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Fat Loans Hurt Both Juke Box Operator And Tavern Owner

Handouts Mean Poorer Equipment, Lax Service; Bar Business Suffers

By AARON STERNFIELD

ROCHESTER, N. Y.—Unrealistic commissions, fat location loans, and unwarranted bonuses have long plagued the juke box operator. But if it's any consolation to the harassed automatic music merchant, the hand-out system is hurting the tavern and restaurant owner to an even greater degree than it is him.

The economics of the juke box operating business are fairly simple. The operator buys the phonograph, programs it with the music he thinks the public will buy, and provides service. The location provides the space and the customers. Traditionally, the custom has been for the operator to take half of the gross revenue—out of which he bears all the expense—and give the other half to the location. In a sense, the location owner and operator are partners.

The next step comes when two or more operators compete for the same location. Operator A may want the location badly enough to give the location owner a substantial amount of cash as advance commissions, or he may pay an outright bonus for a long-term contract. Operator B may try to top the offer, and the battle of the buck begins.

Both are Losers

On the surface, it appears that the only gainer is the location owner, who receives financial benefits in excess of his contribution to the partnership. But such is not the case, for the location owner,

too, is a loser with this arrangement.

At the Manger Hotel here last week, some 800 Empire State location owners gathered for the 29th annual convention of the State Restaurant Liquor Dealers Association of New York, Inc. Most of these tavern and restaurant owners were guests of the Davis Distributing Company—up-State New York Seeburg distributor—Monday night (19) for an evening of dining, dancing and professional entertainment. Purpose of the Davis shindig—which has been held for six consecutive years—is to provide coin machine management with an idea of the problems encountered by location owners and to give these location owners some idea of the problems encountered by juke box operators. With this exchange of ideas comes some measure of mutual understanding.

Several location owners—who for obvious reasons cannot be quoted—were extremely bitter about relationships with their operators. But this dissatisfaction does not stem from the usual reasons—mainly wanting more money from the operators. Here's how one operator of a prosperous Central New York tavern phrased it:

"I do a good bar business, but it could be better. In addition to my bar revenue, I average about \$23 a week from the juke box. Several operators wanted the location, and I gave it to the one who offered me a generous advance commission—without interest—

NARAS TO NAME WINNERS BEFORE SHOW

NEW YORK — In order to present as many winners as possible on the National Academy of Recording Arts and Sciences first televised awards show next month (November 29, NBC-TV) NARAS will forego the flashy promotion of announcing the names of all the winners at one time.

Instead, they will make individual announcements as each winner is signed for the telecast. The move is necessitated by the fact that on this show the winners will sing or play their award-winning disks, rather than merely accept the awards as they did on previous NARAS shows.

Consequently, NARAS must sign up the winners of the top 10 or 12 categories as soon as possible. East and West Coast trustees of NARAS were scheduled to meet in the New York and Los Angeles offices of Haskins & Sells last week, and—with a phone line open—open the ballots. Winning artists will receive a registered letter from H. & S.

and a 50-50 split on collections. In return for this advance commission, I signed a three-year contract. At the time I could use the cash, and it seemed like a good deal. Now I wonder.

"The juke box in my restaurant is four years old. The service is so-so. When I ask the operator for a new box—preferably stereo—he throws the loan in my face. I'm a businessman, and I have a contract with this guy—but as soon as this contract expires, I'm going to get an operator who cares about my place of business."

The location owner's complaint

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Disk Artist Yarns Prime Sales Bait In Fan Mag Field

Promo Tie-Ups With Diskeries, Jocks Swell Consumer Coverage

By JUNE BUNDY

NEW YORK — Stories about young recording artists have become the primary sales bait of the fan magazine field, heretofore dominated by TV and radio personalities.

The established fan mags are putting more and more emphasis on disk names; while at the same time a flock of new fan publications have been issued during the last few months. Many of the new mags are entirely devoted to record artists, and some concentrate exclusively on one disk star.

Over 30 on Stands

There are currently more than 30 fan mags on the stands spotlighting record artists, thereby offering the most extensive consumer magazine coverage of disk names—particularly young rock and roll performers—in the history of the recording industry.

In addition to the fan mags, record artists and/or record releases are getting an increasingly bigger play from other consumer mags. Record review and chatter columns now appear in most of the leading women's magazines; and Look and Mad magazines are among those publications planning to include recordings inside actual issues in the near future.

Echo, a record playing magazine, appeared on the stands this year, while Living Music, another new disk-playing publication, went out of business after its first issue was put out this summer.

Many of the fan magazines are working closely with record manufacturers and deejays on various promotion gimmicks. For example, the current (October) issue of Photoplay, one of the biggest and oldest fan publications in the field, features a Keely Smith - Louis Prima contest. Readers are asked to "pick a 25" for the couple, and tell in 25 words or less why they think the tune would be a good piece of material for the pair. Altho Prima and Miss Smith record for Dot, first prize will be an RCA stereo phono. Runnersup will receive albums, autographed photos and good-luck charms.

Movie Life Magazine is sponsoring a "win a free trip to teen convention" contest. Readers are invited to write letters telling "Why I feel I'm a typical American Teenager," and send their ballots to one of five deejays (which ever one is closest to fan's home town). The jocks—Art Ford, WRCA, New York; Stan Dale, WAIT, Chicago; Joe Finan, KYW, Cleveland; Joe Smith, WILD, Boston; and Bill Wyler, WPST-TV, Miami—will judge the entries. Winners will receive two round-trip tickets to New York City, where the convention will be held at the New Yorker Hotel, November 7.

Juke Box Stars Magazine is currently conducting an Edd Byrnes contest, offering free copies of Byrnes' new album for the best letters on the subject... "I believe I'm Kookie's kind of girl because."

A Fabian contest is offered by

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Trend Is to 60-40 Split

CHICAGO — While the traditional split between juke box operator and location owner has been 50-50, many new stereo machines have been placed with the location getting 40 per cent of the gross and the operator getting 60 per cent.

This change in the commission rate has been possible when the location owner is made to realize that stereo will stimulate his bar business as well as increase juke box play. The operator explains that a stereo installation may not be economically feasible with a 50-50 split, and that it is to the advantage of the location owner to get a smaller piece of a bigger pie.

In other cases, the operator will get the first \$10 each week, with the 50-50 split holding forth after that. In most instances, this comes to about the same as a straight 60-40 split.

NEWS OF THE WEEK

Distributors Join Hands to Fight Transshipping in Omaha Sector ...
Minneapolis distributors, who have always considered the Omaha area as their territory, have banded together in the Nebraska city to fight the inroads of transshipping. The four have opened offices in a single building with a single sales manager and sales force. Operation has been dubbed a one-stop, in effect, the regular wholesale prices are the rule. ... Page 2

Quiz Show Scandals Irk Big Publishers ...
The demise of the quiz shows has brought no cheer to some of the large publishing houses since the quizzers have been one of the top exposure mediums for certain catalogs. ... Page 3

State Fair of Texas Pulls 2,164,962 in 13 Days ...
The huge State Fair of Texas at Dallas continued to surpass last year's record attendance during its second week. For 13 days it had amassed a total gate count of 2,164,962. ... Page 53

Expect Bitter Campaign On ASCAP Consent Decree Proposal ...
A bitter campaign is expected in connection with voting by the ASCAP membership on acceptance or rejection of the proposed ASCAP Consent Decree. A decision to put the matter to vote follows two days of hearings before Judge-Ryan in New York. ... Page 3

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Would Taboo Phony Titles

NEW YORK—Altho the record industry is generally delighted that fan mags now concentrate bulk of their editorial coverage on young disk artists, some platter firm execs and personal managers have expressed disapproval of the Confidential Mag-type approach utilized for story titles by some publications.

In most cases the titles are completely misleading, since the contents of the stories are usually on the flattering and/or innocuous side. Recent fan mag issues have spotlighted the following titles: "My Father Kept Me a Prisoner—Connie Francis," "Older Women Scare—Frankie Avalon," "I Wanna Be Loved But I'm Too Young—Dodie Stevens," "Why No Girl Is Safe With Edd Byrnes," "Is Edd Byrnes Too Fast?" "I'm Desperate for a Girl Who Knows How to Love—Fabian," etc.

Distributors Band to Fight Transshipping in Omaha

Unique Co-Op Set-Up by Four Firms Debs Joint Battle Front

By REN GREVATT

OMAHA — A vigorous battle against the increasing incursion of transshippers has been undertaken here in what is believed to be a unique, first-ever co-operative set-up involving four separate distributors.

In this case, the distributors are all home-based in the twin city area of Minneapolis-St. Paul, but the Omaha market has been traditionally served by these outlets. Recently a wave of transshipping merchandise has broken out here. To protect what they consider to be rightfully their territory, the four distributors, Heilacher Brothers, Keyline, Sandel and Jather, have opened in the same building in Omaha.

But the relationship goes considerably further than merely the same building. The four have, in effect, created their own jointly operated one-stop, except as Jather's Jack Taylor said: "We don't sell at one-stop prices. Our prices are regular wholesale." There is one over-all manager for the opera-

tion and a joint sales force under him. Between the four distributors, according to Taylor: "We can offer the dealers and the juke box people 85 to 90 per cent of the labels they would want. And, frankly, if we don't carry the line, we can probably get it for them anyway."

Taylor noted that lately many dealers in the Omaha area have been receiving long-distance telephone calls from various areas offering them sensational deals on merchandise. Most of these and most of the shipments that have

come in seem to be emanating from Kansas City and St. Louis, but there are also reports of shipments arriving here from Chicago, and even as far away as Cleveland. There are also rumors in the wind here of the opening of mobile type operations, employing the increasingly familiar Volkswagen technique of distribution.

Referring to the transshipping problem, Taylor said: "We've told all our accounts that when they get one of those phone calls, to let us know about it and we'll try to

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Court Victory Ups Dissident Action

Plan Further Strategy to Win Membership Decree Rejection

NEW YORK — Dissident members of ASCAP, having already won a major victory in that the proposed consent order is to be submitted to the membership for a vote, are planning further strategy in the hope of gaining the final victory. This would be rejection of the proposed order, which would force the Society's board to enter into a decree which the dissidents feel would be more beneficial to both the Society and the members. The dissidents are loathe to reveal possible future moves at this point in order not to tip their hand. Their attitude, however, has been

well-expressed by one prominent member, who stated: "We will never be in so good a position to end what we consider to be evils in the administration of the Society."

Rough Campaign

Tradesters expect the campaign in connection with the voting to be a very rough one. Prior to the hearings before Judge Ryan, on Monday and Tuesday (19, 20) spokesmen for the ASCAP administration stated that dissolution of the Society could be a result of continued internecine strife. The dissidents feel this point of view is invalid, and represents merely an attempt by the present administration to retain the status quo.

Attorneys for the dissidents expressed themselves as being confident of rejection of the proposed order by the membership, with the result that Ryan would remand the order back to Justice, who would work out a new decree with ASCAP.

The vote is to be analyzed on both a unit basis and on a weighted basis. It will then be up to the court to decide whether the pro-

(Continued on page 51)

Republic, New Autry Label, To Make Bow

HOLLYWOOD — Gene Autry has formed Republic Records as a subsidiary of his Melody Ranch Enterprises. Republic label will be distributed nationally by Challenge Records, the firm Autry founded several years ago and eventually sold to its operating execs, Joe Johnson and Johnny Thompson.

Republic's first release couples a pair of yuletide tunes "Buon Natale" and "Nine Little Reindeer." It will hit the market November 2 wrapped in a four-color sleeve. Autry in the past has scored heavily with Christmas material, listing among his all-time top sellers "Rudolph, the Red-Nosed Reindeer," and "Here Comes Santa Claus."

Hanover Inks Guercio to Head A.&R.

NEW YORK—Joe Guercio has been signed as artists and repertoire director of Hanover-Signature Records. On other fronts, the label announced the acquisition of a master by Jody Sands and a world wide publishing deal with Chappell & Company for its associated pubberies, Rojan (ASCAP) and Vision (BMI).

Guercio has been active in a.&r. work for Norman Granz and for Roulette Records, formerly had his own distributorship and a label, Command Records, and has been musical director for Patti Page, Georgia Gibbs, Julius LaRosa.

(Continued on page 51)

'High School' Adds Versions

NEW YORK — Tommy Facenda's multi-version waxing of "High School U. S. A." on Atlantic Records has been so successful in the first 20 cities in which it was released that the label is readying eight more versions covering Virginia, North and South Carolina, Florida, New Orleans-Louisiana,

(Continued on page 51)

MAREK SAYS NO VICTOR TIE-UP WITH DINERS'

NEW YORK — George Marek, RCA Victor chief, has issued a statement relative to The Billboard's exclusive story on the Diners' Record Club. Marek states:

"Recent trade news stories might be construed to mean that RCA Victor has agreed to supply members of the Diners' Record Club with RCA Victor recordings to be distributed by the Club.

"This is completely false. At no time has Victor considered such an agreement."

Editor's Note: The Billboard's story stated the Diners' Record Club would offer its members major label product including albums from Columbia, RCA Victor and Mercury. It did not state that any agreements had been made with majors at the factory level, or where the Diners' would obtain the merchandise. See adjacent story re Diners' Record Club merchandise.

L.A., Frisco Distributors Mull Common Ills

HOLLYWOOD — Fourteen Los Angeles distributors met here last week with San Francisco disk distributors to air common problems. They included protection of the distrib in the transferring lines from one distrib to the other; developing interchange of credit information; and transshipping. San Francisco disk distributors recently formed an association headed by Bob Chatton, who chaired a portion of the meeting here.

L.A. distributors attending included Bunny Hurlan and Al Chapvan (Modern Distributing); Jim Warren (Central Record Sales); Gordon Wolf (Sunland Music); Al Lautaska (Sun State); Norm Dudley (Mercury); Joe Banashak (A-L Distributors of New Orleans); Sid Talmadge (Record Merchandising); Al Sherman (Record Sales); Jack Andrews and Mik Apopolus (A & A Dist. Company); Bob Fields (Pacific Record Distributors); Del Roy (Hartstone); Abe Diamond (Diamond Distributors); Irv Shorton (Allied); Milt Weiss (Milton Records).

Diners' Club Debs Major Label Offers

HOLLYWOOD — The Diners' Record Club this past week made its initial offering of major label product to its members. The fact that the club is adding major label wares to its list of indie-made albums was revealed exclusively by The Billboard October 12.

As previously reported by The Billboard, the club's first major label offering includes RCA Victor, Columbia and Mercury albums. The Billboard learned that future club releases will feature product from the other major manufacturers as part of Diners' stepped up drive to become an all-label club.

The record club is timing its unveiling of major product to coincide with an accelerated membership recruitment campaign being waged by a force of more than 500 sales reps (The Billboard October 19). It is soliciting joiners at

major public shows thruout the country. The club also is moving into the hi-fi shows with exhibits manned by its recruiters. These methods of swelling its ranks, the first ever tried by any disk club, are in addition to its national ad campaign.

First major label items to be released by the club include the following: RCA Victor's triple-LP de luxe package, "The Tone Poem," featuring conductors Arthur Fiedler, Pierre Monteux, Charles Munch, Fritz Reiner and Leopold Stokowski; Columbia's "Blue Rose" with Rosemary Clooney and Duke Ellington; Mercury's "The Best of Irving Berlin," featuring Sarah Vaughan and Billy Eckstine, and its album of Wagner selections, performed by Paul Paray and the Detroit Symphony Orchestra.

New Cap Post For Mathews

HOLLYWOOD — Joe Mathews, Capitol Records Distributing Corporation's pop record promotion manager, last week was elevated to the newly-created post of executive staff assistant to CRDC veepee and national sales manager Max Callison. In this position, Mathews will help Callison shoulder the increased administrative load as well as help keep pace with increased activity in the Eastern market and the expansion of the firm's branches.

Mathews is rounding out a decade with Capitol, having served it as a sales and later promotion rep at its Los Angeles branch, sales manager of its Jacksonville (Fla.) and Detroit branches, plus various assignments in national promotion.

He will continue to base his operations in New York City.

34 Packages On Dot Sked Thru Dec.

HOLLYWOOD — Dot Records will release 34 packages, including new product and re-issues, during the remainder of this year. Release includes five Christmas packages. Yuletide albums include Pat Boone's "White Christmas," Billy Vaughn's "Christmas Carols," Mills

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WHAT IS A SWINGER? EXPERTS OFFER SOME DEFINITIONS

We've had swingers in the record business for quite awhile, but the need for properly defining the term has just begun to interest the philosophers at Al & Dick's. Some of the more imaginative define a swinger thus:

1. One who ships merchandise which his successor takes back.
2. Talks to comptrollers in six-month periods only.
3. He has a history of difficulty with simple arithmetic, as addition.
4. He has a relatively brief vocabulary, made up of such terms as "freebie," "smash," "bomb," "It gassed me," "I flipped."

Too, the swinger is a victim of what the philosophers call "the will to believe." He is prone to believe in the excellence of his own product despite all evidence to the contrary. This makes him, ipso facto, a dead duck when he comes up against a true sharpie.

Heath to Sell LP's, Tapes Via Direct Mail

CHICAGO—Confirming an exclusive Billboard story, rumoring the entrance of Heath Company, Benton Harbor, Mich., going into direct mail sales of albums and stereo tapes, the company's new catalog carries a four-page two-color insert, which deals only with tape and records. It's estimated that Heath, biggest of the component kit makers, has a direct mail consumer list of well over 500,000.

The Heath mailing spotlights 25 per cent discounts on 54 four-track tapes from the following firms: Bel Canto, Concertape, Everest, High Fidelity, Kapp, Mercury, M-G-M, Omegatape, Verve and Warner Bros. The mailing (Continued on page 51)

Everly Bros. Dicker With Victor, WB

NEW YORK — The Everly Brothers are dickering with RCA Victor and Warner Bros. Records for a long term, high guarantee, recording pact. As reported in The Billboard a number of months ago, Manager Wesley Rose has been seeking a new berth for the boys where they could get a guarantee of \$100,000 per year or better. It is understood that among Rose's desires in a new contract for the Brothers, is a deal whereby their records will be recorded and released on their own label, with the firm that distributes the disks to guarantee the boys a hefty sum per record in front. Rose has also asked for a three to five year paper. The Everly's Cadence contract runs thru February.

RICH SLICE OF WEDDING CAKE

NEW YORK—Further evidence of the effect a best-selling record has on the salary of new young performers is offered this week by Santo and Johnny, whose first disk—"Sleepwalk"—has been one of the biggest records in the country for the past few months.

The brothers, who were playing local weddings for \$35 earlier this year, are booked for another wedding next month, November 14, but this time their fee is \$1,500. The ceremony, for a Texas millionaire's daughter, will take place in Victoria, Tex. Meanwhile the boys open at the Club Elegante in their hometown, Brooklyn, this Tuesday (27).

COL. TEES-OFF SPECIAL PROMO ON 7-INCH LP

NEW YORK — Columbia Records is running a special promotion to hype the sales of its new seven-inch stereo pop LP disks. For a limited time the company is offering one of the new pop releases for the special price of 33 cents, with no strings attached. The seven-inch 33 platter features Johnny Mathis on one side singing "The Best of Everything," and the Percy Faith Ork on the other with the "Theme From a Summer Place."

The regular price for the seven-inch 33 is 98 cents, and all of the other releases to date have been priced at 98 cents. Columbia is offering dealers a mailing carton with every package of 25 records that unfolds into a counter display box advertising the specially priced 33-cent record. This is the first step in the firm's big promotion on the seven-inch 33 disk.

Col. Repeats Yule '58 Sales Deal for '59

NEW YORK — Columbia Records is repeating its 1958 Christmas sales program for the 1959 Christmas season. Under the program the dealer can earn a 25 per cent return for credit on selected Christmas items, or if the dealer prefers he can get an extra discount of 12½ per cent instead. This special credit or discount will apply to special new Christmas items as well as two powerful Christmas LP's from last season, the Johnny Mathis and Mitch Miller yule LP's.

New Christmas items coming out on the Columbia label next week include a new set featuring Ray Conniff, another with Percy Faith and ork, a "Season's Greeting" album, Handel's "Messiah" with Eugene Ormandy and the Philadelphia Orchestra plus the Mormon Tabernacle Choir and Eileen Farrell, and an album with the

Col. Ups Levy To New Post

NEW YORK — Bill Levy has been appointed manager of sales promotion by Columbia Records. Art Schwartz, head of sales promotion and advertising made the appointment. Levy will be responsible to Schwartz for the creating and developing of promotional concepts and pieces and will be in charge of the firm's field staff communications "Insight" and "Buyways." Levy joined Columbia last year in the sales department.

Quiz Show Scandal Unrolls Tin Pan Alley Crying Towel

Mourn Loss of Fertile Field for Performance Credits on Standards

By BOB ROLONTZ
and PAUL ACKERMAN

NEW YORK — The demise of the quiz shows on CBS-TV and their strict supervision by NBC brass is causing no end of gloom among certain giant ASCAP publishing houses along Tin Pan Alley. For the scandal-ridden quiz shows have been, for the past year or two, among the most important exposure mediums for standards in the catalogs of some of the old line music publishers, via arrangements with certain producers or ork leaders or musical directors of the shows. These arrangements allegedly encompassed deals with some of the quiz show execs

whereby they shared in the performance payoff, sometimes getting as much as half of performance credit.

Standards performed on TV networks of 160 or more stations receive about \$70 from ASCAP, based on the tunes' seniority, availability credits, etc. If enough of a recognized work is played to identify it, it is understood to receive full ASCAP credit. The rumor has been around a long time that some publishers had worked out deals to get their tunes plugged.

Denials Abound

A check by The Billboard of publishers and quiz show execs and orksters brought nothing but

denials about any hanky panky on quizzers. Bud Granoff, ex-producer of "Treasure Hunt" stated that he had "no comment" when asked bluntly whether any music publishers had approached him with deals. Dick Volters, Shapiro-Bernstein Music exec, also said "no comment" when asked if there was any truth to the rumors of music publishers allegedly making deals with TV show producers.

But a check of the show "County Fair," a TV seg that went off the air last month, showed some interesting figures. A glance at the tunes performed on 13 shows picked at random, revealed that two or three publishers managed to get a tune from their catalogs played every time the show was on the air. Speaking mathematically, this could add up to a lot of performance loot. At \$70 or so per performance, a five-a-week playing of the tune could add up to \$350 in performance credits. Since the show used up to 15 songs per day this could mean 15 times \$350 or a total of \$4,250 in per- (Continued on page 51)

Tele-Records Sets Pay-for-Play Policy

HOLLYWOOD — Tele-Records Services, producers-distributors of disk promoting videofilms, will charge diskery clients on a "pay-for-play" basis. The firm is dropping its former price structure whereby the record company paid a flat production distribution fee.

Under the new policy, Tele-Records will produce and distribute the film to its network of 200 TV stations free of charge. Label will pay only on the basis of actual station-logged performances its film enjoys. Rate will be \$2 per substantiated TV performance.

Tele-Records hopes to recoup its investment in the film's production, processing and distribution from these performance charges. It feels it will prove to the disk industry its confidence that TV stations actually perform the filmed versions of the disks and is willing to gamble the full production cost on the fact that the product is actually used.

Heretofore, Tele-Records offered record companies a choice of two plans. One called for production of a film distribution to 100 stations; the other offered its complete line-up of 200 TV outlets. Proof of performance was provided only on a diskery's request.

New price policy was announced to the record companies over the weekend in special mailings due to reach prospects today (Monday). Tele-Records prexy Alan Lane told the labels:

"After one year of operation, Tele-Records can deliver to you 30,000,000 TV homes. It knows that each of its Tele-Records is being exhibited on disk jockey and bandstand type shows. Because of the above facts, Tele-Records is prepared to provide you with filmed versions of your recording artists performing their newest releases. This service will be provided to you free of charge."

Lane then explains that the diskery will pay only according to proof of performance. During its first year of operation, Tele-Records has produced many video (Continued on page 51)

Tabernacle Choir called "The Spirit of Christmas."

Columbia's consumer Christmas campaign this fall will be themed by the slogan "Give the Lasting Gift of Music." There will be a full scale advertising and promotion campaign, with many consumer magazines used. There will be co-op ads available for both popular and Masterworks albums. For dealers the firm has coming a number of window and counter displays, including a revolving Christmas tree display that holds 24 albums. There is a "Sing Along" (Continued on page 51)

Westminster Tees-Off New Charm Label

NEW YORK — Westminster Records has started a new label called Charm Records. Label is slanted for the pop and jazz fields and will be a singles label in its initial stages. Distribution is set and talent is being signed.

Westminster has retained Lou Capone to do promotion on Charm and Whitehall singles.

In another development, Whitehall has concluded a deal with Acme News service to handle Whitehall on newsstand racks thruout the country.

Joe Martin, who recently set up his own distrib op ration in Northern New Jersey, has been appointed Westminster distrib for that area.

WMGM P. D. Chores Split

NEW YORK — David Yarnell and Gene Edwards have been named associate program directors of WMGM, here, replacing Ray Katz, who recently resigned from the outlet to concentrate full-time on his Durgom-Katz firm.

Yarnell comes to WMGM from V'CBS, here, where he has served as publicity director. Prior to that he was program director of WNEW-TV, and publicity director of WNEW here.

Edwards, formerly program director of KLIF, Dallas, WRIT, Milwaukee, and, more recently, WROW, Albany, N. Y., has also worked as a deejay. However, he will not handle any air shows at WMGM.

Execs Named For Musidisk Yank Wing

NEW YORK—Vernon N. Plank has been named veepee of Musidisk International, Inc., American wing of the Brazilian indie diskery, Gravacoes Musidisk, Ltd. At the same time, Nilos Santos Pinto, prexy of the parent company, announced the appointment of Paul Alencar as director of advertising and promotion.

Plank, tho ar American, spent many years in Brazil and for two years was associated with the custom pressing operation of RCA in Sao Paulo. In May of this year he joined forces with Musidisk and came to America to conduct a market research survey. This tour and the information obtained resulted in formal plans for the opening of the American company and Plank returned here in August to take up the reins of the outfit.

Alencar is a classical violinist and a graduate of Juilliard. He was with Paramount Newsreel for a time and is also a songwriter known in both Brazil and the United States.

NOSTALGIA PACK DECCA PAY-OFF

NEW YORK — Decca's "Music Goes Round and Round" series, comprising six LP's, with the biggest Decca hits—all in the original performances—is getting a big reaction in the trade. The disks were released about two weeks ago, in conjunction with the company's 25th anniversary program.

The diskery reports a flock of complimentary letters from deejays and enthusiastic air play. The diskery's branches also report very strong dealer response.

The disks are arranged in chronological order, from the earliest days of Decca to the present and constitute a documentary on the type of material and artists popular during these decades.

Dealers Back Frey Stand in JD Hassle

Audio-Fidelity Called 'Unreasonably Prosecuted'; Pledge Moral Support

NEW YORK — Sid Frey, president of Audio Fidelity Inc., has received a flood of mail from record dealers throughout the United States, commending the business ethics of the company and offering their moral support. The dealer reaction followed a recent letter to the dealers by Frey, pointing out that he had been accused by the Justice Department of engaging in unreasonable restraint of trade. The Justice Department's accusations, Frey stated, are to the effect that the diskery has prohibited transshipping and attempted to prevent destructive price cutting and discounting.

Many of the letters throw a sharp light on the difficulties faced by the small retailer today. Frey feels the small dealer has his back to the wall because manufacturers have little control over their product and the government discourages control. Records, Frey feels, are akin to an art form—like paintings—and should be considered in that category of product.

Dealer Comments

Typical dealer remarks follow:

A Denver dealer: "It is difficult for a legitimate stocking dealer, who backs up his merchandise and gives service, to combat price cutting and discounting. We think transshipping is an evil."

A Laredo dealer: "I am of the opinion that Audio-Fidelity is being unreasonably prosecuted. . . . You can count on our support."

Lincoln, Nebr.: In a copy of a letter sent to the Justice Department: "We feel the situation . . . Audio-Fidelity is one of the

few fighting the battle against discounting. . . . Why is it that a merchant is not entitled to a fair profit?"

San Antonio: "The discounters are modern-day bandits. They sell an item whose price is known, such as records, at a loss. . . . We are with you 100 per cent, Mr. Frey."

Detroit: "I for one appreciate your stand. If more record companies did the same, we dealers would be very proud and would stock LP records in the quantities (Continued on page 14)

MAREK'S CHI TALK

Briefs Dealers on Victor Viewpoint

By BERNIE ASBELL

CHICAGO — George Marek, general manager of RCA Victor Records, issued what amounted to a white paper on his firm's view of the record business in an unusual address before Chicago retailers. Its most unusual feature was that he chose this city, often called "the hotbed of dissident dealers," to submit himself to an open question and answer period.

In case anybody had any doubt, Marek stated flatly:

"We will not dispose of our record club. We have no intention of becoming the second record company. If buying from an armchair pleases a group of consumers, manufacturers will not forego this additional source of business."

In answer to a dealer question, however, Marek conceded that his company may have erred in offering the Van Cliburn album of the Tchaikovsky piano concerto while it was enjoying peak sales over the counter. He announced that RCA's fall releases and Christmas merchandise will not be offered thru the club in competition with peak sales.

When another dealer asked if profits from the club were sufficient to offset sales losses in the stores, Marek said the dealer was asking "if I still beat my wife." He replied that RCA has suffered no loss of store sales and that the club was indeed profitable. Earlier in his talk, Marek quoted the New York University survey, published exclusively in The Billboard, indicating that a consumer tends to buy more records in a store after joining a mail order club than before. Interpreting this survey, Marek said:

CORRECTION ON CAP YULE DEAL

HOLLYWOOD — Mechanical difficulties garbled The Billboard's report last week of the Capitol Records 100 per cent exchange program; the story should have read as follows:

Capitol will extend a full 100 per cent exchange privilege to dealers on all its yuletide offerings, including new and catalog items, singles and LP's; this will cover all product (with the exception of EP's) purchased during the October 19 thru December 24 period.

Aussie Firm Gets Wynne Distrib Rights

MELBOURNE, Australia — The W. & G. Record Processing Company here, has acquired exclusive Australian and New Zealand distribution rights to the Wynne Record catalog, U. S. label owned by Sid Pastner.

W. & G., which distributes ABC-Paramount, Hunt, Westminster, Fraternity, Somerset and Stereo-Fidelity here, have been custom record processors and manufacturers for more than 30 years in Australia. Four years ago they launched their own label, W. & G. Records.

First Wynne releases by W. & G. will be Ted Weems' stereo LP "Heartaches in Hi-Fi" and a single, "Rag Mop" by the Hoye Brothers.

HIGGINS FETED ON ANNIVERSARY

NEW YORK — Columbia Records and many, many friends threw a special party last week in honor of Columbia exec Joe Higgins' 50th year in the record business. The soiree was held at the Top of the Sixes in New York, and was attended by a crowd of close to 100 well-wishers. Goddard Lieberson, president of Columbia, was toastmaster at the affair.

Telegrams to Higgins, who has long been one of the great names in the a.&r. field, came from practically every big record and publishing name in the business—starting with those from Rudy Vallee and Gene Austin. There were so many telegraphed good wishes that they never finished reading them all. Higgins was also presented with two gold records mounted on a plaque with the signatures of everyone present. A show was put on with tributes to Higgins and his wife Sadie, who also attended the affair.

Swint to New CRDC Slot

HOLLYWOOD — Capitol Records Distributing Corporation's Los Angeles branch sales manager Jay Swint was named national sales promotion manager for the firm, a newly created position. He will co-ordinate the sales promotional efforts of field men and branch and indie distrib sales managers.

Swint will dovetail his operation with Capitol's artist - repertoire and merchandising departments in planning and executing promotional campaigns.

"I believe that, far from hurting dealers, clubs have helped them. If people get in the habit of using music, from whatever source, all of it, including the dealer, will benefit. The dealer benefits from advertising of records thru all clubs, Capitol's, Columbia's, even the Diner's Club."

He suggested that dealers could profit directly by changing their "anti-club philosophy," and named three ways:

1. They could collect commissions on club memberships.
2. They could display the widely (Continued on page 14)

Westminster Skeds Huge Yule Promo

NEW YORK — Westminster Records, in conjunction with the celebration of its 10th anniversary, is kicking off the biggest promotion in its history. Keynote of the campaign is to build dealer traffic during a peak sales period—between now and December 24th. For the period of the promotion, Westminster drops the consumer price to \$2.98 for monaural, and \$3.98 for stereo product. After Christmas, price returns to \$4.98 and \$5.98.

The lowered price, for the term of the promotion, is applicable to the entire line of over 1,300 packages, and also applies to 52 new monaural packages and 35 stereo packages scheduled between now and December.

Ed Talmus, national sales director, stated the program, which entails full markup for the dealer and distributor, will be supported

by a promotional drive totaling over \$100,000 in various media. Some of this will be in national advertising, but much of it will be placed at the local level—co-op ads, etc. — so as to stimulate local store traffic. The national ads will (Continued on page 28)

Coronet Target of New Miller LP Suit

NEW YORK — The Glenn Miller estate and RCA Victor Record has again taken steps to protect the recording interests of the late bandleader. Acting on behalf of both parties, attorney David MacKay last month filed an action for an injunction in New York Supreme Court against Coronet Records charging unfair competition.

MacKay has fought and won many similar suits in behalf of the Miller Estate and RCA, including cases involving a Universal-Decca album and an Armed Forces Network package. In view of these past victories, MacKay said Coronet Records (Premier Albums, Inc.) has agreed to withdraw its LP, "In the Glenn Miller Mood," from the market.

The Coronet album cover carried a reproduction of the best known Glenn Miller photo and a list of familiar Miller selections. No mention of the performing orchestra was mentioned on the front cover.

Westminster Skeds Heavy Nov. Release

NEW YORK — Westminster is releasing a flock of records for November. Releases include four pop albums, including one with vocals by Gypsy Rose Lee and containing such intriguing titles as "I Can't Strip to Brahms," and "A House Is Not a Home." Other more conservative Westminster items include an album titled "Hi-Fi Fun in Tyrol," "The Gay Gypsy" and "Opera for Music Boxes." Classical albums include a two-volume set of Chopin Nocturnes played by Barbara Hesse-Bukowska plus two Chopin Piano Concerto LP's, an album of Bach's "Mass in B Minor," an album of Beethoven Sonatas played by Egon Petri, a three-volume album of Handel's 15 Sonatas for Violin and Continuo, and a two-volume set of nine Mozart Symphonies by the Philharmonic Symphony Orchestra of London under Erich Leinsdorf.

NEWS REVIEW

Riverside's New Kidisks Imaginative

Riverside Records, well known for its folk and jazz catalog, has turned out a release of six new kiddie albums, featuring such names as Cyril Ritchard, Martyn Green, Ed Wynn and Alec Templeton. With the name impact and the benefit of imaginative production, the sales outlook appears good.

Green, the well-known Gilbert and Sullivan actor, offers selected tales from the "Arabian Nights" to the accompaniment of an orchestra playing excerpts from Rimsky-Korsakov's "Scheherazade." Green does a splendid job, as does Ritchard in his recitation of excerpts from "Alice in Wonderland." Alec Templeton is also effective in his musical interpretations of different types of clocks. On side two he offers diverting renditions of "Farmer in the Dell," two waltzes by Brahms and several classical dances.

Veteran comedian Ed Wynn finds himself in a Toy Shop and in a Holiday Parade in his two packages. (Continued on page 16)

Chancellor to New Quarters

PHILADELPHIA — Chancellor Records, Inc. is moving to larger quarters here on Vine Street next week. Heretofore located in the Chancellor Hall Hotel, the organization is making the move as part of a general expansion program.

The new offices will serve as headquarters for all of Chancellor's subsidiaries — including M. D. B. Enterprises (managerial outfit which handles Fabian and Frankie Avalon among others), and Debmar and Rambled Music.

Chancellor also plans to add a TV production unit to the organization in the near future.

No details are available on the nature of the projected TV operation at this time. However, trade speculation is that Chancellor might be contemplating producing network TV packages for Fabian and/or Avalon, a la Dick Clark's Drexel Productions and other TV package firms owned by artists and their managers.

5 Nov. Albums For Somerset

NEW YORK — Somerset and Stereo-Fidelity will issue five new albums this month. In monaural they will be issued on the Somerset label, in stereo on the Stereo-Fidelity imprint. Albums are "Victory at Sea" with the London Philharmonic, "Continental Jazz" with Les Cinq Modernes, "Gaité Parisienne" with Le Ballet Francaise Orchestra, "East of Suez" with the 101 Strings, and "Honky Tonk." There will also be a Somerset LP issued titled "Men of the Mall" which was previously released on Stereo-Fidelity.

Grant Elektra Coast Head

NEW YORK — Elektra Records' prexy Jac Holzman has appointed Leonard J. Grant to head up the label's newly opened West Coast operation. Grant will promote the line and seek out new talent. On another front, the label announced the forthcoming release of what it considers to be a first, an album of ski songs. Folksinger Bob Gibson is the artist, who in this case devotes himself to a number of tunes of varying mood, having to do with the sport of the snows.

CORRECTION ON HOT 100

NEW YORK — The Hot 100 chart in last week's issue contained a wrong listing due to a mechanical error. Number 87 should have been the Blaze recording of "Tennessee Waltz" as rendered by Bobby Comstock. The record number is Blaze 349.

IT'S SEN- SATIIONAL!

In the season you sell the most...
WESTMINSTER brings you the most with a
customer-getting, traffic-building

10th Christmas Celebration PROMOTION

FOR THE FIRST TIME IN 10 YEARS... all
WESTMINSTER RECORDS nationally advertised
to your CUSTOMERS for two solid months:

at up to **40%** OFF!

Magazine and newspaper ads, your own local
ads, eye-catching display... ALL DESIGNED
to turn PROSPECTS into CUSTOMERS...
to put EXTRA PROFITS in your pocket
with FULL MARK-UP guaranteed!

Here it is! A SIZZLING 3-part PROMOTION
to drive SENSATIONAL TRAFFIC into YOUR STORE
... right up to CHRISTMAS EVE!

*Turn the page for complete details on the
HOTTEST PROMOTION in the Record Industry
... a PROMOTION that starts off with a*

CHRISTMAS PRESENT ESPECIALLY FOR YOU!

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WESTMINSTER

10th Christmas Celebration

SENSATIONAL 3-PART PROMOTION

builds store traffic . . . sells records

**1. NATIONAL ADS SHOUT OUT THE EXCITING NEWS
... DRIVE CUSTOMERS RIGHT TO YOUR STORE!**

It's the most exciting promotion in the record industry... WESTMINSTER'S 10th CHRISTMAS CELEBRATION!

All during November and December... the two best selling months of the entire year... WESTMINSTER will tell your customers all about this exciting CHRISTMAS OFFER! Full page ads in leading record magazines will spread the news to record fans all over the country. Dominating newspaper ads in major cities double the impact... drive customers down to your store.

Here's a national campaign designed for the dealer . . . designed to pull in traffic . . . to make your store headquarters for the WESTMINSTER 10th CHRISTMAS RECORD CELEBRATION!



The first time in Westminster history!

up to 40% OFF!

All Monaural Albums!

REGULARLY **\$4.98**

SPECIAL CHRISTMAS OFFER

\$2.98

All Stereo Albums!

REGULARLY **\$5.98**

SPECIAL CHRISTMAS OFFER

\$3.98

All Current Releases! All new releases!

LIMITED TIME ONLY!

PLUS!

a FREE Christmas Gift...

We want you to celebrate too! And so WESTMINSTER has a Christmas Gift especially for you! All you have to do is dress up your window or store with the Westminster Display Package. Build your own

holiday display and send us a simple snapshot. Right away... we'll send you our gift... a handsomely tailored SPORT SHIRT! And that's not all! Your display snapshot will then AUTOMATICALLY be

PROMOTION

EARNs EXTRA PROFITS FOR YOU!

... with full mark-up guaranteed!

2. HARD-HITTING LOCAL ADS TIE YOU IN AT THE POINT-OF-SALE!

Here's the frosting on the cake! Your Westminster Distributor has a local advertising plan designed especially for you. Tailor-made local ads, run over your signature, spell out this Special Christmas Offer...available ONLY at your store! Ads are all prepared! Small! Medium! Big! Every ad ties directly into the national campaign. Gives you double weight against the customer. Call your Westminster Distributor! He'll start planning your local ads NOW!

3. DAZZLING DISPLAY MATERIALS DRESS UP YOUR STORE!

Here's the final link in the chain... YOUR OWN STORE! The place where the sales are made! And to dress it up, your Westminster Distributor will give you a complete display package to create a real holiday atmosphere. Streamers, door poster, counter cards, window spots... all in dazzling "DAYGLO" color put your customers in a Christmas Shopping mood EARLY! It all adds up! National ads, your own local ads, eye-catching display...all wrapped together to drive customers into your store. It's a two-month November-December Promotion. Get going NOW! Get a HEAD START on HOLIDAY SALES!

...Especially for YOU!

entered in the Westminster National Christmas Display Contest with \$5,000 in prizes for winning dealer displays. Remember... originality counts! Your Westminster Distributor has all the details. Call him now!

CALL YOUR WESTMINSTER DISTRIBUTOR
for complete details...
Call NOW and get your
SPECIAL CHRISTMAS GIFT!

WESTMINSTER

Dealers Take Up A.&R. With Flourish

NEW YORK — The Association of Record Dealers of New York and New Jersey moved ahead on several fronts this week, with activity highlighted by a bold stroke to enlist the aid of major recording stars to help the group kick off its own ARD label about the first of the new year.

Announcing new plans for the association's own record company, prexy Sy Bondy said: "We are approaching Frank Sinatra, Perry Como and Johnny Mathis to make one record each for our new company to help us sort of kick things off. We feel that since the clubs run by these companies have given us such a hard time, that they may see it our way and loan us these artists for a record apiece. Sinatra is a local man, from over in Jersey, and we hope that he might do us this favor. We hope the others may do the same thing for us."

In a further discussion of diskery plans, Bondy said the first releases would be issued about January 1. "We have set up a committee which will screen masters and try to select the best ones for us to put out. We expect to have nationwide distribution soon after we get going. And I guess we will have an a.&r. man, too, who will make our own records."

Bondy noted that the previously announced co-op ad campaign being launched by the group will kick off in the New York Sunday Times early in November. "We have 50 dealers signed up for this program now who have contributed \$50 each to the ad fund," he asserted. "For every dollar a member puts up, the Association will also put up a dollar."

Every contributing store will be mentioned in the ad and will carry

a sign in its window identifying it as a member of the Association.

Outlining the advantages of group action, Bondy cited an instance whereby the group was able to purchase a half million handle bags for \$7.60 per thousand because of the large size order rather than the normal price of \$14 per thousand. Each dealer who got in on this purchase got his store name imprinted on his share of the bags. "We have already been approached by certain distributors who want to sell our records on a group basis," said Bondy. "We haven't committed ourselves yet but when we do, one store becomes the buyer of the complete order and then in return, he sells to the other dealers at the same price."

Bondy, who was re-elected prexy of the group at a meeting Tuesday evening (20), added that the group is observing its first anniversary. "We feel that we have gained prestige and we know we've gained membership in that time in spite of what the doubters said about us. The dealers who doubted us most are now joining us," he added. As an example of the growing effectiveness of the group, Bondy cited a case where a distributor continually refused to take back \$300 worth of returns from a Brooklyn dealer. "One week after we heard about this and spoke to the distributor, he took back the records and credited them," Bondy said.

Other officers elected include Lou Shapiro, financial secretary and treasurer and viceprexy Irving Randolph, Jerry Goldberg and Jack Seader. Next meeting is set for November 17.

M-G-M Boom For Connie Francis LP's

NEW YORK — November figures to be Connie Francis month at M-G-M Records, as the label this week prepared a powerful push on five new albums by the thrush for simultaneous release. All Connie Francis sets will be available in stereo and mono form. Beyond that, there'll also be a new album of kiddie material by the thrush, released on the low-priced Lion line.

The five M-G-M albums will be shipped in display shippers. Each pack will contain six of each album for a total of 30 albums. Upon receipt by the dealer, the display pack can be opened up in 30 seconds into an eye-catching counter display unit, which contains the albums in browser style. One of the sets involved, it is noted, is a Christmas package.

Trade and consumer ad campaigns are planned, along with mailings to dealers and special incentive programs for dealers. The special campaign follows on the heels of a similar, all-out effort on a special Benny Goodman packaging, now being included.

In the same November release, the label starts initial shipments of its "Ben Hur" album, which will contain a 32-page color booklet, from the picture. This deluxe set will sell for \$5.98 stereo, and \$4.98 monaural.

Also included in the November Lion release will be a low-price "Ben Hur" album, and a set titled "Hymns of Salvation," by the well-known thrush, Jane Pickens, performing with the Salvation Army Choir.

HOT 100 ADDS FIFTEEN

NEW YORK—Fifteen new sides appear for the first time on this week's Hot 100 chart. Essentials are:

52. We Believe—The Royal Teens, Capitol
72. Pretend—Carl Mann, Phillips International
79. Tennessee Waltz—Jerry Fuller, Challenge
80. Be My Guest—Fats Domino, Imperial
81. The Enchanted Sea—Martin Denny, Liberty
82. Breakin' Up Is Hard to Do—Jivin' Gene, Mercury
84. You Mean Everything to Me—The Fleetwoods, Dolton
87. The Hunch—Bobby Peterson, V-Tone
88. Come Into My Heart—Lloyd Price, ABC-Paramount
89. I'll Be Seeing You—The Poni Tails, ABC-Paramount
91. First Name Initial—Annette, Vista
94. I've Been Around—Fats Domino, Imperial
97. The Hunch—Paul Gayten, Anna
99. My Heart Became of Age—Annette, Vista
100. There's a Girl—Jan & Dean, Dore

TV SPREAD

Squirrels Everywhere At Once

NEW YORK — The Nutty Squirrels' Hanover disk of "Uh Oh," parts one and two, which is the work of Don Elliot and Sasha Berland, may be introducing a new note on the personal appearance scene on the TV exposure front.

