Kolb, Robert C. & Mary
Kopp, James Lester
Kressmen, Lucky
Kuns, Francis E.
LaBreche, Charles A.
La Breche, Mrs. Mary Louise
LaRue, Jack
Lauther, Gloria
Lauther, William E.
Leonard, Bob
Lewis, Wm. T.
Lewis, Sammy
Lilly, Harold J.
Loveless, Wm. H.
Lowe, Tom
Lowers, Nancy
Lydick, Seanor
Lyons, Ross
McConn, Bud
McCoy, Clyde
McGuire, James
McRorie, Col. A. L. Sykes
McSoadden, Myrtle
Mack, LeRoy E.
Mack, Red
Malcott, Barbara
Mangum, B. V.
Manley, Harold
Manning, J. F.
Mapes, Tom
Marshall, George W.
Martin, Johnnie
Masiello, Loretta
Mathis Jr., Edward David
Matthews, James
Mazuriewicz, S.
Merritt, Mrs. Dell
Mikloiche, Joseph
Miller, Cleta P.
Miller, Dolly Voight
Miller, Dorothy M.
Miller, Robert B.
Miller, Robert E.
Miller, Walter R.
Mitchell Joe
Mitchell, M. R. & B.
Mohr, James J.
Monette, M. (Whitey)
Montgomery, C. R.
Moon, Jody
Mooney, Joseph
Morgan, Monte
Morgan, T. J. & G. E.
Morgan, Wayne
Morris, F. C. & B.
Morris, Ed
Morse, Eugene Bartlett
Neal, John A.
Neal, Tom
Neal, William Charlie
Negus, Robt. & B.
Newcomer, Lewis E.
Nolan, Jimmy
Norman, Jack
Norris, William
Overstreet, Retha
Parenteau, Joseph B.
Parker, Raymond
Parrish, Dale
Patterson, George
Patterson, I. B. (Pat)
Patterson, Sonny
Pauli, F. W.
Pauli, Ruby
Perkins, Alonzo H.
Phoenix, Jim
Pinelli, S.
Pinson, Robert
Poole, Mrs. Ruth
Poplin, Charles & Mrs.
Portis, Sylvia
Powers, Mrs. Nellie
Price, Wesley
Pruitt, Rusty (or Chaco)
R. & H. Equip. Co.
R. & N. Equip. Co.
Rawlings, Jeannette & Bob
Ray, Glenn
Raymer, Ford E.
Rector, G. & Juanita
Reece, Robert
Reeder, Mrs. Irene
Reeder, Marie Benjamine
Renstron, Julia
Rigsby, Douglas
Rillo, Mrs. Loretta
Rinaldi, Evelyn
Ristick, John
Ritter, Charles
Riffle, Lewis
Roberts, Billy Joe
Robinson, Gene
Rochman, Albert
Rogers, Willis J.
Royal, John R.
Russ Amuse.
Sakoble Sr., James
Salyina, John
Sarama, Julia
Saulsberry, Robert & Mrs.
Schaperkotter, John & Mrs.
Schreiber, Harry
Serrano, Anthony P.
Serreco, Boots
Service, Howard S.
Sewell, Curley
Shields Wilmet
Shinners, John
Shipley, Sterling
Shipman, James
Snyder, Donald B.
Smith, H. David Miller
Smith, J. R. (Juggy)
Snellens, Bonnie
Sokee, Sam
Spillers, Mrs. Rose
Spreng, John F.
Stable, Johnny
Stafford, Alton R.
Stevens, T. A.
Stewart, Eddie
Stoffel, Mary & Walter
Stover, Jack (Bottles)
Swain, Cecil V.
Swank, Harry
Tarbes, Mrs. Helen
Temple, George
Timberlake, Billy (c/o Costello)
Tobin, Hyman
Tomb, Doc
Travis, Jimmie
Valenti, George & Mrs.
Vilcko, Paul
Vinson, Jack E.
Wagner, Harry
Warner, Frank
Webster, Ross
Wellner Joseph E.
Weinstein, L.
Wetzel, Kenneth
Wiegand, Louis E.
Williams, Joseph
Wilson, Mrs. Harry
Wilson, Harvey T.
Wilt, Carleton K.
Winfrey, Bud & Ethel
Wingfield, Harry (Red)
Wong, Mrs. Alice J.
Woodrome, T. & R.
Wood, Mrs. Terry
Wray, Clarissa M.
Yates, Nancy
Young, Dolly
Yerka, Felton
Zabriski, James
Zingo, Jimmy
Zomp, Paul
Zuravel, S.

### MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Barton, Margurite A.
Bennett, Jack C.
Crouch, Mrs. Floyd
Floyd, Don
Floyd, Mrs. Don
Gravel Amusement Co.
Howard Bros.' Shows
Lee, Jane
Lee's Funland Shows
Mannuzza, Thomas
Mott, Mr. & Mrs. Chase
Roberts, Earl
Sallust, William W.
Stauffacher, Sharron
Walters, Albert J.
Ward, Alice
Winters, Jim

### MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Agnew, H. L.
Brown, Lowell A.
Chrunger, Walter
Geltz, Ralph & June
McNally, Charles (Tramp)
Murphy, Pat
Murphy, James F.
Nelson, Adele
Reynolds, Rae
Stockton, Louie
Vlado, Robert
Williams, Lawrence

*when answering ads . . .*
**SAY YOU SAW IT IN THE BILLBOARD!**

# Coming Events

• Continued from page 115

### New York
New York—General Motors Motorama (Waldorf-Astoria), Nov. 3-9.
New York—National Horse Show (Garden), Nov. 7-8.
New York—National Winter Sports Show (Coliseum), Nov. 30-Dec. 4.

### North Carolina
Scotland Neck—Peanut Festival, Oct. 1-8.

### Ohio
Bradford—Bradford Pumpkin Show, Oct. 11-15. Mrs. Hazel Eberwine.
Circleville—Circleville Pumpkin Show, Oct. 19-22. Ned H. Dresbach.
Somerset—Pumpkin Show, Sept. 29-Oct. 1.
Utica — Homecoming, Sept. 29-Oct. 1. Stewart Anderson, 29 E. Fifth St., London.

### Oklahoma
Cowela—Fall Street Celebration, Oct. 6-8.

### Pennsylvania
Harrisburg — Pennsylvania Nat'l Horse Show, Oct. 15-22.

### Tennessee
Somervilla — Fayette Co. Livestock Show, Oct. 28. C. W. Stroup.

### Texas
Beeville—South Texas Hereford Fall Show & Sale, Oct. 31-Nov. 1. H. V. Reyes, Box 1102.
Clarksville—Red River Co. Livestock Expo., Sept. 29-Oct. 1. J. H. Summers, Box 1020.
Liberty—Trinity Valley Expo., Oct. 12-15. Steve Davis, Box 286.
Longview—Gregg Co. Expo. & Livestock Show, Oct 3-8. Larry Tate, First Natl. Bank.
Odessa—Oil Show (Ector Co. Coliseum), Oct. 20-24.
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 10-16. Vic Calvert, Box 565.
Port Arthur—CavOILcade, Oct. 13-16.
San Antonio—Industrial Expo. (Villita Assembly Bldg.), Oct. 27-30. Irving Wayne.

### Utah
Ogden—Golden Spike Nat'l Livestock Show, Nov. 13-20.

### Washington
Seattle—Washington Jr. Poultry Show, Oct. 4-5. John G Wilson, 814 2d Ave. Bldg.

### West Virginia
Kingwood—Preston Co. Buckwheat Festival, Sept. 29-Oct. 1. Neil A. Reed.
Spencer—Black Walnut Festival, 6th Annual, Oct. 13-15. Phil D. Phillips Jr., Box 311.

### CANADA
### Ontario
Springfield—Intl. Plowing Match, Oct. 11-14
Toronto—Royal Agri. Winter Fair (Royal Coliseum), Nov. 11-19. C. S. McKee.
Toronto—General Motors Motorama, Nov. 27-Dec. 3

### Saskatchewan
Saskatoon—Swine Show & Sale (Exhn. Grounds), Oct. 13. S. N. MacEachern.

### MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

### PARCEL POST
Shahan, Mrs. Robt., 61¢

Ackley, James
Allison, Tex J.
Armstrong, Matt
Azbill, Mr. & Mrs. O. D.
Baake, Fred
Baker, Sue
Barley, Fred
Beaird, Elbert L.
Beezley, James C.
Beitman, Charles P.
Bell, Bonnie B.
Benson, Ben
Boyer, Mrs. Louise
Brooks, William H.
Bullock, Mrs. W. H.
Brown, H. E.
Burto, Leon H.
Caldwell, E. S. & I.
Carl, Robert E.
Carlton, Mr. & Mrs. Bob
Carr, Kenneth W.
Carroll, Simmy & Inez
Collins, Robert L.
Converse, Art
Cozart, John
Crowe, Thomas
Davis, H. T.
Decker, Rodney S.
Delflore, Albert P.
Diaz, Mrs. Kathy
Deutsch, George Paul
Duffy, John D.
Dunn, Danny
Ely, James
Field, Edward L.
Flynn, Jack L.
Francis, John Crawford
Frye, H. L.
Gobo Associates
Good, Oran
Gorman, John Pulliza
Griggs, Charles
Hall, Edward L.
Hammock, Mrs. Nobie
Hathaway, Charles E.
Heiser, Jack
Hennessee, John A.
Hodges, Richard L.
Hoot, Ross
Howard, Harold J. (Tex)
Humphries, Emily
Impeduglia, Vito
Johns, Peter
Johnson, Al
Johnson, Clara
Johnson, W. O. (Buddy)
Jones, Bob (Smokey)
Julian, Victor
Katonka, Kitty
Kennedy, Mrs. Bessie
Kernes, James A.
Kinney, James A.
Klassen, Rudolph
Klein Amusement Co.
Kopler, Rolland
Korn, Smokey
Kulcsar, Louis
Lane, Sherri
Langford, Mrs. Louise
Lawson Vending Co.
Loftis, Jack R.
McCabe, Ruth
McGuire, John A.
McLain, William F.
Madson, Scherry M.
Mansueto, Wm.
Mason, Danny
Mellor, Mrs. Lillian M.
Meyers, Alfred
Miller, Marilyn
Mitchell, Red
Moreno, Geraldine
Moran, Mr. & Mrs. Eddie
Moran, Mr. & Mrs. Robert
Morris, Roy
Neill, L. K.
Nobles, James K.
Noble Jr., Kit
Northrop, Palmer
O'Day, Duke
O'Day, William
Parsons, Patrick
Patrick, T. W.
Pierce, Don
Prevost, David
Pyle, Milton (Bud)
Quails, Harold (Red)
Radford, Ronell
Raner, Geo.
Ray, Bernard W.
Regan, Geo. W.
Roberts, Mr. & Mrs. Max
Robinson, Robert
Rogers, John
Sadler, John
Sandusky, Ginger
Schuffe, Fred
Schwab, Vernon
Selvey, Maurine
Shahan, Mrs. Robert
Sherwood, Belle
Sidenberg, Mrs. Teresa
Silcox, Mrs. Beulah
Silcox, Mr. & Mrs. Joe
Smith, Eugene M.
Snook, Albert Thorne
Staggs, James H.
Stanton, Richard
Stewart, Kathleen V.
Suchora, Mr. & Mrs. Chester
Sumner, Jerry
Swan, Walter L.
Wagner, Mrs. Ralph
Wagoner, Rudy
Wagner, Shirley J.
Walker, Benjamin J.
Walton, Mrs. Dacy P.
Welde, John
West, R. & E.
Wideman, Ed
Williams, Jimmy
Wilson, Charles A.
Wingfield, Harry (Red)
Witt, Ronald L.
Woodall, Cecil Ray
Woods, Gene & Catherine
Yohan, William R.
Young, Roger

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THE NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION convention exhibits will be housed in this plush year-old Miami Beach Exhibit Hall, as the group holds its October 28 thru November 2 meet. Some 46,000 square feet of space will be utilized, largest in the NAMA's history. Business sessions will be staged at the Fontainebleu Hotel.

# Detroit Argues Health Code; Omnibus Hearings on Sept. 28

DETROIT — The city's new health code which would include vending machines under a sliding scale of fees has been sent back to the budget bureau and the corporation counsel's office for amendment following hearings last week by the Detroit Common Council.

At issue is a double licensing provision that came out in the hearings and was opposed by the Merchandise Vendors' Association, represented by Executive Secretary Ray Trudeau.

The double provision of the code would subject vending machines to their regular sliding scale of fees included in the measure, plus additional fees that could conceivably include a restaurant license of $18, a soft drink license of $3 and a bulk food license of $5.

The dual licensing was defended by the corporation counsel's office but opposed by the city council after argument by the vending interests.

Observers now expect the health code to be amended according to the city council's direction and in line with the vending industry position.

Meanwhile, hearings on the city's omnibus proposal, which would put a $5 yearly tax on charm and capsule machines, have been postponed to September 28. A large turnout of operators from major equipment fields is expected to attend (The Billboard, September 12).

Also representing the vending industry at the health code hearings was Herbert Beitel, legislative counsel of the National Automatic Merchandising Association, accompanied by his assistant, John Insalata.

Beitel will also appear at the September 28 hearings on the Omnibus proposal.

Vending interests have generally been in favor of the health code, which called for a graduated scale of fees from $5 for 25 machines up to $100 for 1,000 or more machines. There is also a scale of from $15 to $250 for nickel machines.

Most operators, and especially major equipment interests, are glad to be specifically included in the health code since it prevents them from being the butt of other, more damaging legislation.

Bulk operators, however, are not too happy about a requirement for commissaries which will substantially change the way the majority of small vending businesses are run.

The new health code requires a separate place of business, with globes being filled in a commissary and not on location. Many small operators traditionally run their routes from garages, spare rooms and basements. Many, too, have preferred to fill globes on location—a much easier procedure when an operator doesn't have a sizable truck or station wagon.

The omnibus proposal is opposed by the entire vending industry. In general, it provides for a $5 tax on all machines not otherwise covered in the health code.

Since the code covers only food vending machines, the omnibus bill would, in effect, tax venders of charms, capsules, cigarettes and all other type of merchandise.

Opponents to the omnibus measure include representatives of retail merchants groups and even the original writers of the bill.

Previously, Lawrence E. Eaton, assistant corporation counsel and official writer of the ordinance, admitted the measure had a "lot of inequities." Other powerful opposition came from Charles E. Boyd, secretary of the Retail Merchants' Association, a constituent member of the Detroit Board of Commerce, who viewed the measure as a "dangerous precedent to all businesses," adding that "taxation should be imposed on a broad base . . . the principle of licensing on a per-machine basis is a dangerous development." Operators of coin-controlled laundry equipment, who would also be included, joined the fight.

Observers are now predicting the omnibus bill is almost certain to be substantially changed if not killed altogether. If changed, it could logically adopt a sliding scale of fees, such as used in the health measure, based on total number of machines in use.

## P-P Unveils New Capsule

NEW YORK—Plastic Processes is introducing its new plastic capsule with a reinforced wall to better withstand machine wear and children's abuse.

The capsules come either all-clear, or half-clear and half mottled. The device has a simple friction fit and is priced at $5.50 per 1,000 for up to 50,000 and $5 per 1,000 for over that quantity. The device measures 1½ inches by 15/16 inches.

## OHIO VENDORS POSTPONE MEET

COLUMBUS, O.—The second meeting of the Ohio Vendors' Association scheduled for September 24, was postponed with a new date of October 8 tentatively set by group officials. The meeting will still be held in Columbus. The place plus a confirmed new date will be announced later. OVA is the newly formed bulk vending group started by local operators following their successful fight against a State health code which would have killed bulk vending in Ohio.


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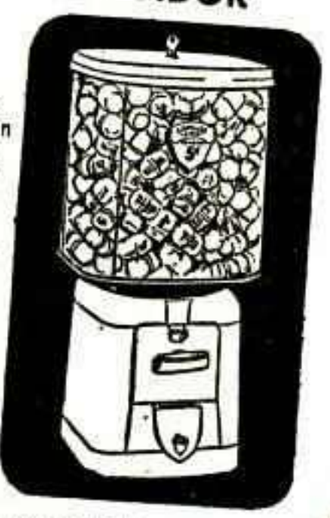

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QUEBEC VENDING CO., 109 Commissioner St. West, Montreal, Quebec, Canada
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JACK SCHOENBACH, 715 Lincoln Place, Brooklyn, New York
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# New York Ops Hear Raynor, Kreutzer & Mitchell at Meet

GROSSINGER, N. Y.—A roaring success. That was the consensus of members of the New York Bulk Vendors' Association as they departed from this gala country club, nestled in the Catskill Mountains, Sunday (18) following the association's first annual outing.

The affair drew a crowd of 70 bulk vending figures, including manufacturers' reps, distributors and operators and their wives, from all over the New York metropolitan area. The affair, which got under way Friday (16), was held in conjunction with the annual get-together of the New York Automatic Retailers Association.

The emphasis of the conclave was primarily on fun and frolicking in the sun. However, at a Saturday business meeting, various speakers were heard. Both Ted Raynor and Don Mitchell, legal counsels for the National Vendors Association, were present. The pair act as counsel to the National Bulk Vendors Association.

**Suggests Mixed Charms**

In discussing the excise tax problem with regard to charms, Raynor suggested that in the future, operators mix up the charms in a machine so that units of varying wholesale value would be present in the same machine. If the average cost of the charms were kept below 1 per cent, the excise tax would not apply.

Mitchell discussed with the gathering the importance of the major medical hospitalization plan now projected by the National Vendors Association.. He urged those present to take a second look at the plan and the benefits thereof. The cost is as low as $57 a year, Mitchell said, and the plan is such that it takes up with major benefits where ordinary, lower-cost hospitalization policies leave off. He said that 50 participants would have to be signed up to get the benefit of the lower rate group terms and that 15 additional signees are needed to make up this total.

