

The Billboard

SIXTY-SIXTH YEAR

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OCTOBER 10, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Soviets to Produce 80-Tune Juke Box

Communist-Bloc Market of 500,000 Units Seen; Monaural Emphasis Likely

By OMER ANDERSON

EAST BERLIN — The Soviet Union is planning to produce the first Communist juke box.

The box, according to sources in East Berlin, will be an 80-selection console model. It has been tentatively named the "Radoct" (pronounced "raw-dust"), the Russian word for "joy."

It will be produced as only a high-fidelity box, although there is discussion that a limited number of stereo versions may be produced for specialized locations such as clubs and rest homes.

Iron Curtain Market

The sources said the box, if produced, would be designed for sale primarily on the Communist-bloc home market. Plans are said to call for a box resembling the Diplomat box of Wiegandt, the West Berlin concern.

If so, this is not entirely happenstance, as the Russians, nearly three years ago, purchased a complete line of Wiegandt equipment for "testing."

The East Berlin informants revealed that there is a tremendous potential juke box market in the Communist bloc, a market calculated by some Communist experts at half a million boxes "as a starter."

No Deals

But the market can be tapped only by a Communist-bloc built box. Experts here see no likelihood whatever that Soviet authorities will sanction the use of foreign exchange to acquire Western-built boxes on a mass basis. Even barter trade deals for Western boxes are ruled out.

An expert in East Berlin explained, "There is the possibility of a sale of components at the outset, at least until the Russians master their manufacture."

Iron Curtain Seen Parting

MOSCOW—Juke boxes are no longer controversial in the Communist bloc. One East Berlin source cracked, "Communist prejudice against all such things went overboard automatically when Khrushchev drank his first Coke at the U. S. exhibition here in the summer of 1959."

All told, there are an estimated 5,000 juke boxes, mostly of German and U. S. manufacture, scattered thru the Communist bloc. There have been no reports on how much play "Twistin' U. S. A.," No. 61 on *The Billboard's* Hot 100 last week, is getting on the Soviet boxes.

GERMANY BEATS A PATH TO TIN PAN ALLEY

HAMBURG — West Germany's music trade is beginning to talk seriously of the United States as a permanent and expanding market for German top tunes. As a conversation item this surpasses even the decline of the singles market. The Germans are titillated by the discovery that this nation's tunesmiths have slipped into Tin Pan Alley by the back door and have planted their work on the Hot 100 escalator.

"Banjo Boy," a German export to the U. S., went from No. 1 on the German top tune list to No. 1 on the British list and on to the U. S.

The German music invasion of the U. S. began with Will Glahe's "Liechtenstein Polka." But it was Kurt Weill's "Mack the Knife" which established German music as a force in the American market.

West German recording artists have followed German melodies to the U. S. Caterina Valente has become almost as well known in the U. S. as in West Germany, where she started.

Lys Assia and Ralph Bendix have relieved U. S. recording offers. Freddy Quinn's latest German recording, "Ingendwann Gibt's Ein Wiedersehen," has been issued in the U. S. by Decca.

And Polydor intends to export to the U. S. its upcoming duet featuring Connie Francis and Peter Kraus, the German teen-age idol.

Peter Moesser's "Morgen" preceded Charley Niessen's "Banjo Boy" on U. S. top tune lists. Ariola has sold to

(Continued on page 3)

Impact of Young Disk Stars Hits All Show Business

Youth March Crashes Screen, Club, TV, Theater Barriers

By BOB ROLONTZ

NEW YORK — The youth movement, having consolidated its position in single records, and now making a strong impact in albums as well, is branching out into the big time in other segments of show business. The importance of the younger record stars to Hollywood has long been in evidence, with the juicy roles assigned to Elvis Presley, Fabian, Frankie Avalon, Bobby Darin, et al., but the youngsters are now turning out top acts in clubs, on personal appearances, TV and even the Broadway musical stage. And they are also moving into the big time as songwriters.

Case in Point

A case in point would be Paul Anka, who turned 19 last summer. His first hit was "Diana" in 1957, a tune that he penned himself. Only two of the 20 or so records he has made since then have failed to hit high on the charts. "Diana" sold well over 2,000,000 copies in the United States, and has sold over 5,000,000 additional copies in the rest of the world. Anka just completed a four-week tour in South America in which he broke box-office record after box-office record, in such major cities as Rio de Janeiro, Sao Paulo, Montevideo and Buenos Aires. Prior to his S. A. tour he was a smash at the top club in New York, the Copacabana, on his first appearance there. He is set for an engagement in Mexico City in November, the

Eden Roc in Miami in December and a long run at Las Vegas starting January. And he is receiving requests for dates from such far-away places as Israel, Egypt and Hong Kong, at, according to manager Irvin Feld, "incredible money."

Anka, who has written 80 per cent of his own tunes, as well as tunes for other artists, including Vista's Annette, is but one example of the staying power and importance of the youth movement in show business, from disks to night clubs.

Youth on March

Elvis Presley, his star even more important after two years in the Army, garnered a higher fee for his Frank Sinatra TV show than any other comparable act in the business. He has already completed one movie, "G. I. Blues," is working on another, has two one million sellers since April of this year, and has come up with two hot albums. Elvis is still in his early 20's. Bobby Darin, a few years younger, has turned into a hot night club performer, is in movies and is a strong TV guest star.

Connie Francis, hottest of the young ladies, has turned into a potent name for personal appearances, not only in the U. S. but

(Continued on page 17)

Vet Exodus To Indies

NEW YORK — While the youngsters continue to take over in the singles field, there has been a veritable exodus of veteran songsters from some of the major labels to the indie firms. As the majors have sought for youth, they have stripped the roster of old-timers, some of whom have spent one or even two decades on only one label.

It is interesting to note that many of the vets appear to get a new lease on life when they shift to another label, and even tho they have not had a big hit for a long spell, their name power is such that they are able to obtain a new pact easily, and usually at a comfortable guarantee. Many of the vets have turned into steady sellers for the new affiliation, while their LP's on their old labels continue to ring up sales on LP via clubs and via low-price supermarket and drugstore subsidiary lines.

NEWS OF THE WEEK

West Coast Bootleg Ring Smashed; Police Raids Net 8 Suspects . . .

An alleged nationwide disk bootleg ring was smashed in Los Angeles early last week in a series of raids carried out by investigators of District Attorney William McKesson and 35 Los Angeles police. Eight suspects were seized and charged with conspiracy to commit grand theft. *Page 3*

Diskeries Tighten Up On Album Production . . .

Record firms are tightening up on album costs and album production. Album a.&c. men now have to worry about sale values as well as quality values. *Page 2*

RCA Victor Names Harry Jenkins To Head New Merchandising Dept. . .

In an effort to keep pace and even stay ahead of the rapidly changing record business, RCA

Victor has appointed Harry Jenkins to head up its newly created Planning and Merchandising Department which is designed to add greater flexibility to the firm's marketing capabilities. *Page 2*

DEPARTMENT AND FEATURES

Amusement Park Operation 55	Music Pop Charts—
Arena, Auditorium Newsletter 57	Top LP's 34
Audio Products 26	Honor Roll of Hits 42
Bulk Vending 70	Hot 100 44
Carnival Confab 62	Tomorrow's Tunes 45
Circus Trouping 58	Hot C&W 48
Classified Ads 67	Hot R&B 50
Coin Machines 70	Music Record Reviews—
Fair-Exhibition Management 56	This Week's LP's 35
Final Curtain 60	Singles 45-47
Hot 100 44	Radio 2
Letter List 59	Roller Rumbles 59
Merchandise 68	Routes 61
Music 2	Show News 52
	Talent on the Road 54
	TV-Music-Radio 2



2 BIG STAR POWER HITS FROM M-G-M RECORDS 2

CONWAY TWITTY WHOLE LOTTA SHAKIN' GOIN' ON

RUBY DUBY DU FROM KEY WITNESS CHARLES WOLCOTT and M-G-M Studio Orchestra

SEE PAGES 12 & 13



Brakes on Pop Album Output As Genius Bows to Commerce

'What Will It Sell?' Now a Question A&R Man Must Answer

NEW YORK — Diskeries are tightening up on album production and procedures as the fact is coming home to more and more labels that hit albums sell a lot but the misses don't sell at all. This is true most of all in the pop field, where the investment to make an album is high, and only the hits bring back a real return on the investment; it is less true in the jazz and specialty fields where the cost is less and sales are steadier.

What is actually happening is that business procedures are slowly winning out over inspiration (with a capital I) that used to guide album makers. In the so called old days, album a.&r. men used to make albums on a basis of inspiration and catalog value. The inspiration would turn out those albums that featured a new singer, a collection of tunes with girls' names in the titles, etc. The catalog-type sets would be the Hawaiian albums, the polka albums, the religious albums, the folk albums, etc. These latter used to be turned out because the sales crew would scream that they had to have certain specialty albums in the cata-

log because the competition had them on the market.

Inspiration has not given way to accounting machines, but it has been channeled into a commercial course. As for catalog-type albums, this has generally gone by the wayside, since accounting departments of the major firms have figured out that the same time and money spent to produce a moderate seller could be used to aim for the 100,000 or better seller. The reason for these shifts is the rising cost of making pop albums, not only the rising cost of the recording

session itself, but the rising costs of song material, covers, liners and packages for the album.

Rising Costs

The rising cost of pop recording sessions has been exemplified by the number of men used on the new "percussion" or "sound" records, which feature in many cases, large orchestras. This means higher arrangement costs, and higher studio and editing costs, since the sound records are edited more carefully than ever. Tune costs

(Continued on page 20)

Jenkins Heads New Victor Department

Newly Created Merchandising Set-Up Aims at Added Marketing Flexibility

NEW YORK — Harry Jenkins, who for two years has headed up record distribution at RCA Victor's Los Angeles branch, has been appointed chief of a newly created planning and merchandising department. George Marek, RCA Victor vice-president and general manager, stated the appointment of Jenkins and the creation of the department would ensure greater speed and flexibility in meeting today's marketing requirements and sales-planning. Jenkins will report to Norman Racusin, division vice-president and operations manager. In his announcement of the ex-

pansion of RCA Victor's marketing branch, Marek stated that "The music business is going to grow. The recording industry will grow with it. People have found out what an enjoyable companion music in the home really is. Our new Planning and Merchandising Department has been created to meet the challenges of growth — the marketing challenges of the '60's. Its goals are simple. They are to get more of the right product at the right place at the right time. Under Harry Jenkins' leadership and in conjunction with our a.&r. and sales departments, the new department will give us unparalleled mobility and efficiency in the marketplace."

In line with the diskery's move to meet upcoming marketing requirements, Dave Finn has been appointed Manager, Record Distributor Relations. Finn will concentrate on increasing the effectiveness of the RCA Victor distributor-factory liaison and will assist in implementing and interpreting RCA Victor sales plans in the field. Finn reports to Jack Burgess, com-

(Continued on page 20)

M-G-M Adds 7 New Acts To Roster

NEW YORK—M-G-M Records announced a flock of new artist pactings this week, highlighted by the acquisition of Larry Elgart. Others added to the M-G-M fold are Ronnie Savoy, the Gateway Singers; Ann Cole, a blues thrush once on Baton, and the Four Coins, who enjoyed several hits on Epic. Added to the fold of Cub Records, M-G-M subsidiary, are Ricky Scott and Noble (Thin Man) Watts.

Elgart, along with his brother Les, formerly fronted a band for Columbia Records, which turned out a number of album hits. Most recently, Larry Elgart had been with the Victor label, following a split-up of the brother band act. M-G-M plans to record Elgart in both albums and singles.

Henry Brief New Mgr. of RIAA

NEW YORK — Henry Brief is the new general manager of the Record Industry Association of America. Brief, formerly radio-TV-high fidelity editor of Home Furnishing Daily, assumed his position last month.

Atlantic Skeds Special Reissue Of Hit Singles

NEW YORK — Atlantic Records has instituted a special hit single re-issue series, due to continuing requests from juke operators, jockeys and stores. Initial platter of the new group is the former hit, "In Paradise," by the Cookies.

Atlantic veepee, Jerry Wexler, said, "These are like standards, man, and they keep selling at a substantial rate. To make these standards more generally available and to draw attention to selected singles in our catalog, we will re-issue them in their original form, but we'll bring the sound up to today's best standards." Each hit re-issue will bear a current rather than the original number, and will sell at the regular singles price.

ODEON LABEL GLORIA IN U. S.

MUNICH — German Electrola pressings exported to the U. S. will now be sent under the Gloria label. They were formerly shipped to the States under the Odeon label, but this label conflicted with the HMV "dog" trademark, which is also carried by the Electrola's Odeon. In order to avoid copyright difficulties in the U. S., the Gloria trademark will be used.

Col. Makes Book Pubber Auravision Tie

NEW YORK—Columbia Transcriptions has worked out a deal with the Houghton Mifflin Company, the book publisher, to make use of the Columbia Auravision disks in the book firm's "Reading for Meaning" series. Auravision is the paper record that the Columbia custom division have developed and is pushing for premium use.

Houghton Mifflin Company has inserted Auravision disks in its double-page ad for the series in the professional journal "The Instructor" which is circulated among classroom teachers.

Auravision paper disks have been used as premiums by firms including Remington Rand, which distributed 6,000,000 disks via advertisements. The Philco Company recently ordered over 250,000 Auravision disks for mailing to its customers.

Cap Offers Sales Plans

HOLLYWOOD — Capitol will give a dealer's choice of two sales plans in acquiring the label's Christmas wares. Plans cover the six new album releases plus Capitol's catalog of 31 yuletide packages.

First plan allows dealers 100 per cent exchange on purchases up to 25 copies per individual title for each store location for dealers and syndicate stores. Second plan calls for dealers buying five copies each of 15 different selections, and thereby qualify for a 10 per cent discount plus a 2 per cent cash discount. Regular 10 per cent exchange privilege would apply.

Talmadge Briefs on New Bootleg Action

By BENN OLLMAN

MILWAUKEE — Speaking at the fifth annual Milwaukee Recorded Music Industry party Tuesday (4) at the Eagles Club, Art Talmadge, United Artists Records vice-president and ARMADA president, told of new legal actions being charted in the battle against record counterfeiters.

"ARMADA's lawyers," he said, "are now at work formulating proposed legislation that would crack down nationally and uniformly against pirates, bootleggers and counterfeiters."

300 on Hand

Talmadge's talk was presented to more than 300 people representing a cross-section of the beer city's record industry. On hand were the area's key disk dealers, juke box operators, distributors of records and juke boxes, local jockeys and station executives. A strong Chicago contingent of distributors and

manufacturers were also on hand.

The annual event usually highlights a speech by some top record industry brass. Last year's speaker was George Marek, RCA Victor chief. Also on the evening's agenda was the presentation of the "Millie" award for outstanding community service, given to a local deejay and to a radio station. Winners were Bill Bramhall, WMIL, in the individual ratings, and radio Station WRIT in the station category.

Talmadge estimated that disk counterfeiters are stealing 5 per cent of the industry's annual \$400,000,000 gross, for a net felony of \$20,000,000 per year.

He declared that ARMADA will continue to play a key role in fighting disk racketeers. "We are committed to a policy of tracking down the crooks and prosecuting them to the limit," he said.

"The ultimate remedy," however, (Continued on page 20)

'Oliver' Score Rights Snared By Richmond

NEW YORK — Swinging Publisher Howie Richmond has acquired all Western hemisphere rights to the score of the British musical comedy legit smash, "Oliver." Producer David Merrick recently completed arrangements to present the show in New York.

Richmond swung the deal on a highly profitable and fast-moving weekend jet safari to London, where he conferred with officials of Lionel Bart, British copyright holder. Deal involves an advance to Bart from Richmond's Hollis Music firm of \$30,000, believed to be the largest advance ever made for a single British music score.

"Oliver" is one of London's top box-office attractions. The British Decca cast LP reportedly sold 50,000 copies in the first six weeks after release. The show is an adaptation of the Charles Dickens' novel, "Oliver Twist."

HOLLYWOOD — Lectern Records, label specializing in educational fare, last week launched its subsid firm, Eureka, with the release of a package featuring Bob Grossman in a set of multi-lingual folk songs. Label is owned by Gene Landy and Ric Gold. Landy serves as artist-repertoire producer for the Grossman LP.

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PLAN FRANCHISES

Dealers Disk Club Interest Spreads

By REN GREVATT

CINCINNATI — The Dealers Record Club, a unique distribution set-up established earlier this year by Mel and Jerry Herman in their Indianapolis distributing branch, may soon become a nationwide operation via franchising arrangements with various distributors in principal markets.

Mel Herman said this week that a story which appeared in The Billboard (September 19 issue) regarding the Dealer Club had produced inquiries from dealers in many States across the nation, a fact which has led to the tentative plan for a cross-country network of franchises. "At the mo-

ment," Herman said, "we have more than 100 accounts that want in on our plan and we have had to stop accepting new members until the first of the year to give us a chance to consolidate and plan for the future."

Briefly, the Club plan involves signing up a dealer to serve him exclusively with all disk labels. The Club puts all merchandise in the dealer's store strictly on a consignment basis. The Club's personnel conduct an inventory every three months in every store. At the start, the retailer is obliged to put up 20 per cent of his initial order in cash, as a demonstration of good faith. From that point on, he pays for only what he sells.

Herman said he was able to carry on the operation because between his various outlets in Indianapolis, Cleveland and Cincinnati, virtually every line was carried except the four top majors and Mercury. He said he has received good co-operation from the distributors of the latter companies. "They're happy because we're giving them representation in many small stores" *(Continued on page 22)*

King Stereo LP's Cut \$1

CINCINNATI—Sydney Nathan, King Records prexy, Thursday (6) announced a general price reduction on all King and Bethlehem stereo LP's from \$5.98 list to \$4.98 list. A substantial increase in stereo album sales in recent months has made the price reduction possible, Nathan said. He went on to say that King has pretested rhythm and blues and stereo c.&w. albums with such success that the firm plans to go into an all-out stereo release program.

Unique in the firm's new price structure is the fact that King, a \$3.98 monaural line, will list stereo at \$4.98. Bethlehem, a King affiliate and a \$4.98 list monaural line, will also retail its stereo albums at \$4.98. Nathan said he is convinced *(Continued on page 20)*

Cosnat Hosts Weekend Bash For Dealers

NEW YORK—Well over 200 dealers from New York, New Jersey, Ohio, Pennsylvania gathered at the Posh Concord Hotel in the Borscht Belt the past weekend (2-4) as guests of Cosnat Distributing Corporation.

Cosnat, in order to speed up business during the normally slow months of May and June, had kicked off a plan whereby dealers who bought a specified amount of merchandise were entitled to the three-day weekend. The promotion brought in over a half-million dollars, according to Cosnat execs. *(Continued on page 22)*

LA BLACK GETS TWO-DISK PUSH

HOLLYWOOD — Capitol is using a rather unique "double-barrel" device to firmly establish songstress Jeanne Black, one of its strongest singles sellers, by simultaneously releasing her first album and third single. One is expected to buttress the other.

Lass caught the nation's ear last March with her "He'll Have to Stay" single, which, according to the label, was its fastest breaking disk. Joe Allison (c.&w. a.&r. chief for Liberty Records) penned "Stay," an "answer" ditty to his own "He'll Have to Go," and title tune of her first album "A Little Bit Lonely."

NEWS REVIEW

Smart New Kidisk LP Gimmick

NEW YORK—Disneyland Records has come thru with another smart innovation on its kiddie album product, designed to grab off an increasing share of attention, particularly from the impulse trade. The idea constitutes a pack of three magic color crayons, packaged within the outer plastic sleeve of the disk. These can be used to color outlines of recognizable Disney cartoon and story characters on the back liner of the packages.

The gimmick is that the crayons are erasable and the child is urged to "color the story over and over as you listen to the record." It's a novel approach and one that's sure to make younger kiddies happy. The idea is applied to three new repackagings of material from the vast Disney movie and story catalog. Three of the packages are "Walt Disney's Most Beloved Songs From His Great Motion Pictures," DQ 1213; "Happy Birthday and Songs for Every Holiday," DQ 1214, and "Musical Monkey Shines, Western, Circus" *(Continued on page 22)*

8 Suspects Nabbed In Bootleg Raids

Tips From East, ARMADA Lawyers Spark Wide Hollywood Round-Up

LOS ANGELES — A sweeping series of raids on 10 different locations here early last Sunday (2) has broken up an alleged nationwide disk bootlegging ring. The raids, conducted by special investigators of the office of Los Angeles County District Attorney William McKesson, and 35 detectives of the Los Angeles Police Department, netted eight suspects, who were arrested and jailed on charges of conspiracy to commit grand theft.

The raids and arrests were the climax of a three-month, undercover investigation here, which was set up early in the summer as the result of tips from law enforcement agencies in Bergen County, New Jersey, and spokesmen of the law office of Blanc, Steinberg, Balder and Steinbrook, Philadelphia law firm. The latter firm had been retained during the summer by the Association of Record Manufacturers and Distributors of America (ARMADA) to conduct an investi-

gation into the bootleg disk problem.

Five of the suspects here were nabbed when police swooped down on a disk warehouse in North Hollywood. Others were arrested at locations here and in Glendale, Burbank and Hollywood.

Jailed and charged with conspiracy to commit grand theft were: Edwin (Brad) Atwood of Burbank, William Thompson of Glendale, Pete Korlich of Hollywood, Leonard J. Warren of Hollywood, Charles L. Richards and Larry F. Lee, both of Los Angeles, and Carl J. Marts and Robert E. Allison, both of Coldwater Canyon, North Hollywood.

Atwood was arrested and indicted earlier this year by detectives in Bergen County, New Jersey, along with Robert Arkin, on charges of conspiring to violate the State Trademark counterfeiting statute. Thompson, believed to be a co-ringleader with Atwood, is a commercial artist who allegedly faked labels and album covers. Korlich is the alleged phony record presser and was seized at his pressing plant in Hollywood.

At the North Hollywood warehouse, where five of the suspects were surprised at their work by *(Continued on page 22)*

BMI Snags More ASCAP Writers

HOLLYWOOD—Broadcast Music, Inc., is continuing to attract in increasing numbers the top background music writers in the industry with its long-term guarantee deals. BMI's action is cutting a wide swath in the writer ranks of the American Society of Composers, Authors and Publishers as writers are resigning from ASCAP to join BMI.

Following reportedly have resigned from ASCAP and will switch to BMI as of January 1: Sonny Burke, Hugo Friedhofer, Dominic Frontiere, Herschel Gilbert, Gerald Goldsmith, Wilbur Joseph Mullendore, Lionel Newman, Nelson Riddle, Pete Rugolo, Conrad Salinger, Rudy Schraeger, Fred Steiner, Leith Stevens, Johnny Williams and Stanley Wilson, among others.

BMI guarantees background scorers a specific lump sum over a period of years. Burke, it is reported, will receive a guarantee of \$100,000 during the next 10 years. He's been in ASCAP for 20 years. Riddle's deal calls for a 20-year guarantee. Altho interest in the writers is currently hinged on their TV scoring, once they join BMI's ranks, all future works over and beyond background music will fly the BMI banner.

BMI's drive into ASCAP's writers ranks this year marks a healthy expansion of the beachhead it established last year. During the previous year, BMI attracted Bernie Herrmann, Emil Cadkin, Marlin Skiles, Cyril Mockrige, along with several others.

Victor Signs Lampley to A&R Slot

NEW YORK — Cal Lampley has joined RCA Victor as an a.&r. director, it was announced by George Avakian, the new pop album manager.

Lampley's previous disk experience has been with Columbia and Warner Bros. Records.

From 1949 to 1953 he was assistant recording director in the Columbia Masterworks Department, working with such artists as Robert Casadesus, Zino Francescatti and Leonard Bernstein. In 1953 he became a recording director in the Columbia pop album department, producing sessions by Louis Armstrong, Johnny Mathis, Errol Garner, Dave Brubeck and many others. He has recorded Columbia artists at the Newport Jazz Festivals.

In 1958 he joined Warners, where he produced singles and albums by Tab Hunter, Bill Haley, Chico Hamilton, etc. At RCA Victor he will concentrate on a.&r., and on the development and acquisition of pop artists.

Johnstone Joins Ram

NEW YORK — Veteran Music Industry exec Jack Johnstone has been appointed to the position of General Manager of Buck Ram's domestic publishing firms AMC and Glean Music (ASCAP), and the BMI firms of Argo and Symbolic Music. Johnstone will also take charge of the widening exploitation of Ram's foreign affiliates in England, Germany, Italy and South America.

Johnstone has been in the business for some time, starting with Tommy Dorsey a bit more than 20 years ago.

Ram's Personality Productions has also signed Mercury Records violinist-conductor Herman Clebanoff to a long-term management contract.

Big Promo for Evans Set Via Beechnut Tie

NEW YORK — Paul Evans, singer-songwriter on Guaranteed, the Carlton Records subsidiary, has been signed by Beechnut Chewing Gum for a big promotion within the next several weeks.

Taking cognizance of the fact that Evans not only sings but writes, Beechnut will kick off a giant "Name the Song" contest featuring an untitled song composed by Evans for the sponsor. Evans will also perform his own composition on a national network of TV and radio spots. Listeners will be asked *(Continued on page 20)*

Carlton Brass Promot'n Trek

NEW YORK — Carlton Record execs hit the road this week on a 30-day promotional tour on behalf of the label's leading product—Anita Bryant's "One of the Lucky Ones," Paul Evans' "Hushabye Little Guitar," Karan Chandler's "Irma La Douce" and Don Rondo's "King of Holiday Island" and the Lew Douglas album of film songs, "Themes From." All distrib areas will be visited. *(Continued on page 20)*

Oren Harris Top Speaker At WSM Fest

NASHVILLE — Arkansas Congressman Oren Harris will be the keynote speaker at Station WSM's Ninth Annual National Country Music Festival to be held here November 4-5. The festival, which coincides with the 35th anniversary of the beginning of "Grand Ole Opry," brings to Nashville more than 2,000 country music disk jockeys, singers, musicians and representatives of the publishing and recording world.

Harris will speak Friday morning (4) at the kick-off breakfast sponsored by WSM, Inc. Following his address, the cast of "Grand Ole Opry" will appear in a country music spectacular written and produced especially for the occasion.

GERMANY BEATS PATH TO TIN PAN ALLEY

• *Continued from page 1*

M-G-M Records "Big Ben," by Paul Siegel, and "Chapel in the Moonlight" by Willy Hofmann.

Peter Moesser's "Morgen" preceded Charley Niessen's "Banjo Boy" on U. S. top tune lists. Ariola has sold to M-G-M Records "Big Ben," by Paul Siegel, and "Chapel in the Moonlight" by Willy Hofmann.

Peter Schaeffer and Aldo von Pinelli, the German top tune tycoons, have just returned from the United States brimming with enthusiasm. "German top tunes will continue to gain ground in the U. S.," the partners predict.

There have been a series of German tunes sold in the U. S. this year, including Lotar Olias' "Unter Fremden Sternen" and the Peter Kraus tune "Wunderbar Wie Du." Buddy Hays wrote the English lyrics.

Other titles exported to the U. S. this year are: "Bitte, Bitte, Lieber Johnny" (Olias), "So Ist Es Im Leben" (Gerhard Winkler), "Bahama Melodie" (Carl Niessen), "Mississippi Melody" (Franz Grothe) and "Wenn Man Tief Ins Glaserl Schaut" (Robert Stolz). The above titles were acquired

by Murray Sporn, Rush Music, thru Schaeffer.

Platter pundits on the Continent profess to discern a disk trend toward music for listening. As one German disk producer summarized: "American record companies are trying everything to win back the singles market. The main emphasis is now on melody and more intelligent text. And here is the great chance for European hit tunes."

The increasing influence of European music on the U. S. is illustrated just now by the controversy over Elvis Presley's latest record, "It's Now or Never."

When the title migrated to Germany it promptly encountered copyright difficulty. A German music publishing house contended that the Presley melody is based on the old Neapolitan tune "O Sole Mio," and that the tune was protected by this country's 50-year copyright law.

This dispute has been adjusted, but it confirms for Europeans the greater acceptance in the U. S. to European-style listening melodies. German music publishers, antic- *(Continued on page 22)*

STORE-TESTED PROFIT POINTERS FOR DEALERS

Kid Credit Plan Can Pay Off in Volume

By ROBERT LATIMER

Setting up a "Juvenile Charge Account System" whereby the youngsters make their own contracts, handle the payments themselves, and otherwise "buy exactly as their parents do," is a simple means of adding a profitable volume of stereo sales, according to Mark and Leland Schmidt, stereo retailers in Grand Junction, Colo.

The Schmidt brothers, hardware and appliance dealers, converted an upstairs storeroom into Western Colorado's biggest and best-equipped stereo showroom two years ago, and since that time have enjoyed a steady flow of stereo phonograph and tape recorder sales. Completely draped, acoustically treated, the upstairs stereo room provides a pleasant, relaxed atmosphere in which to merchandise sound equipment, away from the noisy distractions of the first floor.

Teen-Age Prospects

It wasn't long after beginning an emphatic selling program that the Schmidt brothers noted an important fact — which was that teen-agers, given no consideration as prospects at the beginning, were coming in droves. In fact, it was soon obvious that it was teen-agers who buy a lot of records, and spend a lot of time listening to phonographs, who were the most likely stereo prospects of all.

Naturally, the prices of the top-quality equipment which the Schmidt concern was showing were a bit above the capabilities of the usual teen-ager, who was more likely to stand and stare wistfully at the stereo equipment, than to try to make any arrangements to buy it.

When it came to the point that there were just about as many teen-

age prospects visiting the showroom as adults, the Schmidts decided that the time had come to make some special effort to convert this interest into sales. The first step was a realignment of the inventory to incorporate a lower-priced line of stereo phonographs, particularly in the portable field, ranging from \$49.50 to \$150. A large enough stock of these was put in so that each budget-minded stereo purchaser could have a fairly wide choice of prices, colors, styling and brands.

Then, realizing that most of the teen-agers concerned would be buying on credit, the Schmidt brothers set up a "Juvenile Credit Division," whereby youngsters interested in stereo phonographs or tape recorders work out the contract details with Schmidt's credit manager, taking care of all details as to the length of the contract, the size of the payments, and similar considerations. In all cases, of course, the final time-payment plan is subject to the approval of the parents, who, of course, must sign for ultimate responsibility in

(Continued on page 20)

Classical Music Airing on Upbeat

NEW YORK — Radio, both AM and FM, and even TV, is turning to a wider use of classical music than ever this fall and finding sponsors to pick up the tabs. On October 1 WCBS radio in New York put on the first of a weekly one-hour series of programs featuring Boston Pops conductor Arthur Fiedler, in a show of his favorite music with personal commentary and anecdotes. The program, called "An Hour With Arthur Fiedler," precedes the station's Saturday night broadcasts of the New York Philharmonic. The Fiedler show is sponsored by Time Magazine.

Starting October 16 radio Station WQXR, the classical music station owned by The New York Times, will program the Boston Symphony Orchestra every Sunday afternoon. These programs will be sponsored partly by the Book-of-the-Month Club, with another sponsor picking up half the show as well. Programs will be tape-recorded at the Boston Symphony Orchestra regular concerts the previous week. Concerts will be broadcast from mid-October right thru the summer of 1961.

Ebb Sues Duke For \$140,000

HOUSTON — A California recording firm sued Houston's Don D. Robey, president of Duke, Backbeat and Peacock Records, Inc., for \$140,000. Ebb Records, Inc., of Los Angeles, alleges that Robey recorded some songs by rock 'n' roll vocalist Ted Taylor while Taylor was under contract to Ebb.

Ebb charged Robey with "intentional misconduct" in persuading Taylor to record on the Duke label during the latter part of 1958. Ebb's contract with Taylor was signed on May 22, 1957.

Robey said Taylor made a few recordings for him after advising him that the contract with Ebb had expired. The suit was filed before U. S. District Judge Allen B. Han-

Elvis, Ames Brothers Key Victor Issue

NEW YORK — Key release in the new RCA Victor October albums are sets by Elvis Presley, the Ames Brothers, Dick Schory, Frankie Carle and Miriam Makeba. The Presley set is the track from his new flick, "G. I. Blues," which will be released in movie houses thruout the country in November. The album contains about a dozen tunes.

The Ames Brothers' set is called "The Best of the Bands," and the Schory set features musical percussion. New Frankie Carle set contains a book with pictures of San Francisco. LP was waxed at the Mark Hopkins Hotel there and is called "Top of the Mark." The new Henry Mancini album contains the score of the flick "High Time," which was penned by Mancini. Miriam Makeba, South African thrush, is featured singing songs of that country. Other albums are "The Sound of Children at Christmas," an album of folk songs by Jimmy Driftwood, a jazz album with Shorty Rogers playing Tchaikovsky's "Nutcracker Suite," and a Chet Atkins jazz set called "After the Riot at Newport." Skeeter Davis, George Beverly Shea, the Blackwood Brothers, Ed Lyman, and the Layman Singers are also featured in new albums.

WNTA-TV in New York is running the new program in the fall titled "Great Music From Chicago" spotlighting the Chicago Symphony Orchestra with guest conductors Andre Kostelanetz, Arthur Fiedler, Sir Thomas Beecham, Sir John Barbirolli and Walter Handl. This series was originally broadcast on TV Station WGN in Chicago. It is a 26-week series, and will present in addition to the classics, some jazz, popular and Christmas concerts.

A number of other TV stations have also bought the videotape of the "Great Music From Chicago" series. These include, in addition to WNTA, KTTV Los Angeles, KPLR-TV St. Louis, KTVK Phoenix, WFAA-TV Dallas, and KPR-TV Houston. According to

(Continued on page 20)

Kalbin Back To Mills Post

NEW YORK — Bernie Kalbin, long time affiliated with Hansen Publishing Company, has been retained as Administrative Assistant to Jack Mills of Mills Music. Actually, this is the second tour of duty with the Mills firm for Kalbin (he was with the company in 1939-40), whose new duties include administering education, publicity, promotion and sales for the Mills organization.

On the foreign scene, Jack Mills, head of the firm, reports that he has obtained the rights to the theme music from "The Cow and the Prisoner," which stars Fernandel and is of French origin. It will be released here thru United Artists. English title for the song is "Love Me Some More," or as the French title reads "Les Mins Du Vent." The melody Francais is by Paul Durand; the French lyric by Henri Coutet. The English lyric has been penned by Mitchell Parish. Mills picked the tune up on his current European tour, and is presently huddling with other publishers from all points of the continent.

EDITORIAL

Choose With Care

Country music—its artists, songwriters and publishers—is at a period of peak influence with regard to the general music business both in the United States and abroad. It is noteworthy, therefore, to take special cognizance of the fact that the Country Music Association will hold its annual membership meeting in Nashville on November 3, at which time there will be an election of new board members and officers. (See separate story.)

In connection with this event, CMA President Connie B. Gay has urged that CMA members cast ballots for those director candidates who will have the time and capacity to fulfill their responsibilities as board members.

Gay is entirely correct. In voting for directors, CMA members should thrust aside considerations of "friendship"; of trying to give recognition to "nice guys." In choosing a director the chief motivations should be basic ones: What can the man do for the cause of country music, and has he the time to apply himself to the task?

CMA members who apply any other criteria to the choice of directors will be doing a disservice to country music, and the music business generally.

CMA Meet Date Set; To Have New Directors

NASHVILLE—Annual meeting of the membership and election of directors and officers of the Country Music Association will be held here November 3, it was announced by Connie B. Gay, CMA president. The proceedings will take place at the Andrew Jackson Hotel, one day prior to the start of WSM's two-day country music festival.

Ten new directors are to be named. Following their election, the directors will elect officers for 1960-61.

Gay stated: "Members should be aware of their tremendous responsibilities in naming directors. . . . Members should cast ballots for director candidates whom they believe will be capable of and faithful to the responsibility of the CMA directorate."

The CMA president will report on CMA progress during the two years of its existence.

The incumbent board of directors serves as a nominating committee and will recommend at least two candidates for each office.

3 Mercury Overseas Reps Tour America

CHICAGO — Three representatives of Mercury's overseas affiliate, Electrola, Germany, visited the parent label here last week. The group studied U. S. manufacturing techniques and procedures for integrating manufacturing with distribution and sales.

Mercury President Irving B. Green met with the trio as did Irwin H. Steinberg, vice-president in charge of Mercury's overseas operation.

Visitors were C. Wirtz, manager of the international division of Electrola; P. Burkowitz, chief recording engineer, and M. Damm, director of Electrola plant operation.

3 Soria LP's For October

NEW YORK—The Soria Series of recordings by RCA Victor has announced that two new stereo disks will be on the market in October. One of the new LP's is the stereo recording of Richard Strauss' opera, "Ariadne Auf Naxos." The opera was recorded in Vienna by an orchestra, under the direction of Erich Leinsdorf, made up of virtuosi of the Vienna Philharmonic. The three-record set comes with 48-page "art" libretto. Leonie

(Continued on page 20)

Nominations can also be made from the floor by the membership in each category, and the directors will be elected by the members of their respective categories by secret ballot. The two directors-at-large are nominated and voted upon by the entire membership.

Don Pierce, CMA secretary, will preside over the voting, CMA attorneys Dick Frank and Ward Hudgins, and office secretary Jo Walker, will audit all votes. There will be no absentee voting. However, CMA members desiring to vote by proxy may do so by designating their proxy in a letter to Pierce. Proxy designations must be received by Pierce by October 26.

During its second year, CMA experienced an increase in enrollment, with individual annual memberships jumping from 390 to 510. The lifetime memberships were closed at 51. Organizational memberships have increased from 13 to 25. During the Country Music Festival, CMA members will make a drive for new members and membership renewals.

Highlighting the annual meeting will be CMA's Second Anniversary Banquet and Dance, which will be held at the Biltmore Friday evening, November 4.

Roulette Buys Jones Master From Ric

NEW YORK — The disk, "You Talk Too Much," by Joe Jones, found itself in the 33 Hot 100 slot this week. In addition, the disk figured in a late switch of labels from the original issuer, Ric Records, to Roulette.

Roulette, at one time, had Jones under contract and had in fact recorded him in the tune "You Talk Too Much." The normal music biz procedure might well have been for Roulette to institute legal proceedings against Ric for issuing the disk, such as happened in the recent case between Atlantic Records and Triple X Records on the tune "I Shot Mr. Lee," by the Bobbettes. This case was later settled out of court.

In the current instance, rather than going to lawyers at all, Roulette prexy, Morris Levy, and Joe Ruffino, head of Ric, got together and reached an amicable settlement, under which Roulette purchases the master outright. Roulette pressings are already on their way to dealers. The publishing rights to the tune, likewise, were transferred to the Roulette affiliated firms, Kahl Music and Ben Gazzzi Music, original owners of the copyright.

Muni Mulling 3 New York Station Bids

NEW YORK — Scott Muni, who left WMCA, New York's deejay staff last week, is considering three offers from other stations in New York. It is expected that Muni, one of the city's top jocks, will be making an announcement of his new affiliation shortly.

Muni left WMCA after two years with the station. He came to WMCA from WAKR in Akron, O., where he was both program and musical director. When Muni left WMCA last week, he had, according to the early August Nielsen Report, the highest average rating for his evening time slot of any deejay in New York. Muni was the first veepee of the National Disk Jockey Association which he helped form two years ago.

BALLARD MAKES IT A TRIPLE

NEW YORK — Hank Ballard and the Midnighters of King Records turned the hat trick this week with three records in the top 50 of The Billboard's "Hot 100" chart. The latest Ballard hit to make it is "Let's Go, Let's Go, Let's Go," which jumped into the No. 49 slot this week. The other Ballard hits are "Finger Poppin' Time" and "The Twist."

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BELGIUM *Newsnotes*

By JAN TORFS

**Juke Box Magazine,
Mechelen, Belgium**

Belgian-Italian recording star **Rocco Granata** sang his new hit, "Germanina" (from his new motion picture), at the finale of the Deutsche Schlager Festival 1960 in Wiesbaden. But first prize went to the song "Rosalie, Muss Nicht Weinen" sung by **Caterina Valente**, who proved once more to be Germany's most popular artist. The Belgian Palette label will be distributed in France by Barclay. . . Inesco, Belgium, already distributor of RCA records, has been appointed general distributor for Warner Bros. Records.

Harry Frekin, well-known conductor and arranger, has been appointed musical director for Peter Plum Publications. . . The **Chakachas**, the famous Belgian band, is currently in North Africa, appearing in Oran and Tunis. "Serenata Negro," a Chakachas original, may get U. S. play since **Johnny Mercer** is working on English lyrics.

The coming wedding of King Baudouin with Dona Fabiola has called for appropriate music and **Peter Plum** of Barclay Records, recorded an original by **Harry Frekin**, called "Fabiola" b-w "Il Nostro Concerto." The **Royal Belgian Strings** (25 violins), a choir perform "Fabiola."

BRITISH *Newsnotes*

By DON WEDGE

News Editor, New Musical Express

Negotiations for the **Kingston Trio** to make its British debut next month have finally broken down. The possible earning capacity here was a flea-bite compared with the group's U. S. drawing power. But its reputation in Britain does not match its home status.

Songwriter **Syd Shaw**, here on an extended visit, becomes a panelist on BBC-TV's "Juke Box Jury" October 15. . . **Shirley Bassey** did the Palladium TV show with great effect October 2. . . **Cliff Richard**, Britain's outstanding teen attraction, heads the bill October 16. It

will mark the young star's 20th birthday and the same afternoon ATV is doing a documentary treatment of his life.

The Palladium itself is to have a new history—this time on disk. EMI's **Norman Newell** has almost completed an LP of stars who have appeared at the theater. All are British and currently figuring on the show business scene. . .

Max Bygraves starts a weekly BBC-radio deejay series October 15 introducing "Children's Favorites," a request show.

Three provincial concerts have been set for **Judy Garland**—her first outside London. They are all in big centers—Leeds, Birmingham and Manchester—with dates between now and November 5. . . **Tommy Steele**, who began four years ago as Britain's first rock idol and has now rounded out as a major entertainment personality, is scheduled to host his own TV show in New York, with U. S.

Best-Selling Pop Records in ITALY

Week ending October 1, 1960
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Record
1	1	11. NOSTRO CONCERTO—Umberto Bindi (Ricordi)
2	2	2. NESSUNO AL MONDO—Peppino Di Capri (Carisch)
4	3	11. CIELO IN UNA STANZA—Mina (Italdisc)
3	4	4. IMPAZZIVO PER TE—Adriano Celentano (Jolly)
6	5	11. BARATTOLO—Gianni Meccia (RCA Camden)
5	6	6. SCANDOLO AL SOLE—Percy Faith (Philips)
9	7	7. PERSONALITA'/TIL—Caterina Valente (Decca)
10	8	8. MILORD—Edith Piaf (Columbia), Dalida (Barclay)
7	9	9. VOCE E NOTTE—Peppino Di Capri (Carisch)
12	10	10. NOTTE DI LUNA CALANTE—Domenico Modugno (Fonti)
8	11	11. MORGEN—Eddie Calvert (Columbia)
17	12	12. GABBIE—Eddie Calvert (Columbia)
11	13	13. STUCK ON YOU/FAME AND FORTUNE—Elvis Presley (RCA)
13	14	14. LA GATTA—Gino Paoli (Ricordi)
15	15	15. MY HOME TOWN—Paul Anka (Columbia)
14	16	16. MULE-SKINNER BLUES—Fendermen (Top Rank)
20	17	17. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London), Buddy Hackett (Top Rank)
—	18	18. TOO MUCH TEQUILA—Champs (London)
—	19	19. IT'S NOW OR NEVER—Elvis Presley (RCA)
—	20	20. PRINCESS—Little Tony (Durium)

guests, next February for showing here on tape later.

A host of British deejays will be among the Variety Club's guests October 11 in a tribute to BBC-radio. Among them will be **Eamonn Andrews**, **David Jacobs**, **Pete Murray** and **Jean Metcalfe**. . . Teenage idol **Adam Faith** now has his own publishing firm, Eden Music. Partners include his arranger, manager and usual songwriter, and the deal is wrapped by Mills Music. . . **Conway Twitty's** first film, (Continued on page 22)

ITALIAN *Newsnotes*

By SAMUEL STEINMAN

Piazza S. Anselmo 1, Rome

Two Greek songs ran away with Barcelona's Second Festival of Mediterranean Song, outdistancing three Italian entries which placed third to fifth. French and Spanish finalists finished out of the top places. Top votes were: "Xipha Aghapi Mou," Greece, 1,584 (sung by **Nana Mouschouri**); "Tha Klepsio dio Trantafilla," Greece, 1,454 votes (sung by **Alecos Pandas**); "Mia Piccola," Italy, 1,367 votes (sung by **Jimmy Fontana** and **Claudio Villa**); "Ciao, Ciao, Mi Amore," 828 votes, (sung by **Paola** and **Torrebruno**). . . **Bing Crosby** made news by signing **Aldo Monaco**, a Roman trattoria tenor, for an American tour. . . **Caterina Valente** was the star attraction at the season-ending Red Cross benefit at the Rampione d'Italia Casino on the Swiss border at Lake Lugano.

Josephine Baker is the opening attraction of the Milan Music Hall Olympia variety program. . . Popularity of **Domenico Modugno** is headline news in Italy. Upon his return Modugno will headline a major musical revue with **Delia Scala** for his first starring appearances in a script show. . . Seventeen amateur jazz orchestras participated in St. Vincent's First Jazz Festival. Vocal winners of the eight-day Golden Pick-Up Competition in Rome were **Rosario Borrelli**, **Eduardo Vianello** and **Roberto Davini**, in that order. The top three bands were **Enrico Pianori** and his Metaphysicists, the Flippers and the **Felice Colasso Combo**. Special prize given by pop music critics went to Davini. . . The late **Francesco Paolo Tosti**, who composed

By MARIO DE LUIGI

Musica e Dischi, Milano

Perez Prado has recorded for the Royal (Durium publishing firm) a few melodies from the film "L'urlo Dei Bolidi," which will soon be shown in Italy. "Look for a Star" is the background melody of the film "Il Circo Degli Orrori," which will be shown in October in Italy. . . An EP featuring **Santa and Johnny's** "Summertime" has a good chance of showing here, while "Sleepwalk," by the same artists, has been chosen by the producers of the film "Adua E Le Sue Compagne" as background music.

the famed Neapolitan serenades but who gave up his Italian citizenship to become a British subject and was knighted by King Edward VII, is back in Italy. His remains have been brought to his native Ortona. One of the late **Mario Lanza's** last albums was devoted to Tosti's music.

With the spurt in spoken records in Italy, particularly poetry, books and plays by top theatrical names like **Vittorio Gassman**, **Arnaldo Foa** and **Giorgio Albertazzi**, juke box operators are pushing to have library rooms set aside for spoken literature thru the use of juke boxes. . . In Milano, **Salvatore Lipomi**, 37, has been sentenced to two years in prison and fined \$100 for having used his one-time pinball and juke box business as a blind for transporting narcotics and smuggled cigarettes. Lipomi, once a member of the French Foreign Legion, denied having secreted the items found in his machines in his apartment.

Best-Selling Pop Records in BRITAIN

Week ending October 7, 1960
(Courtesy New Musical Express, London)

Last Week	This Week	Record
2	1	1. ONLY THE LONELY—Roy Orbison (London)
1	2	2. TELL LAURA I LOVE HER—Ricky Valance (Columbia)
4	3	3. HOW ABOUT THAT—Adam Faith (Parlophone)
3	4	4. NINE TIMES OUT OF TEN—Cliff Richard (Columbia)
9	5	5. SO SAD—Everly Brothers (Warner Bros.)
5	6	6. APACHE—The Shadows (Columbia)
10	7	7. WALK, DON'T RUN—John Barry Seven (Columbia)
12	8	8. AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia)
6	9	9. GIRL OF MY BEST FRIEND—Elvis Presley (RCA)
8	10	10. WALK, DON'T RUN—Ventures (Top Rank)
7	11	11. BECAUSE THEY'RE YOUNG—Duane Eddy (London)
13	12	12. EVERYBODY'S SOMEBODY'S FOOL—Connie Francis (M-G-M)
11	13	13. MESS OF BLUES—Elvis Presley (RCA)
14	14	14. PLEASE HELP ME, I'M FALLING—Hank Locklin (RCA)
15	15	15. LUCILLE—Everly Brothers (Warner Bros.)
19	16	16. LET'S THINK ABOUT LIVING—Bob Luman (Warner Bros.)
21	17	17. CHAIN GANG—Sam Cooke (RCA)
25	18	18. ROCKING GOOSE—Johnny and the Hurricanes (London)
23	19	19. NICE 'N' EASY—Frank Sinatra (Capitol)
—	20	20. DREAMIN'—Johnny Burnette (London)
6	21	21. PASSING BREEZE—Russ Conway (Columbia)
16	22	22. PAPER ROSES—Kaye Sisters (Philips)
17	23	23. WHEN WILL I BE LOVED—Everly Brothers (London)
28	24	24. IMAGE OF A GIRL—Nelson Keene (HMV)
36	25	25. MacDONALD'S CAVE—Pitlow Men (Capitol)
—	26	26. HAPPY-GO-LUCKY BLUES—Tommy Steele (Decca)
—	27	27. THEM THERE EYES—Emile Ford (Pye)
22	28	28. PLEASE DON'T TEASE—Cliff Richard (Columbia)
18	29	29. LOVE IS LIKE A VIOLIN—Ken Dodd (Decca)
24	30	30. CARIBBEAN HONEYMOON—Frank Weir (Orion)
—	31	31. RESTLESS—Johnny Kidd (HMV)

HOLLAND *Newsnotes*

By FRITS VERSTEEG

P. O. Box 26, Amersfoort, Holland

Pim Mass (the Dutch **Elvis Presley**) made a recording of "Soldier in Amsterdam" for the RCA label. The song was inspired by RCA producer Holland. **Mr. Tom Prins**, owing to the fact of the many GI's on leave in Amsterdam. Remarkable fact: composition, lyrics and arrangements were made by father and son Maas.

"Itsy Bitsy Teenie Weenie" has two Dutch versions: one by the **Leedy Trio** on Imperial and another on Philips by the **Black & White Melody Sisters** group.

The theme song from "Never on Sunday" has caused a little confusion over here since no one exactly knows which recording is the original one. Barclay has recordings with the movie stars. The label sent the dealers postcards and asked for "truth in advertising," since the Artone label had praised its recording as being the original. In the meantime there are about a dozen different recordings and no one is able to indicate which one will be the real seller. **Dalida's** recording on Barclay and the one from Artone are doing fine.

Mercury's Sales Conference was attended by Messrs. **Van der Haar**, **Van Zeeland** and **Willigenburg** on behalf of Rood Recordings n. v. A few weeks ago we reported already about the big business the manufacturers are doing here with 45 r.p.m. single series, Philips has issued a jazz single series called "Junior Jazz Gallery." The records are packed in EP-like covers and are quite attractive as gift

recordings. First issue contains records of **Armstrong**, **Garner**, **Bebet**, **Count Basie**, **Biederbecke**, **Eddie Condon**, **Ellington**, **Brubeck**, **Miles Davis** and **Woody Herman**.

Best-Selling Pop Records in HOLLAND

Week ending October 8, 1960
(Courtesy Fonorama, Amersfoort)

Last Week	This Week	Record
2	1	1. RAMONA—The Blue Diamonds (Decca)
1	2	2. O SOLE MIO—Elvis Presley (RCA)
4	3	3. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London)
12	4	4. BARCELONA—DeWilmars (Fontana)
5	5	5. MILORD—Currie Brokken (Philips)
3	6	6. HELL HAVE TO GO—Jim Reeves (RCA)
6	7	7. KOM VAT DAT DAK AF—Peter's Rockets (Imperial)
17	8	8. IA BELLA—Rocco Granata (Artone)
10	9	9. PLEASE DON'T TEASE—Cliff Richard (Columbia)
—	10	10. EVERYBODY'S SOMEBODY'S FOOL—Connie Francis (M-G-M)
8	11	11. SCHLAFE MEIN PRINZCHEN—Papa Bue's Viking Jazz Band (Storyville)
7	12	12. HANDY MAN—Jimmy Jones (M-G-M)
—	13	13. WIR WOLLEN NIEMALS AUS EINHANDER GEHN—Heidi Bruhl (Philips)
—	14	14. LAILA—The Regento Stars (Tivoli)
11	15	15. BANJO BOY—Jan and Kjeld (CNR)
19	16	16. TELEPHONE BABY—Johnny Otis (Capitol)
13	17	17. GOOD TIMIN'—Jimmy Jones (M-G-M)
16	18	18. I'M SORRY—Brenda Lee (Brunswick)
—	19	19. PLEASE HELP ME, I'M FALLIN'—Hank Locklin (RCA)
15	20	20. MARIJKE—Peter's Rockets (Decca)

GERMAN *Newsnotes*

Northern Germany

By BRIGITTE KEEB

**Music Editor, Automaten-Markt
Braunschweig, Germany**

Germany's fastest singer and Olympic silver medal winner **Karl Kaufmann** left Cuxhaven on the Hanseatic October 1 for the U. S. where he will be featured in **Walt Disney** shows as well as in the **Perry Como** and **Ed Sullivan** shows. . . Enthusiastically welcomed by the German jazz fans was the big British old-time jazz band of **Acker Bilk**. His appearances in Hamburg, Berlin and other big German towns were sold out.

Lys Assia, who is singing the successful German version of "Never on Sunday" (lyrics by **Fini Busch**) entitled "Ein Schiff Wird Kommen" (A Ship Will Come) on Philips, besides the versions by **Caterina Valente** on Decca, **Lale Andersen** on Electrola and the film actress, **Melina Mercouri**, on Polydor, has just flown to Finland, where she is holding a four-week show. Lys has not yet signed a contract with Philips altho she already has (Continued on page 22)

Southern Germany

By JIMMY JUNGERMANN

**Producer, Bayerischer Rundfunk,
Munich**

"The Savage Innocents," starring **Anthony Quinn** and **Yoko Tani**, had a brilliant viewing in the Technorama process. Solami issued two hits from this movie, "Iceberg," sung by the **Four Saints** on Pathe, and "Sexy Rock," sung by **Colin Hicks** and his Cabin Boys on the Broadway label. . . "Spiel Die Heimweh-Melodie" is the German version of the U. S. hit, "Oh, My Baby Take Me Home," sung by the **Blue Angels** on the Electrola label. They are assisted by **Berlipp's** band." By agreement of the Universal Edition publisher, **Karl Heinz Busse** got the rights for Germany of these U. S. standards: "Basin Street Blues," "Nobody's Sweetheart," "Sweet Lorraine" and "I Surrender, Dear." All these hits are favorites in Germany, but had no German lyrics up to now. **Hofmeister-Figaro** will handle these numbers for Austria.

"Moonlight" has been recorded (Continued on page 22)

DANISH *Newsnotes*

By TED WOLFRAM

**Care of American Express
Copenhagen, Denmark**

Danish National TV's Thursday night "Platter Parade" presented pop record singers **Valerie Masters** (England), **Siew Malmquist** (Sweden), **Caterine Caps** (France), plus **Acker Bilk** and his **Paramount Jazz** (England), and the local recording faves, **Four Jacks**, **Henning Moritzen** and **Holger Faellesaenger**.

Otto Leisner and **Borge Ralov**, producers of the program, also presented a film clip of the **Clara Ward Family**, singing "Down by the Riverside," and played a tune on an ancient (1885-90) American-made roller organ. . . **Don Byas**, American tenor sax, gave a concert on Sunday (2), at the Big Chief Jazz Club, in Oslo. . . **Nat Gonella** and his **Georgians** (England) were at the **Metropol Jazz** Center, same day.

HOTTER 'N HELL

HOTTER 'N HELL

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B/W "PLEASE FORGIVE ME"

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"OVER THE RAINBOW"

"DON'T TAKE YOUR LOVE FROM ME"

B/W **"ZING WENT THE STRINGS OF MY HEART"**

THE DIMENSIONS MOHAWK # 120

10TH ANNIVERSARY

Quality, Selectivity Elektra Watchwords

NEW YORK—Elektra Records, a diskery devoted to specialty album production, and founded by an 18-year-old college student on \$600 of capital, has celebrated its 10th anniversary. This week, the now 28-year-old prexy of the organization, Jac Holzman, reflected on a decade of profitable operation, a record which might well be the envy of numerous other indie operators with less imposing success stories.

"We prefer to make money," Holzman noted. "We've learned that you can't do that by dumping a carload of duds on the market, hoping a few will hit the mark and recapture costs. Therefore, we key

every album to a particular market. We reject 50 ideas before accepting one. And tho we could come out with 10 times as many, we issue only about 25 albums a year. Using that approach to the business, we've managed to double our sales every year for the past four years."

Holzman and a friend started the label on a bet with a third party that they could produce a record of better quality than any then on the market. The bet they won, but the initial investment was totally lost since the 10-inch LP sold only 40 copies.

But the two decided to go into business and opened an office in

the rear of a tobacco shop in Annapolis, Md., where both were students at St. Johns College. At the end of his junior year, Holzman left school and set up shop in Greenwich Village here, with the idea of producing folk records, to fill what he felt was a crying need in the disk business.

Soon Holzman also entered the retail record business, buying out a Village music store and setting up the label in the back room. One of his first successful LP's was by folk singer Cynthia Gooding, the profits of which enabled the young disk cat to move to larger quarters on Bleeker Street and started drawing \$100 a month salary from the firm.

Soon Holzman recorded another folk stylist, Susan Reed, and in 1955 he issued the first of a series by Ed McCurdy, known as "When Dalliance Was in Flower." This series of lusty Elizabethan material scored heavily, especially on col-

lege campuses. Another important item at about the same time was the Josh White 25th Anniversary set, "The Story of John Henry."

Today the growing outfit numbers among its artists Theodore Bikel, Oscar Brand, Josh White, the Limeliter, Joyce Grenfell, John Zacherley, Susan Reed, Cynthia Gooding, Ed McCurdy, Sabicas, Jean Shepherd, the Oranim Zabar Israeli Troup, the New York Jazz Ensemble and others.

One of the most notable aspects at Elektra is the focus on quality of sound. "We insist on technical excellence," Holzman asserted. "We use outside recording studios where sound is the first consideration and we do all our own editing. Mikes and heads we often modify to get a quieter, wider range tape. A few months ago we acquired a custom-built, three track stereo mixing console which took nine months to build."

Elektra facilities have been used

NAMES TOURNIER SACEM MGR.

NEW YORK — Jean-Loup Tournier has been elected to the post of general manager of Societe des Auteurs, Compositeurs & Editeurs de Musique (SACEM), starting January 1, 1961. Tournier, former general delegate for North America, was elected to his forthcoming position by Jacques Enoch, president of the Society, and the members of the board of directors.

The New York SACEM office will remain open with Mr. Tournier's assistant, Beatrice Eisenzweig, in charge. A new North American general delegate will be appointed shortly.

by major companies and broadcasters for the repair and reconditioning of recording heads. Others have used its custom recording facilities. In addition to these technical aspects of the business, the company also operates Nina Music, a publishing firm.

The image of Holzman has changed considerably in his years in the disk business. At one time he was best known in the Village as the young fellow with a mountain of portable electronic equipment strapped to his back riding his motor scooter to and from disk-ing dates. Today he's got an operation with 15 employees. But the aims are the same, as the young downtown (now 14th Street) disk mahoff looks ahead. "The Watchword with us will always be quality and limited, carefully selected releases," he added. "Let the others knock themselves out with big fall programs and the volumes of product. We'll be a little more careful and we'll hope to continue doubling our sales each year."

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1 CATALOG ALBUM SERVICE OF RSI:

You may order any complete category you require for your station. Prices are based on the number of albums contained in each category.*

Table with 4 columns: Service Name, L.P.'s, Price, and Category. Includes Dance Orchestra, Easy Listening, Classical, Light Classics, Opera Excerpts, Band, Concert, March, Popular Hit Parade, International, Theatre, Latin American, Folk, Children's, Rhythm and Blues, Jazz, Choral, and Specialty.

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

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

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If you program popular single records: You receive ten (10) new records a week, the best of the new releases.

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ANNUAL BASIS: \$160 per year via regular mail. \$190 via air.

QUARTERLY BASIS: \$42 per quarter via regular mail. \$50 via air.

5 "Easy Listening"

You receive six (6) new records a week, the best of the new releases (no rock and roll).

Price for one year—52 weeks—6 new records a week, a total of 312 records:

ANNUAL BASIS: \$110 per year via regular mail. \$140 via air.

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

FCC Grants MBC Pleas

WASHINGTON—The Federal Communications Commission has decided to accept assurances of the Metropolitan Broadcasting Corporation of New York that it will be vigilant against payola, and maintain fair policies of program selection. The FCC emphasized that it was relying on the anti-payola assurances in granting the firm's requests for: transfer of control of Prairie TV Company, WTVP, Decatur, Ill.; transfer of control of World Wide Broadcasting System, Inc., and international broadcasting station WRUL, Scituate, Mass.; and for renewal of license for the firm's Washington television station, WTTG.

Commissioners Bartley and Cross dissented from the action (6), the latter voting for a one-year extension.

Meyers Dies At Age 63

NEW YORK — Harry Meyers, chairman of the board of the Carl Fischer Musical Instrument Company here, died last week (4) after a short illness, at the age of 63. Meyers started out as a musician and was the first violinist of the Cincinnati Symphony Orchestra at 16. He also was violinist with the New York Philharmonic before World War I. Meyers helped form the Selmer-Conn Company with the late George M. Bundy in the 1920's, which operated stores in the East. He joined Carl Fischer in the 1930's and served as president of the concern from the mid-1930's to 1956. In 1939 he was responsible for the purchase by C. Fischer of the New York Band Instrument Company, of which he became board chairman.

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SPOTLIGHT WINNER OF THE WEEK
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PICK OF THE WEEK**

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HIS ORCHESTRA AND CHORUS
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LOTTA
SHAKIN'
GOIN'
ON



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K-12962

HOT 100 ADDS 18

NEW YORK — The Hot 100 chart added 18 new sides this week. They are:

- 72. **To Each His Own** (Para, ASCAP) — Platters, Mercury
- 73. **Hucklebuck** (United, ASCAP) — Chubby Checker, Parkway
- 74. **Peter Gunn** (Northridge, ASCAP) — Duane Eddy, Jamie
- 75. **Alone at Last** (Pearl, BMI) — Jackie Wilson, Brunswick
- 76. **Poetry in Motion** (Meridian, BMI) — Johnny Tillotson, Cadence
- 78. **It's Not the End of Everything** (Tree-Champion, BMI) — Tommy Edwards, M-G-M
- 82. **Humdinger** (Conley, ASCAP) — Freddy Cannon, Swan
- 86. **Hush-Hush** (Conrad, BMI) — Jimmy Reed, Vee-Jay
- 87. **Everglades** (Highridge - Briarcliff - Hillary, BMI) — Kingston Trio, Capitol
- 89. **Serenata** (Mills, ASCAP) — Sarah Vaughan, Roulette
- 90. **Whole Lotta Shakin' Goin On** (Marlyn, BMI) — Chubby Checker, Parkway
- 93. **Don't Let Love Pass Me By** (Rambled, BMI) — Frankie Avalon, Chancellor
- 94. **Harmony** (January, BMI) — Billy Bland, Old Town
- 96. **Have Mercy Baby** (Billy Ward, BMI) — Bobbettes, Triple-X
- 97. **Four Little Heels** (Pincus, ASCAP) — Brian Hyland, Kapp
- 98. **One of the Lucky Ones** (Joy, ASCAP) — Anita Bryant, Carlton
- 99. **Last Date** (Acuff-Rose, BMI) — Floyd Cramer, RCA Victor
- 100. **If She Should Come to You** (Hollis, BMI) — Anthony Newley, London

Maverick Promo Office

HOLLYWOOD — Kim Fowley, veepee and general manager of Maverick Music, and partner Gary Paxton, have set up a promotion and publicity office for Maverick. The new office will handle promotion and exploitation of diskery product. Maverick Music has been hot this year with "Alley-Oop," "Cherry Pie," and "Honest I Do." Fowley and Paxton just completed cutting an album by the Hollywood Argyles for Lute Records, and will cut a ragtime piano album

New CBS Net Signal System

NEW YORK — Columbia Radio Broadcasting System demonstrated its new "NetAlert" network signaling and cueing system to the press and affiliates this past Wednesday. The unusual system does a round-the-clock monitoring job that allows network headquarters to keep in constant touch with members of its chain whether a particular member station is receiving network programming at the particular time or not.

The new system is composed of a transmitter, to be stationed at network headquarters, a receiver in the master control room of the affiliate, and individual signalling devices in executive offices, and even in executives' homes.

The device, which has been perfected by CBS Laboratories, operates thru nearly inaudible signal pulses that are transmitted and keyed to a code in the receiver. A bell and light register the signal reception of any one of six alert numbers that then appear on the receiver dial. Each of the numbers has a particular meaning, and all mean that something of importance is about to be transmitted from the net headquarters.

A No. 1 signal means that network information is about to be transmitted. No. 2 cues entrances and exits from the net; 3 signals closed circuit transmission on the program line. No. 4 sets the affiliate for special news bulletins; 5, very special unscheduled news programming is on the way. No. 6 is for national disaster.

The new system was explained and demonstrated by Arthur Hayes, president, and his assistant, David Vorhees. Dr. Peter Goldmark was responsible for its perfection.

O'Dwyer Adds New One-Stop

CHICAGO — A Los Angeles branch of Music Box One-Stops, owned by Jim O'Dwyer, will be opened October 17. The West Coast operation will be the fifth for O'Dwyer.

O'Dwyer also told The Billboard he is closing his Houston outlet and transferring inventory to his Dallas operation. Overlap in territory between the Houston and Dallas offices was cited as the reason.

The Music Box chain now has outlets in Chicago, Denver, Dallas, Atlanta and Los Angeles. Ray Hopper, former Houston manager, will move to Los Angeles, where he will assist Jack Krug, a seven-year



There's just no stopping him

The Billboard

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

RECORD MANUFACTURERS

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1713 Panama Avenue
Indianapolis 41, Ind.

Bee Records
604 Schuykill Avenue
Reading, Pa.

Boblone Records
615 Summerlea Avenue
Pittsburgh 32, Pa.

Cosican, Inc.
Marlee Philom Records
291 Delaware Avenue
Buffalo 2, N. Y.

Criteria Recording Co.
1755 N. E. 149th Street
Miami, Fla.

Davco Records, Inc.
Hilliard, Fla.

Dolly Records
147 Peckham Street
Fall River, Mass.

Eureka Records
(Formerly Lectern Records)
Eureka Records (Formerly Lectern Records)
130 S. Western Avenue
Los Angeles 4, Calif.

Fab Recording Co.
182 E. 101st Street
New York 29, N. Y.

Gametime Records
1650 Broadway
Suite 650
New York 19, N. Y.

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Chicago AFM Holds Meet

CHICAGO — The Chicago Federation of Musicians, Local 10 of the American Federation of Musicians, will hold its annual meeting here Tuesday (11) at 1 p.m. at the local's headquarters.

The local recently revised its scale for leaders and engaging members with a general across-the-board \$1 increase per man per engagement. Sideman's scale remains the same.

Contracts filed on or before October 10 for single engagements to be played up to and including March 31, 1961, will be honored.

Taxes

Recording-Secretary H. Leo Nye said the increase was to compensate leaders and engaging members for increasing costs and increased government taxes.

A complete breakdown of the new wage scale, rules and regulations, additional minimums and changes in minimums are available from the local.

veteran with Music Box. Krug previously opened the Dallas and Denver branches for O'Dwyer, and will reside permanently in Los Angeles.

NIGHT CLUB REVIEWS

Monk Chalks Up Another Winner

Julius Monk's track record in coming up with bright, breezy intimate revues can be compared to the ability of the New York Yankees to win pennants. And for the seventh season in a row Monk has come with another winner in his latest charade at the Upstairs at the Downstairs with "Dressed to the Nines." This latest revue, which opened at the dimly lit boite in New York Thursday (29) is not only as good as the ones that preceded it, it is a sharper, tighter show than last year's, sharper in poking fun at everything from politics to history, and tighter in that ballads have been virtually eliminated for more skits. It is also a more "hip," or more "in" revue as far as New Yorkers are concerned, which makes it a lot of fun for actual and aspiring New Yorkers.

The cast of the new show is composed of six performers, Ceil Cabot, Gerry Matthews, Gordon Connell, Pat Ruhl, Bill Hinnant and Mary Louise Wilson. The pianists, who occasionally double as actors, are William Roy and Carl Norman. They are all excellent, with each of them providing a highlight in one or more skits thru the evening. As for the skits, the funniest is the take-off on the Kabuki Dancers based on "Casey at the Bat." This routine, written by Ernest Chambers, is worthy of a Broadway show or Sid Caesar and Imogene Coca at their peak. Other outstanding sketches include the Con Edison "holes in the street" song, the parody of group traveling called "Cook's Tour," the poem to Lincoln Center, the take-off on commercials for democracy, the sentimental tribute to the fast-becoming-extinct Roxy, and the Ft. Lauderdale saga about college kids on vacation. Writers Chambers, Michael McWhinney, Michael Brown, Leeley Davidson, Rod Warren, and the others, all deserve kudos for their sharp material.

As has been the case with other Monk revues, the single set was used adroitly, and the costumes, tho simple (except for the Kabuki take-off), served their purpose. Monk has a corner on revues and the latest one should keep the U. at the D. patrons happy for many months to come. "Dressed to the Nines" should also make a good album, whether it is waxed by Offbeat Records or any other label.

Bob Rolontz.

★ ★ ★

Herbie Mann Scores at Half Note

The Herbie Mann Afro-Jazz Quintet which has been appearing at the Half Note in New York's Greenwich Village is a fine, integrated musical aggregation that mixes its touches of Africa with light swinging jazz.

Herbie, who has built himself a considerable reputation as a commercial act that draws as well outside as inside the usual jazz circle, led his charges thru a nicely paced variety of material. Those charges were, by name and instrument: Johnny Rae, vibes and timbales; Rudy Collins, conventional drums; Knobby Totah, bass; Ray Mantilla, conga drums, and Baba Olatunji, African drums.

Mann, of course, plays tenor sax and a variety of flutes (both wooden and metal), that come from distant lands including Chicago, Peru and Morocco. His tenor sax playing has a nice liquid flow, and no evening is complete unless Herb performs his much-requested Al Cohn impression.

The group's vibest, Johnny Rae, has a firm and jumping touch. One of the evening's highlights is when Nigerian drummer Baba Olatunji appears on the bandstand and rocks to the thump of his huge African drums.

Among the material spaced out thru an evening's listening are such tunes as "Common Ground" (the name, incidentally, of the group's forthcoming Atlantic LP), "Asia Minor," "Walkin'," "Yhyoru," "Night in Tunisia," "Summertime" and "Swing Thing." The group has also been known to play its "Moon Medley," which has, at various times been dedicated to this writer.

Jack Maher

★ ★ ★

OPERA REVIEW

N. Y. City Opera Off to Good Start

The New York City Opera Company's new season got off to a splendid start, opening with Monteverdi's "Orfeo" and Dallapiccola's "The Prisoner" on Thursday, September 29, and following with additional seasonal debuts almost nightly. The company has become perhaps the nation's leading organization in the realm of staging vehicles heard but rarely. The productions invariably are of excellent quality and the singers of genuine stature. Some enterprising classical a.&r. man will discover one day that a trove of seldom-recorded material is under his nose which with proper promotion could achieve respectable sale.