The fact that the squirrels, like last year's chipmunks, are products of the simple device of speeding up voices, makes possible TV appearances by the "artists," simultaneously on different shows. On a promotion note to the effect that "like Santa Claus, they're everywhere at once," the squirrels are being groomed for a number of top network exposure like American Bandstand, and the Steve Allen

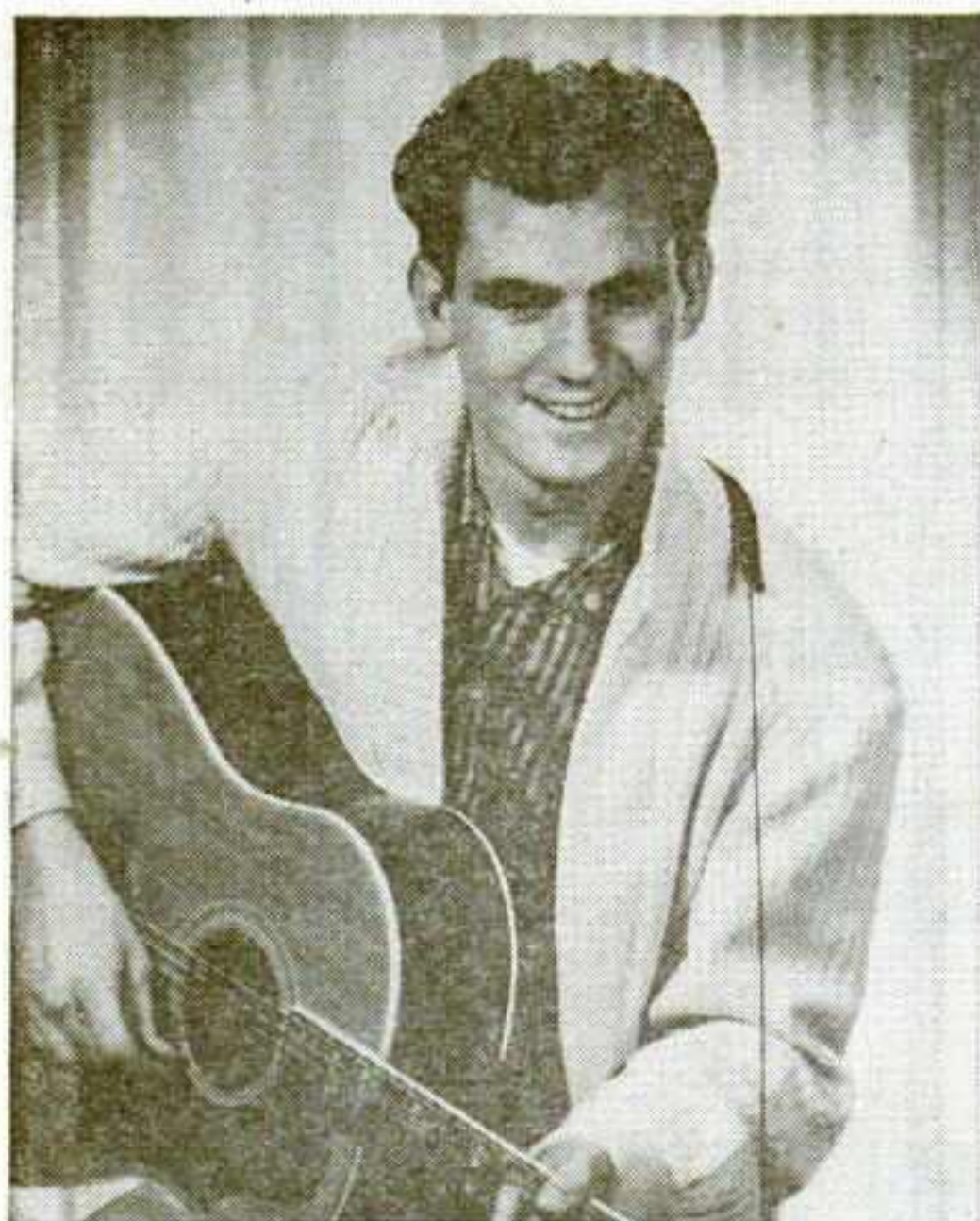
Holmes Starts Everest Chore

NEW YORK — LeRoy Holmes, newly named a.&r. chief of Everest Records, was already swinging this week, his first full week in the new slot. Holmes departed M-G-M Records last week after a long association there, to take the new assignment.

Holmes has pacted the Curly, girl duo who appeared on the recent "Seven Little Girls Sittin' in the Back Seat," on Guaranteed Records, a Carlton subsidiary. Initial session with the duo was held Friday (23). Holmes also has signed two new country acts, Jimmy Simmons and Jimmy Isle. He'll record both in Nashville, Wednesday (27).

show and such local jockey outings as the Alan Freed ainer here. On the Allen show, for example, two dancers dressed like squirrels will perform while the disk is playing.

Fastest Breaking Record in the Industry



SANDY

STRAND #25007

by

LARRY HALL

Watch for Larry's appearance on the DICK CLARK AMERICAN BANDSTAND Show Oct. 31, 1959, singing the next #1 tune in the country!

Just Released
"NATURE BOY"
by
KEN KAREN
#25008

STRAND—THE FASTEST MOVING INDEPENDENT LABEL!

STRAND DISTRIBUTORS

Albany, N. Y.
LEONARD SMITH, INC.

Atlanta, Ga.
DIXIE DISTR. CO.

Baltimore, Md.
GENERAL DISTRIBUTORS

Boston, Mass.
DUMONT RECORD DISTR. CO.

Buffalo, N. Y.
BEST RECORD DISTR. CO.

Chicago, Ill.
ARNOLD RECORD DISTRIBUTORS

Cincinnati, Ohio
WHIRLING DISC DISTR.

Cleveland, Ohio
COSNAT DISTRIBUTORS, INC.

Dallas, Texas
BAKER DISTRIBUTING CO.

Detroit, Mich.
CADET DISTRIBUTING CO.

East Hartford, Conn.
TRINITY RECORD DISTR. CO.

Los Angeles, Calif.
RECORD MERCHANDISING

Milwaukee, Wis.
JOHN O'BRIEN DISTR. CO.

Miami, Fla.
TRU TUNE DISTR. CO.

New Orleans, La.
ALL SOUTH DISTR. CORP.

Newark, N. J.
APEX-MARTIN RECORD SALES, INC.

New York, N. Y.
SUPERIOR RECORD SALES CO., LTD.

Oakland, Calif.
CHATTON RECORD DISTR.

Oklahoma City, Okla.
B & K DISTR. CO.

Philadelphia, Pa.
UNIVERSAL RECORD DISTR.

Phoenix, Ariz.
RAMCO DISTRIBUTORS

Pittsburgh, Pa.
AJACK RECORD DISTR.

Portland, Ore.
B. G. RECORD SERVICE

Richmond, Va.
ALLEN DISTRIBUTORS

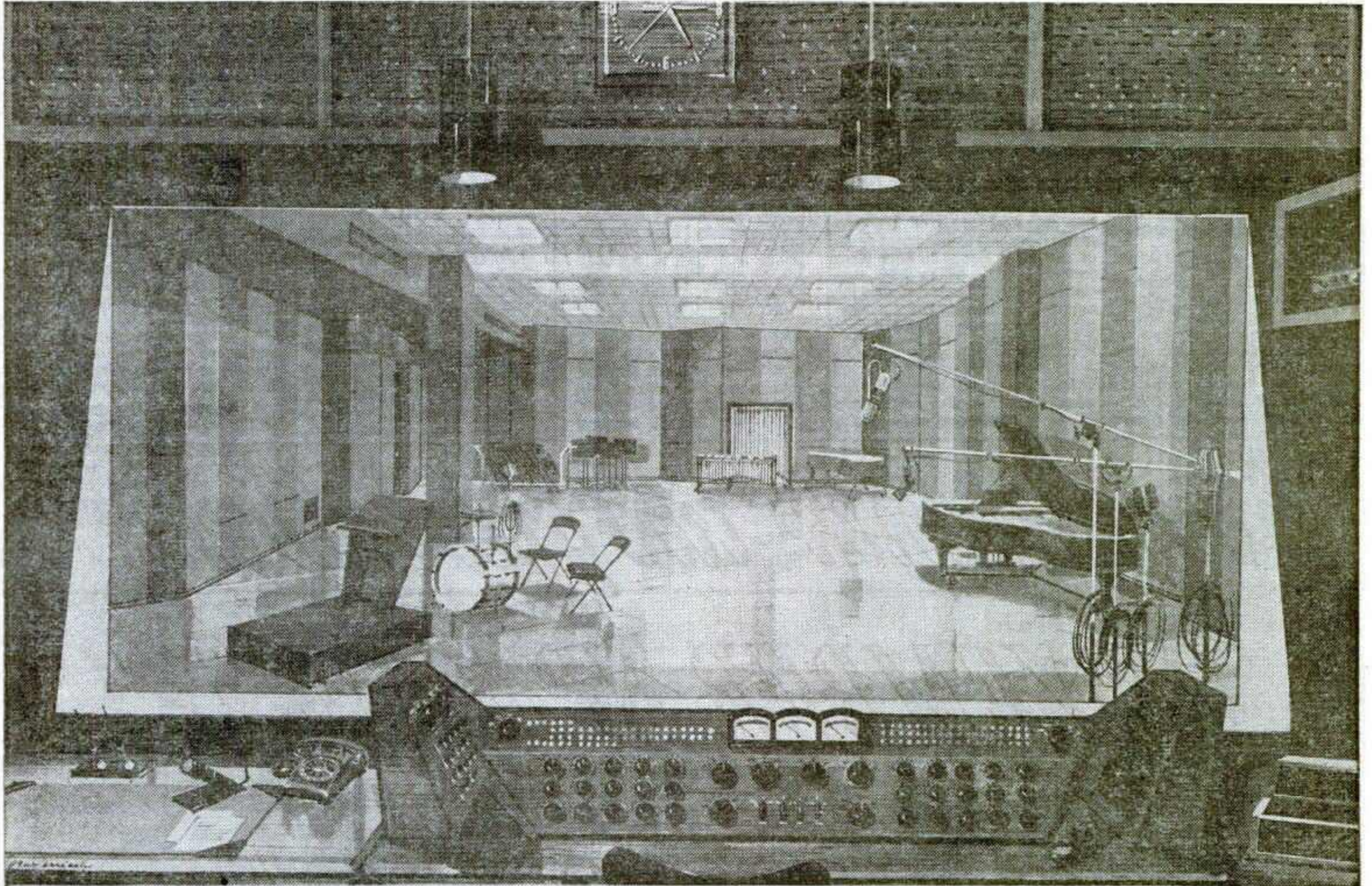
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RECORDS

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It features a custom stereo console, three-track stereo recording, with Sel-sync and a complete complement of facilities:

- NEUMAN STEREO LATHE
- EDITING ROOMS
- MASTERING ROOMS
- INSTANTANEOUS ACETATES—
MULTIPLE TAPE COPIES
- ELECTRONIC SPEED CHANGE
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- ALL STANDARD MUSICAL INSTRUMENTS

Gotham Recording Corporation

2 West 46th Street, New York 36, New York — JU 6-5577

Herbert M. Moss, President—Leonard Lawson, Vice President in Charge of Sales

MAJORS ON PROWL

Top AR, Sales Help at Premium

By BOB ROLONTZ

NEW YORK—The major record companies and the large diskeries on their way to becoming majors, are openly seeking top personnel for their a.&r. and sales divisions—and not having a very easy time securing good men. Unlike the old song hit, these good men are easy to find—but they are not easy to lure away from their current jobs as distributors, heads of their own record companies, or a.&r. men with a share in management, music publishing and recording.

A few years ago record men and sales personnel always gravitated to the large companies after learning their way about the record business from job with three or four small labels. Today many men who learned the record ropes with large firms have gravitated into their own record firms, or taken jobs as sales chiefs with indie labels, or opened their own distrib firms.

A&R Trainees

To compensate for the need for men, a.&r. men especially, Columbia Records, for instance has set up an a.&r. training program and has moved into the a.&r. ranks young graduates from the training school. (This may prove or disprove the old adage that a.&r. men are made, not born.) Colum-

bia has also set up an a.&r. man's incentive program, so that if the firm's sales rise one year over another the a.&r. men share in the boom. Incentive plans in record companies used to be reserved to the sales staff exclusively.

The reason that many young, or little less than young men turn down offers to go with the large firms has to do with that thing called money—and secondly with what might be described as "the corporate image." As far as money is concerned a man who heads up his own diskery, handling a.&r. and often sales and promotion, too, can manage his talent, and put the songs the talent records in his own publishing firms, without anyone feeling it is wrong or unethical. In fact everyone in the music business would be surprised if he didn't. But if the same man joins a large firm, he is either not supposed to have his own music firms and management deals, or else he is forced to have them under the table. Many a.&r. men with their own labels feel that the return is inadequate from a large firm as against what they can earn for themselves.

Red Tape Block

The "corporate image" is another factor in the recruitment (Continued on page 12)

SHOSTAKOVICH GETS VICTOR ALBUM PORTRAIT

WASHINGTON — The original portrait of Soviet composer Dmitri Shostakovich painted for the RCA Victor album cover of the Shostakovich Fifth Symphony, was presented to the Soviet composer here last week. The presentation was made during a special concert in honor of Shostakovich and five other high Soviet musical figures touring the U. S. as part of the cultural exchange program. Howard Mitchell, whose national symphony orchestra also made the Victor album, made the presentation.

The album portrait, an original by Joseph Hirsch, was donated by RCA, and is one of those nominated for the best record cover award of the National Academy of Recording Arts and Sciences.

The Soviet composers, who will spend a month visiting major cities here, include: Dmitri Kabalevsky; Konstantin Dankeovich; Fikret Amirov; Boris Yarustovsky, and Tikhon Khrennikov, who is also general secretary of the Union of Composers of the USSR, and president of the Soviet Societies of Friendship and Cultural Relations with Foreign Countries. The Russian composers will hear, and perform or conduct some of their own works during concerts

Leslie, Siegal Europe Bound

NEW YORK — Two indie disk execs, Cy Leslie, of Pickwick Sales, and Sidney Siegal, of Seeco Records, are Europe bound. Leslie took off last week, with Siegal's departure set for Saturday (31).

Leslie, whose lines include Design and Stereo Spectrum labels, will cover London, Copenhagen, Stockholm, Hamburg, Amsterdam, Brussels, Paris, Zurich, Milan and Barcelona in his trek, with a view to setting up his own pressing facilities overseas. He'll also contact publishers, licensees and importers. He'll be gone four weeks.

Siegal also plans a one-month tour of England, France, Germany, the Benelux nations, Switzerland, and Spain. In London, he'll confer with Morris Levy, of Oriole Records. In Paris there'll be huddles with Leon Kaba, of Vogue, and in Madrid he will meet with the heads of Telefunken of Spain. In Spain he will also record Lola Flores and Frederico Moreno Torroba.

given in their honor in Washington, San Francisco, Los Angeles, Philadelphia and Boston.

A delegation of American composers visited the Soviet under the exchange agreement during the summer of 1958, and included Roy Harris, Ulysses Kay, Peter Mennin, and Roger Sessions.

COPYR'T ENTRY CATALOG ON TAP

WASHINGTON — The catalog of music copyright entries for July - December, 1958, is now available, the Library of Congress has announced. Copies can be obtained for \$3.50 each, or \$7 a year, from the Register of Copyrights, Washington 25, D. C.

Recoton on FTC Carpet

WASHINGTON — Recoton Corporation, Long Island City, N. Y., and G. Schirmer, Inc., one of its customers, have been charged by Federal Trade Commission with misrepresenting the price and guaranty of Recoton's phonograph needles.

Pricing claims challenged are "Diamond needle list price \$25 ... now \$9.95," and "combination diamond-sapphire needle, now \$10.95 ... list price \$30." "These purported regular retail prices substantially exceed the prices at which the needles are customarily sold," the complaint charges.

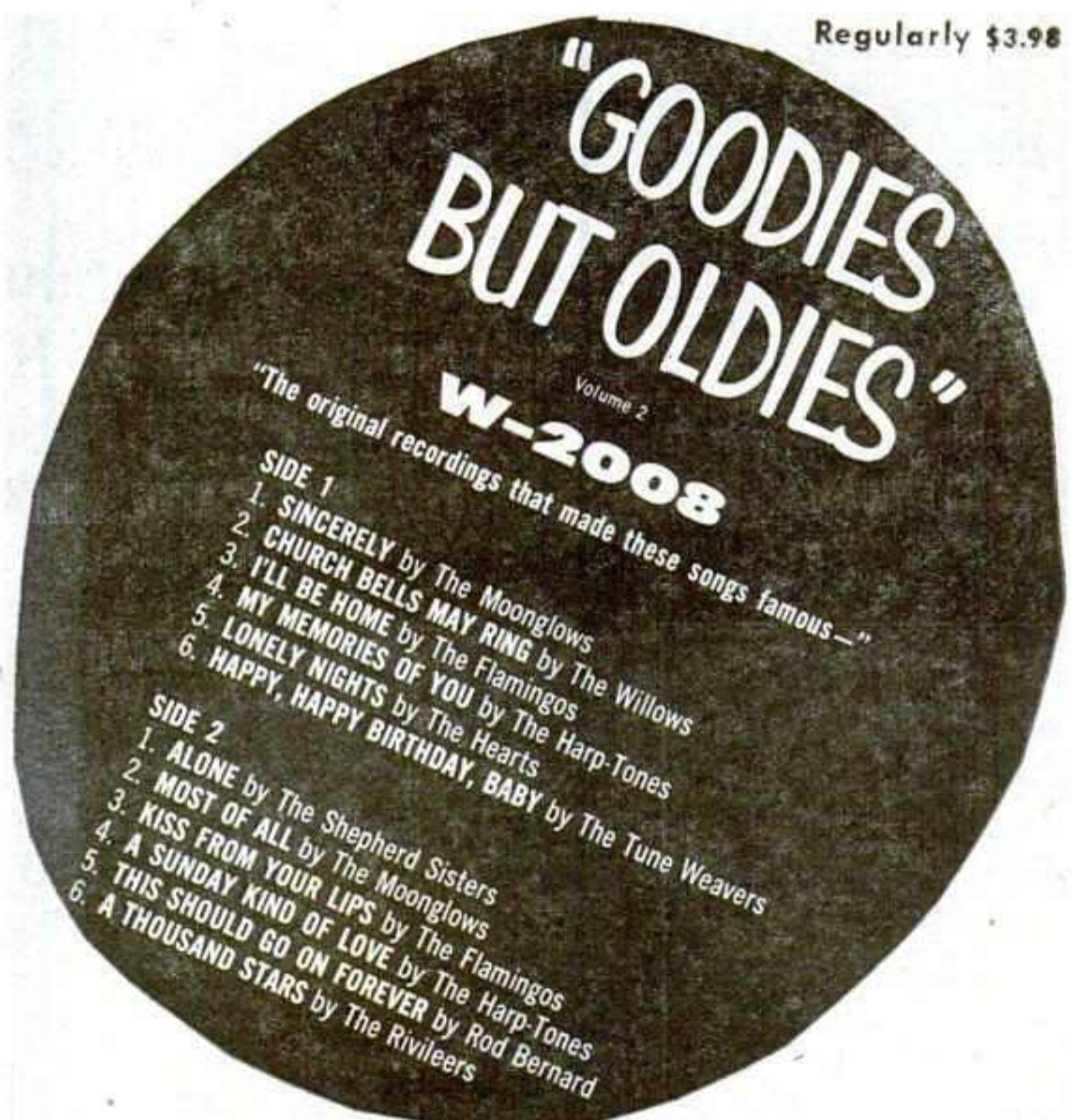
FTC adds that the needles are not guaranteed for life in every respect, as implied by the claim "unconditional lifetime guarantee," but the guarantee furnished has conditions and limitations not "clearly or conspicuously disclosed" in the ads.

Companies are granted 30 days to file an answer to the complaint.

from Warwick - two great albums

NOVEMBER SPECIAL: \$2.98

Regularly \$3.98



Get in Step WITH THE FABULOUS FOLLOW-UP TO "LET'S DANCE"



MONAURAL MG 20470-STEREO SR 60152



Special merchandising aids...

Colorful "footprint" stickers. Use them on your windows, floors, street entrances. Also...attractive "Let's Dance Again" mailers...window displays...banners. See your Mercury salesman or distributor for details.

Twelve more brilliant dance stylings by **DAVID CARROLL-**

A sure bet for volume sales!



WAX ON UPSWING

Disk Name Yarns Build Fan Mags

Continued from page 1

several publications including Rhythm and Blues, Teen, and Song Hits magazines. Readers must explain why they like Fabian — in 50 words or less. They are also asked to submit names of their favorite deejays. Duplicate prizes will be sent to jocks, whose names are submitted by winners. Prizes include Capitol albums (Fabian records for Chancellor), a folding pool table, etc.

Deejays are playing a sizable promotional role with the mags. Jerry Marshall, WMGM, New York, writes a column for Movie Stars-TV Closeups Magazine, and Art Ford is record editor for Movie Life. The latter magazine ran a contest earlier this year, whereby would-be record stars were asked to submit demos. Winning entries were submitted to ABC-Paramount

Records. However, no outstanding new talent was turned up by the promotion.

Fan mag readers are particularly interested in how - to - become - a - recording - star articles. Most recent feature of this type appears in the current issue of Top Stars Magazine in a story tagged "You Too Can Be a Recording Star," by Gene Schwartz, one of the owners of Laurie Records.

Deejay Tie-Ups

In spite of their national distribution situation, many fan mags are spotlighting stories on key deejays. Current issue of Stardust Magazine carries story on Bill Williams, WNEW, New York, titled "Most Popular Deejay in Town." Ingenu Magazine recently made a tie-up with 20th Century-Fox Records. The diskery recorded a tune tagged "Ingenu" by Eddie Morgan. In return, Morgan and the disk were handed a two-page spread in Ingenu, plus stories in two of Ingenu's sister publications — Screen Stories and Modern Screen.

All three mags are published by Dell, which is now forming a National Disk Jockey Panel, "designed to give member deejays national magazine publicity and to give Dell grass-roots information about changing teen tastes in music." Dell decided to form the panel when readership surveys showed the "vast majority" of their readers were teenagers who "regarded the deejay as their friend, champion, advisor and confidant."

In return for furnishing Dell with information on pop music trends, deejay - members will be guaranteed national editorial coverage (including use of their photo, call letters and bio info) in one or more of Dell's mags, plus local support from Dell's promotional field force, and regular mailings of news info. Only one jockey per city will be chosen on the basis of local popularity and teen-age following.

Follow Charts

Since so many fan mags are now covering the teen-field competition, deadlines from two to three months in advance of publication are making mags more and more conscious of new disk talent. Consequently, many fan mag writers follow The Billboard's charts closely to find out which new artists stand the best chance of being big draws a few months later.

Veteran free - lance fan mag writer Helen Bolstad says: "One-hit wonders scare us to death." By the time a mag hits the stand with a story about them, their follow-up bomb records considerably lessen their reader-appeal.

Fan mag editors and writers work as closely as possible with record companies — trying to time stories with release dates on new records. They also now do layouts on untried new artists, in an attempt to offer exclusive coverage on potential new stars. Miss Bolstad, for instance, did a story on Johnny Restivo, before his first record was cut on the strength of RCA Victor's promotional plans for him.

Biggest fan mag draws today are Fabian, Edd Byrnes, Frankie Avalon, Ricky Nelson, Connie Francis, and Dick Clark. Some of Clark's coverage, tho, must be attributed to the fact that many fan mags hope to get a plug on his network TV show when they carry a story on his activities.

Publications featuring record artist stories include Photoplay, Hep Cats, Movie Life, Screen Stars, Movie World, TV World, TV - Movie and Record Stars,

GOLIATH GROWLS FAIL TO FAZE TEEN-AGE DAVID

HOLLYWOOD — This is one of those David and Goliath stories—at least that's the way Dave sees it. He is Dave Berkus, an 18-year-old business administration major at Occidental College. Two years ago he started his own firm and picked "Custom Fidelity Records" as its name.

The Goliaths (you see, there are two in this tale) are Audio Fidelity and Mercury Records. The battleground is label trademarks. An application for registering the Custom Fidelity trademark (which Dave filed last year when he decided to remain as a full fledged member of the record industry) was returned this week with a notice of opposition.

According to Washington, Audio Fidelity protested that Custom Fidelity as a name was too close for comfort. Mercury similarly seeks to block the teen-ager's title because Mercury uses "custom high fidelity" as a descriptive slogan on its albums.

Dave Berkus firm has been active in custom work only, recording campus artists and church repertoire. However, he and his teen-age partner, Bob MacLeod, want to stay in business after they graduate from school, and therefore want to retain their title.

There have been some offers to settle the dispute out of court. For example, The Billboard learned that Audio Fidelity sought to buy Custom Fidelity's stationary, thereby permitting record men Berkus and MacLeod to retire from the disk field without too much of a loss.

Berkus, however, true to his biblical namesake, is determined to fight the matter. Since his firm lacks legal armor, he took slingshot in hand last week to aim his first stone. In a letter to the Washington Commissioner in charge of such matters, Dave told the whole story, explaining that as teen-age businessmen his firm has no funds for legal wrangling. He listed his arguments as to why he feels no trademark infringement exists and called for the Commissioner to help protect small business from being trampled by industry Goliaths.

Linhart Spurs Arwin Build-Up

NEW YORK — Marty Melcher, head of Arwin Records, is getting ready to expand the label into a full line, with regular single record releases and a package goods line. Joe Linhart, exec veepee for the Melcher music empire (Arwin Records, Daywin Music and Artists Music), is currently working on a six-month release sked for the Arwin label. He is also currently negotiating with a couple of a.&r. execs to take over recording duties at Arwin, and an announcement is to be expected shortly of the appointment. Linhart expects to sign writers to exclusive pacts to compose material for Arwin artists.

Movie Stars Parade, TV Stars Parade, TV Picture Life, Modern Screen, Screen Stories, TV Screen Life, Inside TV, TV Show, Popular TV, Star World, TV Top Stars, Movie Mirror, Movieland - TV Time, Silver Screen, Motion Picture, Screenland, TV-Radio Mirror, Star Dust, Seventeen, Sixteen, TV Headliner, Meteor, etc.

Levy Adds to Talent List

NEW YORK—John Levy, one of the quiet men in jazz personal management, has quietly added two new names, Lorez Alexandria and Nany Wilson, to his long list of John Levy Enterprises' talent list. Levy's firm, which also includes Chuck Taylor, is one of the biggest personal management firms in the jazz field. Under his wing are George Shearing, Dakota Staton, Ahmad Jamal, Ramsey Lewis, Bev Kelly, Jimmie Rodgers, Billy Taylor, Donna Hightower, Ernie Andrews, Yusef Lateef, Alan Dean and Julian (Cannonball) Adderly.

Last year Levy sent out his own jazz packages, with Ahmad Jamal and Dakota Staton featured. It is understood that he may put some new packages out on the road this season.

Majors on Prowl

Continued from page 10

troubles of the larger firms. Altho the picture many smaller record company execs have of large firms is exaggerated, it is true that in many large firms there is an awful lot of red tape that doesn't exist in a smaller, free-swinging diskery. If a small label wants to release a record it is released simply and quickly, and the same can be said about buying a master or running a recording session. The same is not true in a large firm.

But as the majors and the larger firms get more "hip" on both the singles promotion and sales level (and their current track records prove that they have made a strong "comeback" in the singles business), they are more and more on the lookout for the smart, energetic a.&r. men and sales execs from the smaller firms.

It is these execs in the small and middle-sized indies who have set the a.&r., promotion and sales patterns of the singles record business for the past few years. The larger firms, however, have caught on in many ways. Decca, for instance, handles many indie labels thru its exclusive distributorships. Many firms have set up special deals, and special labels for top artists, etc. But the large firms are still on the prowl for young personnel, and if they can't get them as much now from the small labels as they used to, they intend to train them themselves to stay abreast of the modern record business.

HOLLYWOOD — Richard Overstake last week joined Dot Records' artist - repertoire department. He formerly served as general manager of Pat Boone's Spoons and Cooga Music firms. Duties include handling Dot music publisher relations, screening material and talent, and aiding in Dot's foreign activities.


Coral Issues U. N. Disk

NEW YORK — Coral Records took an active part in the celebration last week of United Nations Day, with the release of an album titled "The United Nations Singers." Milton Rackmil, prexy of the Decca Company, Coral parent firm, presented the first copy of the album to Andrew Cordier, exec assistant to the UN secretary general, Dag Hammerskold.

Coral and the UN made joint plans to have the album available for sale in the various shops of the UN Building here. On the album, the choral group presents a series of folk songs from many lands sung in the native tongue.

The American Society of Musical Arrangers Meet at Gus & Andy's. Why Not You!

GUS & ANDY'S RESTAURANT
146 W. 47th St. N. Y. C.
Judson 6-2929



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America's No. 1 Singing Group

AVAILABLE Commencing Early November
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THEME from "A SUMMER PLACE"
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PERCY FAITH - COLUMBIA #4-41490
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BOURBON STREET BEAT DON RALKE WB #5108	ARE YOU SORRY? JONI JAMES MGM #K12828
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Mills' HIT REMINDERS

SCARLET RIBBONS
★ THE BROWNS
RCA Victor 47-7614

★ ENOCH LIGHT
Grand Award 45-1035
MILLS MUSIC, INC.

UNFORGETTABLE
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A WILD ONE!
"STOP BABY"
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Chuck Johnston & the Jaycees
Brunswick #55154
Bourne, Inc.

THEATRICAL AGENTS, MANAGERS, REPS . . . locate at the center of **SHOW BUSINESS** in Mid-America

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Join the many Show Business leaders who find this modern, centrally located building ideally suited to their needs. Efficient office layouts in Single or Multiple units . . . only minutes from clubs, theatres, fine restaurants and shops, hotels . . . convenient to all transportation . . . ample parking facilities.

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GET THE JUMP on your competition

You can — by programming and buying tomorrow's record hits today.

How to do it?
Seven out of every 10 records featured in big-space Billboard ads will be among the 100 hottest records of the future — and four of them will soon reach the best-seller class!



"MARINA"
ROCCO GRANATA
 AND THE INTERNATIONAL QUINTET

LAURIE
3041

"MARINA"
 Original Italian Lyric

Mi sono innamorato di Marina,
 la ragazza mora ma carina,
 il mio amor . . .

"MARINA"
 English Lyric Translation

I've always been in love with sweet Marina
 A pretty little girl is sweet Marina
 Oh, but she never knew how much I love her
 What could I do to make a sweetheart of her?

"MARINA"
ROCCO GRANATA
 AND THE INTERNATIONAL QUINTET

LAURIE
3041

ROCCO GRANATA



Rocco was born in Italy in Aug. 1938. He moved to Belgium at the age of ten when his father took a job in the Belgian coalmines.

When Rocco was 18, he joined his father in the mines. In his few hours of spare time, he still had the energy to form a small combo and play weekends at a large tavern called the "Witte molen" (White Mill). Rocco composed his first song titled "MARINA" and played this song at the tavern.

The audience response to this number that night was so great that he was forced to sing it at least 15 times before closing time and each time he performed "Marina" thereafter, the crowd just went wild.

Because of this Rocco asked his boss Jules Nijs, the owner of the tavern, if he wouldn't make a recording of "Marina" with him on the vocal. Mr. Nijs agreed rightaway, the record was cut and submitted to a record company for distribution. The record firm was not interested, because it felt the song did not have any potential.

So Mr. Nijs himself had 300 records pressed which he distributed to jukeboxes in and around the city where he and Rocco lived and the public's reaction was so fantastic that every record dealer was begging for records of "Marina". Now Mr. Nijs had no trouble finding a distributor and "Marina" became such a big hit overnight, that the publisher and the record company were receiving calls and cables from all parts of the world for the publishing rights and the lease of the master.

Laurie Records, because of their previous successes with European originals such as "Petite Fleur" and "Morgen" won-out over all competition and was awarded the distribution rights for the North American continent.

ANOTHER EUROPEAN ORIGINAL.. FROM LAURIE

Dealers Back Frey Stand

• Continued from page 4

we did before discounters chopped us up so effectively. . . . Why should I stock LP's when I only make a few cents more than on a single? . . . Good luck and God bless you in this fight."

St. Louis: "Music is one of the arts and should never be used as loss leaders, as is being done today. . . . I am glad there is a company who frowns on price cutting."

Omaha: "We do think that the Department of Justice, if it were really watchful of our interests, might file charges against manufacturers who sell to us, the dealers, and at the same time solicit our customers and compete with us by offering special deals and prices thru company record clubs. It is our sincere hope that you will be successful in showing that you have always dealt fairly with dealers and have the interests of the industry at heart."

Williamson, W. Va.: "I want to commend Audio-Fidelity for putting up a fight in the legitimate dealers' behalf. . . . I am thoroly disgusted with discounters and clubs. They mean nothing but trouble for me. . . . It has gotten so tough we don't have any help. My husband and I run this operation alone. I think Audio-Fidelity is within its rights to fight this battle. . . . We will support you. If there is anything we can do, let us know."

Fairmont, Me.: "Since when is it a crime to protect one's good

name and product from destructive tactics."

Killing the Goose

New Castle, Pa.: "It is high time that the government, the large corporations and the distributors realize they are killing the goose that lays the golden eggs. . . . The retail store industry is the largest employer in the nation, and without it all industry and business would grind to a halt. . . . May I wish you good luck."

San Francisco: "It should be recognized that a manufacturer should be able to protect the business he has built up from the piracy of cut-throat price cutting."

Columbia, S. C.: "I wish to take this opportunity of thanking you for your methods of doing business. . . . If all of your competition were to follow the same lines that you do, it would tend to stabilize the industry and allow a legitimate record shop to function as it should."

Oakland: "Discounting, transshipping and destructive price cutting have made it almost impossible for a small man to become successful in a small business. After all, the small businessman is the foundation of our economy. . . . Please look out for us little guys."

Frey, in discussing the case recently, stated that the important question is whether the traditional dealer is entitled to a fair shake. It would appear, he pointed out, that according to the way the law is set up, a monster — the destructive price cutter and discounter — is pleading hardship. He added that the disk industry was built thru dealers, and poses the question of whether Audio-Fidelity is to be crucified because dealers believe the label has been fair to them.

GALS REPRIEVE 'KOOKAMONGA'

NEW YORK — It isn't generally known, but last month RCA Victor was on the brink of withdrawing Homer and Jethro's "Battle of Kookamonga" (a spoof of "Battle of New Orleans") from the market after receiving irate protests from the National Girl and Boy Scouts of America.

The youth organizations objected to the disk's lyrics, wherein a group of playful boy scouts chase a bevy of scantily clad girl scouts thru the woods. RCA Victor execs finally decided to withdraw the platter — one of the label's top sellers. However before they could take any action a representative of the Girl Scouts called and said they'd changed their minds.

"We talked it over," she explained, "and decided we didn't want to make the record another 'Lady Chatterley's Lover'."

Feather Pens Another Tome

NEW YORK — Jazz critic, lecturer, a.&r. man and prolific writer Leonard Feather has come up with another jazz tome. The title is simply "Jazz" but unlike other jazz books this paperbound book, which sells for 50 cents, deals only with the jazz scene over the past two decades—from 1942 to 1959. It starts with the end of swing and the emergence of bop, then moves into the cool scene, covers the bands of the 1940's, the West Coast scene and finally the emergence of "respectable" jazz.

George Marek Briefs Dealers

• Continued from page 4

advertised monthly club choices and offer them at a discount aided by a sales drive.

3. They could solicit the arm-chair trade by starting clubs of their own. "Why," he asked, "can't dealers employ mail order techniques too?"

Setting another controversy that has hovered over Marek, he announced that Victor had decided against cutting the price of single records. He added that there is no thought at present for reducing the price of monaural or stereo albums either. On the question of price-cutting by dealers, Marek commented:

Deplores Price Cutting

"I deplore it. But neither I nor anyone else knows how to stop it under the laws of the United States. I'd be in favor of a fair trade law that would work, but the advice I get is that none would work. It could not be policed properly and it would be contrary to the American system. But this problem affects all forms of merchandise, not only records."

When one dealer protested that there were too many releases, Marek replied:

"You are absolutely right. It is like the Sorcerer's Apprentice, who didn't know how to shut the water off and almost drowned. The majors must bear much of this responsibility. We should only put out those records that have the germ of success. This is easy to say, but not so easy to do. We don't know which those records are, and nobody else does. This year, we have made a greater effort to curtail the number of releases and we will continue this policy. You will soon see the results. We hope you can persuade others to do the same."

On a miscellany of industry issues, Marek observed:

"One-stops are here to stay. As for rack jobbers, I'm not so sure."

"We do not plan at the moment to put out a seven-inch 33 r.p.m. pop single, but we are open to suggestion. It would be easy to manufacture, but we don't want to burden you with another product. If you want it, however, we are open to change."

"I don't have faith in the future of reel tape, but much faith in the future of the cartridge. This will become another field of music but will not interfere with the market for records."

"We have no important plans for further exchanges of artists with other labels."

Dealers' questions were written on cards which Marek read aloud, not revealing the dealer's name. But in one case he read the name, holding the card for last. Its writer was "Little Al" Temaner, owner of seven stores, whose comment probably placed him in a minority of one. He had written:

"I'm quite happy as is."

UST Opens N. J. Depot

HOLLYWOOD—United Stereo Tapes, Inc., has opened its first company-owned depot, located in Newark, N. J., to serve the Eastern territory. It will carry a complete inventory of UST's four-track open-reel tape product which includes quarter-track tape versions of approximately a score of labels. Jim Paterson, UST sales exec, is currently on the scene to set up the firm's first branch. After the New Jersey firm is in full operation, Paterson will turn it over to its newly acquired sales staff. Branch is manned by seven people, including two full time salesmen.

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD



ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS

"The Billboard keeps pace with the record business. Like everyone in the field, we've come to depend on The Billboard for fast, accurate, intelligent analysis of the record industry."

SAYS Nelson Verbit

PRESIDENT OF MARNEL DISTRIBUTING
PHILADELPHIA AND BALTIMORE

"The record business has changed radically in the last few years and that change continues from week to week and from day to day. Through the pages of The Billboard I've been able to keep up with new manufacturers, new prices and new sales outlets. Time and time again Billboard has given me advance information that has paid off in dollars and cents.

"The Billboard constantly provides me with advance information that has made all the difference in our sales and merchandising plans. If the idea of a trade magazine is that it keeps its industry informed, Billboard is certainly doing the job for us."

The **Billboard** THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

MGM Records ORDER LIST OF HOT SELLERS

QUAN.

TOMMY EDWARDS

(New in)

THE WAYS OF LOVE

MGM K12837

QUAN.

JAYE P. MORGAN

THAT FUNNY FEELING

MGM K12838

QUAN.

LEROY HOLMES

and his orchestra

ALICE BLUE GOWN

MGM K12833

QUAN.

DANNY VALENTINO

(You Gotta Be)

A MUSIC MAN | **STAMPEDE**

MGM K12835

QUAN.

AL ALBERTS

IMAGINATION

MGM K12836

QUAN.

THE

DREAM GIRLS

I'M IN LOVE WITH YOU

METRO K20029

QUAN.

JIMMY JONES

HANDY MAN

CUB K9049

QUAN.

ROCKY HART

EVERY DAY

CUB K9052

Record No.	Quantity
MGM K12837	
MGM K12838	
MGM K12833	
MGM K12835	
MGM K12836	
METRO K20029	
CUB K9049	
CUB K9052	

ORDER NO. _____ DATE _____

DEALER _____

ADDRESS _____

CITY _____ STATE _____

DEALERS, fill in quantity and send this order to your local MGM Records distributor.

Heart Attack Fells Buzzell

NEW YORK — Loring Buzzell, head of the publishing firm of Hecht, Lancaster and Buzzell, died suddenly last week (20) of a heart attack. He was 32 years of age and his passing saddened the music industry. Buzzell had been with the publishing firm, formed with movie producer Harold Hecht and actor Burt Lancaster, for the past two years. He had also been a field man for ASCAP, and with Mills Music and Cromwell Music, the latter as general professional manager.

Buzzell was the husband of Lu Ann Simms, whom he married in 1954. The past six months were strong ones for the Hecht, Lancaster, Buzzell publishing firm with the company coming up with a big hit with the tune "May You Always." Funeral services took place at the Universal Funeral Chapel here on Thursday (22).

Seeco Skeds 8 Nov. LP's

NEW YORK—Seeco Records is releasing eight new albums in November. Sets to be issued both in stereo and monophonically include LP's by Lola Flores, Gloria Mirabal, Vicentico Valdes and the Sonora Matancera. The other albums are by Aurelio Fiero, Ramito, Luis Kalef and one with Victor Perez and Rafa Valino titled "Enamorame."

NIGHT CLUB REVIEW

Holm, Graham Score at Plaza

Music comedy star Celeste Holm is gracious, charming and occasionally very funny in her current turn at the Persian Room of the Hotel Plaza here. She also has the support of two very smart young fellows in James Karen and Ronny Graham, Graham, in fact, is a standout both in his joint numbers with Miss Holm, and in his several solo offerings.

The act is composed entirely of special material most of which is topical and much of which is unusually smart. Things start on a lively note with Miss Holm coming in "late" as the boys wait, with a tune called "What a Day This Has Been." Another well-received original, "When Henry and I Were Children," was done by Miss Holm and Graham. Graham and Karen then took over with one of the cleverest numbers in the act, called "Diner's Club Cha Cha," a witty parody based on the premise that a man is judged today by the credit cards he holds.

In a change of pace, Miss Holm was effective with a pretty tune, "If He Loves You," followed by another smart bit of duo comedy with Graham, "Everything's Getting Better (and Smaller)," in which the smallness of bathrooms, radios, etc., are brought out. On this one, Miss Holm reels in from a long leash her "Saint Bernard," who turns out to be a small armful of squirming pooch.

The same duo scored again with a series of segs on how airline hostesses of different nationalities see to their male passengers. Miss Holm also scores a scrubwoman on "the plight of the working girl" kick.

In all it's a fresh, three-person revue which is accepted warmly.
Ren Grevatt.

* * *

MacRae's Waldorf Stint Uneven

NEW YORK—Gordon and Sheila MacRae have some entertaining moments in their routines in their current stint at the Empire Room of New York's Waldorf-Astoria. Unfortunately, their act is uneven. MacRae scores best in his solo renditions of his past disk successes and movie tunes. Mrs. MacRae's imitations are at times amusing. Their routines together, however, seem labored.

After a clever opener, "We're in Love With New York," MacRae delivers a medley of songs from "Oklahoma!" Other solo

efforts include "If I Loved You," "The Desert Song," "C'est Magnifique" and "Autumn Leaves."

Sheila MacRae gives impressions of Dinah Shore, Zsa Zsa Gabor and Lena Horne. Together they present only mildly amusing spoofs of James Cagney and Katherine Hepburn in a Western setting and Dinah Shore visiting the Perry Como show. Neither is a comedian, and the attempts in that direction did not come off for best results.
Howard Cook.

* * *

CONCERT REVIEW

Garner Great in Carnegie Debut

Erroll Garner made his Carnegie Hall concert debut under the auspices of Sol Hurok Friday (16) before a sold-out house. By the time the evening was over the thousands present had been witnesses to one of the great performances of the pianist's career. They responded to his New York concert debut with uninhibited delight, calling him back for encore after encore at the end of both halves of the program. Garner played perhaps 30 songs but as far as the audience was concerned he could have stayed on until dawn.

There are few pianists, even including classical artists, who can pack a hall the size of Carnegie and also carry an entire concert alone. But Garner not only did both, with not-to-be-overlooked assistance from bassist Eddie Calhoun and drummer Kelly Martin, but did it so well that Hurok is considering booking him back in Carnegie for another concert in January.

Garner was at his peak for this performance. He played has fast tunes with a stride piano style that gassed the audience, and he performed his slow numbers with the titillating introductions that have become a Garner trade-mark. There was humor in his performance which complemented his own remarkable style, and in the second half of the concert he enjoyed himself no end, especially in an amusing item with bassist Calhoun. It took Garner many years and many record labels before he debuted at Carnegie, but it was worth the wait.
Bob Rolontz.

* * *

TV REVIEW

Sinatra Special a TV Topper

Frank Sinatra's first ABC-TV special for Timex (October 19, 9:30-10:30 p.m.) provided video's finest musical hour since the memorable Fred Astaire Show.

Discarding the indifferent manner which marred his ill-fated weekly ABC-TV series last year, Sinatra was in top form, exuding his unique brand of sexy visual showmanship and artful vocal phrasing.

His block-buster guest star line-up — Bing Crosby, Dean Martin and Mitzi Gaynor—turned in equally sock performances, and the over-all result was deeply satisfying, dynamic entertainment. Crosby, Martin and Sinatra blended with effortless perfection as a vocal trio on a group of oldies, and their finale—wherein they previewed a bit from their forthcoming bio-film on Clayton, Jackson and Durante—was near perfection. The highest tribute that can be paid to Miss Gaynor is the simple statement that she held her own with the threesome performance-wise all the way.
June Bundy.