Stanley Kreutzer, counsel for the local association, touched on the importance of keeping in contact with legislative matters. He advised the members to keep ever alert to the possibility of adverse tax legislation and pointed to the value of a trade association as an agent in fighting this problem.

**N. J. Tax Bill**

On the subject of taxation, a representative from New Jersey brought up the matter of a bill which recently passed in the New Jersey Legislature. The Assembly passed a measure which would give individual municipalities the right to tax all types of coin-operated vending equipment. The spokesman, a member of the New York Automatic Retailers Association, said the measure was due for debate in the State Senate, probably in November.

Equipment distributors and charm manufacturers were all represented at the Grossinger party along with the operator contingent. Except for the relatively brief business meeting, the order of the day was outdoor sports, particularly golf and swimming. There were several cocktail parties and each evening, all-star Broadway enter-

(Continued on page 121)

# Falk and 'The Colonel' Enjoy Polite Chat—Kentucky Style

**Bill Falk, Plastic Processes chief, New York, is an expert on Kentucky Colonels and Southern Hospitality — here's his letter to us to prove it:**

"Gentlemen:

"On entering Kentucky you see a big poster. A white-goateed man in white brim hat extends a hand of friendship and under it says, you are entering Kentucky. The Colonel extends Kentucky's hospitality to you.

"You feel good wondering if there is such a man, and I am here to tell you there is. It was strange the way I met him. The story is the truth and these are the facts:

**Samples**

"I called on one of our accounts and parked my car in a loading zone. I had a few sample cases to drag in. It was a helluva hot day; I thought nothing of it. I started pitching, went out for a Coke and was leisurely writing up an order when a fine gentleman tapped me on the shoulder and all he said was, 'Is that white car yours? You better go for it.' "

"Outside all hell was breaking loose. A tow wagon was hitching my car, and two cops were busy writing tickets. So I said, 'Officer, that's my car.' ". 'Well,' says he, 'We are looking for you. Come with us.' Says I, 'What for?' The officer was very polite and he said, 'Pay the tow car $3 first and get in your car and follow us.'

"Now I said, 'The tow car hasn't done any work yet.' The officer very politely said, 'If the front wheels come up any higher it will be $5—$3 to get the tow car to us and $5 if it's raised off the ground—$8 if it's towed.' Well, I can see a bargain, and quick like a bunny I got rid of $3.

"Now here is how I met the Colonel. I follow the officers (two nice polite guys) and they take me to a beautiful building and proceed to lead me to the cashier's window. I said, 'I would like to talk to someone about that Kentucky hospitality you advertise so much.' One of the two polite nice guys dressed in blue says, 'Sure, come with us' and he introduced me to a lieutenant.

**Tale of Woe**

"He listens to my tale of woe and very politely I says, 'You see this ticket, it's a New York State parking ticket and it cost me $15.' He says, 'What are you squawking about? All we're asking is $5.'

"He was a very nice polite guy. So I said meekly, 'What's this bunk about the Colonel and Kentucky hospitality.' 'Oh,' said he, "Boys, take him to the Colonel.'

"Now there was another nice guy. He must have shaved his goatee, lost his hair, but a mighty nice guy. I told him that I felt he wasn't giving me a break. I just got into the town and didn't know the parking regulations. He stood up, shook hands and asked me my name, and said he was Colonel (didn't catch the name), and by this time two hours were shot and I was late for a date.

**Polite**

"The two nice polite guys were on each side of me. I said, 'So you are the Colonel.' 'Yes,' he said, 'also the police chief.' He turned to the two polite guys and said, 'Good job. Take him to the cashier.'

"Now this is the truth. The Colonel was a nice guy, but fooey on that hospitality bit.

"If you want to see the receipts, I got 'em.

"Very truly yours,
"Bill Falk."

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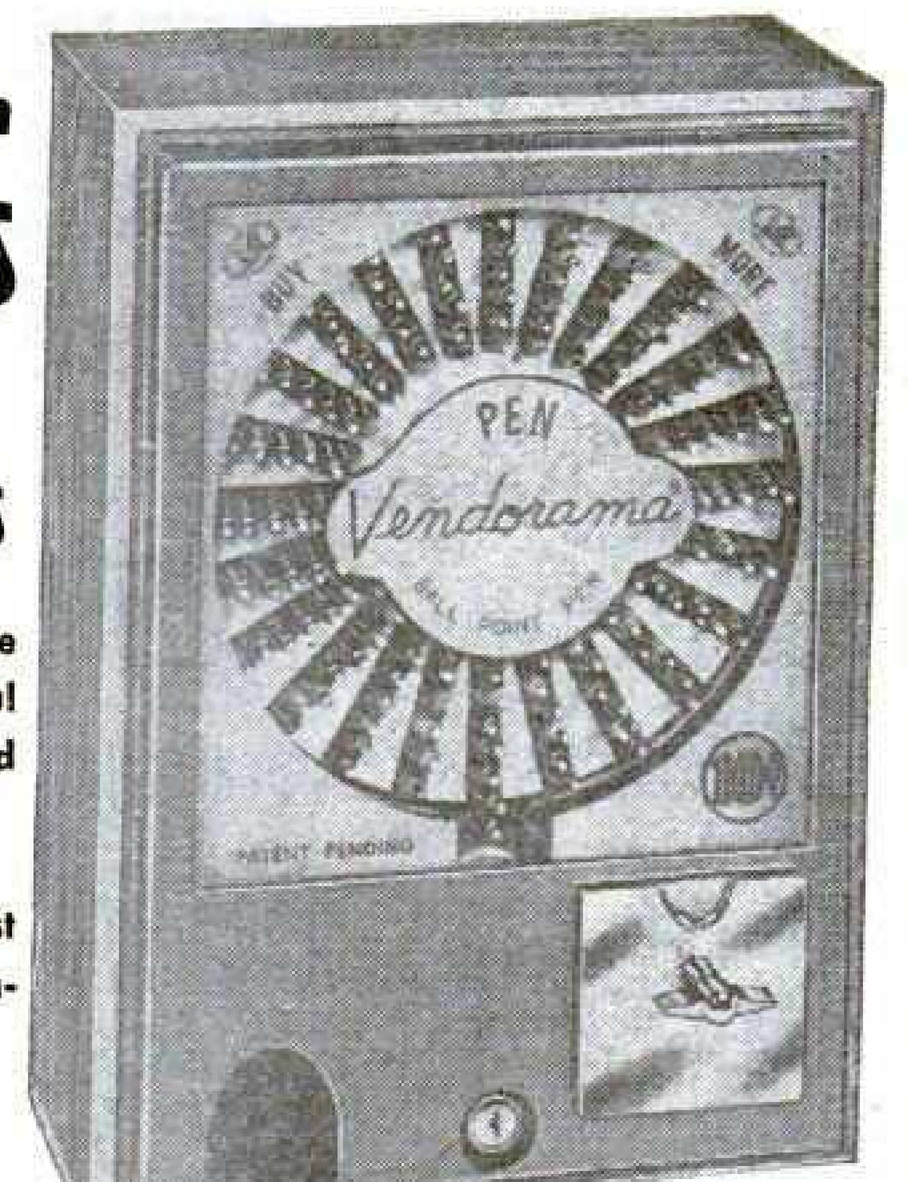


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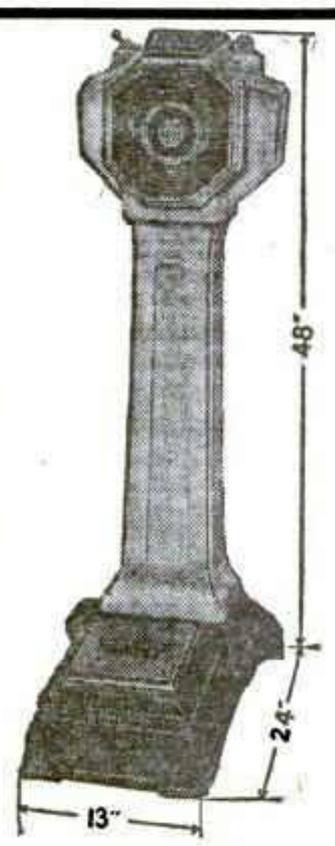


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# Gross Up But Net Down Is Big Coast Complaint

By SAM ABBOTT

LOS ANGELES—It's money in the pocket and not money in the machines that has bulk vending operators worried in this area.

Robert Gladstone, a veteran operator, said that his volume is higher today than ever before, but the percentage of profit is lower. He estimated that he is operating 10 per cent more equipment now than in the first six months of 1959.

Also increasing take for the first six months, he explained, is the fact that there was no rain January thru March, with April thru June revenue holding well. The recap for the first six months showed the route up 10 per cent.

Phil Sreden, one of the largest bulk operators in the area, said that he is constantly adding equipment with the result that gross revenue is up, but profit is shrinking.

"I operate in supermarket chains, and each time they open a new one, there is equipment to be bought," Sreden said.

Leo Weiner, of West Coast Enterprises, reported that his business had been "good" all this year but had slackened off during the past two weeks. He could not give an explanation for the downward trend.

**Progress**

Gladstone said that the gross for his route was up 1 per cent during the first six months.

One operator said that the addition of new equipment was "progress." While the operators are building their business, they are seeking new ways of increasing the profit margin. One said that 2-cent operation would solve a lot of problems. But, he added, "it would not do any good unless all of the operators went along on the plan." Practically all of the operators in this area are upgrading locations in an effort to increase the take-home.

## New York Ops

• *Continued from page 120*

tainment was provided in the form of colorful floorshows.

Prexy Folz told The Billboard that everyone present was enthusiastic about the hotel and that another year the group would undoubtedly return. Next year, the site of the gathering is expected to be the well-known Concord Hotel, in the same Catskill Mountain resort sector.

Other functions on the docket for members of the New York association include the next monthly meeting, October 5, at Statton's Restaurant, Forest Hills, and the annual board meeting of the National Vendors Association in Miami, October 29, an affair which will require the presence of several of the local people here.


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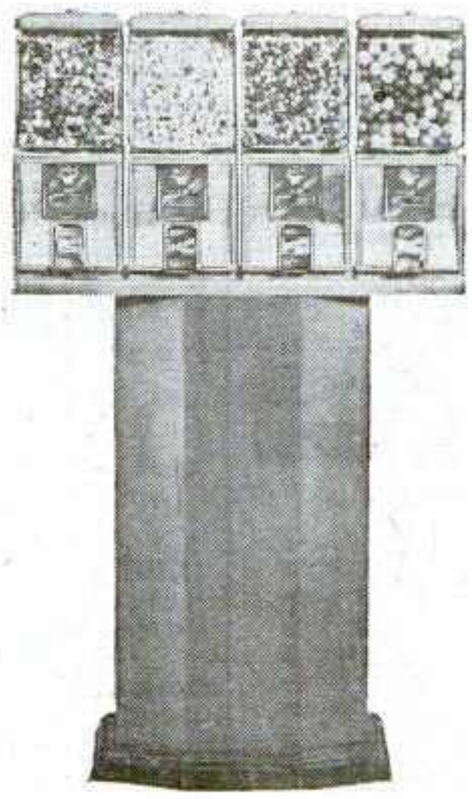

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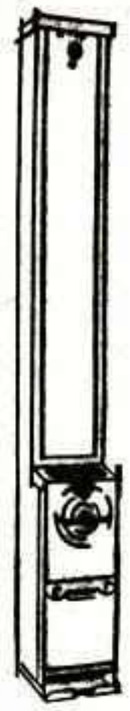

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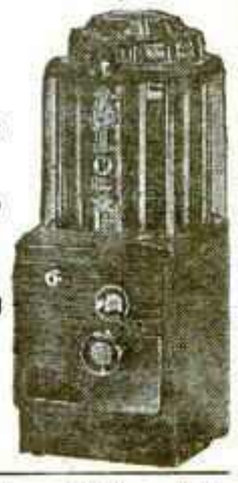

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# European News Briefs

## U. S. Juke Boxes at Leipzig

LEIPZIG, East Germany—West Germany's coin machine industry turned out in force for the Leipzig autumn trade fair, the showcase for East-West trade. It was the greatest display of Western coin machine equipment ever held behind the Iron Curtain, and among the West German distributors were the general importers of American equipment. American juke boxes, in particular, flabbergasted fair-goers from the Communist countries. Trade talks were started at the fair which promise, barring political hurdles, to lead to the importation of a considerable quantity of U. S. equipment via German concerns. The Leipzig Fair is the East-West trade crossroads for Europe. It is here that Communist businessmen rub shoulders every spring and autumn with capitalists to strike trade deals for the ensuing six months.

## Wiegandt Quits on Juke Box

WEST BERLIN—Wiegandt, the pioneer West Berlin coin machine manufacturer, has discontinued production of its juke box series to concentrate on vending equipment. Wiegandt's juke box line consisted of the Tonmaster wall box and the Diplomat consoles. Wiegandt, an early German vending machine manufacturer, began juke box production with the postwar juke box boom. The firm's turnabout reflects increasing competition for the constricting West German juke box market and growing difficulties in the export market. At the same time the West German labor shortage, while hobbling coin machine manufacture and service, has created great opportunities in the vending machine field, both for retail food vending and in-plant feeding. Wiegandt recently merged with Deutsche Waggonbau, a wartime armaments producer, which postwar has built vending machines. This merger has created facilities for making the consolidated firm one of Europe's largest vending machine producers.

## Cinebox Export Prospects Bright

PARIS—Society Internationale de Phonovision reports a lively export demand for its Cinebox, the juke box with the color film screen. A British distributor is negotiating exclusive rights for the United Kingdom, and he proposes to import 50 boxes for Cinebox's U.K. debut. Orders have been received from West Germany, Italy (where the box originated), Belgium, Holland and North Africa. Phonovision officials said inquiries are being received from "almost every country in the world where they have juke boxes." In appearance, the Cinebox resembles the conventional juke box. It has 40 selections, with a streamlined 20-inch television screen on top. The selection mechanism is on normal juke box lines. When the coin is deposited, and the selection made, the screen lights up, and a three-minute, full-color film of excellent quality begins running. Films are complete productions with a story sequence and attractive stage settings for the singing.

## AMI Production Begins

FRANKFURT—The Automatic Canteen Company of America is beginning production of its AMI juke box line at its West German subsidiary, Tonomat. Automatic intends establishing AMI production at its plant in Neu-Isenburg for the European Common Market. Production will be gradually expanded until virtually all AMI equipment in the Common Market is manufactured in West Germany if market conditions make this feasible. Tonomat was established as a major German producer before its acquisition by Automatic Canteen, and the plant is continuing production of its German-developed box.

# Bulletins

## Seeburg Names Redd Distributing

BOSTON—Sid Redd's Distributing Company has been named Seeburg's New England distributor for automatic phonographs and vending machines, replacing Dave Bond's Trimount Distributing Company, the firm's New England outlet since 1948. Trimount will continue to handle the Seeburg background music system, tho. Redd, a native of Mississippi, began operating juke boxes in 1933 while he was in college. He had been Wurlitzer distributor in Boston from 1943 to 1958. He currently is a distributor for major game lines and is one of the largest jobbers in the Northeast.

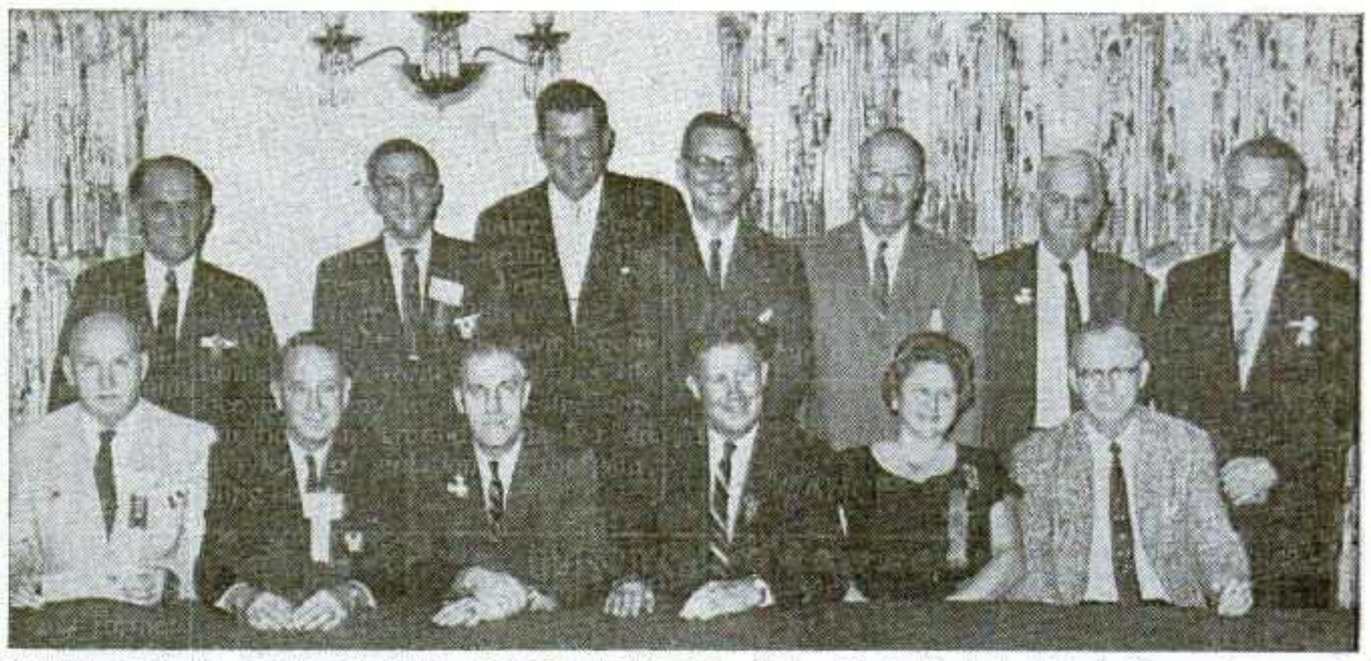
## NAMA Moves on Policy Change

CHICAGO—The National Automatic Merchandising Association moved a step closer in its pending policy of admitting juke box operators. The move has been approved by the board of directors, but final action will not take place until January 1, 1962. To qualify for NAMA membership, the operator must be engaged "primarily in vending." Game operators will not be eligible. (See separate story.)