Among the outstanding productions of the past week were the Gilbert and Sullivan favorites, "The Mikado" and "Pirates of Penzance," the latter performed for the first time since 1946. The former was a standout in every way, but "Pirates" seemed somewhat slow and uncertain, perhaps due to rehearsal limitations and the heavy schedule.

A thrilling production of Orff's cantata, "Carmina Burana," used dancers as the visual aspect, emphasizing the full orgiastic implications of the work. It was coupled with a static but impressive rendering of Stravinsky's "Oedipus Rex." Mozart's "Cosi Fan Tutte," using virtually the identical cast that received such plaudits last year, proved again to be perhaps the highlight of the entire repertory, the humor of the English libretto coming across beautifully mixed with Mozart's bittersweet music.

Among the many talented performers, two standouts were Frank Porretta and Ruth Kobart. Porretta handled the hero's role with elan in the Gilbert and Sullivan works, and showed another side of his work in the tenor solos of "Carmina Burana." Miss Kobart brought not only a fine voice but real distinction to her clowning in the roles of Katisha in "Mikado" and Ruth the nursemaid in "Pirates."

Sam Chase.

THE MAD HATTER CLYDE McPHATTER



Three picked me

The BILLBOARD SPOTLIGHT WINNERS OF THE WEEK
Strongest sales potential of all records reviewed this week.
CLYDE McPHATTER
"I JUST WANT TO LOVE YOU"

The Cash Box Pick of the Week
"I JUST WANT TO LOVE YOU"
CLYDE McPHATTER

The Music REPORTER SCOOP OF THE WEEK
CLYDE McPHATTER
"I JUST WANT TO LOVE YOU"



I Just Want To Love You

and

You're For Me

71692

More New Chart-Toppers From



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

Midnight Lace DAVID CARROLL 71703

A Big Two-sided SMASH!



PAT BOONE

"DEAR JOHN"

backed with

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#16152

250,000

First shipment



"THE NATION'S BEST SELLING RECORDS"

STORE-TESTED PROFIT POINTERS FOR DEALERS

Bus Ad Gets Sales Rolling

By ALBERT S. KESHEN

In planning your advertising budget, have you thought of allocation for car cards inside and outside of buses? Many record shops have found it to their advantage to use such space since it is aimed at a "captive audience," primarily women, who are already out shopping and can be favorably influenced by this medium.

Stores which want to create a favorable impression or "image" for their products can well afford to consider a continuing car card program to build for themselves favorable public opinion and buy-appeal.

Mass Exposure

Experience has shown them that this type of advertising shows the most return on the dollar because it is the lowest cost medium for reaching the mass urban market. The average cost of reaching 1,000 potential customers in the top 100 U. S. cities is about 10 cents—less than the cost of mailing three letters.

Transit advertising is less expensive than advertising in local newspapers, less expensive than TV or radio commercials. Why? Because transit advertising, unlike other media, does not have to spend money to build circulation. It is a by-product of public transit operation with a ready-made audience.

A car card has less competition for its audiences' attention than an ad in the newspaper. In the average bus there are about 30-40 cards; in a newspaper, there are hundreds of ads.

Since the average bus rider's trip lasts 30 minutes, each passenger may see your ad many times during each trip. When the newspaper page is turned, the radio or television commercial completed, exposure to a particular message is over. With the bus rider exposure is continuous over a longer period of time.

If you have an advertising agency, they will be glad to obtain local rates and other transit advertising information for you. If not, call your local transit advertising office, generally listed in your phone book's "yellow pages" under "Transit (or Transportation) Advertising." In most cities, the transit advertising operator is an independent businessman who has been awarded, thru open bidding, a franchise to sell advertising space on public vehicles. In some cases, transit advertising space sales are handled directly by a transit company's department.

There are various car card and bus poster space sizes available. The standard car card inside buses is 11 by 28 inches. However, many advertisers use wider or narrower cards to fit the particular need of each advertising message. Nearly all transit advertising companies will sell space for other card sizes—11 by 7, 11 by 21, 11 by 42, 11 by 56 and even huge 11 by 84 inches.

Mr. Outside

The bus exterior offers, depending on bus body design, advertising space on the front, rear and both sides. In some cities, advertisements are painted directly on the buses. For special promotions, some advertisers have covered a whole bus with their painted message.

Standard outside spaces include the "King-Size" 2 1/2 by 12-foot poster, the "Queen-Size" 21 by 88-inch space, the 21 by 27-inch "Traveling Display," 7 1/2 by 60-inch rearend signs and various sizes of space on the front end. Specialized spaces can be ordered also.

In addition to the flexibility offered by the various sizes of transit advertising space, bus ads fit easily into your advertising needs because you can vary the length of time your ad is shown and/or the number of vehicles in which it is carried. Car cards are ideally suited for the promotion of special sales. With car cards you can change your advertising message frequently. For a small extra labor charge, you can have your card changed as often as twice a week.

A major advantage of this bus card flexibility is that space can be purchased for a card in every bus (a "full run"), or in every other bus ("half run") or in every fourth bus ("quarter run"). In some cities, additional impact can be gained by buying space only on those bus lines whose routes run near your store.

Transit advertising space costs do not include the printing of the cards themselves. Each advertiser furnishes his own cards. Your local transit advertising company can help with the details of designing and printing.

The method of reproducing your car cards will largely depend on your sales message and the product to be advertised. Car cards and/or posters can be printed at low cost. The silk screen printing method can produce small numbers of at-

Foley Radio Show Builds

SPRINGFIELD, Mo.—With its sponsor anxious to reach far beyond the boundaries of today's network radio coverage, "The Red Foley Show" expects to achieve a line-up of 300 stations by this Saturday (15). The new Foley series, the Redhead's fifth with his own RadiOzark-produced package, began October 1 on nearly 200 NBC affiliates and has added new stations associated with Keystone Broadcasting System each week.

RadiOzark has retained the same personnel supporting Foley last year, namely announcer Joe Slatery, band leader Slim Wilson, director Bill Ring, and writer Don Richardson Sr. Name guests in the country music field are headlined on each edition of the quarter-hour program. Sponsor is McCulloch Corporation, Los Angeles, manufacturer of chain saws.

tractive cards at small expense. Another economical production method used successfully by a West Coast advertiser with a small budget, is to type a sales message on a good typewriter, have it blown up photostatically and printed—with no typesetting cost. The offset process provides greater detail and color fidelity. Car cards offer an economical way to advertise in color. Most consumer product advertisers believe that color attracts attention to their ads and helps to establish product identification.

A good way to get more for your transit advertising dollar is to contact the local distributors to see if they, or the manufacturers have programs which pay part of the cost of a transit ad campaign featuring their products. The general practice for co-op advertising is that the manufacturer or distributor will pay 50 per cent of the cost of advertising space.

Many manufacturers make available without charge or at cost, car cards with imprint space left for the name of your store. Some will pay part or all of the production costs of the cards or posters that you have designed and produced locally—if layouts are approved in advance.

YOUNG DISK TALENT ON MOVE INTO BIG-TIME

Continued from page 1

thruout the world, as well as now getting her first roles in movies. Sixteen-year-old Brian Hyland, who had the top record of the summer in "Itsy Bitsy . . . Bikini," has switched to professional high school in New York so that he can fulfill his weekend engagements, garnered as a result of his national hit. Brenda Lee, still in her teens, the Everly Brothers, only now in their early 20's, Ricky Nelson, and other young singers, have proved their drawing power as personalities in many stage and concert engagements. Just this week Paul Evans, also in his early 20's, was signed by Beechnut Chewing Gum to pen a song for a national TV and radio "Name the Song" contest. Evans, who has penned all of his own hit songs for his Carlton disks, will also record the tune for his next Carlton release.

The fact that the youngsters

can not only continue to make it on records, but can also branch out as personalities into other parts of show business, indicates the importance of records as a springboard to the big time in show business. The crowds that greet a Connie Francis or a Paul Anka abroad were created by their records. And the fact that these and other artists can come thru as personalities and performers live, as well as on wax, shows off their own ability and talent and determination.

The single record, which today appeals primarily to the youngsters, will continue to produce young singing personalities for this audience. The album market, now with the addition of comedy records to every label's album roster, has helped to produce new comedy talent for night clubs and movies. Records are now not only entertainment per se, but also testing grounds for new talent, many of whom will eventually be in demand—due to their record exposure—for movies and personal appearances. And youth is being served, and making good on records today, as never before. This is true not only of the American record industry, but thruout the world.

11 Pkgs. on Everest Sked

NEW YORK — Everest Records' October - November LP release program totals 11 new sets, consisting of seven pop albums, two classical, a special package called "The President," and an all star LP.

The pop releases include albums by Duke Ellington, clarinetist Jimmy Hamilton, Jorie Remus, the Ray Ventura Singers, trumpeter Charlie Shavers, the Randy Van Horne Singers, Ann Blyth and Peter Nielsen. The two classical sets are Beethoven's Sixth Symphony by the London Symphony with Josef Krips conducting and a duo piano recital by Luboshutz and Nemenoff. In "The President," Walter Brennan narrates a musical biography of the country's Chief Executives. The all star production is called "Fly With Me," and features an orchestra and chorus under the direction of Raoul Poliakin.

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 Executives at the address indicated below.

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.

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CONCERT REVIEW

Ray Lev in Pre-Europe Concert

Pianist Ray Lev opened the solo concert season at New York's Carnegie Hall this week with her farewell American recital for a considerable period. Miss Lev is shortly to begin a lengthy series of concerts thruout Europe which may extend over as long as two years. This is important news for European impresarios and recording companies, just as it reflects the peculiar situation that obtains in the United States.

After more than 35 previous Carnegie programs, more than virtually any other young American artist has performed, Ray Lev's latest concert again proved unquestionably that she is a musician of deep understanding as well as a pianist of great technical accomplishment, a combination which is all too rare. But, unlike the pop music field, Americans seem to honor their own classical artists only after other nations recognize their abilities first, otherwise tending to salute the musical representatives of other nations. While there are exceptions to this rule, of course, they can be counted on just a few fingers.

Ray Lev won wide acclaim in Europe just before the war. Should her return to familiar lands result in a renewal of the romance between Miss Lev and European concert and record fans, we can expect the usual result: her re-emergence as a "hot" property in U. S. disk and concert circles. It is only a short time since the identical situation obtained with another well-known female American pianist, Rosalyn Tureck. Shura Cherkassky, too, had to put in years abroad. It is a familiar tho ironic pattern.

In any case, Ray Lev offered a virtuosic performance in her last U. S. appearance for the foreseeable future. Her well-known interpretation of Schumann's "Davidbundlertanze" contrasted the stormy with the introspective most effectively. In the Liszt transcription of Bach's Organ Fantasia and Fugue in G Minor, she produced an uncanny feeling of the strong musical coloring of the older instrument, while the Pastorale from Ernest Bloch's Sonata for Piano enabled her to evoke the most delicate of pastel shadings. Other works, which absorbed and enthused the large turnout, included a Schubert impromptu, Liszt's Concert Etude and Hungarian Rhapsody No. 8, a Chopin Nocturne and Beethoven's Sonata No. 24.

While Ray Lev's departure may be considered America's loss and Europe's gain, this is doubtless a superficial view, for realistically a European triumph will do more to bring her to the fore here than artistic ability and integrity alone can do.

Sam Chase.

YES SIR, THAT'S MY BABY
RICKY NELSON
Imperial

"LET'S FALL IN LOVE"
JIMMY MITCHELL
MERCURY

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RAY ANTHONY
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New York 11, New York

Brakes on Pop Album Output

• Continued from page 2

have gone up because publishers of standard tunes are more and more demanding the statutory rate of 2 cents per tune as their tunes are used for more and more albums. They used to take .1 cent or 1½ cents but no more. Covers for all of the "sound" albums are in gatefold form, necessitating more liner notes and more printing costs. More expensive art is being used, calling for higher plate costs and again higher printing costs. And many new albums are being issued in novel packages that require extra handling by machines and expensive die-cut processes.

Costs have caused the average album a.&r. man to be as conversant with the sales potential of a record as the accounting department. Way back—a few years ago—an album man would make an album without concern, or too much concern, about the potential audience the album might reach or the potential profit the album might make. Those days, too, are gone. Today, due to the procedures instituted by many large firms, the album chap has to know how much the album will cost to record, to package, and to release, and then is expected to be able to figure the estimated audience it might reach, even before starting a recording session. If an album that costs say \$10,000 to make appears to have only a potential sale of 20,000 to 25,000, it will be junked or delayed in deference to an album that costs the same to make but has a potential sale of 50,000 to 100,000.

These procedures have caused even the genius type of a.&r. man to think in commercial terms. This is the reason company after company follows the leader by putting out "sound" or "percussion" al-

bums, or sing-along albums or comedy albums, since that is the way the trend seems to be going. Yet it is interesting to note that the original Mitch Miller Sing-Along sets, and the original Com-mad percussion sets, still outsell all imitators. This is not true of the comedy disks, where it appears possible for a new comic to break thru with unprecedented speed, even if he is virtually unknown, as was Bob Newhart. Yet it must also be noted that comedy albums, requiring only a comic and a recording studio, are much less expensive to produce than an orchestral album, and it doesn't matter if the comedy set is not in stereo.

Playing Safe

Diskeries also play it safe today from a money standpoint by releasing, almost as soon as possible, albums featuring their young boy or girl singers or groups who come up with a hit single or two. Brian Hyland had an album out before the gal came out of the water on his disking of "Itsy Bitsy ... Bikini." There is a Chubby Checker LP on the market, as well as innumerable others by hot singers. To some companies this is the only prudent way to build an album line.

This is not to say that all LP's being made these days are ruled by the pocketbook, but it is to say that more and more diskings are. "What will it sell?" is as important a question to pop album execs as "Is it good?" in more and more firms today. This is especially important to the large firms where investments in an album line for the fall season can amount to as much as \$250,000. But as long as there are hundreds of diskeries in the business who release albums there will never be a complete snuffing out of inspiration in producing LP's. Comedy records broke via indie label comedy releases, and percussion albums were started by an inspired indie. And there are still small firms who specialize in offbeat LP's, like music box records and spiritual wax. Some of these firms don't even desire the big sales, but are happy with the steady, 4,000 to 10,000 sellers that never go out of season.

King Cuts a \$1

• Continued from page 3

that there has developed a great consumer resistance to a \$5.98 line, regardless of product.

The combined King and Bethlehem catalog now lists 59 stereo LP's. Eleven new stereos have been announced for October and November, which will give King 70 stereo packages for the fall market. Included in the new releases are albums by Bob Kames, Irving Fields, the Stanley Brothers, Big Ben's Banjos, the Mayfair Strings, and the Jack Payne ork, all on King, and on Bethlehem, in the jazz field, new albums by Mal Waldron, Charles Persip, Leroy Perkins and Booker Erwin. Nathan also announced his intention to build his \$2.98 stereo catalog.

Nathan last week also outlined a special Christmas merchandising plan to King dealers. Designated as King Santa Claus Month, the deal offers a 25 per cent bonus in free goods to dealers who place their orders during October. Included in the deal are 8 monaural albums, 3 stereo albums and 3 Christmas singles.

Under the plan, dealers will get one free album for every four albums purchased and one free single for every four singles purchased. King and distributor salesmen have been furnished with a special merchandising kit, complete with point-of-sale, display and promotion material. All LP's have been bagged in a specially designed Christmas poly-wrap.

UNIQUE M-G-M, COAST GRD. TIE

NEW YORK — M-G-M Records has made a unique tie-in promotion deal with the U. S. Coast Guard for a mutual push involving the Coast Guard's continuing recruiting program and M-G-M's album "Blow Ye Winds," by the Coast Guard Singers.

The diskery has pressed up 1,000 special LP's, containing on the one side six recruiting messages, and on the other five selections from the "Blow Ye Winds" LP. These are being shipped out to principal Coast Guard offices across the country and arrangements call for uniformed men of the Coast Guard service to deliver copies to radio stations in their territories.

In addition, a flock of special display easels, picturing the album, have been prepared for exhibit at recruiting stations, sub-stations, amphibious ducks, recruiting trailers. Sol Handwerker, M-G-M promotion chief, set the deal.

Crutchfield Joins Tree Music Staff

NASHVILLE — Tree Music prexy Jack Stapp announced last week the addition of Jerry Crutchfield to the staff of Tree. Crutchfield will serve as promotion and exploitation manager at Tree and will assist Buddy Killen, vice-president, in screening material.

Crutchfield comes to Tree from Benton, Ky., where he served as general manager of WCBL-Radio. He penned two Eddy Arnold etchings for RCA Victor, "Little Sparrow" and "Nellie Sits 'a-Waitin'."

Three Soria LP's

• Continued from page 4

Rysansek, Roberta Peters, Sena Jurinac and Jan Peerce star as singers.

Album number two is a recording, again in stereo, of the Verdi "Requiem" in two disks with the Vienna Philharmonic, Fritz Reiner conducting. Singing the leading roles are Leontyne Price, Rosalind Elias, the late Jussi Bjoerling, and Giorgio Tozzi. In addition, Soria is also making a one-record album of Highlights from Handel's "Messiah," conducted by Sir Thomas Beecham for the Christmas season. This, like the other two sets, is available in regular as monophonic as well as stereo recording.

Talmadge Bootleg Briefing

• Continued from page 2

said Art Talmadge, "lies in stiff federal legislation." He noted that under the present set-up, bootleggers are literally handed a "license to steal."

Federal Law Answer

"The answer is a clear federal law, possibly an amendment to the Copyright Act, which would put the fear of the Lord and the FBI into the hearts of the bootleggers," he said.

Talmadge credited ARMADA's sustained drive against bootlegging with building support for the trade organization. "We have assumed the leadership," he said, "in an area that has been casually overlooked by the industry in the past. What the individual company cannot do in fighting the bootleggers, ARMADA can accomplish by mobilizing the support of the whole industry and the trade press which has been most helpful in giving full publicity to the work of our organization."

ARMADA's plans, according to Talmadge, call for tackling the

Kid Credit Plan Can Pay Off

• Continued from page 4

the event that their under-21 progeny fail to make good on the amount. To date, after more than a year and a-half of selling on this basis, the Schmidts have never lost a penny on a juvenile contract of this nature, have never seen an instance in which it was necessary to contact parents to make good on the contract, or any other such problem. "The teen-agers are thoroughly appreciative of the fact that we trust them, and they would rather take a beating than to fall behind on a payment," Leland Schmidt said. "In one instance, where a youngster lost his summer job, he rushed to us with the information, and asked us to change the structure of the time-payment plan until he could make good on the payments. When the next payment was due, he had the money, and he paid off the contract by mowing lawns and doing odd jobs until he got a more permanent summer occupation."

There are always a dozen or more contracts of this nature in force at the Grand Junction store, always paid up, and meticulously signed, when every payment is made, by store and its juvenile customer. Surprisingly, not all of the contracts are for lowest-priced \$49.50 stereo sets. Instead, many of the youngsters are buying good quality tape recorders and phonographs, writing a long-term contract to cover the cost, and in this way the Colorado store has added a valuable extra volume of stereo sales which might otherwise have been put off until the juvenile customers were at least 21 years old.

Radio Promotion

A tremendous help in attracting teen-agers in this way has been the unusual radio program which the Schmidts have presented for the past year. Sponsoring a popular national musical show, the Schmidts made history recently

when five high school students, each a member of a speech class, were invited to try their luck as announcers on a subsequent weekly presentation. Each student was invited to write his own commercial, from material on stereo equipment and appliances furnished by the store, and then give a one and a-half to three-minute commercial, according to the time allotted. The radio station provided a professional announcer to serve as a judge, and the winner was awarded a handsome transistor radio, while pen and pencil sets went to every entrant. The juvenile credit program received plenty of mention, of course, during these "amateur announcer" presentations, and in this way the idea was familiarized to literally hundreds of Grand Junction high school students every week. This inexpensive stunt, incidentally, brought a wave of high school youngsters during the following months which has never ceased.

Beechnut Tie

• Continued from page 3

to submit a title for the tune. Generous prizes will be awarded.

During all the Beechie commercials, a recording of the untitled tune sung by Evans will be played. Commercials will be aired in the new NBC Saturday night bandstand shows and the daily Dick Clark programs.

Deal between Evans and Beechie was set by Dick Berkmaier, of Music Corporation of America. Evans, MCA and Carlton Records all will chart supporting promotions for the artist and sponsor thru regular - and - premium record channels. The untitled tune already has been set for Paul Evans' next release on the Guaranteed label.

Evans' capacity as a writer-performer was indicated by such hits as "Happy Go Lucky Me" and his current side, "Hushaby Little Guitar."

Harry Jenkins

• Continued from page 2

mercial sales department manager.

Meanwhile, on another level, Irwin Tarr, manager of the special markets department, will expand his activities in this field. Tarr and Ben Rosner—who is manager of radio-TV relations and field promotion—will take on additional responsibilities, will report to Jack Burgess.

These moves follow shortly upon RCA Victor's acquisition of George Avakian in the pop album field. Marek stated: "These moves, along with our expanded and strengthened a.&r. staff under the leadership of Bob Yorke, will—I believe and hope—give us a vital, strong organization, supplying fresh ideas to the marketing and popularizing of music."

Carlton Brass

• Continued from page 3

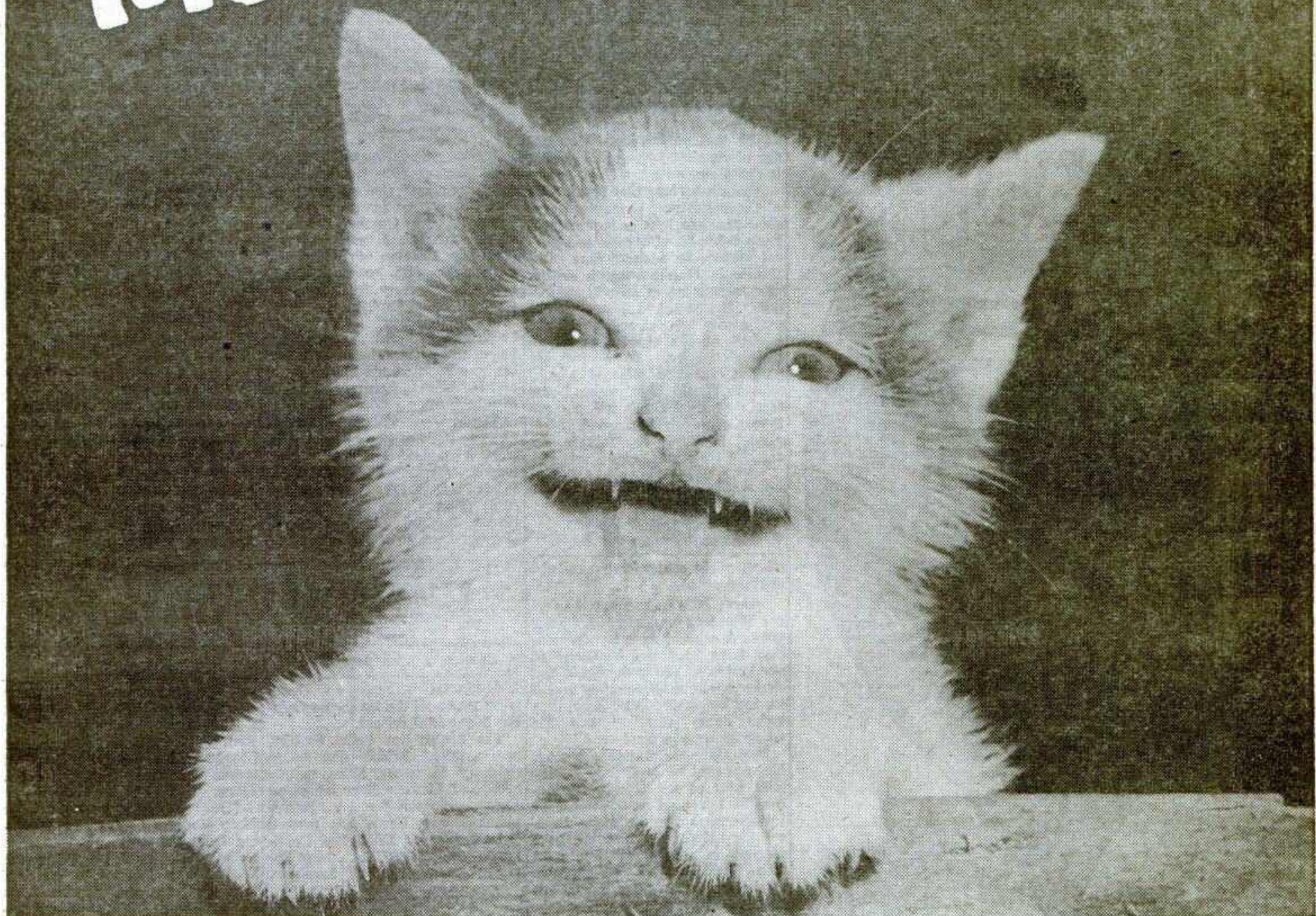
Sales chief Juggy Gayles headed for Chicago, Minneapolis, Milwaukee, St. Louis, Memphis, Nashville, New Orleans, Miami, Atlanta, Richmond, Washington, Baltimore and Philadelphia. Promotion chief George Furness headed for Hartford, Providence, Rochester, Syracuse, Buffalo, Cleveland, Cincinnati, Indianapolis, Detroit and Pittsburgh. Don Genson, West Coast vice-president, will cover San Francisco, Dallas, Houston, Oklahoma City, El Paso, Phoenix and Tucson.

The trek, to last into November, and entailing detailed merchandise plans, also involves promotion and deejay and one-stops levels.



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"LET'S JAM" by The Foster Bros. on Dillie (D-101)
"MR. LEE'S PLEA" by Mr. Lee on Addit (A-1229)
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Germany Beats

• Continued from page 3

ipating a "back-to-the-classics" trend in pop music, are combining the compositions of Bach, Beethoven and Brahms for themes adaptable to pop tunesmiths.

This quest is based not only on reports from German reconnaissance in the U. S., but particularly on music sale statistics in this country. Classical music sales are rocketing while pop singles plummet.

The Germans blame this decline in singles to teen-age tedium with "beat" music. Teen-agers dominate the singles market in Germany as elsewhere, and surveys show that the teen-agers are acquiring more sophisticated tastes in pop music.

German publishers claim these surveys are confirmed by analysis of album music sales, which establish that an increasing percentage of classical LP's are being sold to the younger set.

There is no intention on the part of German platter producers to assume that the beat generation will jump from "beat" music to classical albums in a short time. But studies in Germany point to the new importance of melody on records. The accent in this country is on "quality" singles, pop tunes with a dash of the classics extending their longevity. Some industry pundits attribute slipping singles sales to "rapid obsolescence," the fact that singles fall off the top tune list quickly because they are played to death too fast to encourage their purchase.

Dealers' Club

• Continued from page 3

which might otherwise have died," Herman noted.

"These little fellows are the record business," he continued. "They were the original record outlets and they have been the backbone of our business. Today they're in bad shape thanks to discounting and if we can keep them in business, then we're doing ourselves and the whole industry a good turn."

Regarding the franchise matter, Herman said he is already talking with four of the largest distributors in top markets. "They'll be franchised to use the name Dealers Record Club, which we have cleared in almost all important areas," said Herman. "We'll have a contract with them which, of course, will provide a percentage of the profit for us. In exchange for that, beside offering the use of the name, we will make available all our know-how and our contract form and our knowledge of the necessary merchandising and book-keeping techniques."

Bootleg Raids

• Continued from page 3

detectives, 3,000 alleged bogus copies of best-selling jazz and so-called "sick humor" records were found and seized.

In the pressing plant raid, three alleged bootleg masters for recordings of Command's "Persuasive Percussion" and "Provocative Percussion" sets and a Shelly Berman best seller were found in a secret compartment. Also hidden in the compartment were thousands of record labels and jackets.

Some of those taken into custody reportedly operated behind legitimate front businesses, while others were employees of legitimate companies who used their employer's facilities after hours and on weekends to turn out the product.

The ring was cracked, according to McKesson, when Los Angeles investigators, acting on the tips from the East, worked their way into the confidence of the asserted ring and subsequently exposed it. McKesson is expected to seek indictments tomorrow (11).

GERMAN Newsnotes

• Continued from page 8

Northern Germany

made two recordings for that label since her contract with Decca expired... It never happened before: Two American top stars are at the top of the German juke box hit parade at the same time. **Connie Francis** is climbing the charts rapidly with her German-sung version of "Ev'rybody's Somebody's Fool" (Die Liebe Ist Ein Seltsames Spiel), which already has sold 100,000 on M-G-M (distributed by Polydor here). **Elvis Presley** is singing himself to the top with his sensational "O Sole Mio." Both disks are still going strong.

Lolita, young Austrian songstress, famous here for her latest hit, "Seemann" (Sailor) on Polydor, has got an invitation to the States... Since October, **Bill Ramsey**, former G. I. and currently great in German showbiz, will be heard as disk jockey at Radio Luxembourg every Saturday in a program called "Bill Ramsey Spielt Mit Schallplatten" (Bill Ramsey Plays With Records)... After their recent engagement the Danish singing couple, **Nina and Frederik**, got married in Publigen near Geneva (Switzerland).

These were the most played tunes in the American Forces Network during the last half of September: (1) "It's Now or Never" (Elvis Presley), (2) "Never on Sunday" (Don Costa), (3) "Kiddio" (Brook Benton), (4) "I'm Sorry" (Brenda Lee), (5) "My Heart Has

Southern Germany

by **Helmut Weglinski** and his band as instrumental for the Electrola label... **Vittorio** has been recorded by the Odeon label; "Tintarella di Luna" is the number. It's the first German record of the Italian hit, "Pinocchio"... **Cham-pio Jack Dupree** and **Papa Bue's** Viking Jazz Band tour Germany.... The city of Kassel arranged a youth Jazz Week in the **Hermann Schafft Haus**... Old-timer **Benny Waters** recorded an LP for a gramophone club in Stuttgart. Benny revived good old memories from the days when he played with **King Oliver**... **Connie Francis'** first German disk, "Die Liebe Ist Ein Seltsames Spiel," is at the top of this week's Hit Parade of Radio Luxembourg.

Shirley MacLaine visited Berlin to promote **Billy Wilder's** "The Apartment" pic. Said the Berliners: "Shirley is difte (which means groovy)... German TV puts a ballet by **Herbert Ross** on the air this Sunday: "Angel Head." The stars are **Nora Kaye**, **Juan Giuliano**, **Loren Hightower**, and **Paul Olsen**. The (recorded) music is by **Chico Hamilton** and **Lionel Hampton**.

a Mind of Its Own" (Connie Francis), (6) "Volare" (Bobby Rydell), (7) "Yoki" (Ivy Three), (8) "Hello, Young Lovers" (Paul Anka), (9) "Itsy Bitsy Teenie Weenie" (Brian Hyland), (10) "Lucille" (Everly Brothers).

BRITISH Newsnotes

• Continued from page 8

M-G-M's "Rich, Young and Deadly" is taken off the ice for an October 24 general release.

The British jazz indie, **Esquire**, has acquired British distribution rights of Mezztone. Sides, mainly r.&b. and Latin, will be issued on Esquire's Starlite line... British writer **Bunny Lewis** has penned lyrics to the big **Edith Piaf** Continental hit, "Milord"... **Max Bygraves'** manager, **Jock Jacobsen**,

Cosnat Hosts

• Continued from page 3

In addition to the facilities of the hotel, **Cosnat** had a planned schedule of entertainment for the dealers. The dance contest trophy was won by Mrs. Stanley Stone, of Long Island, N. Y.; the golf tournament, men's division, was taken by Jerry Schoenbraum, of Chesterfield Music, N. Y., with second going to **Endo Corsetti**, of Wambach's, Philadelphia; women's golf tournament first prize was taken by Mrs. Sam Shapiro, of National Record Mart, Pittsburgh, with Mrs. E. Kessler, of Kessler's, York, Pa., runnerup.

Festivities included a cocktail party, with entertainment by comedian **Bernie Burns**.

News Review

• Continued from page 3

and Nonsense Songs for Children," DQ 1215.

Another new package in this numerical series is "Walt Disney's Zoo Songs," DQ 1216, which, tho it does not include the magic crayon idea, does offer some effectively told original animal songs by **Rica Owen Moore**. Mrs. Moore accompanies herself at the piano and has a definite touch for telling the stories of "The Kangaroo," "The Elephant," "The Giraffe," etc. **Ren Grevatt**.

gets an executive producer credit on the singer-comic's next movie, a straight treatment of "Spare the Rod"... **Anthony Newley** has bought back the remainder of his movie contract from Warwick Films.

"Once Upon a Mattress," the **Mary Rodgers** musical, got a pasting from the critics. But there is no intention of taking it off. **Jerome Whyte**, who has staged most of the **Rodgers and Hammerstein** shows here (he is almost a transatlantic commuter and maintains a permanent suite at the Savoy) felt that the press for "Flower Drum Song" was worse—and that show is doing sellout business at the Palace and will continue well into 1961.

A chart breakdown this week confirms the clear lead EMI group disks have achieved in recent weeks in the top 10—seven entries this week, with three for the Decca group and none for the other firms. In the complete chart, however, the honors are more even—14 to both EMI and Decca; **Pye**, **Philips** and **Oriole** trail with one each. (Thirtieth place is shared this week and the chart therefore covers 31 disks.)

British-made disks again lead in the top 10—six to four—but it is evened over the complete charts: 16 American-made to 15 British.

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

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

HERE'S ORDERS TO PROVE IT



RECORD DISTRIBUTING COMPANY
1430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS PHONE WE 9-3473

LORMAR DIST.
5954 W. ROOSEVELT
CHICAGO

ALL STATE RECORD DISTRIBUTING COMPANY
1430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS PHONE WE 9-3473

NAME SINGER ONE STOP
ADDRESS 1812 W. Chicago
CHICAGO, ILL.

MUSIC BOX
1301 W. 79th St.
CHICAGO, ILL.

INVOICE NO. A 12539
DATE 10/5/60
CUSTOMER'S COPY

"Ruby Dubby Du"



ALL STATE RECORD DISTRIBUTING COMPANY
1430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS PHONE WE 9-3473

CHICAGO DRUG CO
104 N. Ottawa
Joliet, Ill.

NAME LITTLE
ADDRESS 3218 W. LAKE
CHICAGO

By

STATE RECORD DISTRIBUTING COMPANY
1430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS PHONE WE 9-3473

VAN COORS

NAME KENMAC
ADDRESS 457 W. Davon
CHICAGO

NAME S.S. K...
ADDRESS 10 S. State
CHICAGO

The Sound Track "SOUND"

ALL STATE RECORD DISTRIBUTING COMPANY
1430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS PHONE WE 9-3473

NAME RECORLAND
ADDRESS 4745 N. MILWAUKEE
CHICAGO



COMAY'S # 70222
224 N. Halsted
Gary, Ind.

GLOBE MUSIC
33 S. Prospect
Mt. Prospect, Ill.

From The Motion Picture

NAME AR...
ADDRESS 11 E. W...
ARCINGTON ILLINOIS, ILL.

ELMWOOD PARK, ILL.

DUET RECORDS
2424 N. Harlem
CHICAGO 5, ILLINOIS PHONE WE 9-3473



ALL STATE RECORD DISTRIBUTING COMPANY
1430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS PHONE WE 9-3473

NAME JACK'S RECORD SHOP
ADDRESS 127 S. Main St.
ELKHART, IND.

WILLET MUSIC
127 Old Orchard
SKOKIE, ILL.

ALL STATE RECORD DISTRIBUTING COMPANY
1430 SOUTH MICHIGAN AVENUE
CHICAGO 5, ILLINOIS PHONE WE 9-3473

4305 S. Park
CHICAGO

Disk Jockey Program Directors—Contact Mel Condon, c/o Chief Records, 1448 S. Michigan Ave., Chicago 5, Ill., for samples.

A & A Record Dist.
Los Angeles, Calif.
Aurora Dist.
Detroit, Mich.
Essex Record Dist.
Newark, N. J.
Pollean Dist.
New Orleans, La.
Sandel Co., Inc.
Minneapolis, Minn.

Trans-American Dist.
Cleveland, Ohio
Also Covering Buffalo
United Record Dist.
Houston, Tex.
A-1 Record Dist.
Oklahoma City, Okla.
Bill Lawrence, Inc.
Pittsburgh, Pa.

All-State Dist.
Chicago, Ill.
A & I Dist.
Cincinnati, Ohio
Arnold Dist.
Charlotte, N. C.
Music Sales
Memphis, Tenn.
Southland Dist.
Atlanta, Ga.

Superior Records
New York, N. Y.
Tone Dist.
Hialeah, Fla.
Dumont Record Dist.
Boston, Mass.
Seaboard Dist.
E. Hartford, Conn.

C & C Dist. Co.
Seattle, Wash.
Allen Record Dist.
Richmond, Va.
Big State Dist.
Dallas, Tex.
New Sound Dist.
San Francisco, Calif.
Schultz Bros.' Dist.
Washington, D. C.

Southern Record Dist.
Nashville, Tenn.
Universal Record Dist.
Philadelphia, Pa.
Davis Sales Co.
Denver, Colo.
O'Brien Dist.
Milwaukee, Wis.
Midwest Dist.
St. Louis, Mo.



***There's
just
no
stopping***

JOHNNY HORTON

Heading

“NORTH” *on the charts!*

“NORTH TO ALASKA”

3-41782 (Single 33)

4-41782 (Single 45)

COLUMBIA RECORDS 

THE PEOPLE'S CHOICE

avanti! con Monte!

(FREE TRANSLATION: ADVANCE YOUR SALES WITH LOU MONTE)

FAVORITO MAGNIFICO

all over America. That's Lou Monte, "king of Italian-American songs." Order this new Roulette blockbuster and cash in!



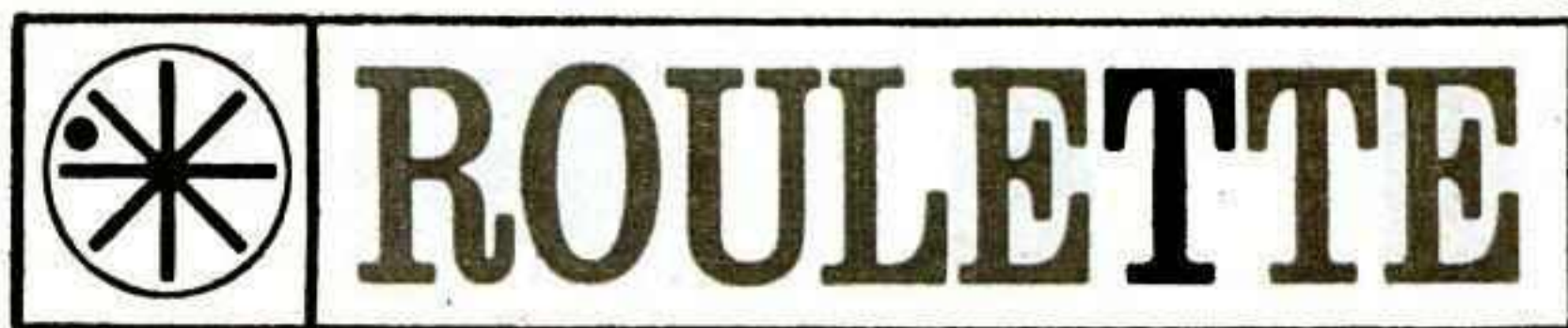
ITALIANO U.S.A. LOU MONTE, JOE REISMAN AND HIS ORCHESTRA (S) R-25126

NEW! Single of the two biggest hits from "Italiano U.S.A."

HUCKLEBUCK (ITALIAN STYLE)

^b/_w ALWAYS YOU (MAL FEMINA)

R-4294



Components to Mass Mk't Via Bell Two-Step Plan

By REN GREVATT

COLUMBUS, O. — The recently announced plan of the Bell Sound Division to go to two-step distribution is calculated to bring stereo via a complete component system to the "non-audiophile millions," according to Andy Lorant, advertising and public relations manager of the firm, a division of Thompson Ramo Wooldridge, Inc.

Noting the confusion that has always existed on the part of many buyers who walk into a hi-fi salon

only to be faced with a bewildering array of equipment "which can be switched back and forth in 100 different combinations," Lorant said that Bell has now prepared a complete line of components which will — for the first time for Bell — shortly include speakers.

Bell has also sought to amplify its units by eliminating confusion on the control panel. "Most amplifiers you see today are overloaded with controls of every type, which in itself confuses a custo-

mer," Lorant said. "To get over that problem, we have highlighted the five important controls — AM tuner, FM tuner, radio, records, tape selector, balance control, and on-off and volume switch, while we have de-emphasized the various other controls on the lower edge of the front panel. These have much smaller knobs which makes for a simplified and neater package.

Added Channels

The two-step distribution plan is calculated to bring component stereo into camera stores, music stores and appliance stores, in addition to the more traditional component outlet, the hi-fi center. Lorant has been on the road continuously for a matter of weeks setting up distributors. These include RCA distributors in five different markets. Lorant reports that all distributors contacted are eager and ready to give the new line of simplified matched components a real go.

Reasoning that distributors in general have had little sales exposure to components, the Bell people have gone all-out to prepare the most extensive kinds of sales aid material. In a special, large booklet presentation, Bell shows dealers why and how they

(Continued on page 28)

STORE-TESTED PROFIT POINTERS FOR DEALERS

Novel Promotions Light Sales Way.

By ROBERT SCOTT

If it's true that you have to advertise to sell, it's equally true that promotions are the best form of advertising. Here are some of the more ingenious ones we've seen recently:

Reeves Soundcraft, working with a camera dealer in New York, has set up a "Speak to Your Next President" promotion. It works like this: Customers are invited to come into the store to record questions for their choice for President to answer. The display itself features a large sign reading, "Whether it be Mr. Nixon or Mr. Kennedy, you can record on tape your political views and questions on important national and international issues. Tape will be forwarded to party national headquarters." There are large portraits of each candidate, with a tape recorder under each picture. The customer is invited to record his name and address and a question on the machines, which are loaded and ready to go. As each tape is completed, it is forwarded to the appropriate party headquarters.

Marvin Goldfuss, manager of Camera Craft in Manhattan, explains that the election-year promotion involves use of 20 free reels of tape supplied by Soundcraft. The store benefits by drawing new people into the store and demonstrating tape for them. "In addition, all those names and addresses don't go to waste. We add them to our store mailing list," he comments.

Another New York store, Electronic Workshop, has had success with in-store concerts. Len Chase, one of the store's co-owners, said attendance at the concerts was by invitation only, from a previously compiled list of good prospects. Some 50 people were invited to each of three programs, on the theory that only half the number who agreed to attend might be expected to come. The show was held in the store's single listening room which, Chase estimated, would hold about 25 persons plus several members of the Workshop staff.

The program included complete classical and semi-popular selections from monaural and stereo disks and tapes. Interspersed with the necessarily short musical selections were talks by Chase and his staff on what's needed for a hi-fi system, and how stereo works. At the end of the program, visitors were served coffee and cookies and invited to ask questions. No selling was done during the program which was held at night after the store had closed for the day.

In discussing the results, Chase

points out that instead of an estimated 25 persons at each session, the average was about 40. Response was so favorable that the store scheduled another session a week or two later.

Hudson Radio this past year took advantage of its co-operative advertising budget to produce a one-hour stereo simulcast on radio and television. Co-sponsoring the stereo spectacular were David Bogen Company, Electro-Voice and Garrard. According to Sol Baxt, Hudson v.-p., the program was designed to present the history of recorded sound and to explain to the public the theory of stereo high fidelity. The show featured appearances by several recording personalities whose records were played on the show.

Baxt said that WRCA - AM, WRCA-FM and WRCA-TV, the NBC flagship stations, were used, and the time slot selected was 2-3 p.m. on a Sunday afternoon. "The reason is that much of Sunday afternoon television viewing is done by people with high cultural interests. This is the market we were trying to reach." The telecast was so successful, Baxt continues, that more have been planned for the future.

A parade may seem an unlikely place to promote your store, but David Beatty of Kansas City advertised his store just that way. The parade was the annual American Royal. He erected a float made up of four huge speaker cabinets — two on either side — to provide stereo sound for the estimated 200,000 persons who lined the sidewalks on each side of the line of march. To power the speakers, Beatty concealed two 60-watt amplifiers and two power converters inside. Current from the station wagon pulling the float operated the entire system, which included a tape recorder.

The selections used to demonstrate the system included stereo recordings of band music "so the crowd could compare our sound with the 40-odd live bands that were in the parade," and jet planes flying overhead. The entire float was covered with 200 yards of black cambric material and the designs on the front and back were cut from plywood. A large "Stereo Hi-Fi" sign was used which originally had been prepared to be mounted on the roof above Beatty's store. After the parade, that's just where it went. Beatty reported that his results were highly satisfactory.

In Philadelphia, record and hi-fi dealer Sam Goody put on his own highly successful hi-fi show last winter. Goody, who leases space

(Continued on page 42)

Big Aug. for Radio Sales

WASHINGTON — The highest monthly retail sales total (excluding auto) since January was racked up in the radio market in August, according to an Electronic Industries Association bulletin issued last week. The August monthly total was 794,608, topping every month but January, which had a 803,388 unit figure. The August total outstripped the July total by 221,245 units — 794,608 to 573,363. The 1960 year-to-date total was running nicely ahead of last year's: 5,246,329 to 4,357,421.

Total radio production jumped considerably during August also. Some 1,048,406 sets were produced compared to the 890,353 in July. Of this total, 340,860 auto and 71,125 FM sets showed an increase of 12,851 and 21,418 in their respective categories. The year-to-date production figures show that something like 1,500,000 more sets of all types were produced this year than last. FM set production has jumped by some 250,000 units.

D. C. Audio Show Gets IHFM Okay

WASHINGTON — The Washington Hi-Fi Show for 1961 will be independently produced for the sixth year here, with the blessing of the Institute of High Fidelity Manufacturers. The Institute has urged the industry to support the Washington show, which will be produced by M. Robert Rogers and Margot Philips, it was announced last week (7).

Backgrounding the Institute endorsement is the collapse of a planned 1960 District Armory show under the IHFM, with M. Robert Rogers as consultant. The Institute canceled its plans because of what it termed "unreasonably strict" and costly safety code provisions

NEW AUDIO PRODUCTS

Stereo in Console Form

Leading the new line of additions to the Bulova Watch Company's radio and stereo equipment is this console, which contains a stereo hi-fi record changer with an AM-FM radio in the same wooden cabinet. The unit has a three-speaker set-up as it stands and it can be provided with supplemental external speakers at an extra \$33 a pair. The unit itself sells for \$199.95.



Transistor Table Radio Set to Go

The Royal 475, a new "traveling" table model radio containing transistors, is, the company claims, slightly smaller than a paperback book. The set is 2 1/8 inches deep making it ideal for stowing away in a brief case, luggage or its own personal case. The set has a 3 1/2-inch speaker that gives it good table radio sound. Three gang RF stage tuning is also a feature. The set takes six batteries and the firm says that up to 250 hours of play-



ing time is possible before batteries need be replaced. Set comes in either ebony or beige with white metallic grille. The suggested list price is \$49.95.

Manual Phono for Teens

In a pitch directed towards the younger element in American life, Columbia Phonographs has this "Teen-Timer" light-weight manual four-speed phono in its current line. The unit can play all types of records including stereo which are reproduced monaurally. Player also contains volume and tone controls, weighs no more than six pounds and sells for \$19.95.



FM-AM, Shortwave Table Radio

An FM-AM, Shortwave table model radio with two speakers is one of the strongest elements in the current Columbia Phonographs line of high fidelity products. The receiver has a three and an eight-inch speaker, four individual controls and five tuning light indicators. The set has eight tubes and is called the Model C-625 for ordering purposes. It comes in an



ebony finish with silver trim. The suggested list price is \$119.95.

Tuner Quiets Interstation Noise

The Model 310D is a new version of H. H. Scott's wide-band tuner built on a larger chassis which adds for longer life and less heat. The unit's major feature is an "electro-relay interstation quieting circuit" which makes for the suppression of interstation noise.

Tuner & Preamp Head New Line

The Crosby Electronics, Inc., has introduced two new models of a newly designed stereo component line. The company, which is based in Syosset, N. Y., has exhibited a tuner and a preamplifier that are tagged Model 690 FM Tuner and Model 680 which is a 23-watt stereo preamplifier. The preamp has push button selection and other stereo-type controls and its price is \$119.95. The FM tuner has a variable AFC interstation muting control and retails at \$99.95.

of the District of Columbia. (The Billboard, December 28, 1959).

The Washington show will be held at the Hotel Shoreham, February 10 thru 12, and will be limited to 66 exhibit rooms, in the interest of good traffic flow.

The Washington show management says "relations with the Institute have been traditionally co-

operative and cordial. However, the current board of directors of the IHFM, headed by Ray Pepe, of James B. Lansing Sound, Inc., of Los Angeles, decided that it would be better policy to support the pattern of independent production that was successfully established in the nation's capital," than to participate directly.

ONLY A MILLION SELLER

on Dot®

*Keely
Smith*



"HERE IN MY HEART"

b/w

"CLEARANCE SALE"

16146



"THE NATION'S BEST SELLING RECORDS"

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

COMPARE!

\$119⁹⁵
Mahogany



THE ALLEGHENY V DP-306

Features one 10" heavy duty bass speaker in center—two remote tweeters—deluxe changer—separate Loudness, Balance, Bass and Treble controls.

Available in rich Hand-Rubbed Mahogany, Blonde, or Walnut.

THE PALMER II (AM/FM Version of Allegheny V) DP-406

Phonograph, plus simulcast radio for receiving AM-FM Stereo broadcasts.

\$179⁹⁵
Mahogany



COMPARE!

\$89⁹⁵
Mahogany



THE RAMSEY DP-330

Full Stereo Console—One of the most remarkable values in its price range. Turnover cartridge—separate controls in each channel—separate tone control—imported changer.

Handsomely crafted in Mahogany, Blonde, or Walnut Finish.

COMPARE!



THE PALM BEACH III DPS-12

This year's best value at **\$19⁹⁵**

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

DECCA® PHONOGRAPHS—1961

GIVE TO DAMON RUNYON CANCER FUND

NOTICE

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

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

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

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

All others reported were 8% or less.

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

Fidelitone
"Newest shape on records"
Chicago 26, Illinois

Two-Step Plan

• Continued from page 26

can sell the new component line. Primary sales features noted are economy, flexibility, the fact that the customer can be started with two speakers and the tuner-amplifier system and can later be sold such units as changer or turntable, tape deck, etc., the fact that Bell offers a wide range of prices in addition to the point that the units are easy to play and to install.

The company is now in the middle of a heavy consumer ad program which includes Time, Esquire, Holiday, Home and Garden, Living, Sports Illustrated, the New Yorker and House Beautiful. The ads carry coupons in most cases which offer a new book entitled "All About Stereo," by John Conly, music editor of The Atlantic Monthly. The latter is available for 25 cents. These books will also be made available for dealer store sales.

Sales Aids

Dealers will be furnished with a number of different kinds of in-store display matter and merchandising helps. In addition, a special co-op ad program has been instituted.

For the distributor salesman who is presumed to be not well acquainted with selling components, a handsome leather-bound "Business Builder" book is being made available at \$2.50 per copy. This gives a detailed explanation of stereo, complete data on every Bell component unit including schematic diagrams, demonstration, selling and installation techniques, selling helps and technical notes about the equipment. The book is designed to help the salesman to help his dealer account no matter what the problem.

"A lot of people have been saying lately that components are no longer a big annual dollar volume commodity," Lorant asserted. "We think it is a big market and that it can get a lot bigger. Some others have laughed at the idea of two-step distribution. But they are the ones who are noting what they call a declining market. So how do you expand? You get your product into different and new retail channels. We feel the market is there, and that it's truly a mass market, not just one for audiophiles. Everybody likes good music, well reproduced. Components provide the best reproduction so there ought to be a lot of buyers if they become convinced. Maybe we're wrong, but we're going to give it all a terrific try!"

STORE-TESTED PROFIT POINTERS FOR DEALERS

Technical Approach Prods Custom Sales

Dwayne Brandt and Ron Zenger, partners in the House of Music on Main Street, Salt Lake City, are a pair of stereo-high fidelity retailers with a lot of unusual ideas.

In business for only three years, Brandt and Zenger have built up a commanding position in the State market, selling more custom engineered stereo systems than anyone else in the State, leading the parade where tape recorder and record sales are concerned. Still in their 20's, both believe that "over simplifying stereo is a serious mistake." Thru deliberately "getting technical" and building a complex electronic panel to prove the point, Brandt and Zenger regularly sell components-engineered systems up to \$2,500.

Training Important

Part of the reason is the fact that Dwayne Brandt, the older of the two, has had three years of training as an electronic engineer, and is a walking catalog of equipment lore. Zenger, equally proficient, handles the selling end, while Brandt does the engineering and much of the installation. Working in harmony in this way, they have moved from a small side street shop to an \$800 per month store on Salt Lake City's busy Main Street, where volume has thoroly justified the move.

The store incorporates such features as a huge record inventory which frequently rings up the sale of 2,500 albums on a single promotion, a separate 45 r.p.m. record department, a separate showroom for cabinet stereo and high fidelity. The crux of their selling efficiency, however, is a huge studio room at the right rear, completely sound proofed and separated away from the floor which is there entirely to sell serious-minded music lovers on individually engineered sound systems.

The centerpiece of the room is a control panel, mounted on the rear wall, which includes some 60 sets of microswitches, which operate an equally large number of amplifiers, pre-amplifiers, tuners, speakers, turntables, mounted on racks around the wall. Using step-up relays, to energize either of three phonograph turntables, any combination of components, Brandt hit on the idea of using colored lights, at each switch, and colored lights on each of the pieces of equipment, to designate which components were teamed up with which.

Two comfortable lounges in the room are flanked around a large coffee table, where customers are invited to sit down, and simply "talk about stereo a bit," before demonstrations begin. The partners have made up a heavy loose-leaf notebook, which is filled with plastic-enclosed sheets, covering every aspect of stereo and high-fidelity. Particularly impressive is a page which they developed themselves which rates the equipment in five categories, which are Ultimate, Excellent, Very Good, Good, and Minimum. All equipment shown in the studio is classified into one of those brackets, by code symbols, which makes it easy for the customer who wants the best, or the customer who is budgeting his component purchases carefully, to buy in the appropriate price brackets. More than a year went into creating this helpful, informative looseleaf book, which answers any question a customer is likely to raise, and which has proven a

marvelously effective shortcut to sales.

Component Substitution

When the basic decision is made as to the phonograph turntable, either Zenger or Brandt can simply step to the panel and begin "mixing up" components, glowing lights going on and off as each component is patched in. The lights make it easy for a prospect to understand that turntable number two is playing thru amplifier number 16, and thru two speakers marked 33. Snapping a switch to a lower priced pair of speakers, a less expensive amplifier, etc., requires only a moment or two, with lights again indicating which components are producing the music the prospect is listening to. The step-up relays do the entire job of turning switches off and on, of transmitting the signal from one unit to another, and the panel has the all-important effect of "trading up" the prospect to the better-price, top-quality equipment which, of course, carries the most desirable markup.

Using the looseleaf book to illustrate one point after another, Zenger or Brandt switch from one component to another, exactly matching those described in the book, to lend authenticity to the presentation. When a customer, for example, who wants a complete rig but is a bit appalled at the price, wants to know what he can get for a little less money, the throwing of six to eight switches puts the chain of equipment in that price bracket to work. If the customer is just as pleased with what he hears, as he would be with the more expensive equipment, the sale is made. Except for those prospects who have the proverbial "tin ear," however, the normal procedure is upgrading from minimum - priced equipment to expensive, longer-profit merchandise.

Many months of construction went into the lighted control panel, the complex wiring system, the shelving which displays the components, etc. Brandt feels that his work was certainly aimed in the right direction, inasmuch as system sales began to skyrocket as soon as the studio was completed, and have been climbing steadily ever since.

In the basement of the building is one of the best-equipped and most impressive repair departments in the entire stereo retailing industry . . . the sort of shop which "brings exclamations of pleasure from anyone who visits it, and which, of course, is a powerful sales-closing force where the subject of stereo maintenance comes up. Under a strict "house cleaning" program which means that the shop will be scrubbed daily, everything put in place, repainted regularly every few months, the shop, too, is a definite merchandising asset, as well as a source of profit.

on 20th FOX

ALL YOU HEAR IS BEAUTY

The **SMASH** Version's on **PANLIN**

"RUBY DUBY DU"

b/w

"Leather Jacket Cowboy"

PANLIN 7320

by the

Pepper Potts

2 great instrumental themes from the movie,

"KEY WITNESS"

Order **PANLIN 7320** immediately from your local one-stop

or

PANLIN RECORDS—Frank V. Pantaleo, Pres., 8300 Center Avenue, River Grove, Illinois

The Panlin Version's Got The '61 Sound!!!!

CURTAIN GOING UP

ON

VALMOR RECORDS

(A division of Countess International)

First Production...

"PLEASE LOVE ME FOREVER"

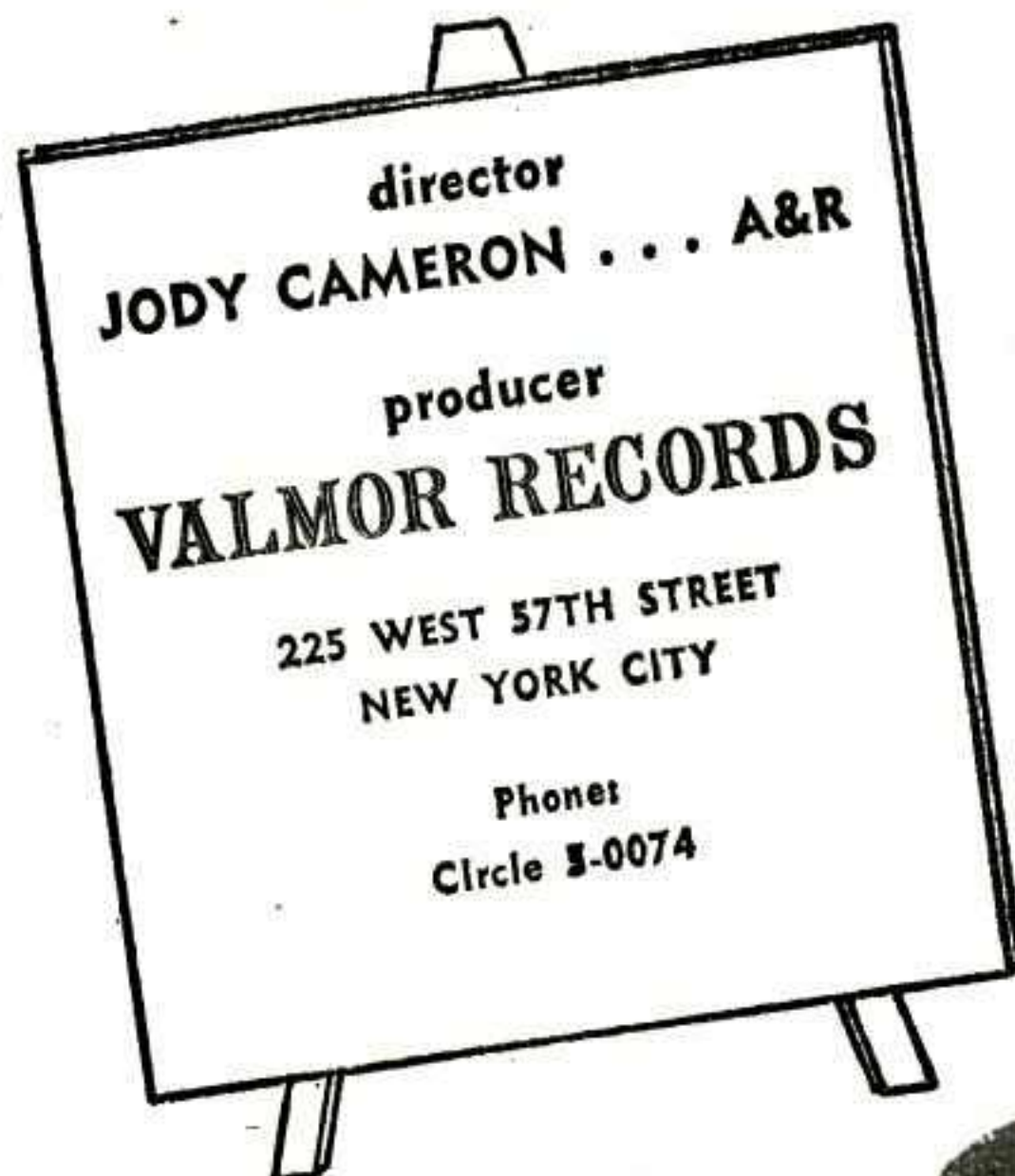
A GREAT MELODY-DRAMA IN 2:50 . . . DESTINED FOR A LONG HIT RUN!

★ ★ ★ starring ★ ★ ★

CATHY JEAN & THE ROOMMATES

A BIG NEW HIT SOUND . . . A FABULOUS SUPPORTING ROLE

Valmor DF-007



ATTENTION DISTRIBUTORS
SOME TERRITORIES OPEN

MUSIC AS WRITTEN

New York

Vincent Youmans Jr. hits the road this week to visit deejays to promote three new long-play albums featuring Vincent Youmans' tunes. One album is by Oscar Peterson, another by Joe Harnell and the third features Robert Merrill and Vivieene Del Chiesa. . . . Joy Records has pacted a new singer named Joey. According to a.&r. man Danny Davis, lad has no last name. . . . The C. G. label in California will issue an album featuring Gordon Jenkins playing Academy Award songs. . . . Carlton Records execs Juggy Gayles, George Furness and Don Genson, are out on the road pushing the label's new waxings by Anita Bryant, Karen Chandler, Paul Evans, Don Rondo and the firm's new album, "Themes From." . . . Herald and Ember, the Al Silver labels, have inaugurated a 20 per cent discount plan on albums for distributors and dealers.

Travis and Bob, now on the Big Top label, are coming out with their first record this week. Titles are: "Day-dreams" and "Pocahontas." Pubber Dave Dreyer is managing the lads. . . . Al Massler, head of Amy-Mala Records and Bestway pressing, is now in Europe checking on new developments in pressing equipment. While in Europe he will co-ordinate foreign publishing activity for his Aim Music firm. . . . Monte Kay has packaged a jazz show for the Chicago Regal Theater starting October 21, starring the Modern Jazz Quartet, Miles Davis' Combo, and Lambert, Hendricks and Ross. Kay is producing the show with Lou Alport. . . . The Prestige disking of "Don't Go to Strangers" by Etta Jones, has been cut down to two and one-half minutes and is being resent to deejays. . . . Irv Townsend, Columbia a.&r. director on the West Coast, has hired Jim Harbert as a pop producer. . . . B. & C. Recording, John Bubbers' press-firm in Westbury, L. I., N. Y., has started its own plating firm, Banco Electroform Company. . . . Stan Cumberpatch, formerly sales manager with New Sound in San Francisco, is now sales manager for Elektra Records. . . . Henry Murray Jr., Sue Records exec, hospitalized for a week at Sydenhame Hospital, Manhattan. Bob Rolontz

Hollywood

Matson Lines contributed \$6,000 toward the production of "Ports of Paradise," Capitol's album salute to the South Seas featuring Alfred Newman and orchestra with Ken Darby and his choral group. . . . Nat Cole's Broadway-aimed one-man musical, "I'm With You," will start its pre-Rialto run in San Francisco October 31. Show, which Capitol is backing with a \$150,000 investment, will hit Broadway in late January.

Dave Wynshaw succeeded Ted Rosenberg as manager of Columbia's LA branch. He had served under Rosenberg as operations manager. Rosenberg resigned his post to start his own distributing firm here, Pep Record Sales (The Billboard, September 19). . . . Writer Harry Tobias marks his 50th anniversary in music by taking a newly compiled folio with him on a cross-country junket, visiting diskeries in Chicago, Cincinnati and New York. . . . Steve Allen will emcee the fifth annual gathering here of the Composers & Lyricists Guild of America on Tuesday (18).

Swe-Danes will cut four singles and two LP's for Warners while in Hollywood for two weeks during their Coconut Grove run. . . . Jane Morgan will headline Minneapolis' Raddison Hotel bill for two weeks starting October 24. . . . Imperial's Lancers start a two-week concert tour in San Francisco on November 12.

Percy Faith left for Toronto to catch the break-in opening of Lerner-Loewe's new musical, "Camelot," which bows on Broadway November 17. Faith will cut an album based on selections from the "Camelot" score. . . . October is "Live Music Month," according to an LA City Council proclamation. AFM-sponsored move is aimed at reviving interest in live music. Union's Local 47 here has scheduled a series of free bandstand concerts in the various city parks, including Latin music, country and western, pop and jazz. Union also is scheduling free teen-age dances in conjunction with the city's recreation department.

MP-TV (Radio Recorders) Records has issued a spook sound affects album aimed at the Halloween trade. It offers the sounds of dragging chains, creaking doors, various screams and other scare fare delights. . . . Songstress Roberta Linn moves from Las Vegas' Stardust to Reno's Holiday Hotel for a four-week run starting November 3. . . . Composer-pianist Carl Doria joins Sam Butera and the Witnesses as the group's keyboarder. . . . Sheils & Bruno signed songstress Kay Stevens to a personal management pact. Same office placed the Modernaires into St. Louis' Chase Hotel starting Friday (17).

Rendezvous' Rod Pierce signed Seattle deejay Jack Roberts to a long-term recording contract, and finished his first session with the spinner last week in Hollywood. This is Roberts' disk debut. He holds down a Monday-thru-Saturday, two and a-half hour afternoon show on Seattle's KNBX, promotes concerts in his area, and appears regularly with his combo at the Shadow Lake Ballroom and enjoys a strong following in his area. . . . Capitol's vocal group, the Eligibles, were signed to appear on the program of this year's annual makeup mea's Deb-Star Ball, an event which brings out movieland's celebs. . . . Tony Fontane leaves for a six-week solo concert tour of South America. He'll offer listeners programs composed of semi-classical and religious fare. Departure date, October 14. Youth Films will issue the sound-track album. . . . California Record relating the devotional singer's switch from pop tunes to religious material following a miraculous recovery from an auto accident. Film will be made available for theatrical release and school showing, here and abroad. RCA Victor will issue the soundtrack album. . . . California Record Distributors, once an exclusive jazz LP house, has added singles and find they're paying off. Lee Zhitto.

(Continued on page 33)

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Million to One' Pulls Coin for Charles

Eighteen-year-old Jimmy Charles was born in Paterson, N. J., the oldest child in a family of four.

He sang in his church choir from the age of 11 to 16.

Then Charles won the New York Appollo Theater's Talent Contest for four consecutive weeks. His uncle brought him to songwriter Phil Medley, who wrote the tune "A Million to One" for Charles.

Promo Records heard the demo, liked it and signed him for the record. This waxing of "A Million to One" has now skyrocketed to the top 10 on the "Hot 100," a real money-maker for young Charles.



'Stay' Clicks for Williams & Zodiacs

In 1955 a group of boys appeared in a talent show at a local high school in Lancaster, S. C. The vocal group and combo, known then as the Royal Charms, won first prize and made numerous personal appearances in the South.

Since Maurice Williams, the leader and pianist, had written many songs the boys decided to try their luck in the recording field. Under the name the Gladiolas, they made "Little Darling" on the Excello label which was very successful.

After leaving that label, the boys became known as the Zodiacs, and were soon signed to the Herald label. Their debut disk, "Stay," has clicked and moved on to the "Hot 100." Members of the Zodiacs are Henry Gasten, Willie Bennet and Charles M. Thomas.

YESTERYEAR'S TOPS—

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

OCTOBER 14, 1950

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

OCTOBER 15, 1955

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

VOX JOX

By JUNE BUNDY

Ted Brown, the regular early morning man at WMGM, New York, was engaged in a modern day reprise of the flagpole-sitting act last week. With great fanfare at noon Wednesday (5) Brown climbed into a spanking new '61 Chrysler Newport station wagon which in turn rested on a specially constructed platform. At the signal, a giant crane hoisted platform, station wagon and Brown to a height of 40 feet, where the deejay will be perched indefinitely.

The stunt is all part of the publicity attendant on ground-breaking ceremonies for the Hotel Americana of New York, which will be the world's tallest hotel when completed. WMGM listeners are being urged to send their guess as to the specific amount of time, down to the last second, that Brown will remain aloft. Prizes include a Chrysler station wagon, an all-expense trip for two to the Miami Beach Americana Hotel, a mink stole, movie cameras and many others. Brown will do his regular show everyday from his 40-foot perch.

Tom Clay, who ankle WQTE in Detroit only two weeks ago, is back on the job. In the latest edition of his informative newsletter to the trade, Clay states that "the management and I were able to work out our little misunderstanding." Earlier, station owner-manager Ross Mulholland had pointed out, referring to Clay, "It was a question of who was going to run the radio station. He didn't fit with policy." At the same time Mulholland paid Clay a compliment as a hard-working jock and one who had raised ratings. This week Clay said that "All it took was a little time and talk. I spent the time. They did the talking."

Five jocks of KDKA, Pittsburgh, will take part in a "King-Size Record Hop," Saturday (29), for the benefit of the United Nations Children's Fund of UNICEF. Art Pallan, Bob Tracey, Clark Race, Rege Cordic and Randy Hall will all be on the scene. The dance will be staged at the University of Pittsburgh field house. Last year's KDKA event was a highlight of the fund drive. Hall, by the way, returns to his "All-Night Party" on KDKA Radio today (10) following a six-month tour of duty with the Air Force. Dick Brown has run the show in Hall's absence.

A host of the deejays at WKLO, Louisville, recently pulled off a successful programming stunt that now figures to be a semi-annual affair, according to Barney Groven, program director. Under the tag, "Treasurama," the station devoted an entire day to playing disk hits of the past five years, requested by listeners. Aired first in the early summer, the station did a follow-up on Labor Day and reports 10,000 phone calls received plus stacks of mail.