* * *

DANCE REVIEW

Philippine Terpers Off-Beat Hit

The golden touch of S. Hurok is once more in evidence in his introduction here of Bayanihan, the Philippine Dance Company, one of the most off-beat programs yet provided by the unpredictable impresario. It is a tribute to the taste of New Yorkers that the group has done such excellent business that it is being held over for a third and unscheduled week prior to a national tour. So much has the company caught the public fancy that some of this enthusiasm is likely to spill over to the benefit of sales of the LP just issued by Monitor and reviewed elsewhere in this issue.

Audiences on the road can anticipate seeing a group of bright, attractive and immensely likable young people go thru a five-part program, each of these parts consisting of dances representing a different region, religion or foreign influence. These are exotic, exciting and above all, entertaining. They mark a major achievement in the adaptation of folk art into a theatrical event. Staging and costumes are first class; music is provided by naive instruments. This show is completely unique and thoroly enjoyable.
Sam Chase.

* * *

News Review

• Continued from page 4

age offerings. These are both laid out in the form of a story with many sound effects, children's voices, etc., heard with Wynn. The final set deals with "Songs Children Sing, France," which features Bob and Louise DeCormier, singing the tunes alternately in French and English. This set, too, has charm, tho the others may have a brisker action.

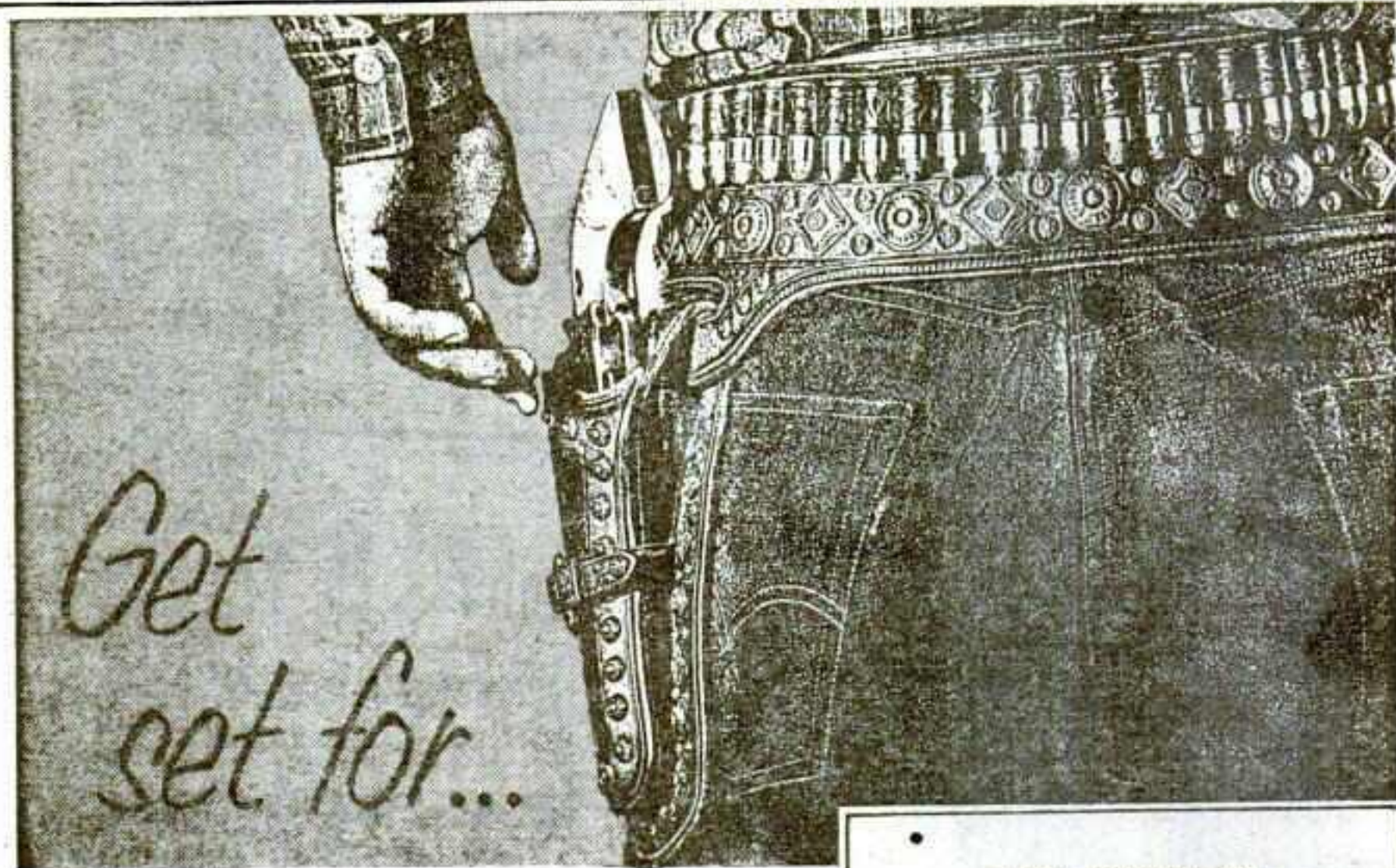
"Alice in Wonderland," C. Ritchard, RLP 1406; "Children's Concert," Alec Templeton, RLP 1403; "Grandpa Magic's Holiday Parade," Ed Wynn, RLP 1402; "Grandpa Magic's Toyshop," Ed Wynn,

ART TALMADGE COPPERS A BET

NEW YORK — Mercury's Art Talmadge lost a \$100 bet on the final game of the World Series to the label's Eastern a.&r. chief, Clyde Otis. Otis received his money this week, and almost strained his back carrying the winnings to the bank. Talmadge paid off the bet all right, but he paid off with \$100 worth of pennies.

RLP 1401; "Arabian Nights Entertainment," M. Green, RLP 1405; "Songs Children Sing," the DeCormiers, RLP 1404.
Ren Grevatt.

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Get set for...

THE BILLBOARD'S BIG NOVEMBER 9 COUNTRY AND WESTERN EDITION

published co-incidentally with the

WSM 8th Annual C&W Disk Jockey Festival

In Nashville, Nov. 13 and 14

Nearly 2,000 Converge on Nashville for Annual Meet to Set New Attendance Mark

From Billboard, Nov. 24, 1958

An event that grows bigger and bigger year after year

EXTRA DISTRIBUTION
Copies of Billboard distributed to over 2,000 deejays in Nashville.

EXTRA INTEREST
Special C&W features like:
• The Contribution of C&W Music to mainstream of Pop Music.
• WSM Pre-Convention Story—Recording, Publishing and Performing people slated to appear in Nashville.
• Complete details of the big WSM Convention agenda... schedule
• and Highlighting Billboard's Annual C&W Disk Jockey Poll Results:

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

Be sure to be represented at the Festival in the advertising pages of Billboard's

Special C&W Issue—
ad deadline November 4

“oh!”
carol

47/7595

ANOTHER GREAT HIT BY

neil
sedaka



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



Rent First, Buy Later, Sells TV

NEW YORK—"You can't be on your rear end—and on your toes at the same time."

That's the philosophy adhered to by J. M. McGuire, owner of Trav-L-See TV Sales Company here, and part of the reason why he believes he's selling more Philco "Safari" portable TV sets than anyone else in town. And he's selling at full price. The other part of the reason is a unique rental program.

During the recent World's Series, McGuire tossed out 5,000 direct mail pieces offering to rent portable TV. He got a 15 per cent response. Of the respondents, 15 per cent ended up owners of the "Safari" portables.

Rental for the duration of the World's Series cost the customer \$50. McGuire followed up the rental with the offer of the return of the \$50 providing the set were bought before Christmas. He says the heavy response to the direct mail effort was so successful he intends to repeat it during the Army-Navy game, sending out another 5,000 pieces to a different list.

The mailing piece is simply designed. The left half describes the "Safari" with copy and a half-tone illustration. The right hand side tells the rental story in the following words: "Now! You can try this set out in time for the World Series! and the exciting football games by availing yourselves of our exclusive purchase plan. Rent it—try it—then buy it. Call today." And the phone numbers are given.

Stereo Radio In Homes Soon?

NEW YORK—If the number of proposals being considered by the National Stereophonic Radio Committee (NSRC) are an indication, stereo radio as a home entertainment medium is not in the too far distant future. A "Progress report" given by the Committee at the recent Audio Engineering Society meeting, cites no less than 22 systems under development.

Seven systems are for AM broadcasting, four are for TV sound and 11 are for FM broadcasting. Of the 22 systems, 20 have submitted specs to the NSRC so the group can make "detailed technical studies of the several possible methods of providing compatible stereo sound for the AM, FM and TV

(Continued on page 21)

McGuire is unorthodox in many ways but he finds it pays off. For example, he needed salesmen to man the phones and do the follow-up work. Instead of advertising for an ordinary salesman, McGuire advertised for men "over 40." And he advertised only for "part-time" salesmen — men who worked at other jobs on a regular basis. His program has turned up some interesting results.

"My best salesman," McGuire says, "is an ex-actor. Now, who would expect an actor to be a good TV salesman."

The second-best salesman he has is a newsstand operator.

McGuire has nothing but enthusiasm for his system of selling portable TV and he is equally lavish in his praise of the people he has hired to sell it.

"I don't know exactly how we're going to do it," he told The Billboard, "but the entire crew is going to be my guest at the Army-Navy game in Philadelphia. By the time that game comes off they're going to deserve it."

TRANSISTOR RADIO

Col. Debs Transistor Portable at \$49.95

NEW YORK — It's a tiny pocket radio. It's also a table model radio with a five-inch speaker. It's convertible, in other words, Columbia's new Model C-610 Transistor Convertible is a tiny (4½" x 3" x 1¼") pocket radio that can be slipped into special slot in a matching cabinet to convert it to "bigger-sounding" table model.

Columbia points out that the price (\$49.95) is one that usually is tagged to either a pocket-portable or table model alone. The convertible feature could push it into the best-seller class, the firm feels, especially in view of the price.

EDUCATION PLUS

Webcor Builds for Top Sales Training

CHICAGO — Webcor currently is kicking off the first of what is probably the most comprehensive sales training program ever put behind a phonograph and or tape

Duotone Intros New Stereo Needle Display

NEW YORK — Duotone has a new display unit for their sapphire stereo replacement needles. Unit is designed for self-service merchandising and features the three top-selling replacement needles in the line.

The needle assortment is known as the Duotone 666. It lines up six stereo needles in a row on each of three panels and is designed in the form of a miniature theatrical stage. The "proscenium" is lettered, "Duotone Stereo Stage." A wide center panel holds six stereo needles for Sonotone stereo players with the unit price per needle in big figures above. Each of the two side panels flares out and features needles for other brand players. One side is devoted to Ronette and the other side features RCA. Again, the price is prominently displayed.

The display is free to dealers who buy the Duotone 666 assortment. Retail price for the assortment is \$51.

Audio Feedback

By RALPH FREAS

NEW AES PRESIDENT

So much happened during the week of the New York High Fidelity Music Show that it couldn't all be reported in one issue. For instance, we spent a couple of hours with the incoming president of the Audio Engineering Society, Harry Bryant. He had plenty to say that is interesting to disk dealers and manufacturers, too. So let's review a couple of pages of notes that have been kicking around in the file for the past two and a half weeks.

You might expect the president of a professional society like the Audio Engineers to have a beard or at least a face lined by age. Harry Bryant has neither. The day we spoke to him he had just returned from playing 27 holes at a Connecticut golf course (he shoots in the high 70's). He was wearing a sport shirt and a deep California tan. He's young, athletic and we'd say the AES is in for a very active year with him at the helm.

A RECORDING ENGINEER

Bryant makes his living as VP in charge of operations and engineering for Radio Recorders, a Los Angeles recording studio. From this spot, he has supervised recording sessions for most of the major and many of the minor disk firms.

His ambition? Bryant says he wants to make "the best records that can be made." This naturally led to a question of what constitutes a good recording.

"A good record," Bryant told us, "is one that sells a lot."

We weren't satisfied with that answer. Profit considerations aside, what then constitutes a good recording? Bryant thought a while.

"A good record," he said carefully, slowly, "is one that captures the realism of the original sound produced by the artist(s) in a studio. But that original sound might be darned uninteresting. A good engineer or A & R man can create artificially and electronically what doesn't happen in the studio. Thru blending, mixing, boosting, cutting, adding echo, we create something that never happened in the studio.

"It might not be exactly the sound that was originally fed into the microphones but it's a lot more interesting to the listener."

BATTLE OF BOXES

The business of doctoring the sound has had some interesting consequences for the listener. As an example, Bryant cited the battle that took place between disk firms to get more plays on juke boxes.

"Today," Bryant said, "we're putting more 'level' on 45's than we ever put on 78's. We've had pressure on us to increase the level constantly. What happens is a person plays a high level or 'overcut' record on a juke box. The owner of the location is asked to turn it down. The next record played might be a normally recorded disk but it can hardly be heard. Let's say it's Sinatra. Well, Sinatra is getting short-changed in the deal. Capitol wants Sinatra to compete with that 'overcut' disk so they fight to get more level on their next recordings. So the fight goes on and on and the level goes up and up."

THE SOUND SELLS

Bryant describes Radio Recordings as "the largest independent studio in the United States." From his dealings with disk firms of all kinds, he is able to compare them and their working procedures.

"All companies try to make good recordings," he said. "They all want to have a record that is the hottest seller and lately that has come to mean something different from what it meant. Today, a hot record may be the one that has the strangest effects. Sound is selling. If a record has the right sound, it doesn't even have to be a good recording in the old sense of the word."

ECHO AND STEREO

Bryant believes he was the first recording engineer to make use of the echo chamber, so commonly used on pop recordings. The echo idea resulted from Bryant's stint during the war as a sound engineer. He had to work with big bands in such far-out auditoriums as airplane hangars and other big "rooms."

"I got used to that sound," Bryant recalls. "It had a lot of interest."

Because of his early training with effects in radio, it was a logical step for Bryant to introduce echo into some of the records he made.

Naturally, Radio Recordings is interested in the direction stereo has taken. And Bryant has his own philosophy about the proper way to record it.

"Most A & R people are satisfied to get the strings clearly on one side and the brass on the other. The rhythm is in the center and is evenly split between the two channels. The ideal, as far as I'm concerned is to spread the sound across both channels rather than have this kind of strong separation."

(Continued on page 21)



MOTOROLA IS GIFT-PACKAGING its X-11 transistor radio to give a boost to Christmas sales. Package contains radio, carrying case, earphone attachment and battery in a box that doubles as its own display stand. Firm says small radios when packed with accessories sell better during Christmas period than they do as individual units.

recorder line. Spearheaded by George Simkowski, firm's ad and sales promo chief, with the assistance of national sales chief Bud Letzter, the program runs the educational gamut from condensed highlight sales-refresher pieces to two individual 13-minute full color sound movies, which show actual tape recorder or phonograph sales methods.

Webcor distributors and their salesmen are being equipped with full information to conduct sales training programs either at the distributor level, or the dealer sales personnel level. A separate tape recorder and separate phonograph sellup feature brochure, which pinpoints the outstanding features of every instrument in the Webcor line is available. A three by six-inch spiral bound flipup chart, combining all major features of every unit in both the tape and phono catalog, is also available.

Biggest weapon in the sales education campaign is the separate tape recorder or phonograph 13-minute films, which are suggested

(Continued on page 21)

Roberts to Deb Magazine Tape Deck

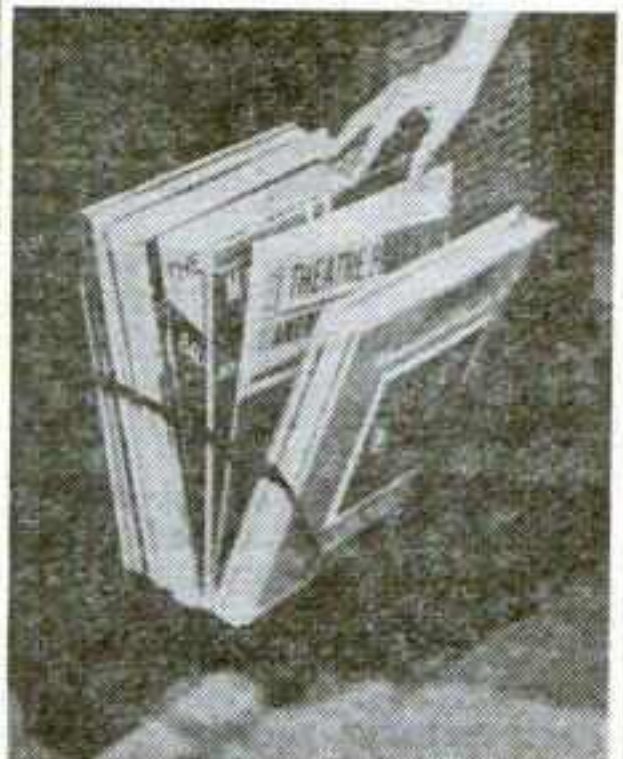
NEW YORK—Whatever happened to the idea of converting standard tape recorders so that they are able to play the new RCA Victor-type tape cartridges? Roberts Electronics, sales organization for the Roberts tape recorder line, showed one of these cartridge adaptors at an electronics show earlier this year.

The answer is: the cartridge adaptor is impractical. This comes from no less an authority than Roberts Electronics. A Roberts' spokesman told The Billboard that they discovered it easier to make a complete tape cartridge deck rather than the adaptor. The cartridge deck would cost about just the same as the adaptor to produce. So why do it, the firm asks?

Will they produce a cartridge deck then? Yes, they said. It will make its debut next February. The model now in preparation will actually cost less than the adaptor they planned to produce.

Kersting Deb's Disk, Tape File

ALHAMBRA, Calif. — A new, slide-mounted record and tape file is being introduced by the Kersting Manufacturing Company here. Dubbed the "Quick-See," the file features "high visibility and flip-thru convenience." They afford hide-away record and tape storage



in hi-fi cabinets, closets and shelves.

The all-metal files are mounted on steel bearings; roll forward for

New Enclosure From Rockford

NEW YORK — A new speaker enclosure is being produced by the Rockford Special Furniture Company, Rockford, Ill. Designed for 8-inch speakers, the new model 108 is a semi-black-loaded case which lends itself to the new trend toward small speakers for stereo use.

The 108 was also designed to handle any size tweeter which can be installed right away or added at any time. Wood is finished on all four sides. So it can be used in any position — vertically, horizontally, on a table or bookshelf or other convenient place.

Several finishes — walnut mahogany, blonde and ebony — are available. The 108 is consumer tagged at \$24. Dimensions are 12 inches by 24 inches by 12 inches.

making selections, slide back out of the way when not in use. "Quick-See" files come in several models that hold up to 100 12-inch LP's, 150 45's or 30 tapes. They are tagged from \$6.50 list.



Just Out! And in Time to Build Plus Pre-Christmas Profits for You!

AUDIO BOOK PRESENTS

CHARLES DICKENS' INSPIRING "A CHRISTMAS CAROL"

Complete and unabridged on
4 Audio Book 16 RPM records

A masterful reading by Dan O'Herlihy, the famous Irish actor, in which Dickens' memorable characters come vividly alive and his message is stirringly conveyed. It's sure to delight both young and old!

Recorded in its entirety for the first time, "A Christmas Carol" is the newest addition to the wide, ever-growing list of distinguished Audio Book Albums. Packed with time-tested appeal, it's certain to be a best seller for you during the 1959 pre-Christmas selling season!

4 16 rpm records—\$4.95 list.

Many, many more selections for all ages—all tastes! There are now 39 great Audio Book Albums that sell and sell again! Three classifications! Children's Stories • Classic Literature • Religious Works! And remember—there's continuous profit for you when you sell literature for listening! One sale leads to dozens more!

CALL YOUR DISTRIBUTOR TODAY or write

AUDIO BOOK COMPANY • St. Joseph, Michigan



new

4-track stereo tape releases

- Beat Tropicale—Concertapes
- Bahia—HiFiTapes
- Basie, One More Time—Roulette
- Chain Gang Songs—Elektra
- Dvorak: Symphonies No. 4 & 5—Vox
- David Rose Plays David Rose—MGM
- Exotica (Vol. 1)—Liberty
- * Beethoven Concert—Symphonies No. 3 & 5, Egmont & Coriolan Overtures—Vanguard
- Gershwin in Brass—Everest
- Greatest Motion Picture Piano Concertos—Warner Bros.
- Harry James & His New Swingin' Band—MGM
- Hungarian Dances—SMS
- Ink Spots Greatest Hits—Omegatape
- Jane in Spain—Kapp
- Louis Under the Stars—Verve
- Mahler: Das Lied von der Erde—SMS
- Mahler: Symphony No. 1—Everest
- March Step in Stereo—Warner Bros.
- More Drums on Fire—World Pacific
- More Songs of the Fabulous Fifties—Kapp
- Music from Peter Gunn—Omegatape
- My Fair Lady—Verve
- Organ Concert—Concertapes
- Scheherazade/Hungarian Rhapsodies—Vanguard
- Show Tunes and Old Favorites—Livingston
- Songs of a Russian Gypsy—Elektra
- Strings and Voices—Welk—Dot
- Tchaikovsky: Symphonies No. 4 & 5—Vox
- The King and I—World Pacific
- The King of Instruments—HiFiTapes
- Try a Little Tenderness—Roulette

and over a hundred more, all offering the new quality and economy of 4-track, 7½ ips tape

* A good example of 4-track economy: the Beethoven Third and Fifth Symphonies plus the Egmont and Coriolan Overtures, on one reel of 4-track tape at \$9.95—\$5 less than for the identical music on stereo discs!

Are you a UST Dealer?

Write today for details.

UNITED STEREO TAPES UST
1050 KIFER ROAD • SUNNYVALE • CALIFORNIA

NEW PHONO GIMMIX

Loaned Tape Recorders for Parties Add Extra Sales

By BOB LATIMER

AURORA, Colo. — Keeping a check with local newspapers to find when parties are scheduled in local homes, and offering the party-givers a tape recorder to "add to the fun" is an effective sales builder for T. M. Murphy, hi-fidelity dealer here.

Murphy got the idea for the promotion when he took along a small battery-operated tape recorder, and surreptitiously recorded the voices of his guests at a portable bar. When he played off the recording, it was a hit and he realized "the party situation would be an ideal one to make sales."

Now, Murphy uses every method of getting advanced news of parties, scheduled by all ages from high school children, up to service club meetings. Whenever he finds one scheduled, he telephones the host and invites him to drop by to pick up a tape recorder with the store's compliments, pointing out that it can lend a lot of additional fun to the event. Murphy has many suggestions on how to use the tape recorder, such as concealing the microphone behind living room furniture, in a lamp over a bridge or poker table, etc., where it can be operated without the group's knowledge.

By lending a Revere tape recorder this way, a dozen times in one month, Murphy sold seven, five to party hosts who "dug" the idea, and two more to guests, who had never had a chance to experiment with a recorder.

Choosing his "party givers" carefully, Murphy asks that they use reasonable care, gives a complete demonstration on operation and so far has never suffered any loss from misuse of the machine. In return, he has added a healthy collection of extra sales.

New Style for Scott Tuners

NEW YORK—H. H. Scott, high fidelity component firm, announces redesign and re-engineering of its most popular tuners: The 300D stereo AM-FM tuner, the 310C FM tuner and the 311D FM tuner.

Each unit has a chassis of copper bonded to aluminum for reliability and sensitivity. The tuners all use "wide-band" design for drift-free reception in weak signal areas and to separate stations so close on the dial that many users pass them by without knowing it. All are multiplex-adaptable.

The tuners have also been restyled but still match the amplifiers. A new rotary knob and dial assembly is being used. Panels are larger.

The 330D AM-FM unit has many new features including phase-reverse switch and dial lights which show type of operation at a glance.

30 Four-Track Tape Units Now on Market

NEW YORK — More than 30 four-track tape recorder-playback units are currently available from 18 manufacturers. Availability of the units is pointed out by United Stereo Tapes in their monthly news bulletin, "Stereo Tape News." UST also announced that 160 new quarter track tapes will be released during November, bringing the total of available four-track tapes to over 360.

In addition to new quarter-track machines now on the market, the UST bulletin also lists the tape recorder firms who are producing conversion kits for the two-track units already in use. The kits range in price from \$25 to about \$65. Installation for those who don't care to do-it-themselves ranges between \$10 and \$20.

The following, as reported by Stereo Tape News, are the four-track machines available this fall: AMERICAN ELECTRONICS (Concertone)

Model 505—\$495.00
Mark VII—\$995.00

AMPEX AUDIO
Model 960—\$650.00

BELL SOUND
Model T-221—\$144.96
Model T-233—\$169.95
Model T-228—\$329.95
Model T-238—\$339.95

ERCONA (Ferroglyph)
Model 808—\$595.00

HEATH CO.
Model TR-1AQ (Kit) \$149.95

INTERNATIONAL R&E (Crown)
Pro—\$695.00

MAGNECORD
Model 728—\$800.00

NORELCO (N. American Phillips)
Continental 400—\$399.50

PENTRON
XP-60S—\$249.95
TR-10S—\$159.95
TR-20—\$350.00
NL-4—\$500.00

ROBERTS ELECTRONICS
Model 90C4—\$359.50

SUPERSCOPE, INC. (Sony)
Model DK-55-a4—\$470.00

TELECTROSONIC
Model 900A—\$49.95
Model 900B—\$126.00

TANDBERG
Model 4—\$349.50
Model 4f—\$399.50
Model 5—\$419.50

VIKING
Model 85RQ—\$149.50
Model 85ESQ—\$172.00

V-M CORP.
Model 720—\$225.00

WEBCOR
Model EP-2007—\$300.00
Model EP-2009—\$240.00

WEBSTER (Ekotape)
Model 360 & 362

WOLLENSAK
Model 1616—\$279.95

A complete tape department—all in one package

SOUNDCRAFT'S NEW DEALER DISPLAY PACK BUILDS TAPE PROFITS

Designed expressly to make tape sales come easy and often, SOUNDCRAFT'S new eye-catching, space-saving, Dealer Display Pack (Code HFDDP) is one of the most profitable units you ever saw:

COMES COMPLETELY PACKED WITH:

- 5—seven-inch reels Hi-Fi } Standard Play—
• 5—five-inch reels Hi-Fi } 1½ mil acetate
- 5—seven-inch reels Hi-Fi 50 } Long Play—
• 5—five-inch reels Hi-Fi 50 } 1 mil acetate
- 6—three-inch reels Tapespondence tapes—
the perfect tape mailer
- 6—three-inch reels Mylar* Base Colored Leader
Tapes—protects and identifies tapes

This carefully planned assortment enables you to serve all of your customers' tape needs (no reason for them to go to a competitor) and your inventory outlay is minimum.

Sell SOUNDCRAFT Hi-Fi Tape—the nationally advertised, dynamically promoted, professional-performing tape that insures satisfied customers. Order from your Franchised Soundcraft Wholesaler today!

REEVES

*Dupont T.M.

SOUNDCRAFT

CORP.

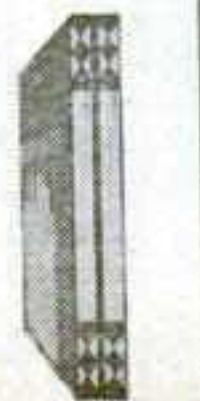
Great Pasture Rd., Danbury, Conn.
Chicago: 28 East Jackson Blvd.
Los Angeles: 342 N. La Brea
Toronto: 700 Weston Rd.



A BIG SELLING EXTRA:

The original PREMIUM PACK

Contains 1 seven-inch reel of blank Soundcraft recording tape, and 1 seven-inch reel with either "Sweet Moods of Jazz in Stereo" or "Dixieland Jamfest in Stereo" recorded on the reel. Your customer pays for the two reels of tape plus only \$1.00. He'll probably want both Premium Packs—you sell 4 reels instead of one.



Stromberg to Step Up on Auto Radios

NEW YORK—Stromberg Carlson is swinging into full-scale production of auto radios. Firm will make 35 different models — both standard dial and push-button — for both foreign and domestic 1960 autos.

Transistors will be used in the audio power supply to eliminate the vibrator with its hum and noise interference. The amplifier will pack two and a half watts of power.

Models feature seven tuned circuits including RF stage, continuously variable tone control, convenient antenna trimmer, built-in jack for rear seat extra speaker and hand-wired circuitry. Each unit has a six by nine-inch speaker. A fader control allows volume setting on both front and rear speakers, and mixing as desired.

Currently, the firm reports turning out 100 units a day. Within a short time, however, production will be boosted to register 1,150 units daily. Production target for the year is set at 280,000 units.

Shutts Likes Shure Cartridge for Sure

NEW YORK — That Rolls-Royce car offered by Shure Bros. in a national contest was won by Kenneth E. Shutts of Chagrin Falls, O. Shutts took title to his \$15,000 Silver Cloud during the High Fidelity Music Show here. He won the car by listening to a demonstration of the Shure Stereo Dynetic cartridge and then telling, "in 25 words or less," why he liked it.

Shure didn't say but it can be assumed that Shutts also bought the cartridge.

Catalog Tabs Cartridges Via Silhouettes

NEW YORK—Jensen Industries uses silhouettes for cartridge identification in their new, 16-page cartridge catalog just issued. It also contains a stock control record.

The Jensen line comprises 51 cartridges, numbered consecutively from one up in the catalog. An illustration and silhouette for each is given alongside the stock control record. Correct replacement for any cartridge in the line is found by the dealer by placing the old cartridge down on the silhouette, and referring to the proper number.

Cartridge specifications are given along with the proper needle replacement number. Space is allowed to record the date of purchase of the needle so the dealer will know when to remind the user to replace it.

Jensen is trying to educate the consumer by emphasizing needle changing just as oil is changed periodically in a car. Firm urges servicemen to pick up on the program and get after the consumer when replacement time rolls around.

New Tone Arm Beats Tilting

NEW YORK — Audio-Empire is one firm that can't complain about the recent High Fidelity Music Show here. According to firm's director, Herb Horowitz, he "dazzled the public" with their Empire 98 Stereo Balance tone arm.

Demonstration consisted of tilting the turntable while the tone arm was tracking a record. With a stylus force of less than two grams, the cartridge wouldn't kick out of the groove. Ability of the tone arm to maintain stability is due to the balance of the arm plus a calibrated single-knob gram scale built into the unit.

Other features of the arm include self-latching arm rest, ball-bearing construction and choice of satin gold or satin chrome finish.

New Receiver All But Flies

NEW YORK — The only thing that has to be added to the new Madison-Fielding stereo receiver to create a complete stereo system is a set of speakers and a stereo disk player.

The new unit, called the Series 440 stereo receiver, combines AM-FM tuner and twin 20-watt amplifier pre-amp combinations on the same chassis. Features include: Push-button channel selectors, indicator lights, three output channels, provision for earphones.

An ad campaign to underscore versatility and completeness of the unit is keyed to the theme: "The 440 will do everything but fly."

Harris to Col. Phono Post

NEW YORK — J. J. Harris, former head of Sterling Audio, has joined the Columbia Phonograph department of CBS Electronics, as district manager of the New York, Northern New Jersey area. Appointment was made by Jim Shallow, veepee of CBS Electronics and general manager of the phono department. Harris will be responsible for the sales and distribution of Columbia phonographs and Columbia radios in the new metropolitan sales district.

Education Plus

• Continued from page 18

closers for the sales training meetings.

In the phonograph film, a young married couple is shown, leaving the store with the hoary sales-loser statement, "we'll think it over." The salesman in the film then analyzes his pitch and what he might have done wrong with a fantasy sequence wherein the young marrieds return to the store. During this sequence, the salesman points out the advantages of each Webcor phonograph, finally nailing them for a two-track phono console.

In the tape-recorder motion picture trainer, parents, accompanied by their teen-ager daughter, survey the entire tape playback line of Webcor.

In both films, sales personnel is shown how to use point-of-sale material, demo records, consumer

brochures and actually demonstrate every feature of the Webcor line. Film is acted out by professional actors completely.

Stereo Radio

• Continued from page 18

broadcast services." Neither CBS nor RCA submitted specs altho both have applied to the FCC for experimental broadcast permits.

The NSRC was formed by the Electronics Industry Association as "a service to the public, the FCC and the industry." Results of their studies will be made public as soon as they are completed. The group has no official status as far as the FCC is concerned.

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

Audio Feedback

• Continued from page 18

GOOD MAN HARD TO FIND

What makes a good man on the studio console? Bryant admitted that a good recording engineer is hard to find.

"We've sat musicians down to 'mix,' showed them the routine and told them what they can and can't do. They've been complete failures. One of our best men on jazz dates is an electrical engineer. However, he is an ex-drummer. There's no telling how important that musical training is to his ability to handle a recording date.

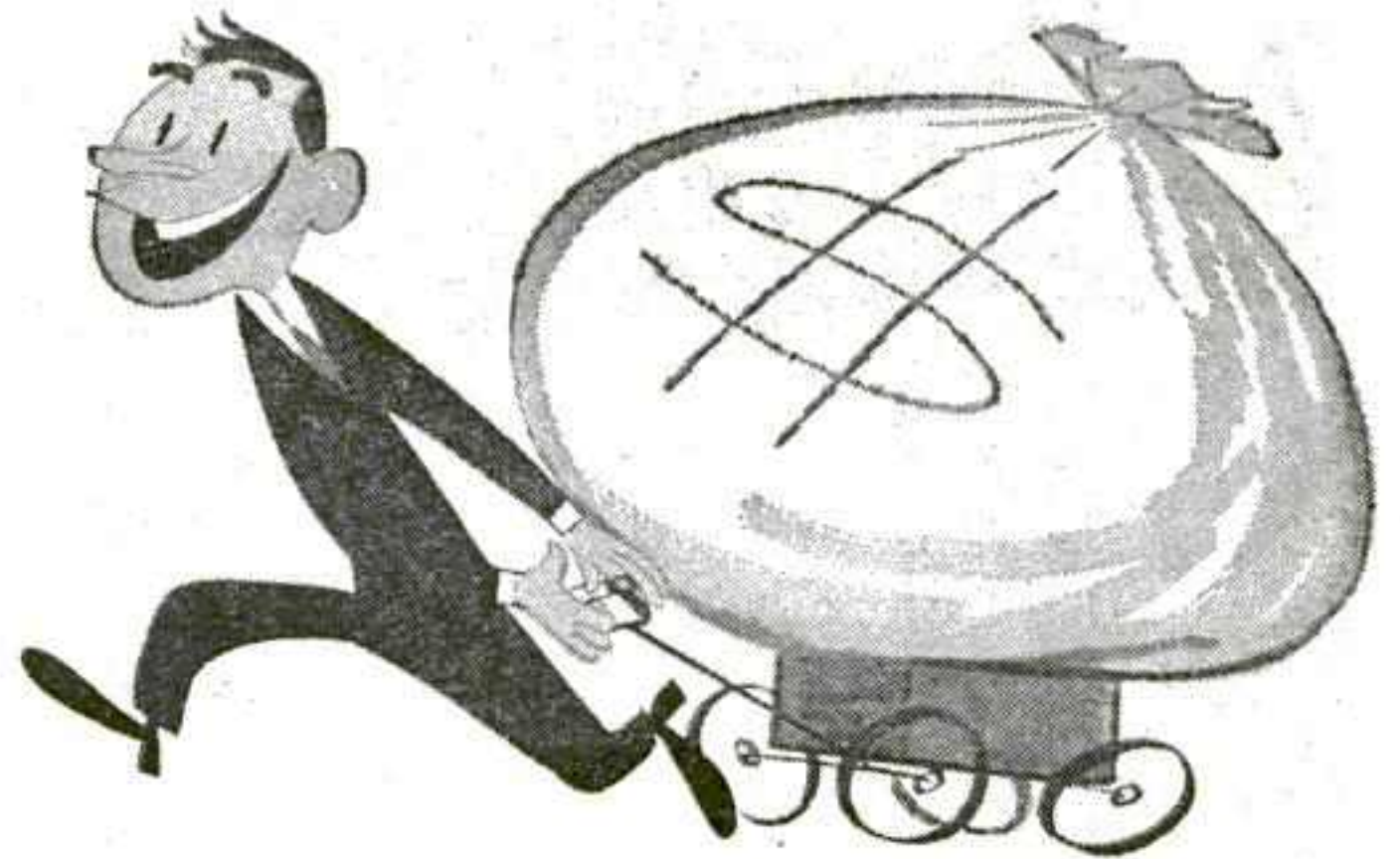
"Not only do you have to know what you're doing but you have to understand the customer. You have to know what the record company expects in the way of sound and you have to be able to deliver it. Sometimes the A & R man himself will sit at the console and handle the session. Other times, we have to be able to grasp his concepts and interpret them in the sound we deliver on the record.

"That isn't always the easier thing in the world to do."

How manufacturers select records for the BIG PUSH

It's an economic fact of life in the record business. Even the biggest manufacturers can't afford to put strong promotion behind each and every release they turn out.

So what do they do? They make the **BIG PUSH** on those records which they feel have the best chance of paying off—for them and for you!



ONE OF THE important early signals that tells you which records they're pushing is Billboard advertising. Smart, aggressive labels FEATURE their best releases in big-space advertising in The Billboard—and they advertise in Billboard before they tip their hands in any other way.

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Billboard today—and four of them will soon reach the best seller class!

So—if spotting the hits in advance is important to your programming . . . or your sales . . . or plays . . . be sure to . . .

. . . make it a special point to program and order from the records featured in Billboard ads each week!

ORDER NOW



LI'L WALLY

Li'l Wally plays
ALL AMERICAN POLKAS
 JAY JAY LP-1016

*You Are My Somebody Now
 Oh, How She Lied Polka
 Helma Polka
 My Wife, She Got Drunk Polka*

*Step and Go Polka
 Red Wing Polka
 Dreaming of You
 You Made Me Love You*

*St. Paul Waltz
 To Be in Love With Someone
 Over Three Hills
 Out With the Boys*

America's Finest Polkas

JAY JAY LP-1016 (MONO)
LP-5004 (STEREO)

AND

A HIT

from the newest album, now available as a single!!!!

LI'L WALLY SINGS

"MY WIFE SHE GOT DRUNK POLKA"

Jay Jay 205

And 9 Other Great LI'L WALLY LP's:

OLD COUNTRY POLISH POLKAS (Polish)

Jay Jay LP 1010 (Mono)
Jay Jay LP 5001 (Stereo)

BAND STAND FAVORITES (American)

Jay Jay LP 1004

I LOVE TO POLKA

Jay Jay LP 1014 (Mono)
Jay Jay LP 5000 (Stereo)

NEW SOUNDS IN POLKAS (American)

Jay Jay LP 100

AMERICAN FAVORITES

Jay Jay LP 1001

THE POLKA BEAT FOR YOUR DANCING FEET (American)

Jay Jay LP 1006

HAPPY POLKAS (Polish vocals)

Jay Jay 1002

POLKA PARTY

Li'l Wally on Concertina
with his Polka All-Stars

Jay Jay 1012

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Are. Dist. Co.
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Astor Dist., Inc.
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Hear Li'l Wally's Polka DJ Show every Sat., 6 p.m. WLS (890 kc.), Chicago, blanketing 20 States. Also heard daily on WSBC and WTAQ, Chicago.

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DISTRIBUTOR NEWS

By HOWARD COOK

NEWARK, N. J.: Joe Martin, Apex-Martin Record Sales, reports strong action on "Sandy" by Larry Hall on Strand and "Holdin' On" by Ernestine Washington on Whitehall. Strongest selling LP is "The Sound of the Confederacy" on Whitehall. The firm has been pegged as distributor for Bel Canto, Centaur, World Pacific, Dynasty, Charm, Menorah, Famous, Gila and Audio Books.

PHOENIX: Gary Lee of Ramco Distributing Company sends word that Ramco is getting strong sales on "Sandy" by Larry Hall on Strand, "Paper Boy" by Roy Orbison on Monument, "Manhunt" by Rusty Isabell on Brent and "First Love, First Tears" by Duane Eddy on Jamie.

NEW YORK: Evelyn Cornell of Cosnat tells us that her top five are "Dance With Me" by the Drifters on Atlantic, "Tennessee Waltz" by Bobby Comstock on Blaze, "What'd I Say" by Ray Charles on Atlantic, "Torquay" by the Fireballs on Top Rank and "I Don't Know" by Ruth Brown on Atlantic. Coming up are "Crying in the Chapel" by the Orioles, "High School, U. S. A." by Tommy Facenda and "Wheel of Fortune" by the Knightsbridge Strings.

A new distributorship, All-Disc, Inc., with offices at 750 10th Ave., has been formed by Lou Fagon, former sales manager for Malverne Distributors. First line to sign with the new firm is Audio-Fidelity.

PHILADELPHIA: Ted Kellem of Marnel writes that Imperial has hot ones with "I've Been Around" and "Be My Guest" by Fats Domino, "Prisoner's Song" by Slim Whitman and "One More Time Around" by Ernie Freeman. United Artists is hot with "Love Potion No. 9" by the Clovers, "You Got What It Takes" by Mary Johnson and "I'll Walk the Line" by Don Costa. Strongest Cameo sides are "We Got Love" by Bobby Rydell and "Circle Dance" by the Applejacks.

Carlton has winners with "There Comes a Time" by Jack Scott, "Starry Eyed" by Gary Stites, "Six Boys and Seven Girls" by Anita Bryant and "Old Shep" by Ralph DeMarco. Top Epic platters are "A Great Romance" by Roy Hamilton, "I Need Somebody" by Little Joe and "I Can't Make It By Myself" by Billy Lamont. Colpix has "Children, Go Where I Send You" by Nina Simone and "I Ain't Sharing Sharon" by Jimmy Darren. Nina Simone's LP is also big. Savoy is moving "I Understand" by Big Maybelle and "I Cry Like a Baby" by Nappy Brown. Laurie is swinging with "Marina" by Rocco Granata and "Every Little Thing I Do" by Dion and the Belmonts.

Paul Knowles, general manager of the RCA Victor division of Raymond Rosen and Company, reports action on "Don't You Know" by Della Reese, "The Battle of Kookamonga" by Homer and Jethro, "Boo Boo Stick Beat" by Chet Atkins, "Shout (I)" by the Isley Brothers, "Oh, Carol" by Neil Sedaka, "Take Me Along" by the Ames Brothers and "Give Me Love" by Jesse Belvin.

Bob Heller of Chips informs us that his top items are "There I've Said It Again" by Sam Cooke, "The Enchanted Sea" by the Islanders on Mayflower, "The Clouds" by the Spacemen on Alton, "Back Beat Symphony" by the 101 Strings on Somerset, "First Love" by the Playmates on Roulette and "Devoted to Debbie" by Edward Redding on Chess, which is Chips' new record of the week. Strongest albums are "Blues for Harvey" by the Jimmy Wisner Trio on Felsted, "Basie and Eckstine, Inc." and "Joe Williams Sings About You" on Roulette. Disneyland winners include LP's, "Country Cousin" and "Goliath No. 2" and Annette's single, "First Name Initial."

DETROIT: Leo Cheslak of Cadet Distributing Company, Inc., writes that Challenge is extremely hot with "Primrose Lane" by Jerry Wallace and "Tennessee Waltz" by Jerry Fuller. Cadence, in addition to Andy Williams' "Lonely Street," has "(Til) I Kissed You" by the Everly Brothers and "True, True Happiness" by Johnny Tillotson. Epic is swinging with "A Great Romance" by Roy Hamilton. Other hits include "Lonely Moon" by Johnny Wells on Astor, "In the Mood" by Ernie Fields on Rendezvous, "Pretend" by Carl Mann on Phillips International, "It Happened Today" by the Skyliners on Calico, "If and When" by Gogi Grant and "The Enchanted Sea" by Martin Denny on Liberty, "I Understand" by Big Maybelle on Savoy and "Tu-Ber-Cu-Lucas and the Sinus Blues" by Huey Smith on Ace.

Top LP's are "Let's All Sing With the Chipmunks" and "Exotica, Vol 3" on Liberty, "Two Time Winners" by Andy Williams on Cadence, "Dancing on the Continent" by Lester Lanin on Epic, "The Amazing Nina Simone" on Colpix and "The Swingers" by Ross-Lambert-Hendricks on World Pacific.

BALTIMORE: Ed (The Beard) Kalicka reports heavy action on "Be My Guest" by Fats Domino on Imperial, "Stampede" by Danny Valentino and "(New in) The Ways of Love" b-w "Honestly and Truly" by Tommy Edwards on M-G-M, "Whole Lotta Shakin'" by Little Richard and "Give Me Love" by Larry Williams and "Reville Rock" by Johnny and the Hurricanes on Warwick. Top LP is "Benny Goodman Treasure Chest" on M-G-M.

BRIEFS: Carlton Records reports action on Gary Stites' "Starry Eyed" in Cleveland, Cincinnati and Des Moines. Congratulations to Dave and Connie Hollis on the birth of their new son. The Hollises helm Hollis Enterprises in Pontiac, Mich. Johnny Vincent of Ace Records in Jackson, Miss., sends word that he has been getting favorable national reaction on Johnny Fairchild's "I Was a Fool." Charlie Derrick, a deejay at WOIC in Columbia, S. C., is now handling Southern promotion for Sue Records. Jo Calcagno is now managing Joe Vina, whose current disk is "Marina" on Allied.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Islanders Hitbound Via 'Enchanted Sea'

The Islanders are a recording group captained by Frank Metis and Randy Starr. Metis and Starr also wrote and produced the group's chart riding platter, "The Enchanted Sea." This is the first wax success for the group since collaborating, altho both have been active in the music business for some time.