## Joseph Boyle Dies

ATLANTA—Joseph Boyle, veteran coin machine executive, died here this week. Boyle has been with the Peach State Distributing Company, local Wurlitzer outlet. He had been connected with the Coin Machine Acceptance Corporation for many years.

# West Virginia Operators Elect



NEWLY ELECTED OFFICERS AND BOARD MEMBERS of the West Virginia Music Operators, seated left to right: Chris Ballard, sergeant at arms; Dilman DeHaven, board; Bill Wortham, executive secretary; Raymond Tabor, president; Leoma Ballard, treasurer; Red Flannery, first vice-president. Standing, left to right: Joe Dobkin, Andy Kinska, Red Wallace, Bill Anderson, Joe Hunt, Carl Keesling, Ed Oliver. All standees are board members. Missing from the picture are R. A. Hall, vice-president, and the following board members: Ken Mathew, Ross Gerard, Max Carpenter and John Wassick Jr.

# Palmer Cautions W. Va. Ops To Wait for Trend in 33's

By AARON STERNFIELD

CHARLESTON, W. Va. — A stern warning to juke box operators with regard to the 33 single was issued by A. D. Palmer, advertising and promotion manager of the Wurlitzer Company, at the sixth annual convention of the West Virginia Music Operators' Association here Friday (16).

Palmer cautioned the operators not to be panicked by reports that the 33 is fast replacing the 45 as the standard single, and he advised them not to be guinea pigs for the record manufacturers.

The Wurlitzer executive said that any battle of the speeds between record companies would be costly to both automatic phonograph manufacturers and to operators. He cited the experience of a decade ago, when it was undecided whether the industry would go to 33 or 45 on the single, with 45 winning out.

**Combinations**

At that time, said Palmer, the juke box manufacturers were turning out machines that would play either 78 or 45 on one hand or either 78 and 33 on the other hand.

Palmer predicted that if the 33 does become the standard single, it will take at least five years for that process to be completed. He added that currently less than 5 per cent of all juke boxes are capable of playing 33 singles.

Wurlitzer, he said, will come out with a 33 juke box when the 33 is an important factor in the singles market. Right now, he added, it is not.

**Important Market**

He pointed out that the juke box market is still an important market for the record companies, and that the response of the industry to the 33 is not to be discounted.

Palmer hinted that the opposition of RCA Victor to the 33 could delay its development considerably, as the company has considerable influence over its affiliated labels, and over the labels whose pressing it does.

Palmer's talk came at the closing business session of a two-day meet at the Daniel Boone Hotel here. Nearly 200 attended the convention.

**Officer Slate**

Newly elected MOWV officers are Raymond Tabor, Charleston, president; C. H. Flannery, Logan, first vce-president; R. A. Hall, Huntington, second vice-president; Mrs. Leoma Ballard, Belle, treasurer; William R. Wortham, Huntington, executive secretary, and Chris Ballard, Belle, sargeant at arms.

Featured speaker at the opening session was Art Daddis, regional sales manager for AMI. Daddis complimented the West Virginia operators for giving 100 per cent support to the Coin Machine Council.

He pointed out that the industry gets a bad press because reporters and edifors are not familiar with the industry, and they often take the paths of least resistance, printing the sensational and overlook-

(Continued on page 127)

# NAMA Plots Move to Admit Ops With Vending and Music

By NICK BIRO

CHICAGO—The National Automatic Merchandising Association is setting up a committee to study ways of making its latest policy change—the admission to membership of operators who have both vending machines and juke boxes on their routes.

The long-standing changes in NAMA's membership requirements were approved at a directors meeting September 9. The final action, however, will not take place until January 1, 1962.

The change in by-laws will carry the proviso that operators will be engaged "primarily" in automatic vending and that the majority of machines and majority of gross sales be from vending.

**No Representation**

President Thomas B. Donahue pointed out that NAMA will in no way represent or serve the music interests of companies which may become eligible for membership.

He explained the "purpose of the association (NAMA) will be to foster the interests of the automatic vending industry only."

Besides admitting vending operators who also have music machines, the by-law change is also expected to apply to manufacturing and distributing concerns, altho details have not yet been worked out. This would most likely admit Seeburg and Rock-Ola as well as other firms that have heretofore been ineligible.

**Still MOA**

The Music Operators of America will continue to be the association dealing with juke box problems.

The change in NAMA membership requirements will specifically prohibit membership of companies which operate amusement games, no matter how many vending machines they may also operate.

The board of directors emphasized that "eligibility" of all applicants for membership depends upon the applicant's "good business repute" and charged the committee on membership qualifications to recommend procedures for extensive review and investigation of all applicants.

**Policy**

Donahue said the policy change "recognizes that many fine vending companies in recent years have, for competitive reasons, acquired some music machines."

"Also it recognizes the fact that a number of leading vending machine manufacturers and music machine manufacturers are already manufacturing both types of equipment," Donahue added.

He said that excluding such organizations from NAMA membership would fail to recognize changes that are now a fact. "By clarifying our association purposes and membership policies we have reaffirmed our basic principle to serve only the automatic vending interests of our members. Yet we are making it possible to include in membership those companies of

(Continued on page 133)

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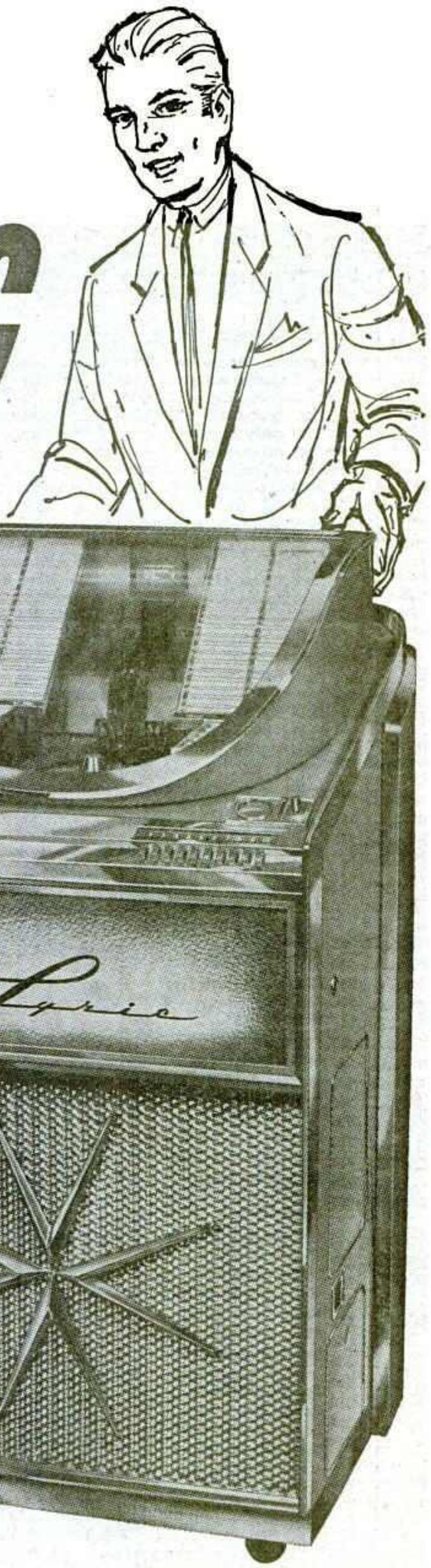
# COMPACT STYLING scores again!



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THE STYLE OF TOMORROW FOR MORE PLAY, TODAY


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# The Billboard's Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

## MUSIC

### AMI

| | |
|---|---|
| D-40 (40). 1951 | $ 95 |
| D-80 (80). 1951 | 150 |
| E-40 (40). 1953 | 145 |
| E-80 (80). 1953 | 185 |
| E-120 (120). 1953 | 200 |
| F-120 (120). 1954 | 335 |
| F-80 (80). 1954 | 315 |
| G-80 (80). 1955 | 380 |
| G-120 (120). 1955 | 375 |
| G-120-1 (120). 1958 | 380 |
| G-200 (200). 1956 | 365 |
| G-200-1 (200). 1958 | 365 |
| G-200-2 (200). 1958 | 365 |
| G-200-3 (200). 1956 | 365 |
| G-200-4 (200). 1958 | 380 |
| G-200-5 (200). 1956 | 380 |
| H-200 (200). 1956 | 575 |
| H-120 (120). 1958 | 520 |
| H-100 (100). 1956 | 460 |
| H-200M (100). 1957 | 480 |
| I-200 (200). 1957 | 660 |
| I-200 (200). 1958 | 630 |
| I-120 (120). 1957 | 500 |
| I-100 (100). 1957 | 575 |
| I-200M (200). 1958 | 580 |
| J-200 (200). 1958 | 820 |
| J-120 (120). 1958 | 775 |
| J-100M (100). 1958 | 635 |
| J-200M (200). 1958 | 715 |
| J-120 (120). 1959 | 745 |
| J-100 (100). 1959 | 625 |
| J-200 (200). 1959 | 795 |

### ROCK-OLA

| | |
|---|---|
| 1438 (120). 1953 | $ 85 |
| 1438 (120). 1954 | 215 |
| 1446 (120). 1955 | 255 |
| 1448 (120). 1956 | 370 |
| 1450 (120). 1957 | 395 |
| 1454 (120). 1957 | 430 |
| 1455D (200). 1957 | 470 |
| 1455S (200). 1957 | 480 |
| 1458 (120). 1958 | 580 |
| 1465 (200). 1958 | 595 |
| 1468 (120). 1959 | 720 |
| 1468 Stereo (120). 1959 | 795 |
| 1475 (200). 1959 | 795 |
| 1475 Stereo (200). 1959 | 865 |

### SEEBURG

| | |
|---|---|
| M100B (100). 1950 | $ 220 |
| M100C (100). 1952 | 265 |
| 100W (100). 1953 | 330 |
| HF100G (100). 1953 | 370 |
| HF100R (100). 1954 | 460 |
| V200 (200). 1955 | 330 |
| 100J (100). 1955 | 515 |
| K200 (200). 1957 | 535 |
| L100 (100). 1957 | 590 |
| 201 (200). 1958 | 820 |
| 161 (160). 1958 | 785 |
| 101 (100). 1958 | 730 |
| 220 (100). 1958 | 870 |
| 200S (100). 1959 | 875 |
| 200SR (100). 1959 | 910 |
| 222 (160). 1958 | 930 |
| 222DH (160). 1959 | 965 |
| 222DHR (160). 1959 | 990 |

### WURLITZER

| | |
|---|---|
| 1250 (48). 1950 | $ 50 |
| 1400 (48). 1951 | 80 |
| 1500 (104). 1952 | 75 |
| 1500A (104). 1953 | 110 |
| 1600A (48). 1954 | 170 |
| 1700 (104). 1954 | 285 |
| 1800 (104). 1955 | 345 |
| 1900 (104). 1956 | 435 |
| 2000 (200). 1956 | 430 |
| 2100 (200). 1957 | $ 560 |
| 2150 (200). 1957 | 510 |
| 2250 (200). 1958 | 630 |
| 2204 (104). 1958 | 665 |
| 2200 (200). 1958 | 660 |

## BOWLERS & SHUFFLES

### BALLY

| | |
|---|---|
| ABC Super-Deluxe Bowler 9/57 | $ 305 |
| ABC Bowling Lanes 12/58 | 230 |
| ABC Bowler 7/55 | 230 |
| ABC Champion 9/57 | 425 |
| ABC Tournament 6/57 | 335 |
| All-Star Deluxe 2/58 | 130 |
| All-Star Bowler 12/57 | 110 |
| Bally Shuffle 1/59 | 45 |
| Bally Speed Bowler 11/58 | 390 |
| Blue Ribbon 4/55 | 165 |
| Club Bowler 2/59 | 475 |
| Challenger 9/59 | 835 |
| Congress Bowler 7/55 | 245 |
| Deluxe Club Bowler 3/59 | 540 |
| Gold Medal 4/55 | 135 |
| Jumbo Bowler 9/55 | 265 |
| King Pin Bowler 9/55 | 250 |
| Lucky Alley 8/58 | 550 |
| Lucky Shuffle 9/58 | 415 |
| Monarch 11/59 | 510 |
| Pan American 6/59 | 675 |
| Star Shuffle 9/58 | 370 |
| Strike-Bowler 11/57 | 280 |
| Super Bowler 1/58 | 120 |
| Trophy 4/58 | 465 |

### CHICAGO COIN

| | |
|---|---|
| All Star Team Bowler 11/55 | $ 110 |
| Blinker 8/55 | 190 |
| Bonus Score 5/55 | 150 |
| Bowl Master 7/59 | 465 |
| Bowling Team 10/55 | 140 |
| Bull's-Eye Bowler 7/55 | 185 |
| Championship 11/58 | 260 |
| Bowling League 7/57 | 215 |
| Criss Cross Target 1/55 | 50 |
| Double Feature 12/58 | 415 |
| Hollywood 4/55 | 170 |
| King Bowler 3/59 | 730 |
| Lucky Strike 1/58 | 330 |
| Miami Shuffle 10/58 | 40 |
| Monte Carlo 1/59 | 75 |
| Player's Choice 9/58 | 555 |
| Rebound Shuffle 11/58 | 60 |
| Red Pin 3/59 | 465 |
| Rocket Ball 2/59 | 195 |
| Rocket Shuffle 2/58 | 135 |
| Rocket Shuffle Two-Player 4/58 | 165 |
| Score-A-Line 9/55 | 155 |
| Shuffle Explorer 6/58 | 165 |
| Skee Roll 1/57 | 100 |
| Star Rocket 5/59 | 305 |
| Tournament Ski Bowl 12/56 | 140 |
| Triple Strike 1/55 | 135 |
| TV Bowling League 11/57 | 290 |
| Twin Bowler 10/58 | 520 |

### UNITED

| | |
|---|---|
| Advance 6/59 | $ 665 |
| Atlas Shuffle Alley 9/58 | 415 |
| Bonus Bowling Alley 3/58 | 555 |
| Bowling Alley 11/58 | 250 |
| Build-Up 5/56 | 185 |
| Capitol Shuffle Alley 6/55 | $ 225 |
| Clipper 4/55 | 200 |
| Cyclone 10/58 | 400 |
| Deluxe Bowling Alley 7/57 | 270 |
| Deluxe Flash 6/59 | 445 |
| Deluxe Shooting Star 6/58 | 140 |
| Dual Shuffle 1/59 | 480 |
| Duplex 11/58 | 665 |
| Eagle Shuffle Alley 5/58 | 380 |
| Flash 6/59 | 460 |
| 4-Way 11/59 | 565 |
| Handicap 11/59 | 675 |
| Handicap 9/58 | 265 |
| Hi-Score 6/57 | 225 |
| Jumbo Bowling Alley 8/57 | 460 |
| Jupiter Shuffle Alley 9/58 | 195 |
| League Alley 8/59 | 730 |
| Lightning 2/55 | 145 |
| Midget Bowling Alley 3/58 | 135 |
| Niagara 11/58 | 400 |
| Playtime 6/58 | 585 |
| Pixie Bowler 7/58 | 200 |
| Regulation 11/55 | 275 |
| Royal Bowling Alley 12/57 | 265 |
| Select Play 6/58 | 205 |
| Shooting Star 4/58 | 155 |
| Simplex 4/59 | 495 |
| Six-Star 11/57 | 340 |
| Super Bonus 9/55 | 215 |
| Team-Mate 12/59 | 775 |
| 3-Way 8/59 | 545 |
| Top Notch 11/55 | 270 |
| Venus 4/55 | 155 |
| Zenith 5/59 | 470 |

## PINBALLS

### BALLY

| | |
|---|---|
| Balls-A-Poppin 10/56 | $ 65 |
| Ballerina 6/59 | 590 |
| Bally U.S.A. 7/58 | 140 |
| Beach Beauty 11/55 | 75 |
| Beach Time 9/58 | 290 |
| Big Show 9/58 | 100 |
| Broadway 12/55 | 80 |
| Carnival 10/57 | 105 |
| Carnival-Queen 11/58 | 335 |
| Circus 8/57 | 80 |
| County Fair 11/59 | 685 |
| Crosswords 1/58 | 140 |
| Cypress Gardens 5/58 | 215 |
| Double Header 8/58 | 105 |
| Fun-Way 9/59 | 415 |
| Gay Time 6/55 | 50 |
| Gayety 4/55 | 40 |
| Key West 12/58 | 95 |
| Lotta Fun 9/59 | 415 |
| Miami Beach 9/55 | 60 |
| Miss America 1/58 | 160 |
| Night Club 3/58 | 75 |
| Parade 8/58 | 70 |
| Show-Time 4/57 | 115 |
| Sun Valley 7/57 | 165 |
| Sea Island 2/59 | 505 |