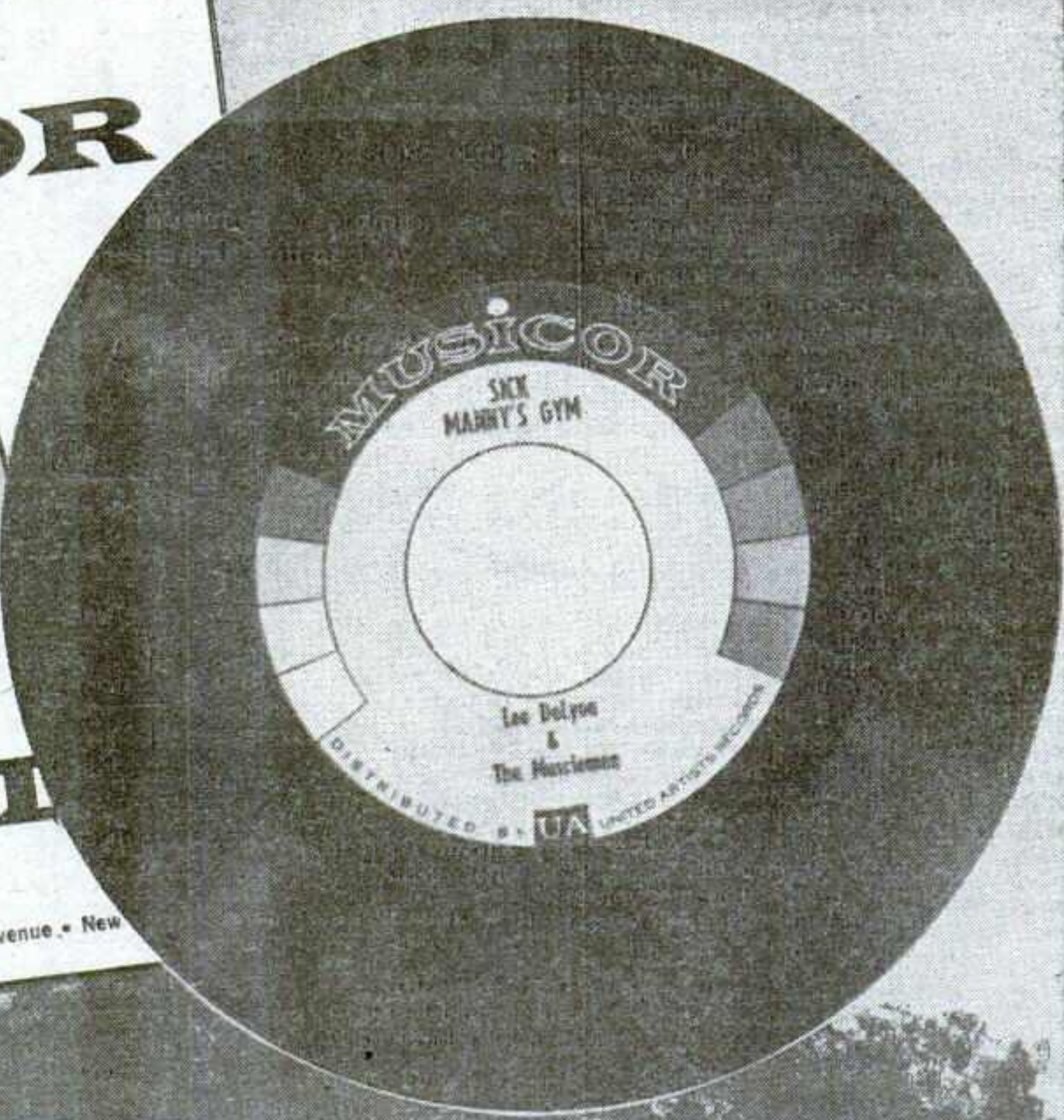
On the same kick, KISN, Portland, Ore., chalked up 17,000 phone calls when it spotlighted "KISN Classics," a request roundup of hits from the last six years. This station also plans to revive the programming of oldies from time to time. . . . Meanwhile at KXOK in St. Louis, a recent "Harvest of Hits" show, put on for the three days of Labor Day weekend, also drew an enthused reaction from listeners. In this case, the jocks programmed hundreds of best-selling hits of the past three decades. A repeat outing is set for Thanksgiving Day next month. WNEW, New York, put on a similar deal last month on a "Just for You" day in which listener requests for oldies were honored. Paraphrasing the slogan of a well-known Brill Building music publisher, maybe the "old records are the best records" after all.

WLEU, Erie, Pa., one of the most outspoken anti-rock stations around, continued its attack on the idiom in a recent ceremony. A year ago the station staged a public funeral march to a dock on Lake Erie, where 7,000 so-called rock and roll disks were dumped into the drink. The occasion was commemorated this year with the help of gospel thrush, Mahalia Jackson, Miss Jackson, holding up some of the "drowned" records retrieved by skin divers, commented that: "They're all warped, just like rock and roll."

Back at KISN in Portland, Ore., the station's "Morning Mayor," one (Coffehead) Hal Raymond, now has a special crew out in the a.m. visiting various Portland business concerns. The mobile staff provides free coffee and doughnuts to get the white collar workers awake for the day's work. . . . Along the same service lines is a plan in Baltimore being carried out by WJZ-TV. The station plants a roving hostess on a different bus route each morning. If you happen to get aboard the lucky bus, the attractive hostess drops your fare in the turnstile and wishes you a pleasant good morning from her WJZ-TV bosses.

Janet Byers has been named advertising manager for Crowell Collier Broadcasting, KFVB, in Hollywood. . . . Ken Albridge, formerly of KFRU, Columbia, Mo., has made a 1,400 mile trek East to WPOR, Portland, Me., where he has become deejay-sportscaster. . . . Dick DeWitt, KCKN, Kansas City, Kan., says his three-month-old daughter, Laura Diane, is already following the deejay path with loud testing of her vocal chords. . . . Wally Mercer, chanter, sax man and clemmer, and r.&b. jockey at WBOP, Pensacola, Fla., has reactivated his Mertone Record label. . . . Bruce Payne, 10 years with WENN, Birmingham, has switched format from r.&b. to strictly religious and gospel material.

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MAKE MORE MONEY**
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Introduces A Hilarious
New Smash Single

**“SICK
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MU 1001

Featuring LEO DE LYON

Produced By Aaron Schroeder and Wally Gold

DISTRIBUTED BY



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MUSIC AS WRITTEN

Continued from page 31

Cincinnati

The GAC-Super Productions, Inc., package featuring Fabian, Brenda Lee, Duane Eddy, Jimmy Clanton, Chubby Checker and Freddy Cannon supported by Bill Black's combo, Jimmy Charles, Garry Miles, the Casuals, the Merrymen, Bob Beckham and the Bobby Vinton ork, with Herkie Styles as emcee, pulled 3,000 ducat-buyers to Cincinnati Gardens Monday night (3) for a gross slightly in excess of \$7,000. . . . The Pete Fountain Quintet and Carl Halem's Gin-Bottle Seven set for a one-nighter at Music Hall here October 21. . . . Charles H. Finney, for the last two years at Station WINN, Louisville, has joined the announcing staff of WKRC-Radio here. . . . Gerry Mulligan (Verve) and the Concert Jazz Band; with Jack (Zoot) Sims as guest soloist, show their wares at the Taft Theater here Wednesday (12).

The Crosby freres, Dennis, Phil and Lindsay, move into the Racquet Club, Dayton, O., Thursday for a 10-day stand on a last-minute booking that shifts singer Frank D'Rone to a December date at the spot. . . . Kapp Records' Jane Morgan headlines the new show which opened Friday (7) at Beverly Hills, Southgate, Ky. She's in for two weeks. Miss Morgan made the hop in from Toronto, where she closed a fortnight's run at Al Siegel's Barclay Hotel. . . . Saul Striks, formerly with Somethin' Smith and the Red-heads until laid low with serious injuries in a private plane crash a year ago, has mended from his hurts and plans to open as a single at the Isle of Capri, Southgate, Ky., eatery, early in November. Saul and his wife continue to operate the Chez Neva, theatrical hostelry, in Newport, Ky.

Bill Sachs

Nashville

Veteran smash writer Harry Tobias was in town last week with handsome portfolio of some of his many hits, including "Sail Along, Silvery Moon"; "Sweet and Lovely"; "Miss You"; "Wait for Me, Mary" and many others. Harry, who next year celebrates his golden anniversary in the music business, made the rounds of locally based a.&r. men to present them with the anniversary portfolio. . . . Joe Reisman hopped into town last week to a.&r. sessions for Roulette and Peer International, and Southern Music Publishing Company's Roy Horton was a local visitor, along with his brother Vaughn.

RCA Victor Records Division's general plant engineer, Allen Stevens, in town from New York last week to launch expansion plans for local RCA Victor Studio, has found out one thing in Nashville—the hard way. His number's not up yet, but it almost was here recently. Stevens was leaving a local drugstore when he decided to go back in. At that instant, an auto jumped the curb and smacked thru the front of the store. Stevens escaped with a few bruises. . . . Another lucky lad is Johnny Cash, whose \$8,000 convertible blew up recently in Beverly Hills, Calif. Johnny managed to jump from the car which was demolished by the blast. The Columbia artist was treated for first-degree burns but is mending okay. Bottle of propane gas in auto trunk was blamed for the near-tragic explosion.

Buddy Harman, Nashville drummer who works as many sessions as time will permit, has, at long last, recorded a single for Warner Bros. . . . Jim Reeves completed an album for RCA Victor last week, then left for a three-week tour of the Midwest and West Coast, booked by Hal Smith, of Curtis Artist's Productions. . . . Hickory Records' Tommy Zang cut a session at RCA Victor Studio here Thursday (6). . . . Ray West and Pamela Law were in at the RCA Victor Studio for Boyd Records Monday (3). . . . New artists for Warner Bros., Jimmy Sweeney, Bob and Carol Montgomery and Earl Sinks, have cut recent sessions for the label at the Victor Studio here.

Pat Twitty

Toronto

Capitol Records' Whitey Haines worked a national tie-in on "Ocean 11" with Famous Players Canadian Corporation, Canada's largest theater chain. He also arranged for a special tie-in on Dean Martin singles with Eaten's Junior Fashion show. . . . RCA's Jack Feeney made a tour of Northern Canada, calling on record stores in Timmins, Kirkland Lake, North Bay, where he reports business was good. Altho TV is making its impact in the northern part of the province, dealers are selling lots of record players and stereo sets. . . . Trans Canada Consultants' Bert Wilkes worked with Phonodisc's Jack Boswell to promote Jane Morgan. Wilkes also handled the opening of Norman Brooks at Al Siegel's Barclay Hotel. Also booked for the Barclay is Sophie Tucker. . . . Tony Bennett made calls on the various deejays in Montreal while he appeared at the Bellevue Casino. . . . Frank Jones, national promotion director, Columbia Records in Canada, claims LP sales are up 10 per cent.

Deejay Elwood Glover traveled to California where he taped a number of interviews with various motion picture stars and record artists. . . . Ralph Harding, Raleigh Distributors, announced the appointment of Aragon Sales as sub-distributors in Vancouver. Al Reusch heads Aragon. Harding made a trip to the West Coast where he called on record dealers.

Gisele MacKenzie was in the city to do a videotape, the "Gisele MacKenzie Special," for the Canadian Broadcasting Corporation. Producer Stan Harris also included singers Bob Crosby and Snooky Lanson, Jack Regas and George LaFleche on the show. . . . There will be 53 Canadian radio stations carrying the Don Messer and His Islanders three days a week in 15-minute programs out of Halifax. . . . Another c.&w. program on the airwaves is the return of "Country Hoedown" to the CBC-TV network with Tommy Hunter, Tommy Common and the Hames Sisters and a new singer, Mary Frances.

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.

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

THE ALAMO: With a total so far of three LP's and 19 single releases, John Wayne's production of the historic battle promises to be one of the biggest sources of recorded music from a motion picture. The three albums include Remember The Alamo, by Terry Gilkyson and the Easy Riders on Kapp; Music From The Film The Alamo, by Tex Beneke and Ork on Camden Records, and the original sound track recording on the Columbia label. Single records of The Ballad Of The Alamo have been made by Frankie Avalon, Bud and Travis, the Easy Riders, Marty Robbins and the Harry Simeone Chorale. The Green Leaves Of Summer is offered by Frankie Avalon, Brothers Four, Bud and Travis, Clebanoff Strings, the Easy Riders, Medallion Strings, Mantovani, Hugo Montenegro, Nick Perito, Nelson Riddle and the Harry Simeone Chorale. Frankie Avalon's Tennessee Babe and Here's To The Ladies, by Avalon and the Knightsbridge Strings round out the singles. Music was composed and conducted by Dimitri Tiomkin, winner of four Academy Awards. The world premiere of The Alamo will be at the Woodlawn Theater, San Antonio, October 24, climaxing a four-day celebration.

COUNT BASIE: October marks the Silver (25th) Anniversary of one of Jazzdom's legends, Count Basie, in show business. Roulette Records is taking part in the celebration with a special sale-offer involving three Basie albums, The Count Basie Story, String Along With Basie and Count Basie—Joe Williams Just The Blues. Bill Basie earned the nickname "Count" because of his royal manner in the face of adversity in the early days of the Basie sound. The Count Basie Ork and the Stan Kenton Ork, featuring Ann Richards and Joe Williams, are currently touring the East, Midwest and Canada thru October. Basie will play Carnegie Hall, N. Y. C., October 22.

HERE'S A LIST OF ARTISTS AND PLAYDATES FOR GAC'S "BIGGEST SHOW OF STARS FOR '60 — FALL EDITION" — October 2 thru November 6. Deejays be on the lookout for them when they play your area. **FABIAN, CHUBBY CHECKER, GARRY MILES, BRENDA LEE, FREDDY CANNON, THE CASUALS, DUANE EDDY, JIMMY CHARLES, MERRY MEN, JIMMY CLANTON, BILL BLACK COMBO, BOB BECKHAM, BOBBY VINTON & ORK AND HERKIE STYLES, M. C.** October 10, Shrine Mosque, Springfield, Mo.; 11th, Municipal Auditorium, Oklahoma City, Okla.; 12th, Coliseum, Lubbock, Tex.; 13th, Cotton Bowl, Dallas; 14th, Municipal Auditorium, San Antonio; 15th, City Coliseum, Houston; 16th, Municipal Auditorium, New Orleans; 17th, Municipal Auditorium, Shreveport, La.; 18th, Robinson Memorial Auditorium, Little Rock; 19th, Municipal Auditorium, Chattanooga; 20th, Lauderdale County Coliseum, Florence, Ala.; 21st, Ellis Auditorium, Memphis; 22nd, Coliseum, Montgomery, Ala.; 23rd, Armory, Birmingham; 24th, Atlanta. Additional listing will be appearing in Billboard October 24.

ANITA BRYANT, on the record scene a comparatively short time, has proved herself a strong entry with three hits in a row, Till There Was You, Paper Roses and My Little Corner Of The World. Her newest for Carlton, One Of The Lucky Ones, is in the same hit style. Billboard rates it a Spotlight Winner. The former "Miss Oklahoma" proved herself a natural showman during her engagement at the Chaudiere in Ottawa, her first nite club appearance in Canada and her second nite date. October 15 she plays The Roadies, Cranston, R. I., and Blinstrub's in Boston, 17th thru 23rd.

BUD & TRAVIS, Bud Dashiell and Travis Edmonson, are on the scene with a new single, Ballad Of The Alamo, and a new album, Bud & Travis In Concert, recorded live dur-

ing their concert at The Civic Auditorium, Santa Monica, Calif., March 24, 1960. This is their third Liberty Records album. Others were Bud And Travis and Spotlight On Bud And Travis. The boys are presently on a concert tour of 31 West Coast colleges thru the first week of November.

JOHNNY CASH, who scored a smash with I Walk The Line, has a fine collection of songs in his latest Columbia album, Ride This Train. The LP takes you on a tour of the U. S. via song, songs about Oregon in Lumberjack, about Memphis in Goin' To Memphis. Billboard rates this album his best to date. Goin' To Memphis has been released as a single.

CHUBBY CHECKER: Philadelphia, producer of many top teen singers, holds claim to the latest of the teen charmers, Chubby Checker. 17-year-old Chubby is currently setting the pace for the young singers with his hit version of the Twist and his newest from Lotta Shakin' Goin' On, both fast-climbing Star Performers on The Billboard's Hot 100 this week. Chubby is party of GAC's Fall Show listed in this column.

BIRTHDAYS OF THE WEEK: Oct. 10, Vernon Duke. Oct. 15, David Carroll, Mercury Records musical director, on the scene with Midnight Lace and Marv Johnson, moving up on charts with Move Two Mountains, on United Artists.

FATS DOMINO: Imperial Records is celebrating 12 profitable years with one of their best selling artists, Fats Domino. Highlight of the association is the release of a new Domino album, A Lot Of Dominos! Here's Fats in a slightly different groove than usual, with a number of smoother, less rocking stylings mixed in with some of his recent single hits. Among the former are You Always Hurt The One You Love and It's The Talk Of The Town. The Billboard picked the LP as a Spotlight Winner.

KITTY FORD is a new name making her entry on Jaro Records, subsidiary label of Rank Records of America. Her first release is I Love You Conrad, from the Broadway musical, Bye Bye Birdie, b-w Blue Diamond Ring. Kitty was discovered as a potent disk artist by Milton Schraff of Associated Recording Studios, where she was making jingles and commercials. He brought her to the attention of Sonny Lester, Rank a.&r. chief.

JOE JONES, young singer from New Orleans, makes his disk bow with a strong rendition of a tune titled You Talk Too Much b-w I Love You Still. Joe sings somewhat on the order of Lloyd Price. You Talk Too Much turns up on The Billboard's Hot 100 this week as a fast-climbing Star Performer. Altho first released on Ric, the label now is Roulette.

CLYDE McPHATTER, who sold a million copies of A Lover's Question, offers a winning performance on his new one from Mercury, I Just Want To Love You b-w You're For Me. Both tunes were penned by Clyde and Brook Benton. Clyde is presently doing one-niters thru the Southwest.

LIVING STRINGS is the label given RCA Camden's new series of albums that feature sheer beauty of massed strings in lush arrangements of the world's best-loved standards! The orchestra is made of Europe's finest string virtuosi—musicians chosen for technical excellence, richness of tone and wide orchestral experience. First in the series is Living Strings Play Music For Romance, arranged and conducted by Bill Bowen and recorded in England. Two other albums are being released, Living Strings Play Music In The Night and Living Strings Play Music Of The Sea. They offer interesting and easy-listening programming.

JOHNNY TILLOTSON, 21-year-old from down Jacksonville, Fla., way, has a definite hit sound on both sides of his new one from Cadence, Poetry In Motion b-w Princess, Princess. Poetry In Motion makes a fast appearance on The Billboard's Hot 100 this week as a Star Performer.

Have a good week.

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

DEAR JOHN—Pat BooneDot
ALWAYS YOU—Jim ReevesRCA Victor
AM I LOSING YOU—Jim ReevesRCA Victor
CAN SHE GIVE YOU FEVER—Ernie TuckerEarth
GOOD MORNING, BLUES—Ella FitzgeraldVerve
HERE IS MY HEART—Keely SmithDot
HUCKLEBUCK—Lou MonteRoulette
I JUST WANT TO LOVE YOU—Clyde McPhatterMercury
JINGLE BELLS—Ella FitzgeraldVerve
MIDNIGHT LACE—Ray ConniffColumbia
NEW ORLEANS—U. S. BondsLeGrand
NORTH TO ALASKA—Johnny HortonColumbia
PLEASE LOVE ME FOREVER—
 Cathy Jean and the RoomatesValmor
PILTDOWN RIDES AGAIN—The Piltown MenCapitol
RUBY DUBY DU—Tobin MatthewsChief
RUBY DUBY DU—The Pepper PopsPanlin
SICK MANNY'S GYM—Leo DeLyonUnited Artists
YOU TALK TOO MUCH—Joe JonesRoulette
WHOLE LOTTA SHAKIN' GOIN' ON—Conway TwittyM-G-M

ALBUMS

IRMA LA DOUCE—Original CastColumbia

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.

FOR WEEK ENDING OCTOBER 9

The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. STRING ALONG Kingston TrioCapitol T 1407	9
2		3. BUTTON-DOWN MIND OF BOB NEWHARTWarner Bros. W 1379	22
3		2. NICE AND EASY Frank SinatraCapitol W 1417	8
4		4. JOHNNY'S MOODS Johnny MathisColumbia CL 1526	7
5		11. KICK THY OWN SELF Brother Dave GardnerRCA Victor LPM 2239	7
6		5. PAUL ANKA SINGS HIS BIG 15ABC-Paramount LP 323	15
7		9. REJOICE DEAR HEARTS Brother Dave GardnerRCA Victor LPM 2083	16
8		6. EDGE OF SHELLEY BERMANVerve MGV 15013	12
9		7. BRENDA LEEDecca DL 4039	8
10		8. SOLD OUT Kingston TrioCapitol T 1352	25
11		— GENIUS HITS THE ROAD Ray CharlesABC-Paramount ABC 335	1
12		16. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	31
13		23. RAY CHARLES IN PERSONAtlantic LP 8039	11
14		13. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	36
15		21. MR. LUCKY Henry ManciniRCA Victor LPM 2198	29
16		10. ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	23
17		14. CAN CAN Sound TrackCapitol W 1301	24
18		22. ENCORES—SANTO AND JOHNNYCanadian-American CAL 1002	3
19		24. MORE SONGS BY RICKY Ricky NelsonImperial LP 9122	7
20		19. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LM 2393	21

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		12. LOOK FOR A STAR Billy VaughnDot DLP 3322	9
22		— SAY IT WITH MUSIC Ray ConniffColumbia CL 1490	1
23		15. MY NAME IS JOSE JIMENEZ Bill DanaSignature SM 1013	11
24		18. MACK THE KNIFE Ella FitzgeraldVerve MGV 4041	5
25		25. WOODY WOODBURY LOOKS AT LOVE AND LIFEStereoditties MW 1	32
26		26. FAITHFULLY Johnny MathisColumbia CL 1422	39
27		20. LAUGHING ROOM Woody WoodburyStereoditties MW 2	18
28		28. THE FABULOUS STYLE OF THE EVERLY BROTHERSCadence CLP 3040	8
29		29. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	25
30		17. CONNIE'S GREATEST HITS Connie FrancisM-G-M E 3793	22
31		33. SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CL 1457	16
32		37. BYE BYE BIRDIE Original CastColumbia KOL 5510	7
33		30. THE WONDERFUL WORLD OF JONATHAN WINTERSVerve MGV 15009	25
34		32. DOWN TO EARTH Jonathan WintersVerve MGV 15011	4
35		36. COME FLY WITH ME Frank SinatraCapitol W 920	20
36		31. PROVOCATIVE PERCUSSION, VOL. I Enoch Light and the Light BrigadeCommand RS 806	8
37		34. GENIUS OF RAY CHARLESAtlantic LP 1312	30
38		35. PERSUASIVE PERCUSSION, VOL. I Terry Snyder and the All StarsCommand LP 800	26
39		38. FOLK SONGS SING ALONG WITH MITCH Mitch MillerColumbia CL 1316	32
40		— MARCH ALONG WITH MITCH Mitch MillerColumbia CL 1475	1

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	43
2		2. INSIDE SHELLEY BERMAN, Verve MGV 15003	77
3		3. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOS 6006	49
4		7. SOUTH PACIFIC, Sound Track, RCA Victor LOS 1032	133
5		4. HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	49
6		15. OUTSIDE SHELLEY BERMAN, Verve MGV 15007	46
7		5. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	46
8		6. HEAVENLY, Johnny Mathis, Columbia CL 1351	56
9		8. GIGI, Sound Track, M-G-M 3641 ST	119
10		10. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	87
11		12. KINGSTON TRIO, Capitol T 996	69
12		9. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	128
13		14. MY FAIR LADY, Original Cast, Columbia OL 5090	236
14		17. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	91
15		16. KINGSTON TRIO AT LARGE, Capitol T 1199	69
16		11. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	118
17		13. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	71
18		18. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	81
19		20. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	72
20		21. THE MUSIC MAN, Original Cast, Capitol WAO 990	137
21		22. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	83
22		— SOUTH PACIFIC, Original Cast, Columbia OL 4180	331
23		19. GYPSY, Original Cast, Columbia OL 5420	56
24		24. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	85
25		25. OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	56

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. STRING ALONG Kingston TrioCapitol ST 1407	8
2		2. NICE AND EASY Frank SinatraCapitol SW 1417	7
3		5. BONGOS Los AdmiradoresCommand S 809 SD	7
4		3. PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All StarsCommand RS 808 SD	8
5		6. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	28
6		7. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	21
7		4. SOLD OUT Kingston TrioCapitol T 1352	24
8		13. LOOK FOR A STAR Billy Vaughn OrkDot DLP 25322	7
9		8. GRAND CANYON SUITE Morton GouldRCA Victor LSC 2433	13
10		11. JOHNNY'S MOODS Johnny MathisColumbia CS 8326	6
11		12. PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light BrigadeCommand RS 810 SD	4
12		23. IT'S THE TALK OF THE TOWN Ray ConniffColumbia CS 8143	24
13		14. 'S AWFUL NICE Ray ConniffColumbia CS 8001	28
14		17. ELVIS IS BACK Elvis PresleyRCA Victor LSP 2231	5
15		9. SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CS 8251	12

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		18. CAN CAN Saund TrackCapitol SW 1321	12
17		30. MUSIC FOR BANG, BAA-ROOM AND HARP Dick Schary's New Percussion EnsembleRCA Victor LSP 1866	21
18		10. MR. LUCKY Henry ManciniRCA Victor LSP 2198	29
19		19. OPEN FIRE, TWO GUITARS Johnny MathisColumbia CS 8056	22
20		21. AMERICAN SCENE MantovaniLondon PS 182	26
21		24. WHITE SATIN George ShearingCapitol ST 1334	4
22		22. LATIN A LA LEE Peggy LeeCapitol ST 1290	16
23		15. PARTY SING ALONG WITH MITCH Mitch MillerColumbia CS 8138	22
24		16. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LSC 2393	22
25		20. KINGSTON TRIOCapitol ST 996	29
26		— LET'S DANCE AGAIN David CarrollMercury SR 60152	28
27		25. MUSIC FOR READING George Melachriuo StringsRCA Victor LSP 1002	15
28		26. THIS IS DARIN Bobby DarinAtco SC 115	23
29		28. BALLADS AND RHYTHMS OF BROADWAY Johnny MathisColumbia C2S 803	2
30		29. STEREO CONCERT Kingston TrioCapitol ST 1183	4

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	38
2		2. SOUND OF MUSIC, Original Cast, Columbia KOS 2020	40
3		3. PROVOCATIVE PERCUSSION, VOL. I, Enoch Light and the Light Brigade, Command RS 806 SD	38
4		4. SOUTH PACIFIC, Sound Track, RCA Victor LSC 1032	73
5		5. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSC 6006	47
6		10. FILM ENCORES, VOL. I, Mantovani, London PS 124	61
7		7. MY FAIR LADY, Original Cast, Columbia OS 2015	73
8		9. KING AND I, Sound Track, Capitol SW 740	60
9		8. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	69
10		11. BLUE HAWAII, Billy Vaughn, Dot DLP 25165	54
11		— BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 25119	30
12		13. OKLAHOMA! Sound Track, Capitol SWAO 595	58
13		20. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	33
14		15. KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199	57
15		6. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	49
16		14. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	45
17		16. HEAVENLY, Johnny Mathis, Columbia CS 8152	55
18		12. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	66
19		18. FLOWER DRUM SONG, Original Cast, Columbia OS 2009	31
20		17. NEAR YOU, Roger Williams, Kapp KS 1112	33

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
2. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LM 2455
3. SIXTY YEARS OF MUSIC AMERICA LOVES BEST
Assorted Artists, RCA Victor LM 6074
4. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LM 2433
5. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
7. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
8. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
9. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
10. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226

STEREOPHONIC CLASSICAL ALBUMS

1. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LSC 2455
2. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
3. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
4. RAVEL: BOLERO Morton Gould, RCA Victor LSC 2345
5. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433
6. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
7. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
8. THE LORD'S PRAYER . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
9. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
10. ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (EVERYTHING BUT THE BEER) Boston Pops Orchestra (Fiedler), RCA Victor LSC 6082

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

- (STEREOPHONIC)
1. Soul of Spain, Vol. 1
101 Strings Stereo Fidelity SF 6600
 2. Soul of Spain, Vol. 2
101 Strings Stereo Fidelity SF 9900
 3. 101 Strings Play the Blues
101 Strings Stereo Fidelity SF 5800
 4. 101 Years of Familiar Songs
101 Strings Stereo Fidelity 2 RS
 5. Concerto Under the Stars
101 Strings Stereo Fidelity SF 6700
 6. Ebb Tide
Frank Chacksfield . . . Richmond S 30078
 7. East of Soez
101 Strings Stereo Fidelity SF 11200
 8. Silver Screen
101 Strings Stereo Fidelity SF 7000
 9. The Music Man
Various Artists Lion SL 70091
 10. Quiet Hours
101 Strings Stereo Fidelity SF 10200

- (Monophonic)
1. Soul of Spain, Vol. 1
101 Strings Somerset P 6600
 2. 101 Strings Play the Blues
101 Strings Somerset P 5800
 3. Good Housekeeping Reducing Off the Record
101 Strings Harmony HL 7143
 4. Hawaii in Hi Fi
Leo Addeo Orchestra RCA Camden CAL 510
 5. Ebb Tide
Frank Chacksfield . . Richmond M 20078
 6. 101 Years of Familiar Songs
101 Strings Somerset 2 RS
 7. Huckleberry Hound
Daws Butler and Don Messick Colpix CP 202
 8. Perry Como Sings Just For You
Perry Como RCA Camden CAL 440
 9. Soul of Spain, Vol. 2
101 Strings Somerset P 9900
 10. Silver Screen
101 Strings Somerset P 7000

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
Kingston Trio Capitol EAP 1199
6. Nearer the Cross
Tennessee Ernie Ford Capitol EAP 1-1005
7. For the First Time
Mario Lanza RCA Victor BPA 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

OPERETTE MEMORIES



Mantovani and His Ork. London LL 3181 — This is designed as almost a personal souvenir Montovani set, with book-fold packaging, into which have been bound a number of photos of the conductor at work, plus extensive notes on the field of operetta and on the material performed. The ork is at its usual shimmering best and the selections—taken from such operettas as "The Chocolate Soldier," "Gypsy Love," "The Merry Widow," etc., are bound to have a broad appeal. Chalk up another winner for the maestro.

LET'S MAKE LOVE



Marilyn Monroe and Yves Montand. Columbia CL 1527 —Here's the track package for one of the most talked about pictures of the new young season, featuring two of the most talked about film artisans of the day. Miss Monroe is heard in several duet tracks with Britisher Frankie Vaughan and in others with her co-star Yves Montand. In a long production number she's heard in her own version of "My Heart Belongs to Daddy," which her fans will love. Another feature of the track is "Strip City," an elongated jazz instrumental with a lot of pounding drums. With the name power that's present here, the set should rack up plenty of retail activity.

BUD AND TRAVIS—IN CONCERT



Liberty DS 12001 (Stereo & Monaural)—A stylish, de luxe dual-LP set with smart book-fold packaging. It's a live performance, the first for the pair, and it took place in Santa Monica, Calif., earlier this year. The crowd noises give it a lot of presence and the lads turn out excellent showmanship as they banter with their audience between tunes. On the musical side, they have a smart, knowing touch for their folk-based songs, which can keep them on the winning side, despite the overcrowded conditions in this field of repertoire right now. Set intros a new addition to the act of percussion and bass. Package can make a lot of new friends for the pair.

NEVER ON SUNDAY



Sound Track. United Artists UAL 4070 — This is the original sound track from the forthcoming flick "Never on Sunday," and it should have a solid sale. It features the big hit title tune from the flick as well as 13 other simple, yet gay compositions, all played with the sound of the bouzoukia, the Greek folk instrument. It's a happy score and the strength of the tune, the picture and the cover will help it move.

A MILLION DOLLARS WORTH OF TWANG



Duane Eddy. Jamie JLP 70-3014 — Many of Duane Eddy's hits have been packaged in a collection that has excellent potential appeal. His distinctive guitar sound is very much in evidence and gives this package more interest than the usual instrumental. The first big Eddy effort, "Movin' and Groovin'," is here, as are "Rebel-Rouser," "The Lonely One," "Because They're Young," "Forty Miles of Bad Road" and "The Quiet One," among others.

Christmas

CAROLS FOR CHRISTMAS



Eileen Farrell. Columbia MS 6165. (Stereo & Monaural) — Eileen Farrell's first album of Christmas carols should be a big seller during the holiday season. It features the great star singing in tender and moving performances of the most famous carols, from "Silent Night" to "O Come, All Ye Faithful." The backing, by the Luther Henderson crew, is excellent. A lovely cover adds to the set. Strong wax.

JOY TO THE WORLD



Andre Kostelanetz and His Orchestra; Earl Wrightson, Baritone. Columbia CS 8328. (Stereo & Monaural) — The Andre Kostelanetz Orchestra and Chorus, and baritone Earl Wrightson, combine to make this a mighty potent Christmas album for the fall season. The performances on the part of the orchestra, chorus and soloist are excellent. The songs range from carols to Victor Herbert
(Continued on page 36)

ALBUM COVERS OF THE WEEK



THE SOUND OF CHILDREN AT CHRISTMAS—Hugo and Luigi With Their Children's Chorus, RCA Victor LP-2254. Pretty little girl in choir costume photographed against a rose background. Prime display item for Christmas counters.



EASY TO LOVE—Roland Hanna, Atco 33-121. Eye-catching, arty cover. Photo of alluring lady in dark tone by Richard Hoiman. Fetching display item for jazz section.

EBB TIDE

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STEREO: S-30078

MONO: B-20078

15 WEEKS ON THE TOP 10 BEST SELLING CHARTS

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SONGS OF SUNNY ITALY

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Frank Chacksfield
GREAT STRAUSS WALTZES

Stereo: S-30073 Mono: B-20073

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TRADE

NEWS

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

Continued from page 35

and Tchaikovsky, and they are recorded brightly. To add to the impact the cover is eye-catching too. Strong item here for the forthcoming Christmas season.

JOYEUX NOEL



E. Power Biggs, Organ. Columbia MS 6167. (Stereo & Monaural) — One of the year's first Christmas releases, this LP may also be one of the more striking and popular offerings. Classical organist E. Power Biggs plays the book of 12 Noels by Daquin, 18th Century composer. These are simple, charming melodies with delightful variations. The music is not especially identified with the yule season and can be enjoyed throught the year. Display should mean a brisk sale to Biggs' solid following.

60 YEARS OF MUSIC AMERICA LOVES BEST—VOLUME II (2-12")



Various Artists. RCA Victor LM 6088—Volume I of the exciting Victor series has been a healthy seller and this second edition promises the same kind of solid retail response. Packaged in a silver-toned cover, the two-disk set includes famous sides by Glenn Miller, Tommy Dorsey, Artie Shaw, Mischa Elman, Fritz Kreisler, Maurice Chevalier, Caruso and Gallicurci, to mention a very few. Dynamite merchandise here, especially with the gift-giving season fast approaching.

International

CONNY



Capitol ST 10253 (Stereo & Monaural)—Conny (Froboess) is one of Germany's top pop singers, and the young lass shows why on this vibrant new waxing. She has a style of her own, that enables her to sock over a rock and roll tune or a ballad with equal sincerity. Even tho she sings the songs in German, she is able to put them over for Americans via her smart vocalizing. The backings, too, have brightness. Strong wax for a girl with a future.

Jazz

THE SWINGIN' NUTCRACKER



Shorty Rogers. RCA Victor LPM 2110—The liner notes take pains to explain that rather than a jazzed-up version of Tchaikovsky's "Nutcracker Suite," Shorty Rogers merely used the original as a take-off point for what is thus a new group of swinging big band works, based on themes from the famed ballet. A sax quintet plays a prominent part in the proceedings with some standout solos heard over the ensemble efforts. A swinging package that can gather a lot of counter action.

Children's

WALT DISNEY'S CINDERELLA



Disneyland ST 3908 — Here's the complete original Disney production of "Cinderella," elaborately repackaged to sell for the old, established \$3.98 price. The story itself, with Jiminy Cricket in the narrator role, is here, along with de luxe book-fold packaging, which includes a 24-page bound-in booklet telling the story thru beautiful color prints. With the gift season just ahead, this can certainly figure to do plenty of business.

Spoken Word

GIRL IN A HOT STEAM BATH



Jean Carroll. Columbia CS 8311 (Stereo & Monaural)—A fine comedy album. Miss Carroll's best routines are here: buying a mink coat, girl in a steam bath, life in the suburbs, etc. Timing is superb. Buyers are conscious of this type of album, therefore dealers should be sure to have it in stock. Dealers should not hesitate to play a band or two. Laughs are guaranteed.

ONE MAN IN HIS TIME



Sir John Gielgud. Columbia OL 5550—Sir John Gielgud proved with "The Ages of Man" that Shakespeare can be a commercial success on disks. His new release should also fare well, for it is likewise beautifully performed with infinite shadings of dramatic degree. Gielgud provides brief but incisive excerpts from several of the plays plus four sonnets, and range in mood from the heroic to the romantic. A virtuoso solo dramatic performance.

MORE JOSE JIMENEZ



Bill Dana. Kapp KL 1215—Bill Dana performs here on nine tracks which have been culled from tapes of the Steve Allen and, more recently, the Spike Jones shows on which he starred. Much of the material is hilarious and the set could easily strike the chart just as his current "My Name Is Jose Jimenez" has. Funny bits about a judo expert, piano tuner, and a Broadway script writer.

Country & Western

A TRIBUTE TO THE DELMORE BROTHERS



Ira & Charlie Louvin. Capitol T 1449—An outstanding country package which merits attention not only from c.&w. buyers and programmers but also from scholars of musical Americana. These performances in the style of the noted Delmore Brothers are terrific; the songs are all the Delmores' except "Midnight Special," and even here the version is theirs. One of the album's fascinations

(Continued on page 38)

THE FABULOUS STYLE OF THE EVERLY BROTHERS



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- Merry Christmas — Jackie Gleason W-758
- A Jolly Christmas From Frank Sinatra W-894
- Now Is The Caroling Season — Fred Waring (S)T-896
- The Star Carol — Tennessee Ernie Ford (S)T-1071
- The Sounds Of Christmas — Fred Waring (S)T-1260
- The Bells Of Christmas — Eddie Dunstetter (S)T-1264
- Christmas Carousel — Peggy Lee (S)T-1423
- Sing The Songs Of Christmas — Guy Lombardo (S)KAO-1443
- The Magic Of Christmas — Nat King Cole (S)W-1444
- The Last Month Of The Year — The Kingston Trio (S)T-1446
- Christmas Bells — Richard Keys Biggs T-9013
- Merry Christmas To You — Various Artists T-9030

'CAPITOL' OF THE WORLD

- Christmas In Sweden T-10079
- Christmas In Italy T-10093
- Christmas In Germany T-10095
- Christmas In France T-10108
- Christmas In Austria T-10164
- Christmas In Poland T-10198

CLASSICAL

- Joy To The World — The Roger Wagner Chorale (S)P-8353
- The Music of Christmas — Hollywood Bowl Sym. / Dragon (S)P-8393
- Hark! The Herald Angels — Virgil Fox (S)P-8531

EAPs — 45 RPM ALBUMS

- Yingle Bells — Yogi Yorgesson EAP-1-461
- Christmas Cheer — Les Paul & Mary Ford EAP-1-543
- Now Is The Caroling Season — Fred Waring EAP-1-896
- Now Is The Caroling Season — Fred Waring EAP-2-896
- Now Is The Caroling Season — Fred Waring EAP-3-896
- The Star Carol — Tennessee Ernie Ford EAP-1-1071
- The Star Carol — Tennessee Ernie Ford EAP-2-1071
- The Star Carol — Tennessee Ernie Ford EAP-3-1071
- The Happiest Christmas Tree — Nat King Cole EAP-1-1346
- The Last Month Of The Year — The Kingston Trio EAP-1-1446
- The Last Month Of The Year — The Kingston Trio EAP-2-1446
- The Last Month Of The Year — The Kingston Trio EAP-3-1446
- Songs Of Christmas — Jo Stafford & Gordon MacRae EAP-1-9021
- The Christmas Song — Nat King Cole EAP-1-9026

ANGEL

- Christmas Carols — The Temple Church Boys' Choir (S)FS-35834
- Obernkirchen Children's Choir: Christmas Songs A-65021

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when answering ads . . .
Say You Saw It in The Billboard

The pick of the new releases:

SPOTLIGHT WINNER OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 36

is that it illustrates how deeply the blues are imbedded in the country field. Tunes include "Lonesome Blues," "Nashville Blues," "The Last Old Shovel." A bow to Ken Nelson for producing this one.

WILL SING YOU A SONG AND HARMONIZE TOO



Skeeter Davis, RCA Victor LPM 2197—Miss Davis has scored in the pop world recently with an answer song, "(I Can't Help You) I'm Falling Too." Here she turns to a flock of fine country efforts, most of them ballads, and most of them employing the dual-track idea. The gal is in top form and her song selection—"Am I That Easy to Forget," "Your Cheatin' Heart" and "The One You Slip Around With," among them—is likewise tops. This set can get plenty of attention in country marts.

Religious

THE HOLY LAND



George Beverly Shea, RCA Victor LSP 2189 (Stereo & Monaural)—An unusually well-produced package. Album has a book-type cover, with artwork, photos and notes depicting and describing the Holy Land. These scenes and notes also are pertinent to the lands described in the hymns, as "Zion Stands With Hills Surrounded," "Joshua Fit the Battle of Jericho," "Memories of Galilee," etc. George Beverly Shea is in great voice here, singing with an exalted style.

Sacred

BEAUTIFUL ISLE OF SOMEWHERE



The Blackwood Brothers, RCA Victor LSP 2248 (Stereo & Monaural)—Rarely has the Nashville-based group sounded better. These are fine songs of praise, nine of which were written by the quartet's bass, J. D. Summer. Each of the songs is based on the so-called Hawaiian style music, with its slow, languorous, almost lazy rhythm. The melodies are lovely indeed and receive inspired readings by the group. There is little doubt that the fans will certainly want this package.

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

JONATHAN AND DARLENE EDWARDS IN PARIS

Columbia CS 8313 (Stereo & Monaural)—Jonathan and Darlene Edwards (really Paul Weston and spouse Jo Stafford) are back again with their zany musical offerings. Jonathan plays piano like no one plays and adds effects in all the wrong places. Darlene sings with fervor but usually has a lot of trouble staying on key. The songs, "The Poor People of Paris," "La Vie En Rose," et al. have never been performed like this. A fun album that should interest many.

International

AMERICAN DEBUT

Jacques Brel, Columbia WS 324 (Stereo & Monaural)—This young Frenchman is a sort of male Juliette Greco, with more than a hint of Yves Montand. He sings Gallic songs of love and life that are moody, philosophical and sometimes sardonic. But Brel also has an electric personality that jumps out of the disk and is certain to have potent appeal to female listeners. Literal prose translations of the lyrics retain the imagery and feeling of the original verses.

Jazz Talent

SOMETHING WONDERFUL

Nancy Wilson, Capitol ST 1440 (Stereo & Monaural)—Miss Wilson makes a fine debut performance with some great assistance from Billy May's colorful big band arrangements. The gal qualifies as something of a junior Dinah Washington, with touches of the brittle, staccato technique of Eartha Kitt also sometimes evident. With it all, she's a stylist in her own right and manages to project a smartly sophisticated, jazzish-pop delivery which can win her a lot of attention. She would seem a natural for the supper club circuit.

Novelty

FDR SPEAKS (2-12")

Washington WFDR 7-8—The familiar voice of Franklin D. Roosevelt in his most notable addresses, from his first inaugural to his death, recently was heard again in a six-disk set issued by Washington Records. Now the highlights of nearly all those speeches have been packaged on two LP's, with brief narrative introductions setting the stage for each. The great ones are all here: "Nothing to Fear," "Rendezvous With Destiny," "One Third of a Nation," "Four Freedoms," the declaration of war, and "Fala Was Furious" from the fourth campaign. Each disk is available separately. A must for schools and libraries, and for the many whose memory of FDR is undimmed.

(Continued on page 40)

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 New York Herald Tribune
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**• Reviews and Ratings of
New Albums**

• Continued from page 38

★★★★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **FERRANTE AND TEICHER
THEMES FROM BROADWAY SHOWS**
ABC-Paramount ABC 336—Duo pianists
Ferrante and Teicher have earned a reputa-
tion as gadgeteers of the keyboard from
previous disks using pianos touched up
with wood, paper, strings, and rubber to
make strange sounds. Here they play it
straight, using ungimmicked piano to pro-
duce a brace of tunes from recent Broadway
musicals, plus a pair of originals of their
own. The pianos are assisted by percussion
and the total effect is pleasing listening. Can
be recommended for dancing as well as
listening.

★★★★ **BILLY BLOWS HIS HORN**
Billy Butterfield and his Ork. Columbia
CL 1514—Billy Butterfield and his horn
offer a follow-up to their recent success,
"Conniff Meets Butterfield." Here the horn
man blows 12 standard tunes to a nice full
band back-up. Good for listening or dancing
and there is good programming material
here, too. Tunes include "Just Friends,"
"Tuxedo Junction" and "What's New," the
last named being one in which Butterfield
appeared prominently in a Bob Crosby
version some years back.

★★★★ **BOBBY VEE SINGS FOUR
FAVORITES**
Liberty LST 7165 (Stereo & Monaural)—
Norman Petty's recent discovery, Bobby
Vee, whose voice some have compared to
that of the late Buddy Holly, has enjoyed a
hit with the ballad "Devil or Angel,"
and young Mr. Vee here selects a flock
of his other artists for his kick-off
album program. These include "Gone,"
"I'm Sorry," "Mr. Blue," "Sincerely" and
"Young Love." The lad has a good, sincere
ballad style and he shows it off in good
form here. Sides were recorded in Petys
Clovis, N. M., studios.

★★★★ **THE FLEETWOODS—GRETCHEAN,
GARY AND BARBARA**
Dolton BST 8002 (Stereo & Monaural)—
The popular singles group, whose most
recent hit, "Runaround," is included here,
have their second album, and it's an easy-
listening program of the same kind of
vocal stylings well known to the teen mar-
ket. Here the two-girl, one-boy trio, applies
itself to "Bye Bye Blackbird," "I Believe"
and "Once in Awhile," in addition to some
less familiar ballads. Nice sound thruout
by the vocalizers and their followers will
want the set.

★★★★ **KENTON AT THE LAS VEGAS
TROPICANA**
Capitol ST 1460 (Stereo & Monaural)—
The big Stan Kenton sound comes thru
in its shimmering best on this set of 11
tunes recorded on location at the Tropi-
cana. Kenton does the introductions with
humor. "You and I and George," sung by
bassist Red Kelly, is also for fun. List of
tunes includes familiar "Artistry in Rhythm"
as well as other swingers like "Bernie's
Tune" and "Random Riff."

★★★★ **SOMETHING'S GOTTA GIVE**
Georgia Gibbs. Imperial LP 9107—
Georgia Gibbs bows on the label with sock
readings of a group of standards, all han-
dled in her own inimitable style. Set in-
cludes her new single, "Loch Lomand," as
well as "Tammy," "Something's Gotta Give"
and "Last Night When We Were Young."
The arrangements by Joe Sherman are first-
rate, too.

★★★★ **AN ENCHANTED EVENING
ON BROADWAY**
Earl Wrightson. Columbia CS 8319
(Stereo & Monaural)—A familiar voice on
Broadway, Earl Wrightson turns loose his
baritone on a collection of fine show tunes.
These are not the same familiar songs that
turn up in disk after disk, but are of

special interest because they are not heard
so frequently. They're from "Paint Your
Wagon," "Jumbo," "Bells Are Ringing,"
"Lost in the Stars," "Bloomer Girl," "Re-
venge With Music" and "A Tree Grows in
Brooklyn," plus "The Sound of Music" and
the new "Irma La Douce." Unusual and
interesting.

LOW PRICED POPULAR ★★★★★

★★★★ **GREAT STRAUSS WALTZES**
Frank Chacksfield and his Ork. Rich-

mond B 20073—For those who like the
classic Viennese waltzes done up in bright
orchestral style, this is the set. British
maestro Chacksfield, of "Ebb Tide" fame,
offers selections from "Die Fledermaus,"
"Blue Danube," "Voices of Spring," and
waltzes from "The Gypsy Baron," among
others. A well-rounded program in this
genre which qualifies as an excellent buy
at the price.

★★★★ **IRMA LA DOUCE**
Joe Basile. Audio Fidelity AFSD 5949.
(Stereo & Monaural) — A nicely prepared
package and because it's the first complete
score set from the new Broadway hit of
the same title to appear, it can command
considerable activity right off. The songs
are strongly Parisian in flavor and a couple
—the title song and "She's Got the Lot"—
have considerable staying power. The music
is well adapted for the accordion or musette
sound and Joe Basile handles it along with
rhythm and vibes with authority. Superior
sound and colorful cover are added plusses
here.

CHRISTMAS ★★★★★

★★★★ **THE OLD SWEET SONGS OF
CHRISTMAS**
Frank DeVol and the Rainbow Strings.
Columbia CL 1543 — Melodic and unpre-
tentious arrangements are featured by
Frank DeVol, with the emphasis on strings.
One side features 16 well-known hymns and
carols, while the other contains pop tunes as-
sociated with the yule season, such as
"White Christmas," "Winter Wonderland,"
"March of the Toys," and "Twelve Days of
Christmas." For those who enjoy their
music on the easy listening side. Also makes
good radio programming fare.

JAZZ ★★★★★

★★★★ **JAZZ AT JAZZ, LTD.**
Assorted Artists. Atlantic 1338—An im-
peccably played set of nine Dixieland tunes
that have been performed at Jazz, Ltd., Chi-
cago jazz room owned by clarinetist Bill
Reinhardt. Solos by trumpeter Marty Mar-
sala and trombonists Dave Remington and
Harry Graves sparkle here. Set includes less
known Dixie material, including Kid Ory's
"Savoy Blues" and "Bluein' the Blues" as
well as "Saints" and "Battle Hymn of the
Republic." Dixie is more than memory to
this group of musicians.

★★★★ **EASY TO LOVE**
Roland Hanna. ATCO 33-121—Roland
Hanna shows off some very effective piano
work on a group of well-known standards.
Hanna has plenty of imagination in addition
to his talent, and here in this disk debut,
he gets a chance to display these qualities.
The record indicates that Hanna has a
bright future in the modern jazz world.
The attractive cover should help this set
get attention, and the music inside should
help sell it.

★★★★ **PORTRAIT OF THE ARTIST**
Bob Brookmeyer. Atlantic 1320—"The
Blues Suite" occupies one whole side of
this LP. It features the composer, Brook-
meyer, playing mostly piano, outlining four
different phases of the blues in a straight-
forward way. The work goes to root sources
for inspiration. Side 2 features three
standards and one original full of Brook-
meyer trombone and piano humor and
depth. Hip stores and jocks must warm up
to this one.

★★★★ **THE NUTCRACKER SUITE**
Duke Ellington and His Ork. Columbia
CL 1541 — Duke Ellington turns to another
composer for the first time in his career,
and the composer is Tchaikovsky. Ellington
and Billy Strayhorn have done a jazz job on
the composer that will intrigue Ellington's
many fans as well as a lot of classicists.
It is mighty interesting from a musical and
a swinging standpoint and the Tchaikovsky
tunes give the ork and the soloists (Jimmy
Hamilton, Paul Gonsalves, Harry Carney,
Juan Tizol, Sam Woodyard, and all the
rest), a chance to let go. One of the most
enjoyable Ellington sets in quite a spell.

CLASSICAL ★★★★★

★★★★ **GRIEG: TWO ELEGIAC MELO-
DIES, OP. 34; PEER GYNT SUITE NO. 1
OP. 46; PEER GYNT SUITE NO. 2, OP. 55**
Concertgebouw Orchestra of Amsterdam
(Van Beinum & Fournet, Conducting). Epc
BG 1099 (Stereo & Monaural)—Apart from
the piano concerto, these are probably
Grieg's best-known works for orchestra.
The two "Elegiac Melodies" were beauti-
fully recorded under the baton of the late,
great Van Beinum. Jean Fournet leads the
remarkable Concertgebouw in the two color-
ful and popular "Peer Gynt" suites, in
satisfying performances. Heavy competition,
but few in the same class.

INTERNATIONAL ★★★★★

★★★★ **THE HUNGARIAN NATIONAL
BALLET COMPANY**
Epic BC 1102 (Stereo & Monaural)—One
of the smartest mid-European sets to hit
the market in quite a spell. There is a
sound here much superior to many of the
frequent import masters from these coun-
tries. The Hungarian State group includes
orchestra, chorus and a dancing group, all
of whom are heard. The chorus particularly
stands the critical test with fine arrange-
ments well-handled in a manner that
measures up to the best current American
standards. The program has varied tempi
and moods and in its class certainly is
solid merchandise.

(Continued on page 51)

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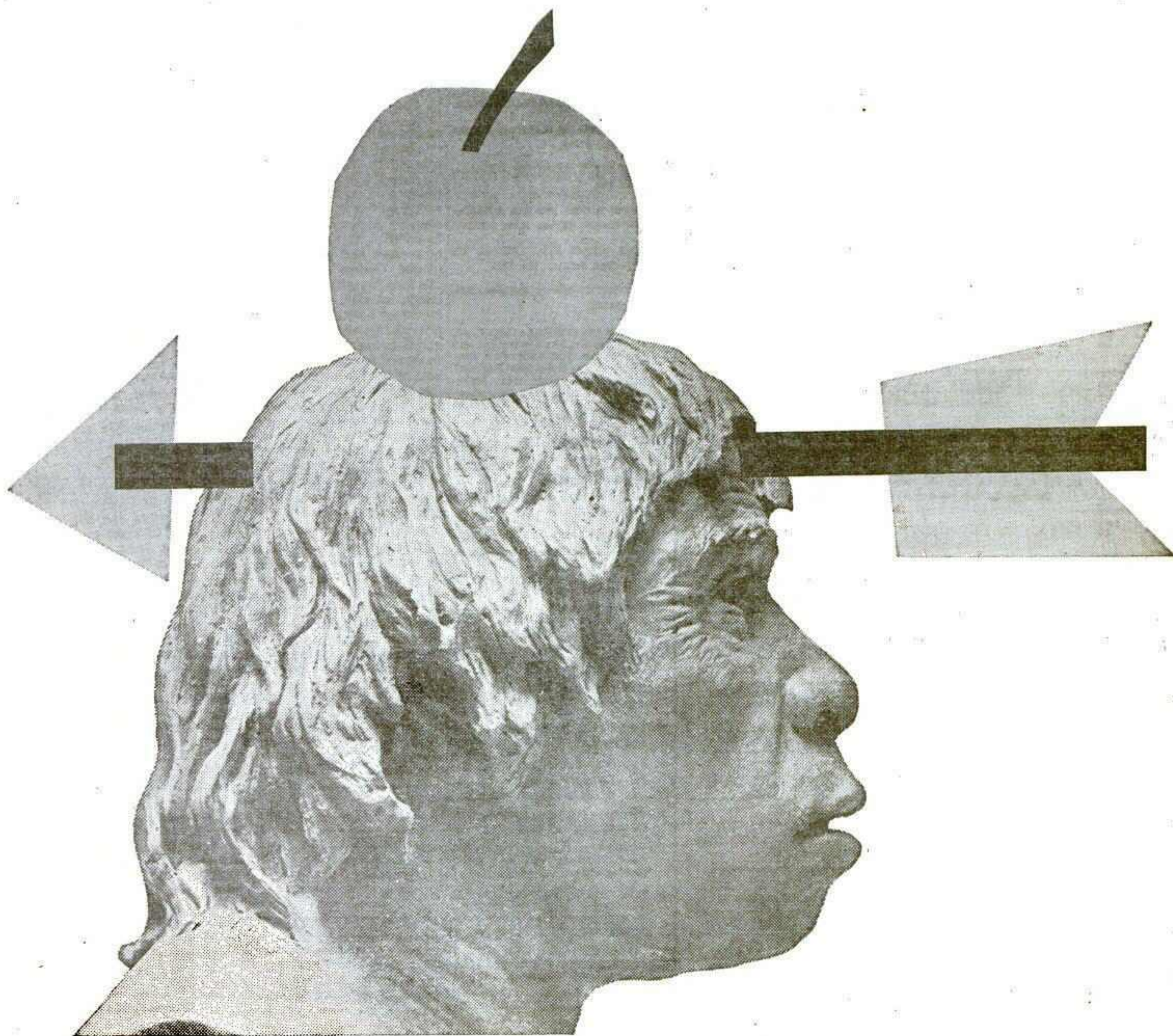
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THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING OCTOBER 16

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	2	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	6
2	1	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	7
3	4	CHAIN GANG	By Sam Cooke—Published by Kags (BMI)	6
4	5	TWIST	By Hank Ballard—Published by Armo-Jay & Cee Music (BMI)	10
5	3	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	12
6	10	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	4
7	7	A MILLION TO ONE	By Phil Medley—Published by Starflower (BMI)	6
8	6	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	9
9	8	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	11
10	9	SO SAD	By Don Everly—Published by Acuff-Rose (BMI)	5
11	17	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	5
12	11	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	8
13	19	I WANT TO BE WANTED	By Gannon-Spotti, Testa—Published by Leeds (ASCAP)	3
14	12	PINEAPPLE PRINCESS	By Bob and Dick Sherman—Published by Music World (BMI)	5
15	27	LET'S THINK ABOUT LIVIN'	By Bryant—Published by Acuff-Rose (BMI)	2
16	20	YOU MEAN EVERYTHING TO ME	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	6
17	15	DREAMIN'	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	9
18	23	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	6
19	29	THREE NIGHTS A WEEK	By A. Domino—Published by Travis (BMI)	4
20	26	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	10
21	13	YOGI	By Jacobson-Stallman-Kottelman—Published by Saxon (BMI)	7
22	—	DON'T BE CRUEL	By Elvis Presley and Otis Blackwell—Published by Shammar-Presley (BMI)	1
23	30	DIAMONDS AND PEARLS	By Tyler—Published by Lode (BMI)	2
24	24	MISSION BELL	By Michael—Published by Bamboo (BMI)	13
25	25	THE SAME ONE	By Brook Benton and Clyde Otis—Published by Play (BMI)	6
26	28	LUCILLE	By R. Penniman-Albert Collins—Published by Venice (BMI)	3
27	—	TWISTIN' U. S. A.	By Frank Slay and Bobby Crewe—Published by Conley (ASCAP)	1
28	—	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	1
29	16	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	14
30	—	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	1

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. MR. CUSTER—Larry Verne, Era 3024.
2. MY HEART HAS A MIND OF ITS OWN—Connie Francis, M-G-M 12923.
3. CHAIN GANG—Sam Cooke, Vic 7783.
4. TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
5. IT'S NOW OR NEVER—Elvis Presley, Vic 7777.
6. SAVE THE LAST DANCE FOR ME—Drifters, Atlantic 2071.
7. A MILLION TO ONE—Jimmy Charles, Promo 1002.
8. THEME FROM THE APARTMENT—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
9. WALK, DON'T RUN—Ventures, Dolton 25.
10. SO SAD—Everly Brothers, Warner Bros. 5163.
11. DEVIL OR ANGEL—Bobby Vee, Liberty 55270.
12. KIDDIO—Brook Benton, Mer 71652.
13. I WANT TO BE WANTED—Brenda Lee, Dec 31149.
14. PINEAPPLE PRINCESS—Annette, Vista 362.
15. LET'S THINK ABOUT LIVIN'—Bob Luman, Warner Bros. 5172.
16. YOU MEAN EVERYTHING TO ME—Neil Sedaka, Vic 7781.
17. DREAMIN'—Johnny Burnette, Liberty 55258.
18. NEVER ON SUNDAY—Don Costa, United Artists 234; Marty Gold and Ray Martin, Vic 7769; Pete King Ork & Chorus, Kapp 3444; Raymond Lefevre Ork, Jamle 1161; Makadopoulos, Palette 5060; Nico Papadopoulos Ork, Atlantic 2070; Georgio Petroulos, Guyden 2037.
19. THREE NIGHTS A WEEK—Fats Domino, Imperial 5687.
20. IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Carlton 530.
21. YOGI—Ivy Three, Shell 720; Paul Ackerman Ork, Scarlet 4003; Sylvia Saynt, Wynne 127.
22. DON'T BE CRUEL—Bill Black's Combo, Hi 2026.
23. DIAMONDS AND PEARLS—Escos, Federal 12380; Paradons, MBestone 2063; Turbans, Roulette 4281.
24. MISSION BELL—Donnie Brooks, Era 3018.
25. THE SAME ONE—Brook Benton, Mer 71652.
26. LUCILLE—Drifters and Clyde McPhatter, Atlantic 1019; Everly Brothers, Warner Bros. 5163.
27. TWISTIN' U. S. A.—Danny and the Juniors, Swan 4060.
28. YOU TALK TOO MUCH—Frankie Ford, Imperial 5686; Joe Jones, Roulette 4304.
29. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Buddy Hackett, Laurel 1014; Brian Hyland, Kapp 342; Kittens, Alpine 64.
30. GEORGIA ON MY MIND—Ray Charles, ABC-Paramount 10135.

THEATER REVIEW

'Camelot' Packs Wit, Distinction

"Camelot," the new Lerner-Loewe package, offers yet another milestone in the field of musical comedy by that team. It comes within a note of being an opera.

Its subject is the legend of King Arthur and his knights. Its music is sure of success, not only because of the authors' reputation, but because "Camelot"—even in its present three and a half-hour length—bubbles with wit and distinction.

The musical opened Saturday (1) as the curtain-raiser at Toronto's \$12,000,000 "O'Keefe Centre for the Performing Arts." It is a sellout for its three-week tryout here. It opens in New York on November 19, after a Boston stand.

"Camelot's" brew has the necessary ingredients to be a success. The overture heralds the excitement to come, altho the opening and closing lack punch. But between is an opulent, lusty and bright show.

Richard Burton, who like Rex Harrison is an actor first and a singer by necessity, shines thruout. He gives a Hamlet-like characterization to the picture of King Arthur who can't make up his mind whether might is right or right is might. He leads off with the title song, "Camelot," a tuneful and humorous ditty, and his duet with Julie Andrews, "What Do Simple Folk Do," is great.

Miss Andrews, despite her good looks and beautiful costuming is still the cockney flower-seller of "My Fair Lady." However, she gives a spirited performance as Guenevere. Her singing of "The Lusty Month of May," as well as her combination with three members of the chorus of "Then You May Take Me to the Fair," are certain to be highlights in the album.

Top ballad of the score is "If Ever I Would Leave You." It may well appear on the charts, and no little help to the song is good-looking Bob Goulet as Lancelot, whose voice is standout. His acting, however, lacks conviction.

The comedy end in "Camelot" is well held up by Robert Coote, Mel Dowd and Roddy McDowall. The two men are well known, but Miss Dowd, in her first leading role, is well on her way to stardom with her performance.

The dancing, while unspectacular, is good; the orchestration, conducted by Franz Allers, is excellent, and the costuming is superb. The scenery is rich. "Camelot" has one minor problem; many may go expecting a "My Fair Lady," but they will find "Camelot" has an individual charm all its own.

Harry Allen Jr.

Novel Promotions Build Sales

Continued from page 26

in Snellenburg's, a major downtown department store, used the store's auditorium for exhibits by a number of manufacturers who contributed to the cost of the show. To lure the customers, Goody offered a complete \$1,200 stereo sound system as a grand prize in a drawing open to all who attended. In addition, there were daily prizes of records and phonographs. Jazz pianist George Shearing opened the four-day affair, which Snellenburg's officials estimated drew a crowd of 6,000. Staffing the various exhibits and answering visitors' questions were the various manufacturers' representatives and members of the Goody staff. Commenting, Goody said, "This was a show for the entire family. We stayed open until 9 p.m. all four nights so that mom, dad and the kids could enjoy the show together."

He noted an emphasis on decor in the exhibits. A store source said co-operative advertising money was used to arrange the show.

Only one of several types of advertising open to hi-fi dealers is the store window. Lafayette Radio in Jamaica, N. Y., is located in an area where there is little pedestrian traffic. Yet the store uses its windows to advantage. "We have heavy vehicular traffic," said Lafayette's Stan Isaacs. "Windows are decorated jointly with three manufacturers who seem to have a monopoly on them. They are changed once a season, at a cost of \$200 for the decorator alone. They are pretty elaborate affairs, designed primarily as prestige pieces for the manufacturers. One, for example, is an exhibit one company had at trade shows. It was moved lock stock and barrel into our window when the show was over." Since the windows are of the prestige type, the store gives a manufacturer a call when it thinks his window needs sprucing up.

A Greenwich Village retailer who found the answer to his problem in merchandising kits is David Muirhead, of Hi-Fi Workshop. The store is located near New York University's downtown campus. Muirhead includes a number of NYU students among his clientele. He discovered that it was easier to sell kits if he offered the buyers a

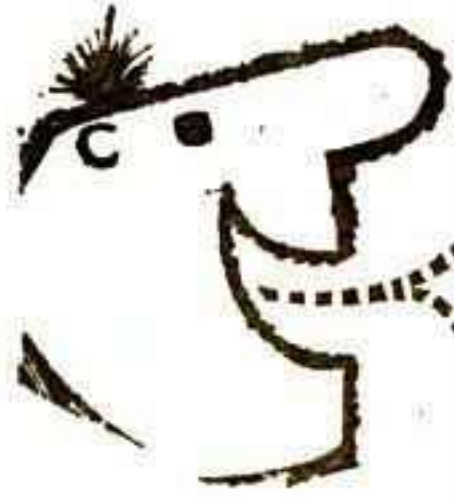
place to assemble them and the tools with which to do the job. It's possible now to buy a kit and put it together a bit at a time, over a period of weeks, right in the store. Hi-Fi Workshop charges for the expert help available if they run into difficulty. If a customer misreads the instructions or gets entangled in the kit, Muirhead or another member of the store's staff is always on hand to straighten out the problem.

The bulk of the store's clientele at present consists of NYU students and faculty, altho there are kit builders from all parts of the city who make a weekly pilgrimage to lower Broadway, where the store is located, to get in a few licks with a soldering iron.

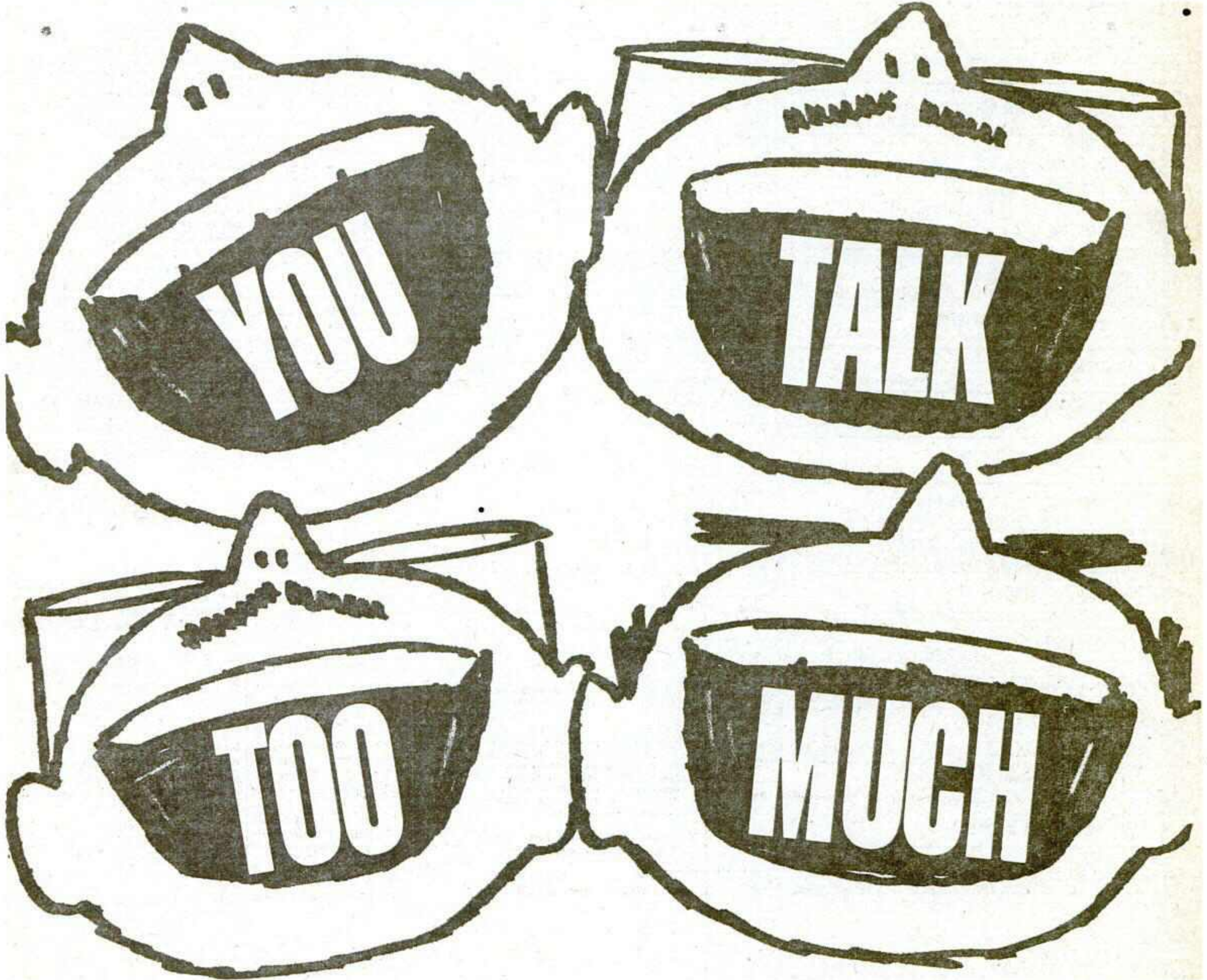
Yet another attraction for customers is that used by Ellis Audio, in Huntington, L. I. Owner Ellis Rosen has worked out an arrangement with the Security National Bank in Huntington under which customers can buy equipment on time. "I insist on a down payment of at least 15 per cent," says Rosen, "but even on a \$600 system, this is still less than \$100. It makes it easy on the young married couple in the neighborhood who want a good music system but haven't been able to accumulate a substantial amount of cash." In addition to the down payment, Rosen finds it practical to have his customers pay cash for any installation or labor charges.

Finally, for another version of the store concert, there's the type of open house being run by Mile Trading Corporation in Downtown New York. Mile converted an unused loft over its hi-fi showroom into a listening room last summer. Now, on nights when the store is closed, Mile's Gene Bennette plays host to industrial and office groups from the neighborhood who come, by invitation, for an after-hours stereo demonstration. Mile arranges for groups of 20 or 30—clubs, office or plant workers—to come in for a demonstration, followed by coffee and sandwiches. Store and manufacturer personnel donate their time, and the manufacturers usually contribute toward the cost of refreshments.

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NOW ON ROULETTE... THE ORIGINAL SMASH THE WHOLE COUNTRY IS TALKING ABOUT!