Frank Metis is a prominent writer-arranger. He has worked with such jazz personalities as George Shearing and Dave Brubeck.

Randy Starr is already an established recording artist, with such hits as "After School" and "The Prettiest Girl in School." In addition to his musical achievements, Starr is a practicing dentist in New York City.



Haley on Charts With 'Joey's Song'

Bill Haley, the performer who taught the record buyers of the world how to "Shake Rattle and Roll" and "Rock Around the Clock" is back on the Hot 100 via an up-dated version of the old favorite "Joey's Song."

Haley was born in Highland Park, Mich. When he was five, his parents moved to Wilmington, Del. At the age of 15, Haley left home to go out on his own. Altho the next few years were not financially profitable, working with small traveling bands gave him a wide variety of experience.

He formed the Comets in 1952 and the group was signed by Decca in 1954. One of their early records "Crazy Man Crazy" sold over a million copies.

Haley now lives with his wife and daughter in Boothwyn, Pa. He has been seen in many movies, including "Blackboard Jungle" and "Rock Around the Clock."

YESTERYEAR'S TOPS—

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

OCTOBER 23, 1954

1. Hey, There
2. If I Give My Heart to You
3. This Ole House
4. Skokian
5. I Need You Now
6. Sh-Boom
7. Hold My Hand
8. High and the Mighty
9. Papa Loves Mambo
10. Little Shoemaker

OCTOBER 22, 1949

1. You're Breaking My Heart
2. That Lucky Old Sun
3. Someday (You'll Want Me to Want You)
4. Room Full of Roses
5. Jealous Heart
6. Slipping Around
7. Maybe It's Because
8. Don't Cry, Joe
9. I Can Dream, Can't I?
10. Some Enchanted Evening

VOX JOX

By JUNE BUNDY

HALLOWEEN: Stations KDKA, Pittsburgh, and KOIL, Omaha, have interesting Halloween promotions scheduled for this weekend. A Kangaroo Hop will be staged by KDKA Halloween Night to aid the United Nation's Children's Fund. The dance will be held at the Mount Lebanon High School and 75-cent admissions will be contributed to the UNICEF. In addition to KDKA's top jocks, a number of recording stars will attend the benefit. Deejays include Art Pallan, Rege Cordic, Bob Tracey, Clark Race, Jim Williams, Randy Hall and Sterling Yates.

Omaha's young "Trick or Treaters" will be asked to participate in a stunt, whereby they will ask each family they visit—"Is this the KOIL Trick or Treat House?" The station has spread more than 100 radios thruout the Omaha area, and if the T.O.T.-s pick the correct houses they will win one of the radios.

GIMMIX: Bill Randle, WERE, Cleveland, spotlighted the new RCA Victor LP, "60 Years of Music America Loves Best," last week on a special one-hour broadcast. At the end of the broadcast, Higbee's Cleveland's largest department store, (which had arranged to fill orders from listeners, via phone calls to the station), reported that albums had been sold for a total of more than \$4,900. Randle played every selection in the LP, ranging from Enrico Caruso to Harry James and Harry Belafonte. Altho no one side pulled any stronger than others, Randle did receive more calls from adults than teen-agers. A 10-man team answered the phone, utilizing a 13-trunk line switchboard. . . . Buddy McGregor, KYOK, St. Louis, is currently running a contest to find out which version of "Marina" is the most popular with his listeners.

GAB BAG: Bill Gavin, secretary-treasurer of the Disk Jockey Association, reports that DJA membership cards, which have been delayed, will be in the mail in two weeks. . . . We don't ordinarily include addresses, but veteran Cleveland deejay Tom Edwards, who left WERE, in that city this summer, has made such a contribution to the promotion of the disk jockey trade, that we would like to list his address—8025 Parmenter Drive, Parma, O.—to enable record labels, pluggers, etc., to contact him until he connects with another radio station.

THIS 'N' THAT: George Hudson, WNJR, Newark, N. J., will celebrate six years as host of WNJR's early morning show, "The Downbeat Club," on November 7, via a big stageshow presentation at Newark's Mosque Theater. Bill will include Sammy Turner, Isley Brothers, Imperials, Shirelles, Sunny Spencer, Memos, Kodaks and Tender Slim.

Tom Thacker, KERP, El Paso, Tex., recently spent the weekend in jail to help raise funds for the National Polio Foundation. He vowed to stay in prison until listeners contributed enough to bring the foundation in a certain amount.

New program director at KILE, Galveston, Tex., is Mike Cline, formerly with KRIO, McAllen, Tex. . . . Deejay Dave Dean, KANS, Kansas City, Mo., has been promoted to the post of music director, in charge of disk selection and co-ordination for the station's new format. . . . Mack Sanders, formerly music director of KEEL, Shreveport, La., is now program director for KTSA, San Antonio, where he will work under his own name, Ron Baxley.

Roy Fox has moved from WIKY, Evansville, Ind., to WFDF, Flint, Mich. . . . Bob Landers is subbing for early morning deejays, Gene Klavan and Dee Finch, WNEW, New York, while the zany pair vacation in Europe. . . . New morning man at WKAT, Miami, is Ernie Simon. . . . Herb Heinman, and Roy Elwell, both from KQV, Pittsburgh, have joined KRLA, Los Angeles.

New spinner at WTAO, Boston, is Bill O'Brien, formerly with WHHY, Montgomery, Ala. He will emcee the outlets 1-4:30 p.m. time slot, starting November 2. . . . (Big Al) Hallaman has returned to WFMJ, Youngstown, O., with a daily show from 1:30 to 5 p.m. featuring a "Pick-to-Click" and "Big Hit of the Week" gimmicks, plus current pops.

TEXAS: Alfred Bell has joined KPRC, Houston. . . . New staffer at KXYZ, Houston, is Jimmy Riffe. . . . Ken Collins, KXYZ, Houston, is adding a new show, and is now on the air from 6 to 9:15 a.m. and 4:15 to 6:15 p.m. . . . Red Jones succeeds Jack Sharp as program director at KILT, Houston. Sharp has moved over to p.d. post at KLIF, Dallas.

New spinners at KNUZ, Houston, are Joe Ford and Jeff Davis. . . . Jim Murphy has joined KIRT, Mission, Tex., with a four-hour afternoon show. . . . Bob Byron, KPRC, Houston, returns for his fourth season as emcee of "Teen Time Party," on KPRC-TV, Saturday afternoons.

Dave Moore, production supervisor of KLBG, Liberty, Tex., is looking for a new deejay. In co-operation with a local Drive-In Theater, the station is asking boys enrolled in local high schools for the 1959-'60 season, to submit 10-15 minutes tapes. The tapes will be played back at the theater, and patrons will select the winner, who will be given a job as a KLBG deejay.

With the theme of "Melodic Living," WFAA, Dallas, is redesigning its programming under the supervision of Pierce Allman, who has been named special assistant to George Utley, station manager. Primary feature of the new sound will be melodies of the "vast treasury of music not now being generally heard on the airways." Music will include show tunes, ballads, semi-classics, pop standards, jazz and some folk music. A special feature will be "Wax Museum" (a five-minute segment to be heard two or three times a day), featuring original recordings of musical artists and events. Selections will be chosen from listeners' requests.

NOW! A SPECIAL
INTRODUCTORY OFFER
TWO SMASH HITS ON ONE



THEME FROM
 "A SUMMER
 PLACE"
 PERCY FAITH SS 7



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 SS 7

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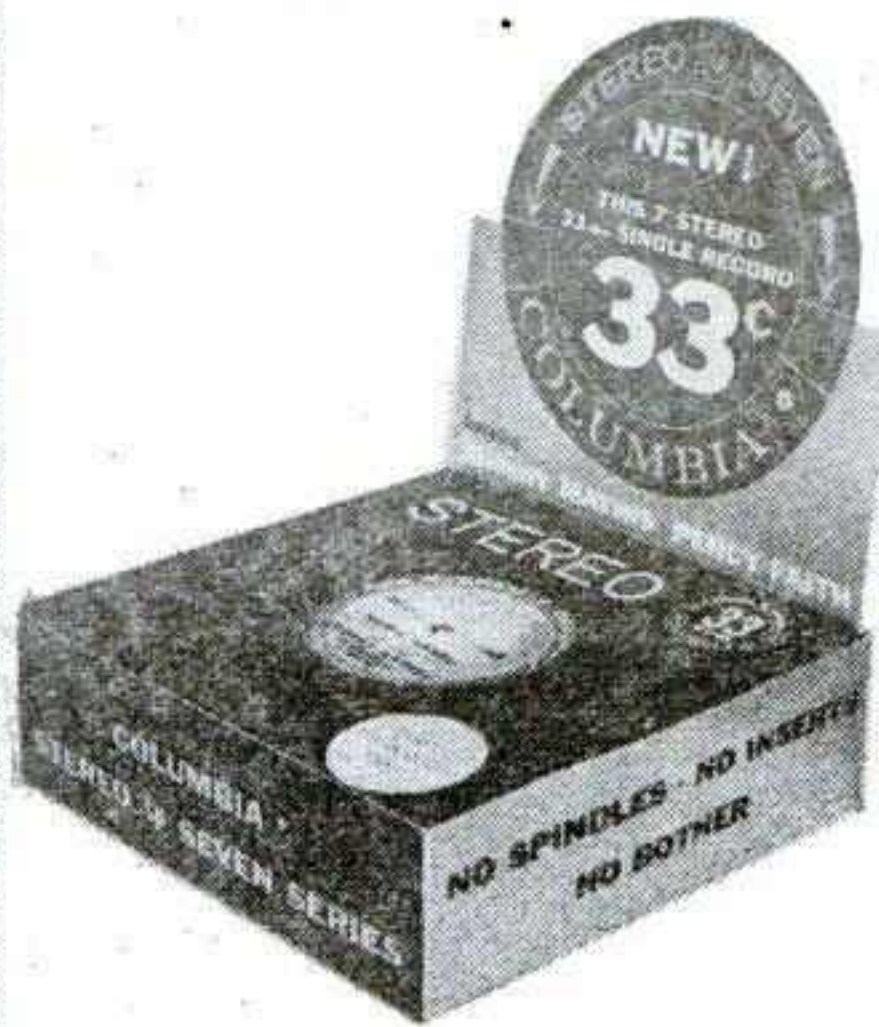
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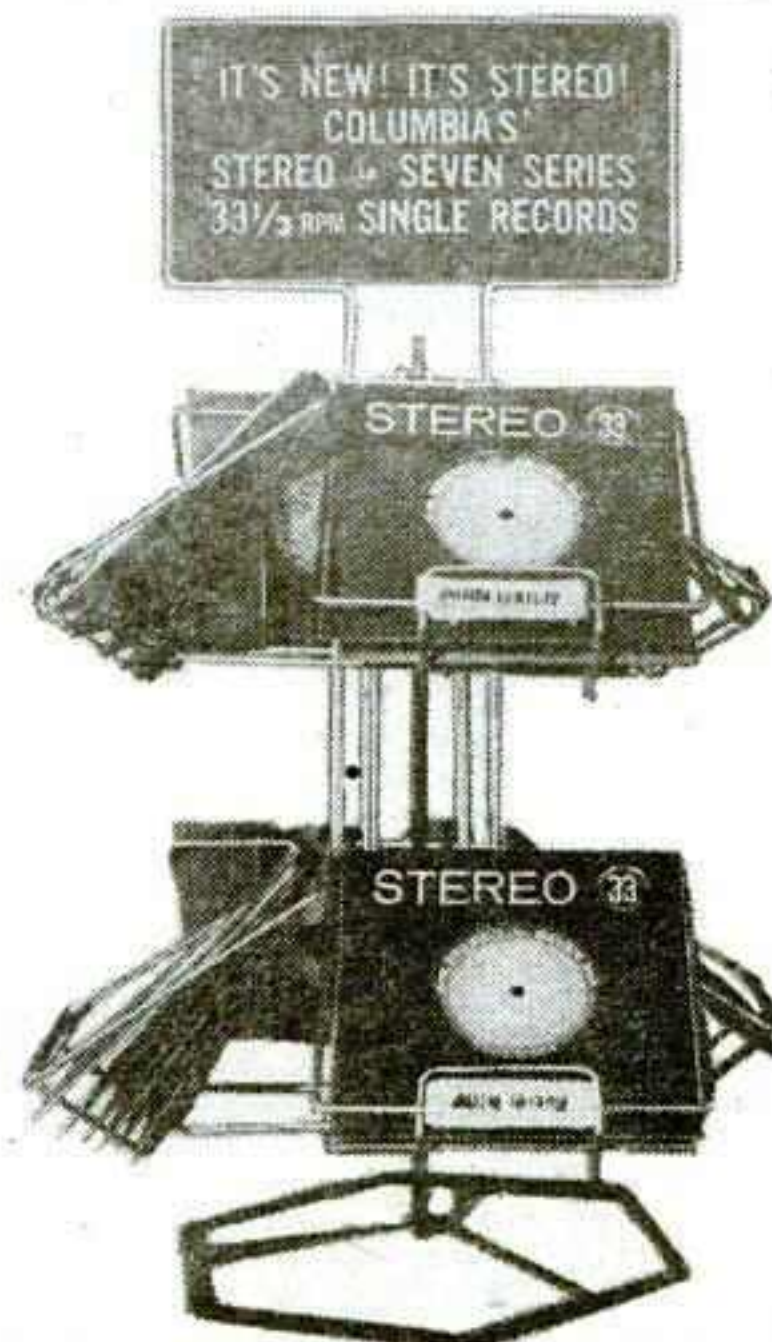
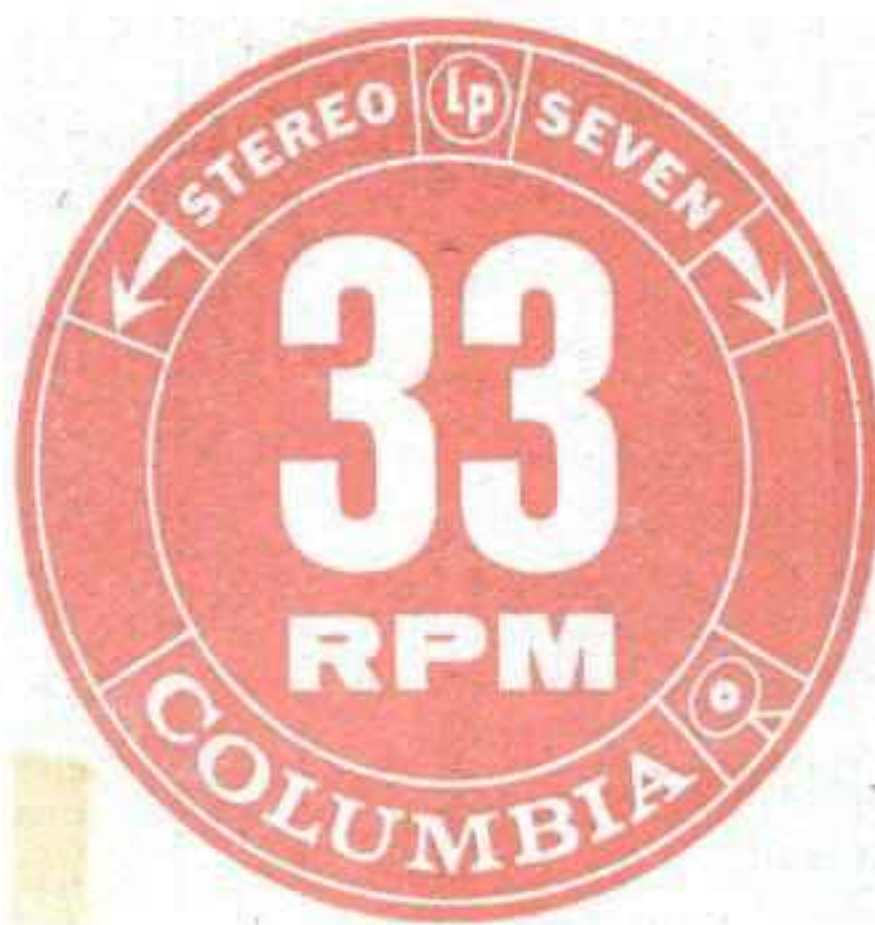
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INTO HANDY DISPLAY
PIECE, HOLDS 20
RECORDS! 7" x 7"**

LOOK FOR THIS SYMBOL

in Columbia trade ads—it means revitalized singles sales—it means you can sell singles to your regular album buyers in a speed that represents 80% of total record dollar volume—it means plus profits for you!



**CONVENIENT COUNTER
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HOLDS 80 STEREO
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SMALL WORLD—Johnny Mathis S7 30410
GOOD NIGHT IRENE - ON TOP OF OLD SMOKY—
Mitch Miller S7 30441
BATTLE OF NEW ORLEANS—Johnny Horton S7 30339
ANATOMY OF A MURDER—Duke Ellington S7 30421
SMILE - YOU CAN'T LOVE 'EM ALL—Tony Bennett S7 30434

I GOT STRIPES - FIVE FEET HIGH AND RISING—
Johnny Cash S7 30427
LOCKET IN MY POCKET - REAL THING—The Four Lads
S7 30443
SONG FROM MOULIN ROUGE - BOUQUET—Percy Faith
S7 30445

LOVE IS A MANY SPLENDORED THING—Ray Conniff S7 30447
VOLARE - I LOVE PARIS—Kirby Stone S7 30444
EL DIABLO - VALLEY OF 100 HILLS—Frankie Laine S7 30430
MISTY—Johnny Mathis S7 30483
BATTLE HYMN OF THE REPUBLIC—The Mormon Tabernacle
Choir S7 30459

CALL YOUR **COLUMBIA** RECORDS DISTRIBUTOR TODAY

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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.

TERESA BREWER's unique song styling gives sparkle to two oldies, If You Like-A Me b-w Mexicali Rose, her newest on Coral. The young mother of three small daughters has become the Sweetheart of Song with such hits as "Til I Waltz Again With You; Music, Music, Music; Ricochet, and Bell Bottom Blues. After her appearance on the Perry Como TV show on Oct. 28, Teresa heads for Nevada and a two-week stint at the Harrah Club, Lake Tahoe, beginning Nov. 9.

EDD (KOOKIE) BYRNES is in the Billboard Spotlight along with the Mary Kaye Trio and Joanie Sommers for their Warner Brothers platter Kookie's Love Song. The disk features Edd in conversation with Joanie, while listening to a recording by the Mary Kaye Trio. The 28-year-old, New York-born Byrnes, who plays in the TV series 77 Sunset Strip, collects classical and semi-classical records and is an expert in swimming and water skiing.

TONI CARROLL, MGM recording artist, is on the scene with a tune that states a true fact: All Smart Girls (Say No! No! No!). Well versed in talent and beauty, Miss Carroll began studying music and acting in high school in St. Louis. While working in motion pictures in Calif. she continued her schooling at UCLA studying drama, English, languages, art and political science. Patriotic Toni recently volunteered to go to the moon on the first space ship and her offer was happily acknowledged by the U. S. Navy.

BIRTHDAYS OF THE WEEK:
Oct. 26, Tony Pastor, Mahalia Jackson. Oct. 29, Neal Hefti. Nov. 1, Tommy Edwards.

JOHNNY CASH's recent trip to Europe endeared him to his many fans overseas, and emphasizes their appreciation of C&W music. His latest offering is a stirring performance of The Little Drummer Boy, a big hit last Christmas by the Simeone Choir, and one of this year's first Christmas releases. Johnny's musical training started early in a family that were mainly hymn singers. At 12 he was writing songs, poems and gory stories. At 22, he was married and an appliance salesman in Memphis. Today, he is one of Columbia Records' best singing salesmen.

RAY CHARLES could repeat his big What'd I Say with his newest Atlantic release, I'm Movin' On (the Hank Snow hit of a few seasons ago) b-w I Believe To My Soul, both picked by Billboard. The loss of his eyesight has not prevented Ray from doing the work he likes best: writing and arranging music, playing the piano, saxophone and recording.

DON COSTA, United Artists Records' newly appointed a.&r. chief, serves up two danceable and infectious instrumentals, I'll Walk The Line b-w Catwalk — both Billboard Spotlight Winners.

FOUR LADS, Frank Busseri, Bernard Toorish, James Arnold and Corrie Coderini, have a very listenable disk in their newest Columbia release Happy Anniversary. The Lads are members of that "able group of musical talents who hail from our good neighbor to the north, Canada. All the boys were born in Toronto. They will headline the Bell Telephone TV Show Nov. 6.

ROCCO GRANATA is a new name on the American scene on a label that's becoming international conscious, Laurie Records. They have the original version of the current big European hit Marina. Rocco handles the vocal (in Italian) and plays accordion on the platter which is his own composition. The 19-year-old was born in Italy, but lives in Belgium where he worked as a coal miner before he started moving into the music scene. The tune got off the

ground with the help of a local cafe owner where Rocco entertained. He had the tune recorded and started it on it's way to becoming a European hit.

LARRY HALL makes his bow on Strand Records — one of the newer labels on the scene — with a swingin' side about a wonderful lass named Sandy. The record is getting action in several cities and the 18-year-old lad from L. A. will take off for personal appearances across the country after his guest spot on the Dick Clark TV show Oct. 31.

JOHNNY HORTON is following his Battle of New Orleans with Take Me Like I Am b-w I'm Ready, If You're Willing, a two-sided Billboard Spotlight. Tyler, Texas, holds claim to this fast-growing Columbia artist.

RAY PETERSON: In the business a short year and a half, the 20-year-old from San Antonio, Texas, scored with his RCA Victor release The Wonder Of You, and is now in The Billboard Spotlight Circle with his newest, Good-night My Love, a pretty ballad, flipped with Till Then.

LOYD PRICE sounds in chart form again with two strong items, Come Into My Heart b-w Won't-cha Come Home. The musician, singer, arranger, songwriter and bandleader performs his big hits, Personality, I'm Gonna Get Married, Stagger Lee and Where Were You On Our Wedding Day, during his appearances at the Civic Aud., Omaha, Neb., Oct. 27; Minneapolis Aud., Oct. 28; Veteran's Memorial Aud., Des Moines, Oct. 29; State Armory, Peoria, Ill., Oct. 30 and Milwaukee Aud., Oct. 31.

TEDDY RANDAZZO, ABC - Paramount artist who writes and arranges the music for most of his own recordings as well as those of other artists, will include his newest release, Lies b-w I'm On A Merry-Go-Round, in his performance at the Elegant, Brooklyn, N. Y., Oct. 27 thru Nov. 1.

DEBBIE REYNOLDS, currently shooting the film version of The Rat Race which stars Miss Reynolds and Tony Curtis, is represented on the turntables with Ask Me To Go Steady b-w Am I That Easy To Forget, on Dot Records. Tammy was the title of her previous hit.

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

NEIL SEDAKA rates a Star Performer this week on the Hot 100 chart for his fast-climbing RCA Victor recording Oh, Carol. One of the most versatile artists in the business, Brooklyn-born Neil won national fame with his recordings of The Diary and I Go Ape.

KAY STARR is back in the Capitol groove with the release of her first album since returning to the Capitol fold last July. Title is Movin'! and includes such favorites as On A Slow Boat To China, Around The World, Sentimental Journey and Lazy River, among others. Kay's early experience in the business was singing on radio stations, with Joe Venuta's band and the Bob Crosby and Charlie Barnet bands.

MITCHELL TOROK is the 27-year-old guitarist-composer who hit the charts with his Jamie Guyden recording of Caribbean. Presently he is swingin' with Mexican Joy b-w You Are The One.

BILLY VAUGHN, who began his career with the Hilltoppers, and is now an a.&r. director at Dot Records, offers a pretty reading of the old tune (It's No) Sin b-w After Hours.

PROMOTION MONTH, WEEKS AND DAYS: Oct. 31 is Halloween. November is National Raisin Bread Sales Month, National Contact Lens Month and Religion in America Life Month. Nov. 1 to 29 is Thanksgiving March for Muscular Dystrophy Drive. Nov. 1 begins National Children's Book Week and International Cat Week. Nov. 1 is National Author's Day.

Have a real swingin' 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

DON'T CRY, MY LOVE—Adam WadeCoed
GILFE—Sonny SpencerMemo
ROUND DOG MAN—FabianChancellor
MARINA—Rocco GranataLaurie
MY TYPE OF GIRL—The MemosMemo
NIGHT TRAIN—Kay StarrCapitol
OH, CAROL—Neil SedakaRCA Victor
RIDERS IN THE SKY—Kay StarrCapitol
TAKE ME LIKE I AM—Johnny HortonColumbia
TELL ME FOR ME—Adam WadeCoed
THIS IS THE ONLY WORLD—FabianChancellor

ALBUMS

LET'S DANCE AGAIN—David CarrollMercury

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

MUSIC AS WRITTEN

RUSSIAN COMPOSERS IN U.S.

Last year a group of American composers, including Roy Harris, Ulyses Kay, Peter Mennin and Roger Sessions, visited the Soviet Union as part of the Soviet-American Cultural Exchange Program. Now, five Russian composers are touring the U. S. The five, including Dmitri Shostakovich, are Dmitri Kabalevsky, Konstantin Dankeovich, Fikret Amirov and Tikhon Krennikov. Latter is general secretary of Russian's Union of Composers. The composer, accompanied by Boris Yarustovsky, the music critic, will visit Boston, New York, Washington, Philadelphia, San Francisco, Los Angeles and Louisville. Some of their compositions will be featured at concerts they are scheduled to attend. The Philadelphia Orchestra will perform the Shostakovich Cello Concerto on November 5 and 6 in its U. S. premiere.

New York

David Amram has penned the music and songs for the TV adaptation of "The Turn of the Screw" which was presented over NBC-TV last week (20). . . . Edward Everett Horton is throwing a party in honor of his mother, Mrs. Isabella Horton on her 100th birthday October 27 at his home in Encino. . . . Kal Ross was elected president of the Conference of Personal Managers, East, last week. Other new officers of CPM.E., are Ray Katz, vicepres, Jerry Levy, secretary and Dick Linke, treasurer. Members of the board of directors are Al Bruno, Peter Dean and Manny Greenfield. . . . Riverside Records has re-signed Bill Evans, and has packed guitarist Wes Montgomery. . . . Bobby Darin is now a Godfather. The baby is Darin Evan Lord. . . . John Mehegan opened at the Arpeggio in New York last week. . . . Betty Johnson opened at the Chez Paree in Chicago last week, and will head to Eddy's in Kansas City starting October 30.

Russell Rome, former ASCAP aid, died at 48 in New York last week from injuries sustained in a fall at his mother's home in Hempstead, Long Island. . . . The Fiestas head south in November on a one-nighter tour. . . . Mills Music has acquired the U. S. and Canadian rights to the tune "Latin Lovers" penned by Jay Wilber, from the Cavendish Music Company of London. . . . Cy Leslie, head of Design Records, left for Europe last week on a quick tour of pressing plants and record firms in Spain, Italy, Switzerland, Germany, Holland, Denmark and Norway. . . . Clifford Snyder is a new associate producer of a.&r. at the Epic-Okeh label.

Horace Silver opened at the Five Spot in New York last week with his new quintet. . . . Rayna Schyne, of Steve Gibson's Redcaps, is changing her name to Rayna Clay. . . . Jerry Vale will open at the Frolics, in Revere, Mass., starting November 2. . . . Gene Krupa and his combo are playing Army and Navy installations along the Gulf Coast in November. Bob Rolontz

Chicago

Sam Cooke, the local singer who made good, married his high school sweetheart, Barbara Campbell, here last week. The Cookes will reside in Los Angeles. . . . Lip! Wally, the polka king on JayJay records, is father of a third child, a daughter, born recently. . . . Singer Ernestine Anderson broke her leg. . . . Lee Dorris, onetime r.b. topper in Pittsburgh radio, is now at WLOU, Louisville, and a.&r. director for Joyette Records. . . . Dinah Washington, formerly mentored by George Treadwell, has turned over her business woes to her new husband, Horatio (Rusty) Maillard. . . . Lee Miller has taken over as sales manager of Replogle Globes' rack and record carrying case division. . . . Danny Driscoll, last with Tobin sales here as d.j. promotion man, has joined Apex records in the national sales promotion department. . . . Tommy Schlesinger, formerly Detroit and later Mercury home office public relations chief, is doing freelance record promo and publicity work here. Bernie Asbell

Cincinnati

Station Frank Ward, Jack Reynolds, Ron Allen, Jim Scott pulled a mob of teen-agers to Shillito's, one of town's leading department stores, Saturday (24), to help celebrate the first anniversary of the store's Teen Dream Town. Ward, WSAI program director, and Dandy, nighttime deejay, broadcast live from Teen Dream Town each Saturday, 1-2 p.m., presenting top platter guests together with selections from the station's Fabulous Forty Survey. . . . Billy Maxsted's jazz crew, formerly at Nick's, in New York's Greenwich Village, is currently holding forth at Kenkel's in Dayton, O. . . . The Mello-Larks began a two-week stand Friday (23) at Beverly Hills Country Club, Southgate, Ky., where Danny Kellarney, formerly on the Fraternity label, holds over as house singer.

Danny Engel, Chappel Music rep, who tops the popularity parade among music men here, made his many friends happy last week with the announcement that he is middle-ailing it December 24, with Beryl Silverstein, widow of a former prominent Cincy attorney. . . . Also joining the ranks of benedicts is Stan Kamin, regional director for Dot Records. Lucky girl is Jill Josselson, local non-pro. Wedding is set for December 13 in Cincy. . . . Thrush Jackie Shannon, presently sojourning at home in Batavia, N. Y., after six weeks on the West Coast, departs for New York in two weeks to work a string of club dates for the Noel Cramer office.

John Larson (Fr who last week auditioned for the Jack Paar and Dick C. . . . and a shot at the Latin Quarter, New York, has been offered a film . . . by Columbia Pictures on the basis of his recent appearance on the Ed Sullivan TV-er. Bait was dangled by Milton Lewis, Columbia exec on the Coast. . . . label, in town last week with his personal manager, Pat Nelson, to Rusty York, who recently registered with "Sugaree" on the Chess label, in town last week with his personal manager, Pat Nelson, to cut a session at King Records. After several weeks' layoff at his Cincy home, Rusty opens November 16 at the 7-11 Club, Columbus, (Continued on page 28)

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.

It's Movin' Day

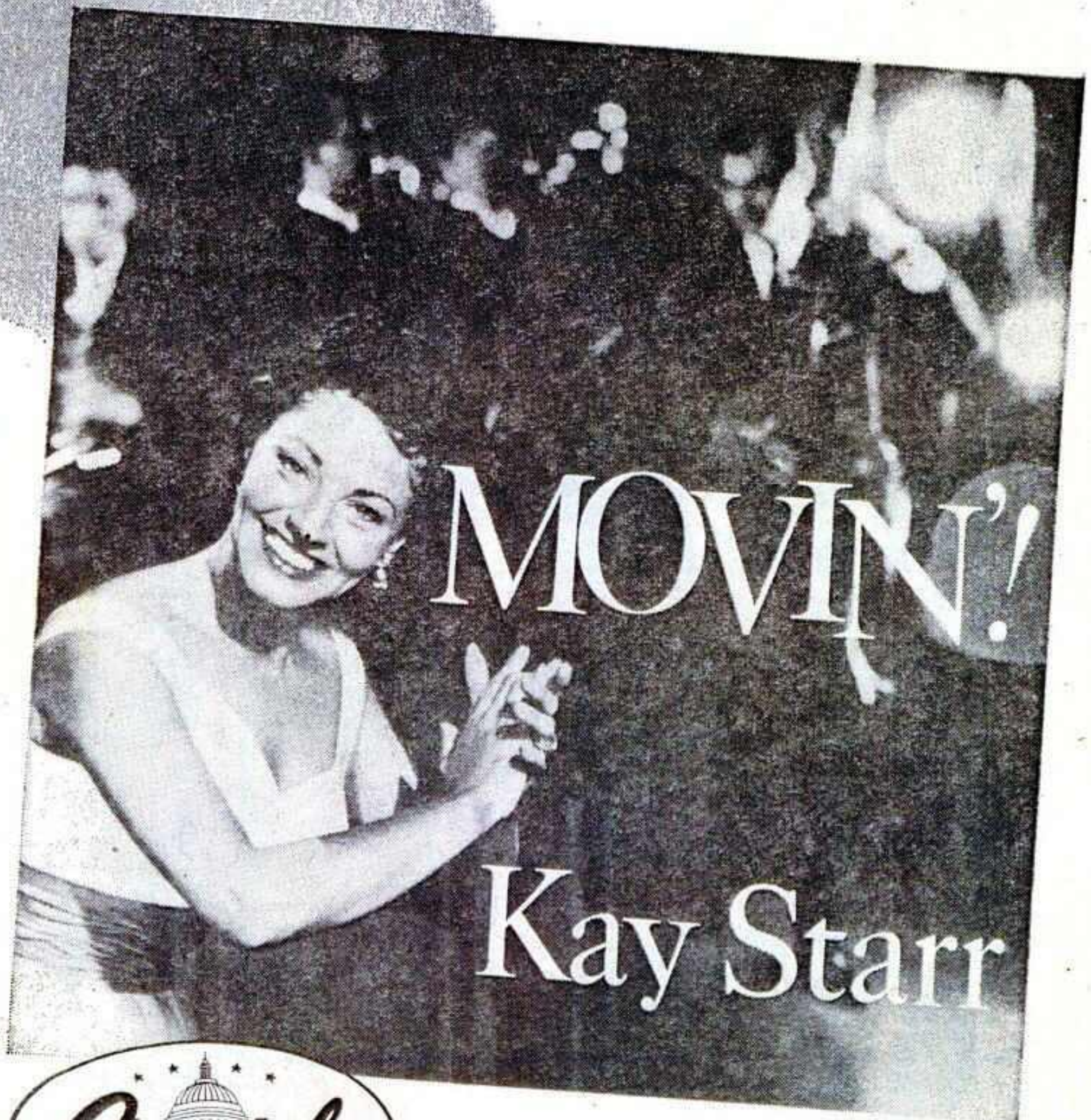
*KAY STARR IS
BACK IN THE
CAPITOL
GROOVE!*

side one

ON A SLOW BOAT TO CHINA
I COVER THE WATERFRONT
AROUND THE WORLD
SENTIMENTAL JOURNEY
NIGHT TRAIN
RIDERS IN THE SKY

side two

GOIN' TO CHICAGO BLUES
INDIANA
SONG OF THE WANDERER
SWINGIN' DOWN THE LANE
LAZY RIVER
MOVIN'



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c/w

"MY HEART BECAME OF AGE"

Vista F-349



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BALTIMORE • PHILADELPHIA • INDIANAPOLIS • HARTFORD • SEATTLE • ALBANY • BOSTON • CLEVELAND

MUSIC AS WRITTEN

Continued from page 26

O., for a fortnight's stand, and follows with an extended engagement at West Fort Tavern, Detroit, beginning December 1.

Joe D. Lucas, of Acuff-Rose Publications, Nashville, making the rounds of the local deejays this week to plug his firm's "There's a Big Wheel," a Hickory etching done by Wilma Lee and Stony Cooper, which kicked off in c.&w. circles but has been netting pop action in the Chicago and Detroit sectors. . . . Fraternity Records president, Harry Carlson, rushing release this week on a novelty tribute to Elvis Presley tagged "I'm Hangin' Up My Rifle," a follow-up to Frat's "All-American Boy." Carlson is keeping the artist's name a secret, as he is offering a promotion plan to deejays in key cities whereby they will offer a cash reward to the first listener that sends in the name of the artist on the record. Bill Sachs

Nashville

Eddy Arnold, never one for boasting, was the only American entertainer invited to Sen. Lyndon Johnson's ranch last week when the Senator and Mrs. Johnson entertained the President of Mexico, Adolfo Lopez Mateos. Other guests at the Johnson ranch included some of Mexico's foremost entertainers. Eddy filled in for Red Foley last week at the annual Peanut Festival in Dothan, Ala. Foley was in Berea, Ky., at his father's bedside. The elder Foley suffered a heart attack and reportedly is in critical condition.

Decca's Marty Salkin was down from New York last week. He was here in time to help Decca's local a.&r. man, Owen Bradley, celebrate his birthday. . . . Justin Tubb recorded for Decca last week. . . . Johnny Cash was slated for a Columbia session at Bradley Studio. . . . Faron Young's "Riverboat" has the earmarks of a smash, according to Tree Publishing exec, Buddy Killen. Flip is "Face to the Earth." Pat Twitty

Hollywood

Dot Records bought the "Stampede" master from the Price label; rock and roller, cut by the Scarlets, has enjoyed sufficient sales reaction in New York and Los Angeles to prompt Dot prexy Randy Wood to make the deal. . . . Capitol is issuing Kay Starr's "Riders in the Sky" and "Night Train" as a single. Both are from her current album. . . . Musicians Guild of America filed unfair labor charges against RCA Victor, Columbia Records, Decca-Coral, AM-PAR and the American Federation of Musicians. MGA charges that these firms discriminated against the Guild and influenced musicians to vote in favor of "AFM's Petrillo dynasty." Guild charged musicians thruout the country were given a raise with exception of Los Angeles. AFM contract, the Guild charged, calls for additional money of the raise to be held in escrow until AFM wins the pending NLRB election in the recording industry.

The Challenge label claims it's enjoying the strongest sales in its two-year history, paced by Jerry Wallace's "Primrose Lane" single which reportedly is pushing sales for the artist's "Just Jerry" album; Jerry Fuller's "Tennessee Waltz" also is said to be ringing up revenue. . . . Liberty's Si Waronker is in Chicago to record Bud and Travis, currently at Mr. Kelly's, the Windy City nitery. . . . Capitol is releasing seven EP versions of its religious music best sellers. . . . Frances Faye returned to Gene Norman's Crescendo. Songstress will do her act on crutches; she broke her hip during her recent Las Vegas stint. . . . RCA Victor last week presented its newest find, Rod Lauren. It has signed him to a long term contract, is releasing his first single and sending him out on a nation-wide deejay tour as the first lap in its build-up campaign.

Del Porter, jingle writer and former co-owner of Song-Ads firm, has formed his own label, Ramled records (name is Delmar spelled backwards). First release is "The Grasshoppers" by the Sounders. . . . Omegatape is releasing 23 new four-track and a dozen new two-track stereo tape packages. In addition, it is issuing a sampler tape in both two and four-track form. It is also scheduling six stereo cartridges. Lee Zhito.

Westminster

Continued from page 4

cover 26 major cities via newspapers and mags.

The Westminster promotion includes a dealer window contest. Every dealer who installs a display, prepacked by the factory, will receive a gift for himself and his wife when a photo of the display is submitted. The photo will then be entered in a national contest. Regional and national winners will receive \$5,000 in prizes.

Kalmus pointed out that the Westminster program entails the placing of an order for new releases immediately, as well as the first restock order. The plan also embraces the principle of delayed billing.

The promotion for the distributor ends November 30 and no orders at Christmas prices will be accepted after that date. For the consumer, as already indicated, December 24 is the final date.

With regard to pricing, Kalmus noted that in addition to returning

Coronet Target

Continued from page 4

with RCA Records made by Glenn Miller."

MacKaye, who said he purchased the Coronet album in stereo for \$2.69, altho it listed at \$2.98, stated: "We are getting tougher. This kind of unfair competition has become very prevalent thruout the record business."

It's interesting to note that a thin line often exists between the definition of what is legal and what is illegal in this area. For example, it is considered quite acceptable for labels to release albums tagged "Steve Allen Plays Tommy Dorsey," etc. Often, however, the cumulative effect of several misleading items in the album cover copy and packaging are the deciding factors.

to regular list immediately after the promotion, the Westminster board has decided not to reduce prices until at least March 1, 1960.

The Billboard TOP LP'S

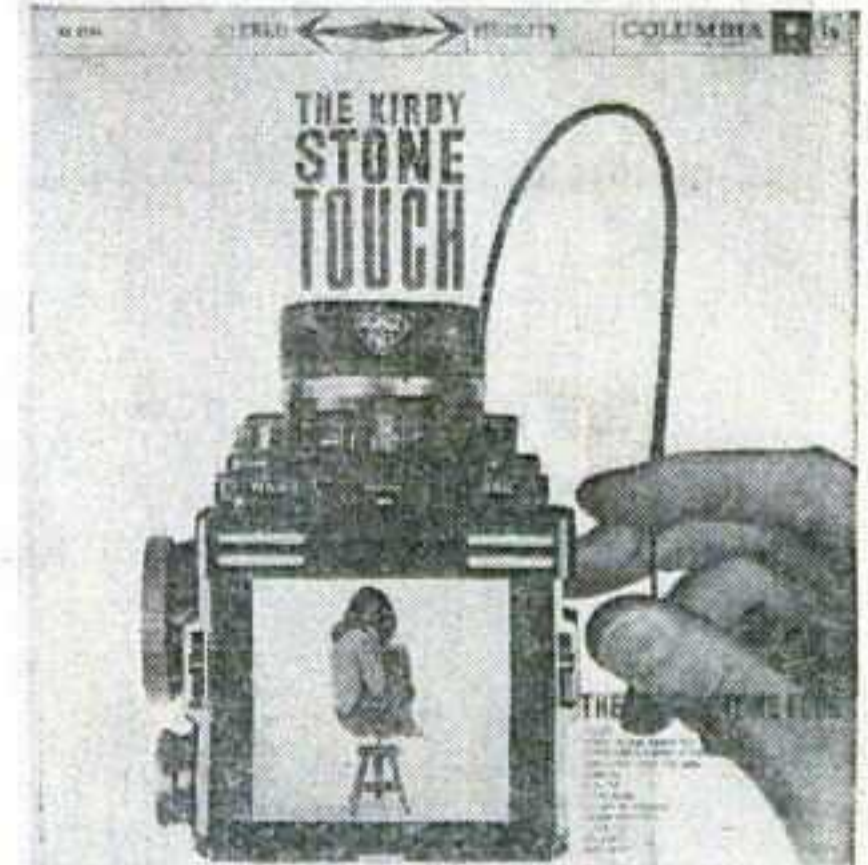
FOR THE WEEK
ENDING OCTOBER 25

BEST SELLING MONOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	KINGSTON TRIO AT LARGE, Capitol T 1199	19
2	2	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	83
3	4	HEAVENLY, Johnny Mathis, Columbia CL 1351	6
4	3	INSIDE SHELLY BERMAN, Verve MG V 15003	27
5	7	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	37
6	6	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	78
7	5	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	14
8	8	GIGI, Sound Track, M-G-M 3641 ST	69
9	10	MY FAIR LADY, Original Cast, Columbia OL 5090	186
10	12	KINGSTON TRIO, Capitol T 996	19
11	9	PETER GUNN, Henry Mancini, RCA Victor LPM 1956	37
12	11	NO ONE CARES, Frank Sinatra, Capitol W 1221	10
13	13	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	9
14	14	SOUTH PACIFIC, Original Cast, Columbia OL 4180	282
15	15	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	43
16	23	THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386	2
17	16	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	19
18	17	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	6
19	18	PORGY AND BESS, Sound Track, Columbia OL 5410	15
20	20	THE MUSIC MAN, Original Cast, Capitol WAO 990	87
21	27	THAT'S ALL, Bobby Darin, Alco LP 33-104	4
22	19	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	68
23	22	GYPSY, Original Cast, Columbia OL 5420	15
24	21	QUIET VILLAGE, Martin Denny, Liberty LRP 3122	9
25	30	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	39

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	33	SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082	5
27	35	FIVE PENNIES, Sound Track, Dot DLP 9500	3
28	24	HYMNS, Tennessee Ernie Ford, Capitol T 756	120
29	25	FILM ENCORES, VOL. I, Mantovani, London LL 1700	103
30	28	FLOWER DRUM SONG, Original Cast, Columbia OL 5350	41
31	26	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	38
32	32	THE KING AND I, Sound Track, Capitol W 740	158
33	29	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	26
34	36	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	48
35	37	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	28
36	38	BLUE HAWAII, Billy Vaughn, Dot DLP 3165	22
37	31	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	22
38	40	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	13
39	39	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006	13
40	48	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	55
41	41	TABOO IN HI FI, Arthur Lyman, Hi-Fi Records R 806	32
42	45	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	33
43	46	CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163	15
44	—	PORGY AND BESS, Lena Horne & Harry Belafonte, RCA Victor 1507	16
45	34	A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011	6
46	42	THE LATE, LATE SHOW, Dakota Staton, Capitol T 876	43
47	43	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130	20
48	47	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	18
49	49	ONLY THE LONELY, Frank Sinatra, Capitol W 1053	46
50	50	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	28

Album Cover of the Week



THE KIRBY STONE TOUCH—THE KIRBY STONE FOUR, Columbia CS 8164. Fetching cover, designed by George Jaccoma, featuring sexy gal in lavender tights, as seen thru the camera's eye. The boys have good taste in gals as well as music.