### GOTTLIEB

| | |
|---|---|
| Ace High 2/57 | $ 105 |
| Add-A-Line 7/55 | 85 |
| Annabelle 8/59 | 260 |
| 2 Around the World 7/59 | 345 |
| 2 Atlas 5/59 | 330 |
| Auto Race 9/58 | 90 |
| 2 Brite Star 4/58 | 235 |
| 4 Contest 10/58 | 335 |
| 2 Continental Cafe 7/57 | 150 |
| Criss Cross 3/58 | $ 170 |
| Derby Day 5/58 | 75 |
| 2 Double Action 1/59 | 305 |
| 2 Duette 3/55 | 85 |
| Easy Aces 12/55 | 75 |
| 2 Fair Lady 11/58 | 130 |
| 4 Falstaff 11/57 | 270 |
| 2 Flag-Ship 1/57 | 165 |
| Frontiersman 11/55 | 65 |
| 2 Gladiator 1/58 | 120 |
| 2 Gondolier 8/58 | 270 |
| Gypsy Queen 2/55 | 65 |
| Harbor Lites 3/58 | 75 |
| Hi Diver 4/59 | 225 |
| 4 Jubilee 5/55 | 165 |
| Lightning Ball 12/59 | 280 |
| 2 Mademoiselle 11/59 | 370 |
| 4 Majestic 4/57 | 270 |
| 2 Marathon 11/55 | 120 |
| 2 Picnic 6/58 | 265 |
| Queen of Diamonds 6/59 | 265 |
| 2 Race Time 3/59 | 300 |
| Rainbow 12/56 | 105 |
| 4 Register 10/58 | 120 |
| Rocket Ship 5/58 | 175 |
| Roto Pool 7/58 | 190 |
| Royal Flush 5/57 | 130 |
| 2 Sea Belles 9/58 | 125 |
| Silver 10/57 | 175 |
| Sittin' Pretty 11/58 | 215 |
| Southern Belle 6/55 | 60 |
| Sluggin' Champ 4/55 | 75 |
| Straight Flush 12/57 | 180 |
| Straight Shooter 2/59 | 225 |
| Sunshine 9/58 | 210 |
| 4 Score-Board 4/58 | 75 |
| 2 Super Circus 9/57 | 229 |
| 4 Sweet Sioux 9/59 | 410 |
| 2 Toreador 6/58 | 120 |
| Twin Bill 1/55 | 60 |
| Universe 10/59 | 260 |
| 2 Whirlwind 2/58 | 235 |
| Wishing Well 8/55 | 80 |
| World Champ 8/57 | 110 |

### UNITED

| | |
|---|---|
| Brazil 9/58 | $ 55 |
| Caravan 1/58 | 55 |
| South Seas 5/58 | 60 |
| Stardust 4/58 | 60 |
| Manhattan 3/55 | 50 |
| Monaco 7/58 | 50 |
| Playtime 6/57 | 100 |
| Pixies 9/55 | 65 |
| Starlet 11/55 | 60 |
| Triple Play 6/55 | 75 |
| Tropicana 1/55 | 55 |

### WILLIAMS

| | |
|---|---|
| Arrow Head 7/57 | $ 100 |
| Casino 8/58 | 155 |
| 2 Circus Wagon 10/55 | 100 |
| Club House 10/59 | 195 |
| Crossword 5/59 | 185 |
| Cue Ball 4/57 | 100 |
| 2 Fiesta 12/59 | 310 |
| 4-Star 7/58 | 145 |
| 4 Fun House 10/58 | 90 |
| 4 Gay Paree 6/57 | 110 |
| Golden Bells 9/59 | 225 |
| Gusher 9/58 | 155 |
| Hi-Hand 6/57 | 140 |
| Hot Diggity 8/58 | 100 |
| Kings 8/57 | 100 |
| Jig Saw 12/57 | 125 |
| 2 Naples 9/57 | 140 |
| Perky 11/56 | 75 |
| Peter Pan 4/55 | 75 |
| 2 Piccadilly 5/58 | 70 |
| 4 Race-the-Clock 4/55 | 70 |
| Regatta 10/55 | $ 70 |
| Rocket 11/59 | 205 |
| Satellite 6/58 | 150 |
| Sea Wolf 7/59 | 180 |
| 2 Shamrock 1/57 | 130 |
| Smoke Signal 9/55 | 70 |
| Soccer Kick-Off 3/58 | 130 |
| Spot Pool 8/59 | 190 |
| Starfire 3/57 | 120 |
| Steeple Chase 11/57 | 115 |
| Super Score 9/56 | 80 |
| 4 Surf Rider 7/58 | 90 |
| 3-D 11/58 | 145 |
| Three Deuces 8/55 | 80 |
| Tic-Tac-Toe 1/59 | 180 |
| Tim-Buc-Tu 1/58 | 90 |
| Top Hat 2/58 | 140 |
| Turf Champ 8/58 | 175 |
| Wonderland 5/55 | 115 |

## ARCADE & NOVELTIES

| | |
|---|---|
| All-Star Baseball (Wms.) 4/54 | $ 75 |
| Aqua Duck (Cons) 2/55 | 135 |
| Auto Photo Model 9 | 995 |
| Auto Photo Model 11 | 1,845 |
| Auto Test (with sound) (Cap) 9/58 | 295 |
| Auto Test (without sound) (Cap) 9/58 | 245 |
| Auto Test Turnpike Tournament (Cap) 4/59 | 1,295 |
| Bally Targets (Bally) | 295 |
| Baloonamat (Cap) 12/54 | 110 |
| Bang-O-Rama (Muto) 4/57 | 75 |
| Bat-A-Score (Evans) 2/54 | 75 |
| Batter Up (CC) 4/58 | 170 |
| Batting Practice (Bally) 8/59 | 310 |
| Big Inning (Bally) 5/58 | 185 |
| Big League (Wms.) 6/54 | 50 |
| Big League Baseball (CC) 5/55 | 50 |
| Big Top (Gen) 11/54 | 190 |
| Bing-O-Reno (Sci) 3/55 | 350 |
| Burp Gun (Dale) 5/57 | 270 |
| Bull's-Eye (Bally) 3/55 | 165 |
| Carnival Gun (Un) 10/54 | 125 |
| Champion Baseball (Gen) 7/55 | 50 |
| Circus Rifle Gallery (Gen) 3/57 | 275 |
| Coon Hunt (Seeb) 2/54 | 135 |
| Crane (Wms) 3/58 | 95 |
| Criss Cross Hockey (CC) 9/58 | 200 |
| Crossfire (Wms.) 3/57 | 240 |
| Dale Pom Pom (Dale) 4/59 | 360 |
| Davy Crockett (Gen) 10/56 | 165 |
| Deco Grandma (Deco) 8/54 | 220 |
| Deluxe Crusader (Wms.) 5/59 | 370 |
| Deluxe 4-Bagger (Wms.) 3/58 | 195 |
| Deluxe Ranger (Keen) 3/55 | 160 |
| Deluxe Skill Parade (Bally) 1/59 | 145 |
| Deluxe Vanguard (Wms.) 10/58 | $ 325 |
| Derby Roll (Un) 5/55 | 105 |
| Deuces Wild (Kaye) 10/58 | 100 |
| Dodge City (Fran) 12/58 | 100 |
| Drivemobile (Muto) 6/54 | 125 |
| 5th Inning (Un) 6/55 | 135 |
| Horoscope Fortune Teller (Gen) 9/57 | 160 |
| Golf Champ (Bally) 8/58 | 145 |
| Grandma Fortune (Gen) 5/56 | 140 |
| Gun Club (Gen) 1/58 | 270 |
| Gunsmoke (Bally) 4/59 | 220 |
| Heavy Hitter (Bally) 3/59 | 285 |
| Hercules (Wms.) 3/59 | 360 |
| Hi-Fly (Gen) 4/56 | 45 |
| Hydro Duck (B&W) 10/54 | 115 |
| Jet Fighter (Wms.) 10/54 | 120 |
| Jet Pilot (CC) 5/59 | 245 |
| Joker Ball (Mid) 10/59 | 350 |
| Jolly Joker (Wms.) 10/55 | 75 |
| Jumbo Ten Pins (Wms) 3/58 | 125 |
| Jumbo Ten Strike (Wms.) 3/58 | 125 |
| Jungle Gun (Un) 7/54 | 125 |
| Jungle Hunt (Exhib) 7/54 | 175 |
| Jr. Auto-Test (Cap) 12/56 | 150 |
| Kaye Hockey (Kaye) 58 | 170 |
| King of Swat (Wms.) 5/55 | 125 |
| Kiss-O-Meter (Exhib) 12/56 | 135 |
| League Leader (Keen) 4/58 | 125 |
| Major League (Wms.) 4/54 | 50 |
| Model 500 Shooting Gallery (Exhib) 3/55 | 110 |
| Monkey Climb (IEC) 3/55 | 30 |
| Moon-Raider (Bally) 7/59 | 345 |
| Motorama (Gen) 10/57 | 195 |
| 1957 Baseball (Wms.) 4/57 | 185 |
| Pan-O-Rama 800 (Cap) 12/58 | 200 |
| Peep Barrels (Exhib) 12/56 | 75 |
| Peppy the Clown (Wms) 12/56 | 195 |
| Pinch Hitter (Wms.) 3/59 | 310 |
| Photomatic (Muto) 2/54 | 280 |
| Pirate Gun (Un) 10/56 | 210 |
| Playland Rifle Gallery (CC) 8/59 | 410 |
| Polar Hunt (Wms.) 4/55 | 185 |
| Quarterback (Gen) 9/55 | 55 |
| Ranger (Keen) 3/55 | 125 |
| Red Ball (Mid) 5/59 | 200 |
| Rifle Gallery (Gen) 9/55 | 100 |
| Rock 'n' Roll (Muto) 5/56 | 50 |
| Safari (Wms.) 1/55 | $ 140 |
| St. Christopher (Muto) 12/58 | 195 |
| Satellite Tracker (B-L) 12/58 | 395 |
| Scramball (Keen) 8/58 | 25 |
| Shooting Gallery (Exhib) 5/54 | 85 |
| Shortstop (Wms.) 4/58 | 210 |
| Sidewalk Engineer (Wms.) 4/55 | 100 |
| Sky Raider (Un) 10/58 | 260 |
| Sky Rocket (Gen) 5/55 | 100 |
| Softball League (Exhib) 12/57 | 295 |
| Spoce Age (Gen) 3/58 | 185 |
| Special Deluxe Baseball (Wms.) 1/54 | 70 |
| Spook Gun (Bally) 9/58 | 195 |
| Sportland Shooting Gallery (Exhib) 11/54 | 100 |
| Squoits Water Polo (Aqua) 5/57 | 360 |
| Sportsman (Keen) 11/54 | 110 |
| Star Slugger (Un) 4/56 | 135 |
| State Fair (Gen) 7/56 | 185 |
| Steam Shovel (CC) 5/56 | 95 |
| Super Big Top (Gen) 12/55 | 270 |
| Super Home Run (CC) 3/54 | 75 |
| Super Pennant Baseball (Wms) 1/54 | 70 |
| Super Slugger (Un) 7/55 | 110 |
| Super Star Baseball (Wms.) 1/54 | 65 |
| Ten Strike (Wms) 12/57 | 135 |
| Swami (Muto) 4/55 | 350 |
| Target-Roll (Bally) 1/58 | 145 |
| 10 Commandments (Muto) 12/57 | 210 |
| Ten Pins (Wms.) 12/57 | 125 |
| Test Pilot (Cap) 2/57 | 200 |
| Titan (Wms.) 8/59 | 410 |
| 3-D Kiddie Theater (Rite) 3/54 | 150 |
| 3-D Theater (Rite) 3/54 | 160 |
| 3-D Pix (Cap) 2/54 | 160 |
| Treasure Cove (Exhib) 7/55 | 150 |
| Twin Hockey (CC) 5/58 | 160 |
| Two-Player Basketball (Gen) 3/54 | 160 |
| United Deluxe Baseball (Un) 2/59 | 360 |
| Vacuumatic Card Vendor (Exhib) 5/54 | 145 |
| Voice-O-Graph (Muto) 2/57 | 645 |
| Voice-O-Graph (Muto) 11/54 | 230 |
| Wild West (Gen) 2/55 | 185 |
| Yankee Baseball (Un) 2/59 | 275 |

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# Europe Bids for World Coin Market

## List 5 Factors in Growth Potential

CHICAGO—Reasons for the emergence of Europe as a major factor in the production of juke boxes for the world market, and its potential as a major coin game manufacturer, are varied.

In the immediate postwar years, when the European coin machine industry was in its infancy, U. S. distributors were able to unload junk to the European market—and the equipment-hungry Europeans were glad to get it.

In the early 1950's, the European distributors and operators became more sophisticated in their tastes, and the quality of used equipment for the overseas market began to measure up to these tastes. Toward the end of the decade, the Europeans began demanding the same equipment standards as their American counterparts.

While the European market will undoubtedly continue to be a valuable one for exporters of coin machines, the tide is definitely running against U. S.-produced juke boxes and games for the following basic reasons:

**1.** Skilled labor, particularly in Germany and the United Kingdom, is relatively cheap and plentiful. And despite the fact that European production methods aren't quite as advanced as those in the U. S., they are catching up at a rapid rate. It simply costs less to produce a machine in Europe than it does in the U. S.

**2.** There is no question that American juke box and game designers are considerably more advanced than their European counterparts. However, license arrangements between European and American manufacturers, with royalties paid to the U. S. firms, take the edge off this advantage.

**3.** Juke box distributors in Europe are depending less and less on U. S. manufacturers to supply finished products and are making their own assemblies and often producing their own parts. For example, the German Rock-Ola distributor imports only the mechanisms and makes everything else. The Italian Wurlitzer distributor makes most of what goes into the juke box he sells.

**4.** U. S. manufacturers are making direct overtures to the European market by setting up manufacturing facilities overseas. Chicago Dynamics, for example, has a factory in Eire. AMI's European organization has manufacturing facilities in Germany. Seeburg has recently set up an international organization, with an overseas factory a possibility.

**5.** While import restrictions with regard to U. S. coin machines have been eased considerably during the last few years, tariff and freight are still considerations that handicap the American producer in competing with the European manufacturer.

A complete tabulation of import duties, from the U. S., on juke boxes, coin games and parts, has been compiled by Delores Newcomb Poe of The Billboard's Washington Bureau. Source of the information is the U. S. Department of Commerce, Bureau of Foreign Commerce. The tabulation follows:

## AUSTRIA

| | Import Duty in Per Cent Ad Valorem or Schillings per 100 Kg. |
|---|---|
| Equipment for parlor, table and funfair games for adults or children (including billiard tables and pin tables and table tennis requisites): | |
| A. Billiard tables and roulette tables | 15 |
| B. Playing cards | 28 |
| C. Other articles for parlor games | 28 |
| D. Parts, spare parts and accessories: | |
| 1. Table tennis balls | 25 |
| 2. Other | 20 |
| Gramophones, dictating machines and other sound recorders and reproducers, including record players and tape decks with or without sound heads | 30 |
| Automatic record changers | 10 |
| Gramophone records and other sound recordings; matrices for the production of records, prepared record blanks, film for mechanical sound recording, prepared tapes, wires, strips and like articles of a kind commonly used for recording sound: | |
| A. Disks and cylinders, including those of wax, to be impressed with sound; tape, film, wire, etc., impressed with sound or not, sound-impressed magnetic disks: | |
| 1. Sound-recording media on glass or metal | Free |
| 2. Other | 15 |
| B. Electro-plated matrices and molds for the production of records | Free |
| C. Recorded disks and cylinders for talking machines | 18 |
| Other accessories and parts of gramophones, of dictating machines or of other sound reproducers or recorders: | |
| A. Gramophone needles | Free |
| B. Furniture and cabinets for assembling goods falling within heading No. 92.11 ... | 28 |
| Of wood: | |
| 1. Veneered with ordinary wood, and those with pyrographic, pressed or milled ornaments | 560.00 |
| 2. Of fine wood or veneered with fine wood, and those finely carved, turned or sculptured except those with coating of any kind | 560.00 |
| C. Other: | |
| 1. Mechanical parts and accessories | 20 |
| 2. Other | 26 |
| Sound heads | 10 |

A 5.25% turnover-equalization tax is imposed on all items of the above heading imported into Austria.

Goods of the above headings may be freely imported into Austria with the exception of the following, all of which require individually validated import licenses:

A. Billiard and roulette tables;
C. Other parlor and party games
D. Parts for parlor and party games, except table tennis racquets

Gramophones, dictaphones and other sound recorders and reproducers, **except:** electrical dictaphones with amplifiers; tape and wire sound recorders for cinematographic purposes. Furniture and casings for apparatus falling within heading No. 92.11.

## BENELUX

(Belgium-Netherlands-Luxembourg)

| | Import Duty Ad Valorem | Belgian Transmission Tax of the Duty-Paid Value | Neth. Sales Tax and Tax of the Duty-Paid Value |
|---|---|---|---|
| Phonograph, dictating machines and other sound recorders and reproducers, including turntables, tape decks and wire decks, with or without sound head: | | | |
| a) Phonographs, dictating machines and other apparatus operated with disks, rolls or other grooved recording units, including coin-operated phonographs | 12 % (9.6%) | (1) | 5 % |
| Coin-operated amusement machines | 20 % (16 %) | (2) | (3) |

Notes

Rates applicable to other EEC countries shown in parentheses.

(1) Phonographs and similar talking machines other than dictaphones and transcribers; record players—13%; other products—5%.

(2) Objects and pieces which may be sold to private individuals only after undergoing special assembling or finishing work—5%; other products—13%.

(3) Furniture, wholly or partially covered with leather, or made of special woods such as satinwood, teakwood, etc., and articles which have incorporated amber, ivory or tortoise shell—18%; other—5%.

## DENMARK

| | Import Duty (1 Applicable to U. S. Ad Valorem |
|---|---|
| Gramophones, dictating machines and other sound recorders and reproducers, including record players and tape decks with or without sound heads: | |
| A. Dictating machines also combined with reproducer | 12% |
| B. Other | 18% |
| Equipment for parlor, table and funfair games for adults or children (including billiard tables and pin tables and table tennis requisites) | 15% |

Import license not required.

1) Effective July 1, 1960, Denmark, as a member of the European Free Trade Association, grants to all other members of EFTA a reduction of 20% on the above rates of duties. EFTA member countries are: Austria, Denmark, Norway, Portugal, Sweden, Switzerland, and the United Kingdom.