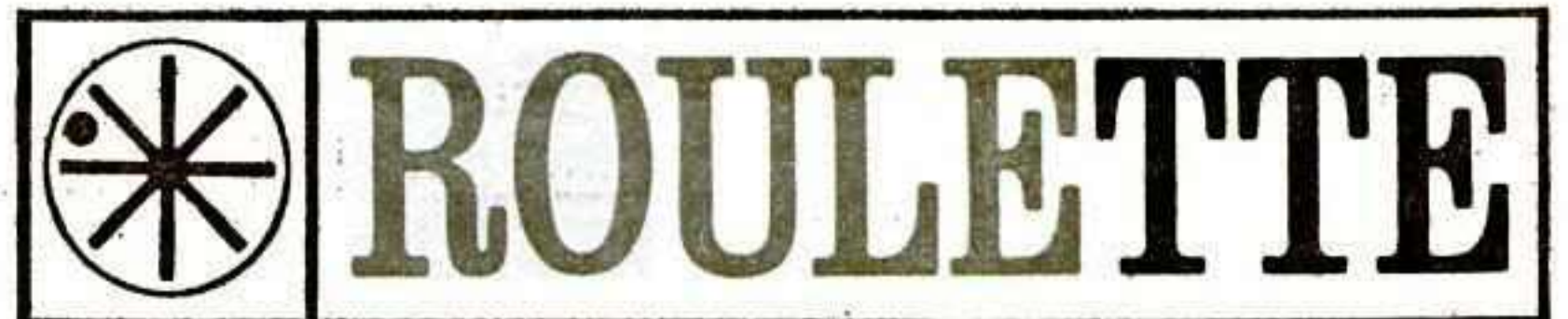


JOE JONES

R-4304



CLIMBING EVERYWHERE
 BILLBOARD#33
 CASH BOX#21
 VARIETY#50



FOR WEEK ENDING OCTOBER 16

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	3	4	4	MR. CUSTER	Larry Verne, Era	3024		7
2	2	3	5	CHAIN GANG	Sam Cooke, RCA Victor	7783	S	9
3	1	1	2	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M	12923		9
4	6	10	18	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2071		6
5	4	2	1	TWIST	Chubby Checker, Parkway	811		11
6	5	5	10	A MILLION TO ONE	Jimmy Charles, Promo	1002		8
7	9	9	11	SO SAD	Everly Brothers, Warner Bros.	5163		6
8	12	13	15	DEVIL OR ANGEL	Bobby Vee, Liberty	55270		11
9	14	23	33	I WANT TO BE WANTED	Brenda Lee, Decca	31149		5
10	11	8	7	KIDDIO	Brook Benton, Mercury	71652		10
11	7	6	3	IT'S NOW OR NEVER	Elvis Presley, RCA Victor	7777	S	13
12	8	7	6	WALK, DON'T RUN	Ventures, Dolton	25		13
13	19	33	56	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros.	5172		6
14	10	12	12	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists	231		12
15	21	21	22	THREE NIGHTS A WEEK	Fats Domino, Imperial	5687		6
16	13	11	17	PINEAPPLE PRINCESS	Annette, Vista	362		9
17	17	19	23	YOU MEAN EVERYTHING TO ME	Nell Sedaka, RCA Victor	7781	S	10
18	23	47	76	DON'T BE CRUEL	Bill Black's Combo, Hi	2026		5
19	22	37	60	DIAMONDS AND PEARLS	Paradons, Milestone	2003		8
20	16	17	16	THE SAME ONE	Brook Benton, Mercury	71652	S	8
21	26	22	27	LUCILLE	Everly Brothers, Warner Bros.	5163		6
22	25	26	31	NEVER ON SUNDAY	Don Costa, United Artists	234		10
23	18	15	13	DREAMIN'	Johnny Burnette, Liberty	55258		12
24	59	94	—	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount	10135		3
25	20	16	8	YOGI	Ivy Three, Shell	720		10
26	41	53	65	SLEEP	Little Willie John, King	5394		6
27	61	71	98	TWISTIN' U.S.A.	Danny and the Juniors, Swan	4060		4
28	28	18	14	MISSION BELL	Donnie Brooks, Era	3018		18
29	44	60	66	MOVE TWO MOUNTAINS	Mary Johnson, United Artists	241		6
30	40	44	49	A FOOL IN LOVE	Ike and Tina Turner, Sue	730		7
31	15	14	9	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo	179		13
32	35	54	48	RUN, SAMPSON, RUN	Neil Sedaka, RCA Victor	7781	S	6
33	49	56	91	YOU TALK TOO MUCH	Joe Jones, Roulette	4304		4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	24	20	19	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King	5341		22
35	36	31	34	ANYMORE	Teresa Brewer, Coral	62219		10
36	69	97	—	SUMMER'S GONE	Paul Anka, ABC-Paramount	10147		3
37	47	45	51	LET'S HAVE A PARTY	Wanda Jackson, Capitol	4397		7
38	29	27	38	I'M NOT AFRAID	Ricky Nelson, Imperial	5685		6
39	37	40	47	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King	5373		9
40	86	—	—	STAY	Maurice Williams and the Zodiacs, Herald	552		2
41	55	90	—	ARTIFICIAL FLOWERS	Bobby Darin, Atco	6179		3
42	31	28	39	HONEST I DO	Innocents, Indigo	1055		9
43	57	67	100	TOGETHERNESS	Frankie Avalon, Chancellor	1056		4
44	42	55	55	MALAGUENA	Connie Francis, M-G-M	12923		8
45	30	35	28	TWIST	Hank Ballard and the Midnighters, King	5171		13
46	38	30	24	I'M SORRY	Brenda Lee, Decca	31093		20
47	56	61	63	MY LOVE FOR YOU	Johnny Mathis, Columbia	41764	A	7
48	68	81	96	BLUE ANGEL	Roy Orbison, Monument	425		4
49	65	77	87	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King	5400		4
50	53	57	70	SHIMMY LIKE KATE	Olympics, Arvee	5006		5
51	45	39	32	HELLO, YOUNG LOVERS	Paul Anka, ABC-Paramount	10132	S	11
52	34	34	43	YES SIR, THAT'S MY BABY	Ricky Nelson, Imperial	5685		5
53	62	78	90	TONIGHT'S THE NIGHT	Shirley, Scepter	1208		5
54	39	29	25	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Kapp	342		15
55	32	25	20	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton	530		14
56	27	24	21	OVER THE RAINBOW	Dimensions, Mohawk	116		15
57	33	32	26	HOT ROD LINCOLN	Johnny Bond, Republic	2005		10
58	66	75	—	SOMEBODY TO LOVE	Bobby Darin, Atco	6179		3
59	64	85	93	NORTH TO ALASKA	Johnny Horton, Columbia	41782		4
60	46	38	30	ONLY THE LONELY	Roy Orbison, Monument	421		18
61	48	48	46	I LOVE YOU IN THE SAME OLD WAY	Paul Anka, ABC-Paramount	10132	S	11
62	43	41	36	TA-TA	Clyde McPhatter, Mercury	71660	S	13
63	78	—	—	LOVE WALKED IN	Dinah Washington, Mercury	71696		2
64	63	66	74	COME BACK	Jimmy Clanton, Ace	600		8
65	54	43	50	YOU'RE LOOKIN' GOOD	Dee Clark, Vee Jay	355		9
66	85	89	99	MY DEAREST DARLING	Etta James, Argo	5368		4
67	79	91	—	TEMPTATION	Roger Williams, Kapp	347		3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	58	58	52	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess	1760		11
69	50	46	40	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor	7692	S	21
70	84	—	—	JUST A LITTLE	Brenda Lee, Decca	31149		2
71	83	—	—	I WISH I'D NEVER BEEN BORN	Patli Page, Mercury	71695		2
72	—	—	—	TO EACH HIS OWN	Platters, Mercury	71697		1
73	—	—	—	HUCKLEBUCK	Chubby Checker, Parkway	813		1
74	—	—	—	PETER GUNN	Duane Eddy, Jamle	1168		1
75	—	—	—	ALONE AT LAST	Jackie Wilson, Brunswick	55170		1
76	—	—	—	POETRY IN MOTION	Johnny Tillotson, Cadence	1384		1
77	76	73	95	TIME MACHINE	Dante and the Evergreens, Madison	135		5
78	—	—	—	IT'S NOT THE END OF EVERYTHING	Tommy Edwards, M-G-M	12916		1
79	60	62	73	ROCKING GOOSE	Johnny and the Hurricanes, Big Top	3051		6
80	88	98	—	ALABAM	Cowboy Copas, Starday	501		3
81	97	—	—	THEME FROM THE SUNDOWNERS	Billy Vaughn, Dot	16133		2
82	—	—	—	HUMDINGER	Freddie Cannon, Swan	4061		1
83	99	—	—	SHOPPIN' FOR CLOTHES	Coasters, Atco	6178		2
84	100	—	—	MY HERO	Bluenotes, Value	213		2
85	72	59	58	PUT YOUR ARMS AROUND ME, HONEY	Fats Domino, Imperial	5687		6
86	—	—	—	HUSH HUSH	Jimmy Reed, Vee Jay	357		1
87	—	—	—	EVERGLADES	Kingston Trio, Capitol	4441		1
88	96	—	—	THEME FROM THE SUNDOWNERS	Felix Slatkin, Liberty	55282		2
89	—	—	—	SERENATA	Sarah Vaughan, Roulette	4285		1
90	—	—	—	WHOLE LOTTA SHAKIN' GOIN' ON	Chubby Checker, Parkway	813		1
91	94	100	—	WAIT	Jimmy Clanton, Ace	600		3
92	95	99	—	YOU TALK TOO MUCH	Frankie Ford, Imperial	5686		3
93	—	—	—	DON'T LET LOVE PASS ME BY	Frankie Avalon, Chancellor	1056		1
94	—	—	—	HARMONY	Billy Bland, Old Town	1088		1
95	71	70	61	KOOKIE LITTLE PARADISE	Jo Ann Campbell, ABC-Paramount	10134	S	9
96	—	—	—	HAVE MERCY BABY	Bobbettes, Triple X	106		1
97	—	—	—	FOUR LITTLE HEELS (THE CLICKETY CLACK SONG)	Brian Hyland, Kapp	352		1
98	—	—	—	ONE OF THE LUCKY ONES	Anita Bryant, Carlton	535		1
99	—	—	—	LAST DATE	Floyd Cramer, RCA Victor	7775		1
100	—	—	—	IF SHE SHOULD COME TO YOU (LA MONTANA)	Anthony Newley, London	1929		1

TOMORROW'S TOPS

BEST BUYS

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

POP

- *TWISTIN' U. S. A. Danny and the Juniors (Kahl, BMI) Swan 4060
- *SUMMER'S GONE Paul Anka (Spanka, BMI) ABC-Paramount 10147
- *STAY Maurice Williams and Zodiacs (Windsong, BMI) Herald 552

- *BLUE ANGEL Roy Orbison (Acuff-Rose, BMI) Monument 425
- *LET'S GO, LET'S GO, LET'S GO Hank Ballard and the Midnighters (Lois, BMI) King 5400

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. PLEASE HELP ME, I'M FALLING Homer and Jehro, RCA Victor 7700
2. PSYCHO Bobby Hendricks, Sue 732
3. MIDNIGHT LACE Ray Ellis, M-G-M 129428
4. GOING BY THE RIVER Jimmy Reed, Vee Jay 357
5. THEME FROM THE DARK AT THE TOP OF THE STAIRS Ernie Freeman, Imperial 5693
6. GONZO James Brooker, Peacock 1697
7. MIDNIGHT LACE Ray Conniff, Columbia 41800
8. THEME FROM THE DARK AT THE TOP OF THE STAIRS Percy Faith, Columbia 41796
9. PATSY Jack Scott, Top Rank 2075
10. ISN'T IT AMAZING Crests, Coed 537
11. LAST ONE TO KNOW Fleetwoods, Dolton 27
12. NIGHT THEME Mark II, Wye 1001
13. LONELY TEENAGER Dion, Laurie 3070
14. MIDNIGHT LACE David Carroll, Mercury 71703
15. THAT'S HOW MUCH Brian Hyland, Kapp 352

REVIEWS OF

THIS WEEK'S SINGLES

HOT 100: A TO Z

HOT 100 A TO Z—	30
A Fool in Love	6
A Million to One	80
Alabam	75
Alone at Last	35
Anymore	41
Artificial Flowers	48
Blue Angel	2
Chain Gang	64
Come Back	8
Devil or Angel	19
Diamonds and Pearls	18
Don't Be Cruel	93
Don't Let Love Pass Me By	23
Dreamin'	87
Everglades	34
Finger Poppin' Time	97
Four Little Heels	24
(The Clickety Clack Song)	94
Georgia on My Mind	51
Harmony	96
Hello, Young Lovers	42
Have Mercy, Baby	57
Honest I Do	73
Hot Rod Lincoln	82
Hucklebuck	86
Humdinger	39
Hush Hush	61
(I Do the) Shimmy, Shimmy	9
I Love You in the Same Old Way	71
I Want to Be Wanted	68
I Wish I'd Never Been Born	100
If I Can't Have You	28
If She Should Come to You (La Montana)	46
I'm Not Afraid	75
I'm Sorry	88
It's My Little Corner of the World	55
It's Not the End of Everything	11
It's Now or Never	54
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini	70
Just a Little	10
Kiddio	95
Kookie Little Paradise	99
Last Date	49
Let's Go, Let's Go, Let's Go	37
Let's Have a Party	13
Let's Think About Livin'	63
Love Walked In	21
Lucille	44
Malaguena	28
Mission Bell	1
Mr. Custer	29
Move Two Mountains	66
My Dearest Darling	3
My Heart Has a Mind of Its Own	84
My Hero	47
My Love for You	22
Never on Sunday	59
North to Alaska	98
One of the Lucky Ones	60
Only the Lonely	56
Over the Rainbow	74
Peter Gunn	16
Pineapple Prince	69
Please Help Me, I'm Falling	76
Poetry in Motion	85
Put Your Arms Around Me	79
Rocking Goose	32
Run, Sampson, Run	20
Same One, The	4
Save the Last Dance for Me	89
Serenata	50
Shimmy Like Kale	83
Shoppin' for Clothes	26
Sleep	7
So Sad	58
Somebody to Love	40
Stay	36
Summer's Gone	62
Ta-Ta	67
Theme From The Apartment	14
Theme From The Sundowners (Vaughn)	81
Theme From The Sundowners (Statkin)	88
Three Nights a Week	77
Time Machine	72
To Each His Own	43
Togetherness	53
Tonight's the Night	45
Twist (Ballard)	5
Twist (Checker)	27
Twistin' U. S. A.	31
Volare (Nel Blu Di Pinto Di Blu)	91
Wal-	12
Walk, Don't Run	90
Whole Lotta Shakin' Goin' On	52
Yes, Sir, That's My Baby	25
Yogi	17
You Mean Everything to Me	92
You Talk Too Much (Ford)	33
You Talk Too Much (Jones)	65
You're Looking Good	65

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

JIM REEVES



I MISSED ME (Tree-Champion, BMI) (2:30) — AM I LOSING YOU (Ronda, BMI) (2:42)—Jim Reeves wraps his warm pipes about a pair of ballads and turns out two fine sides. "I Missed Me" is tender and touching. "Am I Losing You" is also a fine tune, first cut by Reeves two years ago. RCA Victor 7800

HAWKSHAW HAWKINS



MY STORY (Pamper, BMI) (2:45) — YOU KNOW ME TOO WELL (Tree, BMI) (2:21) — "My Story" is a saga tale by Hawkins about a man who kills for greed and meets a bitter end. The flip is a tender song sold with feeling. Strong wax either way. Columbia 41811

CONWAY TWITTY



THE FLAME (Moo Moo, BMI) (2:06)—WHOLE LOTTA SHAKIN' GOIN' ON (Marylin, BMI) (2:49) — Conway Twitty can move right back up the hit parade with these two sides. Top side is a smart Latin rocker, while the flip is the Jerry Lee Lewis tune now getting action again. M-G-M 12962

DAMITA JO



I'LL SAVE THE LAST DANCE FOR YOU (Rumbalero-Progressive, BMI) (2:13) — This is the answer song to the current Drifters' hit, and it's the best performance by Damita Jo since "I Went to Your Wedding" years back. Could be a smash. Flip is "Forgive" (Products, BMI) (2:35). Mercury 71690

CHUCK GODDARD



I DIDN'T ANSWER THE PHONE (Cedarwood, BMI) (3:04) — Here's another in the series of tragedy records. The singer tells of his sorrow over the death of his girl friend with touching pathos. Dinking has a chance in the current market. Flip is "Forty-Eight Hours to Live" (Cedarwood, BMI) (2:12). Dollie 7684

THE DEMENSIONS



ZING WENT THE STRINGS OF MY HEART (Harms, ASCAP) (2:03) — DON'T TAKE YOUR LOVE FROM ME (Witmark, ASCAP) (2:03) — The group is just coming off a substantial hit in "Over the Rainbow," and either of these new readings could be the follow-up. Both are standards and both get highly emotional waxings. Watch 'em. Mohawk 120

THE ESCORTS



LEAKY HEART AND HIS RED GO-CART (Studio-Tree, BMI) (2:59) — Here's a cute novelty idea that could catch on fast with exposure. It's bright and it has a swingin' beat and it's all about a lad with a hot rod that like, really goes man. Material is right up the teen alley. Flip is "I Will Be Home Again" (Leeds, ASCAP) (2:23). Scarlet 4005

FRANKIE BRENT



MORE OF EVERYTHING (Lowe, ASCAP) (2:19) — BANGIN' ON THE BONGO (Russber, BMI) (2:23) — Frankie Brent comes thru with two wild readings of two rocking sides. He sells them with sincerity and a frantic quality over backing with a beat. Cameo 181

(Continued on page 47)

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 provide publisher data. (4) The top 30 tunes each week are listed in The Honor Roll of Hits, which also gives full publisher information.



JIM REEVES RCA VICTOR 47 7800
 AM I LOSING YOU I MISSED ME



C/W
 I MISSED ME
 47/7800

ANOTHER SMASH SINGLE

BY **Jim reeves**

RCA VICTOR
TRADE CORPORATION OF AMERICA

Reviews of THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 45

CHARLIE RYAN



SIDE CAR CYCLE (W. Fowler, BMI) (2:27)—This is the followup to "Hot Rod Lincoln" and it hits the same swinging groove. A strong side that could move out. Flip is "Steel Rock," (W. Fowler, BMI) (2:11).

Four Star 1745

Country & Western

KITTY WELLS



WHEN DO YOU LOVE ME (Moss-Rose, BMI) (2:32) — **I CAN'T TELL MY HEART THAT** (Acuff-Rose, BMI) (2:41) — The great country lark with a new partner and a stylish combo they are in this pair of strong weeper ballads. Gal, as usual, is in high fettle with that great nasal sound. Watch both sides.

Decca 31164

JOHNNY AND JACK



COUNTRY MUSIC HAS GONE TO TOWN (Warden, BMI) (2:07) — A hefty performance by the boys on strong material, written by Jimmie Driftwood. Side has a happy, gang sing flavor which can score well in both country and pop marts. Flip is "Talkin' Eyes" (Cedarwood, BMI) (2:25).

RCA Victor 7799

Spiritual

THE SOUL STIRRERS



JESUS BE A FENCE AROUND ME (Kags, BMI) (2:22) — **I'M A PILGRIM** (Kags, BMI) (2:58) — Here is an unusually strong and moving pair of performances. The fine group, now being recorded by Sam Cooke, a former member, has a stirring effort that reaches home in the prayerful outing on top. Flip is in a snappy rhythm groove, also done with intensity. Either side should sell well.

Sar 108

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.

Pop Disk Jockey Programming

DON RONDO

THE KING OF HOLIDAY ISLAND (Shapiro-Bernstein, ASCAP) (2:40) — **WANDERLUST** (Roncom, ASCAP) (2:48) — The chanter has been absent from the picture for awhile, but here's a pairing that could bring him back in. Top side is a happy, Hawaiian styled effort which has a good chance to gain favor. Ditto the performance on the fine ballad flip. Two listenable efforts.

Carlton 536

Christmas Disk Jockey Programming

ELLA FITZGERALD

GOOD MORNING BLUES (Bregman, Vocco and Conn, ASCAP) (3:17) — **JINGLE BELLS** (Jatpat, BMI) (2:23) — From the album "Ella Wishes You a Swinging Christmas," the label has selected two interesting sides, worthy of lots of holiday programming. Top side finds the gal in a great, but seldom heard, blues vein, while the flip swings the traditional tune. Great backings both ways from Frank DeVol.

Verve 10224

★★★★

VERY STRONG SALES POTENTIAL

POPULAR★★★★

PAUL CLAYTON

★★★★ So Long (It's Been Good to Know You)—MONUMENT 424—The hit of years ago by the Weavers, is handed a fine go by the chanter aided by strong vocal support. Two solid sides. (Ludlow, BMI) (2:36)

★★★★ Last Cigarette—Paul Clayton sings this folk-styled ballad with warmth over a stylish backing. It's a tale of a man's last cigarette before he is ambushed by bad men. Strong wax here. (Combine, BMI) (2:04)

THE CRAFTSMEN

★★★★ Tweedle Dee—WARWICK 586—The hit of years back with LaVern Baker gets a swinging instrumental reading. Jocks will find it interesting. (Progressive, BMI) (2:27)

★★★★ Walkin' With Mr. Lee—A rousing performance of the blues oldie. Side picks up steam as it goes along, achieving frenetic instrumentation. (Ange-Wildcat, BMI) (2:15)

BOB BECKHAM

★★★★ One More Time — DECCA 31163 —The hit tune for Ray Price receives a first-rate performance from Beckham aided by a fem vocal group. This could do good business. (Cedarwood, BMI) (2:46)

★★★★ Meet Me Halfway — A very pretty ballad is sung with warmth by the chanter over simple and very listenable backing. (Cedarwood, BMI) (2:30)

JEANNE BLACK

★★★★ You'll Find Out — CAPITOL 4456 — The lass with the delicate voice sells this pretty tune with her usual feeling,

backed by smartly styled fiddles on this listenable side. A big one. (Central, BMI) (2:24)

JANIE AND JEANNE

★★★★ Sleep Walkin' — Janie and Jeanne perform this pretty tune with much charm, while a male group and fiddles back them up. Two potent sides. (Central, BMI) (2:34)

FABIAN

★★★★ Kissin' and Twistin' — CHANCELLOR 1061 — A wild rocker by the chanter with a crazy fem chorus heard in support. Smartly enough, it brings in the twist idea and it figures as a side to be watched. (Aldon, BMI) (2:36)

★★★★ Long Before — Another rocker which details the fact that love was a hit long before rock and roll, the twist, the stroll, etc. A cute idea and it has a strong chance to go. (Chappell, ASCAP) (2:04)

ADAM WADE

★★★★ For the Want of Your Love — COED 539 — Wade offers a pretty ballad. It's slow and relaxed in styling and he gets a soft and pleasant backing. He can grab spins with this one. (Winneton, BMI) (3:00)

★★★★ In Pursuit of Happiness — Another strong ballad effort by Wade. He's effectively backed by George Paxton's ork and chorus arrangement. Either side has a chance. (Paxton, ASCAP) (2:14)

THE BEAU MARKS

★★★★ Billy Billy Went A-Walking — SHAD 5021 — Interesting new side by the boys is handed a good go here and the backing is strong, too. This has a sound. (Westbury, BMI) (2:26)

★★★★ Cause We're in Love — Driver is sold with a lot of spirit by the boys here and the band keeps up a steady rock beat behind the vocal. A strong side that could make it. (Clifton, BMI) (2:21)

JIMMIE RODGERS

★★★★ Woman From Liberia — ROULETTE 4293 — This side is from one of Jimmie Rodgers' early albums but it still has a good sound. It features the chanter in a solid vocal and the side can move. (Favorite, ASCAP) (2:04)

★★★★ Come Along Julie — This dinking is from the Rodgers set, "Jimmie Rodgers at Home." It features the singer in a warm reading of a very tender, calypso-type ballad. Worth spins. (Shaysee & Highbridge, BMI) (2:51)

BUCKY BROWN AND THE CURIOS

★★★★ Everybody Has a Dream — XYZ 610 — Pretty tune is intoned neatly by the chanter over warm backing. It could get spins. Lad has a nice style. (Cannon Point, BMI) (2:33)

★★★★ Dream Date — Nifty rocker is handed a smart performance by Bucky Brown over a bright backing. Could catch coins. (Conley, ASCAP) (2:32)

JACK COOKERLY

★★★★ June Night — CAPITOL 4447 — The standard in a striking instrumental reading on the Hammond organ. Sure to get a lot of deejay exposure. (Feist, ASCAP) (1:48)

★★★★ The Little Tune — Instrumental novelty on the Hammond organ. A programming item of some charm, as it is out of the common groove. (Ardmore, ASCAP) (2:12)

SARAH VAUGHAN

★★★★ Close to You—MERCURY 71702 —The fine standard receives a glowing performance from the thrush, and even tho she is now on the Roulette label, the disk has a chance. (Barton, ASCAP) (3:03)

★★★★ Out of This World—This is taken from the thrush's album of the same title, and she sings it with her usual warmth, and her usual voice tricks. Good late night programming. (Edwin M. Morris, ASCAP) (2:28)

JAMIE COE

★★★★ The Story of Jessie James—ABC-PARAMOUNT 10149—This is the tale of what happened to Jessie James after he supposedly changed his name to Tom Howard, and tried to live a better life. It's a swinging reading, with a beat and a good vocal. Watch it. (Trinity, BMI) (2:27)

★★★★ Say You—The singer turns to a big ballad here and he sings it with much feeling over big band backing. Two good sides. (Tristy, BMI) (2:12)

JIMMIE NEWMAN

★★★★ Wanting You With Me Tonight—M-G-M 12945—This country song gets a pretty pop arrangement, with full ork effects and a chorus. Song is a weeper, and it's sung powerfully by Newman. (Newkeys, BMI) (2:21)

★★★★ Now That You're Gone — Another weeper gets a full-fledged pop treatment, with fiddles and chorus. (Cedarwood, BMI) (2:28)

BILL FRAZER

★★★★ Come On Baby — MERCURY 71699—Here's a swinging side, with a gossamer flavor that shows off some strong singing by the chanter over good chorus and ork support. Watch this one. (Robert Mellin, Inc., BMI) (2:39)

★★★★ Keep Your Promise — Bill Frazer sells this wild effort with a lot of style in a voice that is closely related to Clyde McPatter's sound. A good side for the chanter. (Wemar, BMI) (2:15)

ALICIA ADAMS

★★★★ Kissin' On—CAPITOL 4444—An uptempo rhythmic side, with a lyric of novelty appeal. Drums and horns behind the chanter deliver an appealing rhythm figure. (Nasta, BMI) (2:09)

★★★★ The Ballad of Ronnie — A teen-slanted lyric, done with a touch of folk feeling and a bouncy instrumental arrangement. (Nasta, BMI) (2:25)

CURT JENSEN

★★★★ My First Love, My Last Love—DEWITT 5906—A ballad with an uncommonly good lyric. Side has a dreamy, relaxed quality. (Mode, ASCAP) (2:32)

★★★★ Bobbie—A tasteful rocker with triplet arrangement. Jensen sings in forthright, robust style. (Scope, BMI) (1:41)

SONNY FULTON

★★★★ Sugar Woogah—BIG DADDY 101 —A blues, chanted in a high-pitched falsetto, with a chorus of chicks answering. An exciting side. Watch it. (B & D, BMI) (2:19)

★★★★ Waste of Time—Fulton drops the falsetto touch here and does a soulful ballad. Has a lot of style. (B&D, BMI) (2:16)

KERRY ADAMS

★★★★ Telephone Numbers—CHANCELLOR 1060—A cute idea—the numbers being those of chicks he met during the summer vacation. As he sings, girls are whispering in the background. (Debmars - Geneva, ASCAP) (2:04)

★★★★ Hideaway—A tender ballad. Adams sings it with fresh voice, accompanied by a girl chorus and a modified triplet arrangement. (Debmars-Geneva, ASCAP) (2:54)

THE DUBS

★★★★ For the First Time—ABC-PARAMOUNT 10150—The ballad is done in big-voiced style, with the arrangement building and adding strings. A triplet figure is very effective here. (Sophisticate, BMI) (2:22)

★★★★ Ain't That So—A jumpy, bluesy item of some novelty value. (Sophisticate, BMI) (2:02)

GOOD SALES POTENTIAL

POPULAR★★★★

BOBBY VINTON

★★★★ Posin' — EPIC 9417 — A swingy arrangement, introducing a dance of the title name. Tune has stops as a featured gimmick. (Chappell, ASCAP) (2:22)

★★★★ Tornado — Bluesy instrumental which captures the mood of the title. A fetching beat marks this one. Fine programming. (Leeds, ASCAP) (2:49)

JIMMY RAVEL

★★★★ The Wrong Way — EPIC 9418 — Ravel has a distinctive side here, with a minimum of instrumental interruption. It's bluesy and has a staccato quality. (Myers, ASCAP) (1:45)

★★★★ I'm Afraid — Same staccato-type vocal. Instrumentation takes over for a bluesy tide. (Myers, ASCAP) (2:06)

DICK ROMAN

★★★★ The Bells of a Fool — EPIC 9415 — The ballad gets a big-voiced treatment, with lush backing, including strings and chorus. Arrangement includes a good rhythm figure. (Arch, ASCAP) (2:10)

★★★★ Autumn Tears — A ballad with a swingy, rhythmic feeling. Like the flip, it's a big - sounding arrangement. (Toga, ASCAP) (2:04)

THE SHOOTERS

★★★★ Tuff Enuff — TRANS WORLD T-6908 — A blues-based rocker by the pair with novelty message. The side is done in Coasters style. Good sound and a lot of excitement on the side. Merits a hearing. (Kavelin, BMI) (2:09)

★★★★ She's All Right — A medium-beat rocker with plenty of the down-to-earth r.&b. sound. The boys are assisted here by a fem group. Watch this one, too. (Kavelin, BMI) (2:10)

THE VOCALEERS

★★★★ This Is the Night — OLD TOWN 1089 — Here's a good new group, which has touches of the Drifters in their style. This is a medium-beat ballad of fair interest. Delivery is solid. (Hi Hoss, BMI) (2:34)

★★★★ Love and Devotion — A slow and sincerely delivered ballad with a strong lead performance. Group fills it out with ethereal high tones. (Hi Hoss, BMI) (2:42)

THE DEVONAIRES

★★★★ Letters From You — DEVON 111 —The girls sing this easy flowing ballad in nice harmony. (Rln-Barbro, ASCAP) (2:17)

★★★★ Indian Summer — This Victor Herbert tune gets a tasteful performance from the girls who blend nicely. (Herbert-Dubin, ASCAP) (2:30)

EDDIE CALVERT

★★★★ Theme From "Dark at the Top of the Stairs" — ABC-PARAMOUNT 10157

—This is another in the flock of recordings of the theme from the new flick. This one features Eddie Calvert on trumpet, and a sweet trumpet it is. If the tune happens this version will catch some coins. (Witmark, ASCAP) (2:34)

★★★★ Theme From the "Sundowners" — Calvert here adds some lusty trumpet work to another haunting flick theme, and this side, too, is a fine one for the market. Both have possibilities. (Witmark, ASCAP) (2:36)

LEWIS WEBER

★★★★ Jean — MAGNUM 82260 — Weber sings of a girl named Jean on this snappy rocker. It has a good sound and so does the singer. (Southern Belle, BMI) (2:11)

★★★★ Sweater of Love — "Wear my sweater" sings the chanter to his girl on this teen-age disk. It, too, is a good side. (Eastwood, BMI) (2:20)

TOMMY ROE & THE SATINS

★★★★ Sheila — JUDD 1022 — Roe has a good rockabilly quality, somewhat reminiscent of Buddy Holly. He handles this dedication to a chick well and he has the support of a girl vocal group. Good sound. (Eager, BMI) (1:30)

★★★★ Pretty Girl — A good medium-beat rocker. Sound and arrangement are good, with material in the mediocre category. Side is worth spins for the artist. (Eager, BMI) (2:10)

ERNIE ENGLUND

★★★★ Willie's Theme — LEADER 809 — The pretty melody gets a fetching instrumental performance. Simple, but with charm. (Robbins, ASCAP) (2:05)

★★★★ Homesick for New England — Instrumental, with trumpet featured, and a chorus voicing in the background. For jocks. (Garland, ASCAP) (1:51)

SAM HAWKINS

★★★★ Nobody But You — DECCA 31160 —Hawkins employs some vocal tricks with his wide range on this up-beat rocker, which also sports a vocal group, harmony saxes and a tricky guitar rhythm support. Side can pull spins. (Jat, BMI) (2:14)

★★★★ You're Something Out of This World —Another rhythm side with a good vocal by Hawkins. This can do as well as the flip. (Sidney, BMI) (2:17)

JERRY LANDIS

★★★★ I'd Like to Be (the Lipstick on Your Lips) — WARWICK 588 — This cutie gets a delicate performance, with an unobtrusive chorus in the background. (Mansion, ASCAP)

★★★★ Just a Boy — A song of considerable charm, done with a folk quality. Jocks will find it out of the common groove. (Selma-R & S, BMI)

KENNY STEVENS

★★★★ Teen Age Blues — JONI 916 — Stevens' vocal is supported by a chick chorus and instrumentation featuring guitar.

(Continued on page 49)

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Loretta Lynn, accompanied by her husband-manager, Mooney Lynn, was a visitor at the country music desk last Friday (30) while in Cincinnati to plug her newest Zero Records recording, "Heartaches Meet Mr. Blues" b.w. "New Rainbow," both from her own pen. Since leaving their home in Custer, Wash., early in July, the Lynns have toured California, Texas, Arizona, Louisiana, Mississippi, Kentucky, West Virginia and Ohio. On September 17 Loretta appeared on "Grand Ole Opry" and the Eddie Hill and Ernest Tubb radio segs in Nashville, and September 24 played the WWVA "World's Original Jamboree," Wheeling, W. Va., for Gene Johnson. They are headed westward, with numerous stops skedded, and hope to make it home in two weeks. Miss Lynn, who is the writer of "I'm a Honky-Tonk Girl," will this fall again work the Washington sector with her own four-piece combo, Loretta's Trailblazers.

Faron Young has covered Ray Sanders' "A World So Full of Love," and two other Nashville country names are reported to have covered him on the flip, "A Little Bitty Tear." Sanders is slated to cut his next Liberty session in Nashville November 1. . . . Charles Wright, Dallas agent, will arrive in Nashville November 2 for the WSM country music festival to be held there November 4-5. En route to the Tennessee city Wright will hold auditions for new material in Shreveport; Monroe, La.; Little Rock and Memphis. . . . Ray Price and His Cherokee Cowboys are set for an October 28-30 stand in San Antonio. . . . The Tuttle Sisters, heard frequently on Carlton Haney's "New Dominion Barn Dance" over WRVA, Richmond, Va., are sporting their first release on the Granite label, "Middle of the Night."

George Riddle, who has been making personals in South Carolina and Georgia the last two weeks, including a week of guesting at WGUS, country music station at Augusta, Ga., heads for Nashville this week to cut a session for Gene Autry's Republic label, with Troy Martin supervising. . . . Beverly Mae Wilson and Tall Paul Charon play a return date with Jamie Horton at the Tropical Gardens and Recreation Center at the San Diego (Calif.) Navy Base October 15. . . . The gospel-singing Blackwood Brothers are routed thru October as follows: Atlanta, October 14-16; Huntington, W. Va., 20; University of Akron (O.), 21; IMA Auditorium, Flint, Mich., 22; Chambersburg, Pa., 24; American Legion Home, Lenoir, N. C., 27; Greenville, Tenn., 28; Coliseum, Florence, Ala., 29, and West Unity, O., 31. . . . Charlie Ryan is back in Spokane, Wash., after concluding a two-week tour with Jim Reeves, Johnny Horton, Ferlin Husky, the Gays and country Johnny Mathis. Most of the trek was spent in Canada, where Charlie's "Hot Rod Lincoln" is on the Regency label. Ryan had his 12-cylinder hot-rod Lincoln with him on the tour to promote the song. He will also have the car with him at the upcoming Nashville country music fest.

The Jim Gemmill package, featuring Jerry Cope and the Trailblazers, Barbara Allen, Rusty Adams and Koko, has just concluded an extended tour for the Cooke & Rose office, Lancaster, Pa., that took it to some 50 fairs and celebrations. . . . George Winn and the Blue Grass Partners play Grover's Barn, Endicott, N. Y., October 23, for Jim

Gemmill, Richmond, Va., booker-promoter. . . . Rusty Adams has a new 15-minute show from 5:30-5:45 each morning over WRVA, Richmond, Va. He taped five segs at the recent Virginia State Fair, Richmond, with Decca thrush Barbara Allen, who was featured with WRVA's mobile unit at the fair. . . . Ray Price and His Cherokee Cowboys kick off a tour for Curtis Artists Productions at London, Ont., Tuesday (11). Tour winds up at Troy, O., October 23.

Slim Wilson has signed as an every-week addition to the cast of the new Eddy Arnold starring vehicle, "Today on the Farm," on NBC television. Singer-band leader Slim will henceforth be doing the weekly Ozarks-to-Chicago commuting bit along with announcer Joe Slattery, who's handling commercials and the weathercast for Arnold's show. . . . RadiOzark's Don Richardson Sr. and Top Talent's Jim McConnell are home from a week's roadwork in Richmond, Va., where the latter played impresario at the Virginia State Fair's grandstand. McConnell's pair of attractions there were a Red Foley headliner, and a second show starring Tex Ritter and Johnny Horton, each holding forth for a three-day frame.

Jack Paar show announcer Hugh Downs, a Red Foley admirer from 'way back, spent several minutes in plugging his singing idol on a recent edition of the Paar program. Downs is himself a folk artist, having had his first album release on the Folkways label. . . . Visitors to the National Corn Picking Contest, set for October 20-21 in Chillicothe, Mo., will be entertained by Red Foley's troupe as a goodwill gesture of Massey-Ferguson. The Springfield crew is also presented by M-F in their appearance this Thursday (13) at the F.F.A. confab in Kansas City, Mo. On Friday, the same gang picks and grins in Madison, Wis.

The product of Claude Gray's recent Mercury session in Nashville is slated for release around November 1. . . . A hot Mercury item at the moment is George Jones' new one, "Window Up Above." . . . Ernest Tubb and His Texas Troubadours are routed for Omaha, October 12; Sioux City, Ia., 13; Topeka, Kan., 14; Wichita, Kan., 15; Tulsa, Okla., 21, and Oklahoma City, 22. The Tubb combo rounds out the tour with dates in Oklahoma and Texas now being set by James (Sleepy) McDaniel, of Curtis Artists Productions, Goodlettsville, Tenn. Brownie Johnson recently joined the Curtis firm to do booking and promotion work. . . . Billy Walker plays Smyrna Air Force Base, Tennessee, October 21. . . . Jim Reeves and His Blue Boys are set thru October in California, Arizona, New Mexico and Texas. They'll wind up the trek in time to make it back to Nashville for WSM's country music festival November 4-5.

Jack McFadden and Casey Anderson, songwriters and talent scouts, have their first release on Senator Records, "Space Monkey" b.w. "Old Enough," as done by Lisa Anders. On October 17, they will release on the same label "The House the Blues Built," with Franklin Delano Reeves. The lads, who say they'll listen to tapes and dubs from all artists, may be reached at P. O. Box 4104, Sacramento 21, Calif.

The Billboard				HOT C & W SIDES	
FOR WEEK ENDING OCTOBER 16					
TITLE, Artist, Company, Record No.					
THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
1	1	1	1	ALABAM, Cowboy Copas, Starday 501	15
2	2	2	3	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	7
3	3	4	7	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	6
4	6	3	4	ANYMORE, Roy Drusky, Decca 31109	14
5	15	12	15	EXCUSE ME, Buck Owens, Capitol 4412	4
6	5	7	5	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	8
7	7	5	2	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	32
8	4	6	6	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	13
9	8	8	8	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	6
10	9	16	26	CRUEL LOVE, Lou Smith, Top Rank 2069	9
11	10	9	9	I KNOW ONE, Jim Reeves, RCA Victor 7756	12
12	29	—	—	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	2
13	14	15	12	FAR, FAR AWAY, Don Gibson, RCA Victor 7762	10
14	11	10	10	TIP OF MY FINGERS, Bill Anderson, Decca 31092	17
15	20	29	22	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095	15
16	12	13	13	MILLER'S CAVE, Hank Snow, RCA Victor 7748	13
17	13	11	20	DRIFTING TEXAS SAND, Webb Pierce, Decca 3118	5
18	16	17	17	CARMEL BY THE SEA, Kitty Wells, Decca 31123	6
19	18	19	18	EV'RYBODY'S SOMEBODY'S FOOL, Ernest Tubb, Decca 31119	6
20	26	24	25	REASONS TO LIVE, Jimmie Skinner, Mercury 71663	6
21	28	26	23	THIS OLD HOUSE, Wilma Lee & Stony Cooper, Hickory 1126	5
22	—	—	—	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 1025	1
23	—	—	—	BROKEN DREAM, Jimmy Smart, All Star 7211	1
24	—	—	—	THIS OLD HEART, Bobby Barnett, Razorback 306	1
25	—	—	—	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	1
26	27	30	—	FIVE BROTHERS, Marly Robbins, Columbia 41771	3
27	—	—	—	LET'S THINK ABOUT LIVING, Bob Luman, Warner Bros. 5172	1
28	—	—	—	POISON IN YOUR HAND, Connie Hall, Decca 31130	1
29	19	20	14	HOT ROD LINCOLN, Charlie Ryan, Four Star 1733	6
30	25	28	—	THE PICTURE, Roy Godfrey, Savoy 3021	15

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This Week	Last Week	Weeks on Chart
1. THEME FROM THE APARTMENT (Mills)	1	12
2. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	3	9
3. IT'S NOW OR NEVER (Gladys)	2	9
4. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	4	13
5. MISTY (Octave)	7	23
6. BECAUSE THEY'RE YOUNG (Columbia)	5	17
7. MR. LUCKY (Southgate)	6	25
8. ONLY THE LONELY (Acuff-Rose)	8	7
9. VOLARE (NEL BLU DI PINTO DI BLU) (Robbins)	10	6
10. CLIMB EVERY MOUNTAIN (Williamson)	11	35
11. MR. CUSTER (Bamboo)	9	2
12. DO RE MI (Williamson)	12	36
13. NEVER ON SUNDAY (Esteem-Sidmore)	15	3
14. EVERYBODY'S SOMEBODY'S FOOL (Aldon)	13	10
15. MY HEART HAS A MIND OF ITS OWN (Aldon)	—	1

• **Reviews of New Pop Records**

• Continued from page 47

vars. Quite tasteful, with restrained horns and drums. It's a rocker with a touch of jazz feeling. (Chandler, ASCAP) (2:20)

★★★ **Coffee Date** — A bouncy item, with a staccato string arrangement supporting the vocal; jocks will find this of some novelty value. (Chandler, ASCAP) (2:12)

THE 20TH CENTURY STRINGS
★★★ **Theme From "The Alamo"** (Green Leaves of Summer) — 20TH FOX — Still another recording of the tune from the flick, "The Alamo." It is a tasteful reading but the competition is mighty rough. (Feist, ASCAP) (1:58)

HUGO MONTENEGRO AND HIS ORK
★★★ **Theme From "Klondike"** — This is theme from the TV seg "Klondike," and the catchy tune is performed well here by the ork. Worth a lot of exposure. (Hummable, ASCAP) (2:08)

RONNIE SAVOY
★★★ **And the Heavens Cried** — M-G-M 12950 — A big ballad. Savoy's vocal is backed with strings and a marked triplet figure, plus an instrumental gimmick sounding like Clyde McCoy's trumpet. (Rags, BMI) (2:44)

★★★ **The Big Chain** — Interesting material, apparently folk-derived in concept. Savoy is quite dramatic here, with a forceful backing. (Rags, BMI) (2:26)

WALLY HESTER
★★★ **Also, Likewise (And Not Forgetting)** — UNIVERSITY 607 — Lot of charm here, as the vocal is lined out to an answering chorus. It's a sea chantey in derivation, with a gang-sing effect. (Melrose, ASCAP) (2:26)

★★★ **As the Wild River Rises** — This is done in semi-narrative fashion during the opening bars. Lush strings and a folk effect are prominent. (Tree, BMI) (2:22)

VINCE TAYLOR
★★★ **Jet Black Machine** — PALETTE 5065 — This is a wild rocker featuring the chanter telling about his car and his dates. Listenable side with a chance to take off. It builds all the way. (Zodiac, BMI) (2:24)

★★★ **I'll Be Your Hero** — Vince Taylor turns in a satisfactory reading of a brightly arranged rocker. It has overtones of Elvis, but it still has excitement. (Zodiac, BMI) (2:06)

THE CLINGSMAN CLAN
★★★ **Man About Town** — TREY 120 — On this side the group, somewhat on the order of the Kingston Trio, sing a folk ballad with much feeling. A good side. (Monelare, BMI) (2:56)

★★★ **The Demise of Tom Dooley** — This is a bright, cute waxing from the Clingsman Clan's new Trey album. It's a take-off on "Tom Dooley," in a Homer and Jethro style. Worth spins. (Gregmark, BMI) (3:46)

THE DANCING SOUND OF RICHARD WOLFE
★★★ **The Girl in the High School Band** — KAPP 354 — A teen-slanted waxing tells about the cutest girl in school who wanted to play music more than she wanted to have dates. (Ashland, BMI) (2:19)

★★★ **No Arms Can Ever Hold You (Like These Arms of Mine)** — Dick Wolfe and his orchestra and chorus turn in a very catchy performance of the pretty tune on this snappy dishing. Good jock wax. (Gil, BMI) (2:21)

RUBY WRIGHT
★★★ **Foiled** — COLUMBIA 41807 — Attractive ditty is sang sweetly by the lass over happy combo support. (Candee Enterprises, ASCAP) (2:45)

★★★ **Wasn't the Summer Short** — A touching ballad is handed a warm reading by the thrush as she regrets the passing of summer. Listenable. (Candee Enterprises, ASCAP) (3:10)

TOMMY DE NOBLE
★★★ **Count Every Star** — SHERYL 333 — The standard is handed a warm reading by De Noble aided by good vocalizing by the chorus and good ork arrangement. Worth spins. (Paxton, ASCAP) (2:43)

★★★ **Anyone But You** — Tommy De Noble sells this novelty in fair style, but the flip packs more punch. (Elsbern, BMI) (2:22)

GENE REDD
★★★ **New Sidewalks of New York** — KING 5399 — Gene Redd sells this happy rocker with warmth, on this driving instrumental side. It's the old tune dressed up with a rocking beat. (Lois, BMI) (2:32)

★★★ **New Annie Laurie** — Same comment. (Lois, BMI) (2:33)

GAR BACON
★★★ **In the Good Old U.S.A.** — MYERS 111 — The building of America gets the saga treatment here which has touches of humor. (Myers, ASCAP) (1:57)

★★★ **Escape** — A rather routine ballad gets lukewarm vocal here. (Myers, ASCAP) (1:43)

RAY SMITH
★★★ **Blonde Hair, Blue Eyes** — JUDD 1021 — Smith chants an upbeater about the light of his eye. Again he's spotted with a chorus. Side has a bouncy rhythm. (Southern Belle-Shreve-Nash, BMI) (2:08)

★★★ **You Don't Want Me** — A weeper ballad with Smith giving it an emotional reading. He gets a choral assist with string backing. Fair wax. (Cedarwood, BMI) (2:28)

JIMMY ISLE
★★★ **Patches** — EVEREST 39383 —

Patches is a gal from old Shantytown. It's a sad, melancholy tune, handled for okay results by Isle against nice guitar and chorus support. (Aldon, BMI) (2:49)

★★★ **Put Your Arms Around Me, Honey** — Isle works on an uptempo kick on this side, selecting a familiar oldie. He works against a band backing with a lot of trumpet sound. (Broadway, ASCAP) (2:00)

KITTY FORD
★★★ **I Love You, Conrad** — JARO 77035 — A rockaballad and it's from the hit Broadway show, "Bye Bye Birdie." Here it's done straight in pleasant fashion by the gal, in front of triplets, despite its appearance in the show as a type of parody. Pleasant wax. (Morris, ASCAP) (2:25)
★★★ **Blue Diamond Ring** — A blues-styled effort by Miss Ford comes across in good style, tho the flip may have more. (Gallop-DeLugg, ASCAP) (2:16)

INEX JOHNSTON
★★★ **A Feeling (That I Can't Explain)** — BRUNSWICK 55169 — Miss Johnston thrushes a slow and feelingful ballad. She hands it a big-voiced, gospel-styled treatment. Side has high, wild voices in the backing, all set to a triplet rhythm. (Figure, BMI)

★★★ **Big Bad Betsy** — A blues with the Florios acting the part of the cats singing the tributes of Betsy. She answers at the end of the phrases. Miss Johnston gets little chance to show her stuff here. (Tricky, ASCAP)

THE NICARDI BROTHERS
★★★ **How Come I'm Crying Now?** — ABC-PARAMOUNT 10144 — The Nicardi Brothers sell this attractive medium tempo effort neatly, aided much by a strong ork backing. This side is worth exposure. (Sito, BMI) (2:16)

★★ **The Ring** — The Brothers handle this rockaballad without much life, altho the arrangement is bright and catchy. (Budd, ASCAP) (2:19)

MARTIN WALKER
★★★ **Where Can You Be** — PINKY 301 — Walker chants this ballad in soft, crooning tones, and he's spotted in front of chorus

and violins. The tune is reminiscent of various oldies. Side can grab spins. (Manor, ASCAP) (2:21)

★★★ **Love Is Everything (They Say It Is)** — An upbeater which has the quality of a show tune. Both sides are from the album, "Baker's Dozen." Flip is stronger. (Manor, ASCAP) (1:41)

THE TABS
★★★ **Rock and Roll Holiday** — GARDENA 110 — A rocker; and it rocks right along with honking horns and lively chord changes. (Casual, BMI) (1:47)

★★★ **Never Forget** — Rockaballad; vocal and instrumentation are in conventional patterns. (Casual, BMI) (2:18)

PHIL SLOAN
★★★ **If You Believe in Me** — MART 802 — A rocker done with nice style by the new artist. Good backing is set in medium tempo. Spinnable side. (Daywin, BMI) (2:24)

★★★ **She's My Girl** — Sloan essays the rockabilly sound here in front of a down guitar and frowning tenor backing. Side can also pull interest. (Daywin, BMI) (1:50)

WYNTON KELLY
★★★ **Wrinkles** — VEE JAY 1016 — Wynton Kelly turns in an attractive piano instrumental reading here of a "Madison" type tune. The trio supports him nicely. (Conrad, BMI) (3:29)

★★ **On Stage** — Kelly handles this pop-jazz effort well helped by his trio. (Conrad, BMI) (3:06)

LOU MONTE
★★★ **The Hucklebuck** — ROULETTE 4294 — Monte, new on the label, revives his old hit made some years back on the Victor label. Like the original, this, too, has the dual-language approach. Nostalgic jocks may like this. (United, ASCAP) (2:14)

★★ **Always You** — From the album, "Italiano U.S.A.," comes this pleasant Neapolitan tango song. Expressive chanting. (Lowell, BMI) (3:03)

★ ★ **MODERATE SALES POTENTIAL**

POPULAR ★ ★

THE HARBOR LIGHTS
★★ **Tick-A-Tick-A-Tock** — MALA 422 — A ballad, with the refrain, "Tick-A-Tick-A-Tock" worked into the arrangement in fugue fashion by various voices. (Conn & Wildon, BMI) (2:33)

★★ **Angel of Love** — This has a flamenco-styled arrangement behind the singer. (Conn & Wildon, BMI) (2:13)

KENNY RANKIN
★★★ **Sure as You're Born** — DECCA 31162 — A pleasant ballad reading with a good performance by Rankin. (Lorob, BMI) (2:30)

★★ **Teasin' Heart** — A bouncy rhythm tune by Rankin with a nice background with horns and fiddles by Jack Pleis. (Grant, BMI) (2:15)

AL HENDRIX
★★ **Young and Wild** — LAGREE 701 — A strong, thumping rocker at a medium tempo is the style of this side with Hendrix singin' and shakin'. (Johnstone-Montel, BMI) (2:10)

★★ **I Need You** — Slow ballad with bluesy overtones is performed by the boy here in tremulous style. (Johnstone-Montel, BMI) (2:33)

THE TWEENS
★★ **Seventeen Little Kisses** — DC 0429 — The old "Ten Little Indians" melody gets a going over here with a new lyric and country flavor. (Verna, ASCAP) (1:55)

★★ **The Witches Crew** — In time for the Halloween season comes this lightly amusing witches tale with appropriate sound effects. (Verna, ASCAP) (2:12)

RAY MELTON
★★ **Only Once** — HOPE 1001 — Country weeper here is adequately performed by Melton and supporting vocal group. Material is a bit weak, tho. (Grille, BMI) (1:50)

★★ **You and Johnny Smith** — Bouncy story of fickleness on the part of the female writes the scene here. (Grille, BMI) (1:56)

GENE ANDERSON
★★ **Your Way of Lovin'** — SAGE 329 — Anderson handles this rocker in Fats Domino style. (Sage & Sand, SESAC) (2:25)

★★ **Wizard Rock** — Up-tempo ditty receives a fair vocal from the chanter. (Sage & Sand, SESAC) (1:45)

★★ **Let Me Be the Man** — SALCO 513 — A not so exciting rocker with blues touches. Backing is unimaginative. (2:24)

★★ **Will You Marry Me** — A teen-time ballad in which the cat, having gone steady for three years, asks the gal to marry him. Okay performance. (2:17)

HOWIE BUTLER AND THE REFLECTIONS
★★ **Treasure of Love** — GAITY 6017 — The Clyde McPhatter hit is redone. Unfortunately, this side, with Butler in the lead, pales by comparison with the original. (Monument-Progressive, BMI) (2:05)

★★ **Have a Good Time** — A moderate rhythm ballad with limited potential. (Petrico, BMI) (1:50)

JOE NARDONE'S ALL STARS
★★ **Pizza Pie** — TIMES SQUARE 123 — A novelty rocker which mentions titles of various pop hits. Fair potential. (Glen Mark, ASCAP) (2:15)

★★ **The Wiggle** — Another teen-styled dance, and Nardone invites all to join in. Good beat side. (Myers, ASCAP) (2:28)

(Continued on page 50)

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| FAVORITE C&W SONGWRITERS | |

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AD DEADLINE OCT. 26

Reviews of New Pop Records

Continued from page 49

DIANE PAYNE
★ ★ **One Kiss Affair** — ROULETTE 4290 — Miss Payne thrushes an okay ballad at medium tempo. (Planetary, ASCAP) (2:44)

★ ★ **When You Came in My Heart** — An upbeater with a fair vocal by the gal. (Kahl, BMI) (1:39)

HENRY & MAMIE
★ ★ **Two Big Feet** — AMY 808 — The duo sings this novelty with some warmth over a driving backing. (Maggie, BMI) (2:25)

★ ★ **Soap Suds** — Henry and Mamie sell this novelty effort in fair fashion here. (Maggie, BMI) (2:18)

CEE CEE JOY
★ ★ **Whole Lotta Lovin'** — COLUMBIA 41815 — Miss Joy, a 16-year-old thrush, debuts on the label with a medium rocker number. A cute side that could pull some spins. (Bourne, ASCAP) (2:15)

★ ★ **I'm Coming Down With the Blues** — The gal offers an okay ballad reading, in which she displays some of the vocal touches of Teresa Breyer. (Roosevelt, BMI) (3:05)

TAD MASON
★ ★ **Deep Inside** — LAURIE 3073 — Mason, a new chanter, offers a breathy ballad effort which has mild potential. (Wills, BMI) (2:13)

★ ★ **Drink to Me** — A medium tempo job with a tricky dual-track chanting job by Mason. It's a rhythm version of "Drink to Me Only With Thine Eyes," and like the flip, has some appeal. (Bryden, BMI) (2:34)

CAL STARR
★ ★ **(Yes, I'm) Robbin' the Cradle** — REGO 306 — The tune that had some action a while back is sold pleasantly by the chanter helped by the Anita Kerr Singers. (Bettsam, BMI) (2:17)

★ ★ **Flame of Love** — The chanter sells this rockballad nicely. (Bettsam, BMI) (2:12)

RUDY LEWIS & THE SPUTNIKS
★ ★ **Moonbeam** — RCA VICTOR 7792 — Rudy Lewis and the Sputniks play this familiar-sounding effort in fair fashion on this new instrumental. (Artree, BMI) (2:20)

★ **Beer, Beer and More Beer** — Lewis sings this side in poor fashion. (Artree, BMI) (2:20)

TERRY TAYLOR
★ ★ **Tommy** — ACCENT 1067 — Terry Taylor sweetly intones the words to this simple ballad, while Tommy answers her now and then. (Sound, BMI) (2:12)

★ **You and I** — Another husky performance by the lass in a Bonnie Baker manner. (Sound, BMI) (2:53)

GINGER AND THE SNAPS
★ ★ **Love Me the Way I Love You** — TORE 1008 — The singer comes thru with an old-fashioned reading of an old-fashioned song. (Tore, BMI) (2:25)

★ **Truly** — Ginger sings this slow moving ballad in fair manner. (Tore, BMI) (1:58)

ART HINET
★ ★ **Melody of Love** — DS 2906 — Art Hinet is at the organ on this melodic reading of the old favorite. Could get some late night spins. (2:04)

GUS SCOLA
★ **My One Desire** — Scola sings this semi-rocker weakly. (2:25)

CHESTER McINTYRE
★ ★ **Salty, Salty Tears** — SARG 180 — The chanter sings about his mean woman on this bluesy effort. Worth spins. (Fitch, BMI) (2:53)

★ **I'm Gonna Rock With My Baby Tonight** — McIntyre tries hard on this rocker but it's in a tired groove. (Fitch, BMI) (2:16)

Polka

L'L WALLY
★ ★ ★ ★ **My Shoes Keep Walking Back to You** — JAY JAY 225 — A wild and woolly vocal version of the country-oriented hit in polka tempo makes for an interesting side. (Jay Jay)

★ ★ ★ **Julianna Polka** — Hopping polka instrumental that should draw coin in areas featuring this kind of music. (Jay Jay)

FRANKIE YANKOVIC AND HIS YANKS
★ ★ ★ ★ **I've Got a Wife** — COLUMBIA 41806 — Amusing polka here gets a fine treatment. (Pure, BMI) (2:15)

★ ★ ★ **Red Wing** — The old Redman's standard gets a jumping instrumental polka performance. (Shawnee Press, ASCAP) (2:40)

Country & Western

FREDDIE HART
★ ★ ★ **Lying Again** — COLUMBIA 41805 — Hart has a good hunk of material as he pretends to forget the gal easily, but he's lying to himself again. Good vocal chorus is heard in support. Good side that can get spins. (Central Songs, BMI) (2:28)

★ ★ ★ **Do My Heart a Favor** — Another weeper ballad with a pleading message. Hart again comes thru in good form, with a choral assist. (Cedarwood, BMI) (2:28)

PAUL PEEK
★ ★ ★ **Where's There's a Will (There's a Way)** — NRC 059 — A slow, triplet-backed ballad which has a swelling choral effect behind the Peek vocal. The artist handles it for satisfactory result. Spins possible here. (Wonder-Lion, BMI) (2:10)

★ ★ **I'm a Happy Man** — A rhythm tune with okay results for Peek. Top side has

more appeal. (Cedarwood, BMI) (2:08)

GEORGE LESTER
★ ★ ★ **You Taught Me a Lesson** — PACE 1014 — Lester carries out his singing on this lost love lyric in fine style. (Clay Lick, BMI) (2:08)

★ ★ **Cold, Dark Night** — Middle-tempo weeper here gets a strong performance. Honky-tonk feeling of the backing is appealing. (Clay Lick, BMI) (2:01)

JOHNNIE BAILES
★ ★ ★ **He Will** — DOLLIE 7686 — The Almighty's helping hand which is felt in everything, is the source of inspiration for this aptly sung record. (Cedarwood, BMI) (2:07)

★ ★ **(If I Were) Alone With God** — The sacred basis of this side is handled in a respectful preach-sing way. (Cedarwood, BMI) (2:37)

BILL WHITTLEY
★ ★ ★ **I'm a Rich Man** — BLUEBONNET 7453 — This lad has a sound and he uses it on this happy country ditty. (Pratt, BMI) (2:22)

★ ★ **Why Did You Leave Me** — Whittley sings this weeper with feeling as he tells of his love troubles. (Pratt, BMI) (2:17)

★ ★

DEBORAH STUART
★ ★ **No One Ever Tells You** — CAPITOL 4453 — The new thrush offers a slow, blue lights kind of torch tune. She has a quality which might well sell on the club circuit. The style is not unlike that of Lena Horne. (Weiss & Barry, BMI) (2:34)

★ ★ **Angel Smile** — The rhythm side. Another effort which seems primarily slanted at the club field. (Winneton, BMI) (2:49)

JOHNNY MacRAE
★ ★ **Betcha Johnny Knows** — CANDIX 302 — MacRae sings in double track style on this rockabilly effort. Fair wax with an okay performance. (Candix-Saracen, BMI) (2:10)

★ ★ **The Lonely Years** — A slow ballad with a concerto type piano rhythm backing. MacRae tries but the side comes out with dubious results. (Candix-Saracen, BMI) (2:40)

HAWKSHAW HAWKINS
★ ★ **Nothing More to Say** — KING 5404 — Hawkshaw sells this item pleasantly. It's an old side. (Blue Ribbon, BMI) (2:48)

★ ★ **Between the Lines** — Same comment. (Howard BMI) (2:44)

BILLY GRAY
★ ★ **I'll Find a Way (to Free Myself)** — LONGHORN LH 505 — A weeper ballad chanted in pleasant fashion with traditional backing. Gray chants dual-track style in spots. (Warden, BMI) (2:32)

★ ★ **I'll Go Broke Loving You** — A medium rhythm tune is handled for okay results by Gray. (Brazos Valley, BMI) (1:52)

BIG CHEROKEE TOAD & THE 4-STAR BOYS

★ ★ **Give Me Time to Forget** — TALL INDIAN FI-101 — Old-fashioned country blues effort by the group. Cherokee Toad has that down country sound as he sings of his romantic troubles. Effective traditional wax. (Land of Lakes, BMI)

★ ★ **Silent Heart** — Cherokee Toad belts out a weeper with big tones. He puts considerable feeling into this job. (Land of Lakes, BMI)

PAUL WAYNE
★ ★ **Stolen Love** — STARDAY 509 — The self recrimination that comes with lost love is the subject matter for this bouncy side. (Starday, BMI) (2:15)

★ ★ **Angel on Paper** — A picture of a gone lover sets the lyric key on this one which has some great Hawaiian guitar licks. (Starday, BMI) (2:27)

LEON KEESEE
★ ★ **Behind the Eight Ball** — YUCCA 125 — Keesee's rather fragile voice deals with a lyric that treats of suspected infidelity. (Fairway, BMI) (1:51)

★ ★ **She Pays No Attention to Me** — The utter lack of a loved one's regard is the lyric basis for this one. (Fairway, BMI) (2:12)

MASON DIXON
★ ★ **I Don't Like This Kind of Living** — REED 1051 — Mason Dixon bows on the label with a pleasant reading of the Hank Williams tune. (Acuff-Rose, BMI)

★ ★ **Cold, Cold Heart** — Same comment. (Acuff-Rose, BMI)

The Billboard HOT R & B SIDES

FOR WEEK ENDING OCTOBER 16
TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	KIDDIO, Brook Benton, Mercury 71652	8
2	2	2	3	CHAIN GANG, Sam Cooke, RCA Victor 7783	7
3	3	3	2	THE TWIST, Chubby Checker, Parkway 811	10
4	4	4	4	FOOL IN LOVE, Ike and Tina Turner, Sue 730	11
5	18	—	—	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071	2
6	5	5	13	MY DEAREST DARLING, Etta James, Arto 5368	4
7	15	17	—	GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135	3
8	9	14	19	A MILLION TO ONE, Jimmy Charles, Promo 1002	6
9	20	—	—	MR. CUSTER, Larry Verne, Era 3027	2
10	—	—	—	THREE NIGHTS A WEEK, Fats Domino, Imperial 5687	1
11	16	—	—	MY HEART HAS A MIND OF ITS OWN, Connie Francis, M-G-M 12923	2
12	23	18	—	STAY, Maurice Williams, Herald 552	3
13	25	—	—	YOU TALK TOO MUCH, Joe Jones, Roulette 4304	2
14	6	6	6	I WANT TO KNOW, Sugar Desanto, Checker 103	6
15	7	7	9	IF I CAN'T HAVE YOU, Etta and Harvey, Chess 1760	9
16	11	11	5	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	20
17	—	—	—	LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400	1
18	—	—	—	DON'T BE CRUEL, Bill Black, Hi 2026	1
19	12	16	10	THE TWIST, Hank Ballard and the Midnighters, King 5171	12
20	10	9	7	TA-TA, Clyde McPhatter, Mercury 71660	9
21	—	—	—	THE SAME ONE, Brook Benton, Mercury 71652	1
22	—	—	—	YOGI, Ivy Three, Shell 720	1
23	29	—	—	WALKING DR. BILL, B. B. King, Kent 350	2
24	—	—	—	BLUE ANGEL, Ray Orbison, Monument 425	1
25	—	—	—	CRY, CRY, CRY, Billy Blue Bland, Duke, 327	1
26	—	—	—	SLEEP, Little Willie John, King 5394	1
27	—	—	—	TONIGHT'S THE NIGHT, Shirelles, Scepter 1208	1
28	17	22	15	VOLARE (NEL BLU DI PINTO DI BLU), Bobby Rydell, Cameo 179	9
29	24	24	25	BIG BOY PETE, Olympics, Arvee 595	17
30	27	—	—	DIAMONDS AND PEARLS, The Paradons, Milestone 2003	2

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Reviews and Ratings of New Popular Albums

Continued from page 40

SACRED ★★★★★

★★★★ **GLORYBOUND TRAIN**
Rose Maddox. Capitol ST 1437 (Stereo & Monaural)—Rose Maddox, a standard in the sacred field for many years, does not disappoint her fans with this package. Some stirring sides are here, including "That Glorybound Train," "The Great Speckled Bird," "Will the Circle Be Broken." Great wax.

SOUND ★★★★★

★★★★ **WILD PERCUSSION AND HORNS A'PLENTY**
Dick Schory's New Percussion Ensemble. RCA Victor LSP 2289 (Stereo & Monaural)—An unusually well-engineered package whereby you can show off your stereo equipment. The arrangements are by Sid Ramin and Irv Kostal, who arranged (with Leonard Bernstein) "West Side Story." Material includes "Lullaby of Broadway," "Mislroul" and "The Peanut Vendor." Some real novelty touches are here, and yet it's all good music.

FOLK ★★★★★

★★★★ **THE BIG MEN BOLD AND BAD**
Ernie Sheldon and the Villagers. Columbia CS 8315. (Stereo & Monaural)—A rousing album of material dealing with folk

heroes and bad men. Examples are "Swat Milligan," "The Death of John Henry," "The True Song of Billy the Kid," etc. In addition to Sheldon, there are the voices of Bob Harter and Sue Coleman and the banjo of Dave Sear. An excellent package of its kind.

RELIGIOUS ★★★★★

★★★★ **HOW BIG IS GOD**
Gregory Loren. Word WST 8066. (Stereo & Monaural)—Gregory Loren, a former ski instructor and night club emcee turned gospel singer, has a fine tenor voice of good pro caliber. Here he sings three songs of faith written by Stuart Hamblen, including the title song, which are dedicated to showing the vastness of God's power in a worldly era. Nine others round out the disk, lushly orchestrated and well-performed, making this an effective collection.

★★★★ CAVALCADE OF WORD ARTISTS

Word WSTD 50. (Stereo & Monaural)—This collection of sides is taken from the label's recordings by various artists. It contains 17 sides, each from a different album, and spotlights such names as Ethel Waters, Paul Mickelson Choir, Frank Boggs on organ, Kurt Kaiser on piano, J. T. Adams, and many more. It's a good collection of religious sides and will have considerable interest.

Carroll ork, with strings accented, performs them nicely, and despite the fact that the label calls them instrumentals, some of the tunes carry good vocals by assorted, unnamed artists. Nice low-price packaging.

JAZZ ★★★

★★★★ **THE JAZZ MAKERS**
Ronnie Ross & Allan Ganley. Atlantic 1333—These two gentlemen from Britain and their quintet offer a smart package of eight tunes. Ross is one of the better young baritone men on the world scene and he does well in this set. Ganley is the group's drummer and co-leader. Tunes, which are all in the modern jazz category, include six originals and two standards. Album should be stocked by jazz shops and programmed for those who prefer smart, smooth, swinging jazz.

★★★★ SISTER SALVATION

The Slide Hampton Octet. Atlantic 1339—Folks who are unaware of the talents of the trombonist-arranger-composer-leader and his eight-piece band might well think this is a much larger organization—it certainly sounds it. What this band lacks in personnel it makes up for in dynamic power. There are six tracks on this set which are full of better than average solos. The title song, plus "Conversation Piece" and Ellington's "Just Squeeze Me" impress with their verve. Should get some action in jazz shops.

★★★★ CATCH THE BRASS RING

The Torchy Jones Brass Quintet. Columbia CL 1517—Instrumentation here is that of a classical brass quintet, and the group happens to be classically trained as well as pop-oriented. They figured this instrumentation would be as good for pop as for classical composers. It is certainly a fresh, distinctive sound, with two trumpets, French horn, trombone and tuba. Material includes "Love Is Just Around the Corner," "One For My Baby," "That Old Black Magic."

★★★★ BOTTOM'S UP

George Roberts' Sextet. Columbia CS 8320. (Stereo & Monaural)—Fan of the bass trombone will find this a very interesting album. Roberts uses a special mute. His tone is generally light. The sextet plays "Everything's Coming Up Roses," "Just in Time," "Thank Heaven for Little Girls," etc. A group of West Coast jazz men are on the date. There are two guitars, piano, bass and drums.

★★★★ SOUNDIN' OFF

Dixie Reese. Blue-Note 4033—Trumpeter Reese, surrounded by Walter Bishop Jr., piano; bassist Doug Watkins and drummer Art Taylor, contributes a warm set of solos on the six tracks here. Among the best of the lot are the improvisation on "Yesterdays" and "Blue Streak." Bishop contributes good playing all around especially on "Eb Pop."

★★★★ SOUL STATION

Hank Mobley—Blue Note 4031—Two standards and four originals by Mobley fill the two sides of this LP. The standards "Remember" and "If I Should Lose You" are played with a swinging reverence for the original melodies while "Soul Station," a medium blues, stands out among the originals. The leader plays tenor sax, with Wynton Kelly on piano and Paul Chambers on bass. The addition of Art Blakey playing drums should help sales.

LOW-PRICED JAZZ ★★★

★★★★ CHARLIE VENTURA PLAYS FOR THE PEOPLE

Craftsmen C 8039—Ventura has reached into the great land of standard tunes to put together this nine-track set. He plays both tenor and baritone in front of a rhythm trio with much enthusiasm even if his technique has become a mite tarnished. Best of the tunes include "Sweet Sue," "Exactly Like You," "Bill Bailey," and "Sweet Lorraine." A variation of his jazz hit some years ago, "Dark Eyes," is also included.

★★★★ MUGGSY SPANIER PLAYS DIXIE-LAND JAZZ

Craftsmen C 8046—The inimitable Spanier plays eight of the best-known Dixie-oriented tunes here. They're all played smartly and with that jumping jazz feeling that only Dixie has. Tunes include "When the Saints," "South," "Tin Roof Blues" and "Sugar."

★★★★ "SCAT MAN" CROTHERS

Craftsmen C 8036—Jazz rhythm singer Crothers scats thru eight up tunes and one ballad with much life and swing. A small instrumental group accompanies him. Actually he spends much more time singing true lyrics than in scat singing. Titles that have good interest are "Ghost Riders in the Sky," "Nobody Knows Why," "Write Myself a Letter" and "The Gal Looks Good."

CLASSICAL ★★★

★★★★ HANDEL: ORGAN CONCERTOS, OP. 4, NOS. 1-3

Johannes Ernst Kohler, Organist; String Orchestra of the Leipzig Gewandhaus Orchestra (Thomas). Epic BG 1101. (Stereo & Monaural)—Handel's Organ Concertos, Nos. 1 to 3 (Opus 4) are played with expressive musicianship by organist Johannes Ernst Kohler. The Leipzig ensemble provides strong support. There will be many organ fans interested in this well-recorded set.

★★★★ MENDELSSOHN: SYMPHONY NO. 4 IN A MAJOR, OP 90, ITALIAN; BRAHMS: VARIATIONS ON A THEME BY HAYDN, OP 56a

Vienna Symphony Orchestra (Sawallisch). Epic BG 1098. (Stereo & Monaural)—A new release which contains superior sound quality. This, it may be said, is the only one of many, many versions of the "Italian" Symphony which is backed with the popular Brahms Opus 56a. Despite this fact, this is one of at least eight stereo versions which can only mean there is a stout competitive factor to be considered here.