Best Selling Kiddie LP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Price LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

- Sleeping Beauty**
Darlene GillespieMickey Mouse MM 31
- Popeye's Favorite Sea Chanties**
Allen SwiftRCA Bluebird LBY 1011
- Tales From the Great Book**
Joseph Cotton, Robert PrestonRCA Bluebird LBY 1014
- Zorro**
Stan Jones, Henry Calvis, Jerome CortlandMickey Mouse MM 24
- The Stars Sing**
Various ArtistsGolden LP 34
- Bambi**
Shirley TempleRCA Bluebird LBY 1012
- Wyatt Earp, Cheyenne and Other TV Favorites**
Various ArtistsRCA Bluebird LBY 1004
- Fun in Shariland**
Shari LewisRCA Bluebird LBY 1006
- Peter Pan**
Norman LeydenRCA Bluebird LBY 1009
- Humpty Dumpty's Album for Little Children**
Bud CollyerRCA Bluebird LBY 1015

Best Selling Pop EP's

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

- Songs by Ricky**
Ricky NelsonImperial EP 162
- Heavenly**
Johnny MathisColumbia EPB 13511
- South Pacific**
Original CastColumbia EPA 850
- Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
- Hymns**
Tennessee Ernie FordCapitol EAP 1-756
- Side by Side**
Pat & Shirley BooneDot DEP 1076
- Peter Gunn**
Henry ManciniRCA Victor EPA 4331
- South Pacific**
Sound TrackRCA Victor EOC 1032
- Exotica**
Martin DennyLiberty EPL 1-3034
- No One Cares**
Frank SinatraCapitol EAP 1-1221

BEST SELLING STEREOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	23
2	3	MY FAIR LADY, Original Cast, Columbia OS 2015	23
3	2	HEAVENLY, Johnny Mathis, Columbia CS 8152	5
4	6	PETER GUNN, Henry Mancini, RCA Victor LSP 1956	23
5	4	GIGI, Sound Track, M-G-M SE 3461 ST	23
6	5	FILM ENCORES, VOL. I, Mantovani, London PS 124	23
7	9	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	16
8	10	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	21
9	7	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	16
10	8	NO ONE CARES, Frank Sinatra, Capitol SW 1221	9
11	12	KINGSTON TRIO AT LARGE, Capitol ST 1199	17
12	14	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	13
13	20	PORGY AND BESS, Sound Track, Columbia OS 2016	2
14	21	OKLAHOMA! Sound Track, Capitol SWAO 595	21
15	13	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	23

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	15	'S MARVELOUS, Ray Conniff, Columbia CS 8037	15
17	16	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	8
18	18	TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806	23
19	17	THE MUSIC MAN, Original Cast, Capitol SWAO 990	21
20	25	GEMS FOREVER, Mantovani, London PS 106	12
21	19	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	16
22	22	GYPSY, Original Cast, Columbia OS 2017	9
23	23	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	4
24	24	CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022	6
25	—	WITH THESE HANDS, Roger Williams, Kapp KS 3030	1
26	11	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	16
27	27	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	17
28	28	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600	18
29	30	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	21
30	—	FILM ENCORES, VOL. II, Mantovani, London PS 164	11

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M-6003 MS-16003



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M-6004 MS-16004

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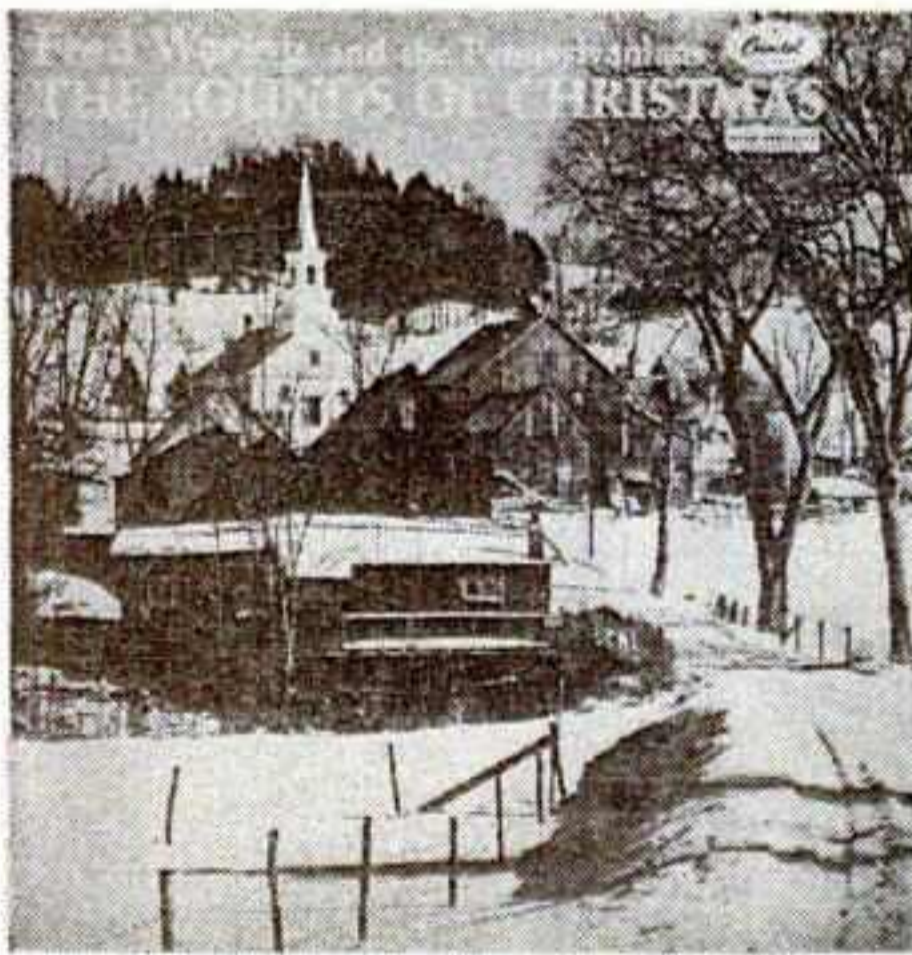
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 MERRY CHRISTMAS • Jackie Gleason • W-758
 A JOLLY CHRISTMAS FROM FRANK SINATRA • W-894
 JOY TO THE WORLD • The Roger Wagner Chorale • (S)P-8353
 MUSIC OF CHRISTMAS • Hollywood Bowl Sym., Dragon • (S)P-8393
 CHRISTMAS BELLS • Richard Biggs • T-9013
 MERRY CHRISTMAS TO YOU! • Various Artists • T-9030
 CHRISTMAS IN SWEDEN • Ake Jelving and Chorus • T-10079

CHRISTMAS IN ITALY • Various Artists • T-10093
 CHRISTMAS IN GERMANY • Various Artists • T-10095
 CHRISTMAS IN FRANCE Les Petits Chanteurs De Versailles • T-10108
 CHRISTMAS IN AUSTRIA • Wiener Sangerknaben • T-10164
 CHRISTMAS IN CUBA F. Albuerne & Coro de Madrigalistas • T-10165
 CHRISTMAS IN PORTUGAL • Various Artists • T-10166
 CHRISTMAS IN AUSTRALIA • A.B.C. Adelaide Chorus • T-10167
 CHRISTMAS IN BRAZIL Coro das Meninas da Casa de Lazaro • T-10168
 CHRISTMAS IN POLAND S. S. Cyril & Methodius Sem. Choir • T-10198

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 on all Christmas
 albums purchased
 Oct. 19 thru Nov. 24



Contact your CRDC representative for all the facts

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.

Pop

DINAH, YES INDEED

Dinah Shore. Capitol T 1247 — The popular thrush's initial album effort for the label is likely to pick up much exposure. In the first place, Miss Shore is in fine vocal fettle and adding to this are the gently swinging Nelson Riddle scorings. The selection of songs too, is a happy one, with "It All Depends on You," "They Can't Take That Away From Me," and "I'm Old Fashioned" included. The cover is highly marketable with the Shore gal at her color TV best beaming out. This one can move.

International

YVES MONTAND

Columbia WS 312. (Stereo & Monaural) — Montand, familiar to American audiences via his film appearances and thru his current, successful one-man show in New York, has a set that can have wide appeal. Set was recorded at the Theatre de L'Etoile in Paris. Lyrics to the songs are in French, tho there is a translation included in the liner notes. Sound is excellent.

Opera

OPERATIC RECITAL

Giuseppe di Stefano. London OS 25081. (Stereo & Monaural) — The well-known tenor offers a program of favorite arias from operas by Giordano, Puccini, Bizet, Massenet and Gounod. Franco Patane conducts the orchestra of L'Accadameis of Santa Cecilia of Rome and the Zurich Ronhalle Orchestra. The vocal shadings and techniques are excellent, and the excellent sound is noteworthy. A good cover shot of the artist should also lure his fans. In its market it should sell well.

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.

Jazz

THE GREATEST PIANO OF THEM ALL

Art Tatum. Verve MGW 8323—A wonderfully satisfying set by the late great master. It's hard to tell exactly when these slicings were made, tho the sound is not up to modern day standards. Still with the remarkably inventive powers of Tatum at work, one is inclined to forget matters of fidelity to concentrate on what's happening on the keyboard. Tunes include "You're Blase," "You're Mine You," "What's New" and "Heat Wave." A must for fans of Tatum.

Classical

BACH: ST. MATTHEW PASSION 3-12

Various Artists, Boys Chorus of the Robert Mayer School of Heilbronn; Heinrich Schutz Chorale of Heilbronn; Pforzheim Chamber Orch. (Werner). Westminster WT 402 (Stereo & Monaural)—This can prove a brisk item, especially with the coming holiday season. The majestic work is given an excellent reading by the various soloists, choir and orchestra. Werner achieves a fine sense of unity from the participants. Packaging includes the complete German text and an English translation. Sound is a plus factor.

Opera

CALLAS SINGS VERDI AT LA SCALA

Angel 35759—Maria Callas offers a stirring program of arias from four Verdi works. Included are portions of "Rigoletto," "La Forza Del Destino," "Un Bello in Maschera" and "Aida." Her pitch is precise and certain. Other featured artists are Tito Gobbi, baritone, and Fedora Barbeirri, mezzo-soprano. Various conductors helm the orchestra and chorus of the La Scala Opera. It should prove as strong as her "Verdi Heroines."

Folk

BAYANIHAN

Phillipine Dance Company. Monitor 322—One of the most exciting records of its kind in some time, this material was taped during a performance of this dance group, which scored a spectacular triumph at the Brussels World Fair, and currently is playing New York prior to a national tour. Material is completely charming, consisting of pagan ceremonials, music deriving from the Spanish occupation, dances from rural areas, and music of the Filipino Moslems. Result is exotic, gay, full of life. Tour should aid sales.

SOLO INSTRUMENTAL

GUITARRA DE VENEZUELA

Alirio Diaz. Hi-Fi 812—Diaz, a Venezuelan, proves himself a virtuoso performer in this selection, which includes songs of his native Venezuela plus works by such composers as Scarlatti, Albeniz, Bach and Haydn. His touch is sure and his emotional technique much in evidence. The recording, made in Venezuela by the Society of the Friends of Music, is excellent in quality. For devotees of the classical guitar, this package is tops.



VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ NOW FRED ASTAIRE

Kapp 1165 — In his straightforward, easy-going, inimitable fashion, Fred Astaire warmly gives out with a varied program of standards, rhythm tunes and ballads, including medleys from some of his hit pix. Mr. Astaire is backed nicely by ork and chorus directed by Pete King. Arrangements by Mr. King and Marty Paich. Highlights include "Change Partners," "The Afterbeat," "They All Laughed," "Lady of the Evening," and the medleys mentioned above. His many fans and recent TV exposure should make this a big one. Also good jockey programming.

★★★★ SQUEEZE ME

Dick Contino. Mercury SR 60090. (Stereo & Monaural) — One of the finest accordion packages in memory. Contino is wonderfully skilled — but what sets the package apart are the creative arrangements for the instrumentalists behind him. This scoring is really creative. Tunes include "Yesterdays," "Gone With the Wind," "Little White Lies," etc.

LOW-PRICE POPULAR ★★★★★

★★★★ SARAH VAUGHAN FAVORITES

Harmony HL 7208—These older sides by "Sassy" Vaughan have a lot of warmth and charm and in some cases there are actually less of the vocal tricks and slides that characterize her work today. Songs for the most part are of the less familiar variety and include "Fool's Paradise," "I Ran All the Way Home," "City Called Heaven," and in a different mood, "Ave Maria." Definite buy at this price.

★★★★ BANJO ON MY KNEE

John Call. Wing MGW 12162—John Call, banjoist extraordinary, as well as a fine guitarist, and mandolin player, turns in an exciting, swinging group of banjo readings of American classics. Tunes range from "Turkey in the Straw" thru "Kentucky Babe" and "Waitin' for the Robert E Lee." They are all handled with spirit, and the recording is excellent. A fine set for the money.

LOW-PRICE CLASSICAL ★★★★★

★★★★ BEETHOVEN: SYMPHONY NO. 5, FIDELIS OVERTURE

Radio Frankfurt Symphony Orch. Walter Goehr. Harmony HL 7205—A fine performance of the great Beethoven Symphony plus the composer's "Fidelio" overture, added for good measure. The orchestra, under the direction of Walter Goehr, conducts the works with much spirit, and the recording is a very good one. This should appeal to budget-minded classical fans.

★★★★ TCHAIKOVSKY: PIANO CONCERTO NO. 1

Sondra Bianca, Piano Orch. of the Concerts of Paris. Harmony HL 7204—A good performance by Sondra Bianca of the familiar Tchaikovsky Piano Concerto, accompanied by the Orchestra of the Concerts of Paris, under the baton of Carl Bamberg. The recording is more than adequate. Classical fans have a good item here for the price.

★★★★ RAVEL: BOLERO; FALLA: NIGHTS IN THE GARDENS OF SPAIN; DUKAS: THE SORCERER'S APPRENTICE

Belgian National Radio Orch. (Andre). Telefunken TCS 18008 (Stereo & Monaural)—This low price bargain should appeal to many classical collectors. It features fine performances of familiar works: Ravel's "Bolero," Falla's "Nights in the Garden of Spain" and Dukas' "The Sorcerer's Apprentice." They are excellently performed, and the stereo sound is first-rate. A fine set for beginning collectors.

★★★★ RACHMANINOFF: PIANO CONCERTO NO. 2

New Symphony Orch. of London (Davis). Richmond S 29059. (Stereo & Monaural)—A most rewarding reading of the popular Rachmaninoff work. Recording is better

than average in quality and stereo effects with the ork and soloist Katin comporting themselves well. At spots, the balance finds the piano a bit under the ork rather than up front as it should be, but the general impression created is a good one. The well-known concerto has numerous versions, but this one, at the price, can do good business.

CHILDREN'S ★★★★★

★★★★ TOM GLAZER CONCERT

Washington WC 301 — The folk artist performs before a live audience of children on this production and the kids work themselves into the act at various points as he trades banter with them. Tunes include such familiar folk favorites as "Jimmy Crack Corn," "Skip to My Lou," and others well programmed for kiddies like "The Frog," and "Put Your Finger in the Air." Disk can appeal to children, and the name value can help.

FOLK ★★★★★

★★★★ IRELAND ON PARADE

The Artane Boy's Band. Avoca 114—A double-barrelled highly professional presentation by the Artane Boy's Band for lovers of Irish folklore and all folk followers. One side presents musical tributes with commentary of Irish heroes from 325 B. C. thru 1916. A touching performance well done. Flip offers Irish military marches which can attract every buyer—"everybody loves a march." Enough can't be said for this famous band of youngsters who can stand up to any group assembled. Package offers everybody something historical, songs, singing, marches, big marching band sound plus the fame of the Irish and the Artane band.

★★★★ THE GRAIL SINGERS (2-12")

Folkways FW 8775—The Grail Singers are members of the Grail movement, which includes young Catholic women of many nationalities who serve in various educational capacities in their own countries. The American Grail singers here are a most talented group and on this recording the girls sing folk songs from many lands with feeling and sincerity as well as quality. Folk fans will enjoy this fine set with its fulsome notes and lyrics to the tunes.

★★★★ THE COWBOY: HIS SONGS, BALLADS & BRAG TALK

Harry Jackson. Folkways FH 5723—A handsomely boxed two-record set which serves as entertainment and as a documentary on the cowboy. The songs are sung without accompaniment, and are very effective. Kenneth Goldstein has written his usually discerning notes, which are in a brochure, with lyrics and melody line. A fine educational package, also very appealing as a gift.

INTERNATIONAL ★★★★★

★★★★ YVES MONTAND

Monitor 324 — Having conquered the critics and public with his SRO one-man show on Broadway, Yves Montand now is big, commercial news. This Monitor release features a collection which shows why Montand has caused so much excitement. A sincere voice, a style sans gimmickry, a delivery ideal for this material which tells modest stories of average people. Album should cash in on the accelerating publicity about Montand who is a song salesman par excellence.

SPECIALTY ★★★★★

★★★★ MUSIC FROM THE BIG TOP

Merle Evans. Everest SDBR 1061 (Stereo & Monaural)—Merle Evans is Mr. Circus bandmaster himself and this new package, with his name well-displayed on a colorful, clown-adorned cover, should bring good business. Inside, the stereo-recorded band parades thru its military paces on such familiar three-ring airs as "Embossing the Emblem," "Thunder and Lightning Polka," "International Vaudeville," etc. Kiddies will find this good for parading around the living room on a rainy day.

★ ★ ★ GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ JOHNNY HODGES AND HIS STRINGS PLAY THE PRETTIEST GERSHWIN

Verve MGW 8314 — The great alto man finds himself in unfamiliar surroundings on this interesting set but the poppish marriage of the alto sound with the massed strings is an agreeable mixture. The tunes are all Gershwin—including "Love Is Here to Stay," "But Not for Me," "Somebody Loves Me," etc., and Hodges' solo flights above the glistening sea of strings gives them a most listenable interpretation. Good jockey grooves here too.

★★★★ LET'S ALL SING ALONG WITH RUSS MORGAN

Everest SDBR 1055. (Stereo & Monaural) — Following the popularity trend of the sing along idea, this package has printed lyrics on the back cover. Performances have excellent sound and enthusiasm, and choice of material lends itself to the community sing idea. Examples are "Music, Maestro, Please," "I Used to Love You," "Have You Ever Been Lonely?" etc. Cover is attractive.

★★★★ HONKY TONK GOES TO COLLEGE

Good Time Charley. Everest LPBR 5058 — A happy dinking of college songs with vocal group and ricky-tick background. Could catch on nicely with the college fraternity and alumni crowd. Good football season item.

LOW-PRICE POPULAR ★★★★★

★★★★ THEMES FROM THE CLASSICS

Ralph Marterie & His Marlboro Men. Wing MGW 12160—Ralph Marterie and his ork neatly handle a group of songs from classical selections. The manner is reminiscent of that of the 1940 swing bands. Tunes include themes from symphonies, operas, etc., by melodic composers such as Tchaikovsky and others. Marterie's trumpet is heard to good advantage and the set is danceable.

★★★★ CREW CUTS ON THE CAMPUS

Mercury Wing MGW 12145—A bright, lively waxing by the Crew Cuts featuring the boys singing a fine group of pop college songs. Tunes range from "Betty Co-Ed" to "We're Working Our Way Thru College," and cover tunes from the 1920's up thru the present. The Crew Cuts handle them stylishly and the set should be a good one for sales on the campus this fall.

★★★★ SOUTH AMERICAN NIGHT

Harmonicals. Wing MGW 12163 — The Harmonicals turn in a listenable set of readings of Latin tunes, nicely styled for dancing as well. The boys have a good, clean sound on tunes which include "Amapola," "Maria Elena," "Valencia" and "La Rosita." Set can achieve a level of activity on racks.

★★★★ ETHEL SMITH

Vocalion VL 3669—Ethel Smith's latest organ package is particularly well chosen from the repertoire standpoint. "Fascination," "Casi Casi," "Domino," "Swedish Rhapsody" are typical. Miss Smith plays in her usual fine style.

★★★★ THE GREAT EDDY DUCHIN

Harmony 7209—A good-looking package, the cover of which captures the feeling of Duchin's era. Sides have good sound, and are in the tasteful style of the late pianist. Included are such standards as "I've Got You Under My Skin," "Night and Day," "Summertime," etc. Nostalgic for adults.

CLASSICAL ★★★★★

★★★★ AGE OF THE TSARS

Philharmonia Promenade Orch. (Mackerras). Angel 35752 (Stereo & Monaural)—One side of the set is devoted to works of Tchaikovsky. The other has selections by Glinka, Glazounov, Rimsky - Korsakov, Gliere and Ippolitov-Ivanov. It's a varied, interesting and romantic cross-section that should gather wide appeal. Sound is excellent.

★★★★ MOZART: SYMPHONIES NOS. 39 & 41

London Symphony Orch. (Schmidt-Issersted). Mercury SR 90184 (Stereo & Monaural)—The brisk works are crisply interpreted by Schmidt-Issersted. The work offer a wide range of orchestral, tonal and rhythmic colors, and the conductor takes full advantage of these. Cover and sound are assets, tho the set does face formidable competition.

(Continued on page 36)

A 25-YEAR WHO'S WHO OF THE RECORD BUSINESS

Featuring 50 TOP ARTISTS 72 MEMORABLE PERFORMANCES

- RILEY-FARLEY**
The Music Goes 'Round and Around
- GLYDE MCCOY**
Sugar Blues
- ANDY KIRK**
Until The Real Thing Comes-Along
- JIMMIE LUNCEFORD**
Organ Grinder Swing
- BING CROSBY**
Pennies From Heaven • Sweet Lelani • Yes Indeed (with Connie Boswell) • White Christmas (Ken Darby Singers) • MacNamara's Band • The Whiffenpoof Song (with Fred Waring) • Sam's Song (with Gary Crosby)
- COUNT BASIE**
One O'Clock Jump
- JUDY GARLAND**
You Made Me Love You • Over The Rainbow • For Me and My Gal (with Gene Kelly)
- ANDREW SISTERS**
Bei Mir Bist Du Schön • In Apple Blossom Time • Rum and Coca-Cola • I Can Dream Can't I?
- ELLA FITZGERALD**
A-Ticket A-Ticket
- INK SPOTS**
If I Didn't Care • Into Each Life Some Rain Must Fall (with Ella Fitzgerald)
- GLEN GRAY**
Sunrise Serenade
- WOODY HERMAN**
Woodchopper's Ball
- JOHNNY LONG**
In A Shanty In Old Shanty Town
- BOB CROSBY**
Big Noise From Winnetka
- JIMMIE DORSEY (Bob Eberly-Helen O'Connell)**
Amapola
- HILLS BROTHERS**
Paper Doll • The Glow Worm
- LIONEL HAMPTON**
Flying Home
- DICK HAYMES**
You'll Never Know • Little White Lies
- ALFRED DRAKE**
Oklahoma!
- GUY LOMBARDO & ROYAL CANADIANS**
Humoresque • Enjoy Yourself
- ETHEL SMITH**
Tico Tico
- CARMEN CAVALLARO**
Chopin's Polonaise
- GORDON JENKINS**
Maybe You'll Be There • New York's My Home • Goodnight Irene (with The Weavers)
- LOUIS JORDAN & TYMPHANY FIVE**
Choo Choo Ch'Boogie
- HOAGY CARMICHAEL**
Huggin' And Chalkin'
- AL JOLSON**
Anniversary Song
- TED WEEMS**
Heartaches
- RUSS MORGAN**
I'm Looking Over A Four Leaf Clover (Vocal By The Ames Brothers)
- EVERLYN KNIGHT and THE STARDUSTERS**
A Little Bird Told Me
- RAY BOLGER**
Once In Love With Amy • Dearie (with Ethel Merman)
- LOUIS ARMSTRONG**
Blueberry Hill • A Kiss To Build A Dream On
- THE WEAVERS WITH TERRY GILKYSON**
On Top Of Old Smoky
- LERDY ANDERSON**
Blue Tango
- THE FOUR ACES**
Tell Me Why • Stranger In Paradise • Three Coins In The Fountain
- KITTY KALLEN**
Little Things Mean A Lot
- BILL HALEY & HIS COMETS**
Rock Around The Clock • Shake, Rattle and Roll • See You Later, Alligator
- SAMMY DAVIS, JR.**
Hey There
- AL HIBBLER**
Unchained Melody • He
- MORRIS STOLOFF**
Moon Glow and Theme From "Picnic"
- ROBERTA SHERWOOD**
Lazy River
- VICTOR YOUNG**
Around The World
- BOBBY HELMS**
My Special Angel
- THE KALIN TWINS**
When
- DOMENICO MODUGNO**
Volare
- THE TOMMY DORSEY ORCHESTRA**
Tea For Two Cha Cha (starring Warren Covington)
- EARL GRANT**
The End

NOTHING SHORT OF S-E-N-S-A-T-I-O-N-A-L

THE MUSIC GOES 'ROUND AND AROUND THE MUSIC GOES 'ROUND AND AROUND THE MUSIC GOES 'ROUND AND AROUND THE MUSIC GOES 'ROUND AND AROUND

SPOTLIGHT WINNER OF THE WEEK

THE MUSIC GOES 'ROUND AND AROUND

The Original Hit Performances (Vols. I thru VI), Decca DL 4000, 4001, 4002, 4003, 4004, 4005—Here is a collection of hit singles from the Decca Records' vaults that is a musical history of the record business. The collection which starts with "Sugar Blues" and "The Music Goes 'Round and Around" swings thru the 1930's up to 1959 and the hits "The End," "When" and "Volare." Every hitmaker on the Decca label is represented here, Crosby, the Mills Brothers, Ted Weems, the Weavers, Bill Haley and many more. The LP's are available individually, or as a package of six. This should be a solid seller, from a nostalgic or a historical side, as well as a mighty good listening.

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GLYDE MCCOY

THE MUSIC GOES 'ROUND AND AROUND
RILEY-FARLEY

UNTIL THE REAL THING COMES ALONG
ANDY KIRK

ORGAN GRINDER SWING
JIMMIE LUNCEFORD

PENNIES FROM HEAVEN
BING CROSBY

SWEET LELANI
BING CROSBY

ONE O'CLOCK JUMP
COUNT BASIE

DEAR MR. CABLE! YOU MADE ME LOVE YOU
JUDY GARLAND

BEI MIR BIST DU SCHÖN
THE ANDREWS SISTERS

A-TICKET A-TICKET
ELLA FITZGERALD AND CHICK WEAVER

IF I DIDN'T CARE
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BING CROSBY AND FRED WARING

DICK HAYMES AND GORDON JENKINS
A LITTLE BIRD TOLD ME
EVERLYN KNIGHT

I'M LOOKING OVER A FOUR LEAF CLOVER
RUSS MORGAN

ONCE IN LOVE WITH AMY
RAY BOLGER

I CAN DREAM CAN'T I
ANDREWS SISTERS AND GORDON JENKINS

BLUEBERRY HILL
LOUIS ARMSTRONG AND GORDON JENKINS

ENJOY YOURSELF
GUY LOMBARDO

DEARIE
ETHEL MERMAN AND RAY BOLGER

GOODNIGHT IRENE
THE WEAVERS AND GORDON JENKINS

THE ORIGINAL HIT PERFORMANCES! INTO THE FORTIES

DECCA

WOODCHOPPER'S BALL
WOODY HERMAN

BEER BARREL POLKA
THE ANDREWS SISTERS

OVER THE RAINBOW
JUDY GARLAND

IN A SHANTY IN OLD SHANTY TOWN
JOHNNY LONG

IN APPLE BLOSSOM TIME
THE ANDREWS SISTERS

BIG NOISE FROM WINNETKA
BOB CROSBY

AMAPOLA
JIMMY DORSEY

YES INDEED
BING CROSBY AND CONNIE BOSWELL

PAPER DOLL
THE HILLS BROTHERS

FLYING HOME
LIONEL HAMPTON

FOR ME AND MY GAL
JUDY GARLAND AND GENE KELLY

WHITE CHRISTMAS
BING CHRISTMAS

BIG-SPACE CONSUMER ADVERTISING IN N. Y. TIMES MAGAZINE SECTION SATURDAY REVIEW SCHWANN CATALOG HIGH FIDELITY HI FI REVIEW LISTEN

THE ORIGINAL HIT PERFORMANCES! THE EARLY FIFTIES

DECCA

SAM'S SONG
BING AND GARY CROSBY

KEY TREE
SAMMY DAVIS, JR.

ON TOP OF OLD SHANTY
THE WEAVERS AND TERRY GILKYSON

THE CLOWN FROM THE HILLS BROTHERS

BLUE TANGO
LERDY ANDERSON

STANGER IN PARADISE
THE FOUR ACES

A KISS TO BUILD A DREAM ON
LOUIS ARMSTRONG

LITTLE THINGS MEAN A LOT
KITTY KALLEN

TELL ME WHY
THE FOUR ACES

ROCK AROUND THE CLOCK
BILL HALEY AND HIS COMETS

LOVE
PERRY LEE AND GORDON JENKINS

THREE COINS IN THE FOUNTAIN
THE FOUR ACES

THE ORIGINAL HIT PERFORMANCES! THE MIDDLE FORTIES

DECCA

YOU'LL NEVER KNOW
DICK HAYMES

OKLAHOMA!
ALFRED DRAKE AND "OKLAHOMA" CHORUS

HUMORESQUE
GUY LOMBARDO

TICO TICO
ETHEL SMITH

INTO EACH LIFE SOME RAIN MUST FALL
INK SPOTS AND ELLA FITZGERALD

RUM AND COCA COLA
THE ANDREWS SISTERS

CHOPIN'S POLONAISE
CARMEN CAVALLARO

MACNAMARA'S BAND
BING CROSBY

NEW YORK'S MY HOME (From "Manhattan Tower")
GORDON JENKINS

CHOO CHOO CH'BOOGIE
LOUIS JORDAN TYMPHANY FIVE

HUGGIN' AND CHALKIN'
HOAGY CARMICHAEL

ANNIVERSARY SONG
AL JOLSON

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DECCA RECORDS

THE ORIGINAL HIT PERFORMANCES! THE LATE FIFTIES

DECCA

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UNCHAINED MELODY AL HIBBLER	LAZY RIVER ROBERTA SHERWOOD	WILLYA, WEE! BILLY DINKIN' DI BILLY DOMENICO MODUGNO
HE AL HIBBLER	AROUND THE WORLD VICTOR YOUNG	TEA FOR TWO CHA CHA WARREN COVINGTON
SEE YOU LATER, ALLIGATOR BILL HALEY AND HIS COMETS	MY SPECIAL ANGEL BOBBY HELMS	THE END EARL GRANT

THE ORIGINAL HIT PERFORMANCES! THE MIDDLE FORTIES DL 4002

THE ORIGINAL HIT PERFORMANCES! THE LATE FIFTIES DL 4005

LEROY ANDERSON CONDUCTS LEROY ANDERSON

LADY IN WAITING - SANDPAPER BALLET - THE PHANTOM REGIMENT - THE FIRST DAY OF SPRING - SABAIBAO - BLUE TANGO - BOBBER'S HOLIDAY - PRAM DANCE - JUMP - THE WALTZING CAT - WHIRL - SILENCE - PROE - THE TYPE WRITER - PLUNK! - PLUNK! - THE USE OF THE MALLETS

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Listen to this Colonial LP album "Memories of Scandinavia" to the many dances from every part of this Northern Peninsula, Norway, Sweden, Finland, Denmark.

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This album contains 12 "Unpublished Viennese Waltzes" performed by 20th Century Orchestra splendidly.

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Accordions lovers will thrill to this brilliant rendition of the world's favorite waltzes—Blue Danube, Over the Waves, Merry Widow, etc.

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The accomplished accordionist delightfully interprets (with rhythm accompaniment) the great musical gems: Hora Staccato, St. Louis Blues, Begin the Beguine, etc.

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Witkowski with his clarinet and orchestra interpret some of the most beloved polkas on record. A must for everyone.

COL-LP-118 HOLIDAY IN GREECE
The music contained in this album, 15 complete authentic folk dances and songs, is to be heard in all parts of Greece. Listening to this music will bring you to mind a nostalgic picture of the real Greece.

COL-LP-119 FAVORITE POLKAS
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Dave Tarras Orchestra and Allen Street Gypsies performed 12 Jewish dances so wide a variety as to please every taste and every mood.

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Twelve complete Irish songs and dances interpreted delightfully by the famous McNulty Family.

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Ernest Benedict's and Frankie Zeitz orchestras perform Slovenian type polkas and waltzes with style and vigor. Silk Umbrella Polka, Red Lips and Red Wine Polka, Linden Tree Waltz, etc.

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COL-LP-125 MEMORIES OF GREECE
Sixteen complete folk dances and songs from every part of Greece.

COL-LP-126 AUTHENTIC POLISH DANCES
Jo Lazarz Orchestra renders all the 12 Polish dances with great strength and verve.

COL-LP-127 FOLK DANCES OF GREECE
This album contains sixteen Greek folk dances from every part of Greece to please every taste.

COL-LP-128 THE HEART OF GREECE WITH MUSIC
Sixteen selected songs and folk dances performed by well-known Greek artists and native orchestras.

COL-LP-129 ON THE BANKS OF VENICE
The Nordini's Musette Orchestra will make this musical set of greetings from "The Banks of Venice" a feast long remembered and often repeated on your own record player.

COL-LP-130 GERMAN FOLK DANCES
The over-all gaiety and the unfailing good-naturedness of just this kind of music will always cast a good spell over all.

COL-LP-132 ROMANTIC SOUTH AMERICAN MELODIES
Featuring: H. Rivera, J. Monero, O. Pino, D. Conzales, Conjunto Trio in 12 beautiful melodies. For dancing and listening.

COL-LP-133 MUSICAL EXCURSION TO GREECE
Twelve Greek folk dances and songs by well-known singers and native orchestras.

COL-LP-134 MUSIC IN THE SCANDINAVIAN MANNER
The dances featured on this Colonial LP are familiar to all nations. Yet, you come to feel that when they are done in the Scandinavian manner they are done in the gentlest way there is.

COL-LP-135 ITALIAN FAVORITES
Twelve selected Italian dances in many tempos, by Excelsior Quartet and Colonial Orch.

COL-LP-136 HEAVENLY TANGOS
Twelve heavenly tangos contains this album performed by famous San Diego Tango Orch.

COL-LP-137 CONTINENTAL ACCORDION
Walter Eriksson with rhythm accompaniment interprets in many tempos 12 excellent selections. Accordion lovers will thrill with this album.

COL-LP-138 ARVID FRANZEN PLAYS SCANDINAVIAN DANCES
Arvid Franzen and his ensemble perform 12 typical Scandinavian folk dances.

COL-LP-139 FAMOUS NEAPOLITANA SONGS
When listening to this assemblage of 12 genuine Neapolitan songs, it can touch the very core of your emotions and stir into a greater awareness.

COL-LP-140 GREEK FAVORITE FOLK DANCES
Sixteen typical Greek folk dances of every part of Greece contains this album.

COL-LP-141 TONY LEAVES FOR ITALY (ITALIAN COMIC DIALOGUE)
Rocco De Russo and Anna & Roberto Ciaramella in Italian Comic Dialogs. Very funny, very amusing.

COL-LP-142 ESPANA FLAMENCA (FLAMENCAN SPAIN)
An excellent LP—Impossible to hear it and not have it in your library. Real Flamencan songs.

COL-LP-143 TARANTELLAS
The mandolins, accordions and the whole ensemble invites you to join the Dance Tarantella.

COL-LP-144 DANCE MUSIC FROM SCANDINAVIA
The Scandinavian Music Makers with their musical gracefulness and charm makes this LP very attractive to Scandinavians and accordion fans.

COL-LP-145 GREECE TODAY IN HI-FI
In this LP the selections are very well chosen to please every Greek family. Songs to listen to and Greek Folk Music for Dancing.

COL-LP-147 GREEK ENTERTAINMENT & DANCES WITH MASTER OF CEREMONIES.
This Album brings the listeners mentally to real Greek affair in a Ballroom. Master of Ceremonies introduces the Artists, the Orchestras, etc. Very realistic.

COL-LP-148 MIRIAM KRESSYN SINGS JEWISH FOLK SONGS
Almost the entire range of Jewish daily life is reflected in the 12 songs that are contained in this Colonial LP.

COL-LP-149 FOLK DANCES OF ITALY
These are the best Italian Dance Selections, selected by an expert. Polkas, waltzes, mazurkas, etc.

COL-LP-150 HOLIDAY IN FINLAND—Viola Turpeinen.
An album of authentic Finnish Dances, performed by Viola Turpeinen.

COL-LP-152 SONGS AND DANCES OF GREECE
The songs, the folk dances in this album LP superb.

COL-LP-153 ERWIN STRAUS PLAYS OSCAR STRAUS, HIS FATHER'S MELODIES
Erwin Straus at the piano with rhythm acc. plays most popular melodies of Oscar Straus.

COL-LP-157 IN A GREEK DANCE HALL WITH MASTER OF CEREMONIES
This album brings the listeners mentally to a dance hall. You hear the noises, the applause and the Master of Ceremonia introducing the singers, the orch., etc.

COL-LP-158 ROGELIO REGUERA—GUITARIST IN CLASSICAL AND FLAMENCAN SELECTIONS
Rogelio Reguera, the only guitarist who can play classical and Flamencan selections.

COL-LP-160 GERMAN FAVORITE FOLK DANCES
Authentic German folk dances.

ST-LP-304 ESPANA FLAMENCA—FLAMENCAN SPAIN
ST-LP-305 ROGELIO REGUERA—GUITARIST IN CLASSICAL AND FLAMENCAN SELECTIONS

STAND-LP-401 ISTANBUL
Authentic orch., and soloists of Near East. Strangely exotic different, fascinating and interesting music.

STAND-LP-402 MUSIC IN THE GERMAN MANNER
German songs by the most popular vocalists.

STAND-LP-403 HUNGARIAN GYPSY MELODIES
Six Hungarian Songs and Six Hungarian Gypsy Melodies.

STAND-LP-404 RUSSIAN-UKRAINIAN FOLK SONGS
Six excellent Russian and Ukrainian Folk Songs and six Russian-Ukrainian Gypsy Melodies.

Reviews and Ratings of New Albums

Continued from page 33

★★★
GOOD SALES POTENTIAL

★★★ FRANCK: SYMPHONY IN D MINOR; PSYCHE ET EROS

Philharmonia Orch. (Giulini), Angel 35641 (Stereo & Monaural)—Giulini draws a sensitive performance of the dramatic symphony from the Philharmonia Orchestra. The more lyrical symphonic poem, "Psyche et Eros" is also warmly read. Competition is a factor, the discerning buyers will find these competent versions.

★★★ PISTON: THE INCREDIBLE FLUTIST; MOORE: PAGEANT OF P. T. BARNUM

Eastman-Rochester Orch. (Hanson), Mercury MG 90206 (Stereo & Monaural)—Modernists should find these suites to their liking. Piston's ballet selection is abstract in character and quite episodic. The Moore work is programmatic and utilizes folksy themes. Hanson evokes fine readings of each from the excellent orchestra. The set rates consideration, and it can be sold with plugs.

★★★ ANNA MOFFO SINGS MOZART ARIAS

Angel 35715 (Stereo & Monaural)—The soprano registers warmly in her readings of arias from the Mozart operas, religious selections and concert arias. The "Vedra! Cano" from "Don Giovanni" is an especially fine offering. Sound and lovely cover photo of the artist will help.

★★★ MAHLER: LIEDER EINES FAHRENDEN GESELLEN; KINDER-TOTENLIEDER

Christa Ludwig; Philharmonia Orch. (Boult) (Vandermoot), Angel 35776 (Stereo & Monaural)—Christa Ludwig achieves a wide range of vocal expression in her presentations of the "Songs of Wayfarer" and the "Songs for a Dead Child." Conductors, Adrian Boult and Andre Vandermoot lend complementary support via their fine handling of the orchestra. Fine sound helps.

LOW-PRICE CLASSICAL ★★★

★★★ ROSSINI OVERTURES

New Symphony Orch of London (Alwyn), Richmond S 29058 (Stereo & Monaural)—Here are a group of Rossini overtures played well by the New Symphony Orchestra of London. Overtures include those to "The Barber of Seville," "William Tell," "Semiramide" and "The Silken Ladder." Stereo sound is good and the set should appeal to low price stereo fans.

★★★ DEBUSSY: LA MER; RAVEL: DAPHNIS ET CHLOE SUITE NO. 2; PAVANE: POUR UNE INFANTE-DEFUNTE

Orchestre Du Theatre National De L'Opera, Paris (Le Conte), Harmony 7203 —A lot for the money here. The popular classical pieces are excellently performed. Shimmering sound adds to the effect. Type on the cover is clear, letting the buyer know how much he's getting.

JAZZ ★★★

★★★ CONCERT BY THE SEA

Cal Tjader, Fantasy 8038, (Stereo & Monaural) — The selections were recorded at the recent Monterey Jazz Festival. The vibist has his usual fine sound on six lengthy tracks with "Round About Midnight" and a first-rate styling of "Laura" coming off as top tracks. Group support is first-rate. Sound is good. Set should move well.

★★★ BYRD IN THE WIND

Charlie Byrd, Offbeat OJ 3005 — Charlie Byrd plays a pleasant brand of guitar with the accent on the picking style of improvising. In some spots he is also a strummer when he's working with the group behind the woodwind combo or the voice of Ginny Byrd. The flute - bassoon - oboe group has an interesting sound as its coupled with Byrd's guitar and rhythm backing. Nice selection of tunes include "You're a Sweetheart," and "Wait Till You See Her." Listenable, pop-styled jazz, good in most cases, too, for dancing.

★★★ BRAVURA

Buddy DeFranco, Verve MG V 8315 — A very pleasant album featuring Buddy DeFranco and some solid jazzmen including Harry Edison, Herbie Mann and Barney Kessel. Tunes include such standards as "Just Squeeze Me," "Undecided," "Lulu's Back in Town," and "Ja-Da." On all of them DeFranco's clarinet shines, and the album as a whole is a delight.

★★★ HERBIE ELLIS MEETS JIMMY GUILFRE

Verve MG V 8311 — This dishing features guitarist Herb Ellis playing a group of tunes arranged by Jimmy Guilfre and

with the latter also on the date. Ellis handles his work well, tho' the arrangements are typically Guilfre, spare and tight. But the fine jazzmen on the date, and Ellis' playing, round out such songs as "When Your Lover Has Gone," "Remember," "My Old Flame," and "People Will Say We're in Love."

★★★ JUNIOR

Junior Mance, Verve MG V 8319 — Junior Mance, a pianist who has been around many years playing with jazz combos and accompanying singers, gets his first break as an album artist here and he comes thru with some enjoyable piano work. The pianist plays them neatly, with a touch of the blues and a good beat. Songs include standards, originals and jazz items, the best being "A Smooth One," "Love for Sale," and "Lilacs in the Rain."

★★★ KID ORY PLAYS W. C. HANDY

Verve MG V 1017 — This package must prove attractive to discerning jazz buyers. It is pure New Orleans with Teddy Buckner on trumpet; Frank Haggert, guitar; Cedric Haywood, piano; Charles Oden, bass; Jess John Sailles, drums and Caughey Roberts, clarinet. This personnel, plus the Handy tunes, such as "Aunt Hagar's Blues," "Yellow Dog Blues," "Way Down South," etc., result in very flavorsome sides. Cover is very attractive.

LOW-PRICE CHILDREN'S ★★★

★★★ HAPPY STORIES FOR GLOOMY DAYS

Frank Luther, Vocalion VL 3659—Excellent low price kiddie material. Luther, with a real flair for his material, doesn't talk down to his audience. Outstanding sides are "The Shoemaker and the Elves," "The Gingerbread Boy," "Goldilocks and the Three Bears."

RAGGEDY ANN SONGS AND STORIES

Frank Luther, Vocalion VL 3665—Strong low price kiddie merchandise. Luther does such material as "My Raggedy Ann," "The Cheery Scarecrow," "The Fairy Ring," and many other pieces of material.

FOLK ★★★

★★★ STAN WILSON AT THE ASH GROVE

Verve MG V 2122—Recorded live at the Ash Grove, one of L. A.'s popular "coffee houses with culture," this disk presents folk singer and guitarist Stan Wilson. He offers a mixed program of folk favorites, broad novelty tunes and even a "folksy" version of the pop ballad "When the World Was Young." Sounds like a smoth club performer and scores equally well with novelty called "Kitch," and touching love duet "Choucoun" sung with Lynn Gold. Above average in its field.

★★★ JEAN RITCHIE-OSCAR BRAND-DAVID SEAR—A FOLK CONCERT IN TOWN HALL, NEW YORK

Folkways FA 2438—Oscar Brand has developed a substantial following via this New York radio show and his numerous LP's on various labels. Jean Ritchie, too, is a well-known folk artist, while David Sear shows talent. This LP features the trio as heard in a Town Hall concert. The stimulus of audience reaction seems to have been a spur to excellent performances of classic

folk numbers along with novelties of recent origin. Lots of spirit and good humor.

INTERNATIONAL ★★★

★★★ SILESIA AND THE HIGHLANDERS OF POLAND, VOL. 2

Silesian National Song & Dance Ensemble; "Slask" under Stanislaw Hadyna Carpathian Ensemble, Bruno BR 50087—This is Volume II in the series called "Silesia and the Highlanders of Poland." And like the first set, this, too, is a well-recorded and well-performed waxing featuring the Silesian National Song and Dance Ensemble, and the Carpathian Folk Ensemble. The songs are bright and mellow by turn, and the music is in the folk groove. Good wax here.

POLKA ★★★

★★★ ALL AMERICAN POLKAS

Little Wally, Jay Jay LP 1016 — A rollicking set by the Chicago based outfit which features a prominent accordion lead intermixed with the foot stomping, shouting background sound plus vocals by the leader man. Program nicely alternates polkas with waltzes. In the Chicago territory especially, this can do good business altho a better cover would help considerably.

LOW-PRICE SPECIALTY ★★★

★★★ THE CIRCUS IS IN TOWN

Carl Stevens, Wing MG W 12170 — A splendid buy. The Carl Stevens marching band has been excellently recorded in this low-priced edition, which is the equal of various higher priced sets. Selections performed include "Colonel Bogey," "El Capitan," "Anchor's Aweigh," "Marine's Hymn," and other well-known marches. Good cover display and fine production can make this a solid Christmas gift entry.