## FINLAND

| | Import Duty Ad Valorem |
|---|---|
| Gramophones, dictating apparatus and other apparatus for recording or reproduction of sound, including record players, tape players, even without sound box. | |
| Gramophones, record players and record changers | 40% |
| Other | 15% |
| Parlor and table games and automatic game machines, also billiard and tennis tables, for adults and children | 25% |

## FRANCE

| | Minimum Rate (Applies to the U. S.) Ad Valorem | General Rate (3 Times the Minimum) |
|---|---|---|
| Gramophones, dictating machines and other sound recorders and reproducers, including record players and tape decks with or without sound heads: | | |
| B. Sound reproducers: | | |
| d. Electric gramophones | 21.6% | |
| Accessories and parts of gramophones (other than records and other sound recordings) of dictating machines or of other sound reproducers or recorders: | | |
| A. Pickups and sound heads, and parts thereof: | | |
| a. Pickups for engraved records and sound films | 23.4% | |
| b. Other pickups and sound heads | 20 % | |
| c. Parts | 23.4% | |
| C. Motors (mechanical or electric) with their accessories | 19 % | |
| D. Needles | 18 % | |
| E. Diamond, sapphires and other precious, semi precious or synthetic stones: | | |
| a. Not mounted | 23.4% | |
| b. Mounted | 18 % | |
| F. Other | 23.4% | |
| Equipment for parlor, table and funfair games for adults or children (including billiard tables and pin tables and table tennis requisites): | | |
| A. Coin or disk-actuated machines of the kinds used in cafes, funfairs, etc.: | | |
| a. Pin tables | Import Prohibited | |
| b. Other (including parts) | 27 % | |

Additional taxes:

Item 92-11—Sales tax of 25% on the c.i.f. duty-paid value of the imports.

Items 92-13 and 97-04—Sales tax of 33% on the c.i.f. duty-paid value of the import. Customs stamp tax of 3% on total customs charges.

Above listed items have been liberalized, not subject to quantitative import restriction, import licenses are not required.

Exchange rate U.S. $1.00-4.94 new francs.

## FEDERAL REPUBLIC OF GERMANY

| | Import Duty Rates in Per Cent Ad Valorem | Turnover-Equalization Tax Per Cent of Duty-Paid Value |
|---|---|---|
| Equipment for parlor, table and funfair games for adults or children (including billiard tables and pin tables and table tennis requisites): | | |
| A. Playing cards | 14 | 6 |
| B Coin or disk operated machines of the kinds used in cafes, funfairs, etc., for games of skill or chance (e.g., pin tables of various types) billiard tables, special tables for casino games and similar furniture | 9 | 6 |
| C. Other; accessories: | | |
| 1. Table tennis resquisites; table tennis nets | 9 | 6 |
| 2. Other | 11 | 6 |
| Gramophones, dictating machines and other sound recorders and reproducers, including record players and tape decks with or without sound heads: | | |
| A. Dictating machines | 6 | 6 |
| B. Other | 9 | 6 |
| Gramophone records and other sound recordings; matrices for the production of records, prepared record blanks, film for mechanical sound recording, prepared tapes, wires, strips and like articles of a kind commonly used for recording sound: | | |
| A. Recorded wax blanks and disks; electrolytic matrices and molds for the production of records | Free | 6 |
| B Other: | | |
| 1. Records with spoken text consisting of language lessons suitable for language teaching only, if they have been clearly marked as language records | 7 | 6 |
| 2. Other | 9 | 6 |
| Other accessories and parts of gamophones, of dictating machines or of other sound reproducers or recorders | 9 | 6 |

Goods of the above headings may be freely imported into the Federal Republic of Germany under general license.

## ITALY

| | Value % Ad Valorem (Applicable to U. S.) |
|---|---|
| **Juke Boxes** | |
| Motor-driven record players | 22.5 |
| Automatic record changers | 22.5 |
| Other sound reproducers with electric amplifiers | 19.8 |
| Other sound reproducers without electric amplifiers | 16 |
| No restrictions are placed on above items. | |
| **Coin-Operated Amusement Machines** | |
| Coin or disk operated pin tables of various kinds and similar apparatus of which the operation depends on skill or chance | 18 |

License required for used (including rebuilt or reconditioned with evident adaptions, replacements, etc.) machines, or for new machines in a poor state of preservation due to oxidation, shock damage, or breakage, etc., impairing their efficiency.

Additional Taxes:

1. A sales tax of 3.3% on the duty-paid value of the merchandise.
2. A compensatory sales tax ranging from 1 to 4% is applied to the value of the merchandise including the sales tax. (The compensatory tax schedule has been revised effective September 1, 1960. We have not yet received the new schedule).

## NORWAY

| | Import Duty (1 Applicable to U. S. Crown per kg. Ad Valorem |
|---|---|
| Gramophones, dictating machines and other sound recorders and reproducers, including record players and tape decks with or without sound heads: | |
| Other | 1.50 |
| Equipment for parlor, table and funfair games for adults or children (including billiard tables and pin tables and table tennis requisites: | |
| Motor—or mechanically operated games | 15% |

A 11.11% turnover tax on duty-paid value is levied in Norway.

Not subject to an import license

1) Effective July 1, 1960, Norway, as a member of the European Free Trade Association, grants to all other members of EFTA a reduction of 20% on the above rates of

(Continued on page 126)

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# Europe Bids for World Coin Market

• Continued from page 125

duty. EFTA member countries are: Austria, Denmark, Norway, Portugal, Sweden, Switzerland, and the United Kingdom.
One Norwegian crown equals $0.14

## PORTUGAL

| | Max. Tariff | Min. Tariff |
|---|---|---|
| | Escudos per kg. | |
| Gramophones, dictating machines and other sound recorders and reproducers, including record players | 120 | 60 |
| Coin-operated devices for games or for use in in public places | 80 | 60 |

Imports subject to license.
Imports from European Free Trade Area countries are granted a reduction of 20 per cent of the minimum duty.

## SPAIN

| | Rate of Duty Pesetas per kg. | Fiscal Tariff Ad Valorem Duty-Paid Value |
|---|---|---|
| Automatic record playing devices, operated directly or indirectly by coins or tokens | 600 | 6 |
| Games, with motor or mechanisms, for public places | | |
| 1. Which distribute money or prizes | 60 | 6 |
| 2. Others | 55 | 6 |

Imports subject to license.

## SWEDEN

| | Import Duty (1 Applicable to U. S. Ad Valorem |
|---|---|
| Gramophones, dictating machines and other sound recorders and reproducers, including record players and tape decks with or without sound heads: | |
| Other | 10% |
| Equipment for parlor, table and funfair games for adults or children (including billiard tables and pin tables and table tennis requisites: | |
| Coin or disk-operated machines of the kinds used in cafes, funfairs, etc. | 12% |

The above is subject to 4% turnover tax on duty-paid value.
Not subject to an import license.
1) Effective July 1, 1960, Sweden, as a member of the European Free Trade Association, grants to all other members of EFTA a reduction of 20% on the above rates of duty. EFTA members countries are: Austria, Denmark, Norway, Portugal, Sweden, Switzerland and the United Kingdom.

## SWITZERLAND

| | Current Duty (Applies to U. S. in Swiss frs. per 100 Kilograms Gross Weight | Additional Tare Percentage | Turnover Tax (Ad Valorem) Based on c.i.f. Duty-paid Value |
|---|---|---|---|
| Gramophones, dictating machines and other sound recorders and reproducers, including record players and tape decks with or without sound heads | 250.00 | 25% | 5.4% |
| Accessories and parts of gramophones (other than records and other sound recordings), of dictating machines or of other sound reproducers or recorders | 250.00 | 20% | 5.4% |
| Equipment for parlor, table and funfair games for adults or children (including billiard tables, pin tables and table tennis requisities): | | | |
| Mechanical games (automatic games) (including parts) | 300.00 | 15% | 5.4% |

Import permits for the above items must be obtained from the Department Federal de L'Economic Publique (Service des Importations) Belpstrasse 48, Bern, Switzerland.
Switzerland, as a member of the European Free Trade Association, grants to all other EFTA members a reduction of 20% on the above rates of duty. EFTA member countries are: Austria, Denmark, Norway, Portugal, Sweden, Switzerland and the United Kingdom.
U. S. $1.00 — Swiss francs 4.33.
100 kilograms — 220 pounds.

# German Coin Machine Boom Over; Replacement Mkt. Seen

By OMER ANDERSON

HAMBURG — West Germany's phenomenal coin machine boom is "saucering," and Germany is becoming a replacement, instead of new box, market.

But U. S. juke box importers are brimming with confidence. All proclaim their ability to cling to the top of the German market despite ending of the boom.

This reporter has just spent a week in this West German coin machine "capital" interviewing leading figures in the industry. These interviews make evident the inevitability of a drastic readjustment in the German market.

As one leading industry figure phrased it, "The boom is over—the market is just about saturated. From now on out it will be a case of separating the men from the boys."

**Fight Begins**

An importer of U. S. machines predicted, "Now the fight for the market begins. It will be tough—the weakest to the wall. But we're not worried. We have machines that will stand up to any competition."

A second importer of American juke boxes added, "Don't forget that 25-year lead U. S. producers have over Continental manufacturers in juke box design and production. We (American equipment) still lead, and the tougher the going, the stronger we'll show."

There is no doubt that a drastic reorganization of the Continental coin machine industry is in the offing. Consolidations and mergers will be the order of the day. And "diversification" the watchword.

The fact is, few juke box producers—at least on the Continent—are willing to gamble their future on juke boxes alone. There is an almost unseemly scramble to distribute their eggs in many baskets.

**Vending Machines**

At present the more alluring of these baskets are vending machines, games and general electronic subcontracting. Some producers are eying Bundeswehr or Atlantic alliance defense production.

The present situation is entirely logical and one easily foreseeable. Whereas the juke box was an established feature of the American way of life well prior to the last war, it was relatively unknown in Germany until after the war.

West Germany's juke box boom was launched by the U. S. Army, which imported U. S. juke boxes for its service clubs in the occupation era. German guests came away impressed, and with German economic recovery, the Germans began acquiring American juke boxes.

**Into the Void**

By 1953 the German juke box boom was in full flower, but dollar import restrictions throttled the importation of new U. S. equipment. Into this void flowed German producers. It was a wide-open market, and it attracted a wide-open field of producers.

Restrictions on the importation of U. S. equipment were canceled three years ago, but by that time the boom was big enough to allow U. S. and German producers to coexist.

Today the German juke box count stands at around 60,000, and it is the consensus of the industry figures interviewed in Hamburg that the market has been pretty well saturated. A few experts predict

(Continued on page 127)

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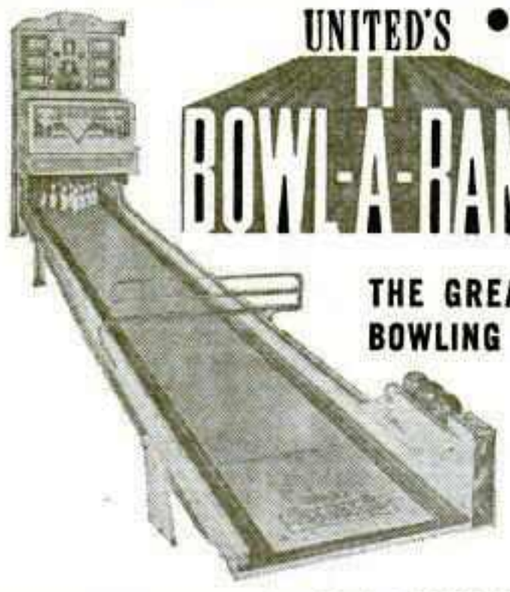

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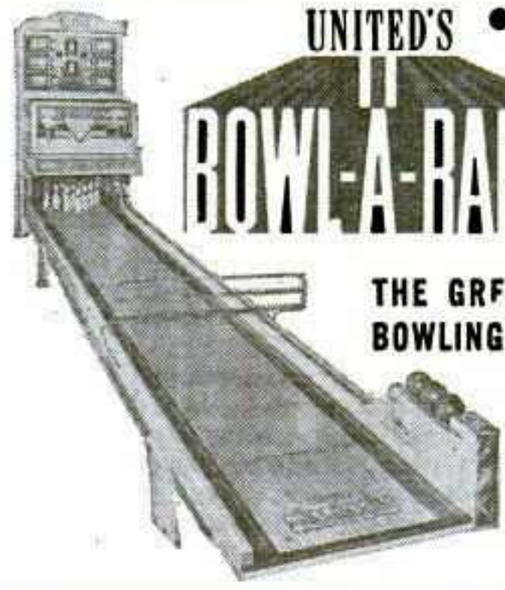

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# German Coin Machine Boom

• Continued from page 126

gradual expansion to 75,000 boxes over the next few years, but none predicts continued rapid increase.

A leading German juke box producer told me, "To all intents and purposes the market is now saturated. We intend to concentrate in the future on diversification of production. What we have now is no longer a new box market but a replacement market."

Some German producers are exporting up to 75 per cent of their juke box production. But this is an unrealistically high percentage, which nobody believes can be indefinitely sustained.

Nor do the German industry personalities here foresee golden markets anywhere abroad. It will be years, most of them believe, before Africa, Asia or Latin America offers an appreciable market for anybody's juke boxes

The position of the four major American firms in the German market varies considerably. A. W. Adickes' Nova company imports the Rock-Ola mechanism but builds most of the machine apart from the mechanism in Hamburg, qualifying it is "German produced" equipment.

Helmut Neuberg's Rehbock company imports some AMI models from the U. S., but is beginning to get AMI equipment produced by Automatic Canteen Company's new German subsidiary, Tonomat, at Neu Isenburg, near Frankfurt.

Erich Schneider imports his Wurlitzers direct from the U. S., and Seeburg exports its machines to Loewen Automaten at Bigen, the sales arm of NSM-Aparatebau, producer of the German Fanfare juke box.

All of the agents for American equipment report that U. S. equipment dominates the German market. They predict that the gap will widen—not narrow—as competition sharpens.

Competition between U. S. and German equipment, according to the U. S. importer consensus, will be felt mainly in the used equipment field.

The importer of a major American juke box told me: "We're not worried about new equipment. We have the market sewed up for U. S. equipment. The real competition is becoming between used American equipment, particularly that over four years old, and new German boxes."

The principal hope for German producers is the European Common Market. Some German producers believe that there is a large potential market for German boxes in France, when the French market is unfettered.

However, still other German producers, those who fancy themselves as "realists," are warning that French manufacturers loom as a threat for the German market.

As a German manufacturer in Hamburg observed, "The Common Market is no panacea. It is merely a bigger market which will magnify everything—competition, risks and opportunities for those who can survive the competition."

Rock-Ola, thru Adickes, is well set for the Common Market. The same is true for AMI, which is expanding its production falicities at Frankfurt, and which has licensed production at Milan.

Wurlitzer has licensed production at Leghorn, Italy. This leaves only Seeburg dependent on U. S. exports, and the speculation is strong in Germany that Seeburg will move soon to move into the Common Market.

# Palmer Cautions

• Continued from page 122)

ing the contributions of the industry.

### PR Funds

Even tho the State association's members have given 100 per cent to CMC, a supplementary drive was launched during the convention. It resulted in another $362 being raised for the national organization.

Delivering invocations at the business sessions were Father Ray R. Lombard, of the Holy Trinity Church, Dunbar-Nitro, and the Rev. Billy Reed Wickline, associate minister of St. Mark's M.E. Church, Charleston.

Charleston Chief of Police Dallas Bias was guest of the convention. Speaking at the closing banquet, he told the group that the West Virginia operators "have a clean bill of health, with not even a traffic violation against their record."

Among the guests at the banquet were Tom Miles, majority leader of the West Virginia Legislature; Art Daddis, AMI; A. D. Palmer, Wurlitzer; Jack Bess, and Hobart Booth, Roanoke Vending; Spec Cruze, Cruze Distributing; Mort Love, Continental Vending Machine; John Chandler, Music Operators of Virginia; Art Garvey, Bally; Joe Dobkin, Allan Sales; Herman Perin, General Sales, and Hank Peteet, Wurlitzer.

## H. Brown in Hospital

CHICAGO—Harry Brown, Club Specialties Company here, is recuperating from a heart attack. He is at Weiss Memorial Hospital and expects to be back in action in about three weeks.

## Seeburg Appoints Lillian K. Kubicek

CHICAGO—Lillian K. Kubicek, a prominent Chicago attorney, has been named general counsel for the Seeburg Corporation. Miss Kubicek was formerly a partner in the law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, attorneys for Seeburg. She joined Kirkland in 1936, specializing in corporate law.