RELIGIOUS ★★★

★★★★ **WONDERFUL WORDS OF LIFE**
The Laymen Singers. RCA Victor LSP 2250. (Stereo & Monaural)—A richly and beautifully recorded set of hymns by this men's choir which is composed of singers who come from a vast variety of professions. Included among others besides the title song, are: "Go Forth With God," "Look Away to Heaven," and "God Be With You."

★★★★ CHARLES MAGNUSON WITH THE RALPH CARMICHAEL ORCHESTRA

Word WST 8058. (Stereo & Monaural)—This qualifies almost as much in the mood or background music category as it does for moments of spiritual meditation. Magnuson's lilting piano chords are spotted in front of the orchestra and a lyricless chorus. The melodies, all pleasant indeed, include "Over the Sunset Mountain," "He Lifted Me" and "Blessed Jesus." The well-made recording can have dual market appeal.

★★★★ THE GRACE OF GOD

Ed Lyman. RCA Victor LSP 2249. (Stereo & Monaural)—An exceptionally well-produced package of religious music. Lyman, noted for his evangelistic singing career, is backed by orchestra and chorus. Material includes "All the Way My Saviour Leads Me," "Amazing Grace," "He Took My Place."

FOLK ★★★

★★★★ THE TREE NEAR MY HOUSE

Cathie Taylor. Capitol ST 1448. (Stereo & Monaural)—Cathie Taylor is a young vocalist who handles folk songs in a fresh, modern style. On this new album she turns in warm readings of "Goodbye, Lover, Goodbye," "The Frozen Logger," "The Tree Near My House," and "Yellow Bird," over good arrangements by the Jack Fascinato ork. Listenable wax.

★★★★ THE ENGLISH COUNTRY DANCING MASTER

The Telemann Society Ork. Stereo-vox STDL 500470. (Stereo & Monaural)—Scholars and collectors will appreciate this disk, the material of which is drawn from chiefly 17th Century sources. Sides capture the essence of English country dancing, and have a distinctive flavor. The orchestra is conducted by Richard Schulze, who plays recorder; Theodoros Schulze is on oboe, recorder and harpsichord, with Dorothy Walters also on harpsichord. There are excellent notes with this album, which is contained in a book-type cover.

COUNTRY & WESTERN ★★★

★★★★ SONGS I LOVE TO SING

Tommy Collins. Capitol ST 1436. (Stereo & Monaural)—Tommy Collins is heard here in good performances of a listenable collection of country-oriented tunes. There are country standards such as "The Great Speckled Bird," "I'll Keep on Loving You," and "I Wonder If You Feel the Way I Do," as well as the familiar "Have I Told You Lately That I Love You," and "Oklahoma Hills." Attractive wax.

★★★★ I HEARD A FOREST PRAYING

Elton Britt. ABC-Paramount ABC 331—Country star Elton Britt turns in a series of meaningful readings here of a collection of country, sacred and pop tunes. The selections range from the title song to "Sioux

City Sue," "Twilight on the Trail," "That Silver-Haired Daddy of Mine," and "The Big Rock Candy Mountain." The backing is a mixture of country and pop styles.

INTERNATIONAL ★★★

★★★★ **MOSHI-MOSHI**
Bob Kojima and his Ork. ABC-Paramount ABC 328—Here's a program of Japanese popular music in which the temptation to blend Western pop influences has been resisted. Bob Kojima's ensemble does, however, mix the typically Oriental shamisen and bamboo flutes and percussion instruments with such as vibes, guitar and drums. All 13 tunes bear authentic Japanese titles, with some containing vocals and others performed solely by the ork. There is considerable flavor here and the sound comes across well.

LATIN AMERICAN ★★★

★★★★ **DANCE THE REAL TANGO**
Tho Fugli and his Famous Tango Orchestra. Perfect PL 12037—Smooth-stringed tangos for dancing are abetted by novel arrangements which are indicated by such titles as "Tango Militaire," "The Murderer's Tango," "Vacation Tango," "Rock-a-Tango" and "Dreamy Tango." Good dancing beat, well-performed.

BAND ★★★

★★★★ **MEET THE BAND**
The Marine Band of the Royal Netherlands Navy. Epic LN 3736—The Royal Netherlands Navy Band has produced something fresh in band music. Arrangements are by Americans Glenn Osser and Bernard Green, and the works are also very familiar, including medleys of pop favorites such as "Heartaches," "Old Piano Roll Blues" and "Sugar Blues." There also are medleys of beguines, sea songs, and French and Italian tunes, plus such things as the "U. S. Steel Suite," "Studio One" theme, and "Manhattan Tower Overture." Band fans looking for a new twist will find it here.

LOW-PRICED BAND ★★★

★★★★ **GREAT SOUSA MARCHES, VOL. 2**
Gordon Highlanders Band, Douglas Ford, Bandmaster. Perfect PL 12033—The great bandmaster and composer is represented here by such material as "Invincible Eagle," "Crusader," "King Cotton," etc. Good for the price.

★ ★ MODERATE SALES POTENTIAL

POPULAR ★★

★★★★ **SING BARBERSHOP HARMONY**
The Melody Belles of Harmony, Inc. Jupiter MC 108—Barbershop harmony, female style, is demonstrated by a chorus known as The Melody Belles of Harmony, Inc. They offer renditions of such standards as "Carry Me Back to Old Virginia," "Harvest Moon," "I Want a Girl" and "How Ya Gonna Keep 'Em Down on the Farm," plus some more recent pop tunes, minstrel songs and semi-classics. Not for every taste.

LOW-PRICED POPULAR ★★

★★★★ **OKLAHOMA! CAROUSEL**
The Steven Richards Ork. Craftsmen C 8053—The well-known hit scores, done orchestrally, with chorus and vocalists including Bob Vanselow, Norma Zimmer, Bob McKendrick, Earl Wilkie. An okay buy for the money.

★ ★ ★ GOOD SALES POTENTIAL

POPULAR ★★★

★★★★ **BAKER'S DOZEN**
Don Baker. Capitol ST 1363 (Stereo & Monaural)—Don Baker's organ playing was heard by many thousands of patrons of New York's Paramount Theater for a decade. He's also cut at least half a dozen previous collections for Capitol. This one features a variety of musical types, the tunes including "Beyond the Blue Horizon," "Ghost Riders in the Sky," "Lullaby of Broadway," "Granada" and "Tumbling Tumbleweeds." Exceptionally realistic organ sound plus mass appeal playing.

★★★★ SOMETIMES I'M HAPPY, SOMETIMES I'M BLUE

Gene McDaniels. Liberty LST 7175 (Stereo & Monaural)—Versatile is the word for Gene McDaniels. He projects a variety of moods capably in his vocal efforts, from jumping, swinging attacks on "Deed I Do," "And the Angels Sing" and "Green Door," to relaxed and tender interpretations of "Autumn Leaves," "Love Me Tender" and "The High and the Mighty." Smartly programmed, with the "happy" songs on one side and the "blue" group on the other.

★★★★ LATINO—VOL. TWO

Don Swan and his Ork. Liberty LRP 3161—Well played and well arranged Latin-styled classics that will interest both the terp set and those who enjoy interesting waxings. The tunes include "Stompin' at the Savoy," "Nunca," "Tico Tico" and "Green-sleeves." The rhythms range from cha cha and meringue to pasadoble and mambos. Strong wax.

★★★★ LIGHT AND BRIGHT

Neal Hefti Quintet. Columbia CS 8316 (Stereo & Monaural)—Title is particularly appropriate on this lightly swinging smart set of 10 tracks which cover standard pop material in a jazz oriented way. The album, which has an over-all Jonah Jones touch, except that it also features alto sax, includes the likes of "Old Black Magic," "It Had to Be You," "Mack the Knife," and an unusually slow reading of "I Won't Dance."

★★★★ SONGS OF EARTH AND SKY

Art and Paul. Columbia CL 1498—Another vocal duo dedicated to the folk songs of various cultures. The boys are heard with a guitar background supplied by Dick Rosmini. The titles include "Tim-a-ride-ee-ay," "Pick a Bale o' Cotton" and "John Riley," among others. Vocal performances are of fered with verve and spirit, despite the fact that the duo is a bit derivative of other well-known names in this program.

★★★★ WALK DON'T RUN

The Ventures. Dolton BST 8003 (Stereo & Monaural)—The rhythm instrumental group has been riding high with their single hit from which the title of this album is taken. Here they take some pop hits of recent years and adapt them nicely to their three guitar and drum complement. These include "Raunchy," "Morgan," "Sleep Walk" and "Honky Tonk." The package seems well designed for the teen dance trade and the existence of a single hit gives it a good sendoff. This one can do business.

★★★★ MUSIC FOR AN ARABIAN NIGHT

Ron Goodwin and his Ork. Capitol ST 10251 (Stereo & Monaural)—Here are some sophisticated arrangements of Eastern melo-

dies. Music for your Turkish coffee and water pipe. Quite an engaging package with a touch of novelty. Don't get the idea it is too far out for Western ears. It is cut for the Western audience, but with its inspiration in the land of the hours and flying carpets.

★★★★ HEARTBREAK

Jon Thomas. ABC-Paramount ABC 351—A package of exuberant material on the organ, some with vocals, featuring blues, novelties and ballads. Included is Thomas' hit, "Heartbreak," plus such enthusiastic sides as "Buffalo Blues" and the standard, "I Can't Give You Anything But Love." A distinctive sound—particularly in the vocals.

LOW PRICED POPULAR ★★★

★★★★ SPECIAL REQUEST ALBUM

Martha Tilton and Curt Massey. Golden Tone C 4063—Martha Tilton and Curt Massey both have a relaxed easy way with a pop song that makes them easy to take, separately or together. Here they take turns and work together on eight well-known tunes in a pleasing low-priced package. The songs include "Have I Told You Lately That I Love You," "Take Me in Your Arms," "I'll Walk Alone" and "I Love the Guy."

★★★★ LET'S ALL SING WITH CLARENCE

Clarence Caldwell. Perfect PL 12036—This could be called a sing along to a honky-tonk piano. Clarence Caldwell plays the prepared piano in bouncy style while a vocal group handles such tunes as "Give My Regards to Broadway," "Smiles," "For Me and My Girl" and other old favorites. Good party wax.

★★★★ DOLLY HOUSTON SINGS LULLABIES

Craftsmen C 8045—A warm and winning album, featuring thrush Dolly Houston, singing lullabies. They include "Little Man You've Had a Busy Day," "Mary Had a Little Lamb" and "Scarlet Ribbons." The backings are appropriate.

★★★★ BIG BAND SOUNDS

Earle Spencer and other Great Bands. Goldentone C 4059—A flock of well-known band sounds are emulated here on tunes associated with various specific groups. There is "Auld Lang Syne," for example, played as Lombardo would do it, and there's "Patricia," in the Prado groove. A side called "Spenceria," by the Spencer band, has strong touches of the Kenton technique. Most prominent sales feature of this package is the excellent sound quality, which makes it a rack bargain.

★★★★ BARBER SHOP BALLADS

The Four Mugs. Craftsmen C 8052—A group dubbed as the Four Mugs turns out good performances in the four-square tradition. Unfortunately, such repertoire as "Clementine," "Sweet Adeline," "When You Were Sweet Sixteen," and most of the others, have already been done many times and a change from the expected might have been a good idea. Still, those looking for a price bargain on the familiar chords, have it here.

★★★★ SHOW TUNES U.S.A.

The James Carroll Ork. Golden Tone C 4057—Here's an appealing set of show tunes, with a cover which depicts in attractive caricature style drawings, five of the shows from which the tunes are taken. The



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Sworn to and subscribed before me this 30th day of September, 1960.
(Seal)
LAWRENCE W. GATTO
Notary Public, Hamilton County, Ohio.
My Commission expires July 15, 1962

Tulsa State Fair Races Toward New Attendance Record

Counts 557,281 in First Six Days; Grandstand, Collins Run Way Ahead

By CHARLIE BYRNES

TULSA, Okla.—The Tulsa State Fair went into the final day of its seven-day run here Friday (7) with an excellent chance of setting a new all-time attendance mark.

Thru Thursday (6), next to the final day of the run, the fair had played host to 557,281 patrons. This far surpassed last year's 427,941 to that point. With Friday's crowd, which was a big one, added to the 557,281, the all-time record of 610,629, set in 1958, was almost certain to be eclipsed.

Ideal weather prevailed thruout the entire run and, as a result, grandstand attractions showed a 50 per cent hike over last year, when three days were lost to rain. On the bill this year were Aut Swenson's Thrillcade the first two days; wrestling, one day; hot rod races, one day; motorcycle races, one day; auto destruction derby twice on Thursday and auto races in two programs on the final day. Paramount Fireworks were fired nightly after the grandstand show.

Altho "Ice Capades" was not breaking any records in the Pavilion the show was from 5 to 6 per cent ahead for the first eight of the 10 performances. Clarence Lester, manager, pointed out that the advance sale for the icer was below last year but they had more than made up this deficit.

On the midway the William T. Collins Shows were getting big grosses. By Thursday night, with

one more full day to go, the rides and shows had already surpassed last year's total. The two kids' days this year were big and thousands of youngsters swarmed over the grounds.

Bell Park, the permanent ride location here, was up 40 to 50 per cent over last year, Lester reported.

The fair had more breathing room this year, when it acquired use of the grounds used for the International Petroleum Exposition. Thru an agreement with IPE, the fair will use its grounds and the oil show, which is staged each four or five years, will avail itself of some of the fair's property.

Thru this agreement, the fair acquired a new administration building, which it completely refurbished, the Fairgrounds Cafeteria, the Texas Building, a commercial exhibit area; the California Building, and the General Motors Building. Another smaller building was used this year as a baby-sitting quarters.

New on the fairgrounds itself was a children's barnyard, manned and operated by the FFA and a new rabbit and poultry barn. The roof of the Pavilion (Coliseum), which was black for years, was painted white this year which greatly improved its appearance.

Always noted for its livestock entries, the fair this year had close to 5,000 head on the grounds from 63 counties, vying for premiums of \$65,170.

Memphis Fair Gate Declines, But \$\$ Climb

New Dollar Gate Ups Receipts; Fun Zone Revenue Ahead

MEMPHIS — The Mid-South Fair didn't match its '59 attendance but receipts from the outside gate and most of the attractions around the grounds were ahead of a year ago.

G. W. (Bill) Wynne, fair manager, said gate receipts were 1.3 per cent ahead of '59 and were due to hiking of adult admissions to \$1 from 75 cents and increasing the advance sale a dime to 60 cents. Total attendance for the nine days was 433,504 compared with 515,967 last year.

Biggest winner was the rodeo with Dale Robertson, which produced 17 per cent more money in the same number of performances as in '59. The combined receipts from the midway units under Clif Wilson and the permanent amusement park, were a couple of thousand dollars above a year ago. And the concessions, which included Chuck Moss' games, good and direct sales, were 1 per cent ahead.

The Japanese Spectacular didn't quite break even. Wynne attributed this to the limited seating in the theater which could not take care of the crowds on the big days. Most disappointing, he said, was the Ricky Nelson show the last five days in the Coliseum. Reserves sold well but the general admissions went begging.

Waterloo, Ia., Dairy Congress 20,000 Ahead

WATERLOO, Ia. — Aided by good weather the National Dairy Cattle Congress racked up a sizable attendance increase during the first three days of its October 1-8 run here. Norbert Kash, manager, disclosed that for those first three days, total patronage was a sizable 20,000 over the same period in 1959.

Optimistic, too, were the ride and show grosses piled up by the

(Continued on page 59)

SLA Enrolls New Members

CHICAGO — The Showmen's League of America enrolled four new members at its first meeting of the fall season here Thursday night (6) in the clubrooms.

The new ones are Paul Miller, William (Dub) Duggan, Dan Goldberg and W. W. Fike.

First Vice-President Ed Sopenar conducted the meeting in the absence of President Paul Olson. Assisting him were Bernie Mendelson, treasurer; Hank Shelby, secre-

(Continued on page 59)

Bloomsburg Fair's Week Sets Records In All Departments

Grandstand Gross 90G; Full Houses Respond to Beam's 'Wonderful' Revue

BLOOMSBURG, Pa. — This season's Bloomsburg Fair had a week such as it never had before, with more than 300,000 persons visiting during the six days ending Saturday (1). Paid admission was 157,000, which was 20,000 (or 10 per cent) more than last year.

This fair free-gates everyone of school age, all week long. Included are grade schools, high schools, colleges and private institutions, resulting in a congestion of school buses at the fair every day. Saturday's attendance was 56,700, which beat last year's one-day record of 49,752.

Maynard Mordan, fair president, said the attendance was a record, the only comparable year being 1941, when the paid gate was 1,000 higher. But that year everyone, including children, was charged admission. Standard gate fee is 60 cents, plus parking.

Capping off the big week were two overflow grandstand crowds for the Ward Beam "It's Wonderful," totaling nearly 11,000. The grandstand seats a shade more than 5,300. Beam's rotating stars were Minnie Pearl on Monday (26), Alice Lon the next three nights, and the Gunsmoke Trio on Friday and Saturday. Edgar Bergen was co-featured nightly, along with "Dancing Waters," the 24 Canadettes dance line, Ming and Ling, comics; Dolinoff and the Raya Sisters, novelty; the Gutis, acrobatic; Paul Koehler, xylophonist, and Tonito, wire act. Beam's White Horse

Troupe performed during the afternoons.

Reithoffer Shows repeated on the midway and did excellently, it was reported. Mordan and other officials labeled the night show the best in many years, contributing toward the grandstand revenue total of \$90,000. Harness race programs ran as scheduled except for a rainout Thursday. Doubling up resulted in Friday offering 10 heats, with stake races and three open classes. Fair offers a national high of \$75,000 in harness stake race purses. Despite day-long rain on Thursday the front gate recorded 20,000 admissions.

A full house turned out for mid-gate auto races on Saturday, produced by Sam Nunis. Earlier in the week the Rotroff International all-girl thrill show performed to the same audience result as is the usual lot for stunt units here, which was not very good. This was on Tuesday afternoon.

A record Friday attendance was shaping up when an evening deluge broke up the flow, but the 39,497 gate made it the second best Friday ever. The grandstand, with its rainproof covering, played to two night houses totaling 8,819, the best Friday night since the advent of night shows here.

More than \$80,000 in concession space was sold, Mordan said, and many exhibitors were turned away for lack of space.

One of the Friday features was a cavalcade of prize-winning livestock, in which 22 high school bands also participated.

OKLA. CITY FAIR SMASHES RECORD

Counts 455,671 for New Mark; Royal American Hits New High

OKLAHOMA CITY—The 1960 edition of the big Oklahoma State Fair did it. After six years on its new fairgrounds, years that were consistently clobbered by rain, the event broke all attendance records this year and did it by a wide margin. And, in addition, most attractions thruout the grounds showed an increase.

C. G. (Pete) Baker, veteran fair manager, with a wry Oklahoma grin, "casually" admitted that during the eight-day run that wound up on Saturday (1), 455,671 people had come to the fair. This topped

the previous 429,550 set in 1956 and eclipsed last year's rainy run when 312,390 passed thru the outside gates.

In addition, four new single-day marks were established. Opening day saw 38,196; Monday (26), city kids' day had 98,463; Friday (30), rural kids' day, brought 88,310, and on the final day a new closing day mark of 63,140 closed the fair.

Royal American Shows, the perennial midway attraction, also broke all past records due to the big attendance and a strong fair tie-in with a local supermarket. The Barnes-Carruthers night grandstand show did just fair business, according to Baker. Frank Winkley auto races, in for every afternoon and one evening, brought in receipts that far surpassed any recent fair.

An outstanding attraction this year was a huge civilian and armed forces parachute jumping exhibit. The civilians, made up of many clubs from far distant points, augmented by Army paratroopers, presented a free show every day from 10 a.m. to noon, including stunts and mass jumps. As Baker put it, "It was the biggest high act ever."

Beatty Wins In Carolinas

LUMBERTON, N. C. — Clyde Beatty & Cole Bros. Circus has been getting good business in this area. Savannah, Ga., some time ago, had three-quarter and straw houses. More recently, Columbia, S. C., (21) had two near-full houses and Lumberton (23) gave a fair afternoon but a full house at night.

Hotel \$ Bails Out N. Y.'s Freedomland

Commodore, Astor, Manhattan Going To IRC; Park Plans Outdoor Arena

NEW YORK — One of Freedomland's operational elements next year will be an outdoor staging area for such events as rodeos, as part of the theme park's plan to continue developing and improving despite its financial setbacks.

A considerable number of difficulties have admittedly beset the huge amusement spot in its premiere year, most of them stemming from out-of-line construction costs. One result has been emergency money - raising programs undertaken by Webb and Knapp, holder of 40 per cent of the stock of International Recreation Corporation, and owner of Freedomland's property.

William Zeckendorf of W&K has a \$6,000,000 motel, Freedomland Inn, arising adjacent to the park. Earlier moves laid to him counted the raising of front-gate prices from \$1 to \$1.50 and the replacement of certain management personnel. During Freedomland's throes its stock has dipped to \$5.75 a share

after being originally issued at \$17.50.

IRC Now Hotel Owner

Now Freedomland's company, IRC, is diversifying by being sold W&K's leaseholds on the Commodore, Astor and Manhattan Hotels here. Webb and Knapp reportedly continue to operate the properties by leasing them back from IRC, thus providing the park firm with additional working capital.

Indications are that the park will be shown to have grossed some \$4,500,000 from gate and concession (in-park spending) operations. With total attendance of 1,675,000 this figures to per capita spending of \$2.70, more than the \$2.25 projected in May by C. V. Wood, project director for the park. He said then that he would shoot for attendance of 2,500,000. (By way of comparison it is noted that the New York Yankees played to 1,625,000 here.)

With attendance less than ex-

(Continued on page 59)

Little Rock Goes Ahead Despite Rain

Todd Rodeo, Free Grandstand Clicks; Royal American Up

LITTLE ROCK—The Arkansas Livestock Exposition was having a good run here last week altho rain on two days did cut into attendance. Senator Clyde Byrd, manager, said despite the rain, the gate count was even to a little ahead of 1959 thru Thursday (6), fourth day of the six-day run.

Turnouts at the attractions were very good. The Homer Todd rodeo in the Coliseum, augmented by names and other talent, was getting good crowds. Heading up the lure were Robert ("Wagon Train") Horton, the Ben-Hur Chariot Team and Barbara Hurry.

In the free grandstand, which was getting capacity most nights, were Anita Bryant, the Jimmie Dorsey Ork and Candy Candido as emcee. The queen judging was also being held in the open-air arena.

Royal American Shows, the regular midway attractions here, were up 3 per cent for the first four days with kids' day and the big Saturday yet to come.

Detroit Club Meets Oct. 10

DETROIT — The Michigan Showmen's Association will sponsor a bowling team as part of its winter activities and will hold its first meeting of the fall October 10.

Main item up for discussion is the disposition of the clubrooms in favor of new quarters. Plans for additional winter social events are also under consideration as is sponsorship of a Little League baseball team next spring.

Alabama State Fair Winning Rain Battle

BIRMINGHAM—The Alabama State Fair fought some rain here last week but by the week's end was winning the battle. Attendance thru Thursday (6) was running a little ahead of last year and total receipts to that point were topping last year's by an estimated \$6,000.

Night grandstand show was rained out Wednesday evening and more rain fell Thursday but did little harm. The fair was operating for its second year with a \$1 gate and this year had tightened it further.

The night show was a Barnes-Carruthers revue augmented by television names. On Monday (3), Eric ("Rawhide") Fleming was featured; Bobby ("Fury") Diamond was in for Tuesday and Wednesday and also did matinees; Don ("Johnny Ringo") Durant was in for Thursday, and Mike ("Tightrope") Conors on Friday night. The final show on Saturday was to feature Hoss and Little Joe from "Bonanza."

In addition the fair had two free acts, Great Seabright, sway pole, and the Egon Brothers, high act. One of the biggest attractions on the grounds this year was the Pentadome, the largest air-supported structure in the world. It towed

MIDWAY OPS, BOOKERS EYE CANADA FAIRS

CHICAGO — Carnival and fair attraction offices will have their eyes on Canada during the next few weeks as both the Western Canada Association of Exhibitions, (A Circuit) and the Western Canada B Fairs Association sign their grandstand and midway shows.

The A loop meets October 18-20 in the Garry Hotel, Winnipeg, with the midway and concessions committee meeting on October 18. Attractions committee will meet on October 20.

The B loop will meet in the Bessborough Hotel, Saskatoon, Sask., October 22-26. Grandstand submissions will be heard October 22 and midway submissions on October 26.

Frederick, Md., Scores Fine Week With Fair

FREDERICK, Md. — Great Frederick Fair had one of its better runs for the five days ending Saturday (1). Final reports and statistics are pending, but from all indications the results will be very good.

Grandstand program consisted of harness racing in the daytime and a Frank Wirth revue at night, with Jack Kochman's thrill show playing twice on Saturday. Both performances were sellouts. There was also a sellout for two shows featuring Alice Lon on Friday.

Weather was good all week except for a letdown on Thursday, first of two kids' days. The promotion was doubled up on Friday with good results. Secretary Wade Hursey reports. Amusements of America had the midway for the

(Continued on page 66)

Pomona Fair Clocks 1,101,875 To Surpass '59 by 84,957

By SAM ABBOTT

POMONA, Calif.—The Los Angeles County Fair, with Phil D. Shepherd serving his first year as manager, pulled an attendance of 1,101,875, up 84,957 over 1959, during the 17-day run ending here Sunday (2).

Records endangered this year included pari-mutuel wagering when the handle for the 14-day meet was \$10,884,556, slightly under the \$10,985,306 set in 1958. The final Saturday's front gate attendance was the second largest for that day when 77,402 clicked the turnstiles. This was slightly under the 83,000 in 1948 when the fair resumed following a closedown during World War II. The mutuel handle for the final Saturday, last day of the races, was \$1,193,674, and this is believed to be a record day. Attendance at the races was said to have been 170,304, the largest since 1957.

Exhibitors and concessionaires on the grounds were generally pleased with the fair's run. Several reported unusual interest in their exhibits saying that sales resulting from the showing were the best in 10 years.

Village Up

At the Mexican Villiage, business was reported by Alphonso LaBrado, who operates the section for the fair with Amando Torres, as up over last year. While the 83 concessions were again filled, LaBrado said there were more craftsmen and other attractions to boost revenue. The free stagershow featured Pepe Villa, the Mariachi Popular Band from Jalisco with Milt Nava as emcee. Different personalities and bands were presented daily.

Frank Pipitone again operated the Italian Villiage along with a sitdown restaurant, changed this year to cafeteria style of serving. He said that he had qualms about switching but that the reception was "beyond expectations." The section for selling imported items, principally from Italy, was leased out to concessions.

Free entertainment was plentiful with the Bill Atterbury "Sway-O-Rama" appearing twice daily in the Plaza and Larry (Bozo the Clown) Valli working near the Clock Tower.

Shows in the Western Village included Crash Corrigan, Elaine DuPont, Jack Rogers and western music and others. There was also a talent line-up in the new Construction Building. While the shows were shifted, among those appearing were Doye O'Dell and his All-Star Band including Bert Dodson, Fred

Martin, Muddy Berry, Billy Strange, Speedy West, Harold Hensley, Bonnie Sloan and Darcy & James piano duo. On another bill were Toni Harper, Eddie Beall, Jimmie Weatherspoon, Ralph Weaver, Earl Palmer, Curtis Counts, Rex Stewart, Ben Webster, Pat Chartrain, Jewell Grant and John Anderson. Piano jam sessions highlighted the program with Meade (Lux) Lewis, Rosa Linda, Frankie Chavez, Jud Paul and Edgar Hayes Trio. Appearing on the KFOX, long Beach radio station segment, were Lefty Frizzell, Freddie Hart, Johnny Western, Johnny and Joanie, Bobbie Austin, Wynne Stewart, Tex Williams, Buck Owens, Johnny Cash, Gordon Terry, Billie and Cliff, Eddie Dean and Lee Ross. The three-hour show was with the stations DJ's Charlie Williams, Tom Brennen, Biff Colffe, "Squeakin'" Deacon, Hugh Cherry and Jack Morris.

Radio Station KTYM also presented Western shows with recording stars. The producer was Tommy Dee.

Marks Breaks Midway Gross At Salisbury

ORANGEBURG, S. C. — All-time midway gross for the fair in Salisbury, Md., was broken during the engagement by Marks Shows. The gross climbed in proportion with the front gate, which was a 50,000 record in 1959. This year the gate was 47,800 on Friday night (23), and Saturday's 8,000 made it a new record. Midway put down 30 rides, 18 shows and some 60 concessions.

Atlanta's Gate Down Only 9,000 in Rain

ATLANTA—The Southeastern Fair, altho hit by rain on several of its days, was generally holding its own and attendance for the first eight of the 10 days was off only about 9,000 admissions.

Maurice Coleman, acting general manager, reported that thru

The grandstand attractions featured horse racing each afternoon except on Sunday and a night show built around the ski jump. Talent for this segment was booked by Barnes-Carruthers, Chicago, with Fred H. Kressmann on hand to personally supervise.

Beers-Barnes Ending Season; Seeks Quarters

MACON, Ga. — Beers-Barnes Circus has decided to close for the season October 15, and it may join the long list of shows that have wintered at Macon.

Agent Gene Christian was here last week negotiating for storage space at Central City Park. Since a fair is at the park October 17-22, the tentative deal calls for the circus to appear at the fair as an attraction on the Cetlin & Wilson carnival midway. This would extend the closing to October 22. If the storage cannot be set at Macon, another site will be chosen and the show will shutter October 15.

While four recent dates along the Louisiana and Mississippi Gulf Coast were satisfactory, three earlier weeks in Louisiana were only fair-to-break-even spots. Only good ones were Rayville, Columbia, Villa Platte and New Roads. Illness hit the show along with hurricane rains. Both Charles Beers and Harold Barnes were benched at the same time.

The show is completing its longest season, covering 14 States without losing a stand. Business was okay and better than 1959's.

MARKS DIAMOND JUBILEE

Dallas Fair Kicks Off 75th Run With 'Drum Song,' Harris 'Capades'

DALLAS — The State Fair of Texas opened its 1960 Diamond Jubilee Exposition, celebrating the fair's 75th anniversary year, Saturday (8). The Texas exposition will run for 16 days thru Sunday, October 23.

Two major events of the fair opened on the eve of the exposition itself. "Flower Drum Song," the Rodgers and Hammerstein musical, will have the first of 24 performances in the Music Hall at 8:30 p.m. Friday (7), and the State Fair Horse Show featuring Arthur Godfrey with his palomino stallion, Goldie, in an exhibition of dressage riding, will also get under way that night in the Livestock Coliseum.

"Ice Capades," the 20th edition of the John Harris extravaganza, will open Saturday afternoon (8).

The show, brought in by Clarence Linz, will have 25 performances at the Ice Arena.

Big Advance

"Flower Drum Song" had an excellent sale and indications are the show opened with an advance comparable to that the "The Music Man" in 1958, which wound up with a \$272,000 gross after taxes. Music Hall seats 4,126 and tickets are scaled down from a \$4.95 top.

"Capades" came in on the wings of its usual beautiful publicity and promotion program and looks to do outstanding business as well. Tickets scale from a \$3.50 top in the Ice Arena, which seats some 6,000.

Two new rides premiered on the midway. One is "The Flash," known as "L'Eclair" when it was

featured at the Brussels World Fair. It is a monorail-type Roller Coaster with two elevators. The other comes to Dallas direct from the factory in Italy. It is called "Space Combat" and features space ships with electronic machine guns that can be used to "shoot down" other cars. The cars are individually controlled by their riders. Also featured on the midway are Al Kunz's Space Wheels.

Strong Fun Zone

Carnival shows were brought in again by Cliff Wilson, who will also have a Slide ride and a Round-Up in action. Shows include Charlie Taylor's Cotton Club Revue, Mitzi's International Revue, McCaskill's Palace of Illusions, a monkey show, snake show, girl show, pin heads, (Continued on page 66)

Thursday (7), the eighth day, 260,710 people had come thru the outside gates compared with 269,640 last year to the same point. In view of intermittent rain earlier and showers that set in Thursday afternoon and continued the rest of the day, the run was considered a good one by Coleman.

The featured grandstand attraction this year was a long list of country and western names headed by Wally Fowler, doing two-a-day at 3 and 7 p.m. A few good nights were registered by the show, but for the most part, revenue was off. Supporting Fowler were a number of complete program changes with the artists coming in for two or three nights each.

Thrill shows followed the night country and western show each evening. Jack Kochman brought in the Danny Fleenor show the first five nights and then moved his own Kochman show in for the final five nights. Fleenor lost the opening show to rain and Kochman lost Thursday night's performance. Otherwise, the stunts were doing well, Coleman said. Thearle-Duffield Fireworks closed each night performance.

On the midway the permanent rides here were topping last year, and the Gooding Amusement Company's big State fair unit, headed by Hal Eifort, was doing excellent business despite the weather.

WEEKENDS ALL YEAR LONG

No Vacations for Venezuela's Coney

NEW YORK — South American park operator Sam Bakerman arrived in New York last week on an annual business jaunt during which he will be acquiring equipment for Coney Island, Caracas, Venezuela. The spot is operated by Bakerman and J. A. Borges Villegas, his Venezuelan partner.

Bakerman was active at Savin Rock, Conn., and Keansburg, N. J., when he became involved in a Venezuelan fair 23 years ago, and he's been there ever since. The park was on the outskirts of town then when its population was 300,000. Now it has been enveloped by the expanding community which numbers more than 1,000,000 residents, and the compact fun area is exceedingly cramped.

Open Saturdays, Sundays

Coney Island is open only Saturdays and Sundays behind a 1 bolivar (30-cent) front gate charge. There is no seasonal aspect, however, and the operation continues 12 months a year. There is a nucleus of company maintenance per-

sonnel, augmented by part-time ride help.

Promotional activities abound. Free one-hour variety shows are offered with weekly changes of acts. Churches and other institutions have free ticket access, which also applies to underprivileged children and other needy cases. The park corporation owns all facilities.

Typical weekends produce a 20,000 paid gate, Bakerman notes, although that many will turn out on any single day when the talent search provides a particularly sensational stagemat. The park reportedly draws more people than the local ball parks and bull ring.

Recent years saw the addition of a Schiff Wild Mouse, Hot Rods, and Junior Hot Rods. Also added was an Italian Ferris Wheel which turns in two directions, the result of being installed on a turntable platform. One of the problems arising from the all-year, humid, hot-weather operation is in the canvas field, Bakerman said. "It's murder, absolutely murder, on canvas."

FINANCE PLANS

New York Pre-Fair Costs—\$96 Million

NEW YORK — The Finance Committee of the New York World's Fair 1964-1965 Corporation has announced the procedure for the financing of the fair. The corporation plans to borrow \$67,500,000 thru the issuance of its promissory notes. Eastman Dillon, Union Securities & Company, New York City, will form a group to obtain subscriptions to the notes. A general public offering or underwriting is not contemplated.

Total expenses, including the cost of construction, operating and financing up to the opening date May 1, 1964, are estimated to amount to \$98,300,000. Preopening revenues from advance rentals and ticket sales are estimated to total \$30,800,000. This advance income plus the amount borrowed is expected to cover all expenses. (Cost of construction of buildings will be carried by the individual exhibitors. An "informed estimate" indicates that this will amount to approximately \$500,000,000.)

During the period of the fair itself revenues are estimated to be sufficient to repay all money borrowed, as well as costs and expenses. It is expected that a substantial surplus will remain and will be paid to the City of New York for restoring and improving Flushing Meadow Park and for

educational purposes. These revenues will be collected from rentals, concessions, licensing, and attendance—40,000,000 people are expected in 1964 and 30,000,000 in 1965.

Estimate of total construction cost is based on a report of Andrew & Clark, construction engineers, and the estimates of total revenues and expenses are based on a report of Madigan-Hyland, revenue engineers.

The fair corporation has already made tentative allocation of space totalling over 1,000,000 square feet to 25 exhibitors in the industrial area. They are actively negotiating at present with eight more exhibitors for an additional 300,000 square feet. In the transportation area requests for 19 acres comprising over 800,000 square feet have been received and tentatively approved. More than 169,000 square feet of space have been tentatively allocated to States. A number of acceptances have been received from foreign governments.

First-day applicants for space included American Gas Association, American Telephone and Telegraph, Borden Company, Eastman Kodak, General Electric, IBM, Liebmann Breweries, Pepsi-Cola, Singer Sewing Machines and P. Ballantine and Sons.

Carol Swenson Follows Dad's Showbiz Lead

MIAMI — Carol Swenson, 21-year-old daughter of Mr. and Mrs. Aut Swenson, operators of Swenson's Thrillcade, has become a second generation trouper.

Currently a drama student at the University of Miami, Carol will hit the road in February for a five-week USO tour to entertain U. S. Armed Forces in Greenland, Newfoundland, Baffin Island and Iceland. Hitting the showbiz trail won't be anything new for Carol, who has trouped off and on with her parents for years. But this is a comparatively new media, somewhat different from thrill show jumps.

She'll play the female lead, Hyacinthe, in the French farce "Mischief Maker," a play written by Moliere. Jack Clay will direct the play, and the troupe will include 15 people. It'll be back in late March.

Carol, who has studied drama in high school, the University of Miami and Northwestern University, will have a featured role in Eugene O'Neill's "The Great God Brown," the local university's Ring Theater presentation in November.

Boofland Burns; Won't Be Rebuilt

WINDSOR, Ont. — Boofland Park was hit by fire of undetermined origin which destroyed the main structure. This housed the offices, gift shop, Arcade, little theater, and service facilities. Loss was estimated at \$15,000, and was not covered by insurance. The conflagration is under official investigation.

Boofland was operated by Larry Sands and Jerry Booth, both known in connection with the "Jingles of Boofland" show on CKLW-TV. Sands announced that the park will not be reopened, in view of the loss sustained. All remaining assets are now being disposed of, and all creditors will be paid in full, Sands said.

Plan Arena Vote

CARMAN, Man.—Town council has given second reading to a \$60,000 money bylaw to aid in the construction of a sports arena.

The bylaw will be submitted to the rate payers October 21 and if approved will allow the town to make a \$60,000 grant to the Dufferin Agricultural Society for construction of a building that will serve the society as an agricultural building and the district as a sports arena.

TALENT ON THE ROAD

'Sky King' Names Booked For St. Louis Firemen's Rodeo

Kirby Grant and Gloria Winters, toppers in the television series, "Sky King," will be the headliners at the St. Louis Firemen's Rodeo to be held November 1-6. The duo will do a total of eight shows during the run. . . . Greater Gulf Coast Fair, to be held at Mobile's Hartwell Field this year, October 17-23, has lined up its usual bill of name talent. Included will be the Crew Cuts for two days; Molly Bee for two more and Teddy Phillips and his ork plus Candy Candido as emcee for the entire run. . . . Talent line-up at this year's Louisiana State Fair in Shreveport will headline Gene Autry with Anita Bryant for the last five days. Also on the Autry bill are the Dorchester Troupe. The Atterbury-Hornbeck Helicopter high act will be one of the fair's features. . . . Two Bogdadis, Risley turn, will close October 28 after one year with Lou Walters' Folies Bergere at the Tropicana in Las Vegas.

Charlie Byrnes, Chicago

Wheeler Trio Books Dates

The Frank Wheeler Marimba Trio, which just finished a four-day run at the Kern County Fair in Bakersfield, Calif., has been booked for the Elks Club in Everett, Wash., and "1961 Styles in Living" to be held at the National Orange Show grounds in San Bernardino, Calif., October 26-30. Spike Jones and his band, Lionel Hampton and orchestra and Joe E. Brown will be featured at the San Bernardino affair. Gene Detro and his Marquis Family Chimps, Al Lyons and His Music, Trio Kalmar and the Steiners are also set for the event.

Sam Abbott, Hollywood

LATE-SEASON LOOK

King Bros. Doing Well; Sees December Closing

SHERMAN, Tex.—King Bros. Circus plans to stay out under canvas until the second week in December.

"Business has been fair as a whole. The Canadian tour was okay. Since re-entering the States, business in the Rockies was real good," Co-Owner Remo Cristiani said as he summed up the trek. Good early business included some four performance days in Ohio before entering Canada.

King moved quickly across extreme North Texas. Show moves nights, but tent damage and heavy rains at Nocona, Tex., Friday night made arrival in Sherman Saturday about 1 p.m. Lots of cherry pie got front doors open by 3:15 p.m. for a snug 1,700 ticket holders to see the 70-minute program.

Reserves were held at 50 cents, but general admission was cut to \$1.25 adults and 90 cents children (from \$1.50 and \$1) after circus left Rockies. Side Show remains

35 cents and pit show 25 cents.

The performance, cut severely before Canadian tour, is somewhat rebuilt, including addition of Manuel Barragon at Frederick, Okla. (22), for the remainder of season except eight days he will work remaining Gil Gray Circus dates.

Remo Cristiani and Adolpho (Tripoli) Cristiani with their wives share management. Benny Cristiani produces and announces the program and works two acts. Bobby Hall has the wagon, Charlie Rourke has the show-owned Side Show, Dick McLaughlin owns and manages a reptile pit show. Oscar Crissett is superintendent of transportation, with Bill Lewis as assistant mechanic. Sam Jones is electrician, Danny Kelly is 24-man, Joe Smiga has concessions and A. Lee Hinckley has a five-man band. Sam Prickett has elephants (2).

Leonard Green, big-top boss (Continued on page 66)

Dutch Village Feature Highlights Danbury Fair

DANBURY, Conn. — Attendance at the Great Danbury Fair was running 14 per cent behind 1959 thru midweek but it was still better than any other year in recent seasons. Last year was a record one, with 85,711 for four days and a nine-day total of 157,595.

The fair got off to a strong start Saturday (1) and had pulled 73,695 persons for the same four-day period. There were 21,425 attending on opening day and 40,146—jamming the compact layout—on Saturday. The statistics are all the more impressive when it is noted that this is strictly a daytime fair; the place is emptied out at 7 p.m. every day. Experience over the years by Manager John Leahy convinced him not to battle the lowering October temperatures.

Outstanding element this year is the newly created Amsterdam Village, consisting of 26 full-sized buildings of masonry construction. A five-acre re-creation of an early Dutch-American settlement, it was completed just at fair time, and will

operate in the future as a regular tourist attraction. The restaurant was not finished in time so Leahy assigned the space to a furniture display—colonial style. In other buildings there were some 35 commercial concessions.

Lt. Gov. a Visitor

The gate figure dropped as usual after opening Saturday and Sunday. On Governor's Day, Tuesday (4), there were 7,232. Guest was Lt. Gov. John N. Dempsey, attending for Gov. Abraham Ribicoff.

With a \$1.50 gate for adults the fair has one of the highest prices in the nation, but Leahy has not stinted in free attractions. The grounds are jammed with mannekins and parade displays, a major-sized playground, free daily parade, and a free grandstand on weekdays. Feature is Ward Beam's White Horse Troupe.

Jack Kochman's thrill show was in on both Saturdays and Sundays. Opening day was cold, cutting into turnouts, but Sunday (2) drew a full grandstand.

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AMUSEMENT PARK OPERATION

Land of Colossus Principals Have Theatrical Experience

SANDY HOWARD, PRESIDENT, and other principals of the proposed "Land of Colossus" were introduced to the residents of this city and the San Bernardino area at an invitational gathering at the site at Fontana Sunday (9). The events featured stunt men in action similar to those who will be regular fare when the proposed \$2,000,000 funspot opens in 1961. The company includes Harvey Bernhard, director, vice-president and secretary-treasurer; Alan Stone, director, and Bill Doll, director. It also plans to produce a road company and tour the United States featuring attractions similar to those at Colossus. The show will play coliseums, arenas, ball parks and State fairs. It will be known and billed as "Colossus."

Land of Colossus will be located on a 123-acre tract two miles north of the San Bernardino Freeway connecting this city with Los Angeles. The company has an option which gives Colossus possession of the land as of December 1 on a 10-year lease at a rental of \$35,000 per year plus a portion of the real property taxes. Company has option to lease for an additional 10 years at a rental to be determined by appraisal but not to exceed \$35,000 per year. At the conclusion of the second year, in addition to the fixed rental, the company will pay upon gross receipts—5 per cent in excess of \$1,500,000; 4 per cent in excess of \$2,000,000; 3 per cent in excess of \$2,500,000, and 2½ per cent if in excess of \$3,000,000. Company has right to purchase area within two years after December 1, 1960, for \$430,500 payable 29 per cent in cash and the balance in five equal annual installments at 6 per cent.

Howard is president of Sandy Howard Productions, Inc., Hollywood, and has produced a number of live television and radio shows in New York and filmed versions including "Night Court," "Congressional Investigator," and "Animal World." He serves as a consultant to the Pleasure Island Amusement Park in Wakefield, Mass. Bernhard is vice-president of Sandy Howard Productions, Inc., and is founder and part owner of the Bali Ha'i Hotel in Las Vegas, Nev. Prior to joining Howard, he was in the theatrical business and has a background as a businessman and a real estate developer. Alan Stone is president of Stone Merchandising Associates, New York. His firm specializes in merchandising of theatrical ventures involving arrangements with manufacturers for the production of items endorsed by theatrical personalities. His company is the merchandising representative for Metro-Goldwyn-Mayer productions and also represents the Rodgers & Hammerstein musical, "The Sound of Music," as well as The Diner's Club, American Heritage, and Jackie Robinson. Stone was director of merchandising for the "Howdy Doody" television programs. Bill Doll is president of Bill Doll Associates, a public relations firm in New York. He was associated with the late Mike Todd for more than 20 years and was in charge of exploitation for "Around the World in 80 Days." He has directed publicity for more than 50 Broadway stagelings and once was in the press department of Ringling Bros. and Barnum & Bailey Circus.

Norumbega Sold; Anticipate House Project for Site

AFTER MUCH RUMOR and speculation, it was announced Tuesday (4) that 64-year-old Norumbega Park at Auburndale, Mass., has been sold to the Newton Corporation. No purchase price was given. The announcement was made by Douglas F. Farrington, president of the Norumbega Corporation, and Peter J. Kanavos, the purchaser. Farrington's office had denied right along that any deal was in the making. However, there were indications last summer that plans were afoot to turn the amusement park over to business ventures for a big housing development. It would be necessary to obtain zoning changes and it appears these are forthcoming. Kanavos said current plans "call for the continued operation of the park facilities under the management of Mr. Farrington and his organization."

But he added, "No definite plans have been formulated for the immediate future of Norumbega." The amusement center includes the Totem Pole Ballroom and occupies 30 acres of landscaped property skirting the banks of the Charles River. A landmark across the street, the Boston & Middlesex Street Railway car barn, is believed to be part of the future project. Despite Kanavos' statement, it is taken for granted locally that his interest in the property is as a business development and that his purchase could only mean the doom of Norumbega as an amusement spot.

2,000 Apply for Concessions Around New Lake in Texas

WITH THE FLOODING of the new Lake Tawakoni, to be one of the five largest in Texas, still anywhere from eight to 24 months away, more than 2,000 concessionaire applications already have been received, Executive Director John W. Simmons of the State-appointed Sabine River Authority said in Dallas.

About 2,500 acres will be available for commercial lease for such things as resort motels and hotels, marinas, organization facilities, residential and cabin subdivisions.

The city of Dallas is contracted to get 80 per cent of the water supply, with the remainder available for sale to Greenville, Terrell and other municipalities. Being for water supply and not flood control, Lake Tawakoni will have a stable water level, giving it recreational advantage over most lakes in Texas.

Simmons believes Lake Tawakoni's recreational potential may even surpass Lake Texoma in time, possibly 30 years. He envisions 5,000,000 yearly visitors and patrons for concessions besides thousands of permanent residents in vicinity of the shoreline. Simmons said that legal regulations governing use of the lake will be published by the end of this year.

Magic Mountain in Bankruptcy Action

Denver Themer Asks U. S. Court For Chapter 10 Reorganization

DENVER — Magic Mountain had a short life. But officials of the multi-million-dollar amusement park are going to try another financial shuffle.

On Monday (3) the board of directors asked the Federal District Court to supervise reorganization of the corporation under federal bankruptcy laws. The petition asks for action under Chapter 10 of the bankruptcy law which allows almost a complete reorganization.

The park, located 12 miles west of Denver and facing money problems since the first spadeful of dirt was thrown in 1957, closed quietly on Labor Day. Park officials had earlier claimed that once the gates were opened the park would never shut down. It opened June 30 on a basis that hardly could have been expected to be successful. Foreclosure suits, liens and lack of funds were factors against it from the beginning. The big amusement park just didn't have enough amusements.

The number of employees left without their final paychecks has not been disclosed, but the line has started forming. A committee of former employees has been formed and plans made to appeal to the Colorado Industrial Commission.

George Danyla, a director, said, "It's obvious what the position of the company is. Conditions beyond the control of anyone make it impossible to issue checks at this time." He added that they would mail checks to the employees when the money becomes available.

The petition for reorganization was sought on the grounds the park assets were being threatened by lawsuits brought by unpaid creditors. The petition said "only by preserving the estate intact can the business survive and the creditors be adequately protected. Piecemeal sale by judgment will scatter the assets, destroy the business and cause irreparable damage and loss to creditors."

The petition said the park itself is now worth \$3.3 million and the land on which it is built an additional \$303,000. Included in the list of \$1.8 million in liabilities were: \$859,000 in notes borrowed by the corporation, \$9,000 in wages, \$601,000 in trade accounts, \$28,000 in property and payroll taxes and \$5,000 in income tax deductions from payrolls owed to the federal government.

Record Gross Claimed for Winnepesaukah

CHATTANOOGA—Lake Winnepesaukah recorded its best season in its history this year, Mrs. Adrienne Norton, Lake secretary, announces. The amusement park racked up its biggest gains as a result of its addition of four new rides, the Mad Mouse, Tower Slide, Roadway and Scrambler, she stated.

In spite of bad weather at crucial times during the year, the park drew its largest crowds.

Free "Grand Ole Opry" shows by top country and western stars pulled large Sunday crowds. Holiday spectaculars featured "Opry" jamborees and fireworks.



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INCOME OVER 200G

Allentown Fair's Revenue Set Mark

ALLENTOWN, Pa. — In addition to a record attendance the Greater Allentown Fair extracted new highs in revenue during its initial try at running nine days. Income exceeded \$200,000 for the first time, according to Ed Leidig, general manager. Previous high was the \$190,060 achieved in 1959.

Another benefit accruing to the fair is this year's discarding of an 8 per cent city tax on 50-cent admissions. Last year the city's movie houses threatened to close down if they had to continue paying the tax, and the city relented. But it forgot about the fair. As a result, \$6,941 was paid on 50-cent midway admissions and \$3,500 on front-gate tickets.

This year the fair and midway

escaped paying these tax sums. But the tax still applied on tickets over 85 cents. The grandstand yielded some \$8,500 in this fashion, in 1959.

The fair's official attendance was 219,172 but actually exceeded that figure considerably, Leidig pointed out. Two of the nine days were operated without a paid gate, good for an estimated 50,000 persons. In addition there were county kids' days on Monday and Tuesday of fair week and city kids' days Thursday and Friday, during which all youngsters of high school age were free-gated. Kids under age 14 were admitted without charge all week when accompanied by adults.

Of the revenue total more than \$120,000 came from sale of commercial space.

ESE Launches Youth Fund; 15G Donated

WEST SPRINGFIELD, Mass. — Creation of the Eastern States Exposition Youth Fund and two initial contributions totaling \$15,000 have been announced by J. Loring Brooks, ESE president. The fund is devoted to benefiting ESE programs and activities furthering the education of young people thru organized groups.

Youth programs at the fair should be stimulated by the fund, according to Leland Kalmbach of Springfield, chairman of the Youth Foundation Committee and an ESE trustee. More than 8,000 boys and girls participate each year.

The \$10,000 contribution was designated as the Grace Harwood School Section and will be used chiefly to promote 4-H activities. The \$5,000 donation was not restricted.

Donna Shifts Fair Dates at Arcadia, Fla.

ARCADIA, Fla. — The DeSoto County Fair Association has voted to hold the county fair on January 17-21, inclusive, instead of the November dates formerly set, according to A. G. Erickson, fair manager. Reason for postponement: Hurricane Donna.

Erickson said it also was decided to postpone the deadline for suggestions for a theme for the fair. The winning theme will be worth \$25 to the originator.

According to Erickson, among reasons for postponement of the fair was the fact that the \$1,000 damage done by Donna to the fair buildings must be repaired, and with so many private homes on the waiting list for repair, such things as fair buildings have to wait a while for attention.

CHESTERFIELD, Va. — Treasurer George W. Moore Jr. announced that the recent three-day Chesterfield County Fair had a record number of admissions.

Moore said this year's admission totaled 11,804 persons, compared with a total of 8,677 last year and 9,502 in 1958. Gross receipts for admissions were \$6,613.05 this year and \$4,861.15 last year.

FAIR-EXHIBITION MANAGEMENT

New Mexico State Releases Statistics

ALBUQUERQUE, N. M. — Manager Tex Barron disclosed statistics on the record-breaking New Mexico State Fair which wound up its nine-day run on September 25.

Attendance, as previously noted, hit a new high of 464,750, up 15 per cent over 1959. Pari-mutuel racing, with a card increased from 10 to 12 daily races, was up \$675,000 over last year for a new all-time handle of \$3,555,304.

Siebrand Bros.' Shows, long a fixture on the midway, also tallied a new high. Stoner Concessions, in both the fair's 11,000-seat Tingley Coliseum and in the grandstand, reported brisk business. Independent concessionaires thruout the grounds described business as generally ahead of 1959.

Total Coliseum gross, including Beutler Bros.' Rodeo and guest shots by names, was \$112,141.95, ahead of '59 by close to \$1,800. Highlighting the building shows were Peggie Castle and Peter Brown, of the "Lawman" series; Red Foley and his "Jubilee U. S. A.," Rex Allen and His Men of the West, and Robert ("Wagon Train") Horton and the Cass County Boys.

Miss Castle and Brown pulled two full houses; Foley pulled two and Allen did three nights of capacity. Horton, in for the final two nights, played to SRO on one and about 7,500 the final night of the fair.

MacEachern Names Assistant; Lethbridge Expands Seating

CHICAGO — Reports from Canada are that S. N. MacEachern, manager of the Saskatoon (Sask.) Exhibition, has a new assistant, Elwood F. Hart, who will manage the curling rink during the winter, is an agriculture graduate of the University of Saskatchewan.

Seating capacity of the Lethbridge (Alta.) and District Exhibition grandstand is being increased by 324 thru the removal of front boxes. Work is progressing on the new livestock pavilion and the board has agreed to a limit of \$450,000, including architect's fees, on the cost. Financing will be thru cash on hand, grants and a bank loan, according to Sven Erickson, fair president. Dates of 1961 exhibitions on the Prairie Fair Circuit in Western Canada are as follows: Swift Current, Sask., June 29-July 1; Lethbridge, Alta., July 5-8; Moose Jaw, Sask., July 12-15, and Medicine Hat, Alta., July 19-22.

The High River (Alta.) Agricultural Society is concerned about its grounds which it leases. The city needs the 31-acre site for expansion. Council has been informed that 125 to 130 homes could be built on the grounds which has an assessed value of \$24,000. The grounds may be taken over next year. The annual Frontier Days, begun in 1946, was canceled this year because of uncertainty over sewer lines. The fair is faced with the problem of finding at least 40 acres. A city-wide campaign is under way in Estevan, Sask., for a swimming pool to be built on the fairgrounds. The Estevan Agricultural Society is considering ways to mark its 50th anniversary during next summer's exhibition. President E. P. Rae is in charge.

Century 21 Exposition Adds Two New Staffers

SEATTLE — Lawrence O. Johnson, sales engineer, has been named to the staff of the Century 21 Exposition to obtain industrial exhibitors, and Norman Davis, a local businessman, will head the 1962 expo's art exhibit program.

Johnson, who will serve under Donald Foster, Century 21 exhibit director, will tour the Eastern and Midwestern States to interest industry. He previously was with the U. S. Department of Commerce as a trouble shooter with the War Manpower Commission during World War II, Marine Division of the Northern Commercial Company and the Ravenna Metals Company.

Davis, who is a vice-president of the fair, is vice-president of the Seattle Art Museum and a trustee of the Broadcasting Foundation of America. A professional art director and staff will be added in the near future.

Flemington Fair Expanding By Fencing Another 12 Acres

FLEMINGTON, N. J. — An additional 12 acres are being fenced by the Flemington Fair, Manager Norman L. Marshall reports. This is property which has been owned by the fair for several seasons but which has not been formally included in the fairgrounds area.

The project will result in the entire grounds being fenced in. The new section is being graded and prepared for seeding.

Attendance for the 1960 exposition was far in excess of 100,000, Marshall said. Two free children's days were not included in reported paid attendance of 95,000 for the seven days.

Gil Gray at Fair

DALLAS — Gil Gray Circus elephants worked by Johnny Herriott together with the show's calliope and six-pony hitch will appear every day of the Texas State Fair on the fairgrounds in a parade. The parade every evening has been talked some years, but will become a reality this Diamond Jubilee showing.

Show Loses Night

PARIS, Tex. — Christiani Bros. Circus canceled its Monday night (26) performance here and tore down early in hard rain in effort to get off the fairgrounds and move to Sulphur Springs.

LAST FALL RUN

Bakersfield, Calif., Fair Draws Record 218,753

BAKERSFIELD, Calif. — Playing a fall run for the last time, the Kern County Fair set a new attendance record of 218,753 during the seven-day run ending Sunday (2), Robert King, secretary-manager, said. The event will run June 9-17 next year, adding two days to the event. Last year's count was 214,796.

In addition to setting the all-time record, the fair pulled 52,019 on Saturday (1) to set a new Saturday record. King attributed the increases to good weather with a high of 83 degrees, a temperature welcomed in this area.

Opening on Monday (26), paid gate revenue was up 23 per cent, and the rodeo held that night and the following was sold out with turnaways. Opening Wednesday (28) for two nights was "Glamorama," booked and staged by George B. Hunt & Associates. This show included the Rudells, Manual Viera and Company, Dave Barry and the Steiner Brothers. Show for Friday and Saturday featured the 3 Ds, Sir Richard Drake, Galli Galli and the DeCastro Sisters. The Marion Rankin Dancers played the four nights and the Sensational Daltons were featured for the full run. The Frank Wheeler Marimba Trio appeared as a special events attraction Monday thru Thursday.

The grandstand fare from mid-week to closing was a horse show headed by Walter Kane, publisher of the "Californian."

West Coast Shows, which combined its two units for the date, played the midway.

Central N. Y. Fairs Meet This Month

OWEGO, N. Y. — The Central New York Fair Association will meet at the Syracuse Hotel in Syracuse on Friday and Saturday, October 21-22. Executive committee will meet Friday evening and the regular association meeting will be started at 10 a.m. the following day. Charles B. Estey, of the Tioga County Agricultural Society, Owego, is secretary.

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ARENA, AUDITORIUM NEWSLETTER

Icer Publicity

By TOM PARKINSON

"ICE FOLLIES" was saluted by the 21 buildings it plays with a full-page color ad in Life magazine. The ad includes photos of the Shipstads and Johnson and several skaters, plus the show's route for its 25th annual tour. The greeting idea originated with one of the building owners, according to "Follies," and was underwritten by the local buildings or promoters. . . . When "Holiday on Ice" is seen over NBC-TV in November, the program will be billed as "Wonderland on Ice featuring Holiday on Ice and starring Efrem Zimbalist Jr. and Dorothy Collins. Show is taped and is scheduled for Thursday, November 17, but will be seen on additional stations at various times in that period.

Grand Rapids Mulls Stadium; Buildings Book Many Shows

GRAND RAPIDS, MICH., is starting to consider construction of a municipal football stadium. Fred Barr Jr., manager of the Grand Rapids Municipal Auditorium, has been named to the committee to study the proposal. The stadium would be designed for use also with baseball and other events. . . . Win F. Hanssen, of Long Beach, Calif., at the urging of several other managers, is surveying IAAM membership on the question of whether buildings show an operating surplus or deficit. Hanssen made such a study a few years ago and will be updating the information. . . . The Portland Oregonian recently carried an extensive article about how the new Memorial Coliseum is expected to function, what it will attract and how it probably will affect other buildings in the area. Manager Don Jewell was quoted. Also interviewed and quoted were Harry Hanson, of Public Auditorium, and Dick Richards, manager of the PI livestock building. Memorial Coliseum opens November 3 with "Holiday on Ice". . . . The Coldstream Guards will be at Seattle Civic Auditorium October 22.

Atlanta Seeing Japanese; Lincoln Books Herb Shriner

ATLANTA MUNICIPAL Auditorium has the "Japanese Spectacular" October 10-12. . . . Lincoln's Pershing Memorial Auditorium has Herb Shriner's "Pops Americana" for November 2. . . . Harold Weston reports the Lafayette Municipal Auditorium will have "Pleasure of His Company" for the Broadway Theater League Monday (10) and Fred Waring and His Pennsylvanians on October 31. . . . Indoor go-kart races will be operated at the Toledo Sports Arena again this season. One is set for October 23. Next night has Ray Conniff's "Concert in Stereo" in the Sports Arena, and the Shrine Circus will be there for October 26-29. Kingston Trio is booked for October 30. . . . Long Beach Municipal Auditorium will have the U. S. Navy Band on October 28. . . . Shelley Berman is at the Lansing (Mich.) Civic Center Tuesday (11). "Grand Ole Opry" and Faron Young are there on October 15. . . . Mae Hong has joined the Harlem Globetrotters advance department. She has been ahead of several circuses, legit companies and other shows in the past.

Cal Smith Outlines Season Booked for Mayo Auditorium

ROCHESTER, MINN., opens its winter ice season at Mayo Civic Auditorium today (10). The Rochester Figure Skating Club has reserved a minimum of 300 hours. The Rochester Mustangs Hockey Association, Central Hockey League member, will play 12 home games at Mayo. Building Manager Cal Smith reports that they have just completed installation of a changeable letter sign on the theater marquee to herald events at the theater and arena. Also new is an Al-Tec-Lansing sound system in the theater. It is equipped to handle tape recordings as well as direct radio broadcasts from the building. Rochester's Community Concert series includes Ballet Espanol, October 29; Festival Quartet, January 28; Vienna Boys Choir, February 8, and Phyllis Curtin, April 14. The building also will see the Minneapolis Symphony Orchestra November 15, January 24 and March 21. Columbus Boy Choir is booked for December 9. Harlem Globetrotters will be in the arena November 6.

Central Wash. Fair Attendance Up 35%

YAKIMA, Wash. — Attendance was up 35 per cent over 1959 to a total of more than 140,000 at the Central Washington Fair, which ended its five-day run here Sunday (2), J. Hugh King, manager, disclosed.

The fair used its new grandstand for the first time, with Guy Mitchell headlining the show with Ginny Tiu. Woo Woo Stevens, with Del Rice as emcee, rounded out the show booked by George

Burke of GAC-Hamid. The grandstand had turnaway business Saturday night (1), King said.

Attendance at the horse racing, without pari-mutuels, was said to have exceeded all expectations.

Carnival revenue, said Ralph Meeker of Meeker Shows, was up 9 per cent for the 17 major and 12 kid rides and 52 concessions.

"Dancing Waters" reported the third largest day in the history of the traveling unit.

Cobo to Seek New Catering Contract Bids

DETROIT—Action on one of the three major concession contracts for the city's new Cobo Hall was taken last week by the city council, following a sharp exchange of views between Mayor Louis C. Miriani and the council. Present concessioners are operating on a temporary basis as the result of a protracted dispute involving the Civic Center Commission, the mayor and the council.

Tuesday the mayor chided the council to "stop fencing with the Commission and me on the checking and hot dog contracts."

The checking contract was referred back to the commission in a form that indicated preference would be given to a local concessioner.

The council then set up requirements for bidders on a five-year catering contract. It stated that a bidder must have been a successful operator of a \$1,000,000 annual business in that field for five years. A Detroit newspaper said this limited the likely field to one man.

But the Cobo Hall commission refused to follow the council's instruction and instead it moved to advertise for new bids under a new set of specifications. The contract is expected to gross \$250,000 yearly.

Werner Buck Sets Motor Sports Show

LOS ANGELES—The 1961 International Motor Sports Show will be held at the Pan Pacific Auditorium here December 16-24, Producer H. Werner Buck of Show Management, Inc., said. Display divisions will include custom cars, hot rods, roadsters, dragsters, Bonneville and Indianapolis racers, sports cars, street and competition motorcycles, sprint cars and drag and ski boats.

Arena Shuts Down

YORKTON, Sask.—Temporary closing of Yorkton's Arena was ordered by city council when it was informed that the structure does not conform with the National Building Code and that between \$45,000 and \$65,000 must be spent to bring it up to the standards called for by the code.

TRIANGLE PLUGS BUCS IN MANY TONGUES

PITTSBURGH — Dave Rosenberg, of Triangle Poster Company here, feels that he played a role in helping the Pittsburgh Pirates win the pennant this year and he did it in many languages.

He silk screened a few auto stickers as a gag with the slogan, "Beat 'Em Bucs" and mailed them to friends, novelty houses and to Bing Crosby, Perry Como and Bob Hope. The idea caught on and novelty houses and commercial printers ordered them in orders as high as 50,000 at a crack.

But the orders wanted them in many languages and they were printed in Hebrew, Italian, Polish, Chinese, Latin, French, Spanish and other tongues. Many cars had as many as five or six in their windows.

The result—nearly a million of them were sold.

Calif. State Fair Concession Space Income Drops Off 18G

SACRAMENTO—Altho attendance at the California State Fair and Exposition dropped 213,318 at the front gate during the 12-day run ending September 11, the fair showed an over-all reduction of approximately \$18,000 in total flat fee concession revenue, The Billboard learned.

Of this amount, the greatest loss was from the carnival contract which went to the combination of West Coast Shows, Crafts Shows and Foley & Burk Shows for \$125,000, a figure set when the admission was upped from 50 cents to \$1 for adults. Had the gate remained at 50 cents, the contract called for payment of \$135,000.

Freedman Novelties paid \$14,200 in place of \$17,150, and "Dancing Waters" as compared to the Toothpick Circus, \$3,500. "Waters" played as a free attraction in front of the grandstand. Last year "Waters" paid the fair \$4,902.72 and the Toothpick Circus paid \$1,667.42. The master food and beverage contract, however, was up approximately \$800, with C-C Concessions paying \$62,197.63 in 1959 and \$62,962.61 this year on the basis of 27 1/4 per cent. The loss of only \$18,000 in

revenue from flat fee concessions to the fair has raised the question as to whether the fair has the facilities to take care of more than 750,000 people. One source said this proves, too, that 700,000 people will eat and drink as much as 900,000.

The attendance in 1959 was 915,559 with a gate revenue of \$259,323.50, and this year 702,241 with a revenue of \$430,803.25, up \$171,480.

Revenue from concessions on a percentage totaled \$150,348.93 in 1959 and \$148,010.02, this year down \$2,338.91.

Four File Claims Against Savin Rock

WATERBURY, Conn. — Four persons injured when a miniature train crashed last July at Savin Rock, suburban New Haven amusement park, have filed a \$130,000 suit in Waterbury Superior Court.

The suit is against the companies operating the amusement ride, the Guiliano Holding Corporation and Amusement Pier Inc., the owners of the companies, Mr. and Mrs. Anthony Guiliano, New Haven, and a Guiliano employe, Roy Zimmerman, also of New Haven.

Hillsdale, Mich., Fair Nearly Equals Record

HILLSDALE, Mich.—The sturdy Hillsdale Fair wound up its nine-day run here Monday (3) after almost equaling its record of 1959 and ended up \$6,000 above the average of the last five years receipt-wise.

Veteran Manager Harry B. Kelley reported that total receipts amounted to \$68,661.66 compared with \$70,390.94 last year. A forenoon rain on Friday (30) hurt as did rain on Thursday evening (29). Otherwise the fair would have matched or surpassed last year's record run, Kelley said.

No night grandstand shows were lost to rain due to a new grandstand covering. This was constructed of permanent pipe framing with nylon top and sides and drapes in the rear. No scenery was used for the show which featured Jimmy Dean, who was booked thru GAC-Hamid. The rest of the show, with the Tommy Dorsey ork was brought in thru Barnes-Carruthers.

The Gooding Amusement Company had a good run, equaling last year's ride and show gross. The always popular horse racing was again big and 159 horses started during the week.

Demand for exhibit space was high, and 60 tents were used in addition to the fair's buildings to house the exhibits, both commercial and agricultural.

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TORONTO, BOSTON SEE HAMID-MORTON

Diving Horse Makes First Indoor Appearance at Maple Leaf Garden

TORONTO — Hamid - Morton Circus completed its one - week stand at Maple Leaf Garden last week and moved to Boston Garden for a 12-performance stand ending Wednesday (12).

The Toronto date, first under auspices of the 18 Lions clubs of the area, marked the North American debut of Hamid's diving horse act as an indoor, portable attraction. The act has been done outdoors for years, but heretofore the tank and rigging for indoor dates had never been perfected.

Toronto was promoted by Len Humphries, assisted by John Min-ton. Staff included Charles Basile, announcer; Bob Atterbury, company manager; Andrew (Fingers) Castle, props and rigging, and Joe Basile, band.

At Boston Garden, Hamid-Morton is under Shrine auspices. The

advance sale was said to be fair. Scale is \$1, \$2, \$2.50 and \$3. There are to be seven night shows, three afternoon shows and two morning shows.

2d Longest Season For Kelly-Miller

HUGO, Okla. — When Al G. Kelly & Miller Bros. Circus returns to quarters here from their November 6 closing at Weatherford, Tex., it will end its second longest season, topped only by their 1950 tour. This year they opened March 20 at Bonham, Tex. The 1950 tour opened April 14 at Paris, Tex., and closed December 4 at Fairfield Tex., according to Art Miller, general agent.

Hagen Third In

HOPKINSVILLE, Ky. — Hagen Bros. Circus was the third show of the season to play here. It was in September 21 and got a handful in the afternoon and a half house at night, under Shrine club auspices.

2-PHONEMEN-2

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Ringling Wins Record Gross At Dallas Date

DALLAS—Before the Ringling Bros. and Barnum & Bailey Circus train left early Tuesday for Ardmore, Okla., the show racked up the largest gross of all the years it has played Dallas, tax records showed. Ticket sales totaled \$150,000 from about 70,000 admissions, both topping fives days last year, six days the year before, and shorter runs the year before and previously under canvas. This run was for 11 performances in five days.

Sellouts were during the weekend. Daily ticket sales, according to recapitulation from Wolcott (Cotton) Fenner, who managed the promotion for Super Shows, Inc., were: Thursday (29), two shows, 6,000 tickets; Friday (30), two shows, 14,000 tickets; Saturday (1), three shows, 27,000 tickets; Sunday (2), two matinees, 17,000 tickets; and Monday, added after the original booking, two shows, 6,000 tickets.

Delayed report from San Bernardino, which the show played in early September, indicates that it had 8,621 people for a four-performance total. The Swing Auditorium seats 4,500 persons. At Fresno the show grossed \$85,000 in two performances. Salt Lake City gave \$30,000 in four performances.

New 496,000 Gate Scored At Richmond

RICHMOND, Va. — The nine-day Virginia State Fair wound up just short of its half-million attendance goal, but scored a notable 496,000 total in the process. Previous record was 481,000 in 1958, J. A. Mitchell, manager, said. The fair once did better than 500,000, he said, but before a crew with hand-counters was used.