SPIRITUAL ★★★

★★★ THE LOVE OF GOD

Voices of Tabernacle, Hob 233 — The Voices of Tabernacle, a fine new Detroit choral group, handle a group of spirituals here with feeling and sincerity. Many of the tunes are traditional, and there are familiar songs such as "Somebody Bigger Than You and I," "The Lord Bless And Keep You," and a moving version of "The Lord's Prayer."

(Continued on page 52)

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ALSO AVAILABLE IN STEREO

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending October 17

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Mack the Knife By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.		1 8	6. Lonely Street By K. Sowder-W. S. Stevenson-C. Belew—Published by Four Star (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1370. RECORD AVAILABLE: Carl Belew, Four Star 1701.		9 5
2. Mr. Blue By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.		3 6	7. Primrose Lane By Callender-Shanlin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.		13 6
3. Put Your Head on My Shoulder By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10640.		2 7	8. Deck of Cards By I. Texas Tyler—Published by American (BMI) BEST SELLING RECORD: Wink Martindale, Dot 15968. RECORDS AVAILABLE: Tex Ritter, Cap 1665; I. Texas Tyler, King 5249; Tex Williams, Dec 28809.		15 4
4. Teen Beat By Nelson-Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.		4 7	9. Just Ask Your Heart By DeNota-Ricci-Damata—Published by Rambda (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1040.		10 6
5. Don't You Know By Bobby Worth—Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.		14 4	10. ('Til) I Kissed You By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.		7 9
Second Ten					
11. Poison Ivy By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.		8 7	16. Red River Rock By King-Mack-Mendelsohn—Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509. RECORD AVAILABLE: Gene Redd, King 5250.		12 10
12. The Three Bells By Dick Manning and Jean Villard—Published by Southern (ASCAP) BEST SELLING RECORD: Browns, RCA Victor 7555. RECORD AVAILABLE: J. T. Adams & the Men of Texas, Word 686; Dick Flood, Monument 408.		5 12	17. I'm Gonna Get Married By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.		11 10
13. Sleep Walk By Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Bbye, Canadian-American 106.		6 10	18. A Worried Man By Dave Guard-Tom Glazer—Published by Harvard & Highridge (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4271.		22 4
14. Morgen By Moesser & Sherman—Published by Sidmore (BMI) BEST SELLING RECORD: Ivo Robic, Laurie 3033. RECORDS AVAILABLE: Rex Allen, Vista 347; Richard Maltby, Col 41452; Leslie Uggams, Col 41451 (One More Sunrise).		17 7	19. Seven Little Girls (Sittin' in the Back Seat) By Hilliard-Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Paul Evans & the Curls, Guaranteed 200.		26 3
15. Battle Hymn of the Republic By Willhousky—Published by Carl Fischer (ASCAP) BEST SELLING RECORD: The Mormon Tabernacle Choir, Columbia 41459.		19 6	20. In the Mood By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Ernie Fields, Rendezvous 110. RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29449; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.		28 2
Third Ten					
21. I Loves You Porgy By Heyward-Gershwin—Published by Gershwin (ASCAP) RECORD AVAILABLE: Nina Simone, Bethlehem 11021.		18 9	26. Battle of Kookamonga By Jimmie Driftwood and J. J. Reynolds—Published by December-Trinity-Warden (BMI) RECORD AVAILABLE: Homer & Jethro, RCA Victor 47-7585.		21 6
22. Say Man By C. McDaniel—Published by Arc (BMI) RECORD AVAILABLE: Bo Diddley, Checker 931.		24 4	27. The Angels Listened In By Billy Dawn Smith-Sid Faust—Published by Winneton (BMI) RECORD AVAILABLE: Cresta, Coed 515.		23 3
23. Hey Little Girl By Blackwell & Stephenson—Published by Roosevelt-Tollie (BMI) RECORD AVAILABLE: Dee Clark, Abner 1029.		25 6	28. Danny Boy By Weatherly—Published by Bossey & Hawkes (ASCAP) RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Conway Twitty, M-G-M 12826; Slim Whitman, Imp 8201.		27 2
24. Broken-Hearted Melody By H. David-S. Edwards—Published by Mansion (ASCAP) RECORD AVAILABLE: Sarah Vaughan, Mer 71477.		16 10	29. Heartaches by the Number By H. Howard—Published by Pamper (BMI) RECORDS AVAILABLE: Guy Mitchell, Col 41476; Ray Price, Col 41374.		30 2
25. You Were Mine By Paul Gialcalone—Published by Dara & Good (BMI) RECORDS AVAILABLE: Fireflies, Ribbon 6901; Rudy West, King 5276.		- 1	30. Oh, Carol By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) RECORD AVAILABLE: Neil Sedaka, Vic 7595.		- 1

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

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FOR THE WEEK
ENDING NOVEMBER 1

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	1	1	1		MACK THE KNIFE Bobby Darin, Atco 6147		10
2	3	3	8		MR. BLUE Fleetwoods, Dolton 5		8
3	2	2	2		PUT YOUR HEAD ON MY SHOULDER Paul Anka, ABC-Paramount 10040	S	9
4	4	6	6		TEEN BEAT Sandy Nelson, Original Sound 5		8
5	13	23	23		DON'T YOU KNOW Della Reese, RCA Victor 7591	S	6
6	7	10	14		LONELY STREET Andy Williams, Cadence 1370		8
7	9	9	12		JUST ASK YOUR HEART Frankie Avalon, Chancellor 1040	S	9
8	11	13	15		PRIMROSE LANE Jerry Wallace, Challenge 59047		11
9	8	7	10		POISON IVY Coasters, Atco 6146		10
10	15	17	22		DECK OF CARDS Wink Martindale, Dot 15968		7
11	5	5	4		('TIL) I KISSED YOU Everly Brothers, Cadence 1369		11
12	6	4	3		SLEEP WALK Santo and Johnny, Canadian-American 103		14
13	16	19	19		BATTLE HYMN OF THE REPUBLIC The Mormon Tabernacle Choir, Columbia 41459		8
14	14	11	9		RED RIVER ROCK Johnny and the Hurricanes, Warwick 509	S	13
15	28	35	46		IN THE MOOD Ernie Fields, Rendezvous 110		6
16	10	8	5		THE THREE BELLS Browns, RCA Victor 7555	S	14
17	23	28	34		7 LITTLE GIRLS (SITTIN' IN THE BACK SEAT) Paul Evans & the Curls, Guaranteed 200		7
18	17	18	16		MORGEN Ivo Robic, Laurie 3033		11
19	12	12	7		I'M GONNA GET MARRIED Lloyd Price, ABC-Paramount 10032	S	12
20	24	24	28		SAY MAN Bo Diddley, Checker 931		6
21	31	30	33		YOU WERE MINE Fireflies, Ribbon 6901		8
22	20	22	24		WORRIED MAN Kingston Trio, Capitol 4271		7
23	25	21	21		HEY LITTLE GIRL Dee Clark, Abner 1029	S	10
24	29	53	88		HEARTACHES BY THE NUMBER Guy Mitchell, Columbia 41476		4
25	41	73	—		OH, CAROL Neil Sedaka, RCA Victor 7595		3
26	26	36	43		DANNY BOY Conway Twitty, M-G-M 12826	S	5
27	22	26	31		THE ANGELS LISTENED IN The Crests, Coed 515		11
28	60	—	—		SO MANY WAYS Brook Benton, Mercury 71512	S	2
29	18	14	17		BATTLE OF KOOKAMONGA Homer & Jethro, RCA Victor 7585	S	8
30	39	47	58		MISTY Johnny Mathis, Columbia 41483		4
31	21	20	18		I LOVES YOU PORGY Nina Simone, Bethlehem 11021	S	13
32	19	16	13		BROKEN-HEARTED MELODY Sarah Vaughan, Mercury 71477		15
33	37	45	81		THE ENCHANTED SEA The Islanders, May Flower 16		5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
34	49	64	94		UNFORGETTABLE Dinah Washington, Mercury 71508	S	4
35	35	40	45		WOO-HOO Rock-A-Teens, Roulette 4192		4
36	34	33	27		MARY LOU Ronnie Hawkins, Roulette 4177	S	11
37	46	57	77		SOME KIND-A EARTHQUAKE Duane Eddy, Jamie 1130	S	4
38	48	67	—		WE GOT LOVE Bobby Rydell, Cameo 169		3
39	42	51	49		TORQUAY Fireballs, Top Rank 2008		5
40	32	38	47		JUST AS MUCH AS EVER Bob Beckham, Decca 30861		12
41	30	27	25		MAKIN' LOVE Floyd Robinson, RCA Victor 7529		14
42	43	60	55		LOVE POTION #9 Clovers, United Artists 180		7
43	45	46	67		LIVING DOLL Cliff Richard & the Drifters, ABC-Paramount 10042		5
44	47	59	86		IF I GIVE MY HEART TO YOU Kitty Kallen, Columbia 41473		4
45	38	32	52		TUCUMCARI Jimmie Rodgers, Roulette 4191	S	6
46	77	97	—		DANCE WITH ME The Drifters, Atlantic 2035		3
47	50	65	65		SHOUT (I) Isley Brothers, RCA Victor 7588	S	6
48	36	31	29		FOOL'S HALL OF FAME Pat Boone, Dot 15982	S	7
49	57	48	48		EVERY LITTLE THING I DO Dion & the Belmonts, Laurie 3035		7
50	27	15	11		SEA OF LOVE Phil Phillips, Mercury 71465		17
51	97	—	—		HIGH SCHOOL U.S.A. Tommy Facenda, Atlantic 51 to 78		2
52	—	—	—		BELIEVE ME Royal Teens, Capitol 4261		1
53	44	37	41		YOU BETTER KNOW IT Jackie Wilson, Brunswick 55149	S	8
54	61	44	53		WHERE Platters, Mercury 71502	S	8
55	40	34	30		I AIN'T NEVER Webb Pierce, Decca 30923		12
56	64	90	93		JOEY'S SONG Bill Haley & His Comets, Decca 30956		4
57	33	25	20		I WANT TO WALK YOU HOME Fats Domino, Imperial 5606		12
58	53	49	71		BOO BOO STICK BEAT Chet Atkins, RCA Victor 7589		5
59	54	39	35		YOU'RE GONNA MISS ME Connie Francis, M-G-M 12824	S	9
60	66	—	—		TALK TO ME Frank Sinatra, Capitol 4284		2
61	51	52	66		I'LL BE SEEING YOU Tommy Sands, Capitol 4259		5
62	91	82	78		IT HAPPENED TODAY The Skyliners, Calico 109		5
63	56	50	51		SKI KING E. C. Beatty, Colonial 7003		6
64	62	62	70		SIX BOYS AND SEVEN GIRLS Anita Bryant, Carlton 518	S	6
65	78	88	80		POCO LOCO Gene & Eunice, Case 101		8
66	59	76	99		FIRST LOVE, FIRST TEARS Duane Eddy, Jamie 1130	S	5
67	72	87	—		IF YOU DON'T WANT MY LOVIN' Carl Dobkins Jr., Decca 30656		3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
68	87	—	—		TENNESSEE WALTZ Bobby Comstock, Blaze 349		—
69	74	75	69		PLENTY GOOD LOVIN' Connie Francis, M-G-M 12824	S	—
70	63	63	68		DARLING, I LOVE YOU Al Martino, 20th Fox 153		—
71	83	100	—		THERE COMES A TIME Jack Scott, Carlton 519	S	—
72	—	—	—		PRETEND Carl Mann, Phillips International 3546		—
73	76	92	—		I DON'T KNOW Ruth Brown, Atlantic 2035		—
74	98	—	—		CLOUDS The Spacemen, Alton 254		—
75	52	42	36		CARIBBEAN Mitchell Torok, Guyden 2018		—
76	86	83	—		RUNNING BEAR Johnny Preston, Mercury 71474		—
77	73	—	—		LOVER'S PRAYER Dion and the Belmonts, Laurie 3035		—
78	82	95	84		SOMETHIN' ELSE Eddie Cochran, Liberty 55203		—
79	—	—	—		TENNESSEE WALTZ Jerry Fuller, Challenge 59057		—
80	—	—	—		BE MY GUEST Fats Domino, Imperial 5629		—
81	—	—	—		THE ENCHANTED SEA Martin Denny, Liberty 55212	S	—
82	—	—	—		BREAKING UP IS HARD TO DO Jivin' Gene, Mercury 71485		—
83	55	29	32		COME ON AND GET ME Fabian, Chancellor 1041	S	—
84	—	—	—		YOU MEAN EVERYTHING TO ME Fleetwoods, Dolton 5		—
85	69	56	44		I'M A HOG FOR YOU Coasters, Atco 6146		—
86	71	61	89		WISH IT WERE ME Platters, Mercury 71502	S	—
87	—	—	—		THE HUNCH Bobby Peterson, V-Tone 205		—
88	—	—	—		COME INTO MY HEART Lloyd Price, ABC-Paramount 10062	S	—
89	—	—	—		I'LL BE SEEING YOU Poni Tails, ABC-Paramount 10047		—
90	90	94	—		GOODBYE CHARLIE Patti Page, Mercury 71510	S	—
91	—	—	—		FIRST NAME INITIAL Annette, Vista 349		—
92	95	—	—		JUST TO BE WITH YOU The Passions, Audicon 102		—
93	92	—	—		LIVING DOLL David Hill, Kapp 293		—
94	—	—	—		I'VE BEEN AROUND Fats Domino, Imperial 5629		—
95	96	—	—		IGMOO Stonewall Jackson, Columbia 41488		—
96	99	—	—		MIDNIGHT STROLL Revels, Norgolde 103		—
97	—	—	—		THE HUNCH Paul Gayten, Anna 1006		—
98	100	—	—		DON'T TAKE THE STARS The Mystics, Laurie 3038		—
99	—	—	—		MY HEART BECAME OF AGE Annette, Vista 349		—
100	—	—	—		THERE'S A GIRL Jan and Dean, Dore 531		—

& 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

- BELIEVE ME** The Royal Teens
(Swarthmore-Marble, ASCAP) Capitol 4261
- *IT HAPPENED TODAY** The Skyliners
(Calico, BMI) Calico 109
- TALK TO ME** Frank Sinatra
(Barton, ASCAP) Capitol 4284
- *TENNESSEE WALTZ** Bobby Comstock
(Acuff-Rose, BMI) Blaze 349
- *HIGH SCHOOL, U. S. A.** Tommy Facenda
(Progressive-Pepe, BMI) Atlantic 51 to 78
- *THE CLOUDS** The Spacemen
(Draxon, BMI) Alton 254

POCO LOCO Gene & Eunice
(Aladdin, BMI) Case 101

***PRETEND** Carl Mann
(Brandon, ASCAP) Phillips International 3546

***TENNESSEE WALTZ** Jerry Fuller
(Acuff-Rose, BMI) Challenge 59057

C&W

***A WOMAN'S INTUITION** The Wilburn Brothers
(Sure-Fire, BMI) Decca 30968

***THE LAST RIDE** Hank Snow
(Silver Star, BMI) RCA Victor 7586

R&B—No selections this week

In order to speed record reviews, The Billboard requests that all singles be sent to The Billboard Music Department, 1564 Broadway, New York 36, N. Y.

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength throughout 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. I'LL WALK THE LINE.....Don Costa, United Artists
2. CAT WALK.....Lee Allen, Ember
3. PIANO SHUFFLE.....Dave (Baby) Cortez, Clock
4. GILLEE.....Sonny Spencer, Memo
5. MY TYPE OF GIRL.....The Memos, Memo
6. SUNRISE SERENADE.....Roger Williams, Kapp
7. SANDY.....Larry Hall, Strand
8. SMOOTH OPERATOR.....Sarah Vaughan, Mercury
9. GROWIN' PRETTIER.....Johnny October, Capitol
10. ALWAYS.....Sammy Turner, Big Top
11. STARRY EYED.....Gary Stiles, Carlton
12. OLD SHEP.....Ralph DeMarco, Guaranteed
13. THERE I'VE SAID IT AGAIN.....Sam Cooke, Keen
14. HAPPY ANNIVERSARY.....Jane Morgan, Kapp
15. HAPPY ANNIVERSARY.....The Four Lads, Columbia

HOT 100: A TO Z

- Angels Listened In, The 27
- Battle Hymn of the Republic 13
- Battle of Kookamonga 29
- Be My Guest 80
- Believe Me 52
- Boo Boo Stick Beat 58
- Breaking Up Is Hard to Do 82
- Broken-Hearted Melody 32
- Caribbean 75
- Clouds 74
- Come Into My Heart 88
- Come On and Get Me 83
- Dance With Me 46
- Danny Boy 26
- Darling, I Love You 70
- Deck of Cards 10
- Don't Take the Stars 98
- Don't You Know 5
- Enchanted Sea, The (Denny) 81
- Enchanted Sea, The (Islanders) 33
- Every Little Thing I Do 49
- First Love, First Tears 66
- First Name Initial 91
- Fool's Hall of Fame 48
- Goodbye Charlie 90
- Headaches by the Number 24
- Hey Little Girl 23
- High School U. S. A. 51
- Hunch, The (Gayten) 97
- Hunch, The (Peterson) 87
- I Ain't Never 55
- I Don't Know 73
- I Loves You Porgy 31
- I Want to Walk You Home 57
- If I Give My Heart to You 44
- If You Don't Want My Lovin' 67
- Igloo 95
- I'll Be Seeing You (Poni Tails) 89
- I'll Be Seeing You (Sands) 61
- I'm a Hog for You 85
- I'm Gonna Get Married 19
- In the Mood 15
- It Happened Today 62
- I've Been Around 94
- Joey's Song 56
- Just As Much As Ever 40
- Just Ask Your Heart 7
- Just to Be With You 92
- Living Doll (Hill) 93
- Living Doll (Richard & The Drifters) 43
- Lonely Street 4
- Love Potion #9 42
- Lover's Prayer 77
- Mack the Knife 1
- Makin' Love 41
- Mary Bob 36
- Midnight Stroll 96
- Mr. Blue 2
- Misty 30
- Morgen 18
- My Heart Became of Age 99
- Oh, Carol 25
- Plenty Good Lovin' 69
- Poco Loco 65
- Poison Ivy 9
- Pretend 72
- Primrose Lane 8
- Put Your Head on My Shoulder 3
- Red River Rock 14
- Running Bear 76
- Say Man 20
- Sea of Love 50
- 7 Little Girls (Sittin' in the Back Seat) 17
- Shout (I) 27
- Six Boys and Seven Girls 64
- Ski King 63
- Sleep Walk 12
- So Many Ways 28
- Some Kind-A Earthquake 37
- Somethin' Else 78
- Talk to Me 60
- Teen Beat 4
- Tennessee Waltz (Comstock) 68
- Tennessee Waltz (Fuller) 79
- There Comes a Time 71
- There's a Girl 100
- Three Bells, The 16
- ('Til I Kissed You 11
- Torquay 39
- Tucumcari 45
- Unforgettable 34
- We Got Love 38
- Where 54
- Wish It Were Me 84
- Woo-Hoo 35
- Worried Man 22
- You Better Know It 53
- You Mean Everything to Me 84
- You Were Mine 21
- You're Gonna Miss Me 59

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.

FABIAN



HOUND DOG MAN (Fabulous, BMI) — **FRIENDLY WORLD** (Robbins-Feist & Miller, ASCAP)—Fabian has two hot ones. They're both from his coming flick. "Hound Dog Man," a rocker, is the title tune, and "Friendly World" is a pretty tune with inspirational values. **Chancellor 1044**

JOHNNY CASH



THE LITTLE DRUMMER BOY (Delaware-Shawnee, ASCAP)—**I'LL REMEMBER YOU** (Cash, BMI)—Cash gives a strong and dedicated reading to "The Little Drummer Boy," one of last year's big hits. "I'll Remember You" is a moderate-paced countryish item that is also a strong threat. **Columbia 41481**

SANDY NELSON



DRUM PARTY (Travis, BMI) — **BIG NOISE FROM WINNETKA** (Bregman, Vocco & Conn, ASCAP)—Nelson has two potent sides for his debut on this label. Both are interesting, percussive efforts that are danceable and listenable. Fine instrumentation on both gives each a strong chance. **Imperial 5630**

EDDY ARNOLD



SITTIN' BY SITTIN' BULL (Warden, BMI)—**DID IT RAIN** (Ross-Jungnickel, ASCAP)—Arnold can repeat his "Tennessee Stud" with either of these bids. "Sittin' by Sittin' Bull" is a saga-type tune with a contagious melody and good lyrics. "Did It Rain" is a folk-flavored theme that is also given a strong warble. **RCA Victor 7619**

KAY STARR



GHOST RIDERS IN THE SKY—(Morris, ASCAP)—**NIGHT TRAIN** (Frederick, BMI)—The lark offers two fine sides for her first efforts, since her return to this label. The oldies are given smart, rhythmic readings. Ork backing on each is first-rate, and she could have a big two-sider. **Capitol 4295**

REG OWEN



GO NON-STOP (Zodiac, BMI)—**OBSESSION** (Zodiac, BMI)—Owen has his best tries since "Manhattan Spiritual." Both tunes get bright, instrumental treatments with a big sound. They're danceable and infectious, and both can score. **Palette 5036**

STEVE LAWRENCE



PRETTY BLUE EYES (Almino, BMI)—Lawrence has his strongest side in quite a while. The pretty, Latinish rocker is given a fine, multi-track reading. Pretty, light ork backing helps sell the side. It can be a winner. Flip is "You're Nearer" (Chappell, ASCAP). **ABC-Paramount 10058**

THE IMPALAS



BYE EVERYBODY (Figure, BMI)—The group registers solidly on a bright, rhythm side. The attractive song is strongly presented by the group, and it's their best since "Sorry, I Ran All the Way Home." Flip is "Peggy Darling." **Cub, 9053**

THE MCGUIRE SISTERS



HAVE A NICE WEEKEND (Sheldon, BMI)—The gals deliver this warm ballad with feeling. Side tells of a troubled romance. It's a strong side that could take off. Flip is "Some of These Days" (Vogel, ASCAP). **Coral 62155**

THE SHEIKS



BAGHDAD ROCK, PARTS I & II (Lively Arts, BMI)—The group has two interesting sides that can easily catch on. The attractive, Oriental theme is given a colorful, instrumental treatment with oboe spotlighted over rhythm accompaniment. Both sides move all the way. There's already action in some Eastern marts. **Trine 1101**

THE FORTUNES



STEADY VOWS (Merico, BMI)—The Fortunes sing of the marriage vows on this slow rockaballad. The lead singer recites most of the lyric, and the group offers strong support. It has the money sound. Flip is "In the Night" (Merico, BMI). **Top Rank 2019**

THE BELL SOUNDS



CHLOE (Robbins, ASCAP)—**MARCHING GUITARS** (Bregman, Vocco & Conn, ASCAP)—The crew has two smartly-produced instrumental sides. "Chloe" is wrapped up nicely in a relaxed reading with colorful effects. "Marching Guitars" is a blues-oriented theme with drive and a beat. **Chancellor 1043**

Christmas

ROGER WILLIAMS



WINTER WONDERLAND (Bregman, Vocco & Conn, ASCAP)—**MARY'S LITTLE BOY CHILD** (Schumann, ASCAP)—The popular pianist has two lovely sides that should prove strong sellers during the coming holiday season. Both are given lush reading over pretty ork support. **Kapp 300**

(Continued on page 43)

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Reviews of THIS WEEK'S SINGLES (continued)

Continued from page 41

Christmas

ROGER WILLIAMS



ADESTE FIDELES (PD)—HARK, THE HERALD ANGELS SING (PD)—The traditional Christmas hymns are beautifully styled by the artist over graceful ork backing. Both sides allow fine programming material and both should have strong appeal. **Kapp 299**

Country & Western

ROSE MADDOX



I LOST TODAY (Rorile, BMI)—I'M HAPPY EVERY DAY I LIVE (Central Songs, BMI)—Miss Maddox styles two attractive items along traditional lines. "I Lost Today" is a tearful weeper. "I'm Happy" is a bright, up-tempo number. Both are strong outings. **Capitol 4296**

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 TALENT

EDDIE HOLLAND

EVERYBODY'S GOING (Jobete, Jansumar, BMI)—BECAUSE I LOVE HER (Jobete, BMI)—Holland sells both sides impressively. "Everybody's Going" is a sharp rocker that he belts with spirit. "Because I Love Her" is a ballad with beat, and the unusual backing helps. With plugs either could take off. **United Artists 191**

POP DISK JOCKEY PROGRAMMING

RANDY SPARKS

A GIRL LIKE YOU (Moonlight, BMI)—BIRMINGHAM TRAIN (Sparrow, ASCAP)—Sparks has two winning sides that make for fine listening. "A Girl Like You" is a pretty ballad that is given a class warble with light guitar support. "Birmingham Train" is a rhythm effort that is also nicely handled. Both rate spins. **Verve 10191**

THE ROCKBUSTERS

TOUGH CHICK (Sherman-DeVorzon, BMI)—CHICO (Sherman-DeVorzon, BMI)—The group has quite a sound on these two catchy themes. "Tough Chick" has a willowy fem voice in spots over the bluesy tune. "Chico" is an attractive instrumental go on a snappy number. Listeners should like both. **Cadence 1371**

MAY BRITT

LOLA, LOLA (Robbins, ASCAP)—FALLING IN LOVE AGAIN (Famous, ASCAP)—Miss Britt registers to strong effect, a la Marlene Dietrich, on these two tunes from her latest flick, "The Blue Angel." She gives sexy warbles to both themes, and her sultry deliveries should please. **20th Fox 163**

BENNY GOODMAN QUINTET

MISSION TO MOSCOW (Regent, BMI)—The old favorite is handed a wailing reading by the Goodman group. Sound is fine, and the sparkling, danceable side should find favor with audiences. Flip is "You Do Something to Me" (Harms, ASCAP). **Chess 1742**



VERY STRONG SALES POTENTIAL

BOBBY LORD

TOO MANY MILES—COLUMBIA 41505—A nice, easy-going rhythm is featured here along with a strong vocal by Lord. Chorus is used well, too. Can get plays. (Cedarwood, BMI)

SWAMP FOX—A new Disney hero is immortalized in a strong effort by Lord. The side has the march rhythm and instrumentation of "The Battle of New Orleans." Can catch a lot of play. (Walt Disney, ASCAP)

THE "5" ROYALES

My Sugar Sugar—KING 5266—The boys employ an interesting medium rhythm blues number with a constantly repeating figure in hand-clapping rhythm setting. Fine gospel styled chanting job that's worth hearing. (Armo, BMI)

IT HURTS INSIDE—The rumba rocker blues gets another classy gospel styled reading by the group. A lot of exciting sound here and the side is also worth spinning. (Armo, BMI)

GEORGE HAMILTON IV

LITTLE TOM—ABC-PARAMOUNT 10052—Hamilton sings an ode to a paper boy—little Tom. The lad enters a cafe selling papers at a late hour. Hamilton offers a spoken interlude in the middle. Could step out. (Tree, BMI)

One Little Acre—A pretty ballad tune is rendered nicely by Hamilton. Backing features a muted guitar and a pleasant choral sound. (Sheldon, BMI)

THE FIVE KEYS

DANCING SENORITA—KING 5273—A samba-rocker blues by the boys. The side has touches of the Coasters in the material and the chanting. An interesting song about the lady from Barcelona, and the boys give her a fine sound. Definitely worth watching. (R-T, BMI)

Dream On—A moderate paced ballad, with strong philosophical aspects. The lead piles into this with verve and spirit. Boys give him a good backing. There's a recitative spot, too. (R-T, BMI)

ROGER SMITH

THE LOVE OF TWO—WARNER BROS. 5106—Pretty, folk-flavored theme is wrapped up in attractive vocal by Smith and chorus. Actor's popularity on "77 Sunset Strip" TV show should help sales. (E. H. Morris, ASCAP)

Tick Tick Tick—Infectious calypso tune is handed a showmanly vocal by Smith. (M. Witmark, ASCAP)

BOB LUMAN

DREAMY DOLL—WARNER BROS. 5105—Feelingful reading by Luman on a dramatic rockaballad. Watch it. (Penron, BMI)

Buttercup—Frantic vocal interpretation of okay bluesy rocker. (Penron, BMI)

GOOD SALES POTENTIAL

JIMMY RICKS

At Sunrise—SIGNATURE 12031—A good effort by Jimmy Ricks on a pretty new ballad. He's accompanied here by a high, celestial fem chorus, plus an interesting weaving guitar backing. Listenable wax with a good vocal. (Goday, BMI)

Goodnight My Love—The great basso from the former Ravens group chants the old ballad. Side is accompanied by pleasant guitar and organ backing. Programmable wax, for those wanting a slightly hip sound. (Robbins, ASCAP)

CALLY DODD

Empty Halls—CALICO 110—Her fella has graduated, but she's still in school sings the young thrush on this rockaballad effort. Teens could take to it. (Calico, ASCAP)

Too Young—Tune is not the hit of a few years ago. This is a rockaballad, chanted to good effect by the thrush. Mild rock ork and chorus support pace the vocal. (Calico, ASCAP)

LEONARD JOHNSON

The Bug—ARVEE 576—Tune tells all about a bug from outer space. Novelty effort can create some interest. (Moonbeam, BMI)

You Can't Run Away From Love—Slow bluesy tune is nicely read by Johnson over lightly pounding ork support. Possible pop and r.&b. loot. (Moonbeam, BMI)

REX ALLEN

Bronco Boogie—DISNEYLAND 125—Essentially an instrumental, this side is blues-oriented. Has a good arrangement with plenty of rhythm and movement. (Boxer, ASCAP)

Swamp Fox—A rousing side, harking back to early American feeling in the lyric. Lyric tells of military actions against Redcoats. It's from the new Walt Disney film. (Walt Disney, ASCAP)

CHUCK JOHNSTON & JAYCEES

Sweet Baby—BRUNSWICK 55154—Chuck Johnson sells this nifty rocker with style backed closely by the Jaycees. Should get some action. (ABC, ASCAP)

Stop Baby—Another happy novelty is handed a good reading by the chanter, again with good help from the group. Two sides that have a sound. (Bourne, ASCAP)

RON & BILL

It—ARGO 5350—This is all about a frightening object outside the door at night. Makes weird noises, etc. Ron and Bill hand the novelty tune a good sound that's worthy of plays. (Jobete, BMI)

Don't Say Bye Bye—The boys turn in another listenable performance on a mild rock and roll tune with a simple message. Sound is the thing here and it's worth hearing. (Jobete, BMI)

THE HONKERS

Honk!—OKEH 7124—A blues-oriented rocker. Honking horns predominate as per title. Arrangement moves right along. (B. F. Wood, ASCAP)

Do You Promise—Lyric uses phrasing from the marriage ceremony, as per title; but appeal of the side is as an instrumental. It is blues-oriented, and wonderfully relaxed. (B. F. Wood, ASCAP)

MARGARET IMLAU

Bye Um Bye—DECCA 30981—Margaret Imlau turns in a cute novelty reading of what can only be called a German rocker, singing the lyric in German all thru. It has spirit and a chance to break out. (Hecht, Lancaster & Buzzell, ASCAP)

No No Baby—Another cute performance by the lass, this time on a novelty effort that is short on lyrics but that rocks anyway. Two good sides. (Patricia, BMI)

NICKIE & THE NITELITES

Tell Me You Care—BRUNSWICK 55155—The boys come thru with a smart, tight reading of this stylized rocker. But it has a sound and smart gimmicks and it could get spins and coin. (Northern, ASCAP)

I'm Lonely—A medium-tempo effort is sold well here, too, by the Nitelites. Both sides are above average. (Northern, ASCAP)

RUDE WEST

Just to Be With You—KING 5276—West's chanting of this ballad is relaxed and sensitive. There's a chorus and a tasteful arrangement. (Audicon, BMI)

You Were Mine—Tasteful ballad, with triplet-figured arrangement. West does well with the vocal, which is backed by a chorus. (Dara Good Songs, BMI)

DREAM GIRLS

I'm in Love With You—METRO 20029—The girls come thru with a bright reading of a rhythmic rocker over a smart backing with strings and a beat. (Vicki, BMI)

Crying in the Night—The gals sell this bluesy effort with the same spirit and the backing again is strong. Two listenable sides. (Vicki, BMI)

CHUCK HIX

Is You Is—VERVE 10190—A blues. Rooks right along, with smart arrangement. Chuck chorus and funky guitar are in the arrangement. (Chris, BMI)

Ballad of a Bad Man—Folk-flavored item, redolent of the tradition of the Western bad man. Hix does a good job. (Jatap, BMI)

JAMIE COE

I'll Go On Loving You—ADDISON 15003—Coe chants this with tenderness. He dedicates himself all the way to his gal. It's done to a mild rumba rock beat. Side has a good sound. (Development, BMI)

School Day Blues—A good rocker in minor key. Coe has strong touches of Bobby Darin on this side. Has teen appeal. (Development, BMI)

THE NORTONES

Smile, Just Smile—WARNER BROS. 5115—From the Mark VII Production, "30," comes this jazz-inspired, rumba rhythm opus, containing a rather crazy, mixed up vocal. Good sound for dancing. Band is handled here by Don Ralke. (Mark VII, ASCAP)

HARRY SIMEONE CHORALE

Have I Told You Lately That I Love You—20th FOX 164—Old country hit is wrapped up in a gentle choral treatment. Pretty jockey side. (Duchess, BMI)

I Dreamed Last Night—Wistful p.d. melody is handed a feelingful vocal by lead singer and chorus. Another good jockey item. (Shawnee, ASCAP)

THE DODGERS

Up Turn—TOP RANK 2021—New group bows on the label with a bouncy instrumental reading of a listenable blues item. Side is in the Duane Eddy groove and could get coins. (Renown-Peer Intl., BMI)

Sand and the Sea—Familiar tune is handed a good performance by the group. This side, too, is an instrumental with a sound. (Envoy, ASCAP)

CLYDE STACY

So Young—ARGYLE 1001—Revival of a tune, released a year or so ago. A sexy fem voice assists the chanter in his pleasant rendition. (Regent, BMI)

A Broken Heart—Countryish ballad is sincerely read by Stacy with a good chorus and ork backing. It has a chance with exposure. (Regent, BMI)

HAYWOOD HENRY

Furango—MERCURY 71523—Lush, exotic treatment of an infectious instrumental with chorus, guitars and soprano sax featured. Good deejay programming side. (Miller-Songkraft, BMI)

Song of the Barefoot Contessa—Song from the flick of a few years ago is given a listenable instrumental treatment by the Henry ork. Also a strong programming side. (Chappell, ASCAP)

JIM BALCOM

High School Football Game—CLASS 259—Balcom sings about the upcoming high school game and the fun the gang will have at the stadium. Side rocks, and chicks in the backing help it go. (Recordo, BMI)

St. Louis Blues—The venerable old tune is performed in slow rock and roll tempo over a Yancey-type bass figure. Tune is sped up in the second half. Chick chorus adds much. (Handy Bros., ASCAP)

BUBBER JOHNSON

Tell Me Who—KING 5267—An interesting, Latinish rhythm figure backs the chanter in his listenable reading of the attractive tune. With plugs this could step out. (Marjorie, BMI)

I Know My Baby—Light reading of a ballad with beat affords the singer a good side. It has a chance. (Marjorie, BMI)

XAVIER CUGAT

Rock Moruno—RCA VICTOR 7615—Exotic jungle noises—a la "Quiet Village" are spotlighted on this lush Latin instrumental with effective piano solo work. (E. B. Marks, BMI)

Rock of the Hours—Latin-tempo version of familiar "Dance of the Hours." Interesting off-beat instrumental waxing for jocks. (E. B. Marks, BMI)

JOHN GARY

The Rest of My Days—FRATERNITY 860—A smart piece of material is handed a sharp reading by the singer over hip backing by the ork. Could pull some coins. (Criterion, ASCAP)

Thank the Lord—The Thanksgiving song is handed a warm, big-voiced reading by the capable chanter. The backing is appropriate, and the side should grab air play. (Von Tilzer, ASCAP)

BUDDY LANDON

Thi the End of Time—DONNA 1314—The oldie is revived in mild rock tempo. Singer is nicely backed by the chorus and ork. Less vocal gimmicks on the artist's part may have allowed for a stronger side, however. (Joy, ASCAP)

The Birds and the Bees—Cute side (Continued on page 45)

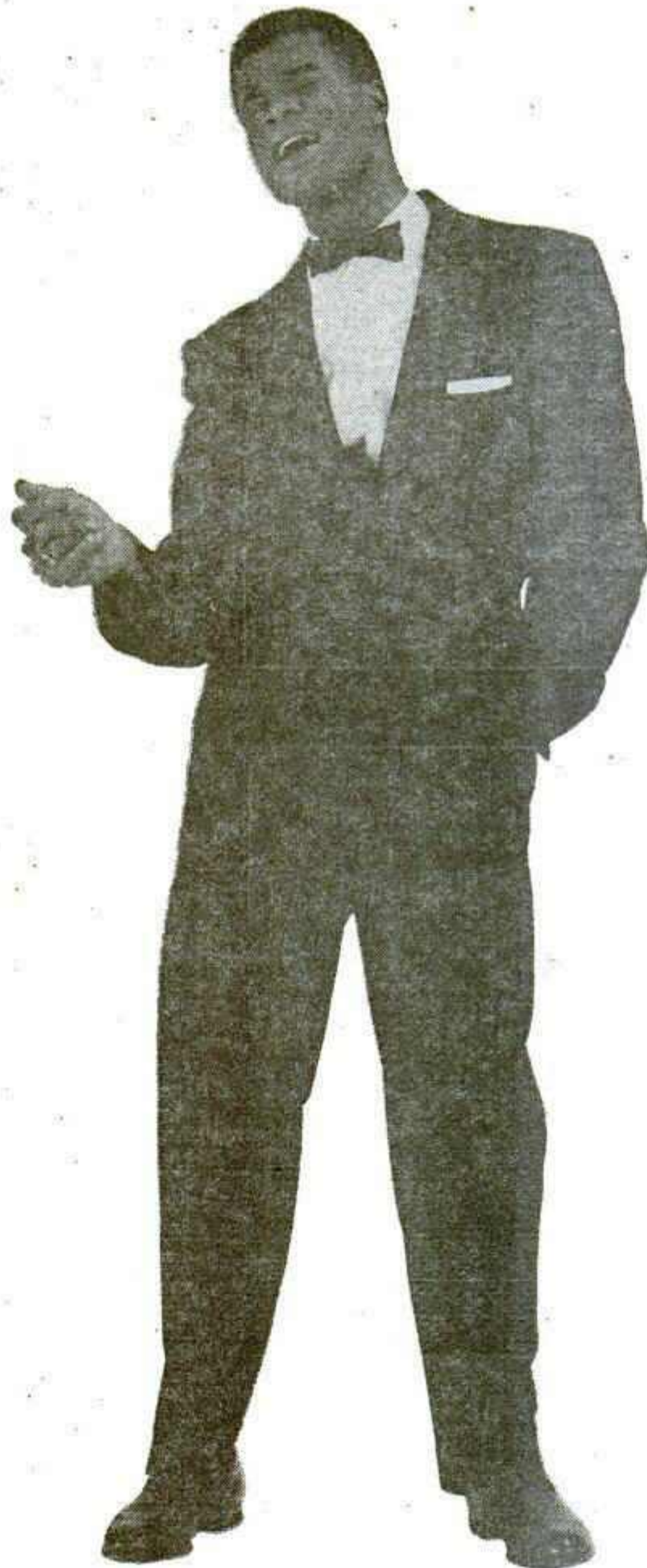
ROY HAMILTON

"A GREAT ROMANCE"

Publisher: Deauville Music, Inc.

b/w "ON MY WAY BACK HOME" 5-9342

Publisher: Roosevelt Music Co., Inc.



A SMASHING CHART CONTENDER

BY AMERICA'S FOREMOST YOUNG

BALLAD SINGER on RECORDS



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• Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	MACK THE KNIFE (Harms)	2	6
2.	THE THREE BELLS (Harris)	1	9
3.	BROKEN-HEARTED MELODY (Mansion)	3	10
4.	ON AN EVENING IN ROMA (Zodiac)	6	10
5.	I LOVES YOU PORGY (Gershwin)	5	8
6.	MORGEN (Sidmore)	4	7
7.	TILL THERE WAS YOU (Frank)	7	12
8.	WATERLOO (Cedarwood)	8	15
9.	SEA OF LOVE (Kamar)	9	5
10.	SLEEP WALK (Trinity)	10	6
11.	LIKE YOUNG (Robbins)	11	5
12.	MR. BLUE (Cornerstone)	—	1
13.	(TILL) I KISSED YOU (Acuff-Rose)	12	4
14.	SUMMERTIME (Gershwin)	13	5
15.	THE BATTLE OF NEW ORLEANS (Warden)	14	21

• Best Selling Sheet Music in Britain

(For week ending October 17)

A tabulated report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Only Sixteen—Ardmore & Beechwood (Kags)	I Know—Feldman (Roncom)
China Tea—Mills (Mills)	High Hopes—Barton (Maraville)
Elving Doll—Worldwide (Maurice)	Lonely Boy—Brog (Spanka)
Roulette—Mills (Mills)	Trudie—Henderson (Kassner)
Here Comes Summer—Mills (Jaymar)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Heart of a Man—D. Toff (Shapiro-Bernstein)	The Wonder of You—Leeds (Random)
Side Saddle—Mills (Mills)	Goodbye, Jimmy, Goodbye—Bron (Knollwood)
Three Bells—Southern (Southern)	Mona Lisa—Famous-Chappell (Famous)
Lipstick on Your Collar—Joy (Joy)	Windows of Paris—Tin Pan Alley (Kahl)
Someone—Johnny Mathis (Cathryl)	Teenager in Love—West One (Rumbalero)

• Best Selling Pop Records in Britain

(For week ending October 17)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	MACK THE KNIFE—Bobby Darin (London)	4
2.	'TIL I KISSED YOU—Everly Brothers (London)	2
3.	TRAVELLIN' LIGHT—Cliff Richard (Columbia)	8
4.	SEA OF LOVE—Marty Wilde (Philips)	6
5.	HERE COMES SUMMER—Jerry Keller (London)	1
6.	THREE BELLS—The Browns (RCA)	7
7.	ONLY SIXTEEN—Craig Douglas (Top Rank)	3
8.	LIVING DOLL—Cliff Richard (Columbia)	5
9.	BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)	13
10.	HIGH HOPES—Frank Sinatra (Capitol)	9
11.	MONA LISA—Conway Twitty (M-G-M)	12
12.	RED RIVER ROCK—Johnny and the Hurricanes (London)	—
13.	SOMEONE—Johnny Mathis (Fontana)	15
14.	LONELY BOY—Paul Anka (Columbia)	17
15.	MAKIN' LOVE—Floyd Robinson (RCA)	19
16.	JUST A LITTLE TOO MUCH—Ricky Nelson (London)	10
17.	40 MILES OF BAD ROAD—Duane Eddy (London)	11
18.	PEGGY SUE GOT MARRIED—Buddy Holly (Coral)	16
19.	CHINA TEA—Russ Conway (Columbia)	18
20.	THREE BELLS—Les Compagnons de la Chanson (Columbia)	—

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• Reviews of New Pop Records

• Continued from page 43

★ ★ ★
GOOD SALES
POTENTIAL

with chorus offering vocal gimmicks in support of a pleasant reading. Flip appears the side to watch. (Maravilla-Ameche, BMI)

BIG RON HOFFMAN

★★★ *That's All I'm Living For*—DECCA 30992—Warm ballad is sung with feeling by the chanter over typical rock and roll backing. Hoffman has a powerful set of pipes. (Alamo, ASCAP)

★ *Do You Know?*—Big Ron Hoffman comes thru with a wild reading of a noisy rocker that also features some growling tenor work. (Kenny Marlow-Champion, BMI)

JAY RICHARDS

★★★ *Little Shyrel*—HOLLYWOOD 1100—Blues. Chanter has an authentic style. Guitar backing moves right along. (Kamar, BMI)

★★ *Echoes On My Mind*—This side is a ballad. Chanter is backed by chorus. Arrangement has conventional triplet figure. (Kamar, BMI)

RONNIE SAVOY

★★★ *Love Me As I Love You*—GONE 5079—A plea, chanted in devoted style by Savoy. A fem chorus assists in the waxing. Pleasant vocal effort. (Marielle, BMI)

★★ *Ooh, What a Girl*—Savoy sings with enthusiasm about his newest chick. It's a rocker in the blues-slanted pattern. (Marielle, BMI)

JACK CASDEN

★★★ *Campus Cutie*—MERCURY 71525—Casden has a good, alive sound on this debut on the label. The message is well keyed for the teen brackets. Nice performance which has the rhythmic pattern of "Venice." (Music Products, BMI)

★★ *A Mighty Lonely Man*—A slow rock-ballad is nicely handled by the chanter. (Hill & Range, BMI)

PAUL DUNLAP

★★★ *Lil's Theme*—CAPITOL 4293—Film theme material from "The Rookie." It's slow but pounding rhythm with the band being joined by a big organ sound. Has the "private eye" jazz feeling. (Sapphire, ASCAP)

★★ *Athena's Theme*—From the picture "Five Gates to Hell," comes this fiddle-filled slow theme material, set to heavily accented triplets. Programmable instrumental wax. (Robbins, ASCAP)

JERRY WOODWARD

★★★ *Who's Gonna Rock My Baby*—RCA VICTOR 7616—Woodard chants a tune of his own clefting that has to do with the problem of what to do with baby, since the draft board has calls. Tune has an interesting blues gospel quality, with a chorus assist. (Tree, BMI)

★★ *She's a House Wife, That's All*—She used to be queen of the ball, now she's just a housewife (that's all). Tune has the flavor of a dirge since the cat who sings it is bemoaning her marriage to someone else. Backing is by an organ. (Starday, BMI)

BARBARA ALLEN

★★★ *I'm in Love With the Man in the Moon*—FELSTED 8594—The cute tune has a real old-fashioned flavor. Gal sings in dual-track style. Side can get jockey spins. (Electra, ASCAP)

★★ *My Problem*—The Sweet-voiced thrush offers a teen-appeal vocal in creamy style. (E. H. Morris, ASCAP)

TONY MARTIN

★★★ *Marina*—RCA VICTOR 7633—Martin accords the bright folksy item a pleasant vocal. There are several other versions out, but this should pull some play. (Maxwell, BMI)

★★ *I'll Take Romance*—Romantic warbling stint by Martin on the lovely oldie. Nice jockey wax. (Bourne, ASCAP)

TONI CARROLL

★★★ *By Now*—M-G-M 12834—Lovely rockaballad is warmly read by Miss Carroll. She's a talented artist. The side rates spins. (Stratton, BMI)

★★ *All Smart Girls*—Cute tune is given a bright performance by the thrush. Me-

(Continued on page 46)

The European Smash!
ORIGINAL **JACKY NOGUEZ** AND HIS ORCHESTRA
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B/w ADONIS
JAMIE # 1137

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RAY SHARPE

T.A. BLUES

and

LONG JOHN

JAMIE # 1138

JAMIE GUYDEN
RECORDS

Philadelphia, Pa.