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| See. 200 Sel. W. B. | $77.50 |
| 120 Sel. Rock-Ola W. B. | 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 |
| Rock-Ola 1465 | 395.00 |
| United UPB 100-S | 545.00 |
| Q-160 Seeburg Q | Write |

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 |

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| | |
|---|---|
| C.C. Rocket Shuffle | $ 75.00 |
| Telequix | 65.00 |
| Bally Batting Practice | 350.00 |
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| Sidewalk Engineer | 75.00 |
| Genco Motorama | 195.00 |
| Ex, Shooting Gallery | 75.00 |
| Golf Champ | 145.00 |
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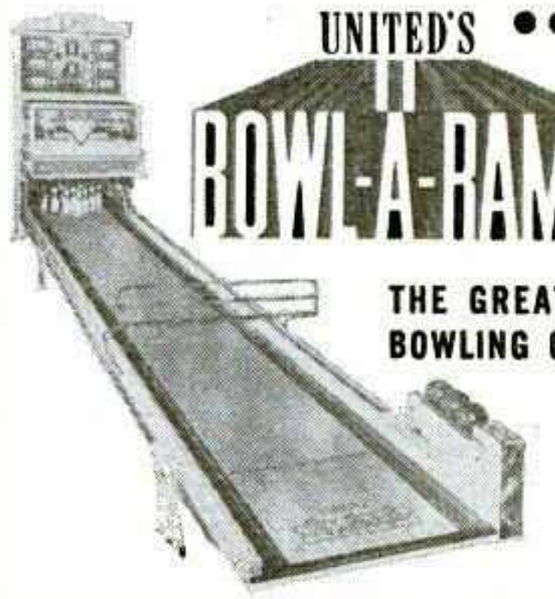


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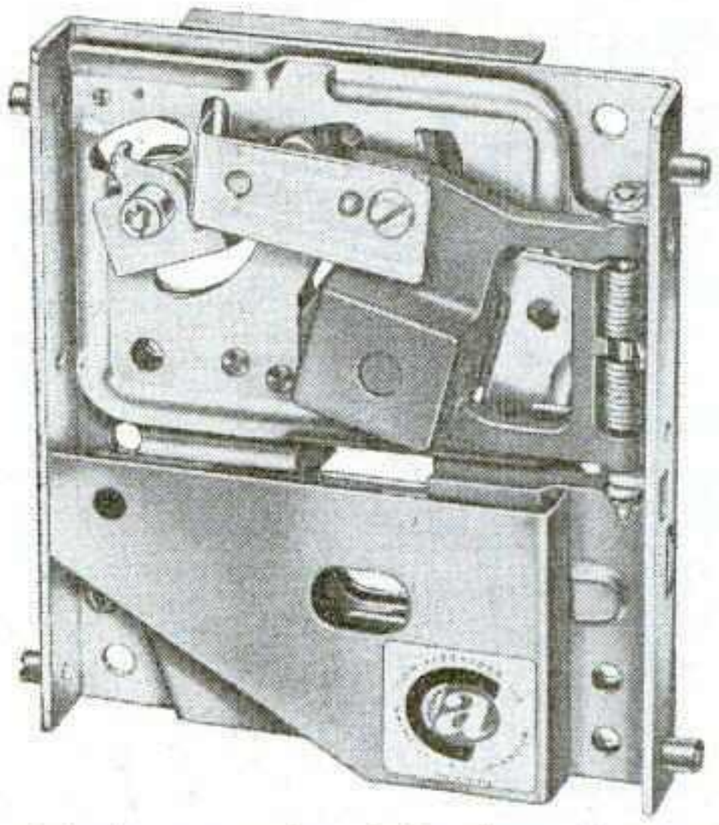

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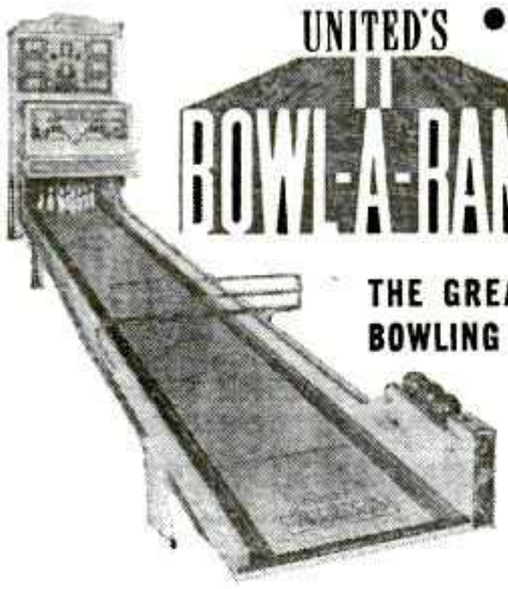

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# Berger Sets Plans For Game Contest

NEW YORK — Cadillacs and TV sets will be the order of the day as prizes if a coin bowling contest now being formulated here by Harry Berger, local game operator and equipment distributor, takes shape as planned.

Berger, who announced his idea for a city-wide coin bowling contest three weeks ago (The Billboard, September 5 issue) has developed a program similar to one announced earlier by other interests, known as the King of Games contest.

A meeting held here last week by Berger, was attended by more than a dozen local operators. At the meeting, Berger explained details of the idea (as previously noted in these columns) and in addition he revealed that he expected to have local TV coverage wrapped up for the finals of the contest, which were to be held, he said, in Madison Square Garden.

Berger declined to identify the TV station reportedly interested in covering the event, nor would he disclose the proposed date for the finals in the Garden. He promised operators final details on these matters within two weeks and, according to Berger, "A number of them committed themselves to go along on the plan, if the TV coverage becomes definite. I can assure you, it will, no ifs, ands or buts."

Berger's grandiose plans also call for $25,000 in prizes, to be headed by a 1961 Cadillac and a number of television sets. The taverns on whose coin bowlers the winning performers started their climb to the finals will also receive prizes. Not forgetting the important public relations aspects of charity, Berger also has earmarked $1,000 a week for various local charities. The cost to operators is expected to be $5 per week per machine, off the top, for the 13-week period.

# Keeney Names Bankers New Export Distrib

CHICAGO — J. H. Keeney & Company is taking another big step to boost its export sales. The firm last week turned over all overseas distribution of its line to Bankers World Export, Inc., Baltimore.

Bankers is also exclusive foreign distributor for Jennings and is known to have an extensive string of overseas outlets. Bankers will distribute the full Keeney line of amusement games and vending machines as exclusive overseas distributor.

Paul A. Huebsch, vice-president of Keeney, said the move was designed to increase Keeney's activity in the overseas market. He said that Keeney has done sizable exporting on its own but that he expected the new marketing arrangement to double or triple the firm's foreign output.

Bankers has already begun to distribute the Keeney line with samples having been sent recently by the factory.

# Gottlieb Bows 'Melody Lane'

CHICAGO—A revolving "Roto-Target" with bonus scoring tied in with flashing red, yellow and white hats is the big feature on Gottlieb's latest two-player pinball, Melody Lane.

A pair of spin bumpers revolve the rotating target, with the red, yellow and white hats lighting in sequence. A player can score 10 times the target value by hitting the target when the color corresponds with the lit hat.

Two kick-out holes also score the target values. The game has a match feature, three or five-ball play, and a pair of skill flippers at the bottom.

A metal coin box has a locking cover and there is provision for either dime or quarter play with variations.

# Mutoscope Plays Role In UN Security Check

NEW YORK — Larry Galante, who recently took over the reins of International Mutoscope here, managed to pull off a neat bit of publicity this week on the occasion of the 15th annual meeting of the United Nations General Assembly.

Galante told The Billboard that UN authorities had been faced with a mountainous task of checking and accrediting members of delegations, correspondents and diplomats from all over the world as they flocked into town. A quick-acting camera was needed to photograph every visitor or guest.

After considerable testing, UN people found that Mutoscope's Photomat coin-operated photo machine, which employs the direct positive technique of printing, was the only one fast enough to keep up with the flow of humanity. Four of these units were therefore selected and changed over from coin to push-button operation. Early this week, network TV cameras, covering the session and attendant color, focused on the Photomat machines, explaining their function with a strong plug to the effect that all four units were converted coin-operated units. At one point in the coverage, Galante himself got on camera range and he's been getting phone calls and messages all week from friends who saw him.

"We were right there on the spot earlier in the week when Castro and Khrushchev walked right by," Galente explained. "We saw a whole flock of them, but the biggest thrill for us was to have our machine actually seen on TV." At latest report, the units had photographed more than 10,000 in the first week of operation, at the rate of two photos per minute for each machine.

# *SEIZED PINBALLS TO AID PATIENTS*

ATHENS, O.—Patients at Ohio's mental hospitals will be the beneficiaries of pinball confiscations by the State Department of Liquor Control. The machines, turned over to the hospitals, will have their coin levers stripped off to allow free play and will be used to help patients relax and talk. "It's not the game but the conversation that goes on during the game that counts," says Thomas Clark, State Therapies Co-Ordinator.


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# COINMEN in the news

## East

**PHILADELPHIA SCENE**

**Abe Witsen,** president of the Scott-Crosse Company, and his son, **Bill,** flew to Chicago the other week for an overnight visit to the Bally plant. They wanted to see what kind of games were coming along. Abe reports the Barrel O' Fun game is going strong. He sold 65 pieces in three days.

**Marty Brownstein,** sales manager for **Joe Ash** at Active Amusement, reports everyone is back from vacation and ready to knuckle down for the new season. . . . **Arnold Silverman,** son of **Joe Silverman,** manager of the Amusement Machine Operators of Philadelphia, is traveling around the East for Seeburg in connection with the Artist of the Week promotion.

The showroom at Banner Specialty is beginning to look like an Arcade. A visitor can't drop in there without finding at least two operators playing the new Bowl-A-Rama game. **Al Rodstein,** Banner's head man, is holding weekly tournaments for the operators. Highest score each week wins a $29 transistor radio. Al's nine-year-old son, **Howard,** rolled a 172 game.

**HARRISBURG HAPPENINGS**

During the early part of September, **Leon Taksen,** manager of the Amusement Machine Operators' Association of Pennsylvania, had other things on his mind besides that ol' devil coin. It was the marriage of his son, **Arnold.** He married **Harriett Neff,** of Harrisburg, a member of the family that owns Old Original Bookbinders, one of Philadelphia's top restaurants. *George Metzger*

## Midwest

**CLEVELAND CAPERS**

The 21st wedding anniversary of **Josephine** and **Joseph Abraham** was observed last week (14) by members of the immediate family. He is head of Lake City Amusement Company and seven children. . . . Lake City newly hired employees **Frank Meno** and **Charles Weekley** had their hands full last week packing 23 music machines for shipment to Belgium.

L. & N. Music, Inc., headed by **Louis** and **Nate Pearlman,** regretfully report business not picking up like they expected it would.

On the other side of the coin, Modern Music Company, Inc., headed by **James W. Burke,** has shown a 10 per cent hike in sales. "We expect the upward trend to continue," Burke added.

Collections have been up here and down there, but at J. B. Music Company it "stinks," according to **Ben Mart.** "There is no sign of a change either," he added.

After a two-month stay **Yoel Schmidt,** cousin of **Joseph Solomon,** of J. B. Music Company, returned to his homeland, Tel Aviv.

**Robert Rothenberg,** manager at J. L. Music Company, called business this season the worst it has been in six or seven years. The firm is headed by **Joseph Lukin.**

**Fred Witt,** of Dugan Music Company, said business is high one week, then low the next. **Helen Dugan,** president of the firm, and her mother, **Mrs. Milich,** returned last week from Glen Falls, N. Y., where she visited her infirm aunt, a nun for 33 years. . . . **Bill Grivens** and his wife, **Waggs,** are planning their return to Acapulco, Mexico, in about a month. A son of Helen, Bill is a professional skin diver there six months a year and helps operate the business the rest of the time.

**Sheldon Gisser,** the son of Morris Gisser, who heads Cleveland Coin Machine Company, heads for the University of Chicago to study tax law there for two years. The Dartmouth graduate will take his wife, **Nancy,** along, of course. . . . Cleveland Coin is selling United's new Bowl-a-Rama as fast as the weekly truck loads roll in.

**MILWAUKEE MENTIONS**

The new United Bowl-A-Rama game is drawing a good response from operators visiting the Paster Distributing Company showrooms, according to **Sam Cooper.** Veteran coinman **Glenn Grubb** recently opened a trampoline spot at 76th and Hampton. He calls it the Tramp-Oliners. His partner in this venture is **Royal Schrag.** Grubb claims the jump joint is working out very nicely and expects the action to stay strong until the cold weather comes. . . . **Harold Sommerfield,** Southern Novelty Company, notes that he has two sales reps out in the territory now selling United Phonographs to the operator trade. Visitor here last week was **Ray Kramer,** Chicago, United Phonograph v.-p. . . . Out-of-town disk shoppers at the Radio Doctors one-stopper, says **Stu Glassman,** included **Leonard Sheehan,** Elm Tree Music, Elm Grove; **Bibs De Rusha,** De Rusha Vending, Fond du Lac, and **Box Lax,** Green Bay. . . . October 14 is the departure date for the United, Inc., sponsored trip to Bermuda for Wurlitzer operators. According to **Harry Jacobs Jr.,** "It looks like we're going to have a nice big crowd qualified to go with us on this trip. Business has been very good." . . . A flying trip to his lodge in Canada early in October is on his schedule, says **Frank Bartnik,** Banaco Music. "The fish always seems to bite best up there during World Series time," he says. . . . **Orville Carnitz,** Badger Novelty Company, reports that the firm will move to new quarters two doors south of the present address. The move was forced by a recent fire in their building. "We'll have twice as much space in the new location," he says. . . . **Sam Hastings,** Hastings Distributing Company, president of the local coinmen's trade group, reports no new action on the legal status of pinball games here. "We're sitting still, twiddling our thumbs until the report comes in," he says. *Benn Ollman*

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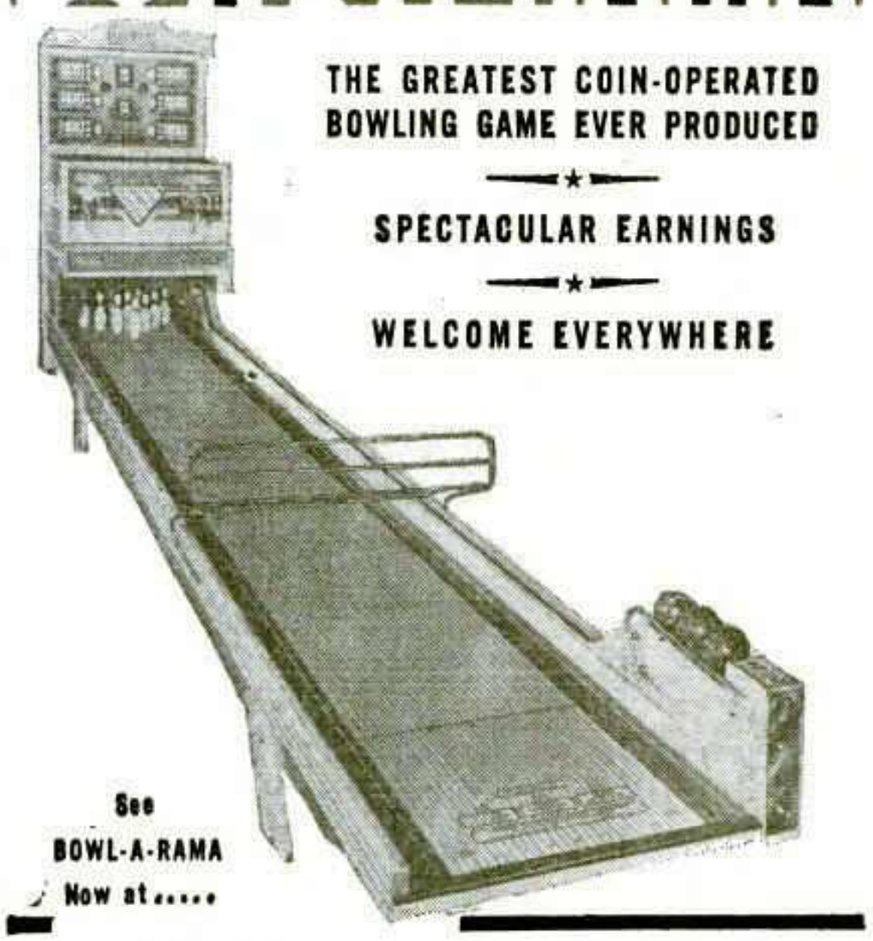

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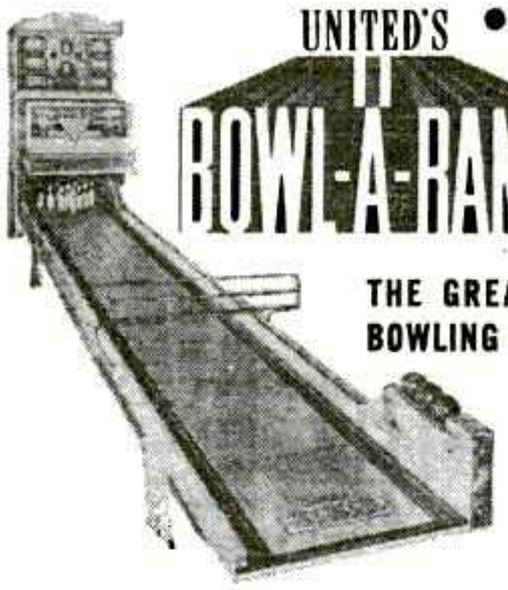

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| ROCK-OLA 1455—200 | 425 | SEEBURG M-100BL | 245 |
| ROCK-OLA 1454—120 | 445 | SEEBURG M-100B | 225 |
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| WURLITZER 2150—200 | 445 | AMI E-80 | 175 |
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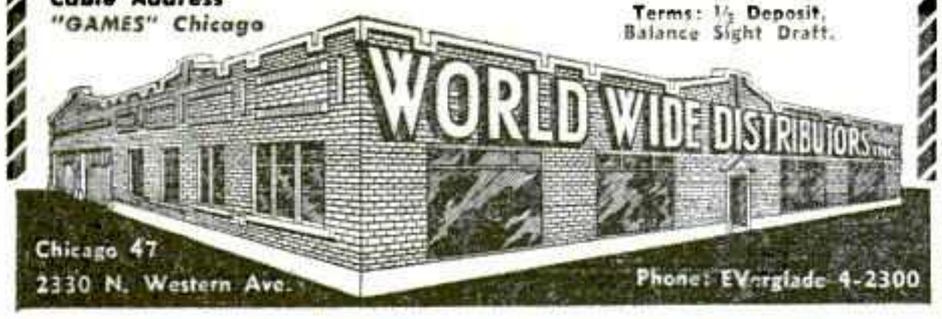


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# THAT'S HOW THEY AMUSE THE GALS IN THE HAREMS

HAMBURG—West German juke box distributors are finding a market for boxes in Middle East harems. A Hamurg distributor revealed that oil-rich Arab potentates have discovered in the juke box a "delightful bauble" for amusing their harems.

It is learned that Arabian rulers have been purchasing boxes at several points in Europe and having them shipped express delivery to their harems. "I guess it's logical enough," a European juke box source explained. "These babes must get awfully bored, and a juke box would be a magnificent entertainment device, provided, of course, the girls can get together on what records they will play."