Mitchell was confined to bed after the fair on doctor's orders, after ignoring earlier warnings during fair week.

Final day Saturday (1) brought 53,500 persons to the grounds for one of the week's better turnouts. First Saturday had done a reported 87,000 at the Strawberry Hill fairgrounds.

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CIRCUS TROUPING

By TOM PARKINSON

TOM PACKS IS LINING up a strong program for his Mexico City engagement which opens November 18 and he also is busy framing plans for the St. Louis Firemen's Rodeo, which opens November 1. The Mexico City program is to include Clyde Beatty's wild animals, the Wallendas, the Kimris, Buschbom's new spotted Liberty act, Konyot's Chimps, Rietta, Bobo Barnett, Jan Risko and Nina, Ten Rodos; Miss Mara, Jordan Trio, the Carmena head spinners, the Flying Ray-Dels, Kelly-Miller Elephants, and a number of clowns and acts from Mexico. The St. Louis Firemen's Rodeo will feature Kirby Grant and Gloria Winters, who are featured in the children's TV program, "Sky King."

The Duke of Paducah Circus, which made its first tour this season, closed Saturday (8) at Plant City, Fla. Business has been good, according to reports, and the plan was to stay out until November. But hurricane damage in future stands caused the decision to shutter now, it is said. Best of the remaining stands will be played in January by the show, which Bob Snowden operates.

Emmett Kelly Jr., who has followed his father and brother Pat, into the clowning business, reports that he was playing a charity date in Michigan last week. Kelly does not plan to clown full-time yet, but will stay on his railroad job at Peru, Ind., initially at least. . . . Circus World Museum attendance has topped 143,000, according to a recent count. The museum closes for the winter October 14.

★ ★ ★

Harry Smalley, who was killed in the Kelly-Miller truck wreck on September 16, was a member of the band and played bass horn. He had been with the Kelly-Miller show four years. Smalley had trouped with Crawford Comedians, Brundage carnival, Russell Bros., C. R. Montgomery, Clyde Beatty, Cole Bros., Ringling-Barnum and K-M. A member of the Albert Lea, Minn., AFM local and the Hugo, Okla., Presbyterian Church, he is survived by his widow, Beatriz, and two sons, Juanie and David. Burial was at Rich Hill, Mo. . . . Ernie Kerns, who formerly clowning for Christian Bros., has been making fair dates and also playing stands for O'Leary Bros.' All-Irish Circus around Indianapolis, where he is a disk jockey for WOCH. . . . Bradford N. Warner has been named chairman of the Barnum Festival for Bridgeport, Conn., for 1961.

Billy Barton caught the Clyde Beatty Circus at Fort Bragg, N. C., and visited with Seitz and Mendez, Joe Gallasso, Harry Dann and Hoot Black. Pat Barrett, high act, was on the same bill as Barton at the fairs in Salisbury and Fayetteville. Barton goes to Kansas City for several club dates, then to Teaneck, N. J., for the first of Don Francisco's stands. He will be with Polack Bros. in 1961. . . . Billy and Rosalie Seigrist are on the Marks carnival with a Dark Ride. . . . The Seitz-Mendez high-wire act, which goes to Europe after this season, has added Spain and Vienna to its bookings. It will be with Circus Scott Sweden next summer. . . . Harry Cooke's mother, 86, is up and around again after a long illness. . . . Carla Wallenda Jordan is in Sarasota and Patsy Wallenda has taken her place in the high-wire act for the present.

Noyelles Burkhart, formerly with Ringling and Cole, was a visitor in Indiana and Chicago recently. Hilda Burkhart at the same time was visiting in New York, and now they are back home in Sarasota. . . . The Adamsons, perch act, were at the Montreal Mocambo Club and then the Bellevue Casino, also in Montreal, closing there last weekend. . . . Donald Marcks writes that he visited in Los Angeles with Norman Carroll, Dorothy and Dick Bear, Wally Ross, Daisy and Gordon Borders, Howard Greatrex, Chang Reynolds and Bob Bernard.

Melvin J. Olsen, Indianapolis fan, is back in Methodist Hospital there and would appreciate mail. Before re-entering the hospital he caught Penny Bros.' Circus in Worthington, Ind. . . . Ringling-Barnum gets lots of local publicity mileage out of unloading its new train and marching bulls to the building. . . . D. Roger Francis, who has been in California, is heading back east and plans to have a show promotion in Detroit.

. . . Billy Hoffman reports he caught Ringling several times in Los Angeles. He also caught the Polack show. . . . Picture of little John Augustus Jones Strong, son of the owner of the John A. Strong Circus, was in the Bakersfield, Calif., paper for kids' day at the fair. Shot showed the boy with a lion cub.

From Ringling-Barnum, Chuck Burnes writes that many of the circus personnel visited Tiajuana, Mex., while the show was in San Diego. The Trevor Bales, Eva Namedi, Frankie Saluto and Burnes made TV appearances. Frank (Whitey) Crisp, bug man, closed. Meanwhile the Murray Feins have been on fairs and were to rejoin Ringling at Ardmore. Rosebud Margas backyard coffee joint and Huey Burgoon's tomatoes got a big play when there was no restaurant near the building. The Ibarra Brothers were guests of honor at the Tiajuana bull ring, where their brother, Jaime Bravo, is a bull-fighter.

Visiting the Ringling show in San Diego were Theresa Baron Atkins, Harold Hall, the Fredonia Troupe, Berge Smith, Dolly Green, George Perkins, Abe Goldstein, Pelusa, Reynosa Troupe, Bobby Kay, Bob Lorraine, Tony Morotto, Bill Biggerstaff and family, Mingo Feliz, Joe and Chester Sherman, and Rose and Fay Alexander.

R. E. Kimbrough, with Ringling in 1924 and 1925, is now on the Greenville, Tex., city board of adjustments and okays shows coming there. When Cristiani was there and couldn't locate a substitute lot, Kimbrough stepped in and found one that the show could gilly onto. . . . George Morris writes from Gainesville, Tex., that he caught King Bros.' Circus at Sherman, and other visitors included Big Bob Stevens, Jimmy Hamiter, Lawrence Cross and Billy Burke. Lee Hinkleley, King bandmaster, recalled that 25 years ago four men from Gainesville were in his band. They were Ralph Wingert, Walter Parnell, Berry Garner and the late Jess Morris, brother of George.

Paul Van Pool caught the James Christy Circus recently. Col. W. H. Woodcock and son, Buckles Woodcock, have their elephants there now. . . . George Hanneford Jr. played Toronto for Hamid-Morton and then went to Big Bob Stevens at Wichita Falls, Tex., and the series of Shrine-produced circuses in other Texas cities. He and his troupe go to Atayde in Mexico this winter. . . . Tedd Meyer, of Manhattan, Kan., writes that rain killed the business for the show he put together for a date there recently. In the show were Ralph Kirk and sons, Clark McDermott's bear, Whitesides and O'Donnell, the Dale Maddens and the Ed Widaman elephants. Meyer also caught James Christy and visited the Woodcocks.

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LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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- McNally, Charles
- (Trump)
- Madd, Eddie
- Major, Johnny
- Manjok, Pee Wee
- Martin, Frederick
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Dick Mueller Opens Own Eat Gear Biz

ST. LOUIS—Dick Mueller announced the opening of the R. L. Mueller National Distributing, 522 Flora, in nearby Webster Groves, Mo. Mueller has a complete line of equipment and supplies for eating and drinking concessions and is affiliated with the Freshway Products Company. Mueller was formerly with the C. R. Frank National Distributor, where he handled outdoor show accounts.

Freedomland

Continued from page 52

Expectations but spending greater, the stockholders' concern over the direction taken by the operation is easily understandable. Zeckendorf's measures have produced severe cost-cutting wherever possible, but some of the expenditures can never be reclaimed — construction cost \$22,000,000, which exceeded expectations by \$4,500,000. Crafts unions and other guilds extracted a terrific toll during the process, with carpenters earning \$400-\$600 a week during the closing period on a breakneck, overtime schedule.

Robert L. Smith, executive vice-president of Roosevelt Field, the big Long Island shopping center, is functioning as park manager. There is no announced or confirmed plan to retain another. Milton Raynor, IRC president, is, however, to be succeeded sometime this year. He had planned to leave the post while retaining his stock, but premature announcement in a syndicated newspaper column compelled him to stay on, it is said. The search in progress now is for a president, not a manager.

Freedomland has been on a Saturday-Sunday schedule for the past few weeks. Some patrons arrive in midweek unaware of this fact, and are let in to wander around for a quarter.

Waterloo

Continued from page 52

Art B. Thomas Shows on the midway. In for its second year on the fun zone the Thomas organization registered a 25 per cent increase the first several days.

Just fair business was being piled up in the Hippodrome, attraction center for the Congress, Kash reported. The Kansas City Rodeo Kids were the lure the first three days. Moving in on Tuesday (4) for the remainder of the run was a GAC-Hamid show featuring Jimmy Dean and the Fontane Sisters.

Kash had to take a little time out from the fair operation early Sunday (2) when his wife presented him with a son, Anthony Roger.

Exhibit space were excellent and many of the buyers were already talking about increasing their areas for 1961.

League

Continued from page 52

lary, and three past-presidents, Fred H. Kressmann, Ned Torti and Maurice (Lefty) Ohren. Rev. Marcel LaVoy delivered the invocation.

Plans for the convention were announced by Shelby, who urged reservations be sent in for the November 30 banquet and ball in the Hotel Sherman. Also on the convention schedule are the memorial services, the election, open house and the annual meeting.

It was announced that 18 members had passed away since the last meeting in the spring.

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ROLLER RUMBLINGS

By AL SCHNEIDER

THE ADDITION of 57 operators, representing 30 rinks, to the membership roster of the Roller Skating Rink Operators' Association of America has been announced at RSROA headquarters in Detroit by C. E. Cahill, secretary-treasurer. The new members and rinks they represent include Mr. and Mrs. Lester M. King, King's Roller Rink, Franklin, Calif.; Robert N. Moore, Hangtown Roller Rink, Placerville, Calif.; Mr. and Mrs. William T. Carlisle, Suncoast Rink, Bradenton, Fla., having recently taken over the rink from Mr. and Mrs. M. G. Janes; Mr. and Mrs. Robert Thorne, Hialeah (Fla.) Rink, who also operate Skateland, North Miami; Mr. and Mrs. Robert W. Tucker, Fryer Tuck's Rink, Moultrie, Ga.; Mr. and Mrs. William Patterson, Skatemor, Anderson, Ind., who also operate Rollerland, Indianapolis; Alvis I. Kessinger and Jeffery D. Monroe, Roll-Aire Rink, Charlestown, Ind.; Mr. and Mrs. Wilbur Wilson, Wilson's Rink, Williamsport, Ind.; Floyd Woosley, Rockford Rink, Louisville; Mr. and Mrs. Lawrence V. Arundel, Dalamar Rink, Gaithersburg, Md.; E. M. Polhemus and C. Guerrieri, State Arena, Lakewood, N. J.; Edmund W. Young and George E. Schmidt, Lenape Park Rink, Mays Landing, N. J.; George J. Peters and Richard A. Whalen, All Weather Roll 'n' Ice, Copiague, N. Y.; L. V. Mills, R. Meola, F. V. Fisher, R. H. Stover and W. H. Fitzgerald, Skateland, Middletown, N. Y.; Sal Yoviene, Skate Haven, Lackawanna, N. Y.; Mr. and Mrs. C. M. Chappell, Rollerland, Elizabeth City, N. C.; Mr. and Mrs. Gene Ellis, Stardust Skate Arena, Muskogee, Okla.; William J. She-maka, Pine Valley Rola-Land, Wexford, Pa.; Mrs. Caroline Thierry, Kensington Rink, Philadelphia; Edward Hibbs and Garry Wolf, Paradise Rink, San Juan, Puerto Rico; Mr. and Mrs. Lester Young, Starlite Rollerade, Dallas; Mr. and Mrs. Walter D. Young and Mr. and Mrs. Jack R. Barbre, Rocket Skating Palace, Dallas, the second location for the Walter Youngs, who also operate the Dal-Kliff Rink in Dallas; E. E. Stalcup, Odessa (Tex.) Rink; Mr. and Mrs. Doyle O. Goodwin, Jolly Time Rink, Fort Worth; Ralph E. Barker, Westview Rollerade, Waco, Tex.; Emil V. Steele, Rollerland Arena, Vernoa, Va.; Mr. and Mrs. Howard R. Bacon, Rollarena, Richland, Wash.; Mr. and Mrs. Robert C. Hemphill, Capitol Skateland, Olympia, Wash.; Mrs. Eunice W. Black, Bellview Rollerdrome, Fairmont, W. Va., and Mr. and Mrs. Martin W. Laufer, Artistic Roller Rink, West Bend, Wis. The association also announced the addition of operators to current memberships. These include Louis Lo Cicero, Montie R. Young and Frank De Lisi, Rocket Rink, Imperial Beach, Calif.; George McCann having retired from the rink; Mrs. Bill Price to the membership of Bill Price, Thomasville (N. C.) Skate Land; Elmer W. Ringeisen to the membership of P. T. and H. F. Agsten, Skateland, San Diego, Calif.; Joe, Rudy and Leo Pieraccini to the membership of Rainbow Lake Rollerdrome, Memphis, taking the place of U. Pieraccini, deceased, and A. Pieraccini, retired, and Jerome A. McDavitt, North-porte Rollerade, San Antonio, Ralph Barker having left this rink to operate a rink in Waco, Tex.

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WHITEY SUTTON	ADELE & STARR DeBELLE
EDMUND PATSCO	MR. & MRS. W. S. PASTERCZYK
	MR. & MRS. SAM APPLEBAUM
	L. BACHI

Final Curtain

ADAMS—William J. (Buck), 78, father of Johnny Adams, Mobile, Ala., carnival worker, September 28. Survived by two sons, Johnny D. and Wm. A.; three daughters, Mrs. Helen Dykes, Mrs. Dorothy Wilkerson and Mrs. Nellie Merriwether; a brother, Henry, of New Orleans, and a sister, Mrs. Netti Davis, New Orleans.

CROFT—Jake M., a member of the Miami Showmen's Association, September 23. Burial was in Woodlawn Cemetery, Miami.

DEMING—Otto, 77, former circus musician, September 22 in Janesville, Wis. He played baritone with the Wixom Bros.' Circus in 1900 and 1901, and was also with most of the major circuses of 40 or more years ago, including Gollmar Bros., Ringling Bros., Forepaugh and Sells. Interment in Eastlawn Cemetery, Beloit, Wis.

FINNEGAN—Harry, 68, operator of orange juice stands at Eastern fairs and celebrations, September 24 at the New Jersey State Fair, Trenton.

FRANCIS—Nicky, 40, circus clown who also performed in TV, films and night clubs, September 28 of a heart attack at his home in St. Petersburg, Fla. A native of Paris, France, he was born George Frantilini into a family which for four generations had produced professional clowns. Francis moved to Kirksville, Mo., at an early age. Francis once was a member of Cole Bros.' Circus. He appeared for five years on the network TV show, "Super Circus," and also appeared in several films, including "Trapeze."

HICKEY—Walter T., 69, pioneer film distributor, September 28 in Atlanta. A native of Springfield, Mass., he started in the film business by showing

"The Great Train Robbery" in a tent. In 1927, Hickey went to Atlanta and worked for major film distributors, retiring in 1947. Survived by his widow, Ethleen;

a son, George, Middleton, Wis., and a stepson, Stewart F. Ansley, Decatur, Ga. Burial in Oakland Cemetery, Atlanta. (Continued on page 61)

In Loving Memory of



JAMES E. STRATES

*Dedicated by his mother, wife, son, daughters,
daughter-in-law, sons-in-law and
grandchildren*

GRANDMOTHER STRATES

MABEL F. STRATES
E. JAMES STRATES
PHYLLIS STRATES
ONALEE E. JONES
FRANK AND THEODORA NEMIA
LEE AND ELIZABETH ALEXANDER
LEE AND GLORIA JONES
WILLIAM H. JONES, JR.

GRANDCHILDREN

ROBIN, J. J. AND JIMMY NEMIA
JAMEY AND MATTHEW ALEXANDER
SUSAN AND JIMMY STRATES
LAURA AND ELIZABETH JONES

IN MEMORY OF OUR BOSS AND FRIEND

JAMES E. STRATES

JACK NORMAN
BONNIE NORMAN

In Loving Memory of My Dear Wife

CLEONE IRMA CROWE

Passed Away
October 10, 1953
Gone But Not Forgotten
JAMES E. CROWE
Husband

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Billy Rosen

Who Left Us Oct. 3, 1959.
You Will Forever Be
in Our Hearts.
FATHER and MOTHER
JOE and ETHEL ROSEN

IN MEMORY OF A GREAT SHOWMAN

JAMES E. STRATES

JEWEL TRAVERS
ALLAN A. TRAVERS
THOMAS NEMIA

CARNIVAL ROUTES

A-1 Ams.: *Keith Carpenter; (Fair) Wardell, Mo.
 Alamo Expo.: *Mrs. H. T. Reynolds; (Fair) Minden, La.; (Fair) Sulphur 17-22.
 Amusements of America: *S. Generallo; (Fair) Sumter, S. C.; (Fair) Lumberton, N. C., 17-22.
 Baker's United: Indianapolis, Ind.
 Bee's Old Reliable: *Raymond C. Huls; (Fair) Cochran, Ga.; (Fair) Thomason 17-22.
 Big State: *Jos. Sima; (Fair) Port Lavaca, Tex.
 Blue Grass: *J. T. Richards; (Fair) West Monroe, La.; (Fair) Tallulah 17-22.
 Buck, O. C.: *Joe Cobb; Washington, N. C.; (Fair) S. Boston, Va., 17-22.
 Burkhardt, Carl: *Hope Thompson; (Fair) Lake Providence, La.; (Fair) Oak Grove 17-22.
 Byers Bros., No. 1: *James L. Reed; (Fair) Many, La. (Season ends.)
 Byers Bros., No. 2: *James L. Reed; Farmersville, La. (Season ends.)

Capital City: *C. C. Miller; (Fair) Moultrie, Ga.
 Central State: *J. D. Steinbeck; Crowell, Tex., 10-12; Vernon 13-15.
 Cetlin & Wilson: *Tony Lewis; Spartanburg, S. C.; Macon, Ga., 17-22.
 Crafts Expo.: *T. Kuropatwa; (Fair) Fresno, Calif., 10-16.
 Crafts 20 Big: (Fair) Fresno, Calif., 10-16.
 Crystal Ams.: *Earl Miller; (Fair) Salley, S. C.
 Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Fort Payne, Ala. (Season ends.)
 Drew, James H.: *Jimmy Drew; (Fair) Swainsboro, Ga.; (Fair) Bainbridge 17-22.
 Dyer's Greater: (Fair) Greenwood, Miss.
 Endy, David B., Ams.: Wilson, N. C.
 Evans United: Sedalia, Mo., 11-22.
 Farrow Am. Co.: *Clarence Walter; (Fair) Eunice, La.
 Fitzsimmon, Roy: Tombstone, Ariz., 10-24.
 Franklin, Don: *Jay Barton; Refugio, Tex., 10-12. (Season ends.)
 Gala Expo.: *Carolyn Miller; Lake Village Ark.; Marianna 17-22.

Capell Bros.: (Fair) Safford, Ariz., 14-16; (Fair) Eleven Mile Corner 20-23.
 Gayway: *Mrs. J. Reynolds; Osceola, Ark.
 Gentsch: *Fay Curtis; Hazlehurst, Miss.
 Georgia Am. Co.: *C. J. Barrett; (Fair) Franklinton, N. C.; (Fair) Jackson, Ga., 17-22.
 Geren, W. R., No. 1: (Algonquin Shopping Center) Louisville, Ky., 10-22.
 Geren, W. R., No. 2: *Elmer Benefield; (Tuinaire Shopping Center) Indianapolis, Ind.
 Gold Medal, No. 1: *Bill Stevens; (Fair) Troy, Ala.; (Fair) Marianna, Fla., 17-22.
 Gold Medal, No. 2: *C. C. Leasure; Louisville, Ga.
 Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Lancaster, O.

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 Christy Bros.: *Lee Bradley; Sallisaw, Okla., 10.
 Cole: *H. Walters; Sealy, Tex., 12.
 Cristiani Bros.: *Don Gwin; Pascagoula, Miss., 10; Demopolis, Ala., 11.
 Hagen Bros.: *Buck Leahy; Hattiesburg, Miss., 10; Gulfport 11; Bay St. Louis 12; Covington, La., 13; Amite 14; Ponchatula 15; Kenner 17; Baker 18; Port Allen 19; Thibodaux 20; Morgan City 21; Franklin 22; Houma 23.
 Kelly-Miller: *Jack S. Smith; Delano, Calif., 10; Shafter 11; Lancaster 12; Barstow 13; Needles 14; Kingman 15; Williams, Ariz., 16; Flagstaff 17; Winslow 18; Gallup, N. M., 19; Grants 20; Belen 21; Socorro 22.
 King Bros.: *Danny Kelly; Savannah, Tenn., 10; Pulaski 11; Fayetteville 12; Gunterville, Ala., 13; Cartersville, Ga., 15; Cumming 15; Hartwell 17; Greenwood, S. C., 18; Gaffney 19; Kings Mountain, N. C., 20.
 Mills Bros.: Uniontown, O., 10. (Season ends.)
 Penny Bros.: *Don Floyd; Martin, Tenn., 10; Greenfield 11; Trenton 12-13; Alamo 14-15.
 Ringling Bros. and Barnum & Bailey: (Sports Center) Owensboro, Ky., 11-12; (Fair Coliseum) Louisville 14-16.
 Sterling Bros.: Seagraves, Tex., 10; Andrews 11; Kermit 12.
 Strong, Big John: (Fair) Fresno, Calif., 10-16.

THE FINAL CURTAIN

Continued from page 60

LUCAS—Carrie Bonnie, 69, who with her surviving husband, Buck, trouped for 40 years, September 28 at her home in Columbus, O. Born in Winifred, Kan., she was an ambulance driver during World War I. She helped operate the Banard Bros.' Circus in 1945 and '46 and at various times worked in Wild West shows. During the past season she toured with Jimmie Sullivan's World's Finest Shows of Canada. Also surviving are an adopted daughter, Faith; a sister and two brothers, all of Columbus.

MARTIN—William H., 58, owner of Ace Canvas Company, Chicago, and a former concessionaire, October 2 in Chicago after a long illness. A native of Brooklyn, he was a member of the Showmen's League of America. His widow, Mary, survives. Funeral was held Thursday (5) with burial in the League's cemetery plot.

MURRAY—Frederick Lon, 31, concessionaire on a number of shows, August 30 in the Veterans' Administration Hospital, Coral Gables, Fla. He had been with Blue Grass, Amusements of America and Royal American shows during his show business career. Funeral was in Coral Gables and burial in his home town of Lansing, Mich. Survivors are his parents and several brothers and sisters.

NORTON—Bert, 83, electrician for Snapp Greater Shows the past 37 years, at his home in Joplin, Mo., September 26. Survived by his widow, a granddaughter and two grandsons. Burial in Ozark Memorial Cemetery, Joplin.

SCHOTT—Pearl H., 76, widow of Leo F. Schott, for many years comptroller of Coney Island, Cincinnati, October 3 at her home in that city. Services October 5, with interment in Oak Hill Cemetery, Glendale, Cincinnati. Surviving are a son, George E. Schott, and two

brothers, the Rev. Dr. Richard E. Scully and Edgar Scully, both of Cincinnati.

SMITH—Mrs. Belle, 88, mother of Frank De Rue, October 4 in Marion (Ind.) General Hospital. Burial in IOOF Cemetery, Marion.

THORPE—Jack, veteran treasurer of the Walworth County Fair, Elkhorn, Wis., September 23 in Delavan, Wis. He had been in the fair business for many years and was well known in fair and amusement circles.

WILKINS—Capt. George C., 85, at his home in Windsor, Ont. He was captain of steamers carrying patrons from Detroit to Bob-Lo Amusement Park for 55 years, most of that time on the S. S. Ste. Claire. Interment in Greenlawn Cemetery, Windsor.

BIRTHS

HAWKINS—A daughter, Shannan Dennene, September 17 in Chelsea (Mass.) Naval Hospital to Mr. and Mrs. Jack L. Hawkins. Mother is the former Teensy Crowley, formerly of Crowley's United Shows.

KASH—a son, Anthony Roger, to Mr. and Mrs. Norbert Kash October 2 in Waterloo, Ia. Father is manager of the National Dairy Cattle Congress in that city.

MILLER—a daughter, Dorothy Kay Miller, to Mr. and Mrs. J. P. Miller Jr. recently in Little Rock. Father is associated with Ben and Dorothy Cohn concessions on Royal American Shows.

WALLEY-DUNN—A. J. Walley, film projectionist of Covington, La., and Bernice Dunn, daughter of Hal Dunn, manager of the Buff Hottle Shows, recently in Newport, Ark.

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CARNIVAL CONFAB

MIKE and Jody Miller, who have had their two girl shows and Paratrooper ride on the midway of William T. Collins Shows all season, report good business thruout the year with Lincoln, Neb., and Tulsa, Okla., the best spots of the season. Mike had two Girl Shows on the midway of the Tulsa State Fair in addition to the Paratrooper, while Jody took the No. 2 Girl Show unit for three weeks with the Bill Hames Shows playing Amarillo, Lubbock and Abilene, Tex. Following the close of the Tulsa fair, Mike will pick up Jody and they will head for their home in Aransas Pass, Tex., where they will remain for the winter. They'll make a trip to Phoenix, Ariz., during the Arizona State Fair to visit friends playing that annual. The Millers plan on purchasing another new major ride for the 1961 season. . . . E. D. McCrary and Leonard Martin who also have their Mad Mouse and Twister with the Collins Shows report splendid business. According to Martin, their Allan Herschell Mad Mouse ride was torn down in four hours in Muskogee, Okla., and erected in seven and one-half hours in Tulsa, which is a record for "up and downing" this ride. The ride is hauled on three semis. Following the close of the Collins season in Tulsa, their rides are booked at the Liberty, Tex.; Sulphur, La.; Austin, Tex., and Phoenix, Ariz., fairs.

Ellery S. Reynolds, formerly of Mayfield, Ky., and for 48 years in outdoor show business before he retired four years ago, was among other visitors on the Royal American midway at Oklahoma City. Reynolds, who was general agent and special agent on various Midwestern shows, is now in politics in Fargo and Bismarck, N. D. He annually visits the Royal American Shows and other shows that play in the Northwest and Southwest. . . . Gilbert Hill, who's friends in the carnival and outdoor business are legion, is probably one of the oldest in length of consecutive years covering the State fair for a newspaper. The Oklahoma State Fair and Exposition last week marked the 25th consecutive year that he has covered this annual event for The Oklahoma City Times. . . . Fred O'Neil, of St. Paul, had his string of concessions again operating on the independent midway of the Oklahoma State Fair. He reported splendid business thruout the week. From Oklahoma City Fred went to Dallas, where he has concessions at the State Fair of Texas and will wind up his concession season at the Louisiana State Fair at Shreveport, La.

Ward Hall, owner of the Hall & Leonard Side Show, closed a successful run with the William T. Collins Shows, where he had his show in operation all season. Following the close of the 1960 season with the Collins Shows at the Tulsa State Fair, Hall left for points south to play independent fair dates for the remainder of the season. . . . John A. Guthrie, rodeo producer who retired about 10 years ago, is recuperating from a serious accident at the home of his friends, Helen and Irene David, who own the Sunny "D" Pony Ranch, where they own, train, show and tour trained Shetland ponies of the famed "Bill Atkinson strain." Guthrie is making splendid progress in regaining his health and would like to hear from friends. . . . A flash fire broke out in mid-evening on Friday when Alamo Shows were playing the Collins County Fair, burning two concessions to the ground, one a count store of James Thomas and a cigarette gallery of Joe Ulcars. Fast work on the part of the show personnel saved other concessions in the line-up.

Fred and Frances Scifer lost their trailer-mounted walk-thru show when the vehicle broke loose from their auto and left the road while they were en route to Eupora, Miss., to join Dyer's Greater Shows. Their car also was damaged to the tune of several hundred dollars. . . . Mr. and Mrs. William (Billy) Snapp, former owners of Snapp Greater Shows, report from their Joplin, Mo., home that they'll vacation in Florida and along the Gulf this winter with Billy planning some deep sea fishing. . . . Coley (Big Jim) Clanton is marking his 25th year with Harry Julius' Sportland Arcade on Royal American. The Julius Arcade has been with Royal for 16 years. . . . Pearl Mitchell, former concessionaire, was released from a St. Louis hospital recently after being treated for third degree burns. Pearl, who is now a nurse in the Mound City, suffered the burns when she fell asleep while smoking. Skin grafting was necessary to insure proper healing.

Allen Callaway

John McCormick's getting plenty of laughs with his new item, a roll of toilet paper composed of fake \$100 bills. . . . Larry Lawrence visited the boys at the Danbury (Conn.) Fair. A one-time midwayite, he's assistant squash and tennis pro at New York's Princeton Club. . . . Harry Finnegan died on closing day in Trenton, where he had his orange juice joint under the grandstand. Born in Newark, N. J., 68 years ago, he was a long time with Sam Prell during the Bell Company days. Survived by his wife, Loretta. . . . Tommy Carson is gaining in both strength and weight, he reports, and foresees a four-month recuperation period.

George Whitehead, last with

Alex Freedman, Cuffey Larsen Merge Shows

SAN FRANCISCO — Alex Freedman has combined his recently purchased Golden Gate Shows with Royal West Shows managed by Harley (Cuffey) Larsen, and Larsen will head the combination. The shows will operate under the title of Golden Gate and Royal West Combined Shows.

With the addition of the equipment acquired from Charles Albright in the purchase of Golden Gate Shows, it will carry 14 majors and 10 kid rides. There will be 24 light towers, two searchlights, two gates, diesel plants and three shows with a circus to be added. The aggregation will tour until Armistice Day and undergo complete refurbishing in winter quarters, Freedman said.

Edward (Ted) Levitt, business agent for Royal West, will also handle Golden Gate. Al Sullivan continues as concession manager.

OPEN HOUSE

Show Reps to Host WFA At Meeting

ANAHEIM, Calif. — Service members, comprising carnival owners, concessionaires and suppliers, will be host to members of the Western Fairs Association when the 38th annual meeting opens Monday, October 31, for four days at the Disneyland Hotel here.

The service members' open house will be held Monday evening. Other events that day include a WFA directors' meeting in the morning and registration in the afternoon. Tuesday's program will open with a directors-wives breakfast committee meetings with panels meeting in the forenoon. At noon there will be a luncheon followed by panels in the afternoon and informal dancing that evening.

Area meeting breakfasts are set for Wednesday (2), with the annual meeting following before noon. The WFA meeting will continue thruout the afternoon, and there will be an informal buffet dinner and dancing in the evening. Thursday, November 3, is being set aside for an all-day visit to Disneyland.

(Continued on page 66)

Kunz Southern Fairs Big Despite Weather

Jackson, Tenn.; Rome, Ga., Top '59; Re-Signs Huntsville, Ala., for 1961

LAUREL, Miss. — Heth Shows were getting good business during its tour of Southern fairs and one of the bright spots of the trek was re-signing of the Madison County Fair at Huntsville, Ala., for next year.

In looking back over the last few weeks, Al Kunz, owner-manager of the Heth aggregation, said the West Tennessee District Fair at Jackson was one of the biggest in recent years and rides and shows were 5 per cent ahead of last year. The Cousa Valley Fair, Rome, Ga., was played the following week and it was up 6 per cent. Tiny Kennedy's Beatnik Show topped the line-up with the Galyon Siamese Twins and Nat and Dorothy Mercy's Club Havana right behind.

While the Mad Mouse led the rides at Rome, the Paratrooper was a close second followed by the Flying Coaster and the Twister, Kunz reported.

At Huntsville the first three days were virtually lost to rain, includ-

ing the kids' day. Despite this the show wound up okay due to the biggest Friday and Saturday on record with thousands jamming the midway. In fact, the front end was so crowded on occasion that it hampered, rather than helped business.

The rides and shows scored a big day on Tuesday (4) here at the South Mississippi State Fair. It was kids' day and one of the biggest single days for the fair and the carnival. A total of 17,000 paid admissions were registered by the fair in addition to the thousands of youngsters who got in free. Weather was good altho it rained hard after midnight.

Kunz had a total of 37 rides here in Laurel. A jamboree for the benefit of several show clubs was held in Huntsville. Visitors at Jackson included G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, and Cliff Wilson and Chuck Moss, of the midway operation there.

West Coast Shows Terms Election Year as Spotty

BAKERSFIELD, Calif. — West Coast Shows, which toured first in 1928, closed its 1960 season here at the Kern County Fair and moved the two units, which were joined for this date, in to Madera for the winter.

Executives of the organization, including Mike Krekos, president, who just returned from Greece, were on hand for the finale. Also here were Harry Myers, general manager; Louis Leos, secretary-treasurer; Bobby Cohn, general agent, and E. W. Coe, business representative. The two units are managed by Al Rodin, for the California Show, and Ed Hellwig for the Oregon unit.

"Business for the year was spotty as is the case in an election year," Cohn said. "The tour of the Oregon unit in the Northwest was excellent and the dates in Oregon and Washington gave the unit the largest single season in the history of the organization."

"The California unit showed a

sharp decline in gross, one of the reasons being the policy change at the California State Fair & Exposition (fair upped from 50 cents to \$1). Weather affected the grosses of this unit at other California fairs. The two operations, looked at from an over-all basis, could be termed 'satisfactory' but down some from 1959."

The two shows, Cohn indicated, may open in mid-April next year, about a week later than usual, and close the middle of September. One of the reasons for the earlier closing is that the Kern County Fair, finishing this year on October 2, will run for nine days in June.

The shows made a flashy appearance on the Kern midway with 25 majors and 13 kid rides. The shows included a Motordrome, Funhouse, Temple of Bears and Van Dean's Side Show. There were 30 light towers.

Following its schedule for the past several years, West Coast (Continued on page 66)

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LITTLE ROCK—Royal American Shows moved here last week after a record-breaking run at the Oklahoma State Fair. Good weather, the best in years, combined with good spending at the Oklahoma City annual to give the Carl Sedlmayr rides and shows a whopping 53 per cent increase over last year's rainy run.

The sturdy midway got away to a strong start here on Monday (3) at the Arkansas Livestock Exposition. Rain hurt business the following day but good turnouts and spending made up the loss on Wednesday and Thursday. Up to that point the gross was 3 per cent ahead of last year with two of the big days yet to come. Friday (7) was kids' day and for the first time city schools were closed as well as the rural ones. And Saturday (8), the final day, is always another big day.

Here in Little Rock the Club Lido was topping the back-end followed by Bill Kemp's Motor-drome, Leon Claxton's Harlem in Havana and the Dick Best Side Show. The Blazing 6 Guns unit followed at Oklahoma City.

The Wild Mouse created somewhat of a sensation here. It was the first time that the Sedlmayrs were able to put it into action here due to space limitations and it did strong business. The Arkansas Democrat ran a five-column photo on its front page, billing it as a new amusement device.

After closing here Saturday (8) the show moves to the Mississippi State Fair, Jackson, where it will remain for three days after the fair for the Negro annual. Then it heads for Shreveport, La., and the Louisiana State Fair.

Collins Ends Season With Tulsa Winner

TULSA, Okla.—The William T. Collins Shows wrapped up their 1960 season on a winning note at the record-breaking run of the Tulsa State Fair.

Given ideal weather for the seven-day run that ended Friday (7), the rides and shows garnered plenty of money, with the two kids' days producing sizable receipts.

By the end of Thursday (6), with one more big day to go, the

midway organization had already surpassed the total gross racked up last year.

Collins fielded a total of 17 major and eight kid rides for the fair stand here, one of the major dates on his sturdy route. Included in the line-up were E. D. McCrary's Mad Mouse and Twister. Along the back end were the Leonard & Hall Side Show, Blash & Hilligoss' Snakes and Midget Horses, Mike Miller's two Girl Shows and a Zacchini monkey unit.

The show scored big winnings at the Oklahoma Free State Fair, where ideal weather and big attendance combined to result in a 10 per cent increase over 1959. Kids' day at the Muskogee event was the biggest one in 15 years.

Tulsa was the final date of the season for the Collins organization and the show was scheduled to move from here back to its Minneapolis winter base.

Pave Midway For Strates At Raleigh

RALEIGH, N. C. — Unprecedented layout problems faced the James E. Strates Shows when it pulled onto the North Carolina State Fairgrounds this week. Facilities were improved thanks to a midway paving job, but the tremendous load of equipment carried posed a headache.

Macadam surfacing has been applied to the main horseshoe, a big start on the projected full paving of the grounds. Strates is fielding two Mouse Rides, the Sky Wheels, four Ferris Wheels and other units to number some 40 rides and 20 shows.

Cost of the surfacing was shared by the fair and the Strates office.

Both Gayland Units Moved To B. C. WQ

KELOWNA, B. C.—Gayland Shows closed the season Saturday (1) and moved into winter quarters here. Plans call for rebuilding some rides, the addition of more light towers and front gate.

After a successful season in three provinces, B. C., Alberta and Saskatchewan, carrying 7 rides, 2 shows and 25 concessions, Tiny Nicholls, owner, has plans for next season that include the addition of two more rides and shows.

The unit encountered the best business of the tour on Vancouver Island where they played several fairs and still dates, the weather co-operating.

Unit one went into winter quarters September 17 after a season that saw the gross drop 15 per cent below that of 1959. This unit did not leave B. C. Plans this winter call for an extensive overhauling of all equipment and when the unit hits the road next April it will have two new major and three kiddie rides and a new front gate. Pete Walker was concession manager, and lot superintendent Ewald Suspinsky.

WANT FOR SOUTH TEXAS STATE FAIR BEAUMONT, OCT. 20-29

Legitimate concessions of all kinds—Hanky Panks, Eats, Drinks, etc.

IMPORTANT! Want for 1961 season, 2 assistant Secretaries. Good pay and good chance to move up in show business.

Must be experienced on calculator and willing to learn IBM operation. Interviews can be arranged by calling PAUL OLSON.

OLSON SHOWS South Alabama Fair, Montgomery, Ala., this week; then Beaumont, Tex.

1961 CAVALCADE OF FAIRS EDITION

THE BIG ANNUAL EDITION THAT, YEAR AFTER YEAR, BECOMES MORE IMPORTANT TO CARNIVAL OWNERS THRU WIDESPREAD DISTRIBUTION TO KEY PERSONNEL IN THE FAIR AND CELEBRATION FIELD

YOUR CAVALCADE AD:

- Keeps Your Name in Front of all the Important People for Months After Publication.
- Builds Greater Prestige for Your Organization
- Helps You to Book Rides, Concessions, Shows for the Coming Year.

A copy of the Cavalcade of Fairs Edition goes to EVERY OUTDOOR SUBSCRIBER at the time of publication. THOUSANDS OF EXTRA COPIES will be distributed at the annual Outdoor Convention in Chicago and at ALL THE WINTER FAIR MEETINGS during December, January and February.

RESERVE SPACE NOW! DEADLINE . . . NOVEMBER 1.

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9818	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	ST. LOUIS 1, MO. 812 Olive St. Chestnut 1-0443	HOLLYWOOD 28, CALIF. 1520 N. Gower Hollywood 9-5831
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WANTED

Drome Rider, also Kiddie Ride Foreman, Ticket Sellers and Help on Drome. Spartanburg, S. C., now; Macon, Ga., follows. Show closes late in November, Jacksonville, Fla. Contact:

EARL PURTLE

Cetlin & Wilson Shows

WANTED STEADY AGENTS

for two shopping center units.

ROBERT STEELE

London, Ohio

FOR SALE

40' x 80' Tent, 10 ft. side walls complete with poles and side walls. Good condition. Also 80 ft. Banner Line. Stored at Wisconsin State Fairgrounds. \$300.

ARCHIE GAYER

4977 Brewster Drive, Tarzana, Calif. DI. 3-6404

FOR SALE FROLIC RIDE

used five weeks. Small payment for my equity and pick up payments. Can be seen at N. C. State Fair, Raleigh, N. C., this week.

E. HOFFMAN, Strates Shows

FOR SALE—CASH

This unit consists of Switches, Cables, Junction Boxes, Merry-Go-Round with transportation, Schliff Hi-Road Conster, Office Trailer, Ell, Ponies, Octopus, Car Rides booked, several Concessions, Popcorn and Eats booked. Plenty cotton. Will pay out in few weeks. Contact

DYER'S GREATER SHOWS
Greenwood, Miss.

FOR SALE — FOR SALE PARATROOPER RIDE

See it in action on show right now. Terms if we know you or will book same on Shopping Centers for season or will trade for Tilt-a-Whirl. All answer:

BOX D-157, c/o The Billboard
3160 Patterson St. Cincinnati 22, Ohio

OCTOBER MONTH OF MADNESS

MERCHANDISE BARGAINS

SEE BEST MERCHANDISE DEPARTMENT THIS ISSUE

WANT FOR 1961 SEASON WITH JAMES E. STRATES SHOWS KELLEY AND SUTTON

BIG SIDE SHOW, FAT SHOW, SNAKE SHOW PEOPLE

Need new faces for this route. Longest season of any railroad show, including Florida fairs. All address: T. W. "Slim" Kelley or W. B. "White" SUTTON, North Carolina State Fair, Raleigh, N. C., this week; then Box 512, Gibsonton, Fla.

FOR SALE

975 feet Double O Two-Conductor Rubber-Covered Ground Cable, \$1.25 per foot. Set of Sky Fighters mounted on 16' trailer, 10 machines, very good condition. A real good buy for \$1,000. Contact

JOHN DORLAND

Box 326, Phone EDison 8-8613 in Sioux Falls, South Dakota.

FLOYD O. KILE SHOWS

WANT FOR EAST FELICIANA PARISH FAIR, CLINTON, LA., OCT. 18-22, AND TWO MORE TO FOLLOW.

Want Custard, Photos, Novelties, Age and Weight, Ball Games, Pitches of all kinds. Water Games, everything operating for stock; can place you. Want Ell Foreman at once. All replies:

FLOYD O. KILE, c/o Western Union only (no phone), Baton Rouge, La., Oct. 11-16; then Clinton.

There's No Trick . . .
to finding
GOOD
BUYS
in
Used
Equipment . . .
Just look over the many ads in the
Classified Section
this issue



JAMES H. DREW and HETH SHOWS COMBINED

The World's Largest Midway

EXCHANGE CLUB FAIR, AUGUSTA, GA.

OCTOBER 24-29

Can place a few more unusual Rides that do not conflict with what we have. Helicopter, Roto-Jet, Bubble Bounce, Slide, Calypso or what have you.

Opening for one or two more outstanding Shows of merit.

Open Midway for all types of straight sales and Catering Concessions, Short and Long Range Galleries, Photos, Jewelry, Candy Taffy, Hi-Striker, African Dip and similar Concessions.

Interested parties, contact

JAMES H. DREW SHOWS, INC.

Swainsboro, Ga., this week;
Bainbridge, Ga., Oct. 17-22.

OR

AL KUNZ, HETH SHOWS

Meridian, Miss., this week;
Mobile, Ala., Oct. 17-22.

WIRE OR PHONE ONLY BOTH SHOW OFFICES, DON'T WRITE!

NOTICE
FAIR MANAGERS,
COMMITTEES
and FRIENDS

We cordially invite you to visit this great Fair and see one of the world's largest and finest Midways.

CLUB ACTIVITIES

Miami Showmen's Association

MIAMI — With the season drawing to an end, visitors are starting to flow into the clubrooms. Recent ones include Alton Pierson, W. J. (Bill) Tucker, Charley Wright, Whitey Tara, Leo Bistany, Mel Dodson, Con Weiss, Fred Barrett, Bob McClure, J. D. Frisbie, Gabe Corbett from Arizona, Eddy Crowell, Harry Crowell, Frank Hamilton.

Also, Jack Ressel, Les Oronca, Moore, Tom Caslin, Russ (Chew Tobacco Pete) Erdell, George Lewis, Abie Zickerman and Art Ludwig.

Marty Weiss and Phil (Jockey) Duskin visited Pat Finerty at Florida State Hospital in West Hollywood, and report him as wonderfully improved. Pat would like to hear from friends.

Jack Croft died September 23, it is reported, and was buried in Woodlawn Cemetery, Miami.

Marty Weiss, executive secretary, reports that several jamborees have been held and more functions are scheduled. The outlook is for a good financial report this season. Dues are also coming in at a satisfactory clip.

National Showmen's Association

Ladies' Auxiliary

NEW YORK — First meeting of the fall was well-attended considering that the outdoor season was still in progress. President Jane Tubis extended greetings to several members who had not attended meetings in some time, including Julia Frank, Elizabeth Solti, Lydia Nall, aunt of the president and sister of Margaret McKee.

New members this year are Nell Dillon, Rita Maynard, Elowene Vogt, Mrs. Yotas, Mrs. Price, Kitty Dunkirk, Marie Whyte, Mae Kiersted, Louise Cox, Jacqueline Jorgenson.

Donations to the sunshine fund, kiddie fund, blood bank, dollar round-up and candle-lighting services were received. This was an open meeting, to which guests were welcome. The dark horse award was donated by Flo Thompson and won by Bess Hamid.

On the sick list are Micki Levine, Harriet Merson, Louis Amada, Queenie Van Vliet, Catherine Camin and Carole Luhmann. The new 50-star flag, gift of Margaret McKee, was presented by Lydie Nall, with Flo Thompson providing music. Refreshments were served and Bunny Kasso delivered the benediction in the absence of chaplain Catherine Camin.

Caravans, Inc.

CHICAGO—The first meeting of the fall was well attended. Second Vice-President Theresa Dundee was in the chair assisted by Frieda Rosen, Wanda Derpa, Lillian Lawrence and Irene Coffey.

Letters read from Bess Hamid, Alice McLaughlin and Pauline Grey. Helen Hoffmeyer received a letter from Minnie Simmonds, club mother, that she would be unable to attend the Chicago meeting. Margaret Davies sent in an afghan for the bazaar.

Appointments for the open house were made. Claire Cherniak, assisted by Veronica Potenza will handle table decorations; Theresa Dundee and Lorraine Downs, refreshments; Lillian Pano, bazaar, assisted by Irene Coffey and Frieda Rosen; Agnes Barnes, giveaways; Margaret Levine, entertainment.

Agnes Barnes, Veronica Potenza and Margaret Levine were unable to attend due to illness. May Taylor still ailing and would like to receive cards at 3521 Seminary, Chicago.—Lillian Lawrence.

GIVE TO DAVID RUNYON CANCER FUND



WANT CAN PLACE WANT
for the following outstanding fairs

Central Georgia Fair CORDELE, GA., OCT. 17-22	National Peanut Festival and Fair DOTHAN, ALA., OCT. 24-29	Exchange Club Agrl. Fair THOMASVILLE, GA., OCT. 31-NOV. 5
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Show closes December 10

RIDES: Place Wild or Mad Mouse for Dothan. (Garvin or Mayo Tinsley, contact.) Turnpike, Frolic, Round-Up and Flying Coaster.

SHOWS: Motordrome, Midget Horse, Wild Life, Glass House (Harvey, contact). Grind Shows and Snakes (Bill Lauther, contact.)

CONCESSIONS: Cookhouse, Custard, Pronto Pups, Name-On-Hats, Basket Ball, Derby, Glass, Pottery and Block Pitches. Also Hanky Panks of all kinds. Will place Alibi Stores that throw stock and have Hanky Panks to go with same. Ted Woodward can place Percentage and Alibi Agents for balance of season.

All replies to

JOHNNY PORTEMONT, JR., Fairgrounds, Decatur, Ala., now. (Phone in office.)

Golden Belt Fair

Oct. 17-22, Henderson, N. C.

Vance County Colored Fair

Oct. 17-22, Henderson, N. C.

Franklin County Fair

Oct. 17-22, Louisburg, N. C.

Harnett County Fair

Oct. 24-29, Dunn, N. C.

Followed by New Bern, N. C., and Warsaw, N. C., Armistice Celebration.

CONCESSIONS Can place Eats, Drinks, G-Cats, Buckets, Hanky Panks of all kinds. Place 1 Wheel or Grind Store and Palmistry. Charley Allen can place Man to drive Truck and up and down Skillo. Bill Hunter wants Count Store and Pin Store Agents.

SHOWS Want Wild Life, Monkey Show, Girl Show, Midget Pony or any good Grind Shows not conflicting.

Address all mail and wires LLOYD D. SERFAS, Owner PENN PREMIER SHOWS, Winston-Salem, N. C. Have phone in office.

RIDES Can place Scrambler, Paratrooper, Octopus, Tilt or any other Rides as we are playing 2 fairs a week balance of season.

HELP Can place at once Foremen for Roll-o-Plane, Wheel, Coaster, Tilt and Scooter. Join immediately.

CETLIN & WILSON SHOWS

"GREATEST MIDWAY ON EARTH"

WANT FOR THE GEORGIA STATE FAIR, MACON, OCT. 17-22, AND FOR BALANCE OF SEASON, INCLUDING JACKSONVILLE, FLORIDA, FAIR NOV. 9-19.

CONCESSIONS Can place legitimate Concessions of all kinds (Hanky Pank space limited at Jacksonville, reserve space now).

SHOWS Can place Grind Shows of all kinds, including Snake Show.

HELP Want Scooter and Caterpillar Foremen. Also Working Men in all departments.

RIDES Scooter with own transportation, contact.

All answer to:

Cetlin & Wilson Shows, Spartanburg, S. C. (Fair), this week.

FREE
1961
DATE
BOOK

Please send name and address
TRIANGLE POSTER CO.
7418 Susquehanna St.
Pittsburgh 8, Pa.

Robert (Robi) Del Mar
Wants Dancing Girls for Girl Show
Tattoo Artist, Fire Eater and useful Side Show Acts, Geek Show. Sandy and Margo, come on. Contact
Robi Del Mar
c/o Page Combined Shows
Tifton, Ga., this week;
Brunswick, Ga., next week.

KID RIDES FOR SALE
A. H. Merry, \$3,500.00
Tanks, \$3,000.00
Boats, \$2,500.00
Pony Cart, \$1,800.00
All rides operating on Cetlin & Wilson Shows. Come, look 'em over. No junk. Spartanburg, S. C., now; Macon, Ga.; then B. B. as per route. Close late in November at Jacksonville, Fla., Fair.
EARL PURTLE

GREAT WESTERN AMUSEMENTS
WANTS
Ferris Wheel and Tilt-a-Whirl Foremen for all winter's work. Due to disappointment, want to book Glass Pitch.
CALL OR WIRE
BOB HETH
Federal 7-8819 Odessa, Texas

FOR SALE
2 Ell Power Units, flat belt units, A-1 condition; 1 12 kw., dc. Generator and 1 10 kw. Onan ac. Generator.
A. BELLANTONI
586 S. 12th St. Newark, N. J.

LIBERAL REWARD
For information on a 1946 International Panel, painted red, faded out. Loaded with Sitdown Grab, complete. GENERAL AGENT WANTED, who can book Elephant and Stage Coach at Shopping Centers and Supermarkets. Phone
C. A. VERNON, Oct. 10 and 11 Bryan, Tex.; then c/o Jorlin Furniture Store, San Antonio, Tex.

CARNIVAL ROUTES

Continued from page 61

Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair) Livingston, La.; Covington 17-22.

Hunt Am. Co.: *Ralph Hunt; Lake City, Fla.

Johnny's United: *E. R. Hall; (Fair) Decatur, Ala.; (Fair) Cordele, Ga., 17-24.

Key City: *Loretta Smith; (Green Hill) Florence, Ala.

King Bros.: Turkey, Tex., 10-16.

Lee Am. Co.: (Fair) Griffin, Ga.

Leeright Midway: Casa Grande, Ariz., 13-16; Eloy 19-23.

Lone Star Ams.: Ralls, Tex.; Olton 17-22. (Season ends.)

Manning, Ross: *Nelson Wilkins; (Fair) Newberry, S. C.

Marks: *Jack Gallup; (Fair) Albemarle, N. C.; (Fair) Union, S. C., 17-22.

Merchant's Festival Rides: Nashville, Tenn.

Midway of Mirth: *Frank X. Lavell; Earle, Ark., 12-17.

Moore's Modern: *Jack Moore; Muleshoe, Tex., 11-16.

Motor State: *M. Frederick; (Fair) Charleston, Miss.; Water Valley 17-22.

Norton's United: *Stan Reed; Fort Stockton, Tex.

Olson: *Mrs. Ray Cramer; (Fair) Montgomery, Ala.; (Fair) Beaumont, Tex., 20-29.

Page Bros.: Athens, Ala.; (Fair) Rogerville; Russellville, Ky., 17-22.

Page Comb.: *Blackey Jones; Tifton, Ga.; (Fair) Brunswick 17-22.

Palmetto Expo.: *M. McNeace; (Fair) Shelby, N. C.; (Fair) Anderson, S. C., 17-22.

Penn Premier, No. 1: *Richard Gilman; (Fair) Winston-Salem, N. C.; (Fair) Henderson 17-22.

Penn Premier, No. 2: *Richard Gilman; Louisburg, N. C., 17-22.

Peter Paul Ams.: *Peter Bicio; (Fair) Humboldt, Tenn.; (Fair) Philadelphia, Miss., 17-29.

Prell's Broadway: *L. Sylvester; (Fair) Rock Hill, S. C.; (Fair) Rutherfordton, N. C., 17-22.

Reed Ams.: (Fair) Centre, Ala.; (Fair) Elba 17-22.

Reid's Golden Star: *Elmer Reid; (Fair) Camilla, Ga.

Reithoffer: (Fair) Mineola, L. I., N. Y., 10-16.

Rohr's Modern Midway: *Jeannett Waters; Helena, Ark.

Royal American: *Joe Pearl; (Fair) Jackson, Miss., 10-19.

Royal West: Campbell, Calif., 11-16; Salinas 18-23.

Sante Fe Expo.: *Bess Harris; Granger, Tex., 11-16.

Schafer's 20th Century: *Archie Hensley; (Fair) Nacogdoches, Tex.; (Fair) Gilmer 18-22.

Scott's, Turner, Rides: Salley, S. C.; Live Oak, Fla., 17-22.

Siebrand Bros.: *Don Hanna; Las Cruces, N. M.

Smiley's Ams.: *J. R. Fasolas; (Fair) Orangeburg, S. C.; (Fair) Chester 17-22.

Smith, George Clyde: *F. A. Norton; (Fair) Ahsokie, N. C.; (Fair) Littleton 17-22.

Southern Playland: Glen Allen, Miss.; (Fair) Yazoo City 17-22.

Sport Matthews Circus & Carn. Comb.: Plainview, Tex.

Strates, James E.: *J. J. Asel; (Fair) Raleigh, N. C.; (Fair) Athens, Ga., 19-29.

Thomas Joyland: *D. C. Thomas; (Fair) Chase City, Va.; (Fair) Kinston, N. C., 17-22.

Uncle Joe's Ams.: *Joe Seaboaldt; San Saba, Tex.

Virginia Greater: *Francis Sanko; Ayden, N. C.; Pikeville 17-22.

Whitey's Ams.: Davison, Mich., 10-17. (Season ends.)

Wolfe Ams.: *S. R. Holt; (Fair) Greenville, S. C.

World of Mirth: *Peter Molnar; Anderson, S. C.; Columbia 17-22.

Miscellaneous

Hetzer's Japanese Spectacular: (Aud.) Atlanta, Ga., 10-12; (Aud.) Birmingham, Ala., 13-16.

Paige, Kiki: (Bimbo's 365) San Francisco, Calif., 10-Nov. 30.

Sun Players: Bowling Green, Ky., 10-18.

Ice Shows

Shipstads & Johnson's Ice Follies of 1961: (Arena) St. Louis, Mo., 11-16; (Stadium) Chicago, Ill., 18-Nov. 6.

Tupelo, B'ham Are Okay for Olson Shows

BIRMINGHAM — The Olson Shows got away to a strong start at the Alabama State Fair here last week and, despite rain on the traditionally big Wednesday (5), rides and shows were well ahead of '59.

The opening two days were big ones for the midway and, as a result, the Wednesday rain, which came at 5 p.m., did not hurt too much on the total gross.

Monday (3) was ahead of '59 and Tuesday, kids' day, was one of the biggest fun zone days for the fair. Rides and shows kept busy thruout the day and when the take was totaled it almost doubled that of the same day last year when the show caught rain.

Despite one day of rain at the Mississippi-Alabama Fair & Dairy Shows in Tupelo, Miss., the previous week the show did well and, aided by perfect weather the rest of the run, ended up even, almost to the dollar, with its '59 performance.

Paul Olson, manager of the show and president of the Showmen's League of America, held a benefit jamboree here for the latter organization Thursday evening (6). Assisting him were show officials plus Bill Carsky, Rex Luxemburg, Sparky Garmisa and Al Sweeney. Show plays the Montgomery, Ala., fair following the close here.

MSA Sessions Start Nov. 14

MIAMI — First meeting of the season has been set for November 14 by Harry (Buster) Westbrook, president. Meetings will be held as usual on Mondays. The clubrooms have been painted and another painting has been donated to the association by Sam Grimstead.

Johnny Portemont Party Nets \$1,650 for Clubs

CULLMAN, Ala.—Three show clubs will divide \$1,650 raised at a jamboree held here on the midway of Johnny's Portemont's Johnny's United Shows. The clubs, the Showmen's League of America, Greater Tampa Showmen's Association and the Miami Showmen's Association will share equally in the proceeds.

The event was held in the big top of Clarence Samuel's Club Havana and his personnel provided most of the entertainment. Catering was furnished gratis by Richard (Red) Hodges' cookhouse, with Mrs. Nettie Hodges in the kitchen and William (Bill) Anderson and Harry Harris serving.

Charles Lanekin handled the auction, assisted by Ted Woodward, with many gifts donated by people on the show. Jack Owens was in charge of beverages.

Johnny (Frenchie) Portemont Sr. delivered a welcoming speech to open the festivities.

Contributions from out of town included those from Fred and Catherine Cantrell, Bernie and Tillie Shapiro and Newell C. Taylor. Top money in the sale was the auction of Johnny Portemont's coat, hat and trousers.

Advance ticket sales were handled by Rose Lanekin, Jean Kelly,

Winona Woodward and Marilyn Portemont, with the last named also providing the door awards.

Motor State Gets OK Biz In the South

BATESVILLE, Mo.—The Southern route of fairs has been excellent for Motor States Shows No. 1 unit, with stands at West Point, Miss.; Moulton, Ala., and here in Batesville running 15 to 20 per cent ahead of last year.

Owner-Manager J. J. Frederick has already lined up much of his 1961 route and also is adding equipment for next year's tour. Three Eli Ferris Wheels have been purchased for a total of seven show-owned wheels. Also a Roll-o-Plane and two more kid rides will be added. New tops are being purchased for many of the rides and a number of trucks and trailers are being repainted.

Show is moving on a dozen tractors and trailers plus other trucks. Following the Southern trek, the show will head for its Belleville, Mich., winter base where Mr. and Mrs. Frederick will move into their new ranch home.

GOLD MEDAL SHOWS #1

WANT WANT WANT

For Jackson County Fair, Marianna, Fla., Oct. 17-22; followed by Brooks County Fair, Quitman, Ga., Oct. 24-29; then the big one, Bay County Fair, Panama City, Fla., Oct. 31-Nov. 5 and more fairs to follow.

SHOWS: Want Motordrome, Geek Show, Wild Life, Monkey Show or any family-type Shows.
RIDES: Dark Ride, Helicopter, Round-Up, Dodgem and all other non-conflicting Rides. Good opening for Penny Arcade.
CONCESSIONS: Eat and Drinks, Names on Hat, Custard, High Striker, Glass Pitch, Ball Games, Water Games, Long and Short Range Galleries, Alibi Stores and all kinds of Hanky Panks.

Contact **JOHNNY DENTON**, Pike County Fair, Troy, Ala., this week; Marianna, Fla., next week. Phone in office.

GATTO AMUSEMENTS

Hartsville (S. C.) Fair, Oct. 10-15; York (S. C.) Fair, 17-22; Yoke Co. Fair, Rayford, N. C., 24-29.

SHOWS: Girl Show, Side Show, Minstrel Show, Motordrome. **RIDES:** Kiddie Rides. Will book or buy Octopus. **CONCESSIONS:** Hanky Panks, Popcorn, Mug Joint and Bingo. Want Show Electrician, also Up and Down Help for concessions.

12 FAIRS IN FLORIDA TO FOLLOW! ALL CONTACT: ROXY GATTO Hartsville, S. C.

Sumter County Colored Fair, S. C.

LARGEST IN THE SOUTH
Week October 17 to 22

CAN PLACE—Shows, Side Show, Snake, Girl, Rock and Roll and Minstrel. **WANT**—All Concessions open midway, Bingo, Wheels, Eats and Drinks, Corn and Apples. Sell "EX" on Novelties, Hanky Panks.

All answer

DAVID B. ENDY AMUSEMENTS

Wilson, N. C., this week.

UNION, S. C., FAIR, WEEK LAURENS, S. C., FAIR, WEEK OCT. 24

WANTED: Legitimate Concessions of all kinds. **RIDES:** Dark Ride or any other novel Ride. Want Ferris Wheel Foreman. Top salary. All replies

MARKS SHOWS

Albemarle, N. C., this week; then as per route.

LITTLETON, N. C., FAIR NEXT WEEK

Want Ball Games, Fish and Duck Ponds, Age & Scale, Glass Pitch, Bear Pitch, Pitch-Till-You-Win, Six Cats, Buckets, Swinger and Grab. Want Girl Show, Side Show and Geek Show. Want general Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks and Ferris Wheel Foreman.

All replies:

GEORGE CLYDE SMITH SHOWS

Ahsokie, N. C., this week; Littleton, N. C., next week.

PAGE COMBINED SHOWS

WANT FOR BRUNSWICK, GA., FAIR, OCT. 17-22. DAY AND NIGHT FAIR

CONCESSIONS: Hanky Panks, Pitches, Alibis and Direct Sales. **SHOWS:** Minstrel with equipment, Motordrome, Fun and Glass House and neatly framed Grind Shows. **RIDES:** Round-Up, Frolic and Kiddie Rides. Want Show Builder and Painter to join on wire. Want Wheel and Roll-o-Plane Foreman.

All replies, **BILL PAGE**, Tifton, Ga.

P. S.: Booking now for our winter fairs in Florida.

WANT FOR

MANNING, S. C., COLORED FAIR, OCT. 17-22.

OCTOPUS, SCRAMBLER OR TILT. MINSTREL AND COLORED GIRL SHOWS. ALL CONCESSIONS OPEN. NO "EX." CAN PLACE RIDE HELP.

Bishopville, Beaufort, Walterboro to follow. All replies

STEVE DECKER and JUD WILDE

Hotel Suffolk, Suffolk, Va., this week.

EVANS UNITED SHOWS

Can place legitimate Concessions for Sedalia, Mo., Centennial, 7 days work, Oct. 16-22, downtown on the streets in the heart of the city.

Contact **MANAGER**, c/o Western Union (don't call), Sedalia, Mo., after Monday, Oct. 10.

SUGAR STATE SHOWS

Want for the following fairs: Ville Platte, La., Oct. 18-23, followed by Colored Yambilee, Opelousas, La., Oct. 25-30; then Jeanerette, Franklin and Crowley fairs. Want Concessions of all kinds, Rides not conflicting, Coaster, Octopus, etc. Replies to **TED DION**, Lafayette, La. Phone: CE 2-1584

DIESEL MECHANIC

Need good Mechanic for winter location. Top salary. Give experience and present employment. Write

BOX 108, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

SWINGER AGENTS WANTED

Must be reliable. Only Swinger on show. Replies to **LOUIS GLOTH** c/o Lettin & Wilson Shows Spartanburg, S. C., Oct. 10-16; then Macon, Ga., and 3 more fairs.

WALK-THRU MUMMY SHOW

40-ft. front on 27-ft. trailer—can be pulled by pleasure car; one man can up and down—\$750 cash. Will trade Hi-Striker, in good shape, ready to work, or 8x8 or 8x10 joint with good top and sidewall. **LEE BELDON** c/o Key City Shows, Green Hill, Ala., this week, or as per route.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Wants Freaks and Novelty Acts. State salary and particulars in first letter.

CARNIVAL CONFAB

• Continued from page 62

worse. . . . Buster Westbrook, Miami club president, reports the Penn Premier jamboree at Ebensburg, Pa., took in \$1,400 for the Miami and Tampa associations.

The venerable Ernest Chandler Tent & Awning Company is very much in business in Newark, N. J. New president is William Wells, who drove to Frederick, Md., with a big plastic office canopy for Johnny Vivona. Willie Stein is helping with the sales effort. . . . Joe (Girl Shows) Mooney's papering towns with his own paper while with Thomas Joyland. Joe's wife Ginger Raye will be "Francesca" at Walter's 5 o'clock Club in Daytona Beach this winter for 16 weeks, where Joe will be emcee.

Howard Parker flew from the Strates lot to New York to close a business deal which will take him to Venezuela. His family is included. . . . Jack Norman relied on his piano player to tear the revue front down in Shelby, N. C. . . . Bill Canavan rejoined Strates with the No. 2 Snead Derby after playing Bloomsburg, Pa. . . . Ernie Dellabate still waiting for a winning week with Strates. George (Pop) Garrett is back on the show but his wife and son bar him from the cookhouse after his recent illness. He holds jackpot sessions in his trailer. . . . Mike Roman left Florida for the Carolinas, and a couple of more dates. . . . Al and Mary Crane have moved to Fort Lauderdale and have a waterfront home. They'll make Columbia, S. C., for the 30th year with ice cream.

Irwin Kirby

James Barber, an old-timer who started out with Mighty Haag Circus, is in Pinal County Hospital, Florence, Ariz., and would like mail from friends. . . . Having completed its season at North Waterford (Me.) Fair Saturday (8), Eastern Amusement Company headed for quarters in Leeds, Me.,

where equipment was stored. Mr. and Mrs. M. S. Earl, owners, and Mr. and Mrs. C. W. Ross will drive to Michigan and Illinois soon to visit relatives. John Looney, The Billboard agent, will make fairs at Fryeburg and Topsham, Me., with a novelty concession before heading for home in Brockton, Mass. He plans to make Florida fairs and the New Orleans Mardi Gras this winter.

Michael Gallichio, who recently flew to Opelousas, La., on a business trip, has joined Siebrand Bros. Shows. . . . Mrs. George Malgana, of the Wilson Shows, is in the Hawkinsville, Ga., hospital and would like mail from friends. . . . Mrs. Jack Neal and Mrs. Rose Myers left the James E. Strates Shows recently in Clearfield, Pa., returning to their homes in Miami. Mrs. Myers, who has been ill, expects to rejoin the show in Athens, Ga.

Al Schneider

Pearls from Royal American: Major John Guthrie, former Wild West show op, now in the oil business in Tulsa, stopped by to cut up jackpots and also renewed acquaintances with Frank Joerling, of The Billboard, who was visiting. . . . Guy Gardner bought new Western attire to wear at the winter square dances in Tampa. . . . Swede Keller and Ray Defoor have new cars. . . . Emma Ludwig released from a Topeka hospital and is back with it. . . . Tom Spriggs will finish the season before going back to school in Hutchinson. . . . Carl Sedlmayr Sr. sent his annual New Year's cards to his Jewish friends. . . . Clyde Stemm closed with Sam Delaney and headed for Dallas and Tampa. . . . Lou Du-four joined for the rest of the tour. . . . Matt Herman took the derby racer to Dallas and was replaced by Don Coulston with Bob Parker's derby. . . . Mulgrew's Star Flyer also went to Dallas. . . .

Blazing Six Guns closed in Oklahoma City and following personnel left for the West Coast: Mr. and Mrs. Lucky Laredo and their son, Mr. and Mrs. Hank Post, Billy Hammond and Dale Wilson.

More Pearls: The former Mary Ann Bush, whose parents, Tom and Mary Bush, have the Funhouse on Cetlin & Wilson, lives in Oklahoma City and visited with her youngsters. . . . Walter Parrish bought the equipment and now runs the two dining cars. . . . Billy Restis, Leo Schrager and Howie Blodgett on the sick list. . . . Roy Defoor presented his wife, Ollie, with a new car for her birthday. . . . Also ailing are Lucille Weber, George and Pam Hamilton and Katherine Niehoff. . . . George (Georgia Boy) Barber closed. . . . Kenny Revling and Roy (Pepsi-Cola) Jones visited. . . . Mel Smith nursing a bruised wrist. . . . Cliff Karn and Walter Cannon visited kinfolk in Little Rock. . . . Mrs. Norman Smith and son visited and reported they sold their two rides. . . . Bobbie Hasson favoring a twisted ankle. . . . Lou Ann Von Stitino returned to Tampa to re-enter Holy Name Academy. . . . Mr. and Mrs. Dale Paisly have three cookhouses at Little Rock plus a steak house. . . . Jimmy Carleton and his two sons had three jewelry joints. . . . Larry Westman, son of Mr. and Mrs. Ray Westman, marked his second birthday with a party for friends in the cookhouse. Guests included Carolyn, Tommy, Joey and Becky Farris. Received a tricycle from his parents and a peg board from Mrs. Tom Blackwell. He promptly used the mallet from the peg board set to smash the birthday cake.

H. C. (Hank) Michalson, billposter and ad man for Penn Premier Shows, sends in a nice photo of the show's new advertising car which is plenty flashed up. Hank's been with it for 53 years, getting his start with the Seaman and Milligan Shows. . . . William (Bill) Perrot, long-time concessionaire with many shows, including Royal American, wasn't on the road this season but he kept mighty busy. Perrot is vice-president and resident manager of the Desert Ranch, a St. Petersburg, Fla., motel, which is backed by eight men from Tampa. Bill supervised complete refurbishing of the layout and they now have 104 rooms plus banquet hall, dining room, coffee shop, cocktail lounge, barber shop, gift shop, pool and shuffleboard courts.

Mrs. Roy Edsall posts that Harold Chase, six-cat operator on American Fiesta Shows, is sporting a new '60 model High Style house trailer that was delivered when the show was at the Floresville (Tex.) Centennial. Show enjoyed a good run there and good business at all the Texas dates. . . . Stuart Miller says the Dave Rosen Side Show scored big on the midway at the New Jersey State Fair. Following Danbury and Mineola, the show goes into quarters at Coney Island. Personnel included Miller and Maraca King on the front; Whitey Straus, tickets; Wiley Everett, magic and fire; Sir Thomas Thomas, swords; Milo, mule-faced boy; Georgia, kangaroo girl; Essie Lou, electric and bally; Bolo, midget, and Richard del Bourgo, blow-off openings.

Charlie Byrnes

Dallas Kicks Off 75th Run

• Continued from page 53

Dillon's Wonders of the World, and freak unit.

Fairgrounds was dolled up for the Diamond Jubilee with fountains and theatrical lighting effects providing considerable glitter in and around the fairgrounds lagoon. Also tying in with the 75th anniversary theme was torchlight parades which will be held on the fairgrounds each night of the fair.

Free acts twice daily on the Mobil Outdoor Stage are Betty and Benny Fox in their "dance of death," the Sikorskas high act and Al Antonucci's chimps.