Reviews of New Pop Records

Continued from page 45

GOOD SALES POTENTIAL

dium - beater should attract some coin. (Sheldon, BMI)

STELLA JOHNSON
 ★★ John Henry — ABC-PARAMOUNT 10063 — A rousing backing marks this version of the great tune. Chick chants it in

measured fashion, with chorus and instrumentation creating a big sound. (Pri Gan, BMI)

★★ We Belong Together — Rockaballad with conventional triplet figure. Chanter has a big voice, with a touch of church style. (Lloyd-Logan, BMI)

MODERATE SALES POTENTIAL

BILLY RICE
 ★★ Seventeen Little Kisses — ONDA 109 — This has the melody of "Ten Little Indians," an oldie. Rice chants it against a rock background and a chorus. (Verna, ASCAP)

★★ Foolish Love — A soft ballad offering by Rice. Chorus assists again here. (Verna, BMI)

ART KASSEL
 ★★ Doodle Doo Doo Cha Cha — HAN-OVER 4537 — The "Kassels in the Air" band has its familiar sound here, including the tuba. It's the old tune done up in the cha cha style with a brief vocal by Gloria Hart. Some spins possible. (Leo Feist, ASCAP)

★★ The Charleston — A sprightly revival by Kassel of the well-known rhythm of the twenties. (Harms, ASCAP)

HERB COREY
 ★★ Midnight Blues — TOP RANK 2018

—Attractive blues effort is sung with some feeling by the chanter over simple backing. Altho a bit old-fashioned, it could get spins. (Hecht-Lancaster & Buzzell, ASCAP)

★★ This Could Be the Night — Rockaballad is sold neatly here by the chanter, helped by a chorus and smart ork arrangement. Spinnable. (Hecht-Lancaster & Buzzell, ASCAP)

JOHN CAPRI
 ★★ When I'm Lonely — BOMARC 306 — Capri has a desperate, pleading quality as he chants this medium-paced rock ditty. His high tones contrast with the "shooby doo" bass answers. Moderate prospects. (Carney, BMI)

★★ Love for Me — A slow triplet-backed rockaballad. Fair prospects. (Missle, BMI)

THE "4" DUECES
 ★★ Yella Shoes — EVEREST 19311 — "Yella Shoes" that prove the damaging factor to a would-be romance, is the theme

of this cute, novelty effort, which has country overtones. The group gives it an okay warble. (Fox, ASCAP)

★★ Polly — Cute, medium-beat tune gets a light reading by the Dueces. Some coin possible. (Fox, ASCAP)

THE ADMIRATIONS
 ★★ The Bells of Rosa Rita — MERCURY 71521 — A very slow-paced rockaballad. Lead has a dedicated teen quality in his voice. (Tippy, BMI)

★★ Little Bo Peep — A jumping rocker adapts the nursery fable to the rock idiom for moderate results. (Actual, BMI)

IRA COOK
 ★★ What Is a Girl — IMPERIAL 5627 — Ira Cook tells of the joys of having a little daughter on this talking record. (Post, ASCAP)

★★ What Is a Boy — On this side the speaker tells about the joys and the problems of raising a little boy. Both sides could get spins. (Post, ASCAP)

OSCAR PETERSON
 ★★ I Could Have Danced All Night — VERVE 10192 — From the album "Oscar Peterson Plays 'My Fair Lady,'" the piano man and his bass and drums supporters turn in a medium rhythm interpretation of the melody. Builds nicely and is spinnable. (Chappell, ASCAP)

★★ On the Street Where You Live — More solid, programmable wax from the same album. (Chappell, ASCAP)

CHARLI HICKS
 ★★ Impressed — RENOWN 112 — Hicks recites a flock of historical episodes to show how his gal should be impressed with him. The melody has a familiar, old-time air. Good arrangement and the side could catch spins. (Renown-Peer, BMI)

★★ Tonight — A love ballad in a mildly

(Continued on page 48)

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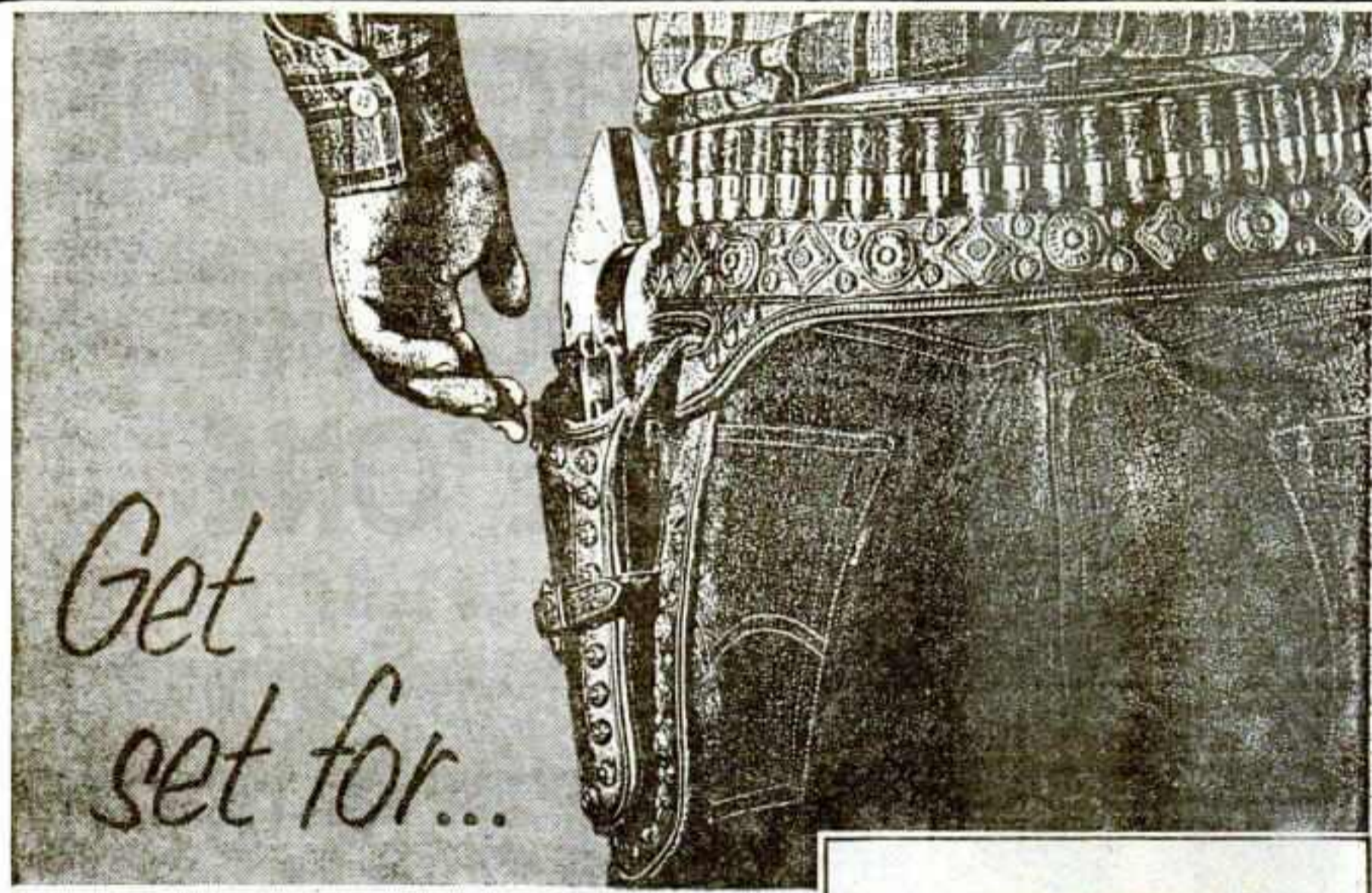
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The Billboard HOT C & W SIDES

WEEKS ON CHART	FOR WEEK ENDING OCTOBER 25			TITLE, Artist, Company, Record No.	WEEKS ON CHART
	THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO		
1	1	1	1	THE THREE BELLS, Browns, RCA Victor 7555	13
2	2	2	2	I AIN'T NEVER, Webb Pierce, Decca 30923	15
3	3	3	3	COUNTRY GIRL, Faron Young, Capitol 4233	15
4	4	4	4	I GOT STRIPES, Johnny Cash, Columbia 41427	12
5	12	12	12	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	11
6	8	17	23	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	4
7	5	6	6	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	11
8	6	5	5	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	25
9	10	20	24	FAMILY MAN, Frankie Miller, Starday 457	4
10	9	27	—	SAME OLD ME, Ray Price, Columbia 41477	3
11	11	8	8	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369	9
12	13	15	7	OLD MOON, Betty Foley, Bandera 1034	9
13	7	7	11	PARTNERS, Jim Reeves, RCA Victor 7557	14
14	18	—	—	DECK OF CARDS, Wink Martindale, Dot 15968	2
15	25	30	27	NEXT TIME, Ernest Tubbs, Decca 30952	5
16	29	—	—	THERE'S A BIG WHEEL, Wilma Lee and Stony Cooper, Hickory 1107	2
17	15	16	15	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	5
18	16	—	—	THE LAST RIDE, Hank Snow, RCA Victor 7586	2
19	21	10	10	JOHNNY REB, Johnny Horton, Columbia 41437	8
20	—	—	—	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968	1
21	27	18	26	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	6
22	20	—	—	ARE YOU WILLING, WILLIE, Marion Worth, Cherokee 503	2
23	24	29	29	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	8
24	19	19	19	SAILOR MAN, Johnny and Jack, RCA Victor 7545	12
25	28	11	13	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098	23
26	26	—	—	BATTLE OF KOOKAMONGA, Homer and Jethro, RCA Victor 7585	2
27	22	13	14	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	19
28	14	9	20	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	21
29	17	26	28	I'M BEGINNING TO FORGET YOU, Jim Reeves, RCA Victor 7557	5
30	23	23	18	NINETY-NINE YEARS, Bill Anderson, Decca 30914	17



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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Roy Acuff, the Wilburn Brothers and June Webb stop off at "Louisiana Hayride," Shreveport, this Saturday (31). . . . Johnny Horton's new Columbia release couples "I'm Ready If You're Willing" with "Take Me Like I Am." . . . The Louvin Brothers, Charlie and Ira, will take their families with them when they play the Flame Club, Minneapolis, December 23 thru January 2, and will spend both Christmas and New Year's away from home. . . . Carl Perkins shows his wares in Denver, November 6; Montrose, Colo., 7, and Fort Carson, Colo., 8. . . . Rusty and Doug set for an appearance in Savannah, Tenn., Friday (30).

Jimmy Newman plays Linton, Neb., Tuesday (27) and Kirksville, Mo., Friday (30), and then hits out for Nashville to cut a Pet Milk session. Other bookings coming up for Jimmy are the Forest Club, Lafayette, La., November 1; Lake Charles, La., 4; Austin, Tex., 5, and the Skyline Club, Fort Worth, 6. He takes a breather to make the deejay convention in Nashville, November 13-14, and then moves on to Minneapolis for a four-day stand at the Flame Club beginning November 26. . . . Ramblin' Lou, the hustling platter spinner of WJL, Niagara Falls, N. Y., continues to score with his promotional activities in the area. He has Ernest Tubb and His Texas Troubadours, Skeeter Davis, Hawkshaw Hawkins and Jean Shepard set for the State Theater, Niagara Falls, November 1; the Dipson Family Theater, Batavia, N. Y., November 2, and the Civic Theater, Syracuse, November 3. Unit will do two shows at each spot. Lou also has Roy Acuff, the Wilburn Brothers and June Webb booked for a six-day tour in the area, beginning December 1.

Darlene Wright appears as guest star on "Jubilee U.S.A." over the ABC-TV net from Springfield, Mo., Saturday (31), with the possibility of becoming a regular on the show. She is working under the personal management of Uncle Bob Hardy. . . . Tex Davis, deejay at WLOW, Norfolk, has completed plans to line up his singing protege, Johnnie Humbird, with the Jim Denny Artist Bureau, Nashville. Humbird has just kicked off his initial Columbia release, "Swamp Bird" b-w "Porchlight." . . . Rocky Rauch and the Rhythmaires continue to keep busy on personals in the area surrounding Lewistown, Idaho, their headquarters town. Rocky reports that their "Night Train," teen-age night-ly gig, is sold out solidly across the board. Says he can use the new releases and that he'd like to hear from talent making the territory.

Bob Kelly, new rockabilly singer in the talent stable of Charles Wright, Dallas agent, has just cut four sides at the Kelwood Studios there, with Wright dickering to pitch the masters to a major label. Wright reports placing new material from six new writers in the last two months. Charlie will miss the deejay conclave in Nashville this year, due to the illness of his wife. . . . Ray Price is routed for Brush, Colo., October 28; Denver, 29; Montrose, Colo., 30; Framington, N. M., 31; Pueblo, Colo., November 1; Colorado Springs, Colo., 2. On November 22, Ray joins up with Ernest Tubb and Skeeter Davis in Kansas City, Kan., for a seven-day tour. The group plays

Kansas City November 22; Sioux City, Ia., 23; Lincoln, Neb., 24; Scottsbluff, Neb., 25; Omaha, 26; Topeka, Kan., 27, and Wichita, Kan., 28.

With the Jockeys

Results of the 1959 popularity poll of c.&w. artists conducted among its listeners by Station WKNX, Saginaw, Mich., have just been announced. The winners, in the order named, were as follows: Ernest Tubb, Johnny Cash, Faron Young, George Jones, Stonewall Jackson, Bobby Helms, the Wilburn Brothers, Johnny Horton, Elvis Presley, Jim Reeves, Webb Pierce, Don Gibson, Marty Robbins, Ferlin Husky, Ray Price, Red Foley, Jean Shepard and Kitty Wells. This, the station's fifth annual c.&w. poll, pulled more than 3,000 pieces of mail, according to Bob Dyer, of WKNX. . . . Azalea Records recently moved its headquarters from Houston to 2327 Ann Arbor Street, Dallas, with Skippy Settle, of S. & M. Music, Box 4121, Dallas, commissioned to scout tunes for the firm. Newest Azalea release features Coye Wilcox on "Songs of Jesse James" b.w. "Zippy, Hippy, Dippy." Deejay copies are available by dropping a card to Azalea Records, Box 4121, Dallas.

Country musicaster Virge Brown has joined the staff of the new power station in Greenville, Pa., WGRP. Virge, in addition to his duties as chief announcer, is manning the turntables for a daily c.&w. record show, and would appreciate the record firms putting him on the list for their new releases. He promises good exposure on the new 1,000-watt station. . . . Sheriff Tex Davis, who a few weeks back was instrumental in putting c.&w. music back on WLOW, Norfolk, Va., has talked his boss into presenting a "Hill-billy Hit Parade" on Sundays, 12 noon to 1 p.m., featuring the top 15 in country music. So, country music is now on WLOW seven days a week.

Cowboy Phil Reed, who whirled the c.&w. wax at WHJB, Greensburg, Pa., has spent the last three weeks in the hospital, with about another week to go. During his absence, his daily 6-8 a.m. slot is being filled by Tom Johnson. Cowboy Phil pulls the strings at Tippecanoe Park, Somerset, Pa., each summer. . . . Mel Reeder, manager of Pine Hedge Ranch, Franklin, Pa., is airing country music via a number of Ohio and Pennsylvania stations, and says he'd appreciate record service from the artists and diskeries. His address is 443 Drake Avenue, Youngstown 6, O.

Dusty Miller, who for a quarter of a century has toured the country with his Colorado Wranglers and still active with the group in New York State, is offering taped c. & w. programs on WCSS, Amsterdam, N. Y., and WSPN, Saratoga Spa, N. Y. Dusty says that country music was forced out of the territory by rock 'n' roll several years ago and he is making every effort to put c.&w. back in the prominent spot it once held in that sector. However, he says he needs help from the artists and record companies. He requests that they send him promotional records to WCSS, Amsterdam, and promises that he'll do his bit in spinning 'em.

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Reviews of New Pop Records

Continued from page 46

★ ★ **MODERATE SALES POTENTIAL**

rocking tempo. Hicks hands it a pleasant performance. (Renown, Peer, BMI)

JIMMIE MADDIN

★★ **Bird Dog**—AMERICAN INTERNATIONAL 505 — The chanter sells this rocker pleasantly over rhythmic support. (Dijon, BMI)

★★ **We Love the Dodgers**—Tribute to the amazing Dodgers is sung spiritedly by the Jimmie Maddin combo. (Dijon, BMI)

ARNOLD WILEY

★★ **It'll Be a Long Time**—ACE 111—The Wiley group turns in a good big band sound with Wiley taking a vocal in a style not unlike that of Jackson Teagarden. Old style stuff but it's good for dancing. (Kenco, ASCAP)

★★ **Squares Ain't Walkin' No More**—Similar rhythm here with a very similar vocal treatment by the leader man, who sings and intros the various soloists. (Kenco, ASCAP)

DR. EDVARD FORBES & MR. X

★★ **A Trip to the Moon**—S.I.N.A. 507—A novelty, disk purports to interview a man who is to take an interplanetary trip. The professor has a Teutonic accent, and the interviewee sounds cool. Some funny moments. (Abel, BMI)

★ **Allegre Muchacho**—Latin tinged instrumental. (Abel, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

BOB GAYNOR: The Last Time I Saw You/Cha Cha Rock—Milestone 2002
L. C. MCKINLEY: Nit Wit/Sharpest Man in Town—Bea & Baby 102
BILL PERRY: Go Fly a Kite/You Hit the Nail on the Head—Reed 1029

Jazz

★ ★ ★ ★

MAX ROACH

★★★★ **Quiet as It's Kept**—MERCURY 71517 — Moderate-beat theme gets a good instrumental treatment from the ace drummer with a combo that has horns and reeds prominent. Strong chances to lure buys from jazz buffs. (Milma, BMI)

★★★★ **As Long As You're Living**—Latinish theme spots the drummer who paces the group in rhythmic fashion. Side also has several solos. Strong potential in this market. (Milma, BMI)

TERRY GIBBS

★★★★ **The Claw**—MERCURY 71515 — Fine vibe technique by Gibbs on this bright instrumental. Good side for pop and jazz jocks. (Gibbs, ASCAP)

★★★★ **I Can Hardly Wait 'Til Saturday Night**—Tune was clefted by Steve Allen and Gibbs. It's done with a jazz approach by vocalist Jackie Paris with the vibist fronting a big band. (Gibbs, ASCAP)

HORACE SILVER QUINTET

★★★★ **Swingin' the Samba**—BLUE NOTE 1742 — Silver wrote this wild item that is taken from his latest Blue Note album. It swings and so does Silver's piano. Good wax for the jazz boxes. (Ecaroh, ASCAP)

★★ **Mellow D**—Same comment. (Ecaroh, ASCAP)

★ ★ ★

BENNIE GREEN

★★★ **Minor Revelation**—BLUE NOTE 1734 — Bennie Green and the combo sell this swiny effort in spritely fashion with the Green piano standing out. Listenable wax for jazz fans and the jukes. (Melotone, BMI)

★★★ **Can't We Be Friends**—A slow reading of the standard by the Green five-some. Flip is brighter. (Harms, ASCAP)

Country & Western

★ ★ ★ ★

PHIL SULLIVAN

★★★★ **You Get a Thrill**—STARDAY 462 — Strong country side. Arrangement has rhythm and movement. Song has a plaintive folk quality. (Lonzo & Oscar, BMI)

★★★ **I Could Never Be Alone**—A weeper. Sullivan chants it in the traditional style, and it will be appreciated by lovers of the true weeper. (Starday, BMI)

★ ★ ★

GLENN BARBER

★★★★ **New Girl in School**—D 1098—Fair chanting by Barber on a tune with an interesting thought. (Glad, BMI)

★★★ **Go Home Letter**—A rhythm tune sung for fair effect by Barber. Good material. (Glad, BMI)

DON RENO, RED SMILEY & THE TENNESSEE CUTUPS

★★★ **Pretending**—The pair take some fine hill type vocal spots on this traditional back country styled weeper. Fans will like this fine rendition. (Lois, BMI)

★★★ **Sockeye**—The boys whoop it up instrumentally in fast pace in an admirable blue grass demonstration. Bright fiddle, banjo and guitar styling for the hill folk. (Lois, BMI)

BILL MONROE

★★★★ **Dark as the Night Blue as the Day**—DECCA 30944—Cat is in an unhappy state of mind, since his chick left him. He sings the tune in hill style over traditional backing. (Champion, BMI)

★★★ **Tomorrow I'll Be Gone**—Snappy country item is also accorded a hill approach by the singer. It should move as well as the flip. (Acuff-Rose, BMI)

(Continued on page 49)

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING OCTOBER 25

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
				THIS WEEK	LAST WEEK
1	2	2	1	POISON IVY, Coasters, Atco 6146	9
2	1	10	14	YOU BETTER KNOW IT, Jackie Wilson, Brunswick 55149	5
3	7	7	11	HEY LITTLE GIRL, Dee Clark, Abner 1029	7
4	4	5	6	I LOVE YOU PORGY, Nina Simone, Bethlehem 11021	18
5	8	6	2	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032	11
6	6	3	10	SAY MAN, Bo Diddley, Checker 931	7
7	11	15	19	MARY LOU, Ronnie Hawkins, Roulette 4177	6
8	19	14	13	MACK THE KNIFE, Bobby Darin, Atco 6147	6
9	14	24	—	DON'T YOU KNOW, Della Reese, RCA Victor 7591	3
10	25	—	—	MR. BLUE, Fleetwoods, Dolton 5	2
11	9	12	7	RED RIVER ROCK, Hurricanes, Warwick 509	10
12	5	9	12	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477	9
13	3	1	3	SEA OF LOVE, Phil Phillips, Mercury 71465	11
14	26	—	—	PRIMROSE LANE, Jerry Wallace, Challenge 59047	2
15	13	16	16	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614	24
16	17	21	27	THE ANGELS LISTENED IN, Crests, Coed 515	4
17	12	18	20	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040	6
18	18	11	4	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606	12
19	15	49	25	THREE LITTLE PIGS, Lloyd Price, ABC-Paramount 10032	4
20	27	8	9	WHAT'D I SAY, Ray Charles, Atlantic 2031	16
21	21	—	—	I DON'T KNOW, Ruth Brown, Atlantic 2035	2
22	10	4	5	SLEEP WALK, Santo and Johnny, Canadian-American 103	9
23	—	—	—	LONELY STREET, Andy Williams, Cadence 1370	1
24	—	23	21	TEEN BEAT, Sandy Nelson, Original Sound 5	4
25	—	22	24	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369	3
26	23	—	—	SO MANY WAYS, Brook Benton, Mercury 71512	2
27	20	17	15	THE THREE BELLS, Browns, RCA Victor 7555	10
28	29	—	—	TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	2
29	28	—	—	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	2
30	24	25	17	MIDNIGHT FLYER, Nat King Cole, Capitol 4248	9

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DTE277, DTE278
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I COULD LOVE YOU
b/w

NEVER KNEW
HANK BALLARD
and The Midnighters
KING 5275

SOFT
COZY COLE
KING 5254



Reviews of New Pop Records

Continued from page 48

MARIJOHN WILKIN

★★★ **What Can I Do to Please You** — COLUMBIA 41501 — The gal who wrote "Waterloo," turns artist on this medium rhythm, minor-flavored effort. Gal sings with a solid down to earth sound that could grab her spins. (Cedarwood, BMI)

★★★ **Barbara Allen** — The well-known folk song is rendered in strong poppish fashion by Miss Wilkin. Good arrangement also features a chorus. (Cedarwood, BMI)

CHUCK WAYNE

★★★ **Thank You Call Again** — OZARK 963 — Honky tonk effort tells of a cat who is pleased that his former love knows he is not alone. It's given a good belt by the singer. (No relative to the jazz guitarist.) (Mississippi Valley, BMI)

★★★ **Wishing** — Country ballad with a mild rock figure gets an attractive reading by Wayne. A fem chorus helps. (Mississippi Valley, BMI)

BILL ANDERSON

★★★ **Dead or Alive** — DECCA 30993 — Bill Anderson has a good tune here about

being wanted "Dead or Alive," and he handles it well over a smart arrangement by the band. This could catch some coins both pop and country. (Tree-Champion, BMI)

★★★ **It's Not the End of Everything** — A tender ballad receives a tender reading from Anderson, as he tells how he feels now that his girl has gone. (Tree-Champion, BMI)

LONZO & OSCAR

★★★ **I'm My Own Grandpa** — STAR-DAY 463 — The noted novelty gets a solid vocal by the duo, with good sound. Pop deejays as well as c.&w., should find this one attractive to listeners. (General, ASCAP)

★★★ **Bare Face—Bird Brain** — A bouncy novelty lyric. The team belts it out with fine effect, and the side has good sound. (Lonzo & Oscar, BMI)

BILLIE MORGAN

★★★ **Country Girl at Heart** — STAR-DAY 464 — An interesting song which outlines the perils to the buyer of bought love. She's found another now and she's happy. Miss Morgan makes the thought seem very real. Good country vocal. (Starday, BMI)

★★ **Treatin' Me** — The gal is whiling away the time waiting for her cat to call. He doesn't and things are mighty dull. Miss Morgan has that real down home dialect. (Peer Int., BMI)

JACK CARDWELL

★★★ **Blue Lifetime**—Sandy 1023—Weeper type tells an interesting story about a visit to a gypsy and her sad forecast. This side has pop appeal also. (Acuff-Rose, BMI)

★★ **All Alone**—Deep-voiced chant by Cardwell on a countryish ballad. Male chorus accompanies. (Burnt Oak & Hank Snow, BMI)

LEWIS PRUITT

★★★ **Yankee Doodle Dixie** — PEACH 725 — Here's a rockamarch version of the famous tune of another day. Side has a good sound. Could catch some spins. (Lowery, BMI)

★★ **Timbrook** — Pruitt has a hill type sound on this echoey ballad about Timbrook, a colt down Kentucky way. He was quite a legend, chants Pruitt. Side has a clip clop rhythm. (Ralph's Radio, BMI)

CHARLIE RYAN

★★★ **Hot Rod Lincoln**—4 STAR 1733—Charlie Ryan tells the story of the souped-up Lincoln and what happens when it tries to pass a Cadillac. Interesting wax that has a sound and a chance. Watch it. (4 Star Sales, BMI)

★★ **Thru the Mill**—On this side, too, Ryan talks his way thru a song, this time about his work in a sawmill. (4 Star Sales, BMI)

DANNY ROSS

★★★ **The Last Town I Painted**—D 1096—He came home one night and found that she was gone. That's when he painted the town. A sad, sad tale of broken hearts, sung in traditional style by Ross. (Glad-Ross, BMI)

★★ **You Finally Walked Out**—More traditional ballad wax sung with a nice touch by Ross. (Glad, Ross, BMI)

JERRY SMITH

★★★ **Careless Love**—AD 8323—The traditional blues is sung in bright style by the radio star over good backing. Should get spins. (Cole, BMI)

★★ **Pins and Needles**—Jerry Smith, whose radio show is heard thru the Midwest, sings this slight, country effort pleasantly. (Acuff-Rose, BMI)

BRAD REYNOLDS

★★ **Pretty Polly**—ZERO 102—Pretty Polly, be my girl, he pleads. Pleasant enough wax with pop touches. Teen-slanted wax. (Tri-Lite, BMI)

★★ **Georgie Porgie**—Reynolds has the traditional nasal country sound on this upbeat arrangement. It's a bright effort by the chanter with a slight suggestion of a yodel here and there. (Tri-Lite, BMI)

LARRY MEADOWS

★★ **Phyllis** — STRAT LITE 969 — A rocker. Chanter does an adequate job and is backed by conventional arrangement. (Mississippi Valley, BMI)

★★ **We're Through** — This side's a bal-

lad. Chanted okay, with conventional triplet figure. (Mississippi Valley, BMI)

ORELLA MYERS

★★ **Give a Little, Take a Little Love**—ZERO 101—Miss Myers has the rural sound in this moderate rhythm ditty. Fair potential for the traditional marts. (Wonder, BMI)

★★ **Gonna Spend My Time** — "Gonna spend my time to make you mine," she sings. Okay rhythm tune in the hill vein. (Wonder, BMI)

COWBOY COPAS

★★ **Signed, Sealed and Delivered**—KING 5270—Cowboy Copas has some modern trappings around his old-styled vocal on this three-beater ballad. The old tracks didn't come thru too well on this job. (Lois, BMI)

★★ **Tennessee Waltz**—Copas' chanting is fair enough here but other new disks out in recent weeks on this number have a strong head start. (Acuff-Rose, BMI)

LES WALDROP & HIS CAROLINIANS

★★ **The Wife of a Hard Working Man**—COUNTRY JUBILEE 523—Waldrop sells this story of a proud wife pleasantly. (Ralph's Radio Music, BMI)

★★ **They Said It Couldn't Be Done**—"They said no one could date her" but the singer did. (Ralph's Radio Music, BMI)

BRAD REYNOLDS

★★ **Pretty Polly** — ZERO 102 — Brad Reynolds sells this country item efficiently. (Tri-Lite, BMI)

★★ **Georgie Porgie** — Same comment. (Tri-Lite, BMI)

JERRY COX

★★ **Friday You Said Goodbye**—BRITE STAR 764—A weeper. Cox does the vocal in traditional style. Ditto backing. (Starday, BMI)

★★ **Tip the Bottle**—Country side is done in the traditional style by the vocalist Cox. Ditto the string accompaniment. For c.&w. deejays. (Starday, BMI)

ORELLA MYERS

★★ **Gonna Spend My Time** — ZERO 101 — The lass sells this in fair fashion over okay support. (Wonder, BMI)

★ **Give a Little Love, Take a Little Love**—So so reading of a country novelty by the thrush. (Wonder, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

LUCILLE BASSETT: Chilly Scenes of Winter/Naomi Wise—Val-Hill 1001

Children's

★★★★

CAPTAIN KANGAROO & MR. GREENJEANS

★★★★ **Johnny One-Note** — GOLDEN 553 — The story is sung by Captain Kangaroo's assistant on TV, Mr. Greenjeans. It's cute old Rodgers and Hart tune that has good kiddie applications. Pair should please with this. (Chappell, ASCAP)

★★★★ **Waltzing Matilda** — Mr. Greenjeans again takes the vocal lead here on the well-known Australian song. The Captain and Greenjeans also explain some of the terminology in the lyric. Cute side. (PD)

WIN STRACKE, THE SANDPIPERS & MITCH MILLER ORK.

★★★★ **Put Your Finger in the Air** — GOLDEN 573 — A folksy tune by the Golden crew has Win Stracke issuing the instructions (Put your finger on your shoe, in the air, on your chin, etc.) and the chorus repeating. A fun side for the children. (Folkways, BMI)

★★★ **Playmates** — The old-timer tune gets an updating strictly for kiddies. Anne Lloyd sings it sweetly for the current crop of youngsters. (Joy, ASCAP)

THE SANDPIPERS & JIMMY CARROLL ORK.

★★★ **Animal Crackers in My Soup** — GOLDEN 552 — The old tune from an early Shirley Temple movie gets a new recording by an unbilled gal soloist who essays the old Temple child song. Can have an appeal to this juvenile market. (S. Fox, ASCAP)

★★★ **Lovely Bunch of Coconuts** — Another old tune which has its humorous tinges. Chanter does an okay job here altho his name is not listed. Kiddies will join in on both these sides. (Warock, ASCAP)

GIL MACH & THE SANDPIPERS

★★★ **Ruff and Reddy** — GOLDEN 558 — The crazy TV cartoon characters come

(Continued on page 50)

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Reviews of New Pop Records

Continued from page 49

to life for the kiddies here. The boys are cornered in a narrow scrape but as usual they escape with the help of Professor Gizmo. (S. G., BMI)

★★★ Professor Gizmo — The TV pal of Ruff and Reddy is all mixed up in the style of the traditional zany professor. Kids will recognize the familiar voice and it can bring them laughs. (S. G., BMI)

DON ELLIOT & THE SKIP JACKS
★★★ Fatin' Goober Peas — GOLDEN 600 — The Civil War traditional song is sung with sprightly effect by the group. (PD)

★★★ High Hopes — This is the tune done by Frank Sinatra and Eddie Hodges in the picture "A Hole in the Head." Elliott and the vocal group, the Skip Jacks, perform it adequately for the kid market. Limited appeal for this side. (Maraville, ASCAP)

Christmas

★★★★

RAY CONNIFF
★★★★ Christmas Bride — COLUMBIA 41484 — A mighty pretty melody which finds the fellow asking Santa to make the gal his Christmas bride. It's in waltz time and certainly worth seasonal programming. From the album "Christmas With Conniff." (Govenor, BMI)

★★★★ Silver Bells — The Ray Conniff Singers offer a pleasant rendition of the Christmas song. The vocal work has the backing of tinkling music box sounds. From the album "Christmas With Conniff." (Paramount, ASCAP)

BING CROSBY
★★★★ The Secret of Christmas — COLUMBIA 41496 — Moving seasonal ballad is sung with feeling and sincerity by Crosby. Tune is from his last movie, "Say One for Me." (Leo Feist, ASCAP)

★★★★ Just What I Wanted for Christmas — Relaxed reading of attractive yuletide with amusing lyrics. Both sides are fine jockey material for holidays. (Cahn-Van Heusen, ASCAP)

HENRY SNOW SINGERS
★★★★ The Little Drummer Boy—WHITE-HALL 30005—Attractive version of the hit song by the Snow Singers. This has a chance to catch some of the foot this holiday season. (Delaware-Shawnee, ASCAP)

★★★ Holly Green — Another Christmas song is handled smoothly by the chorus over warm backing. (Coliseum, BMI)

★★★★

ERIC JAY
★★★★ Silent Night — BULLSEYE 1021 — A young lad sings the carol with warm feeling over a simple backing. (P.D.)

★★★★ The Little Drummer Boy — The Christmas hit is handed a high-pitched reading by the young chanter on this new waxing. Competition will be rough. (Delaware-Shawnee, ASCAP)

Christmas Novelty

★★★★

CHARLIE WEAVER
★★★★ Happy New Year. Happy New Year — COLUMBIA 41504 — Jack Paar's rube comic Charlie Weaver is his usual funny self in this amusing monolog about a man consoling himself with spiked punch when nobody comes to his New Year's Eve party. (Leeds, ASCAP)

★★★★ Xmas in Mt. Idy — Both these sides — from Weaver's recent LP — make solid novelty spin items for holiday programming. Weaver liberally paraphrases "Twas the Night Before Christmas" on this side. (Leeds, ASCAP)

Novelty

★★★★

EDDIE LAWRENCE
★★★★ Doctor's Philosopher — SIGNATURE 12010—The Old Philosopher applies his stethoscope to the medical profession. Some hilarious passages here. (Vision, BMI)

★★★★ Blackouts of 1984—Lawrence does a series of amusing vignettes, in various voices, with the ork intruding a musical figure between each. (Vision, BMI)

Polka

★★★★

LIL' WALLY
★★★★ My Wife She Got Drunk Polka—JAY JAY 205—Lively polka is swung thru neatly by the Midwest polka band. It also has a vocal by Lil' Wally. (Jay Jay, BMI)

★★★ To Be in Love With Someone—Tender waltz effort is sung pleasantly by a vocal group of an um-pa beat by the ork. (Jay Jay, BMI)

Rhythm & Blues

★★★★

MUDDY WATERS
★★★★ Recipe for Love — CHESS 1739 —The blues chanter shouts out the lyrics to this "Recipe for Love," backed by harmonica and rhythm. It's a good side for Southern blues fans. (Arc, BMI)

★★★ Tell Me Baby — Waters again gives out with his troubles with his woman on this acceptable blues side. Flip appears stronger. (Leeds, ASCAP)

★★★★

MEMPHIS SLIM
★★★★ My Gal Keeps Crying—VEE JAY 330—Slim hands this blues a good down South type of vocal. Band sounds good in the backing. For r.&b. marts. (Conrad, BMI)

★★★ Steppin' Out—A good instrumental which features long breaks by a honker on tenor and a down guitar sound. (Conrad, BMI)

LIGHTNING HOPKINS
★★★★ Mad As I Can Be—SHAD 5011—The authentic folk blues artist gets off a lyric which tells a story. Sound may appeal to pop deejays as a change from usual fare. (Brent, BMI)

★★★ Hello, Central—Fine, down home blues in Lightning's best style. Tempo is slow, with funky guitar behind the vocal. (Brent, BMI)

LAFAYETTE THOMAS
★★★★ Lafayette's A'Comin'—SAVOY 1574 —A singy blues instrumental. Unpretentious, this side has plenty of honesty and taste. (Savoy, BMI)

★★★ Please Come Back to Me—Authentic blues, with solid tenor vocal, and funky instrumental backing. (Savoy, BMI)

JOHN LEE HOOKER
★★★★ Hobo Blues — VEE-JAY 1072 — Hooker sells this primitive blues with deep sincerity. It's a strong waxing for the blues market. (Modern, BMI)

★★★ Crawlin' Kingsnake — Down-home blues receives an emotional reading from the blues chanter. This should be of interest to Southern boxes. (Modern, BMI)

KING CROONERS
★★★★ Now That She's Gone — EXCELLO 2168 — Ballad with beat is nicely handled by the brothers. It can move for pop and r.&b. loot. (Excellorec, BMI)

★★★ Won't You Let Me Know — Moderate-beat rocker gets a good workout from the crew, the flip appears more likely. (Excellorec, BMI)

Spiritual

★★★★

KNOWLES & JACKSON SEXTET
★★★★ Christ Is in My Life—VEE JAY 880—Pretty hymn is given a graceful reading by the male lead with strong support from the choir. It should appeal strongly.

★★★★ Jesus Is the Light of the World—Bright, gospel theme gets a spirited sing from the group. It appears as attractive as the flip.

STAPLE SINGERS
★★★★ So Soon—VEE JAY 881—Emotional outing on a slow, gospel theme by the singers. Excellent potential in this market. (Conrad, BMI)

★★★★ Downward Road — Gospel theme with an interesting rhythm figure is read with sincerity. Also a fine side. (Conrad, BMI)

MME. ERNESTINE WASHINGTON
★★★★ Come Ye Disconsolate—WHITE-HALL 30,003—The great gospel artist will thrill her fans with this one. It's loaded with dignity and spiritual quality.

★★★★ Holdin' On—A rousing reading of the gospel song by the great Mme. Washington. Not only a great one for the fans; but discerning deejays will find it full of programming quality.

HIGHWAY Q C'S
★★★★ Behold My Mother—VEE JAY 883 —In contrast to flip, this side is in slower tempo, with stately phrasing. (Conrad, BMI)

★★★★ Child of God—An increasingly rapid guitar figure and chorus showcases the semi-recitative vocal. Effect is very strong and will be loved by discerning listeners. (Conrad, BMI)

THE FRIENDLY BROTHERS
★★★★ You Can't Thumb a Ride—VEE JAY 884—Lead does a beautiful job and is solidly showcased by the chorus. Full of spiritual quality and class. (Conrad, BMI)

★★★ Operator—A relaxed, swinging tempo marks this one. Side is carefully recorded and will capture much interest in spiritual programming. (Conrad, BMI)

THE MEDITATION SINGERS WITH JAMES CLEVELAND
★★★★ My Soul Looks Back and Wonders—SPECIALTY 919—Good group outing on a wonderful expressively hymn. Cleveland and an unbilled fem lead read the theme sincerely. Worth prime consideration. (Venice-R & C, BMI)

★★★ Ain't That Good News—Spiritual devotees can find the side attractive. They pack a lot of emotion into the delivery of the moderate-paced gospel tune. (Venice-R & C, BMI)

THE NORTHERN GATES
★★★★ You Need Him Now—FAIRFIELD 100—A strong side by the Gates which features some good lead singing and ensemble work.

★★★ Jesus Said to the Blind Man—Listenable reading of a driving spiritual item by the group. Should have good appeal.

THE CARAVANS
★★★★ Swing Low Sweet Chariot—GOSPEL 1029—The familiar spiritual is sung with much reverence and sincerity by a fine fem lead on this strong version of the tune. A first-rate side that moves in the second half. (P.D.)

★★★ He Won't Deny Me — A great lead singer shouts out the statements, and the group supplies the answers on this driving, soulful recording. (Volunteer, BMI)

VOICES OF TABERNACLE
★★★★ Jesus — HOB 113 — The Voices of Tabernacle perform this handclapper with spirit and enthusiasm and it should appeal to the spiritual fans. (Martin-Morris, BMI)

★★★ The Love of God — The religious group performs this meaningful spiritual with sincerity. (Venice, BMI)

GOOD NEIGHBOR CATHEDRAL CHOIR
★★★ Let Jesus Come—ENRICA 121—Lead singer has a fresh, youthful voice, backed with choir and organ. Gospel progressions are very satisfying. Tempo picks up as side goes along. (Enrica, BMI)

★★★ Going Through—Lead again does a nice vocal, with appealingly fresh voice. (Traditional Hymns, ASCAP)

Whitehall Pacts Barbara Barry

NEW YORK — Whitehall Records, the new subsidiary label of Westminster Records, has pacted thrush Barbara Barry, former chantress with the Vincent Lopez ork. Her first record will be out in two weeks, titled "Cling to Me" and "We Love and Learn." Henry Okun, the indefatigable one, is handling national promotion for the thrush.

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List additional names on separate sheet.

Victory Ups Dissident Action

Continued from page 2

posed consent order has the necessary "consent." The two phases of the vote—by unit and by weighting—are expected to vary. Some ASCAP members feel that if the dissidents get their message across to the membership, the unit vote may be in favor of rejecting the proposed order, whereas the weighted vote will be in favor of acceptance. Some argue that even should the dissidents garner less than a majority of the unit votes — should they merely tally about 40 per cent—this might still indicate to the court a lack of sufficient agreement.

Old Guard Hit

It is no secret that the court hearings left some of the old-line ASCAPers in a state of extreme perturbation. One of the exchanges which contributed to this is the following, taken from the transcript of the second day:

Court: "What is going to happen is this, as I see it, Mr. Dean, it has to happen. Either you are going to help the Government clean house, or you are going to get legislation that is going to clean it for you."

Mr. Dean: "I agree with that."
Court: "It has to come that way. Your Society and its members are the ones to make the decision. Apparently, Congress is already watching the situation. All of these hearings are supposedly designed to aid in the promotion and consideration of legislation."

Mr. Dean: "I think the hearings were very helpful to us."

Court: "I have been impressed by them. They have shown weakness in your organization; they have shown some weakness in the administration."

'High School'

Continued from page 2

Nashville, Alabama-Georgia, Memphis and Texas.

The disk (No. 51 on The Billboard's "Hot 100" chart this week) spotlights a gimmick wherein Facenda mentions the names of local high schools, thereby necessitating separate waxings for each city and/or State. Names of the high schools are dubbed in over the master tape. Facenda mentions from 20 to 40 schools on most versions, but for the Texas one he squeezes in 70 different names.

Tin Pan Alley Crying Towel

Continued from page 3

formance credits a week to the publisher.

Off the Record

And off - the - record comments from publishers and TV producers also added up to some interesting inside information. One TV producer stated, "Every publisher in the business is trying to make a deal to get his songs plugged on TV shows. Some of them say, 'Play our songs and when we get the money (from ASCAP) we will work out something for you.' Others want to hand out something in front."

Some other producer comment was "It's just like the old days in radio. If you plugged a song on a radio show the publisher treated you to a day in the country, or paid for a trip to Miami or something. Many a publisher has been nurtured to pay off and he's merely continuing it in TV."

A hip publisher said that the reason the quiz shows became the target of some music publishers for exposing tunes was that "It didn't matter what you played behind a

contestant as you introduced him to the audience. The viewers didn't listen to what was being played anyway." The publisher also noted that in the beginning of the quizers the shows used to feature fan-fares. But some publishers allegedly convinced some TV producers that they could make a lot more money via ASCAP performance credits by playing standards, since the payoff was much greater.

One TV producer summed it all up as follows: "You could start out picking all the tunes in a dark room for your TV show, with no publisher around. After your first show the publishers whose tunes you used would send you a gift, take you out to lunch and start to romance you. After a while, you'd say, 'What's the use?'"