The Arab sheiks are buying 200-selection, stereo boxes, claiming that nothing less than a 200-selection box will meet the divergent musical tastes of the harem.

The sources here recalled that the favorite daughter of Saudi Arabia's King Saud was brought to Freiburg, West Germany, nearly two years ago for treatment of several burns suffered, according to reports, in a harem brawl.

The Princess was under treatment at Freiburg for nearly six months, and King Saud visited West Germany twice in that period.

# Detroit Still Bothered By Old 5-Cent Pains

DETROIT—Means of converting to dime play occupied most of the discussion during the recent September meeting of the Music Operators, Inc., here. Detroit is still one of the few sizable metropolitan areas in the country that clings to the nickel.

Operators noted they were able to put newer machines out at a dime, but virtually all noted that locations were opposed to switching older models.

Biggest complaint with the operators was that the nickel hindered their upgrading locations with new equipment. Most found it too uneconomical to put out a new stereo phonograph at the 5-cent price.

**Not Up-State**

Curiously, operators noted that smaller cities in up-State Michigan, some even within a 50-mile radius of Detroit, were all on dime play.

In past years operators have made repeated efforts to convert their individual locations, but with few exceptions, the inroads of the dime have been negligible.

Typically, location owners protest strongly that the switch to 10-cent play loses tavern customers—many of whom reportedly walk out in disgust, without even buying a drink, when they see the juke box set at 10-cent play.

Most operators, however, are more optimistic about the future. Erwin B. Moss, secretary-treasurer of the local association, noted that his firm insisted on dime play whenever a location asked for a new machine. He noted that most of the spots went along with him. Other operators voiced similar optimism.

# Gross Named By Seeburg

CHICAGO—Leonard Gross, a newcomer to the coin machine industry, has been named vice-president and general manager of Seeburg's vending division. The post was formerly held by George Glass, who recently left the Seeburg organization.

Gross was general manager of the radio and high-fidelity division of Philco. He was with the firm 15 years, starting as a salesman and rising to his recent post.

He attended Temple University, Philadelphia, and served in the U. S. Navy in World War II as a lieutenant commander.

# Pa. Operator Assn. Begins 2d Year

HARRISBURG, Pa.—The Pennsylvania Amusement Machine Operators' Association begins its second year of operation with a meeting scheduled for either October 6 or 7.

While the group held no formal meetings during the summer, it did sponsor a cocktail party September 12 at the convention of the Pennsylvania Tavern Association.

According to Leon Taksen, local distributor and AMOA business manager, more than 400 tavern owners—each one of whom is a location prospect for operators—attended the affair.

Purpose of the party was not to line up locations, but to create a pleasant relationship between the operator and the location owner. Taksen said this is an area of public relations which is too often ignored.

Taksen said that everything worked out well with one exception—he had to drive down the Pennsylvania Turnpike right in the midst of Hurricane Donna.

# N. Y. Guild Has Monthly Meet

NEWBURGH, N. Y. — The monthly meeting of the New York Operators Guild took place at the Hotel Washington here, Wednesday evening (21). Guest of the Guild at the affair was Gordon Howard of Atlantic New York.

Discussion of various local problems took place along with considerable talk on the upcoming annual meeting of the New York State Coin Machine Association, now set for Albany on October 6.

Present at the Guild meeting were Mrs. Millie McCarthy, Mrs. Gertrude Browne, Guild prexy Jack Wilson, Lester Smith, Nick and Mike Kyprych, Joe Reich, Mike Mulqueen, James (Pie) Haley, Joe Lippi, Mac Douglass, James DeMare, Richard Wenzel and Tom Greco.


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| 1 PIN WHEEL | 50.00 |
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| 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 |

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| 4 FLYING ACES | 175.00 |
| 4 NAPLES | 95.00 |
| 1 PICCADILLY | 85.00 |
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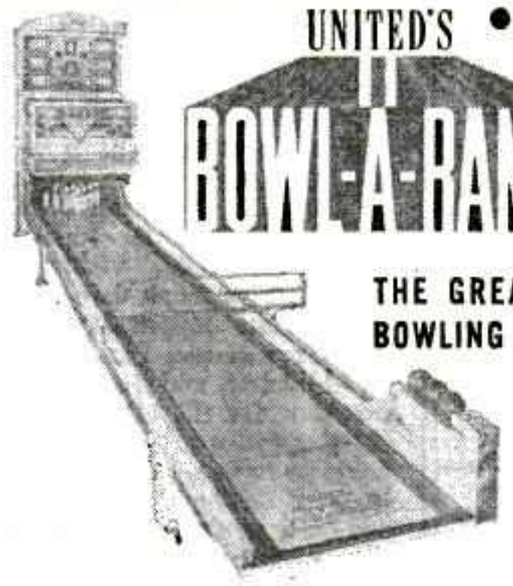

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FLAGSHIP, 2-Pl. ..... $165
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# New Austrian Law Gives Legal Status to Payout Machine Biz

VIENNA—Austria has put into effect a new payout machine law calculated to remove the fruit machines' legal twilight zone which has hampered their operation since the war.

The law rigidly defines a payout machine, and whatever faults the law may have, it at least clearly classifies the payout machine and provides the operator with clear-cut legal status.

Payout machines, under the new law, are licensed by the Finance Ministry. The intent of the new law is to place payout machine operation on a legally clear and businesslike basis.

**Cuts Confusion**

Critics of the new measure are many, as is to be expected. But the consensus is that the new law, stringent tho it be, will remove confusion from payout machine operations. In the long run, it is hoped, the law will provide the basis for sound and expanding payout machine operations.

The importance of Austria's new payout machine measure is subtle but crucial, for many figures in the industry here believe that a healthy payout machine operation could help lead the rest of the coin machine industry out of the wilderness.

Certainly stimulus of some kind is needed, and there is nothing else in sight. A Vienna operator summarized: "The industry needs a shot in the arm—a transfusion of some kind. Fruit machines are our only hope."

**Pro and Con**

There is controversy within the industry here as to whether the payout machine offers any real hope of helping the rest of the industry to prosperity. But there is no controversy—only reluctant unanimity—on the sad situation in the Austrian coin machine trade as a whole.

Meanwhile, the Austrian operation organization, Verband des Oesterreichischen Automaten Gewerbes, is trying to utilize the new payout law as a springboard for an industry public relations campaign.

There is almost venomous hostility on the part of press and government in this country to the coin machine industry. The origins are a mystery, as the industry here is innocent of the sins which have given coin machines a bad name in other areas of the world.

**New Scapegoat?**

Some industry figures here, for want of any better explanation, half seriously advance the theory that the coin machine trade has replaced the Russian occupation as the focus for national resentments.

A veteran distributor expatiated, "We had the Russians around so long we got in the habit of blaming all our national ailments on them, usually with a certain measure of justification. But now, with the Russkies gone, our people are feeling rather frustrated, I guess. "There's no longer a convenient scapegoat for our problems, and so one has had to be contrived. It looks like we're it."

Some analysts see the Austrian situation in "for want of a nail" terms. The industry needs new equipment almost pathetically. If the government would agree to a cutback on duties for new equipment, the operators feel this concession would be more than offset by taxes on increased operating profits.

Without new equipment there is little hope that the industry can prosper. And without tax and customs duty concessions there is slight chance that an adequate amount of new equipment can be obtained.

Certainly without access to reasonably priced new equipment, the American-type operator will remain a stranger to Austria, leaving the business in the hands of distributors and location proprietors.

## Blood Test Suits Get Temporary OK From New Orleans

NEW ORLEANS—Legal action against the mayor and three top city officials is being taken here to permit the operation of 10 blood pressure machines.

The action was filed last week by Buyers Homes, Inc., whose president, Joseph J. Tedesco, said the city has failed to issue permits to his firm for operation of the machines.

Named as defendants were Mayor DeLesseps S. Morrison; Joseph I. Giarrusso, superintendent of police; David McGuire Jr., chief administrative officer, and Robert E. Develle, director of the department of finance.

**Temporary**

Judge Paul E. Chasez ordered the city to show cause and to issue temporary licenses. A temporary restraining order prohibiting the defendants from interfering with plaintiff's business was also issued.

Buyers Homes, Inc., alleged that their machines were disconnected and placed to the wall by the city. The firm claims the machines give information only and don't give a medical diagnosis.

## Philadelphia Ops Kick Off Season

PHILADELPHIA—The Amusement Machine Operators of Philadelphia kicked off the fall season with a dinner-meeting at the CR Club here on September 12. Business Manager Joe Silverman reported that 90 persons attended. Several distributors had displays set up.

*MEMPHIS DISTRIB SAYS:*

## Bowl-A-Rama May Put Ops In Role of Location Owner

MEMPHIS—Operators of the Bowl-A-Rama, United Manufacturing Company big bowler, may set up their own locations, thus taking all receipts instead of splitting them 50-50. That's the view of George Sammons, president of Sammons-Pennington Company, distributor here.

Sammons envisions a new type of operator, with the game providing operators with "far greater collections." He claims the trend had already started here when operators began setting up such locations around the smaller-sized ball bowler.

Operators here rent a building and put in several bowling games along with pinballs and novelty machines, juke boxes, cigarette venders, candy machine, coffee machine and other units. (This, of course, has been going on in many parts of the country for the past two years. But, to date, it has been on a fairly small scale).

Most operators here have seen only sample floor models of the Bowl-A-Rama game, but quantity shipments are expected soon. Al Thoelke, United roadman, has been in the area helping distributors set up the games.

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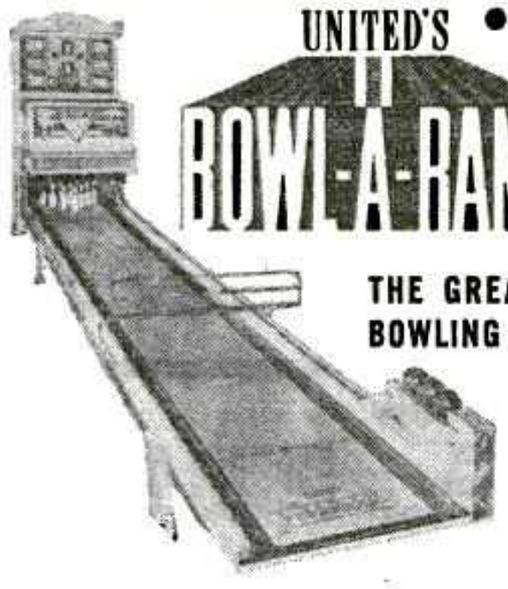
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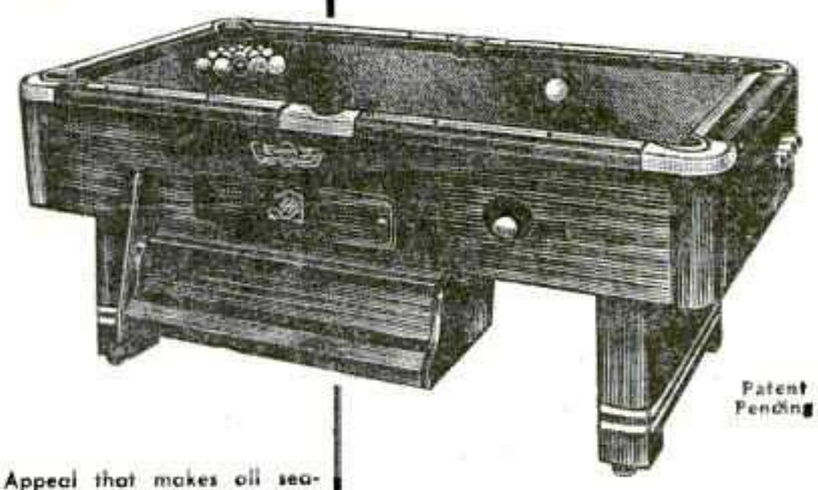
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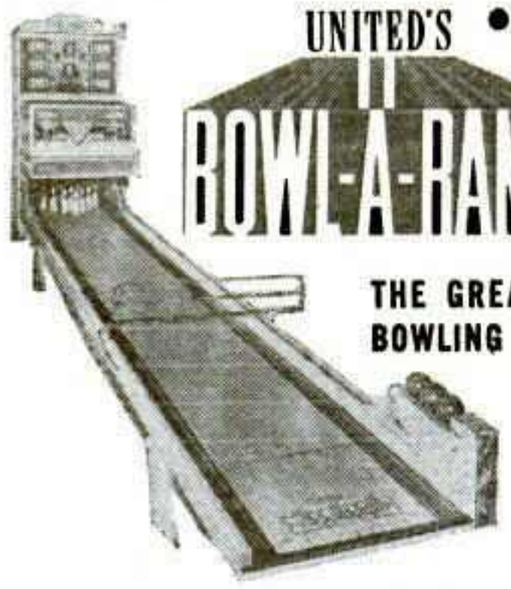
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## CUSTOMER TESTIMONIALS

# Printed Location Sheets Impress Potential Background Music Stops

PHOENIX, Ariz.—Printing up a continuously accurate list of installations thruout the State, to serve as a testimonial of perfect customer satisfaction, has produced impressive sales volume on background music for Minthorne Music Company here.

The list is printed in blue on a light green background and classified into shopping centers, doctors' offices, hospitals, chapels, department stores, variety stores, restaurants, hotels, government offices, motels, industrial plants, airports, dance studios, radio stations, beauty salons and miscellaneous.

Each installation is actually named, so that when a Minthorne salesman contacts a new prospect, the latter can go direct to another firm in the same business category, and there see the system in operation and get the comments of personnel.

**Population Increase**

Jack Minthorne, veteran Phoenix coin machine distributor, has capitalized to the extreme on the huge population increase which has occurred in Phoenix in the past five years, but he believes that the same merchandising methods would work out in any city, even if it is in a static situation so far as population increase goes.

"The important thing is to let the prospect see an active installation in operation and talk to a pleased dealer, rather than attempting to sell him on an intangible basis," it was pointed out. "There are a lot of prospects who are at first alarmed at the proposed cost of the installation, but whose resistance will melt when they see the job that background music is doing at another location."

To date, the Minthorne organization has sold more than 400 background systems, too many to be reproduced on the list. With new jobs being sold every week, the Minthorne printing bill has been a fairly large one, understandably, but Minthorne doesn't balk at the cost. A background music system was sold in five minutes when a busy cocktail lounge owner, for example, simply accompanied the salesman to another cocktail lounge, and asked the owner as to his satisfaction.

Sales have been considerably spark-plugged by the new Seeburg 1000-selection player. Minthorne has found, prospects being particularly pleased with the small size of the unit, its handsome appearance and the fact that it can be incorporated into existing space without expensive changes.

In the New Yorker Bar, for example, a glasscutter was employed to cut a rectangle thru a large mirror mounted on one wall of the cocktail lounge, and the player unit was simply installed in the mirror, where it is an effective conversation piece.

Minthorne Music, at one time the largest coin phonograph operation in the Arizona desert capital, has enjoyed such outstanding success with background music that the routes have been sold, and Minthorne is concentrating entirely on background music, plus phonograph and games distribution.

## N. J. Cig Ops Face Increased Taxes

TRENTON, N. J.—Gov. Robert B. Meyner is still trying to push thru his proposed 1-cent tax on cigarettes to help finance new State institutions.

His measure has already been approved by the Assembly but still must be passed by the Senate.

Sen. Walter H. Jones (R., Bergen County) is fighting the governor's plan to boost the per-pack levy and has introduced a counterproposal He suggests the State borrow the $40 million needed.

If the cigarette tax is approved, it will come as a blow to coin machine men since most of them are charging 30 cents for a pack that can be bought over the counter for 28 cents. They will just have to lose one of the extra 2 cents they are now reaping.

# Mix-Up Occurs In Nashville License Drive

NASHVILLE—A slowdown in the police crackdown on unlicensed vending machines here is attributed to a mixup between enforcement and collection arms of the city government.

"Somebody slipped up," said City Court Judge John I. Harris after testimony showed that a number of machines confiscated for failure to be licensed actually are licensed by the city finance department."

Eleven cases were continued Tuesday (13) by Judge Harris until the mixup could be straightened out.

**Posting**

According to a court attache, what happened is this: The city finance department in many instances has issued one license to cover a number of machines. The ordinance requires that a license be posted on each machine. Enforcing that law, police arrested 19 persons and confiscated 26 machines.

Three persons were fined $50 each last week (13) for failure to have the licenses at all.

Another man was arrested the same day and charged with operating unlicensed machines. Police identified him as Lewis Barrett Flannigan, 29, of 1619 Sixth Avenue, North.

**Get Juke**

According to L. O. Marklin, city patrolman, a cigarette machine and a juke box were hauled in front Flannigan's home, but Flannigan was not there. He was arrested later.

"Our office has been issuing permits and collecting privilege license fees on those machines in the same manner for many years, said Finance Director Joseph Torrence.

"But regardless of that we have been in error in that the receipt for the privilege license has been written to cover a number of machines."

Torrence added that "privilege license receipts will now be issued for each machine."

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# Tenn. Ops to Meet October 8

JACKSON, Tenn.—Some 50 operators are expected to attend the Tennessee Music Operators' Association meeting, to be held October 8 at the New Southern Hotel here, President H. A. Waller, Ideal Amusement Company of Jackson, announced last week.

Emphasis will be on the membership drive, Waller said.

Some 28 members belong to the association; all are from West Tennessee. The group organized the nucleus here and expects to expand it into Middle and East Tennessee.

The group's last regular meeting was at Tiptonville, Tenn., August 8, and a few weeks later an organizational meeting was held in Memphis, which produced several new Memphis operators as members.

Waller said the organization's bylaws are in process of being drafted and should be ready after the coming meeting. Following that, the group will get its State charter, he said.

Purpose of the organization is to fight unfair and discriminatory legislation proposed against the industry in the Legislature every two years, keep the industry clean and promote public good will for the industry.

Alan Dixon, of Memphis, general manager of S & M Sales Company and treasurer of the association, said he did not think the group would have Middle Tennessee and East Tennessee operators organized by the time the Legislature convenes January 15.