Cotton Bowl entertainment during the fair includes Nelson Eddy with Gale Sherwood, October 10; the "Biggest Show of Stars for '60," starring Fabian, Brenda Lee and Duane Eddy, October 13; Emmett Kelly along with the Del Rays trapeze act and the Ivanovs high act, October 14; Jimmie Rodgers and Homer and Jethro, October 18. All but the Fabian-Brenda Lee-Eddy show are free. The rock 'n' roll show is sponsored by a Dallas radio station, KLIF, and tickets are \$1.25 in advance and \$2 on the day of the show.

Lots of Music

Other features are the fair's Music Festival with 4,000 high school musicians, October 11, when "Flower Drum Song" composer Richard Rodgers will be on hand to receive the third annual Texas Music Festival award, and a free college jazz festival in the Livestock Coliseum featuring four Texas college jazz groups. Included is

the North Texas State aggregation that took first place at the national college jazz competition at Notre Dame last spring.

Rex Allen and his horse, KoKo, with the Men of the West singing group will be featured in the horse show the second week.

Among the top exhibit features and attractions are the Pan-American Livestock Exposition, Texas International Trade Fair and International Bazaar with 31 foreign countries represented, a trout-fishing pool in the Varied Industries Building, the Agriculture Show's "Chemistry in Agriculture," the 44th Southwestern Automotive Exposition introducing a number of the new 1961 model cars, a number of model kitchens by both electric and gas appliance manufacturers, a "Future Farmer" Children's Barnyard" sponsored by the Texas FFA and featuring farm animals and their young.

The Dr. Pepper Company, also celebrating its 75th anniversary, has an exhibit in the Women's Building which features a replica of the Old Corner Drugstore in Waco where the Dr. Pepper soft drink was invented 75 years ago.

The Southwestern Bell Telephone Company's exhibit in the General Exhibits Building includes demonstrations of signals being bounced off the satellite Echo I out in space. Hall of State features an historical exhibit on the U. S. and Texas navies and the Museum of Health and Science has a "History of Medicine" exhibit.

King Clicks; Eyes Dec. Close

• Continued from page 54

canvasman, is in a hospital, so Benny Cristiani is serving as morning man to put it up, and Tripoli Cristiani is night man to take it down. George Reece is assistant canvas boss. Canvas is manhandled into trucks. Poles are light aluminum. Big top, an 80-foot round with three 40-foot sections, was badly ripped at Nocona but sewed and looked good next day.

Performance at Sherman included:

1—Clowns Peppi Canastrelli, Italo Fornasari, Danny Styron and George Marshall. 2—Unsupported ladder by Oreste Canastrelli; chimp worked by Jean Warner, and pedestal balancing by Manuel Barragon. 3—Ladders by Fatima Ben-Ali and Anita Fornasari, and web by Christa Haupt. 4—Clowns. 5—Dressage horse ridden by Evy Karoly. 6—Trampoline by Levio, Italo and Benny Cristiani and Christa Haupt. 7—Clowns. 8—Single trap by Oreste Canastrelli. 9—Elephant plank walk, worked by Italo Fornasari. 10—Clowns. 11—Bareback riding by Evy Karoly, assisted by her mother, Margaret Karoly. 12—Manuel Barragon, cloud swing. 13—Comedy bareback riding by four clowns plus Oreste Canastrelli and Cozetta Cristiani. 14—Tumblers, Papa Fornasari, Fatima Ben-Ali, Cozetta, Remo and Benny Cristiani, Italo Fornasari and Oreste Canastrelli. 15—Big elephant worked by Fatima Ben-Ali, assisted by Remo Cristiani. 16—Clowns. 17—Aerialites leaps with Remo, Bennie, Areste and Italo.

The big Cristiani teeterboard act has been working frequently, generally alternating with the tumbling act. It did not work here.

The Side Show is presented in a 45-foot top with three 20-foot middles. Rourke does opening and works Punch inside. Carlos Leal eats fire and swallows swords. Elephants and two semi-trailers with nine cross cages of animals, including five cages from Tony Diano, are in the Side Show top, which has its own crew of five men. Rosa Fornasari catches tickets on the kid show.

Hinckley's band includes Joe Browning, second cornet to the director; Nick Altroth, saxophone; Don Anderson, trombone, and drummer Ken Fields, who opened the season and was out for major surgery and recuperation from June 7 to September 11.

Concessions under Smiga include Pets the Tramp, novelties and live pony ride; Joe (Chico) Guzman, snowcones and apples, and Norman, popcorn and inside.

D. S. Dudley Moves Into Tex. Quarters

MANKINS, Tex.—D. S. Dudley Shows are in quarters here after playing a finale at the Lamesa, Tex., fair to excellent business.

Show moved into its winter base with 11 show-owned rides and 40 concessions, after playing Texas, Oklahoma, Kansas and New Mexico. Color scheme this year was red and white.

Frederick, Md.

• Continued from page 53

first time and filled all available space.

Acts before the grandstand were the Wazzans, tumblers; Novellos, Allen's bears, Tony the Monkey, emcee Johnny Woods, the Manhattan Rockets Dancers, and Clair Brenner with the Spring Garden Band. H. E. (Sonny) Cannon, of Brunswick, Md., provided the sound system.

West Coast Shows

• Continued from page 62

Shows played two State fairs—Oregon State Fair and California State Fair—simultaneously. The units were combined only twice during the year—first at the Santa Clara County Fair in San Jose and here. The Oregon unit closed in Salem on a Saturday night and jumped more than 700 miles to San Jose, Calif., set up and opened on time Monday evening.

SOUTHERN PLAYLAND SHOWS

Want far cotton spots in Mississippi, Arkansas and Louisiana. Cookhouse, Popcorn, Cotton Candy, Snow Cones. All Hanky Panks open. Join now.

Want Girl Show with own equipment. Place Ride Help that drive semis. Want Agents for office-owned Stores. Out all winter.

Wire or call FRED WEBSTER, Glen Allen, Miss., now; followed by Yazoo City, Colored Fair, and others.

PETER PAUL AMUSEMENT

LAST CALL LAST CALL

This week, Humboldt, Tenn.; next, the BIG FAIR, two weeks, Philadelphia, Miss. Will book Jewelry, Pitch-Till-You-Win and Prize-Every-Time Concessions, also Allibs that work for stock. No flats. Want good, settled man to take over Wheel the rest of season and winter in Florida. These will be your last chances for your winter B. R. Contact MANAGER, Humboldt, Tenn., this week; then Philadelphia, Miss.

REID'S GOLDEN STAR SHOW

WANTS FOR FAIRS UNTIL MIDDLE OF NOVEMBER. THIS SHOW HOLDS THE CONTRACT FOR MACON COLORED FAIR. CONCESSIONS: Open midway to all Hanky Panks. Especially want Fish Pond, Darts, Bingo, Custard, Picture Frame, Six Cat, Age and Weight, Glass Pitch and Swing Ball. SHOWS: Need two White and one Colored Girl Show, Snake, Geek, Fun House or any Family-type Show. Jimmy Miller wants Griddleman and Merry-Go-Round Foreman and Second Men on all nine rides. Louis Pease, Gus, Vidilla, Hannigan, Randy and Fats Usher, get in touch. Contact ELMER REID, Camilla, Ga., this week.

COMPLETE CARNIVAL FOR SALE

I have a 12-ride show, booked solid in the Midwest. All equipment is late model and in first-class condition, including rolling stock. If you have a good credit rating you can buy this with a small down payment.

Write BOX 1010, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis, Mo.

BEE'S OLD RELIABLE SHOWS, INC.

WANT TO JOIN AT ONCE FOR THOMSON, GA. FAIR, OCT. 17-22 AND FAIRS THRU NOV. 12.

RIDES: Co-Carts, Dodgem, Rock-a-Plane, Scrambler, Round-Up, Helicopter or any Ride not conflicting. Want Roll-o-Plane Foreman. CONCESSIONS: Novelties, Long and Short Range, Grab, Custard, Pronto Pups, Picture Frame and Hanky Panks of all kinds. SHOWS: Girl, Snake, Monkey, Mechanical, Fun or Glass House or any Shows not conflicting.

All replies to RAYMOND C. HULLS, Cochran, Ga.

SHOW GIRLS WANTED

For all winter's work in Tampa's most beautiful night club. Singers, Dancers, Exotics, Novelty Acts, Girls with or without experience. Costumes furnished if needed. Salary plus commission. Contact after 7:00 p.m.

HAROLD LAUGHON

ECHO LOUNGE, 1014 Franklin St., Tampa, Fla. Phone 2-9838.

AMERICA'S FINEST SHOW

POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

FOR SALE

One G-16 Suburban Miniature Train made by Allan Herschell. 3 cars, 1 engine. Hauls 38 adults or 72 children. Used 3 seasons. Very good condition. Includes about 1,500 feet of track. Make offer.

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SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. oc31

\$5,000 PROFESSIONAL COMEDY LINES: Routines, Sight-Bits, Parodies. Monthly topical gag service. Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. dc28

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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

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Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

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CLEARANCE SALE ON SNAKES—MALAYAN Regal Pythons, one 12 ft., one 10 ft., three 9 ft., all 5 for \$700; Indian Rock Pythons, one 13 ft., four 9 ft., one 8 1/2 ft., all 6 for \$850; 3 King Cobras, 8 1/2 ft., \$125 ea.; Russell Vipers, three 3 1/2 ft., \$25 ea.; one Golden Monitor Lizard, \$75; Common Cobra, \$25 ea.; Indian Rat Snake, \$25 ea. All in excellent condition, fat specimens, good feeders. Trefflich's, 228 Fulton St., New York.

LEOPARD CUBS, 3 MONTHS, TAME, \$350. Hyena Cubs, \$250 up. Java Mynahs beginning to talk, \$75. Biddie, 328 Manheim, Phila., Pa.

SPECIAL ANIMAL CLEARANCE SALE Special—1 pair unrelated Royal Bengal Tigers, 2 yrs. old, \$3,000 pair; Himalayan Bear Cubs, 6 months old, \$300 each; Llamas, 1 young, 1 adult, males, \$250 each; Guanacos, males and females, \$25 each; 1 Wallaby Kangaroo, male, \$250; Aoudads, \$63 each; 1 Karakul Sheep, \$65; Fallow Deer, 3 available, \$65 each; 1 pair Nutria, special, breeding age, \$50 pair; White Tail Deer, 1 available, \$65; Camel, 1 Dromedary male, 7 years old, \$1,250. Trefflich's, 228 Fulton St., New York.

TAME DEER FOR SALE—WHITE & BROWN Fallow, Japanese Sika, male and female. Fawns. Monkeys: Spider, Rhesus and Ring-tails. Inquire Deer Haven, P. O. Box 277, Fox Lake, Ill.

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ROLLER RINKS Complete Tent Rinks and Floors only for indoor use, any size. W. T. Shackelford, DIXIE RINK SALES, P.O. Box 415 Smyrna, Ga. HF 5-5978 (8-2183 Marietta)

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BUILD GROUP ATTRACTIONS: COMPLETE plans—Funhouses, \$10; Miniature Golf, \$25 (Portable \$7); Pit Show (Turtle Girl), \$8; Panel Front Show, \$7; Mouse Circus, \$5; small Trailer Show, \$5; Pick-Up Truck Show, \$5; 40 Show-Front Pictures, \$5; all \$52. Free catalog. Brill Box 875, Peoria, Ill.

BUILT 1960, CONCESSION TRAILER, DUCK Pond, Pitch, Walk-on-Ground, Fluorescent Lights, Electric Brakes, Penna. Inspected. Three regular joints. 1950 Chev. Ton Panel. Leo Thompson, 560 54th St., Altoona, Pa.

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GOOD USED PUSH POLE TENTS FOR SALE. All sizes; write for complete list. Eureka Tent & Awning Co., Inc., P. O. Box 966, Binghamton, N. Y. ch-tn

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Must Clear at Once

One 32-ft. Allan Herschell Merry-Go-Round, 24 jumping horses, very sharp and in excellent condition, new motor. Will include nice raked semi trailer, good tires. One new machine-made 20-passenger Kid Chairplane. The above are no junk. Priced right for cash sale. A real buy for someone. Write or Wire JOHN A. CLEM CLEM BROS.' AMUSEMENTS 244 Churchville Ave. Staunton, Va.

WE'RE GIVING UP!

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ART FOR HOBBY OR PROFIT—LEARN AT home, commercial advertisement landscape. Free book. Louis Arango, 137-2 Kensington Ave., Jersey City 4, N. J.

Magical Supplies

NEW 48-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's 336-B South High Columbus, Ohio. oc10

HOUSE OF 1,000 MYSTERIES! PROFESSIONAL magic! Pocket Tricks! Jokers' Novelties! World Famous! Giant 160-page catalog and free trick, \$25. Vick Lawston, Dept. BB10, Trumbull, Conn. ch-oc24

Miscellaneous

BALLOON PARADES—PROFITABLE BUSINESS. Giant Balloons for sale, special steel Dollies, three large Santa Claus Floats, ball parade unit available or will sell individual pieces. Jean Gros, 913 N. Euclid Ave., Pittsburgh 6, Pa. oc10

Personals

ATTENTION, DELORES PREST — PHONE your lawyer, Rex Chatterton, Groton 54, reverse charges, very urgent.

IMPORTANT—ANYONE HAVING KNOWLEDGE of whereabouts of Robert (Pat) Leonard, please write to Box 292, Billboard, 1564 Broadway, New York, N. Y. Dad.

Photo Supplies and Developing

GIGANTIC FULL SALES! CHEMICALS, D.P. Paper, Backgrounds, Comics, Photo Mounts and Glass Frames. Miller Supplies, 2108 Main St., Alton, Ill. oc24

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tn

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, 8 1/2 x 11. Fast! Also art, copy, layout, varotyping. Flair, 8 West 45th, New York City 36. ch-tn

280 8 1/2 x 11 LETTERHEADS, 200 6 1/2 ENvelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Lansing, Michigan. oc31

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

BILL McKINNEY AND HIS ANIMAL EXHIBIT: Will supply any size exhibit up to 50 types of birds, animals and reptiles. For prices state wants. Available for sportsman shows, free fair exhibit, shopping centers and parties. Bill McKinney, Tote Em in Zoo, Wilmington, N. C. Phone RODger 3-8496.

CHAROLETTES — TWO GIRLS, UNUSUAL tumbling and acrobatic feats using props. Songs, novelty dances, weekends at present. Lorraine Bruner, 415 Winston Drive, Lemay 25, Missouri. TWInbrook 2-6977.

Salesmen Wanted

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-tn

Talent Wanted

WANTED—SAXOPHONE, ACCORDION OR Bass Men immediately. Established territory. Band. Year-round job, home most every night. Write or call Johnny Hider's Orchestra, Mandan, N. D., Box 113, telephone 2434.

Tattooing Supplies

JOIN THE INTERNATIONAL TATTOO Club. Information from all over the world. \$3 per year. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Buy

CASH FOR NEW 12" LP & EP RECORDS. Send listing with best price. Irwin Distributing Co., 106 South Grove, Wichita, Kan. oc17

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY — ASSORTED Earrings, \$5 gross; Neck Pendants, \$7.20 gross; Imitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. oc31

Routes For Sale

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

Used Equipment

50 VICTOR MODEL V 1/2 BALL GUM 6-Charm Machines, \$4.50 each. 60 Advance All-Charms 1 1/2 Ball Gum Machines, \$2 each. Robert Raleigh, 3322 Nicholas St., Indianapolis, Ind. oc17

MUSIC-RECORDS ACCESSORIES

Business for Sale

FOR SALE: RECORD, GIFT, TOYS, SHOP. Doing business for the past three years in a 100,000 trading area. Owner selling because of other business interest. For further details write Box C-644, c/o The Billboard, Cincinnati 22, Ohio.

Sound Equipment Components

FOR SALE—FOUR B40 HAMMOND SPEAKERS, perfect, reasonable, suitable for skating rink. Martin Thomas, Box 923, Key West, Florida.

MORE BUYERS

Will Stop and Read

YOUR AD

if you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per Inch

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BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1641 S. Dennison, Indianapolis 41, Ind. oc31

FLASHY PLATFORM TRAPEZE ACT available for Outdoor Celebrations, etc. For full particulars, price, etc., address: Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Indiana. Telephone: Eastbrook 3312.

All the news of your industry every week in The Billboard . . .

BEST MERCHANDISE BUYS

RUBBER REINDEER INFLATES

Well constructed, air tight double seam.

19"	\$ 4.50 doz.
24"	6.00 doz.
36"	12.00 doz.

Rubber Reindeer w/ bow tie & squawker

Small	\$ 2.25
19"	4.80
24"	6.25
36"	13.00



PLUSH COVERED ACROBAT MONKEY ON TRAPEZE

performs acrobatic stunts.

\$6.00 dz. \$67.50 gr.



LARGE MONKEY w/hula hoop

Realistic performance as hoop swings around body.

\$6.25 dz.



LARGE COLORFUL COWBOY TWIRLING LASSO

\$6.25 dz.



ROLL OVER CAT w/ball

\$3.25 dz.



BOY ON BIKE \$3.00 dz.

SANTA ON BIKE \$3.00 dz.




HOPPING FUR DOG \$33.00 gr.



WINKING DINKY \$15.60 dz.

All-Plush Clinging Arm Toy, 12" tall. Immed. del.

24" Clowns & Dolls, bags. 11" All-Plush Scotty, bags. Big, Big Spark's Frig Cars. Giant Magic Action Turtle. Steif-like Turn Head Plush. Root Hair Vinyl Dance Doll.

36 Pcs., 6 of each—\$18 FOB
72 Pcs., 12 of each—\$35 FOB

Boy on Bike with Bell... \$4.00
Plush Skunk with Button. Dept. Store Santa w/Bell. Plush Dogs w/Bell & D'er. Big Jump & Chirp's Birds.

60 Pieces only \$20 FOB

28" Giant All Plush Bear... \$18 dz.
25" Plush Combo Bear... \$15 dz.
15" Giant Comic Tiger... \$10.50 dz.

18 BIG Pieces only \$21.90 FOB

FREE CATALOG—1,000 New Toys—Plush, Friction, Mech. & Battery

COMMISSION REPS WANTED

ACE TOY 336A Broadway N. Y. C. WO 6-5627

MECHANICAL SWIMMING DOLL

When placed in basin of water, swims merrily along with a powerful overhand stroke.

\$3.00 dz. \$33.00 gr.

Terms: 25% deposit with order, balance C.O.D., F.O.B. N. Y.

SCHATTUR NOVELTY CO.
144 Park Row, New York 7, N. Y.
Phone: COrtland 7-8986

REINDEERS w/Bow Tie & Squawker

Rubber Inflates

Dz.	Gr.
Bambi	\$ 2.25 \$24.00
19" Deer	4.80 57.00
24" Deer	6.25 72.00
Jumbo	13.00



SANTA CLAUS BALLOONS

11 Round w/Santa	\$4.75 gr.
15 Tricolor w/Santa	6.50 gr.
14 Kat w/Santa	6.00 gr.
Spiral Passouts	5.25 gr.

MECHANICAL WIND UPS



Dz.	Gr.
Crawling Baby	\$3.25 \$36.00
Hopping Fur Dog w/slipper	3.00 35.00
Boy on Bike w/bell	3.00 36.00
Santa on Bike	3.00 36.00
Roll-Over Cat	3.25 39.00
Swiss Warblers	.60
Santa Merry-Go-Round	3.50 39.00

NEW GIANT COMICAL SUPER-SPECS \$6.00 Dz.

KENNEDY or NIXON CAMPAIGN HAT \$4.50 Dz.



3 1/2" CAMPAIGN BUTTONS KENNEDY & JOHNSON NIXON—\$10 per 100

25% dep. with all orders

Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

CHARLES SHEAR, Inc.
150 Park Row New York 7, N. Y.

WINKING DINKY \$15.60 dz.

All-Plush Clinging Arm Toy, 12" tall. Immed. del.

24" Clowns & Dolls, bags. 11" All-Plush Scotty, bags. Big, Big Spark's Frig Cars. Giant Magic Action Turtle. Steif-like Turn Head Plush. Root Hair Vinyl Dance Doll.

36 Pcs., 6 of each—\$18 FOB
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60 Pieces only \$20 FOB

28" Giant All Plush Bear... \$18 dz.
25" Plush Combo Bear... \$15 dz.
15" Giant Comic Tiger... \$10.50 dz.

18 BIG Pieces only \$21.90 FOB

FREE CATALOG—1,000 New Toys—Plush, Friction, Mech. & Battery

COMMISSION REPS WANTED

ACE TOY 336A Broadway N. Y. C. WO 6-5627

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.

INFLATES



Plastic inflatable toys for the yule trade. Electronically heat sealed. Washable, durable, non-toxic, colorfast. Come inflated. Shown is the Santa roly poly on the left, reindeer roly poly on the right. Bell inside the Santa which is 11 tall. Deer is approximately 12 inches tall. —Alvimar Manufacturing Company, 1881 Park. New York 35.

PAINT SPRAYER



Plastic gun fits any spray can, eliminates tired and dirty fingers. Handle snaps on top of can and operates with a trigger. Retail 39 cents.—Jordan Industries, 3030 N.W. 75th, Miami 47.

TREE STAND



Made of cast aluminum. Finished in red and green. Easily assembled and stored. Shipped 12 to a carton. Retail \$4.95.—Phelon Magnagrip Company, 70 Maple, East Longmeadow, Mass.

SLICER



Slicer is for dual purposes. One side for slicing, other for serrating vegetables and fruits. Produces salad-size slices. Retail 69 cents.—Foley Manufacturing Company, Minneapolis 18.

DOUGHNUTS



Doughnut maker forms 24 with one filling. Operated by simple turn of the handle. Comes gift boxed with recipes, directions. Retail \$2.95.—Mirro Aluminum Company, Manitowoc, Wis.

TABLE COVERS



Poly table covers printed in multi-colors on white background. Packed in clear poly. Priced to compare with disposable paper covers. For Christmas, Thanksgiving, New Years, birthdays. Card table size at 59 cents; jumbo size 79 cents.—Freezer Queen, 210 South Clinton, Chicago 6.

SANDER

Ball-joint sander attachment. For fast, controlled, swirl-free sanding. Head is always flat on the work and will not run off the working surface. Comes completely assembled on a hanger card with three four-inch sandin' discs. Promotion offer includes a bonus set of four Early American designs with each purchase. Retail for \$13.16.—Stanley Tools, division of the Stanley Works, 111 Elm, Jew Britain, Conn.

SNOW PLOW

This household plow features a highway type tapered blade that is said to be easier on the pusher. Retail at \$12.95.—Union Steel Products, Albion, Mich.

SOLDER GUN

Has alloy tip said to be extremely durable and never requires filing. Retail at \$14.95 and up.—Cummins Portable Tool Company, Milwaukee.

KID DESK

For the young student. It folds and also flips up for use as an easel. Made of hard wood and easily stored. Suggested retail, \$8.90.—Nevco Wood Products, Yonkers, N. Y.

ASH TRAYS

Translucent white china with steel-wire-crossed chrome top for safety. Is one inch high, three wide. Retail \$5-per pair.—Walter Starnes, 5837 Clara, Bell Gardens, Calif.

STAMPER

Can be used to personalize Christmas cards, book matches, writing paper, coasters, napkins, pencils, cards. Said to be easily operated.—Howard Stamping, 4445 West Belmont, Chicago.

3 WAYS TO GREATER PROFIT

1. Perma rechargeable Shaver shaves anywhere—anytime. No cords, just plug in wall outlet to charge for full week's use. Self-sharpening blade and cleaning brush. Complete with zippered carrying case. 2. Perma-Lite rechargeable flashlight. Needs no batteries. Plug into wall outlet to recharge. 3. Perma-Auto Shaver plugs into any 12V car lighter. Complete with self-sharpening blade, cleaning brush & carrying case.

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POSTPAID SAMPLES	2-11	12-142	143 & OVER	PRE-ORDER
1	\$7.50	\$7.26	\$6.63	\$5.88
2	\$2.50	\$2.25	\$1.95	\$1.75
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25% CASH WITH ORDER - BALANCE C.O.D.

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1000 BRAND NEW GIFT ITEMS!

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MUSICAL JEWEL CHEST... \$2.40 ea.
7 Pc. MEN'S WATCH SET. 4.90 ea.
\$1.00 LADIES' WALLETS... 3.60 dz.
AURORA NECKLACE, BOXED 3.75 dz.

PENS, JEWELRY, TOYS, WALLETS
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OUR GREATEST LINE OF SENSATIONAL PROFIT MAKERS

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CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
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- Rings • Pins • Pearls
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SEND FOR YOUR COPY TODAY
Please state your business.

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14 Ct. Sim.	\$7.20
14 Ct. Diamond.	Gr.
Min. order 1 Gross	
Also same ring in 1 Ct. center.	\$9.00
Gr.	

Complete line of other stones!

tarnish-proof rings including birthstones!

Send \$7.00 for complete Sample Line and Catalog.

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Catholic Religious Novelties Holy Art Gifts

OFFERED FOR THE FIRST TIME!

SPECIAL X-MAS SALE!!

WALL PLAQUES AND STATUES beautifully hand carved by Indian Artisans in Copper, Brass and Plaster of Paris with Religious Figure of Jesus, Mary and Crucifix, etc. Gift them to your dear and nears on Christmas. Best Gifts for presentation, available in many sizes and figures.

POPULAR SIZE

Wall Plaques, 12"x10"....	\$15.00 Each in Brass and Copper Metal
Wall Plaques, 12"x10"....	10.00 Each in Plaster of Paris
Brass Statues, 8" Tall....	9.50 Each P.P.D.

Shipped promptly anywhere in the world. Send checks or International Money Orders. No C.O.D. Service, please.

Guarantee: Full money refunded if not satisfied.

Free illustrated brochure of various other Novelties on request.

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Note: While ordering state the name of the figure of your interest (Mail Order Suppliers may contact us for drop shipment).

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Tr. Radios—Table Models—AM-FM and Reg. 5 & 7 Tubes.

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Poly-Bag with Header Pack

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Operated & Managed by Jim & Nat Cook. Our only location.

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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.

Just Out

WRITE FOR NEW 1960 CHRISTMAS AND NEW YEAR'S MERCHANDISE FLYER.

M. K. Brody & Co., Inc.
916 S. Halsted Chicago 7, Illinois
L. D. Phone: MOntroe 6-9520-9524
—in Business in Chicago for 46 years—

The Best Sales Boards and Jar Games

Write for information and prices.

VALENTINE COMPANY

Dept. B, 819 E. Jefferson Blvd.
South Bend 17, Indiana

SLUM PLUSH MEMPHIS TOBACCO CO. INC.

320 MONROE AVE. MEMPHIS, TENN
NOVELTIES—TOYS—GAMES—SUNDRIES

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.

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.

Enclose \$1 for 2 samples. (Deductible from 1st order.)

EMBREE MFG. CO., ELIZABETH 4, N. J.

WE MANUFACTURE THE MOST COMPLETE LINE IN AMERICA!

SALESBOARDS LOW FACTORY PRICES
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MATCH PAKS - HOROSCOPE TICKETS

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644 ORLEANS ST. CHICAGO 10, ILL. Ph. MOHAWK 4-4118

PITCHMEN NEEDED

See Busy Season For Demonstrators

Pitchmen and demonstrators, whose popularity has been on the rise since the advent of television and the revival of the art of "selling by showing," will be more in demand than ever before this yule season. Despite the pinch of profits in many lines, the demand for pro pitchmen and demonstrators is greater than ever, as more and more retailers are becoming aware of the need to show the consumer "how it works" to make the big or fast sale.

This, plus the polished technique of the pro, is making the demand larger than the supply. Retailers, anxious to move their stocks of Christmas merchandise, are clamoring for the services of the top demonstrators, are settling for almost anyone with experience in the field. The lack of good pitch-artists, or at least the inability of retailers to locate them, is most apparent in the Christmas specialty lines.

Such items as gift-wrappings, particularly the ready-made bow and ribbon categories as produced and sold by Rippli-Tie, Tie-Tie, Kaycrest and Tie-N-Curl, demand a well-qualified sales-demonstrator. In previous years, many department stores attempted the big sell on these lines with their own store personnel, only to find themselves outclassed and outsold by the smarter merchandiser who employed the professional demonstrator. This year, gift-wrap counters from coast to coast will be open for the sales pitches of the adept personalities from the professional ranks—where they are available.

In the same vein, the demonstrator is being called on to move the huge quantities of metal trees (The Billboard, Oct. 3, 1960), stands and spotlights that are flooding the market. The tree-stand-spot package, plus necessary trimming decorations, represents a big-ticket item that most retailers are anxious to move.

Kitchen gadgets, always popular, are again in big demand with the standard assortment of food choppers, frozen-food saw-knives, graters, juice extractors, doughnut makers and the others, as distributed and manufactured by such companies as Crest-Line Products; Varco, Inc.; Nu-Nel Kitchen Products; Popeil Bros.; Mouli Mfg. Co. and M. K. Morris.

Plenty of counter space is available for these usually fast-moving items, particularly in the chain variety stores. A recent innovation has been to place the demonstration in an area immediately adjacent to a window, where it can be observed from the street. This has proven so successful that stores are turning their valuable window space over to the "silent demonstra-

tors" to turn the window-shopper into a customer.

Ornaments and other tree decorations, including the unusual this year because of fancier trimming requirements of the metal trees, will call for the services of skilled demonstrators. This big volume pitch calls for the best. Stores checked indicate they are having difficulty in locating pitchmen and demonstrators for their decoration counters.

The appliance field, always a lucrative one, is wide open, with the emphasis on simplicity of operation and reduction of labor-time in the home. The crop includes portable mixers, hair-dryers, blenders, sewing machines, electric fry-pans, percolators; in the kitchen-ware line are the latest in unbreakable pottery in the stove-to-table lines, unbreakable dishes, canisters, slicers, warmers and a host of others.

In addition of these, the field for pitchmen and demonstrators will include many of the old standbys such as auto polishes and waxes, coils, trick cards, health foods and vitamins, animated toys, fountain pens and novelties galore. As the Christmas season moves in, and the pros come off the fairgrounds and lots and move into the department stores, only the scenery changes. The spiels remain the same, the ability to attract the crowds and sell huge quantities of merchandise is the same, and the merchants enjoy every penny of profit derived via the great American salesman—the pitchman, pitchwoman and demonstrator.

PARTY FAVORS

for all OCCASIONS
HALLOWEEN—NEW YEAR'S
ST. PATRICK'S

FREE 2 NEW 1960 ILLUSTRATED PARTY FAVOR AND DECORATION CATALOGS.
CLOSEOUT—BIG MEXICAN BEACHCOMBERS HATS—LIMITED SUPPLY—\$15 GR.
25% Deposit, Balance C.O.D., P.O.B. Chicago.

NEW SHOW ROOMS

Air conditioned—all merchandise on display, lowest prices. Good parking.
RODIN NOVELTY CO.
1102 W. WASHINGTON BLVD.
CHICAGO 7, ILL.
PHONE: CH 3-8080

SPECIAL WATCH SALE

FREE WATCH with order of 12.
6 Ass't'd Watches
Elgins, Bulovas, Gruens, etc.

\$39.45

Rebuilt, guaranteed like new—in BRAND NEW 1960 style cases. Expansion bands included. Gift boxes 50¢ additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.
SAMPLE \$7.95.
Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.
Write for free catalog.

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

FREE! CATALOG ADULT GAMES

JAR TICKETS
• MATCH-PAKS • TIP BOOKS
• SALESBOARDS • PUSH CARDS
• BINGO and CASINO EQUIPMENT
• Complete Supplies — Write to Catalog Dept.

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 10, Illinois

MAKE MONEY SELLING TIES

BUY DIRECT FROM MANUFACTURER
Sell outstanding line of Ties, Personalized Ties with name or slogan, Slim Ties, Matching Tie Kerchiefs with Tie Tack, New Styles, Money-Back Guarantee.

We pay postage.
SPECIAL OFFER—Send \$1 for 2 Samples of 1 Tie and 1 Tie Kerchief Set.
PHILIP'S NECKWEAR
Write TODAY for FREE CATALOG
20 W. 22d St., Dept. 548, N.Y. 10, N.Y.

LOOK!

GADGET DEMONSTRATORS

get the original

KNIFE COMBINATION

that has taken TOP MONEY at Fairs & Shows

for PRE-CHRISTMAS STORE SALES

FAST SELLER—PRICED RIGHT

Send \$1.00 for Sample to Nu-Wares, Inc.
29 Gooding St., Lockport, N. Y. Phone: 3-3848

Phone Milt Murray person-to-person

Para-Shooter



NOTE:

Demonstrators and Pitchmen, The Santa Claus Parachute is now ready for Christmas season

This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company

with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

"THIS IS A GOOD HOLIDAY NUMBER FOR DEMONSTRATING IN THE STORES"

1-A Parachute packed in red and green foil tubes.

1-AP Parachute packed in red and green plastic tubes.

ACME TOYS 2333 ABBEY AVE.
CLEVELAND 13, OHIO

For Toy Parachutes be sure and get Acme, the Time-Tested Product.



PLENTY Import Toys

BEARS, DOGS, POODLES, SKUNKS, PLUS ASSORTED ANIMALS.

PRICES FROM \$24.81 PER GROSS THRU \$81.00 PER GROSS

Sizes 5 1/2 inches thru 12 inches.

ACME PREMIUM SUPPLY CORP.

2201 Washington Avenue
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New 1960 Catalogue Now Available From the World's Largest Premium Supplier.

Nationally Advertised
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• WALTHAM
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• 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
102 S. Main St. Memphis, Tennessee



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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.

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GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

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Communications to 188 W. Randolph St., Chicago 1, Ill. OCTOBER 10, 1960

YOUR AUTHORIZED VICTOR DISTRIBUTOR

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TWO GREAT PROVEN MONEY-MAKERS

WANTED BY THOUSANDS OF LOCATIONS

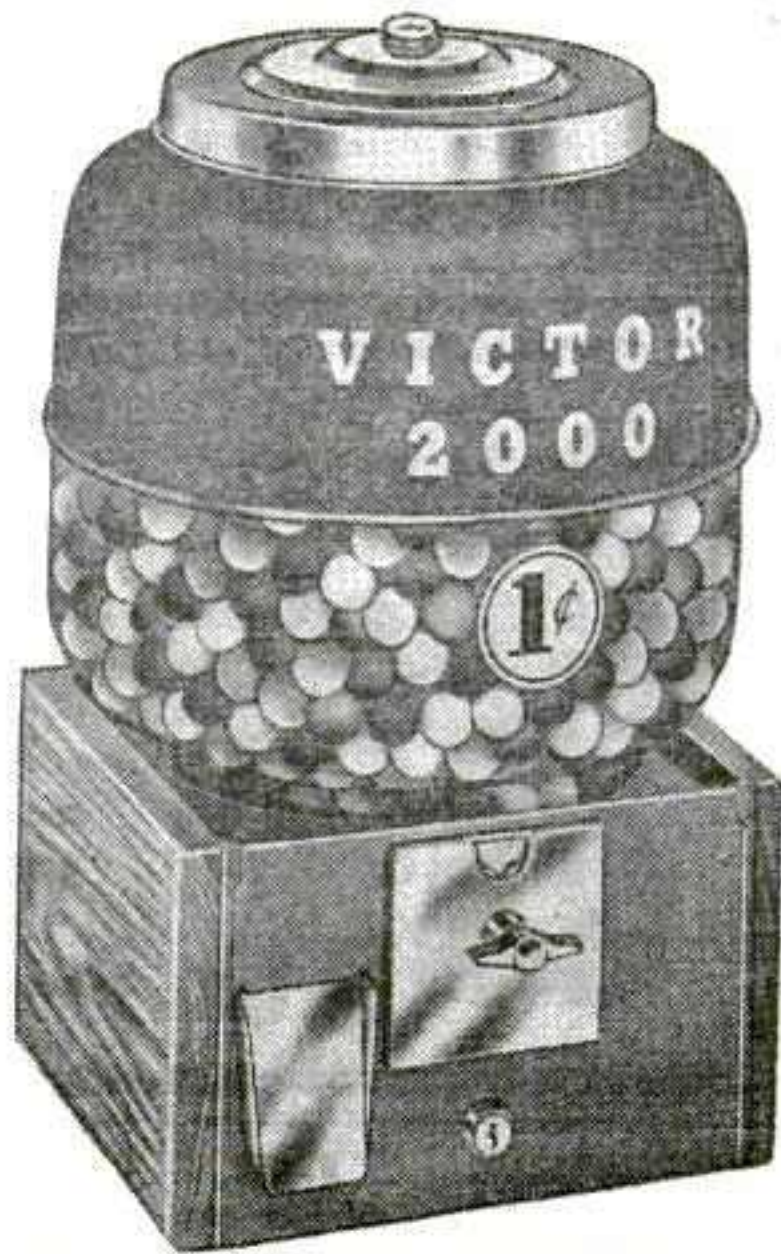
PEN VENDORAMA®



Victor's revolutionary and unique method of selling ball point pens. The revolving action displays all pens and assures positive delivery. Capacity 168 ball point pens, vending at 10c each.

VICTOR 2000

Capacity 2000 balls of 100-count gum . . . 300 V-1 10c or 25c capsules. Large capacity and very attractive appearance creates larger and more sustained profits.



ACT NOW! YOUR FUTURE GUARANTEED!

See Your VICTOR Distributor for Prices and Details

BERNARD K. BITTERMAN 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.	GRAFF VENDING SUPPLIES 2817 W. Davis, Dallas 2, Tex. WHitohall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.	VEEDCO SALES CO. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.
LOGAN DIST. CO. 1850 W. Division Chicago 22, Ill. HUmboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.	STANDARD SPECIALTY CO. 1028 44th Ave., Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands	PARKWAY MACHINE CORP. 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.
NORTHWESTERN SALES & SERVICE CO. 446 W. 36th St., N. Y. 18, N. Y. LONGacre 4-6467 New York State	H. B. HUTCHINSON, JR. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.	
CHAMPION NUT CO. 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Me. Ed Flanagan	ELLINGWORTH SUPPLY CO. 659 Adams St., N.E. Mpls. 13, Minnesota SUNset 8-6972 Minn., N. D., Mont., S. D., Wyo.	

VICTOR VENDING CORPORATION

Expect Top Crowd At Miami Confab

CHICAGO—A substantial attendance of bulk vending traders will be on hand as the National Vendors' Association holds its fall meeting in Miami Beach, October 28 thru November 2, simultaneously with the giant National Automatic Merchandising Association conclave.

Seventy-three bulk industry members plus guests and wives have made reservations to date at The Carillon, headquarters hotel for the NVA festivities.

Also scheduled for the weekend: Leaf Brands sales meeting, and a gathering of the National Vending Machine Distributors' Association.

Committees

The bulk association's newly formed ways and means committee is slated to meet, as is the group's publicity committee and program committee for the 1961 annual convention.

The ways and means committee, headed by Harold Folz, New York, will be considering additional policy and revenue measures, some of which were discussed at length during the Grand Bahama convention last April. (The Billboard, May 2.)

Members of the committee, besides Folz, are Bob Kantor, Chicago; Jane Mason, Chicago; Ever-

ett Graff, Dallas; Leonard Quinn, Columbus, O.; Sid Bloom, Los Angeles; Bert Fraga, Oakland, Calif., and Irving Katz, St. Louis.

Folz also heads the 1961 convention publicity committee, with Bob Guggenheim, New York, in charge of the program committee.

As always, social activities will continue to play an important role at NVA's spring convention, this year slated for Chicago's Sheraton Tower Hotel, March 16-19. A board of directors meeting will precede the conclave, March 15.

The first, and perhaps most unusual party, is a St. Patrick's celebration, being staged by NVA's newly dubbed "Smiling Irishman," Samuel Eppy. Other affairs, including the traditional Leaf Brands get-together, will be announced later.

Other 1961 convention committees will be headed as follows: convention general committee, Rolfe Lobell with Jane Mason convention secretary; exhibits, Richard Gibbs, Du Grenier, Haverhill, Mass.; program, R. Guggenheim, New York; publicity, Harold Folz; exhibit reservations, Jack Nelson, Logan, and Paul Crisman, King and Company, both of Chicago; registration, Loretta Cooke, and membership, Leo Leary and Richard Rollins.

Nashville Operators Battle City Vending License Code

NASHVILLE—The city council has no right to prescribe punishment for violation of the vending machine ordinance, in the opinion of City Councilman Robert Lillard.

Lillard said he believes the collection of vending machine taxes is a civil matter and should be processed by attachment of property in event of failure to pay, rather than by arrests.

The councilman made the statement about the vending machines during the city court trial of defendants he represented who were arrested during a recent vending machine crackdown.

Appeal

Lillard, an attorney, appealed city court convictions of two clients for violating the vending machine ordinance.

John I. Harris, acting city court judge, disagreed with Councilman Lillard's statement in court.

"These are not civil debts," Judge Harris asserted. "These are law violations. People can be sent to jail for operating their auto without city tags."

Misdemeanor

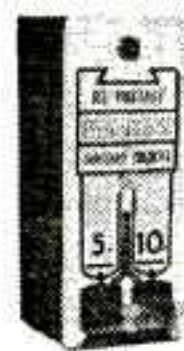
But Councilman Lillard said the deciding factor is whether the State Legislature sets up a particular violation as a misdemeanor.

"We can't create a misdemeanor," he explained. He said failure to buy the licenses had not been set up as a misdemeanor.

Meanwhile Judge Harris recently suspended six \$50 fines because William Faimon, attorney for vending machine owner, produced duplicate receipts showing licenses

(Continued on page 71)

SENSATIONAL VALUE!



FOLDER TYPE STAMP MACHINE

2 columns
Two 4c stamps for 10c and four 1c stamps for 5c. ABT Coin Mechanism.

\$29.50 ea.

3-column model, \$39.50.

4-column model, \$49.50.

5-column model, \$59.50.

(10,000 FREE Stamp Folders included with each order.)



5c HOBBY and TRADING CARD VENDOR

(2 column)
Vends package of 6 cards for 5c, 1 1/2"x1 1/2"x9/16". Slug-Proof ABT Coin Mechanism.

\$39.50 ea.

CARDS: \$2.25 per 100 (6 varieties).

1/3 deposit required on all orders, balance C.O.D. Write for free catalog.

Rake Coin Machine Exchange

609-A Spring Garden St.
Philadelphia 23, Pa. WALnut 5-2676

AMCO SANITARY VENDOR

The Finest for
Vending Flat Pack
Products

1c, 5c, 10c or
25c Operation



Vends flat packs up to 1/8"x2"x4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone today

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.

715 Lincoln Place Brooklyn 16, N. Y. President 2-2900

**SAY YOU SAW IT IN
THE BILLBOARD!**

H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden '59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."



We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.

1784 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300



This Label
TELLS and
SELLS

LIGHT UP SALES FILL CHARM MACHINES WITH LUMINOUS BULBS

5,000 to 9,000 — \$7.25 per 1,000
1,000 to 4,000 — \$9.00 per 1,000

FREE LABELS

SAMUEL EPPY & COMPANY, INC.
91-15 144th Place, Jamaica 35, N. Y.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
KING & COMPANY
2700 W. Lake St. Chicago 12, Ill.
Phone: KB 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1 1/2 Tab Gum 5c Package Gum, Spanish Nuts, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies: 1 Hersheys 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

**GOING BIG!
DA-GLO
CAPSULES**



These capsules add eye-appeal, buy appeal to your machines. Display merchandise to best advantage.

Will not come apart in your machines.

Sensational value at only

\$5.25 per M

Vends well in all machines. Order from your distributor or:

paul a. OFFICE co. inc.
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

All the news of your industry every week in The Billboard...

Census Charts Vending Industry's 1958 Growth

WASHINGTON—A final report from the 1958 Census of Business released by Commerce Department's Census Bureau September 28 shows that the industry has had a healthy rate of growth since 1954, the previous census year.

Number of operators in business at the end of 1958 totaled 8,152, an increase of 2,437 since 1954. Sales jumped 32.3 per cent to a 1958 total of \$841,523,000.

A clear picture of the number of companies vending various kinds of merchandise cannot be given because the report gives such information only for firms with payrolls. Of the number of companies with payrolls—3,524—722 handled primarily candy, nut and confectionery vending machines, a decrease of 84 from 1954. Sales to-

taled \$188,235,000, up \$23,456,000 from the earlier census year.

Number of companies with payrolls that specialized in milk and ice cream venders totaled 108, a decrease of three from 1954. Sales in this category totaled \$17,628,000, an increase of \$8,181,000 from the earlier year.

Some 512 companies with payrolls handled principally beverage venders in 1958, up 97 from the earlier year. Sales were up \$17,824,000 to a total of \$69,874,000. Tobacco was the specialty of 762 operators in 1958, a decrease of 84 from 1954. Sales totaled \$311,102,000, an increase of \$11,237,000 over the four-year period.

The number of operators dealing primarily in a broad category, labeled by Census Bureau as "other" types of machines, totaled 1,420 in 1958, a gain of 1,001 from 1954. Sales of these establishments with payrolls jumped from \$46,903,000 to \$166,076,000, a gain of \$119,173,000 in the four-year period.

Wide differences appear in Census Bureau statistics and those

M. SPARACINO PLANS TO WED

CHICAGO—Margaret Sparacino, daughter of veteran Chicago bulk vending operator, Philip Sparacino, will marry Eugene P. Irvan, a member of the Chicago police detective bureau, October 15. The bulk vending industry is expected to be well represented at the affair, with members of the trade coming for the wedding from throughout the country.

gathered by industry and the trade press. Census classifies vending machine operators in its retail trade category and refers to them as establishments "primarily engaged in the sale of merchandise thru coin-operated vending machines which generally are located on the premises of other businesses."

Bureau points out that since "a large number of merchandise vending machine operations are conducted in conjunction with the operations of manufacturing plants, and of wholesale and other establishments not classified in retail trade, data for retail merchandise vending machine operators should not be interpreted as providing a measure of total sales thru merchandise vending machines."

Nashville Ops

Continued from page 70
had been purchased despite arrests and confiscation of the machines.

Ten fines were assessed against eight persons for failure to have licenses. It was also disclosed in court recently that the city comptroller's office had issued one license for a number of vending machines in some instances and that the police department had then prosecuted the operators of some machines because a license was not posted on the machine itself.

"I'm not mad at anybody," Judge Harris declared, "but this is a poor way to run a business. If I operated my business like that I

TALK-TALK TEETH

Gets a Laugh Everytime
OPEN

1-4 m \$15.00 per thous.
5 m and up 13.75 per thous.
CLOSED (With metal clip)

1-4 m \$16.85 per thous.
5 m and up 14.55 per thous.
at your distributor or
Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS Large Cash Box Holds Pennies \$85.00 in

15" HIGH
49" HIGH
24"
13" WIDE
WEIGHT, 165 LBS.

Invented and made only by

WATLING

Manufacturing Company
4541 W. Lake St. Chicago 24, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

NEW • Top-Loading • NEW
PENNY-NICKEL ATLAS MASTER VENDOR

9 1/2 lb. Globe Black Lid
11 1/2 lb. Globe Chrome Lid

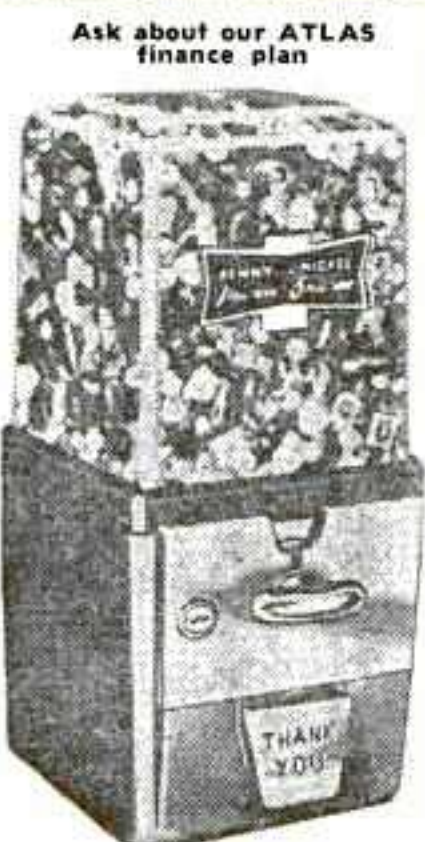
The ball gum and charm vendor with the proved penny-nickel mechanism... one turn for a penny, five turns for a nickel. This means a 30% increase in sales because of nickel play.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

SURE-LOCK, the perfect capsule, Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

PENNY KING COMPANY

2538 Mission St. ★ "World's largest selection of miniature charms" ★ The Vendor with the Proved Penny-Nickel Mechanism.
Pittsburgh 3, Pa.



Ask about our ATLAS finance plan

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model #33 1c Porc. Con-verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Cashew Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chickies	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.47
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the New Northwestern GOLDEN 60



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

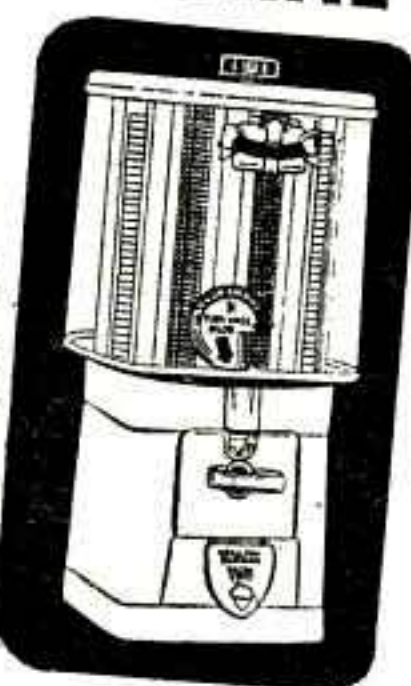
NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LQngacre 4-6467

Time payments available on Oak machines through all distributors.

All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c-5c coin mechanism, and optional slip clutch handle.

WE HAVE oak's "GOLD MINE"

Tab Gum Selector Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!



Below are listed factory authorized dealers.

AMERICAN NUT
1061 Tremont Street
Boston 20, Massachusetts

BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama

BUYMORE SALES
#6 Bayview Avenue
Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
1121 - 71st Street
Miami Beach, Florida

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada

OAK MANUFACTURING COMPANY, INC.
11411 Knightsbridge Ave., Culver City, California

RAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania

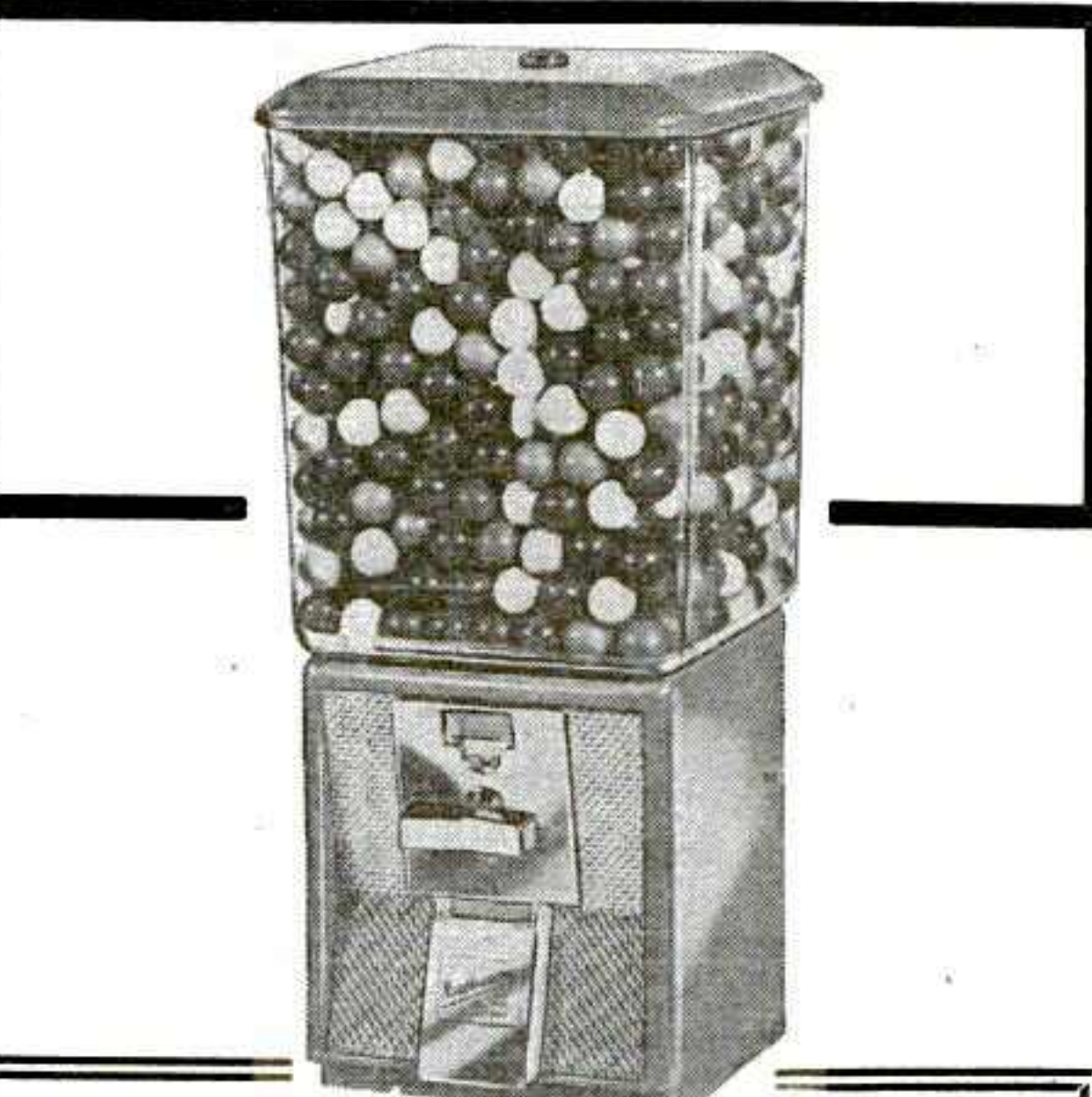
JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

SIEGEL DISTR. CO. LTD.
753 Chatham St.
Montreal, Quebec, Canada

SOUTHERN ACORN SALES
526-30 Bruns Avenue
Charlotte 8, N. C.

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

STAR VENDING SUPPLY CO
6327 Calhoun Road
Houston 21, Texas



Northwestern SIXTY SUPER C
WITH QUICK-TACH®
FOR YOUR BETTER LOCATIONS
SUPER CAPACITY

**1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules**

AT SLIGHT EXTRA COST
See your Northwestern Distributor or write to
THE NORTHWESTERN CORPORATION
2102 E. Armstrong Street Morris, Illinois

Auto-Test Machine Wins Friends For Industry Thru Safety Tie-In

CHICAGO — The Capitol Projector Corporation, New York producer of the Auto-Test machine, is conducting a campaign within a campaign. Capitol is tying in its driver-testing machine with the traffic safety move on both local and national levels.

The unique stunt is winning converts to both safe driving and the coin amusement industry.

Joined with Capitol is the National Safety Council and the Advertising Council, Inc., plus a growing group of coin machine locations, retail outlets and municipal safety organizations.

3-Way Push

Capitol is providing the machines, lining up locations and offering promotional direction. The National Safety Council is giving its official blessing, and the Advertising Council is providing free-of-charge safety advertising mats for use in local newspapers where safety drives are in progress.

A typical promotion is the one worked recently at Big Town, a shopping center in the Dallas-Fort Worth area. Capitol, who had been establishing operations there, approached the local safety council with the idea of launching a safe driving promotion. As it happened, the council had been considering such a promotion at that very time.

(Continued on page 85)



TYPICAL WOMAN DRIVER? Marij Mars, publicity director of Big Town Shopping Center near Dallas, is usually a safe driver, but camera caught her here with eyes off the road. She's seated at Auto Test machine during four-day traffic safety promotion put on by the store in co-operation with the Dallas Citizens' Traffic Commission and Capitol Projector Corporation, maker of the driving machine. Proceeds went to the Commission. In on the stunt are (left to right) Carl Scott, assistant treasurer, Dallas Board of Trade; Steve Guthrie, former sheriff; Karl Hansen, executive director of the CTC; Harry Kaplan, CTC executive vice-president, and Pat Whitworth, Capitol representative.

300 Attend Milwaukee Fete

MILWAUKEE—The Fifth Annual Milwaukee Recorded Music Industry party pulled more than 300 people to the Eagles Club Tuesday (4).

This event is supported by all segments of the Beer City's recorded music industry. Its primary purpose, according to its co-founders, chairman Benn Ollman, The Billboard correspondent, and Stu Glassman, Radio Doctors one-stopper, is to encourage harmony among all segments of the music business—even if only for one night.

Committee members include

juke box distributor Harry Jacobs Jr., United, Inc., record dealer John Plimpton, Bay Music Center, and disk distributors Harold Rietz, Taylor Electric Company, and Harry Beckerman, Garmisa, Inc., of Wisconsin.

Art Talmadge, of New York, vice-president of United Artists Records Corporation, and president of ARMADA, disk distributors and manufacturers trade organization, was the main speaker. He devoted the bulk of his talk to a discussion of the industry's problem with record counterfeiters.

"The record business' he said,

"may not be one of America's biggest industries, but it definitely heads the list in at least one important respect: it has more headaches per gross dollar than any other going business today. But, if we have pains, that's the price we must pay for the tremendous growth of the record business since the end of the last war."

Talmadge said counterfeit records were infesting all parts of the country. The disk racketeers, he said, take a \$20,000,000 bite out of the industry's \$400,000,000 gross sales.

ARMADA, he added, is continuously and vigorously combatting record counterfeiting. "The answer is a clear federal law" he said, "possibly an amendment to the Copyright Act."

Bramhall Cited

"Millie" Awards, presented for outstanding public service efforts during the past year, were awarded to disk jockey Bill Bramhall, WMIL, and radio Station WRIT. The presentation was made by District Judge Christ T. Seraphim.

Golf trophies, won at the Music Industry Outing last July were presented. Winners included well-known juke box figures here: Class A winner, Harry Jacobs Jr., United, Inc.; Class B, Ken Kulow, Kendou, Inc.; Class C, Bob Rippey, Triangle Music. Waukesha, and Bob Summerfield, Southern Novelty Company, Class D.

Coin machine operators and their personnel and families made up a good share of the turnout. Present were Joe Pelligrino, Mr. and Mrs. Carl Betz, Mr. and Mrs. Richard P. Weber, and Mr. and Mrs. Jerry Hoepfner, all P. & P. Distributing Company; Clarence Smith, Mr. and Mrs. E. F. Bower and Ronald and Diane Bower, Milwaukee Amusement Company; Mr. and Mrs. Robert Gronowski and Mr. and Mrs. Glen Haberman, Red's Novelty Company; Mr. and Mrs. Jack E. Hastings, Mr. and Mrs. H. Rohde, Earl Gebauer and Mr. and Mrs. Richard Saulig, Hastings Distributing Company;

(Continued on page 85)



ED DORIS, ROCK-OLA EXECUTIVE, may have his eye on the pretty model, but his thoughts are on the company's new Regis series which is being shown in distributors' showrooms throught the country this week.

KAN. CHALLENGE OF IRS RULE: SHOWDOWN NEAR

TOPEKA, Kan.—A tax refund lawsuit aimed at determining the legality of an income tax regulation on certain types of pinball machines will go to trial before a federal judge here sometime this month. The case is the amended version of an earlier lawsuit filed by Topeka amusement firm operator Stan Tennant. It has been placed on the docket for trial during the October term of Federal District Court here, which begins Monday (10).

Tennant's attorney, Ernest Rice, first asked for a temporary injunction and a ruling on the constitutionality of the regulation. He shifted to a tax refund matter, however, after an Arkansas court threw out a similar suit which also asked for an injunction and alleged unconstitutionality.

Tennant's suit challenges Revenue Ruling 94-124. The ruling brands machines with, "1. A push button or other device for releasing free plays and a meter for registering plays so released, or 2. With a provision for increasing odds," as gambling devices requiring a \$250 tax stamp. The U. S. District Attorney for Kansas, Wilbur G. Leonard, reiterated Tuesday (4) the government is anxious to get the case tried and obtain a ruling.

Tennant's attorney was out of Topeka and not available for comment.

At the present time, there is a gentleman's agreement between income tax agents and Tennant that no pinballs will be seized until a ruling comes down, unless income tax agents witness a pay-off. Government attorneys have acknowledged Tennant's litigation is of national importance because of the precedent it could set. Several other cases similar to Tennant's are pending before federal courts in the Eastern part of the U. S.

PROFIT TUNE-UP

Gas Station Spots Hike 'Life Expectancy' of Pins

DENVER—The profit life of pinball machines can be extended substantially by spotting them in large super service stations, according to the experience of Bert Marcove, games operator here.

Setting a "life expectancy" for each new machine added to his routes, Marcove has followed the general trend in replacing pinballs on the average of once every six months. Frequently it has been possible to extend the revenue production of a machine by exchanging machines from one location to another. However, this seldom works out for longer than a month or two, probably because machines become familiar rapidly to regular patrons of the spots in which they are located.

In everyday driving, Marcove had noticed, however, that large service stations (or small ones for that matter) had a definite potential for amusement machines. "The usual customer coming in for gas, oil, a grease job or minor repairs, has a few minutes on his hands with nothing to do while his car is being serviced," he pointed out. "Quite often the motorist merely stands in the station office while the service is being carried out."

Noting these facts encouraged Marcove to spot a few elderly pin games in the service station where he normally had his car serviced himself. The owner went along with the idea of a "test program"

and permitted two pinballs to be installed, moving a battery and tire display to provide the space.

Results were far better than anticipated, according to Marcove, as

(Continued on page 85)



VIKING

Viking Latest W'ms Pinball, Two-Player

CHICAGO—Viking, a new two-player five-ball pin game, is in shipment by Williams Electronic Manufacturing Corporation.

Featured is a bonus build-up on the playfield leading to a center ball hole. Ball targets advance the bonus score when hit.

Viking has a single pair of ball flippers, offers optional three-ball scoring, two-way double match play and adjustable replays.

Cabinet design is the new Williams forward look, with protective shelf for drinks and cigarettes.

The backglass and playfield are decorated with colorful Viking scenes.

SEEBURG QUILTS MERGER TALKS

CHICAGO—Merger negotiations, reportedly between The Seeburg Corporation and Itek Corporation, Waltham, Mass., are off, according to a statement by Delbert Coleman, Seeburg president. Seeburg was to have been an operating division of Itek, a firm specializing in electrical technological equipment. The Chicago daily press reported Coleman as saying the talks "have definitely been discontinued."

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

Table listing music machines with columns for model number, year, and price. Includes models like D-40, D-80, E-40, etc.

ROCK-OLA

Table listing Rock-Ola music machines with columns for model number, year, and price. Includes models like 1436, 1438, 1448, etc.

SEEBURG

Table listing Seeburg music machines with columns for model number, year, and price. Includes models like M100B, M100C, 100W, etc.

WURLITZER

Table listing Wurlitzer music machines with columns for model number, year, and price. Includes models like 1250, 1400, 1500, etc.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling and shuffle machines with columns for model number, year, and price. Includes models like ABC Super-Deluxe, ABC Bowling Lanes, etc.

CHICAGO COIN

Table listing Chicago Coin bowling and shuffle machines with columns for model number, year, and price. Includes models like All Star Team Bowler, Blinky, etc.

GOTTLIB

Table listing Gottlieb bowling and shuffle machines with columns for model number, year, and price. Includes models like Ace High, Add-A-Line, etc.

UNITED

Table listing United bowling and shuffle machines with columns for model number, year, and price. Includes models like Advance, Atlas Shuffle Alley, etc.

Table listing various bowling and shuffle machines from different manufacturers with columns for model number, year, and price.

PINBALLS

BALLY

Table listing Bally pinball machines with columns for model number, year, and price. Includes models like Balls-A-Poppin, Ballerina, etc.

UNITED

Table listing United pinball machines with columns for model number, year, and price. Includes models like Brazil, Caravan, etc.

Table listing various pinball machines from different manufacturers with columns for model number, year, and price.

ARCADE & NOVELTIES

Table listing arcade and novelty machines with columns for model number, year, and price. Includes models like All-Star Baseball, Aqua Duck, etc.

Table listing various arcade and novelty machines from different manufacturers with columns for model number, year, and price.

ARCADE & NOVELTIES

Table listing arcade and novelty machines from different manufacturers with columns for model number, year, and price.

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France to Sweep All Import Quotas

By OMER ANDERSON

PARIS — The French government has announced that coin machine imports will be entirely freed from quota restrictions next year. The trade ministry said this means that the door will be open to unrestricted French imports of U. S. juke boxes, games and vending equipment.

"It's complete liberalization—across the board," a trade ministry official explained. "All restrictions go out the window. Coin machine imports will be governed by normal foreign exchange and customs regulations."

Predict Boom

French distributors are predicting a boom in U. S. juke box imports exceeding even that in England following liberalization there.

The Ministry of Finance already is moving to place in effect the liberalization. Imports are being unfettered in a series of decrees.

Trade officials said that coin machine imports have a high priority in the unfettering process. The French government's declaration of trade freedom extends to all of France's trade with the dollar zone and countries belonging to the former Organization for European Economic Co-Operation (OEEC).

Better Balance

The Finance Ministry disclosed that France's foreign trade has recovered phenomenally—so much so that there can no longer be any question of shackling imports thru artificial measures.

"France cannot any longer keep restrictions on imports under the pretext of an unfavorable balance of payments," the Ministry announced. "It is the government's intention to act at once to remove all quota barriers."

What France's trade liberalization heralds for American coin machine exports was suggested by a typical French operator, Marcel Thierry, whose headquarters are on the Rue de Caumartin.

Ops Happy

"I shall now proceed to order the biggest and best American boxes I can get—and with the most chrome," Marcel vowed happily. "Stereo, 200 selections, and all that. And maybe now I'll get even an echo unit!"

This reported polled a dozen other operators in Marcel's category. All reported that they were placing orders for new American boxes "for delivery at the earliest possible date."

The French economy, as attested to by the government's action in unshackling trade, is booming. All business in France, it seems, is good. The operators polled have the cash to buy the best in new boxes. They have been frustrated heretofore not by the lack of cash but the stifling import quota restrictions which have preserved the French coin machine market as one of the world's most heavily protected.

Eases Tension

But there are other implications to the French government's decision. The most important is that provision extending liberalization to the OEEC countries as well as the dollar zone.

This particular decision is considered by observers here to be a new step by President Charles de Gaulle's government to ease the tension existing between the six countries of the European Common Market, the seven of the European Free Trade Area and the U. S.

Specifically, it means that the French intend opening up the Gallic coin machine market to all comers, that U. S. producers will have to compete with those based in West Germany, Britain and other areas of Europe.

For this reason, West German juke box manufacturers are hoping that the opening of the French market will stimulate the "saucering" German juke box boom. The optimists in West Germany predict that the French market will take up some of the slack now becoming apparent in the semi-saturated German market.

Before I left West Germany for my soundings in France a German juke box producer predicted:

"Let's face facts. We don't really compete with American manufacturers, not really anymore than Volkswagen competes with U. S. auto makers."

Lots of Business

"France has been closed to imports for so long that it's in effect a virgin market. There's lots of business to be had in France now, enough for us and the Americans."

"Eventually, the French market will become saturated, too, and our problems will unwind all over (Continued on page 85)

Raymond Mullins, Jackson Op, Dies

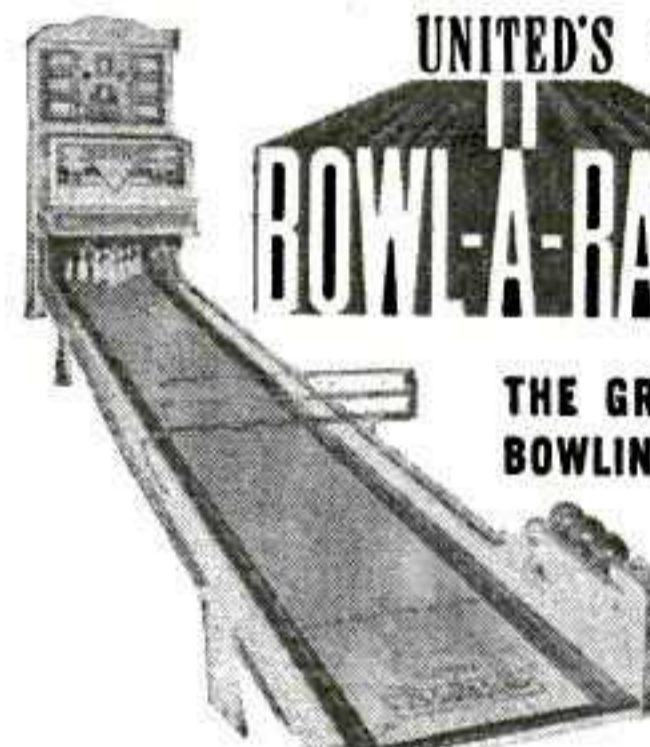
JACKSON, Tenn. — Raymond Mullins, partner with Tino Hankins in Jackson Amusement Company, died recently of a heart attack after playing 36 holes of golf. He was 37.

Mullins, who was an outstanding amateur golfer and had won many tournaments and trophies, felt a pain in his chest after arriving home, keeled over and died. He had had a heart ailment.

Mullins had been in the music business for 10 years. In the past year he and Hankins had expanded their operation considerably. They had operated Bond Amusement Company, in addition to their own route, under a contract with Harry Bond, who also owned a motel.

A year ago Bond wanted to sell his route and devote more time to the motel business, which was demanding his full time. Mullins and Hankins bought Bond out and then expanded operations into adjoining Henderson County.

They had recently bought two-way radio equipment for their office and service vehicles to better handle service in far-out rural territory.



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European News Briefs

Expect Spain to Ease Imports
MADRID—The Spanish government is expected to liberalize soon the importation of juke boxes and possibly coin games. The liberalization is expected to be confined to the European area, however, and to favor West German producers. It is doubted that imports of U. S. boxes from the dollar zone will be sanctioned at the outset. It is believed, however, that the liberalization anticipated may clear the way for the licensed production of American boxes in Spain, or at least the import of U. S. boxes produced under license elsewhere in Europe. Experts believe that the Spanish market will be for many years primarily a market for an inexpensive economy box.

Dutch Firms Eye Phono Output
AMSTERDAM—The success of the Osca, the first completely Dutch juke box, has stimulated interest on the part of Holland's electronic industry in the production of additional models. At least three concerns are reported considering the production of juke boxes tailored to the Dutch market. American boxes dominate the Dutch market, but to some juke box entrepreneurs this merely seems all the more reason why Holland should build boxes. The Osca was conceived by the firm of Jos von Osch of Kerkdriel. A wall box, 70 selections, the Osca has won praise as a rugged, reliable mechanism. It primarily appeals to locations requiring a compact box, devoid of frills but easy to maintain. Speculation centers on the production of a Dutch prestige box, a 200-selection stereo model, altho it is more likely that any new box incubated will have a more modest format. Confidence in a Dutch juke box future is based, aside from Osca's promising showing, in the world renown of Philips, the electronic giant.

Tailored Disk Sales a Success
HAMBURG—Nordplatte, a disk wholesale house catering to the juke box trade exclusively, reports great success with an automatic record delivery service for operators. The wholesale house keeps operators automatically supplied with disks based on current top-tune ratings for the Hamburg area. Once the operators states his basic preferences and supplies Nordplatte with pertinent details about his particular set-up, Nordplatte takes over and keeps the platters flowing to him without further instruction. Nordplatte's service is intended to relieve the average operator of the drudgery of picking and ordering platters for his boxes. This requires the operator to be familiar in detail with the top-tune turnover and to keep books on his ordering for his various locations. Nordplatte aims at an automatic service based on initial "ground rule" instructions supplied by the client. The client may alter the standing instructions, but in lieu of amended instructions Nordplatte automatically furnishes disks to the operator as per standing instructions. Nordplatte is a pioneer Hamburg juke box disk supplier, one of the first Hamburg platter parlors to switch exclusively to the supply of juke boxes.

Second TV-Type Juke Box Due
PARIS—A TV-type juke box, the Scopitone, will soon be introduced onto the West German market, according to negotiations in progress here. The Scopitone is similar to the Cinebox developed jointly by a Franco-Italian company. Manufactured by the Compagnie Radio-Cinema, Scopitone, with 36 titles, is, in effect, do-it-yourself TV. Each title is three minutes in length. The machine has a TV-type screen and takes either black and white or color film with sound track. The films are expertly put together and feature singing stars and orchestras. It is impossible to select individual tunes in a strip, but, on the other hand, the possibilities of Scopitone are unlimited for visual presentation. The initial cost of the equipment is relatively high, but each film title carries advertising, and it is planned to provide films at low cost on the basis of advertising revenue.

Souped-Up Boxes Spin Classics
MILAN—In this land of renaissance culture, of immortal painters and immortal music, the juke box, fittingly enough, is going high-brow. Far from disdaining what culture-loving Italians prefer to call an "automatic musical instrument," they are experimenting with the siting of specially adapted juke boxes in libraries, musical conservatories and universities. The boxes are conventional juke boxes which have been "souped up" to render ultra-high fidelity. They are used for the playing of classical music. Aside from purveying the classics, the so-called "institutional juke boxes" are also being used for the playing of recorded drama, poetry, prose and various type of "actuality." Such recordings are primarily intended for the blind, but they are also widely patronized in the case of artistic works enhanced by tonal quality imparted to that work by a specific artist.

J. J. Smith Cinch For Pa. Assn. Post
NORRISTOWN, Pa. — J. J. Smith, who has been president of the Eastern Pennsylvania Amusement Machine Association since the group was formed four years ago, looks like a cinch to be re-elected again this year. Smith was the only one nomi-

nated for the job at the nominations meeting held on September 28 at the General DeKalb Inn. The elections will be held at the next meeting on October 19. There will be a fight for the secretary-treasurer position, however. Samuel Daub has been nominated to oppose the incumbent, Bernard Miller. Nine members have been named to compete for the three vacancies on the board of directors.

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URGE GLOBAL CAMPAIGN

Soft Phono Volume Soothes Public Gripes, Italians Find

TURIN, Italy—The Italian juke box industry is proposing extension of its juke box "voce sotto" campaign to the United States.

Italian operators are delighted by the success to date of the "keep it soft" campaign of moderating juke box volume. Considerable already has been accomplished toward obliterating the stereotype of the juke box as a noise-making nuisance in the staid locales.

But this success has only encouraged Italian juke box bigwigs to raise their public relations sights. The industry's leading lights now talk in terms of switching from the defense to the offensive, from quieting complaints to creating a juke box "sweet music" image of universal appeal.

One World?

Apparecchi Musicali Italiani, S.r.l., the prime mover behind the "voce sotto" campaign, believes with the late Wendell Wilkie that "It's one world" in terms of the juke box image as well as people and politics.

A "keep it soft" campaign in the U. S. would buttress the Italian campaign, altho the Italians have no illusions about the tail being able to wag the dog. However, Apparecchi, whose trade mark is thinking big, favors, in fact is urging, nothing less than a worldwide campaign against jangling and jolting juke boxes.

As Apparecchi's public relations brain analyze the problem, it is the image more than the facts which determine public attitudes. This means that if juke boxes are noisy—or are assumed to be strident—in the U. S., this fiction, if fiction it be, will cling to juke boxes in Italy, particularly since American boxes dominate the Italian market.

Gripe-Inspired

Indeed, Apparecchi's campaign was inspired primarily by criticism that the stridency and pressure of American life was being imported into easy-going Italy via the juke box.

Italians are not alone in being influenced by such stereotyped attitudes. In West Germany when the juke box boom was getting under way in 1953, many operators felt it necessary to leave vacant a record slot, thus permitting patrons to "buy three minutes of silence."

Apparecchi is conducting its campaign primarily by means of large wall posters adjuring the location proprietor keep the volume of his box turned down. These wall posters attribute the "keep it down" admonitions to various popular

Italian singing stars. The posters, turned out with high professional skill, are placed near the juke box.

Wide Influence

Apparecchi's brains point out that not only do the posters admonish the site proprietor, the man with his thumb on the volume dial knob. They also influence the juke box patrons and patrons generally.

Thus the signs contribute to fostering a revised image of the juke box as not a symbol of stridency but in fact an automatic musical instrument purveying relaxing music for the millions.

There is considerable interest among music operators in the U. S. concerning the Apparecchi "voce sotto" campaign, according to the campaign masterminds here. This interest encourages Apparecchi to believe that international co-operation can be achieved in the homely sphere of abating the noisy juke box nuisance as well as on loftier levels.

A Turin source summarized, "There are statesmen in your juke box industry and we have statesmen in ours. Let them get together to win worldwide friends and influence people everywhere in favor of the juke box."

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Mid-South Trade Eyes NAMA Meet

MEMPHIS—A number of coin machine operators from Memphis and the Mid-South will attend the National Automatic Merchandising Association convention October 28-November 2 at Miami Beach. Convention site is the new Miami Beach Convention Hall.

Among delegates from Memphis will be George Sammons, president of Sammons-Pennington Company, and his director of vending sales, Allen Smith; Charles Pugh, owner of Quality Vending Service; Louis Barsotti, partner in Tennessee Tobacco Company and O. J. Barsotti & Company.

Paul Mauceli, Paul's Novelty Company, Greenville, Miss.; Lee Thompson, Tri-State Vending Company, Marianna, Ark.; Clinton U. Collins and Lexie Howard, partners in Crystal Amusement Company, Grenada, Miss., and Abe Malouf, LeFlore Music Company, Greenwood, Miss.

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West

LOS ANGELES ANGLES

Paul Clar operated Auto Photo machines at the 17-day Los Angeles County Fair in Pomona, which closed Sunday (2). Jesse Blake had his sketching concession adjacent to the photo machines. . . . Oscar Tetzloff of Banning was in the city and reported that he is expanding his cigarette operation. . . . Bob Hathway was down from Ventura, where he operates.

Ed Wilkes and Don Peters of Paul A. Laymon, Inc., are back at their posts in Los Angeles following a trip to San Francisco for the Rock-Ola regional meeting. . . . Don Gilbertson in town for the Seeburg meeting. . . . Walter Levi was another operator to attend the Seeburg dinner-meeting. Others were Glenn Wolcott and Mrs. Wolcott and Walter Hemple and Mrs. Hemple of First National Music in San Fernando.

Tom Wall returned from a family reunion in Idaho. While there he took advantage of the golf course and the fact that he had no routine to follow. . . . Adolphe D'Estes, also of California Games, is off on an automobile trip to Philadelphia and Washington, with a stop scheduled for Chicago on return.

Sam Abbott

Midwest

OUT MINNESOTA WAY

Norm Pink, route manager for Advance Music Company, Minneapolis, had an extremely successful Canadian fishing trip. He caught his limit of northerns and walleyes the first morning. . . . Hank Krueger, operator at Fairfax, Minn., was goose hunting in Canada. . . . Ray Brown of Brown Bros., Inc., Minneapolis one-stop, caught up on his golf during his recent vacation.

Out-State operators in the Twin Cities included Jack Godfrey, Chaska, Minn.; Glenn Bischel, Chippewa Falls, Wis.; Bob Bregel, Willmar, Minn.; Darrell Weber, Blue Earth, Minn.; B. F. Kragtorp, Tracy, Minn.; Henry Lucking, Benson, Minn., and George Wohlers, Stillwater, Minn. . . . Tom Crosby of Automatic Games Supply Company, St. Paul, who lives in Faribault, Minn., also was in.

Harvey Dixon, serviceman for Advance Music Company, is enjoying his new boat cruising down the Mississippi. . . . Erma Speidel, stenographer-receptionist at Sandler Distributing Company, Minneapolis, is engaged to Richard Beerman of Minneapolis. . . . Mike Young, operator at Soldiers Grove, Wis., passed cigars to announce the arrival of a new addition to the family. . . . Condolences to Tony Bartus, serviceman at Sandler Distributing Company, whose father passed away in Wisconsin.

Don Lyons

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Memphis Ops Fight 1c Cig Tax Increase

MEMPHIS — Drew Canale, chairman of a committee representing cigarette vending operators, said last week the group would meet with the County Commission soon to oppose any county tax on cigarettes.

The City of Memphis is considering increasing the tax on cigarettes 1 cent per pack. There is already a 1 cent city tax. If the city increases the tax to 2 cents, cigarette operators fear the county may follow suit.

Canale and his committee have marshalled evidence to show that raising the tax would reduce sales and thereby cut the city's anticipated revenue.

On Canale's committee are Louis Barsotti, partner in Tennessee Tobacco Company, large tobacco wholesaler and also operator of a large cigarette route, and Charles E. White, a field representative of Tobacco Tax Council of Mt. Sterling, Ky.

The County Commissioners are David N. Harsh, chairman; Dan C. Mitchell and Rudolph Jones.

Canale and his committee met recently with Mayor Henry Loeb and City Commissioner James W. Morse. Loeb had planned to seek legislation for another 1-cent-per-pack increase. He said he would give the tobacco committee's opposition consideration.

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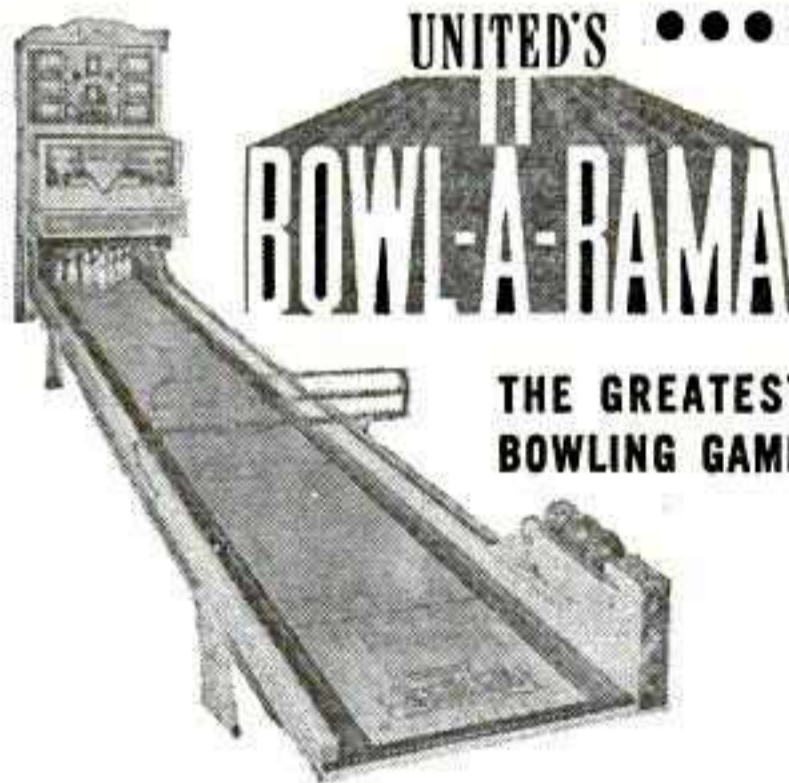
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Coin Bowling Center Adds Disk Shop, Dancing & Billiard Clubs

UNIVERSITY CITY, Mo.—A record shop has been installed in the Bowl-O-Fun coin-operated miniature bowling palace in this municipality of St. Louis. Its stock includes 45 r.p.m. popular, rock-'n' roll, light classical and other selections which appeal primarily to teen-agers and young people.

In addition to records, the shop also carries a small line of musical instruments which youths might buy, accessories for phonographs and small portable record players.

Arthur D. Andrews Jr., president of Archlee, Incorporated, which operates the Bowl-O-Fun at 8322 Olive Street Road, said eventually the firm hopes to develop the record shop into a one-service stop for West End operators.

Skill Points

For the convenience of prospective purchasers, a couple of individual players were installed to test selections. Items offered for sale in the record shop at the Bowl-O-Fun also can be "purchased" with skill points, which are given for bowling and high scores on the coin-operated alleys at the recreational center. Skill points have no cash value.

The record shop was set up by the Archlee firm under the direction of Theodore Gaskin, who with his sister, Rose Gaskin, operates Ted's Music Store, 363 Collinsville Avenue, East St. Louis, Ill. Gaskin, a personal friend of Andrews, offered to give the Bowl-O-Fun the benefit of his 14 years of experience in the music field. The offer was taken up by Andrews.

Beside the record section of the center, dancing and billiard clubs have been added to the program of the Bowl-O-Fun. Membership cards cost \$1 a year per person. Persons under age are not permitted to join these clubs without written consent of parents.

Printed Cards

Handwritten-style, printed announcements of the dancing and billiard clubs describe the recreational events. The announcements, designed for parents, contain perforated membership cards.

They read: "When your children are Bowl-O-Fun Guests rest assured that they are supervised by trained, experienced people who are interested in your children's welfare simply because they are children."

"At Bowl-O-Fun . . . dancing

(or billiards) is a wholesome, regulated activity. In keeping with our policy of family co-operation we are requiring parental consent before allowing children under 18 to participate in this activity.

"If you are not acquainted with our business make it your business to drop by to meet our staff . . . to see our establishment . . . to have a 'Bowl-O-Fun.'" Each card is signed, "Recreationally yours, The Management."

Fees

Non-Billiard club members pay 1½ cents a minute or 90 cents an hour to play. The fee for members is 1 cent a minute or 60 cents an hour. Dancing is by juke box, the playing cost of which is the only money spent by members other than the membership fee.

Hours for these activities for junior high school students are immediately after school until dinner time. The evening hours are reserved for high school students and young adults.

The dancing club uses the area of the Bowl-O-Fun where birthday parties are held during the day for children. Tables used for the parties are pulled out and the floor in that section cleared for supervised dancing.

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UNIVERSE	255
WORLD BEAUTIES	275
WAGON TRAIN	285
2- AND 4-PLAYERS	
FLAGSHIP, 2-PL.	\$165
WHIRLWIND, 2-PL.	215
BRIGHT STAR, 2-PL.	225
FALSTAFF, 4-PL.	275
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Seeburg Names George Glass St. Louis Distrib

ST. LOUIS—George Glass, former vice-president in charge of Seeburg's vending division, has been named distributor for the full Seeburg line here. His territory will include Southern Illinois and Eastern Missouri.

The firm—the George Glass Distributing Company—will headquarter at a 10,000-square-foot building at 1901 Delmar Boulevard. The Seeburg distributor here had been the W. B. Distributing Company.

Frank Schroeder, who had been sales manager at W. B., takes over as general sales manager. Mike Wilfinger heads the parts department, and Norm Driemeyer is in charge of service.

Before joining the Seeburg organization, Glass had been sales manager for Eastern Electric, cigarette machine manufacturer. When Seeburg acquired Eastern, Glass moved over as vice-president. He resigned this post a couple of months ago.



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Walbox Distributing Co.
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Select Music Company
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Vancouver, B. C., Canada

Van Dusen Brothers
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Edmonton, Alberta, Canada

Van Dusen Brothers
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Winnipeg, Man., Canada

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Denver 16, Colorado

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Charlotte 1, North Carolina

Mel-O-Dee Music, Inc.
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Salt Lake City, Utah

Musical Sales Co., Inc.
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St. Louis 3, Missouri

Henry Nelson
P. O. Box 33
St. Ignace, Michigan

Pan American Sales Co., Inc.
812 South Presa Street
San Antonio 3, Texas

Patton Music Company
611 Eye Street
Modesto, California

Robinson Distributing Co.
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Atlanta 12, Georgia

Taran Distributing, Inc.
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Phil. Vending Concern Named By Wurlitzer as Distributor



DELIVERIES AND SERVICE for Model Vending, new Philadelphia Wurlitzer distributor, are handled with a fleet of Volkswagen trucks. The firm has 30 full-time employees.

PHILADELPHIA—The Model Distributing Company, a division of Model Vending, Inc., here, has been named Wurlitzer distributor for Eastern Pennsylvania, South Jersey and Delaware. Wurlitzer had recently been represented in Philadelphia by Abe Lipsky's All-Vend Equipment Corporation. However, Lipsky now has the New York territory as president of the Libra Distributor Corporation, and he will devote his full energies to that area.

In naming Model as distributor, Wurlitzer has picked a firm which is a major factor in full-line industrial vending locally. The selection appears to follow the trend linking the automatic phonograph and vending industries more closely together.

The Model Distributing Company has been set up as a division to handle phonograph sales. Of-

icers are Ned White, president; Bill Slawe, vice-president and general manager, and Ed Balin, secretary and treasurer.

The parent company is headed by Balin, a veteran of 25 years in the coin machine industry. Slawe has been associated with Balin for 20 years. Sid Balin will be in charge of phonograph sales.

Modern Building

Model is housed in a modern building at 4830 N. Front Street. The firm has 30 full-time employees, including four full-time servicemen, two men in the parts department, three salesmen and the four principals.

The remainder are engaged in office, warehousing, location servicing and general maintenance for

the vending and phonograph divisions.

The fleet of seven Volkswagen trucks, used to service vending locations, will also be used for phonograph deliveries. Other rolling stock includes two stake-body trucks, one van for long hauls and six salesmen's cars.

Service Schools

Hank Petet, field service engineer, and Reid Whipple, from the Wurlitzer factory, will work with Model representatives. The two Wurlitzer men will hold a series of service schools, with the dates to be announced soon.

Ed Balin and Bill Slawe are both active in the Philadelphia Music Operators' Association, and each has served on the board of directors for 10 years.

Model also is U. S. distributor for a West German candy machine which provides music and a puppet show with the insertion of a coin.

BARGAINS FOR THE WEEK

- 2 2200 Wurlitzers ea. \$575.00
- 1 Seeburg 222, S160, Stereo. 895.00
- 1 Seeburg V200 250.00
- 5 Seeburg 100A ea. 65.00
- 8 AMI D80 ea. 95.00
- 2 AMI E120 ea. 150.00
- 4 AMI D40 ea. 75.00
- 1 United UPA, 100S 395.00
- 5 Shuffle Rebounds, Like New ea. 50.00
- UNITED AND BALLY SMALL BALL BOWLERS (As Is) ... 135.00
- C. C. 2-PLAYER ROCKET 140.00
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- ROLL-A-BALL 89.50
- 4 MIDWAY RED BALL 200.00

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- Bally Club 395.00
- Bally Lucky Shuffle 375.00
- Bally Super Deluxe ABC 325.00
- Bally Deluxe ABC 245.00
- Bally ABC 195.00
- C. C., United, Bally, Small Ball Bowlers... Ea. 195.00

MUSIC

- WURLITZER 2310S \$725.00
- WURLITZER 2304 745.00
- WURLITZER 2300S 795.00
- WURLITZER 2200 550.00
- WURLITZER 2100 425.00
- 5210 WALBOXES 69.50
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- AMI J-120S 745.00
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Seattle Council Ponders Pins

SEATTLE—The city council is considering a ban on pinball game operations here, but there appears to be a lively pro and con developing between those in favor (including the mayor) and those against. The mayor originally recommended that the games be outlawed.

Charles M. Carroll, chairman of the council's license committee, was reported as saying the council would not approve such a ban. He said a statement to this effect would be issued by the council. Other councilmen expressed a like view, but some described Carroll's statement as "premature."

Carroll's statement followed a closed meeting of the council at which the mayor and police chief discussed the proposed ban and the chief presented a file reportedly covering "bombings involving pinballs." One councilman, J. D. Braman, commented that the presentation made by the mayor and police chief "was not very convincing." No public hearings were planned on the issue, but councilmen were to meet for further discussion of the proposal.

The mayor had contended that several unsolved bombings allegedly related to the pinball trade had created a serious law enforcement problem which warranted abolition of the machines.

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SOME 30 MEMBERS of the Colorado Music Merchants, Inc., attended the group's dinner-meeting at the Kearney Motel, Denver, September 30. It was the first meeting for the association in over a year. Shown are Jack Arnold, president; Byron Rogers, Colorado congressman; George Miller, Music Operators of America president, and Harry Snodgrass, MOA secretary. All spoke at the affair which also featured some floor discussion on local operating problems.

Germany's Top Phono Spots Push Stereo as Prestige Item

HAMBURG — Another year of high-voltage promotion has established stereo in West Germany as more status symbol than many-splendored sound.

The big names in West Germany's juke box trade agree:
1. Stereo is a "must" for top locations—for the classy clientele.
2. But few patrons can distinguish

stereo from monaural—or even try hard. These views are not contradictory. At least in West Germany stereo is psychology primarily and not sound. The patron has been educated, under impact of the German boom, to demand "the best—what the Americans have."

Satisfies
Therefore, he demands stereo secure in the conviction that he is hearing top sound as well as top tune. Once he sees the stereo label, or is assured it is a stereo box, the German patron is satisfied and pursues the matter no further.

This applies to the top locations. The less locations (in terms of take) are less fastidious, and most of their proprietors display little more than academic interest in stereo.

Opinions vary on stereo's future in West Germany. Erich Schneider, the Wurlitzer general importer for West Germany, questions whether

stereo really is suited to juke box operation.

Pro and Con

Schneider feels that stereo is a connoisseur's sound suited primarily to the concert hall. The juke box, he feels, properly dispenses rhythm and relaxation, and not golden tone requiring quiet and concentration to appreciate.

But Helmut Neuberg, the AMI importer for West Germany, believes that stereo, while moving slowly in popular favor, will supplant high fidelity in time simply in response to the law of progress, if nothing more.

The remainder of the German juke box brass is camped between these divergent views. They agree that stereo has a long way to go in Germany, and while chary about predicting eventual stereo boom or bust, they are hedging by investigating and even experimenting with stereo.

Top 30 Per Cent

Sales of "stereo-now" are confined largely to the top locations, consisting of not over 30 per cent of total sales. However, as Helmut Neuberg pointed out, "All of our boxes are sold ready for instant conversion to stereo; we can convert a box in under 20 minutes."

This form of stereo "reassurance" is general with German juke box distributors.

But all experts agree that stereo, as sound, remains something remote to most Germans. "It's a word, not a sound," one operator observed.

Some operators, according to complaints, place stereo signs over monaural boxes in response to demands by location proprietors. And it is a common practice to rig monaural boxes with stereo speakers.

As one expert remarked, "How do you expect the mob in a bar or restaurant to know what kind of sound they're hearing? All they want to know is that they're getting the best—whatever that is, and then they're satisfied."

Other experts point out that it has yet to be proved that stereo pays in cash terms. The box costs more and the records, but the per-play price has remained the same in West Germany, owing to the complexities of the German monetary mechanism and the difficulty of revamping the coin mechanism of U. S. machines.

Finally, as everywhere, stereo is hobbled in West Germany by the shortage of records. There are not more than 40 stereo juke box titles currently on the German market.



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- 3 Stoner D13 475
- 4 Stoner D10 475
- 2 Bonanza 995
- 6 Cigar Pak 25
- 4 Bally Cig. 150
- 1 Uneeda Candy 95
- 5 Rowe—14 col. 175

- ### PINGAMES
- 8 Beauty Contest \$350
 - 1 Whirlwind 210
 - 1 Dealer 50
 - 2 Mystic Marvel 55
 - 1 Hi Straight Call
 - 2 Silver 175
 - 2 Regatta 125
 - 2 TicTacToe 180
 - 1 3-D 145
 - 1 Hawaiian Beauty 65
 - 1 Fun Fair 125
 - 1 Universe 260
 - 3 Island Queen 395
 - 1 Nags 395
 - 3 Lolla-Fun 450
 - 2 World Champ 125
 - 1 Four Corners 55
 - 2 Queen Hearts 65
 - 1 Register 125
 - 2 Shamrock 140
 - 2 Flagship 165
 - 1 Gypsy Queen 65
 - 1 Reno Call
 - 1 Kickoff 125

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All the news of your industry
every week in The Billboard ...

Annual State Convention Proposed At NYSCMA Meet; Idea Pursued

ALBANY, N. Y. — The New York State Coin Machine Association has taken initial steps which may lead one day to an annual State-wide coin industry convention and trade show. Formation of a steering and investigating committee to look into the idea was authorized by members attending the annual meeting of the Association here Thursday (6). The conclave was held in the Crystal Room of the Hotel DeWitt Clinton. Considerable discussion centered on the convention ideas as a practical method of increasing State-wide operator interest in problems and affairs of importance to the industry. There was reference to the fact that in various States, including Virginia and West Virginia, annual convention type meetings have met with success.

Some members felt that a proper convention site might be a resort hotel such as those in the Catskills, or perhaps the up-State Adiron-

dacks, while others held to the view that a city locale would be more advantageous. It was unanimously agreed that the appeal of such a gathering would be markedly increased by the active participation of distributors of all types of coin equipment with exhibits of machines. It was also pointed out that such a concentrated display would be of help to the great majority of operators who are unable to make such national-based conventions as the MOA. Beyond this, one speaker noted, such a display, carefully staged in an exhibit hall, would lend itself to good publicity from the consumer press and perhaps radio and TV.

Following the discussion, a motion was passed that prexy Tom Greco would appoint a committee to look into the feasibility of such an affair. This committee will report back to the officers and executive board at a later date.

There was also considerable discussion on the problems posed by local ordinances on game and music machines. Lou Werner, counsel for the New York Operators Guild, spoke on the experiences of the Guild with the problem in certain towns in its area. Jack Wilson, prexy of the Guild, stressed the importance of staying close to this problem in the various areas and attempting, wherever possible, to get local authorities to employ the term "permit," instead of "license," in cases where some type of local taxation seems inevitable. Wilson said that in the case of permits, fees are likely to remain on a fixed basis. Also when license requirements are put into effect, he noted, the idea is more likely to spread to other towns in a given area, because local authorities see dollar signs.

Also adopted was the idea of an annual Association journal, to become a sort of directory of the coin industry of New York State. The idea was developed by Mrs. Amelia (Millie) McCarthy who was empowered by the membership to commence solicitation of ads from all segments of the industry in the State. Prices for the ads will be \$100 for a full page, \$50 for a half page and \$25 for a quarter page. In the case of ad support, \$10 of the space charge would be earmarked for annual association dues. Where support is not forth-

coming, membership in the Association can be retained by the payment of the dues alone.

Another feature of the early part of the meeting was the payment by Tom Greco of the Association's respects to the late William (Mac) McCarthy and the late Bob Charles, respected active members of the group, who passed away during the year.

At the close of the meeting, election of new officers took place. Mrs. McCarthy was unanimously elected president for the forthcoming year. She has been one of the group's staunchest supporters and has been active on many fronts for the betterment of the New York State coin industry. During the past year she served as treasurer of the association.

Ed Solomon was named secretary and Mac Douglass, formerly secretary, was elected treasurer. Vice-presidents for the coming year include Al (Senator) Bodkin, Barney Rapp, Henry Knoblauch Jr., Dave Solomon, Bill Benevento and Bucky Van Wyck. The new executive board will be headed up by former prexy Tom Greco; Carl Pavesi, prexy of the Westchester Operators' Guild, and Jack Wilson, prexy of the New York Operators' Guild.

Following the meeting, members enjoyed a buffet supper, prior to departing for their home territories.

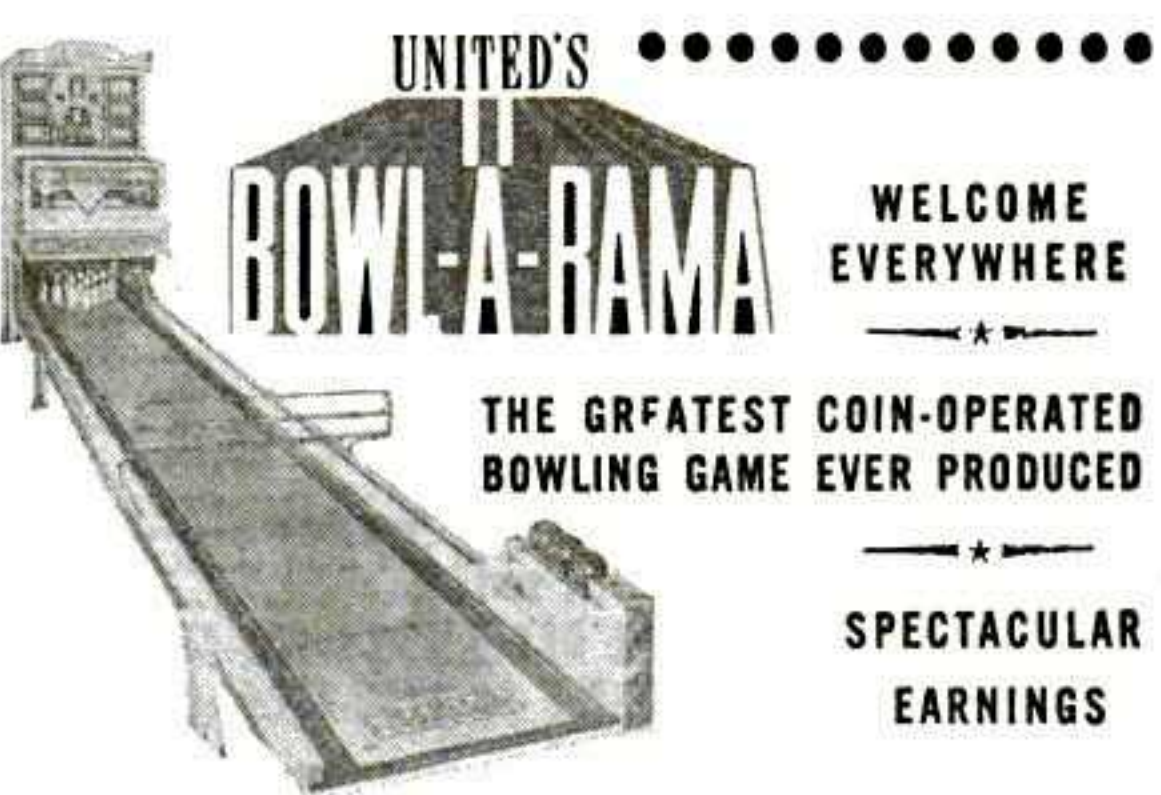
Unimatic Names Cobb New Veep

ST. LOUIS—George L. Cobb has been appointed vice-president and general manager of Unimatic Merchandisers, Inc., a subsidiary of Universal Match Corporation here. Cobb, formerly president of S. H. Kress and Company, variety chain stores, will work on the marketing and distribution programs for Universal's automatic merchandiser, which accepts both coins and paper currency and vends up to 36 different products.

Berger Sets Contest Meet

NEW YORK — Harry Berger, local distributor-operator, who unveiled a plan for a city-wide coin bowling contest several weeks ago, has scheduled a meeting for all interested game operators for next Thursday (13) in the Gothic Room of the Hotel Park-Sheraton here. Time for the session is 8:30 p.m.

Berger has promised to reveal plans at that time for TV coverage of the finals of the event, to be held in Madison Square Garden. Berger says he has already signed the Garden up and will announce the dates at the meeting. National Tournaments, Inc., the name tentatively selected by Berger for the contest organization, has a target date of around the first of November for kick-off of the contest in taverns throuout the city. He added that he has received numerous inquiries from other cities regarding the staging of other contests in those areas.



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IN
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When you receive your commission ... and join the Navy ... as an officer in the Naval Reserve. If you are a college graduate, between 18 and 27, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Procurement for complete details on how you can serve your country as a commissioned Navy officer.

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YOUR PROFITS WILL BE GLAD YOU DID!

LAKE CITY AMUSEMENT, INC.

4533 Payne Avenue

Cleveland 3, Ohio

Nashville Ops

Continued from page 71

wouldn't go broke tomorrow or next year. I'd go broke today."

Inspection

Finance Director Joe Torrence, asked for comment, replied, "That's his opinion."

"We have city officials who are supposed to be efficient operating our city government," Judge Harris declared. "The inspectors are supposed to see the licenses on these vending machines. They didn't do it."

Torrence admitted that his department had made an error by not issuing separate license receipts and that this error was being corrected as fast as possible. He said individual receipts are now being issued.

Revamped

Meanwhile Judge Harris said the vending machine ordinance should be revamped and the annual license fee raised from \$10 to \$50.

Observers here say several persons who had failed to buy licenses have bought them since the police crackdown on vending machines. Henry Beasley, owner of 150 cigarette machines, said in city court he had bought 28 licenses. He added that the remainder of his machines had them.

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ALBERT SIMON, INC.

587 10th Avenue, New York 36, N. Y.

Phone: LOnacre 4-0006



**UNITED'S
ROW-A-RAMA**

WELCOME EVERYWHERE

THE GREATEST COIN-OPERATED BOWLING GAME EVER PRODUCED

SPECTACULAR EARNINGS

See ROW-A-RAMA Now at.....
50th State Distributor
AUTOMATIC VENDING MACHINE CO.
583 California Ave., P. O. Box 186, Wahiawa, Oahu, T. Hawaii
Phones: 226-692—224-521

Foreign Trade Seminar Seen Aid to Coinmen

WASHINGTON—A new seminar designed to sharpen the effectiveness of government personnel in helping U. S. businessmen expand their foreign markets may be of aid to manufacturers of the nation's coin-operated equipment who are interested in exporting their machines.

Seminar was initiated by the Department of Commerce as part of the President's nationwide export expansion program. Its object is to better prepare government personnel engaged in various phases of international commerce at home and abroad in promoting U. S. private trade, travel and investment, and in assisting the development and execution of the foreign economic policies of the U. S.

About 30 department employees and Foreign Service officers will participate in the first seminar. The four-week course will encompass all factors affecting the flow of international commerce.

The seminar is offered under the program of the Foreign Service Institute, and was developed by the Commerce Department with assistance of the Harvard Graduate School of Business Administration and in consultation with the State Department. Commerce Department and other government officials, businessmen and college professors make up the faculty. Chairman is Carl N. Giboney, special assistant to the department's Bureau of Foreign Commerce.

Chicago Juke Box Ops Plan Dinner-Dance

CHICAGO—Some 700 coin machine and music industry traders are expected to attend the annual Recorded Music Service Association dinner-dance to be held Saturday, November 5, at the Morrison Hotel's Terrace Casino room here.

The association will present its usual program of recording artists plus several additional acts. Marty Gold and his orchestra will play for the evening, featuring Judy Kreston on vocals. Mickey Sharp will emcee the show. Other acts include Yonely, comedy-piano; Nicki and Noel, dance team; and Rich, Gibson and Little Rich, novelty dance team. Recording talent to appear will be announced later.

Earl Kies is general chairman, for the event, assisted by Joe Filitti, ticket chairman; Sam Greenberg, advertising committee, and Bill McGuire, entertainment committee.

6 POCKET POOLS..\$150.00

14 Ft. Bowlers\$195.00
American Bank Shot (12 Ft.)..... 195.00
Fluorescent Shuffle Board Lites. Pair. 22.50

PURVEYOR Better Buys
DISTRIBUTING CO.

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

THIRTY-TWO

This year marks FRANCO'S thirty-second year of continuous service to coin machine operators in ALABAMA and NORTHWEST FLORIDA, as well as our friends in GEORGIA, MISSISSIPPI and TENNESSEE.

We have grown and prospered during the years because our operator friends have grown and prospered. We sincerely thank all of our customers during this 32nd anniversary year for their past business, and we will do our utmost to merit continued patronage in the years ahead.

Our philosophy of doing business is the same today as it was in 1928. Simply stated, we believe in rendering the best in service, handling the finest in coin-operated equipment and delivering this equipment at the right price to the operator.

Listed below is but a fraction of the completely shopped and thoroughly reconditioned equipment available during this SPECIAL 32ND ANNIVERSARY SALE. Why not call right now and share in these excellent buys?

MUSIC—GAMES—VENDORS

THOROUGHLY RECONDITIONED . . . READY FOR LOCATION

ROCK-OLA 1468, 120.. \$695.00	AMI C-40-45 ..\$89.50	C.C. DUCHESS BOWLER, 16' & 21' .. Special
ROCK-OLA 1465, 200.. 539.50	AMI JIH PLAYMASTER, 200 Sel. .. 599.00	WMS. OFF. B/BALL\$529.50
ROCK-OLA 1458, 120.. 489.50	SEEBURG 100-G 399.50	VALLEY 7450 P/TABLE ... 369.50
ROCK-OLA 1455, 200.. 399.50	SEEBURG 100-C 249.50	GOTT. SP. A CARD 339.50
ROCK-OLA 1454, 120.. 429.50	SEEBURG 100/Ch w/Bx 39.50	WMS. JUNGLE GAME 339.50
ROCK-OLA 1448, 120.. 395.00	ROCK-OLA 120/Ch w/Bx 59.50	
ROCK-OLA 1438, 120.. 229.50	ROCK-OLA HI FI, Lge. Spkr. ... 29.50	C.C. CLASSIC BOWLER....\$395.00
ROCK-OLA 1434, 45... 129.50	ROCK-OLA DeLUX St. Spkr. ... 49.50	BALLY A.B.C. BOWLER.... 225.00
WURLITZER 2104, 104.. 389.50	ROCK-OLA 1622 Spkr., 2 Ste.. 79.50	C.C. SCORELINE, S/A..... 299.50
AMI JIH, 200.. 599.50	ROCK-OLA 1436, 45, 120 ... 79.50	C.C. TRIPLE STRIKE, S/A 279.50
AMI F-80 309.50	C.C. SIX GAME S/A Special	
AMI E-80 189.50	WILLIAMS SPACE GLIDER GUN . Special	

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... Complete Operating Flexibility
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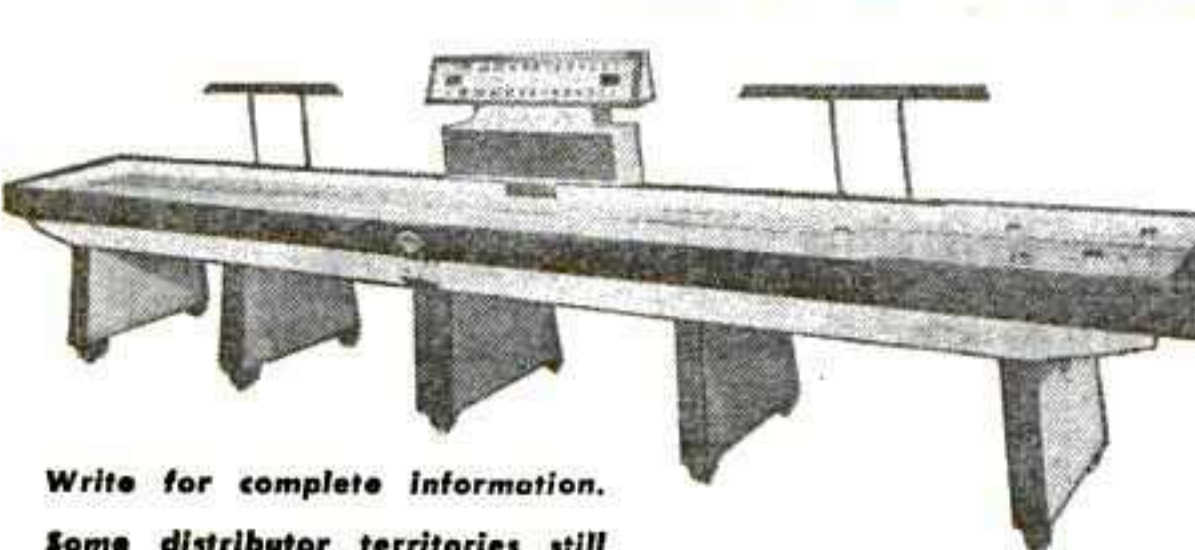
COME IN AND SEE IT TODAY...
YOUR PROFITS WILL BE GLAD YOU DID!

WURLITZER 1500A\$ 95	SEEBURG V-200 (conv. to VL with speed read program holder)\$345
WURLITZER 2150 445	SEEBURG 100L 465
WURLITZER 2200 545	ROCK-OLA 1455D 395
AMI D-80 125	

MUSIC SPECIALS FOR THE WEEK

Mickey Anderson
AMUSEMENT CO.
314 East 11th St. Erie, Pa.
Phone Glendale 2-3207

It's the American **IMPERIAL** for performance!



Performance is what counts! When you put an American IMPERIAL out on location you will find, like operators all over the country, that it outperforms—and outearns—other types of games.

Its exclusive Magno Play Control, which prevents play after each game or when time expires, means more coins in the coin box. And, as far as service goes, well, it is practically non-existent.

Write for complete information.
Some distributor territories still available.

AMERICAN SHUFFLEBOARD CO.
210 Paterson Plank Road Union City, New Jersey. UNION 5-6633

BALLY RIDES & GAMES
KEENEY GAMES
Du GRENIER CIG-VDG M.
ROWE VENDING MACHINES
CALL FOR PRICES

FACTORY DISTRIBUTORS for
ROCK-OLA
BALLY
CHGO. COIN
GOTTLIEB
WILLIAMS
Du GRENIER
ROWE
VALLEY
FISCHER

See the New
ROCK-OLA REGIS
MODEL THIS WEEK

FRANCO
DISTRIBUTING CO.
24 North Perry Street, Montgomery, Alabama Phone: AMherst 3-6463

GIVE TO DAMON RUNYON CANCER FUND

Joe Ash says . . .
CONTACT ACTIVE FOR PINBALLS
 THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!
 Exclusive Gottlieb Distributor for Eastern Pennsylvania, South Jersey and Delaware.
ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad St., Phila. 30, Pa. P.O. 9-4495
 You can ALWAYS depend on ACTIVE ALL WAYS. Write or wire for prices.

MODEL "7450" . . . A Valley 6-POCKET POOL TABLE
 built UP to Valley Quality standards —picked down for more operating profits!

 ● Separate No-Stoop Cue Ball Return Patent Pending
 ● Larger, Solidly Anchored Legs
 ● Coin Chute Free of Operating Mechanism
 . . . and 20 other profit-proven Valley features!
 Also: DELUXE 6-POCKET and BUMPER POOL ®
 See your Distributor or write direct
Valley SALES COMPANY
 Sales Affiliate, Valley Mfg. Co.
 333 MORTON STREET, BAY CITY, MICHIGAN • TWINBROOK 5-8587

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SANDERS DISTRIBUTING CO.
 415 Fourth Ave., South Nashville 10, Tenn.
 Phone: ALpine 5-4119

when answering ads . . .
 Say You Saw It in The Billboard

Police Wage License Drive In Nashville

NASHVILLE — Police authorities continued their drive against games, vending machines and juke boxes without city licenses, arresting four more persons and seizing eight more machines.

The action September 12 brought to 19 the number of persons arrested and to 26 the number of machines seized by police in weekend raids begun by Sergeant Morgan Smith.

Police said the arrests set off a flurry of license buying. "Every officer will make arrests where he sees machines being used without a license," Smith asserted. "We're going to clean this up."

Big Line
 Meanwhile, Inspector Carney Patterson said Monday (12) that "Operators were standing in line at city hall buying licenses for their machines."

He added that the city has a \$17 license for pinballs, \$12 for juke boxes and \$7 for vending machines. The county and State, Patterson said, charges \$36 for pinballs, \$15 for juke boxes and \$7 for vending machines.

The federal government charges \$250 for a registration fee for operation of coin machines as gaming devices, \$10 for juke boxes or amusement machines.

Wurlitzer Hosts Service Schools For Southern Ops

MEMPHIS — Carl Johnson, of Dallas, Southern regional engineer for Wurlitzer, made road trips out of Memphis recently to several Arkansas towns conducting service schools.

The schools were to instruct operators and their servicemen on changes, improvements, how to make repairs on new mechanical features.

Johnson headquartered at Edward H. Newell's Standard Automatic Distributing Company, a branch of the Standard Automatic Distributing Company in Little Rock.

In Memphis
 Coy Mullinax, Newell's serviceman, accompanied Johnson on the trips, which included Blytheville, Jonesboro, Forrest City, Marked Tree, Osceola and West Memphis. Johnson was in Memphis Saturday for local operators.

The service schools were given for these Arkansas operators: Forrest City, Wayne Cartiller and Lloyd Barber, B & C Amusement Company; Fred Swan, Swan Amusement Company; Pete Adams, Adams Music Company; Bill Poland, Poland Amusement Company.

Jonesboro: Henry Hitchcock, Jonesboro Music Company; Elmer Womack, Womack Music Company; Nathan Wheelless, Service Amusement Company; Ben Adams, Adams Amusement Company.

More Ops
 Marked Tree: J. W. Singleton, Singleton Music Company; Robert Brunner and John Brunner, John & Frank Inc.

Blytheville: Sam Torjusen, B & T Amusement Company; Joe Michie, Day Amusement Company.

West Memphis: T. P. Aaron, West Memphis Amusement Company; Jack Canipe Jr., Canipe Amusement Company.

Standard Buys Fortune

NEW YORK—Standard Financial Corporation, active in coin machine financing, has announced its acquisition of Fortune Factors, Inc., New York. Fortune Factors, headed by Frederick Klein, president, will function as a wholly owned factoring subsidiary.

BUY! METAL TYPERS
 VENDING ALUMINUM IDENTIFICATION DISC
WHY! LIFE-TIME INCOME
 TROUBLE-FREE OPERATION
 ONLY 18"x18"

 1219 N. WESTERN AVE.
 CHICAGO 22, ILL.
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CLEAN ARCADE GAMES FOR SALE
 10 Bally Heavy Hitters \$295.00 Ea.
 16 Bally Batting Practice 290.00 Ea.
 5 Bally Club Bowlers 395.00 Ea.
 2 Chi Coin Rocket Shuffle, 2 Player 150.00 Ea.
 2 Chi Coin Rocket Shuffle, 1 Player 125.00 Ea.
 2 Wms. 4-Batter Baseball 110.00 Ea.
 1 Wms. Shortstop Baseball 225.00 Ea.
 Write or Call
STAR SUPPLY CO.
 7855 Stoney Island Chicago 49, Ill.
 Phone: Bayport 1-1616

ATLAS . . . Music—Vendors . . . Guaranteed!

MUSIC SPECIALS!		MUSIC	
A.M.I. 6-200	\$295	SEEBURG 222 SH	\$925
A.M.I. E-120	165	SEEBURG L-100	545
A.M.I. WALLOMATIC WQ-120	45	SEEBURG K-200	495
SEEBURG 3W-1 WALLOMATIC	55	SEEBURG 100-R	475
ROCK-OLA 1436	125	SEEBURG V-200	375
WURL. W.O.M. #5252 (50c)	95	ROCK-OLA 1446	245
WURLITZER 1500	95	A.M.I. 1-200E	625
<i>In Working Order</i>		A.M.I. G-120	365
USED CIGARETTE VENDORS		A.M.I. F-120	325
11-Col. NATIONAL (ML)	\$155	A.M.I. E-80	175
11-Col. NATIONAL (Slant Front)	195	WURLITZER 2300	745
9-Col. NATIONAL (9M)	95	WURLITZER 2000	395
12-Col. EASTERN	125	<i>Completely Reconditioned</i>	
10-Col. EASTERN	75	Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS	
8-Col. ROWE (Man.)	40	1/2 Dep. Bal. C.O.D. or Sight Draft F.O.B. Chicago	
DUGRENIER AC-12 (Man.)	95	ATLAS MUSIC COMPANY	
9-Col. DUGRENIER (Man.)	75	A Quarter Century of service	
SEEBURG 800E-1	250	2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005	

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 YOUR PROFITS WILL BE GLAD YOU DID!
BADGER NOVELTY COMPANY, INC.
 2546 No. 30th Street Milwaukee 10, Wisc.
 Phone: Hilltop 2-3030

France to Sweep

Continued from page 74

again, but until then there's business for all." The German manufacturer referred to the fact that France has a relatively small number of juke boxes compared to the U. S., West Germany and England—13,000 in all. Yet experts appraise the French market as being the potential equal of that in Britain or Germany.

Blocked Progress

Import restrictions have stifled coin machine expansion in France, together with the absence of cohesively organized operator organizations.

Juke box liberalization follows an order dated last July liberalizing pinball imports. The new liberalization measure eliminates even the partial restrictions retained by the July measure, which stipulated that only new pinball machines could be imported, and that such machines could only be imported from the U. S. or the nations of the European common Market (West Germany, Italy, Belgium, Holland and Luxembourg).

French juke box producers, notably the king-pin concern of Jacques Marchant, are gearing for no-holds-barred competition. After long confinement to a protected market, many French operators are eager to buy foreign-made machines, if only to have a basis for comparison.

A major French producer summarized: "It was paradise while it lasted, but now the market has been flung wide open, and it will now be 'war to the knife,' survival of the biggest and most efficient producers. Make no mistake about that."

Milwaukee Fete

Continued from page 72

Mr. and Mrs. Harry Jacobs Jr., Woody Johnson, and Mr. and Mrs. Irv Hoeth, United, Inc.

Representing Kendou, Inc., were: Mr. and Mrs. Glenn Grubb, Glen L. Grubb, Judy Grubb, Royle Schrag, Lorraine Schrag, Diannie Schrag, Mr. and Mrs. Pat Savasta, Rondie Savasta and Travis Welch. Harry Gromacki, Mr. and Mrs. Leo J. Dinon and Mr. and Mrs. Lucien Scaffidi, H. and G. Amusement Co.; Raymond Scherer Southern Novelty Company.

Schroeder Group

The Schroeder Amusements coin firm again won honors for having the largest group at the event. Their table included Mrs. George Schroeder, Judy Schroeder, Audrey Schroeder, Joanne Kohlhoff, Mrs. W. A. Kohlhoff, Mrs. Ray Ott, Adele Grobe, Edna Goetz, Dorothy Herbst, Val Simon, Gary Simon, Elaine Wheir, J. Sullivan, Nancy Schroeder, Betty Schreiner, Barbara Schroeder, Thomas Gallob, Gerald Keller and Carol Kubinski.

Billboard staffers Mr. and Mrs. Aaron Sternfield, Nick Biro and Gloria Manlong were also in attendance.

RCA Victor thrush Della Reese headlined the list of record artists that entertained following the regular program. Appearances were also made by the Bonneville, Fenway Records; the Galaxies, Guaranteed Records; Big Don Hargaves, Silver Slipper Records; Stacy Henry, Flippin' Records; David Carroll, Mercury Records; Paul Fay, Thanx Records; Bob Mattice and the Phaetons, Cuca Records; Lisa Carroll, Decca Records and June Scott, King Records. Emsee was Stu Glassman, Radio Doctors.

Auto-Test Unit

Continued from page 72

Sam Goldsmith, Capitol sales chief, and W. P. Whitworth, Capitol representative, met with Marj Mars, publicity director of the shopping center, with Miss Mars, along with Whitworth, then contacting Kelly Maddox, of the Dallas Citizens' Traffic Commission. Together they organized a four-day program centered at the shopping center.

Challenge Public

Several Auto-Test machines were set up at the exhibit, with proceeds—which amounted to several hundred dollars—going to the local traffic commission. Flanking the machines were specially prepared signs toting the challenge, "Are you a safe driver? Play Auto-Test and find out."

Along with the machines as part of the exhibit, were license examiners who answered questions on license laws, insurance representatives who advised on a "safe driver insurance plan," and a Department of Public Safety representative who accepted renewals on drivers' licenses. The Auto-Test machines drew generous space in the local press, along with the exhibit as a whole. One feature story with picture told of a local reporter's experience at the Auto-Test wheel—it concluded he was "the worst driver in Dallas," but gave the machines a good plug.

Both the National Safety Council and Capitol appear to have come out gainers in this joint campaign. Daniel G. Reynolds, director of traffic operations for the Council, has been pleased with what he terms "the interest of the amusement industry in traffic safety," and Goldsmith has found that the safety tie-in has helped smooth the way for Auto-Test locations.

In several townships where there are either restrictions against the use of coin-operated machines, or license fees up to \$500, Auto-Tests have been permitted to operate without restrictions, because of their association with traffic safety.

Gas Station Profit Tune-Up

Continued from page 72

an average of two out of every 10 customers thru the first test week dug for a dime while waiting for car service and tried their luck on pin games.

"A point which was very much in our favor was the fact that many of the players were people who never come in contact with amusement machines anywhere else," Marcove said. "For example, there are young husbands who frequented bars or bowling alleys before their marriage but now have little time for such entertainment. Others are old-timers who remembered with nostalgia the pin games of their youth and enjoyed banging away on the machines while cars were being greased or otherwise immobilized for periods of half an hour or so."

Now Marcove has successfully spotted pin games in some 25 service stations thru the Denver area, following a standard commission split, making at least one weekly collection and service call at each spot. There would be more, except for the fact that space is at a premium in many of the service stations, and owners or lessors are loth to give it up. On the other hand, with profits from gasoline sales down in most stations, owners are more than willing to add anything which will provide a bit more revenue for the station.

"It takes a lot of personal salesmanship to get the spot, and not infrequently, I find that the service station owner is afraid that his own employees will while away too much of their time on the machine," Marcove confessed. "The most effective way to overcome resistance, I have found, is to merely take along a re-cap sheet from one of the first service stations in which the machines were installed, showing profits of anywhere from \$7.50 to \$15 a week. When the service station operator matches these figures against his increased expenditures for labor, supplies, water, etc., he is likely to find that he

can provide room for a five-ball game after all!"

What the earning life expectancy of each pin game will be in service-station locations such as these is a moot question, of course, Marcove admits. To date, the amount of play on each of his service-

station locations has remained fairly constant, with disappointments only at four spots, where the machines were either covered up by stacks of automobile accessories or otherwise made unavailable to customers. One thing which has shown itself for certain is that amusement machines at service-station locations can show a return profitable enough to outweigh the usual procedure of turning them in as trade-ins on new equipment.

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YOUR PROFITS WILL BE GLAD YOU DID!

ALLAN SALES, INC.
937 Market St. Wheeling, West Virginia
Phone: CE 2-7600

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

ANOTHER ORIGINAL OUTSTANDING GAME by Keeney

Recognized Originator and Leader in the Manufacture of Uprights ...

for Long-Run Earnings — insist upon Keeney's original Panascope

Keeney's SWEET SHAWNEE

Another original outstanding "Panascope" game by Keeney, the recognized leader in the manufacture of upright games. Keeney's Sweet Shawnee maintains consistent scoring averages, the result of thousands of hours of painstaking engineering and development. This guarantees steady, consistent profit margins that are obtainable only with Keeney upright games. Accept no substitute. Operate Keeney's Sweet Shawnee now.

HEAP BIG PROFITS—YOURS!

Operates on Nickels, Dimes, Quarters thru a single coin opening—Simple Plug Adjustment for Single or Multiple Coin Operation

for amusement only

Order TODAY!

J. H. KEENEY & CO. INC., 2600 W. FIFTIETH ST., CHICAGO 32, ILLINOIS, Telephone HEmlock 4-5500

ALSO DELIVERING: Single Coin, 7-Coin Multiple and Twin Red Arrows NOW!!!

Ultra Modern Cabinet

WEIGHT uncrated: 155 lbs.

SHIPPING WEIGHT 170 lbs.

SIZE: 59" High with legs 30" Wide 18" Deep overall

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- ... A Triumph in Modern Styling
- ... Complete Operating Flexibility
- ... Unmatched Profit Making Dependability

COME IN AND SEE IT TODAY...
YOUR PROFITS WILL BE GLAD YOU DID!

GRECO BROTHERS AMUSEMENT CO., INC.

Main Street, Box C, Glasco, New York
Phone: CHerry 6-8700

Red Bloc Mkt. Of 500,000 Units Is Goal

• Continued from page 1

boxes is conditioned by a variety of factors and considerations. K. tends by nature to be a gadgeteer curious about anything mechanical, and he likes folk music—the Russian version of pop.

More important, Khrushchev is striving to meet the growing demand in Russia for consumer goods—butter instead of guns—by “brightening” Soviet life.

It is understood that Soviet sociologists and welfare workers are supporting the mass introduction of juke boxes in Russia as a weapon against drunkenness and juvenile delinquency.

They argue that if there were more soft drink and juke box dance spots there would be less vodka tipping by Russians with nothing more diverting to do. Juvenile delinquency, by official Soviet admission, is becoming a problem in Russia on a scale with that in the West.



Anchors
Aweigh!

You're off to a career with a future... a Navy career! Become a seagoing specialist.

NAVY

ROCK-OLA

for 1961 Presents

The World's Most Distinguished Phonograph

THE REGIS



- ... A Triumph in Modern Styling
- ... Complete Operating Flexibility
- ... Unmatched Profit Making Dependability

COME IN AND SEE IT TODAY...
YOUR PROFITS WILL BE GLAD YOU DID!

Le Sturgeon LE STOURGEON DISTRIBUTING CO.

2828 South Blvd., Charlotte 1, N. C.

every conceivable kind of

EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard

WHAT DO YOU HAVE TO SELL!

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NOW! Gottlieb's 2 Player

MELODY LANE

Features New Match-Color Roto-Targets!

- Red, Yellow and White hats light in sequence
- Hitting corresponding colored Roto-Target scores 10 times target value
- Two kick-out holes score Roto-Target values
- Two top bumpers spin Roto-Targets . . . enable the player to skillfully control rotation
 - Match feature
 - 3 or 5 ball play
- 2 super-powered skill flippers
- Coin box with locking cover

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



INVEST NOW

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UNITED'S

BOWL-A-RAMA

The greatest money-making opportunity ever offered to operators. Right now... hundreds of BOWL-A-RAMA games in various types of locations are smashing all profit records. And remember... BOWL-A-RAMA is real bowling... operates everywhere. Invest in BOWL-A-RAMA now...you'll be glad you did.

Check THESE FEATURES

- Automatic Pin-Setter
- High Speed Automatic Score Totalizers
- Fast Play . . . Earns Up to \$7.50 per hour
- Ball hits pins . . . pins hit pins. No roll-over Switches on alley
- Pins are 5/8 to scale of Regulation Pins
- Big 4 1/2" composition balls
- Beautifully Styled — Rugged Construction

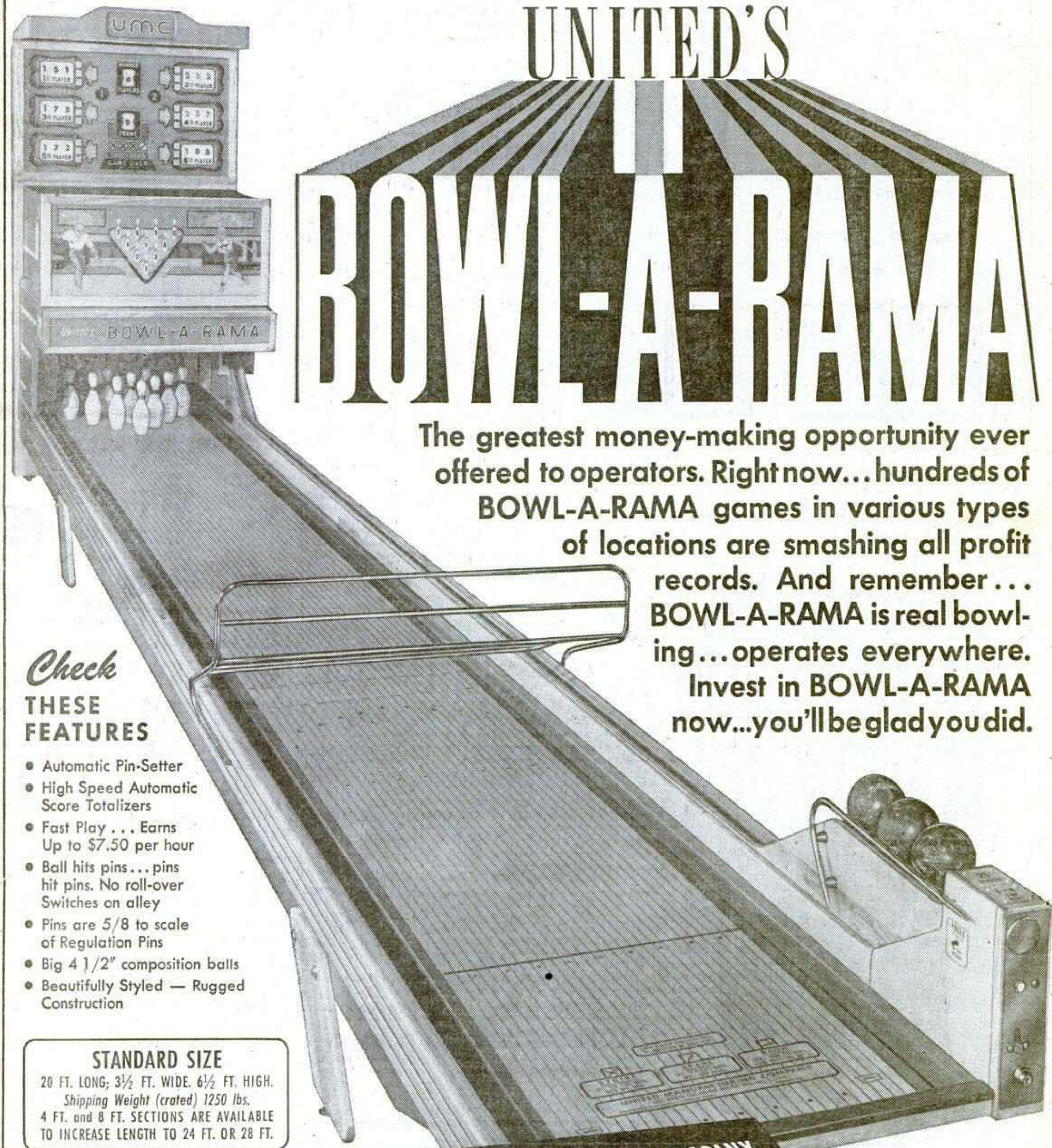
STANDARD SIZE

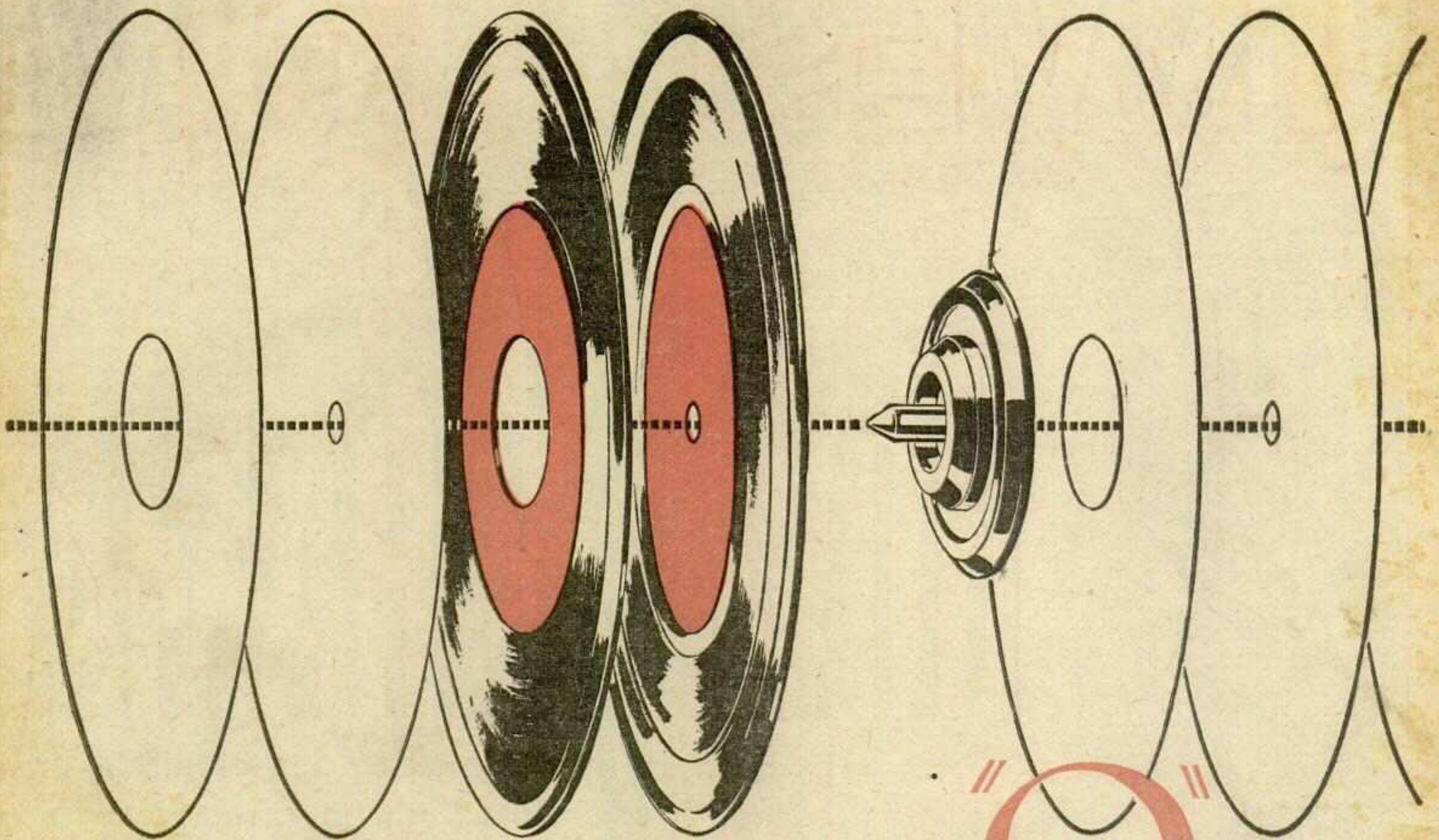
20 FT. LONG; 3 1/2 FT. WIDE; 6 1/2 FT. HIGH.
Shipping Weight (crated) 1250 lbs.
4 FT. and 8 FT. SECTIONS ARE AVAILABLE TO INCREASE LENGTH TO 24 FT. OR 28 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

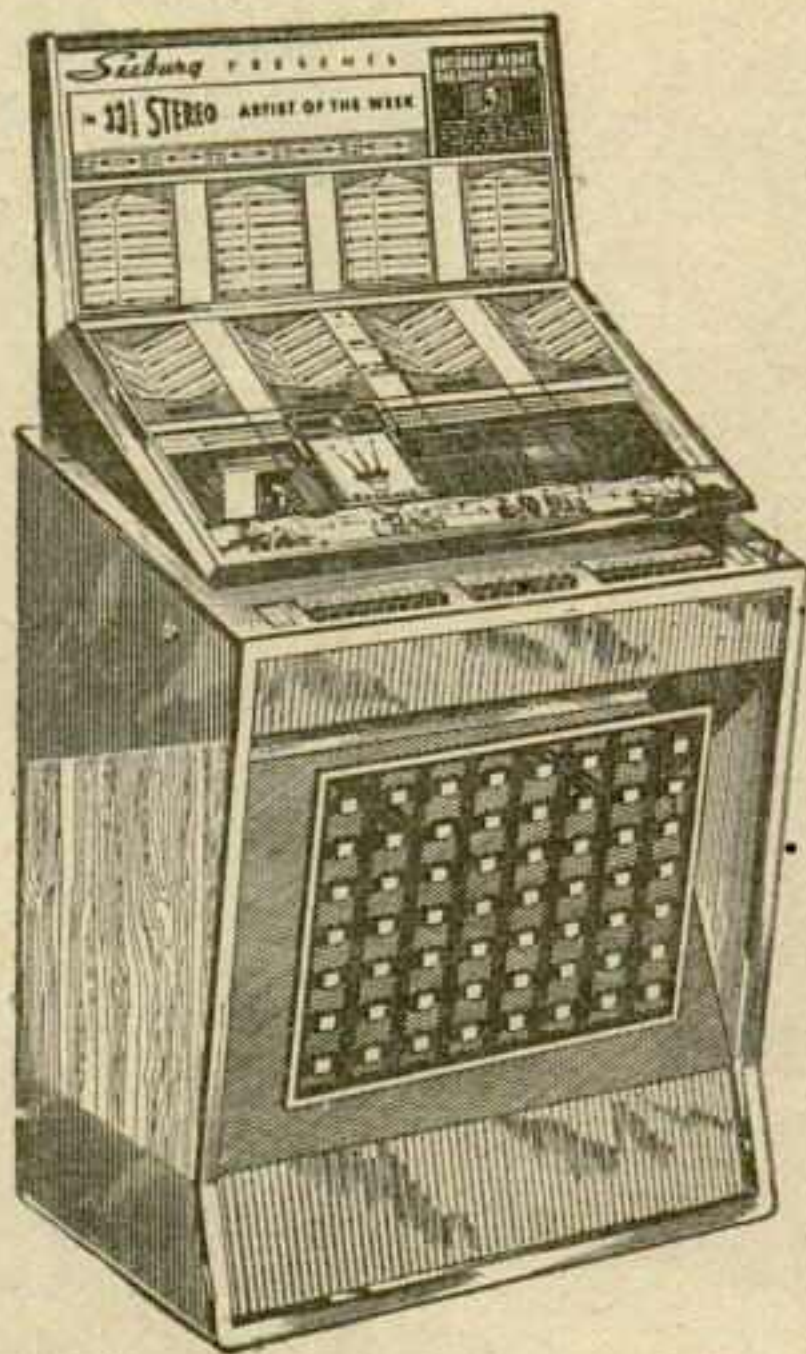
1 TO 6 CAN PLAY

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY





only the Seeburg model
 can play
 33 $\frac{1}{3}$ and 45 RPM records
INTERMIXED!



That's why only Seeburg could offer you the 33 $\frac{1}{3}$ Stereo "ARTIST of the WEEK" Merchandising Plan.

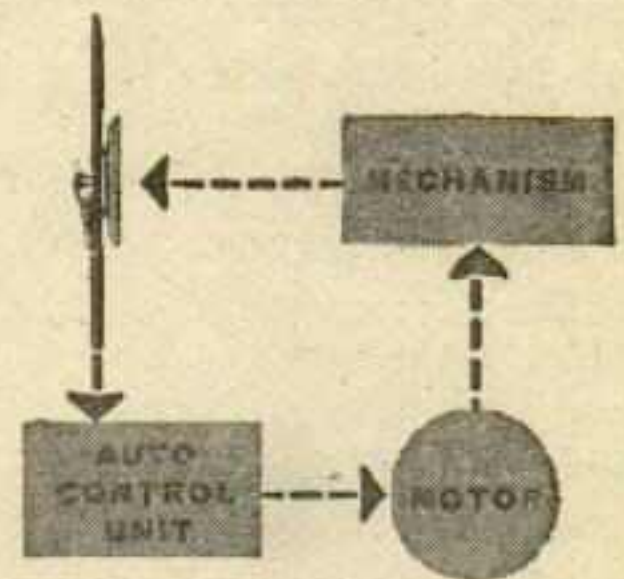
Only Seeburg Model "Q" phonographs can play 33 $\frac{1}{3}$ and 45 RPM records INTERMIXED regardless of where they are placed in the record changer.

The secret is the miracle Seeburg DUAL-SPINDLE DISC* that is actually two spindles in one.

*Patent Pending

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America's finest and most complete music systems



HERE'S HOW IT WORKS

Normal operation is 45 RPM. However, when a 33 $\frac{1}{3}$ RPM record is selected, the Dual-Spindle Disc automatically senses it . . . sends the message to the Auto-Speed power unit which converts the 60-cycle speed of the motor to 44 cycles. Thus the turntable speed is reduced to 33 $\frac{1}{3}$ RPM.