**Legislation**

"But we expect to have some of our friends watching out for us at Nashville for bills introduced which would affect our industry," Dixon said.

He said the friends would probably be State representatives or State senators.

For a number of years at every Legislative session, legislation has been introduced aimed at increasing taxes on amusement games, juke boxes and cigarette vending machines.

**Taxation**

In every instance in recent years, operators have been successful in banding enough of them together to lay before various law makers' facts and figures to show that taxes are more than high enough now and further taxation would be unfair, discriminatory and would tend to tax many small operators out of business.

Tennessee operators have won their battles for the past five or six years, but their fellow operators across the Mississippi River in Arkansas have not been so fortunate. A bill passed in the 1959 Legislature has resulted in forcing many small operators to sell their routes this year.

# *Sicily Dangles Inducements For U. S. Coin Manufacturers*

ROME—The Italian government would like to lure U. S. coin machine producers to Southern Italy, particularly to Sicily, and the Rome government is ready to offer inducements.

The come-hither looks being cast in the coin machine industry's direction is part of an extensive government campaign for economic development in Southern Italy and Sicily, the traditional backward areas of Italy.

Northern Italy has done well with the coin machine business. AMI is established at Milan, and Wurlitzer has been spectacularly successful in relieving employment in Leghorn.

It is at Leghorn that the U. S. Army has its big Southern European supply base. When the U. S. Army moved into Leghorn the city had weeds growing in the streets—almost literally — and unemployment was a crucial problem. The town was overwhelmingly Communist, and voted that way regularly.

The Army was successful in putting a large part of the unemployed to work on American military projects. Now with the steam out of this program, unemployment was again a problem until Wurlitzer came to town.

What Wurlitzer has helped do for Leghorn, the Italian government believes some other U. S. producer —and the Italians are eying amorously Seeburg—could do for Southern Italy.

The Italians are willing to make it well worth any U. S. coin machine producer's time to look into their inducements. Italy is offering the biggest inducements of any country in the European Common Market to industry settling in Southern Italy.

These inducements apply to the "Mezzogiorno" (south of Italy). They include 10-year exemption from corporation taxes, grants up to 20 per cent of plant cost, long-term, low-cost loans, direct subsidies, and special concessions on transport and local taxes.

The subsidies can cover as much as 85 per cent of total investment.

An Italian economic development official promised, "We guarantee to make it well worthwhile for any American coin machine manufacturer to locate in Italy."

The official was asked about charges that Italy is hostile to the coin machine industry, particularly to pinball machines or what the Italians call "flippers."

"Don't take all this too seriously," he counseled. "That's all a state of mind. You don't find Wurlitzer complaining, do you? Or AMI? I dare say if some American pinball producers would locate in Italy we would remove the legislation against the machines. But don't quote me on that."

The government has erected a unique agency, the "Cassa per il Mezzogiorno" to dole out inducements and cash for foreign industry locating in South Italy and Sicily.

# NAMA Plots Move

• *Continued from page 122*

good repute which may have minor interests in music."

Donahue emphasized strongly that companies whose major interest was coin-operated music, or who operated any types of amusement games, would not be eligible for NAMA.

He added that the action of the board should in no way be interpreted as an encroachment on activities of other existing associations. "Our board action will specifically exclude NAMA activities in behalf of coin-operated music machines," he said.


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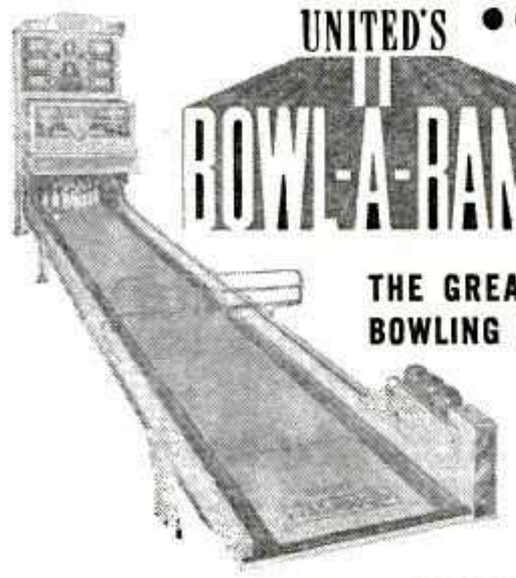
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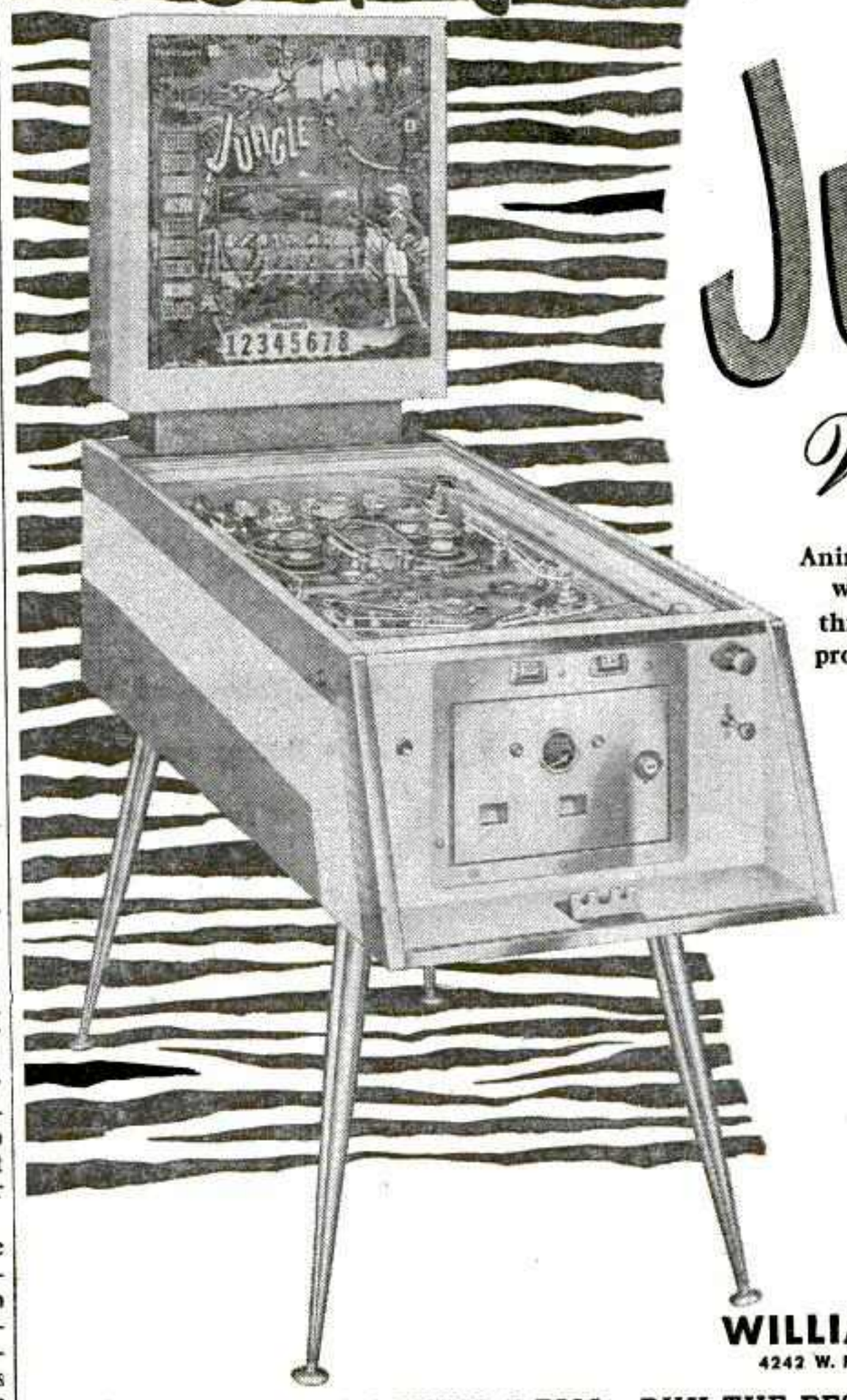

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# Annual NYSCMA Meet Set for Oct. 6 in Albany

ALBANY, N. Y. — The annual meeting of the New York State Coin Machine Association will be held Thursday, October 6, here in the Crystal Room of the DeWitt Clinton Hotel. A number of important issues comprise the agenda, in addition to the annual election of officers. A buffet supper will be served immediately following the afternoon meeting.

In a letter to the membership this week Mac Douglas, secretary, noted a proposal that will be introduced to abolish membership in the organization per se, in favor of the establishment of a blue book of the coin machine industry. Ops having under 50 machines would pay $25 for a quarter-page ad; those with 50 to 300 machines, $50 for a half-page ad, and those with over 300 machines, $100 for a full-page ad.

By this technique, the letter states, each member would have a close idea of the income in the treasury, name, address and phone number of each contributor would be in the directory which would then become a coin machine telephone book, and there would be no question as to whether a member is paid up. A certain amount of the monies collected in this way would be allocated to public relations activities and members would not be asked to make any further payments in this direction for the remainder of the year.

Other points to be taken up at the meeting include legislative problems at local, State and national levels; the possibility of a regular State convention with a trade show, co-ordinated public relations planning, and the idea of acquiring a public figure of some prominence to set standards to stabilize industry practices.

This meeting is viewed by the board as one of the utmost importance and all who can get to Albany on October 6, are strongly urged to be present.

## Joe Bell Games Ordered Dissolved

SYRACUSE — The Joe Bell Games Corporation has been dissolved by State Supreme Court Justice Carl W. Peterson in an action brought by the State Attorney General's office.

Judge Peterson's decision was based on a complaint accusing the local corporation of having violated the laws, abusing its corporate powers and violating both its charter and the laws under which it was incorporated, according to the decision received by District Attorney Arthur W. Wilson.

Wilson said that he twice petitioned the Attorney General's office in Albany to dissolve the corporation on ground it had been convicted of violations of the gambling laws.


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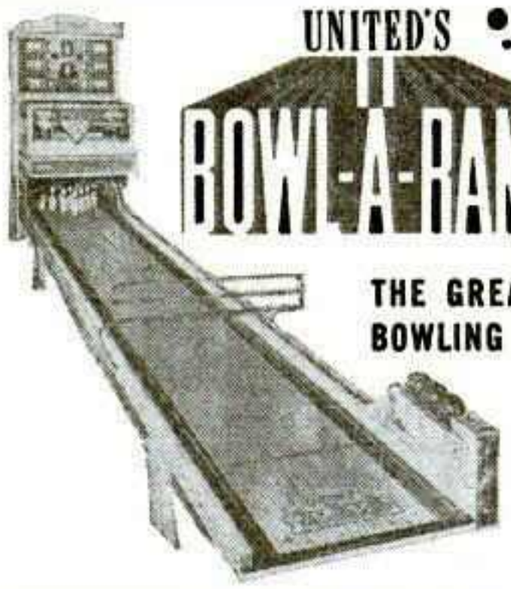

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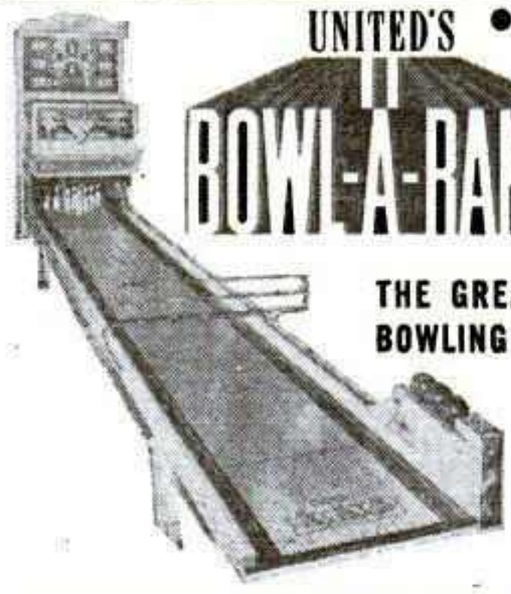

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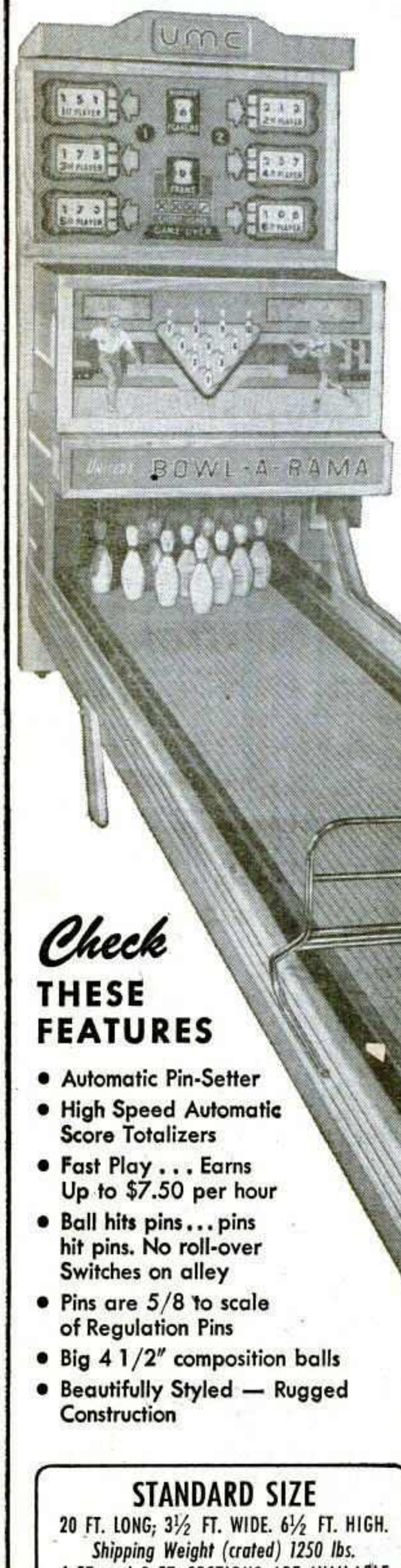


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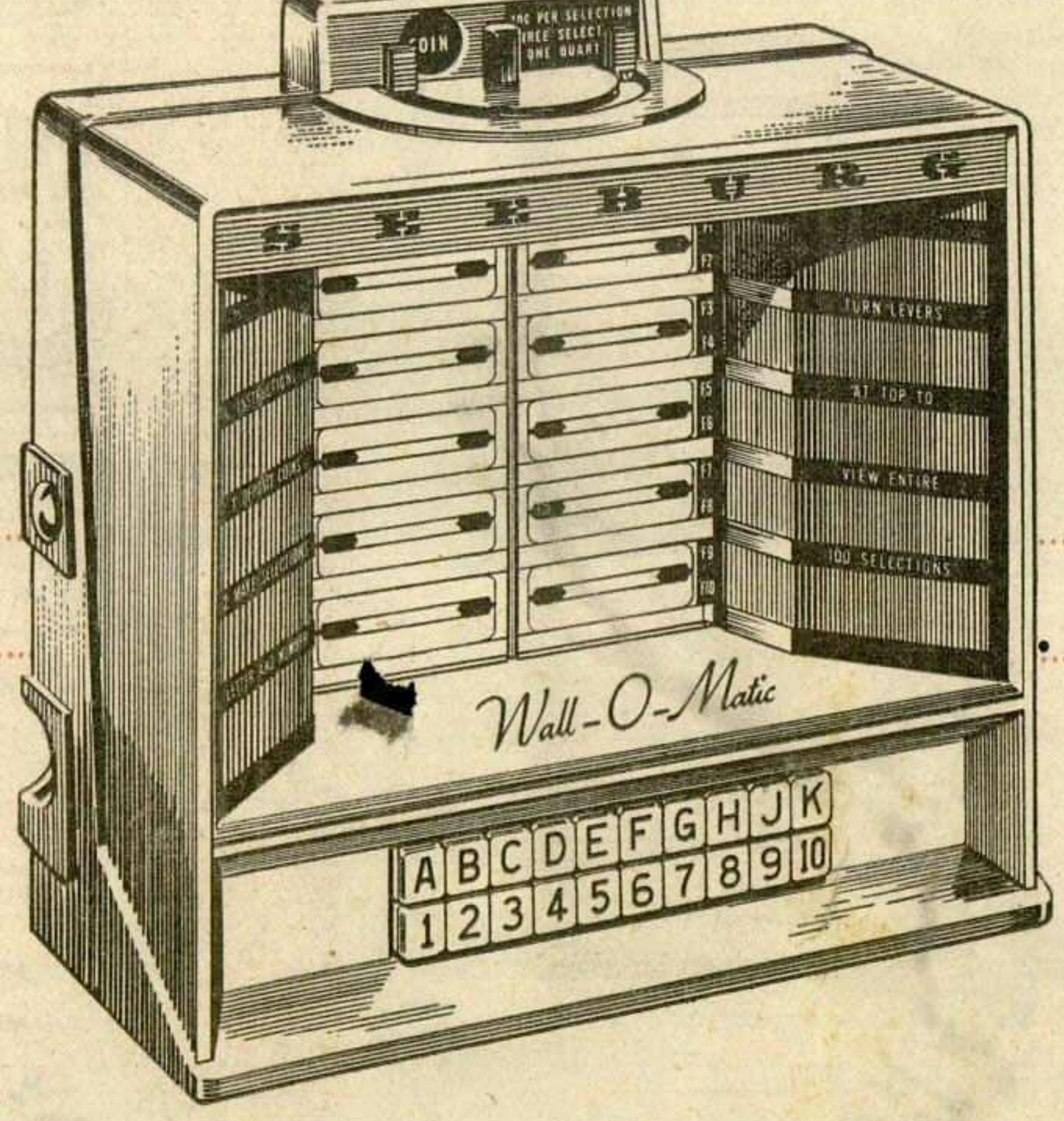

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