Verve-Cap Berman Deal

HOLLYWOOD — Capitol Records last week won clearance to use Shelly Berman in its original cast recording of the forthcoming Broadway review, "The Girls Against the Boys." Berman, under exclusive contract to Verve Records, was the show's sole cast member not available to participate in the album version. Deal was negotiated with Verve proxy Norman Granz, currently in New York.

Verve's "Inside Shelly Berman" is currently holding the third rung on The Billboard's "Top LP's" best-selling monophonic LP chart.

Columbia Yule

Continued from page 3

display, with a large blowup of maestro Mitch Miller and covers from the six "Sing Along" sets. There is another die cut display of the Ray Conniff album. Firm also has Christmas tree streamers available. And there is a red and gold browser box, with Christmas-wrapped albums on the sign on top. Browser accommodates 40 LP's.

Firm also has a number of cards, cutouts, hangers, and mobiles to brighten up the dealers stores, all of which advertise top Christmas packages on Columbia. There are hangers for the Harmony line for both classical and pop sets. And there is a new 36-page gift catalog which lists key Columbia LP's for Christmas giving.

Heath to Sell

Continued from page 3

piece also offers a 20 per cent discount on 50 stereo albums from the London, Mercury and Westminster catalog, while 31 monophonic Westminster albums are offered at the same discount.

The Heath tape and record catalog offers all records prepaid. If the record buyer purchases \$55 or over in records only or records and other Heath products, Time Payment Plan can be utilized by the buyer.

Tele-Records

Continued from page 3

films for major and indies, distributing them to TV stations in this country and made available to TV outlets abroad. Some prospective users of this service were held back by concern that they were in the dark as to the extent these films would be played after the label invested in its production. Tele-Records feels its "pay-for-play" policy will remove that obstacle and make its service available at no risk to the record firms.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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Bobby Rydell

"WE GOT LOVE"

Cameo #169

G.A.M.E. RECORDS

1405 Locust St., Philadelphia, Pa.

Distribs Band

Continued from page 2

make them just as good a deal. It has happened already and we've been able to keep the accounts happy. In our home area of the Twin Cities, people are also getting phone calls but so far things are very clean up there. There is a free flow of information about any transshipping tactics between distributors and dealers."

Discussing the origin of the transshipped merchandise, Taylor said that a lot of it was coming from overloaded distributors in many parts of the country. In addition, however, Taylor noted the influence in this field of the so-called dumpers of the East Coast. "Supposedly they pick up all the discontinued stuff from all labels and sell albums for maybe 60 cents each and singles for a dime. But don't kid yourself. They don't handle just returns and close-outs. A lot of stuff they have is current and hot, spelled in capital letters, H-O-T. Those kinds of tactics aren't doing any of us any good."

Hanover Inks

Continued from page 2

Tony Bennett, Eydie Gorme and Steve Lawrence.

On the publishing front, the Chappell deal was signed this week by Buddy Robbins, Hanover Signature publishing veepee and Chappell's Louis Dreyfus. Robbins and Thiele will soon take off on a European jaunt to visit many of the Chappell offices.

Jody Sands' single of "Turnaway Heart" was acquired in a deal set by sales chief Irv Stimler and Buddy Robbins, with WAVZ deejay, Jay Clark, who made the disk. Gal was formerly on Chancellor and is expected to return to that label.

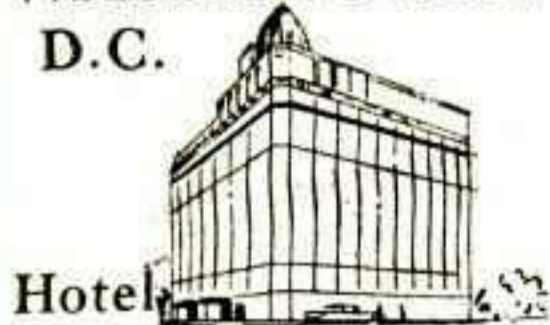
Dot Schedule

Continued from page 2

Bros.' "Merry Christmas," Jack Halloran Singers' "The Little Drummer Boy," and "Organ and Chimes for Christmas," featuring Norman Wright and Charles Kendall.

Other albums feature the Mills Bros., Dodie Stevens, Mac Wiseman, Dendall Lester Brown, Hal Aloma, Clara Ward, Carioca and Amaral, Milt Herth, Margaret Whiting, Vincent Price, Kirby Allan, Rita Ford, Hernandez and Martinez, Jack Fina, Jack Narz, Dori Howard and a number of Lawrence Welk packages.

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**Fielding Inked
By Signature**

NEW YORK — Arranger - conductor Jerry Fielding has been signed to do a series of albums for Signature Records, according to the label's prexy, Bob Thiele. Currently director of the Betty Hutton TV series, Fielding previously has recorded dance albums for Decca and has worked as arranger-conductor on diskings for the Hi-Lo's, Debbie Reynolds, Ruth Olay and Pat Boone, among others. Fielding's initial album, a Christmas set featuring a brass choir, is upcoming shortly. Fielding's Signature pact allows him to continue outside recording work with other artists.

**7 MORE JOIN
LABEL PARADE**

NEW YORK — Seven new labels joined the label parade during the last few days. Here are the names and addresses of the newcomers.
Addison Records, 101 West 55th St., New York; Cole Records, 2441 Rigby Dr., Columbia, S. C.; Earth Records, Box 740, Florence, Ala.; Heart Records, 1917 1-2 First Ave., N., Birmingham, Ala.; Play Me Records, 2065 Union Ave. Memphis 4; Showboat Records, Box 955, Nashville; Westwind Records, Box 471, Anacortes, Wash.

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**• Reviews and Ratings of
New Albums**

• Continued from page 36

★ ★

MODERATE SALES POTENTIAL

LOW-PRICE POPULAR ★★

**★★ EDDY HOWARD SINGS
WORDS OF LOVE**

Wing MG V 12171—Charm of this album is the fact that the material, while good, has not been played or recorded ad infinitum. Included are "Vieni Su," "To Think You've Chosen Me," "Words of Love"—also such well-known items as "The Girl That I Marry," etc. Howard's vocal is warm and intimate.

★★ HARPO

Harpo Marx. Wing MGW 12164—Pleasant performance by Harpo Marx on his favorite instrument. Repertoire includes a collection of standards, like "Yesterdays," "My Funny Valentine" and "Autumn Leaves." Good, altho rather quiet wax.

JAZZ ★★

★★ IT'S WAR AGAIN!

NRC LPA 7 — The war here is the war between the States which comes to life musically via a series of big band interpretations of tunes associated with the North and the South. On the rebel side there are items like "Dixie," and "Darkness on the Delta," while the Yankee ammunition offers "Yankee Doodle Dandy," "Lullaby of Broadway," etc. Lincoln Penny's big band is featured on the set with a collection of numbers which sometimes seem a bit overarranged.

CLASSICAL ★★

**★★ MEMBERS OF THE NEW
YORK WOODWIND QUARTET**

CS 213, 216—A fine diskings of works by contemporary American composers (Ingolf Dahl, Samuel Barber and Alvin Eiler). Market is limited by subject matter but should appeal to music students and the cognoscenti. Dahl's "Allegro and Arioso" is a mood piece, full of lyricism and nostalgia. The Barber work sustains this feeling.

Eiler's opus is a four movement "Quintet" that demands and gets virtuoso reading.

LOW-PRICE SEMI-CLASSICAL ★★

★★ THE BEST KNOWN ORGAN SELECTIONS

Gerhard Gregor, Organ. Rondo-Lette SA 121. (Stereo & Monaural) — Recorded here is that of the North German radio station in Hamburg, considered a fast, large organ. Gerhard Gregor, popular German organist, plays such selections as "Lohengrin," "Because," "The Lord's Prayer," and other well-known selections.

FOLK ★★

★★ ADVENTURES IN RHYTHM

Ella Jenkins and Her Rhythm Workshop Folkways FI 8273—Suitable for educational group. Miss Jenkins, an expert in rhythm and primitive song patterns, works with teens and adults, teaching them an awareness of rhythm patterns.

LOW-PRICE INTERNATIONAL ★★

★★ KURT MAIER IN ITALIAN MOODS

Rondo-Lette 847—50-50 rendition of familiar Italian melodies. ("Circibiribin," Toselli's "Serenade," "Finiculi-Fincola," etc.). Kurt Maier (piano) and rhythm section deliver treatments that can make the grade with some rack buyers.

LOW-PRICE RELIGIOUS ★★

★★ GOSPEL SONGS

The Grace Gospel Singers. Rondo-lette SA 115. (Stereo Only) — Technically, the group is good, but this particular disk has a low sound level. High-pitched soloist Dolly Baker sounds terrific. "I Said I Won't Tell," "Get Away Jordan," "The Lord Is My Light" are typical.

LOW-PRICE POPULAR ★

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Vocalion VL 3668.

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DANCE TEMPO
Gerhard Gregor, Organ. Rondo-Lette SA 129— (Stereo Only)

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Raleigh Gate Off In Spotty Weather

Indoor Talent Shows Thrive; Dorton Pledges Surfacing to Overcome Mud

By IRWIN KIRBY

RALEIGH—Attendance at this year's North Carolina State Fair took a belting from rain and mud, but the 50th anniversary edition logged thru in fine style. Total turnouts are usually in the half-million category but this year's dropped about 150,000.

The fair was superior to previous efforts in that exhibits were more numerous and of better quality. On the amusement side the midway gross was off somewhat and the GAC-Hamid revue had tough going before the grandstand, putting on less than a full schedule of performances. Rain also caused cancellation of the big-car races promoted by Sam Nunis on Saturday (17).

The arena presentation fared well, however. Good houses responded for the Betty Johnson-Red Foley combine, and big, boisterous gatherings of teen-agers nearly filled the final three days for a rock 'n' roll unit featuring the

Everly Brothers. The shrieking prevented their being heard well but nobody seemed to care, and the teeners were well behaved. Following the final show Saturday night a hastily conceived performance of the Jack Kochman stunt unit was presented in the arena to 3,500 spectators. The place seats 5,500 comfortably.

If anything, this season's fair points up dramatically the dire need for fairgrounds surfacing here. Dr. J. S. Dorton, veteran manager, said paving will definitely be undertaken, perhaps inclusive of the midway as well as exhibit walks and roads. Appropriation is not possible since the Legislature will not meet before the 1960 fair.

The red clay grounds here get squasy easily and heavy traffic makes them stay that way. Dorton said self-liquidating bonds may be the answer.

The fair drew close to 150,000 patrons on opening day Tuesday (13). Second-day turnouts dipped to 20,000-30,000 and the third of the five days was only slightly better. Friday produced another big day in which hardy fairgoers jammed parts of the grounds and helped concession people get out of the doldrums.

Among features of the fair was
(Continued on page 60)

Houston Inks Name Bill for Stock Show

HOUSTON, Tex.—Names for the second week of the 1960 Houston Fat Stock Show and Rodeo will be drawn for television and record fields, the first being Michael Ansara and the other Eddy Arnold.

Ansara currently is cast in the lead role in the TV show, Law of the Plainsman.

The pair will follow first-week star Robert Horton, Wagon Train's Flint McCullough.

Arnold will be returning to Houston and stock show rodeo audiences. He was here thruout the 19 performances in 1952 and 1953.

Roy Rogers and Dale Evans will occupy the spotlight on the final Sunday night performance which will be nationally televised as part of the Chevy Show.

HE WANTS THE WORLD'S FAIR TO BE AFLOAT

DETROIT—A proposal to hold a world's fair afloat in 1964 as part of a continuing celebration of the St. Lawrence Seaway was made by Paul D. Bagwell, last year's Republican nominee for governor of Michigan. The proposal suggests that each country equip a ship as a pavilion and that the fleet make a tour of principal Great Lake ports.

Bagwell's idea was directed to Secretary of Commerce Mueller, recently named to work with a special world's fair committee appointed by President Eisenhower.

Stu McClellan Leaves Barnes

CHICAGO—Stu McClellan has resigned as vice-president of Barnes Carruthers Theatrical Enterprises here, ending an association with the Chicago booking office for which he sold attractions to fairs, conventions and club dates. During the past seven years McClellan had concentrated on bookings to fairs. In making the announcement, McClellan said he will continue in the talent booking field but that other than that he has not made any plans.

Rains Douse Mobile First Three Days

MOBILE, Ala. — The Greater Gulf State Fair here was doused with rain the first three days of its six-day run but was holding up pretty well, Bill Dencke, president, said.

Attendance the first three days, thru Wednesday (21), was off sharply altho some hardy patrons came out and waded thru the water which flooded many areas of the plant. Pumps were put into action and by Thursday had the grounds almost free of water.

Attractions in Ladd Stadium were hurt by the weather. On Monday and Tuesday, from 400 to 800 people came out for each of the four shows put on by the Everly Brothers. Yancy Derringer

TEXAS FAIR CONTINUES TO TOP '58 ATTENDANCE

Lead Built by Extra Friday; Top Attractions Doing Well

DALLAS—The 1959 State Fair of Texas, thru the middle of its second week, was staying ahead of last year's record breaker—partly on the strength of an extra evening's attendance as a result of a Friday night opening instead of the customary Saturday bow.

Fair, however, was going great guns and was bidding to be one of the most successful in the 74-year history. Total attendance thru Wednesday (21), was 2,164,962.

Clear skies and pleasant temperatures, not too warm but with just a touch of autumnal crispness, blessed the fair thru the run thus far.

There was one day of rain, the first Tuesday, but that was all.

Fair management, on the basis of the showing so far, expects total attendance to match and probably slightly exceed the 2,757,734 all-time high set in '58.

Three Big Days

The middle weekend, traditionally the biggest, was gigantic. For the first time on record, the fair had three consecutive days with an attendance of more than 300,000—Elementary School Day (16), Rural Youth Day (17) and the middle Sunday (18). The Saturday crowd topped them all with 331,998 the

biggest single day crowd ever. Previous high was 325,741 on the middle Saturday in 1956.

Sunday (18), with practically all paying at the gate, scored as the biggest gate receipt day on record.

The right picture was dimmed only by a food poisoning incident Sunday (18), which felled some 40 persons. The outbreak, in which nobody was seriously ill but which hospitalized many, was attributed to chocolate eclairs served at a fair cafe. Fair got off relatively easy with thoro but very fair press coverage which pinpointed the cause of the trouble.

Shows Do Well

The top attractions were doing very well. The Music Hall show, starring the McGuire Sisters and Rowan and Martin, continued to build and prospects were that it would end up in a class with other fairtime revues, such as the Ethel Merman show in 1953. Ice Capades, in the arena, was having a great year, on: of its best.

Fair ended Sunday night (25) and had one more good week-end upcoming. Friday (23) was high school day and midway ops looked forward to that one. Saturday (24) was Fort Worth day and free tickets were distributed in all the For. Worth schools. It was also West Texas day and the feature was a Cotton Bowl football game between SMU and Texas Tech.

Attendance to date, with '58 figures in brackets: Friday (9), 78,509 (not open in '58); Saturday (10), 219,643 (260,306); Sunday (11), 186,749 (165,872); Monday (12), 60,962 (52,623); Tuesday (13), 88,437 (110,773); Wednesday (14), 166,751 (183,938); Thursday (15), 74,686 (62,200); Friday (16), 303,034 (295,954); Saturday (17), 331,998 (320,866); Sunday (18), 302,375 (300,307); Monday (19), 187,557 (172,698); Tuesday (20), 88,878 (85,849); Wednesday (21), 75,492 (84,131).

Rain Belts Ga. State Fair

MACON, Ga. — The Georgia State Fair's 104th edition was about 7 per cent ahead of last year when rain came on Wednesday (21) its third day, for a virtual wash-out.

Opening day, Monday (19), was kids' day and, while it was big, it was about 3 per cent below the same day last year. Robert Wade, general manager, said. Tuesday was the biggest of the early run and showed a tremendous gain over the same day last year.

While rain kept the midway from opening Wednesday the exhibit buildings were open and drew a few thousand.

Wade expressed disappointment on business done by the fireworks grandstand show, Story of Creation. Turnouts were light on Monday and Tuesday, he said. In former years the fair had acts and fireworks on those days.

Despite the rain on Wednesday, 51 mayors turned out for the barbecue. Premiums were boosted to \$21,560 this year compared with \$16,000 in '58.

S. C. State Loses Midweek Grid—Fair May Revamp

Opening Crowds Big; Big Thursday Classic Off; City Seeks Fair Site

By IRWIN KIRBY

COLUMBIA, S. C. — More than 200,000 spectators had crowded into the South Carolina State Fairgrounds at midpoint of the annual event, but despite this cheering fact there were developments which overshadowed the fair's day-to-day progress. It was sunny thru Wednesday, but on that day it drizzled, then rained in torrents to wash out every segment of activity. Midway and grandstand slogged to a complete halt.

In one occurrence the end of the colorful and traditional Big Thursday football classic became definite. Started in 1896 at the former fairgrounds, the series between Clemson College and the University of South Carolina has been an annual fixture. It has always filled the 42,500-seat stadium adjoining the grounds. Big Thursday emerged as a regular

legal holiday at midweek, providing the fair with tremendous crowds.

Another big subject of discussion was taken up at Tuesday's (20) annual meeting of the State Agricultural and Mechanical Society's life members, who shelved it until next January. James L. McIntosh of Florence, president, will set the date. This is a plan under which the city would assume control of the grounds for a rebuilding program and make them available to the State for the purpose of holding the fair.

Steel Bldg. Filled

Secretary Paul V. Moore and his staff filled the Big Steel Building with exhibits of "class" exhibits, among them an entrancing display of DuPont products and a full-sized replica of an Esso station complete with convertible car.

What happens to Big Thursday now remains to be seen. The holiday developed from the annual football hubbub and has been a mid-week bonanza. The change came about when Clemson booked N. C. State for fair week next year. Both schools had been compelled to kill the Saturdays prior to and following the game in the past. Moore said another game will be scheduled, most likely North Carolina and South Carolina.
(Continued on page 60)

Prison Rodeo Pulls 30,000

HUNTSVILLE, Tex.—A crowd of around 30,000 spectators viewed the thir performance of the annual Texas Prison Rodeo. Guest stars were Steve McQueen and singer Johnny Horton.

The final performance was on Sunday (25) when the star attractions were to be Guy Madison and his wife, Sheila Connolly, singer and dancer.

Hunts Buy R-B Surplus; Sign Palisades Acts

BURLINGTON, N. J. — Three G. M. light plants and considerable miscellaneous equipment have been acquired from the Ringling inventory in Sarasota by Hunt Bros. Circus. Included are ushers'

PULL 3,500

Rain Chases Car Stunters Into Arena

RALEIGH — An oddity in the auto thrill show business turned out surprisingly well here Saturday (17) when rain sent the Jack Kochman show indoors. Conversations between Kochman and Doc Dorton, fair manager, produced a decision to squeeze the effort into the State Fair Arena, following the night rock 'n' roll show.

It had rained all day, causing cancellation of the Sam Nunis big-car races, and Kochman, who had been hip-booting it for weeks, had no intention of losing this one. At 9:30 the talent show ended and a half-hour later, after intense ballying, 3,500 patrons were pulled into the big hall.

The show used the regular Dodges and a couple of Simcas, which were able to do their two-wheel "walks" very conveniently on the dry dirt floor. A Dodge pickup was used for the ramp-to-ramp jump. Altho the cars came close to the walls at times better thrills were produced and the only discomfort was the sawdust chips which sprayed front customers.

Combined recollections of Dorton and Kochman failed to recall a similar situation at a fair, and had them pondering the possibility of scheduling a compact-car stunt show indoors, in the future.

Beatty-Cole Scores Large Crowds in Fla.

TALLAHASSEE, Fla. — The Clyde Beatty & Cole Bros. Circus pulled two three-quarter houses here (17) in wet, cloudy weather under American Legion auspices. At Fort Walton Beach (15) there was a near-full house at the afternoon performance in a drizzle and a straw house at the night show despite a light rain. Jaycees were the sponsors.

At Pensacola (14) the tent drew a half-house to the matinee and a three-quarter house at night in rainy weather under Shrine auspices. The fair opened a week stand Monday (19). The sponsor commented that 80 per cent of the patrons chose the reserves.

Kelly-Miller Nights Okay

ADA, Okla. — The Al G. Kelly and Miller Bros. Circus drew a one-quarter matinee and a three-quarter night house here Friday (16). At Seminole (15) the afternoon show was one-quarter filled and the night show was filled to capacity. The show closed for the season Sunday (25) at Prescott, Ark.

uniforms and other items, Harry Hunt reports.

The newly bought equipment will embellish the Hunt show both for its big Palisades Amusement Park date and elsewhere in 1960. Hunt said 75 per cent of the acts for next spring's five-ring park date have been signed, the latest being Cuneo's Wild Animal Fantasy and the Cycling Whiz Kids.

Hunt issued a clarification of 1960 touring plans, stressing that the big park show does not indicate a bigger unit being taken on the road. Instead, he added, the touring edition will be the same size as it has been in previous years. "We are not suffering from growing pains," he said.

The tent, biggest cable top of its kind, will be erected in winter quarters soon, with the arrival of some 30 more Alcoa aluminum poles. This tent erection of the tent will be a publicity device for the park engagement.

The Ringling equipment and the new Hunt big top were being picked up in Sarasota by Roy Bush, Hunt elephant man, who went from there to Chicago for the Harold Bros. date and was planning to return to Sarasota before coming back to Burlington.

Cristiani Wins Houston Series Of 75% Houses

HOUSTON — Cristiani Bros. Circus scored a series of three-quarter houses in six performances here (15-17) under auspices of the Civitan Clubs. The Shrine Circus, November 3-15, was in opposition and local sources commented that they got their advance sale underway earlier than usual this year. There was also big weekend competition from high school and college football, wrestling and auto racing.

Earlier at Brownwood (9) the show drew a one-quarter house at the matinee and a half house at night, competing with football games. The fire department was the auspices. At Sweetwater (8) two half houses were recorded in fair weather under Jaycee auspices. A half house attended the afternoon showing and a near-capacity crowd was on hand at night at Snyder (7) in mild weather with Jaycee auspices.

After Houston, the show played Bay Town (18) and then layed off a week prior to playing a week en route to Sarasota.

MILLS CLOSES GOOD SEASON

CLEVELAND HEIGHTS, O. — Mills Bros. Circus has closed into winter quarters at the fairgrounds in Jefferson, O., after completing its tour at Grovesport, O., Monday (12).

Manager and co-owner Jack Mills said that the tour was very successful. Work has started on the booking of the 1960 route, he stated.

The show's season ran 25 weeks and two days. The season was made up of one-day stands with the exception of a pair of two-day stands, Parma, O., and Fairlawn, N. J.

Mills maintains offices here during the winter.

Ringling Totals 36,000 Payees In Albuquerque

ALBUQUERQUE, N. M. — Ringling Bros. and Barnum & Bailey Circus drew a total of 36,000 people to the 11,500-seat New Mexico State Fair Coliseum in five performances (15-17). Show sources claimed a new record since almost the same gate was recorded in the same building two years ago in seven performances.

Attendance tallies included Thursday (15), night only, 6,000; Friday (15), 3,500 and 9,500, and Saturday (17), 8,500 and 8,500. Excellent weather prevailed throughout the run. American Legion auspices reported a slow advance but a good gate more than making up for the slack.

Kedenburg, 63, Race Promoter, Dies in N. Y.

FREPORT, N. Y. — A stroke Wednesday (14) took the life of Jake Kedenburg, well-known auto race promoter who operated village-owned Freeport Stadium in partnership with Duke Donaldson. Kedenburg, 63, had promoted racing at Islip and Staten Island, N. Y., Roosevelt Raceway, Florida and Cuba.

Kedenburg turned to racing in the early 1930's after being asked to serve on the Village Park Commission. Burial was at Pamelawn Cemetery after services at Fulton's Funeral Home, Freeport.

Hillsdale, Mich. Sets Records At Gate, Stand

HILLSDALE, Mich. — Final figures for the Hillsdale County Fair indicate one of the best runs on record, according to Harry B. Kelley, veteran secretary.

New records were established in several departments. Attendance was up 9 per cent over a year ago and grandstand receipts were up 7½ per cent. Kelley said that if the fair had more parking space it would have increased its income by \$5,000. Gates were closed to cars on one day and the

(Continued on page 60)

King Draws Miss. Crowds

STARKVILLE, Miss. — King Bros. Circus drew a one-quarter house to the matinee and a half house at night here in fair weather Thursday (15) under auspices of the American Legion.

Earlier at Booneville (9) the tent drew a half house at the afternoon performance and a near-full house at night in perfect weather under sponsorship of the fire department. At Corinth (5) the matinee was three-quarter filled and the night show was half full following heavy showers in the late afternoon that left water on the ground at night. Kiwanis was the sponsor.

SHOW PLACES

Million a Year

WHEN the history of 20th Century show business is written, high on the list will be Omaha's Ak-Sar-Ben, a unique civic organization that is one of the most important buyers and users of talent in North America and probably in the world.

Close to a million people are entertained each year at the organization's plant which embraces a coliseum, full-fledged horse race track and modern livestock barns and stables.

This year was a typical Ak-Sar-Ben season. Longest and most profitable was the annual horse race meet with pari-mutuels, which opened in mid-May and ran thru July 4. A half million people, many from neighboring States as well as Nebraska, came out to see the bangtails run and wager a couple of dollars on the outcome.

Early in May, Tony Bennett came in to head up a two-day program of acts in the Coliseum. Red Skelton, with supporting acts, played a one-day show. Joni James and the Kirby Stone Quartet were in for two days and Bob Crosby and Carmel Quinn joined forces for two other days.

These are just a few of the names that have played there over the years. The list also includes Bob Hope, Milton Berle and almost every other biggie in TV, radio, motion pictures and the record business.

"The only one we've never been able to bring to Omaha is Jack Benny," says Jake Isaacson, able general manager of the operation who has been at its helm since way back in the '30's.

Two other attractions during the summer—called family shows—were presented. One, a revue brought in by Ernie Young, of the GAC-Hamid office, played three days in July. The other, a Barnes-Carruthers revue brought in by Sam J. Levy Sr., played three days in August. Fireworks by Thearle-Duffield, Inc., accompanied both shows.

"Ice Capades" is another major attraction that annually plays the Omaha location to strong crowds. And the '59 rodeo, which closed October 4 after 11 performances, drew 63,000, second largest rodeo crowd on record. The only one that topped this year's event was when Arthur Godfrey was featured a couple of years ago. Chuck Connor, star of television's "Rifleman" series, and his showbiz son, Johnny Crawford, were featured this year with Harry Knight stock for the cowboys.

Countless other events are presented during the year, many of them at bargain rates to the 22,000 dues-paying members, who get some 40 dollars' worth of entertainment for the \$10 annual payments.

A square dance festival was included this year and a presentation by the Omaha Civic Opera with some pro talent, some amateurs in the cast.

Events this year that were free to the general public included a concert by the Omaha Symphony, an old-fashioned band concert and a saddle horse roundup. A paid attraction that is returning this year after an absence is professional hockey. Over the years circuses have been presented and countless other features.

One of the most colorful events each year is the two-day coronation of the Ak-Sar-Ben queen and the ball held in her honor. This is in reality a pageant, not unlike the big ones held in New Orleans during Mardi Gras time. Sammy Kaye's orchestra will play the '59 coronation set for October 23-24.

Residents of Nebraska have benefitted in many ways from Ak-Sar-Ben in addition to its presentation of entertainment.

One of its earliest accomplishments was taking over the operation of two toll bridges, working them out of debt and then turning them into free bridges.

Nebraska's fairs are well aware of its value. Annually, Ak-Sar-Ben sets up two funds to aid fairs, one for premiums, the other to help finance the cost of new buildings on fairgrounds.

For years it has set up research fellowships and scholarships at agriculture colleges and in recent years has expanded this program to include teachers' colleges. In addition, it also offers summer post-graduate scholarships that enable teachers to further their educations. Numerous other benefits accrue from Ak-Sar-Ben. Ambulances have been given to various communities that needed them and dozens of other donations have been made throughout the State.

There's a saying around Omaha that Nebraska is Ak-Sar-Ben spelled backwards. Obviously, it's the other way around but the saying points up the importance of the organization in the area. Show business, too, is very much aware of its important role. *Charlie Byrnes*

Polack Pulls Overflows In San Antonio Coliseum

SAN ANTONIO — Polack Bros. Circus played to overflow crowds at the final five shows here (14-18) as they played the 7,565-seat Joe Freeman Coliseum for the first time. The previous 15 Polack circuses here were held in the smaller Municipal Auditorium. Attendance rundown showed Wednesday, 4,700 and 4,100; Thursday, 5,700 and 4,500; Friday, 6,800 and 8,500; Saturday, 8,950 and 9,300 and Sunday (18), 9,400 and 7,850. The

overflow crowds were accommodated by adding folding chairs.

Local sources commented that the performance, especially the aerial acts, showed off well in the Coliseum. Shrine auspices commented that the show probably would return to the Coliseum next year and may go back to a full week run. The Symphony Orchestra, Little Theater opening and football games competed over the weekend.

TALENT ON THE ROAD

Arthur Godfrey Plays Boston Garden Rodeo

Arthur Godfrey and his horse, Goldie, in what was not too much of a heralded appearance, played the champ rodeo at the Boston Garden. The Redhead said this was the only rodeo p.a. he'd make this year, performing at the Hub City because that's where he was fixed up with his "tin hip" as he calls it. While he was on, he was resplendent in a royal purple suit trimmed with a white lattice design. From Boston he headed back for his Virginia farm and then planned to do some bird shooting in Georgia. Also plans a trip to Ireland in December where he'll tape a TV show and then to India with Tex Johnson in February where they'll deliver a Boeing 707 to Air India. He's currently using a Convar 304 with which he commutes between his home and New York.

Associated Booking Corporation reports Joe E. Brown will open at the Tropicana, Las Vegas, November 11 for three weeks. Platters set for the International Music Fair, Chicago, week of November 13, and Duke Ellington will open week of November 6 at the Red Hill, Camden, N. J., the booking coming right after his return from Europe. . . . David King writes from Cedar Rapids, Ia., that he and Herbert McNeil are framing a new Christmas stagershow with costumes being made by Dee Dorman, Vinton, Ia. Personnel scheduled is to include King and McNeil plus Punch, scenic artist; Bobby Key, escape, and comedy by Zippy King, Tippy McNeil and Billy and Bobby Bell. The unit will play industrial and club parties.

TV SHOWCASE: Guy (Wild Bill Hickock) Madison will guest on the November 3 Arthur Murray Party. . . . Minnie Pearl will visit Tennessee Ernie Ford on his November 12 show. . . . Gene Kelly and Donald O'Connor booked for the November 21 Pontiac Star Parade. . . . Marquis Family chimp act will be with Danny Thomas and the McGuire Sisters on the November 7 Jack Benny hour. . . . Lennon Sisters and Paul O'Keefe on the Perry Como October 28 segment. . . . Jaye P. Morgan, Johnny Desmond and the Four Lads have joined the guest list on the November 6 Bell Telephone Hour. . . . Darren McGavin set for the November 5 Tennessee Ernie Ford show. . . . Jonah Jones Quartet, Bill Thompson Singers will join the cast of the Fred Astaire program November 4. . . . Art Linkletter's Secret World of Kids, October 27, will include Jon Provost with Lassie and a chimpanzee named Jerry.

Charlie Byrnes

Minneapolis Managers Seek Concert Hall

MINNEAPOLIS — Spurred by a report that the Minneapolis Auditorium is losing up to 100 events yearly because it has no concert hall, a Minneapolis city council committee moved to get the stalled auditorium expansion program going again.

Atwood Olson and Melvin Dahl, co-managers of the auditorium, reported that such a hall "is an immediate necessity and should have a high priority."

Frank Wolinski, committee chairman, has appointed Alderman H. P. Christensen to meet with downtown business leaders to seek support for the project. The council had set aside more than \$70,000 in bond money for auditorium expansion this year but two developments have delayed its use.

Downtown interests first asked for a delay while trying to decide whether major expansion should be to the north or south of the present building. Then some Minneapolis alderman indicated they might not be willing to go along with the expansion until income to operate an expanded auditorium was assured.

The auditorium managers urged that the concert hall be erected now regardless of where a new exhibition hall is built. The theater could be added to the east end of the building making use of the present stage and dressing room facilities, they said. There is a city-owned parking lot there now.

The theater, they argued, would be the biggest income-producing unit in an expanded auditorium and thus should be built first. Lack of a theater with about 4,000 seats, they said, has meant four large automobile manufacturers' conferences and "My Fair Lady" went to St. Paul after Minneapolis was contacted first.

Mrs. Smuckler Dies at 72

MOBILE, Ala.—Mrs. Marie K. (Alexander) Smuckler, 72, who with her husband, Berney Smuckler, has been active in the carnival and amusement park fields for nearly 50 years, died at a local hospital Wednesday (14) after an illness of six days. Death followed an operation.

A native of Arlington, Ky., Mrs. Smuckler started her career as an actress with road shows. She later operated amusement parks in Meridian, Miss.; Montgomery, Ala.; Laurel, Miss., and Ann Arbor, Mich. She managed the old Echo Park, Meridian, for a number of years, as well as Highland Park in the same city. She moved to Mobile in 1958 to operate Grand View Park.

With her husband she operated the old Royal Palm Shows which toured Cuba in 1929. The Smucklers at various times were associated with a number of carnival organizations, including the Rubin & Cherry Shows.

The body was taken to Murphysboro, Ill., for services and burial October 16. Surviving are her husband; an adopted son, George Desak; two sisters, Mrs. Lee Parry, Bryan, Tex., and Mrs. Leland Robinson, and two brothers, Walter Wright, of Murphysboro, and Arthur Alexander, of Jacksonville, Fla.

Hagen Draws Rain At Valdosta, Ga.

VALDOSTA, Ga.—Hagen Bros. Circus pulled two one-quarter houses here Thursday (15) in a steady rain. Beatty-Cole showed the city October 21.

BIG NAMES

Boxing Show Framed for Major Fairs

SYRACUSE, N. Y. — An improved "Boxing Cavalcade" exhibit will be shown at the 1960 New York State Fair, and the promoter is planning to tour the attraction at other fairs as well. Norm Rothschild's under-canvas show this year featured live appearances as follows: Friday, Barney Ross and Tony Canzoneri; Saturday, Jersey Joe Walcott; Sunday, Rocky Graziano; Monday, Joe Louis; Tuesday, Jim Braddock and Gus Lesnevich; Wednesday, Billy Graham; Thursday, Rocky Marciano; Friday, Mickey Walker, and Saturday, Jack Dempsey.

Rothschild set up a training ring for sparring exhibitions, and Nat Fleischer's Ring Magazine museum rounded out the display.

The 1959 effort was not profitable but indicated definite success of certain changes are made, he said.

Gil Gray Records 37,100 Patrons At Corpus Christi

CORPUS CHRISTI, Tex.—The Gil Gray Circus shuttered its 1959 season after playing here (14-17) to 37,100 customers in the 5,200-seat Giants Baseball Park under Shrine sponsorship. Showers dampened the first two days. Wednesday (14) opened the run with 3,900 at the matinee and 1,200 at night. Thursday (15) there were 5,200 people at the matinee and 1,900 at the night show. Friday (16) a special 9 a.m. show and the regular matinee both drew 5,200 and the night show pulled 4,800. Closing day, Saturday (17), 5,200 people caught the afternoon performance and 4,500 were at the night showing. Some aerial acts were cut due to the high winds and the lions refused to lie down in the mud puddles.

At Alice, Tex., (13) the show played in the 5,000-seat Jaycee Rodeo Arena to 2,300 people at the matinee under Kiwanis sponsorship. Rain started shortly after the afternoon performance and the night show was given in rain for 450 payees.

Jethro Almond Dies in N. C.

ALBEMARLE, N. C. — Jethro Almond, 90, former circus owner and pioneer tent movie man, died Saturday (17) at his home here.

As a boy he was with the Andress and Forepaugh circuses. In 1891 he was operator of the first trolley car in Charlotte, N. C. From 1904 until 1929 he had a tent show using vaude and films. In the early years this moved on from one to four railroad cars. He was a partner in the Al F. Wheeler, Wheeler & Sautelle, Wheeler & Almond, Almond & Conley, and Jethro Almond circuses 1930 thru 1935. He resumed the tent show until 1949 and since then has been raising parakeets at Albemarle.

Survivors include his widow, Mamie; a son, Joseph F.; and a sister, Mrs. J. T. Cole. Burial was at Albemarle.

Voice Asks Ticket Count; Acts Get Two Payments

CHICAGO—Producer, sponsor, unions and others were seeking last week to unravel the complications left in the wake of the Knights of Columbus Circus, which ended here Saturday (17).

Harold Voice, producer, remained in Chicago to press his demands for a membership ticket count and other reports from the sponsor. He said he was eager to settle matters of the show but could not go further until the Knights of Columbus reported their ticket sales and they both could arrive at information on what is owed.

Voice stressed that the next date for his Harold Bros. Circus is March 4-7 at Lansing, Mich. He said that he foresees no problem in settling with performers, and that he anticipates paying all other debts as well.

The Knights of Columbus decided at a Tuesday meeting to hire an auditor to straighten out its ticket accounts and other affairs of the circus. They also were trying to determine which bills were the sponsor's responsibility.

A meeting of performers Friday (16) led to a wild-cat strike against the Knights of Columbus. A comparatively good house of about 3,000 persons waited 40 minutes while a violent argument took place between those acts that wanted to quit and those that wanted to work. After the final show Saturday there were other meetings and all-night discussions.

AGVA had obtained \$10,000 midway in the circus run. This was from the box office and from funds from Voice. Saturday night this was pro-rated among the AGVA contract acts with the show and amounted to about one-third of their claims.

Divided Monday was a \$13,700 pot made up of funds that came in during the second half of the show's run. This was divided, according to a previous agreement, among the five groups represented by a committee. The groups are the AGVA, International Amphitheater, electricians' union, ushers and guards. In this, the AGVA got \$6,600 and the building got \$3,666. About \$1,650 remained in the fund and the expectation was that more would be added to it as KC ticket money came in.

The two splits meant that contract performers had received about half of their money. This was based on a \$29,000 talent bill. The AGVA originally claimed this should be \$37,000. Harold Voice said it ought to be closer to \$20,000 and that the \$29,000 was the result of the most liberal figuring of what might be due, including payments for extra shows.

The AGVA actions did not include its members who worked without a contract. Voice said that he personally was taking re-

Scott Bros. Circus Has Good Business

GARDNER, Mass.—Scott Bros. Circus snare a profitable week in Massachusetts towns according to Manager Chet Harmes. Hal Haviland, clown, and Bee and Eddie Frisko, slack wire and clown car, have joined the show.

Show opened at Sutton, Mass., October 6 with a sell-out under fire department auspices. Marlboro (8) had a big UPC turnout under the Lions. Show played to a half house in the 1,500-seat high school auditorium in Hamden, Conn. (9). At Leicester, Mass., (10), the show pulled two three-quarter houses under police auspices in town hall. At Gardner, Mass. (11), the show had a straw matinee in the 1,150-seat city auditorium, but a very light night house.

responsibility for paying those acts and that these arrangements were being made. He said he had been in touch with the Hildalys, Luvvas, Wiswells, George LaSalle, Larry Benner, Eloise Berchtold, and Robert Nelson. Still to be seen was Tony Diano, altho there was a dispute about whether he had a contract.

Performers noted that they had not acted against Voice. It also was stated that virtually all acts were willing to settle with Voice prior to the entry of AGVA.

As first efforts at an accounting shaped up, it appeared that about \$37,000 still was outstanding, that this would be reduced by membership ticket collections, promotion money yet to be collected and other funds.

Voice predicted that the situation would wind up in "good shape." He said that at this point all the money involved was made up of advances he made to launch the show and income for the joint Harold-KC account, but that no Knights of Columbus money was included.

Sam Bocklich, Burgers Plan New Tent Show

SACRAMENTO — Frank and Janet Burger and Sam Bocklich have formed a partnership and will bring out Wonder Bros.' Circus for the West Coast next spring. The Burgers are animal trainers and toured with Polack and Hamid circuses with an act called Janet's Dogs and Ponies. Bocklich was with Al G. Barnes, had the gorilla top on the Ringling-Barnum circus and more recently operated his own small show at fairs and shopping centers. He called it Fabian's Fabulous Circus.

Bocklich said that the new show will feature an assortment of animals, including dogs, and the only group of performing Afghans. Animals will include a baby elephant, which Bocklich recently purchased; an Australian emu, mule, guanaco, six ponies and three chimps.

Show will move on five trucks and three trailers and carry a blue and white big top. Permanent winter quarters have been established at Yolo County Fairgrounds in nearby Woodland.

Willie Carr Dies in Fla.

MIAMI—Willie Carr, 82, veteran of 53 years as 24-hour man with the Ringling circus, died at a hospital here Saturday (October 17). He had retired from the show a few seasons ago.

Carr was included in the select group of specialists and experts upon which the Ringling circus depended. His work as 24-hour agent was the topic of articles in numerous magazines and newspapers thru the years.

He was born at New Harmony, Ind., in 1877 and began trouping in 1902, when he was a billposter with the Sparks Circus. Carr moved to Ringling Bros. Circus in 1904 and remained with the show after its combination with Barnum & Bailey. He was ahead of Ringling-Barnum show until about 1955.

Survivors include his widow, Sue, a former performer, and a sister. Burial was at Miami October 20.

Spartanburg: Rain Bad, Flower Show Excellent

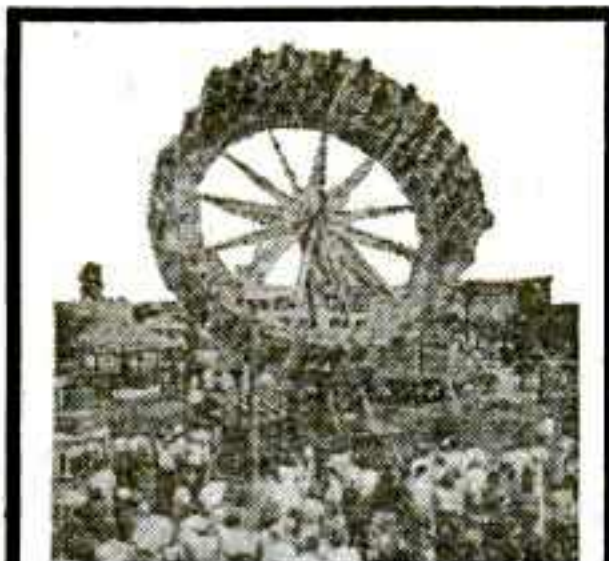
SPARTANBURG, S. C. — Gate admissions for this year's Piedmont Inter-State Fair suffered by some 1,000 as a result of weather and insecure footing resulting from rain. More than 100 tons of crushed rock, however, were applied, and improved the situation considerably around the exhibit area.

Midway and grandstand spending suffered during the week, but not so the attendance and comments drawn by the fair's annual feature, the House of Flowers. Mrs. Margaret Moore transformed

the interior into a Japanese fantasy devoted to interpretations from "Madame Butterfly." A GAC-Hamid circus show was rained out Tuesday and Friday. There were two shows slated nightly, except Wednesday.

The House of Flowers annually attracts floral personalities from thruout the country as observers and judges. This year they saw a center area converted to a pagoda and Japanese garden. Niches around the walls contained arrangements illustrating various phrases from the original story by John Luther Long. A copy of the original manuscript was borrowed from the Library of Congress and passages were chosen from it. The Oriental motif was featured on the fair's premium book cover.

Cetlin and Wilson Shows provided the midway attractions. The flower displays were augmented by a \$10,000 spread of Oriental paintings loaned by Mrs. Pei Ling Liang of New York, nationally known artist.



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Fire Destroys Grandstand at Charlottetown

CHARLOTTETOWN, P.E.I. — A 150-foot section of grandstand at the Charlottetown Driving Park, home of the Provincial Exhibition, has been gutted by fire, causing the harness racing season to be curtailed.

Damage of \$100,000 was done, by fires originating in the pari-mutuel office. H. J. Kennedy, general manager of the association, gave the estimate based on the cost of replacing the 70-year-old wooden stand with a modern concrete and steel structure.

Hartnett Named Burns Director

CALGARY, Alta. — Maurice E. Hartnett, general manager of the Calgary Exhibition and Stampede, has been appointed a director of Burns & Company, Ltd., packing firm with headquarters in Calgary. Hartnett is president of the International Association of Fairs & Expositions.

The late Pat Burns, founder of the company, was one of the original Big Four developers of the Stampede.

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FAIR-EXHIBITION MANAGEMENT

Western Fairs Assn. Meets November 16-18

SACRAMENTO—Western Fairs Association will hold its annual convention here November 16-18 with meetings taking place in two places—the Hotel Senator and State Capitol, Louis S. Merrill, WFA general manager, announced.

With the convention devoted entirely to the discussion of fair problems, including those of classification and financing, there will be no special social events such as the banquet and ball, luncheons, and presentations.

Headquarters for the meeting will be the Hotel Senator. The first day will be devoted to sessions in the State Capitol both morning and afternoon. Discussions are scheduled on advertising for fairs, special events and special-day programs, increased fair revenues including concession rates, all-pay gate at the larger fairs, problems in the field and interim use of fairgrounds.

Area meetings will be held at noon on November 16-17. Southern, Sacramento, and Central and South Coastal areas to meet the first day and Cascade, Mother Lode, Northern and San Joaquin areas the second.

Assembly Bill 1433 will be discussed on Tuesday (17). The new bill provides that funds not to exceed \$65,000 be made available each year to fairs, with allocations to be granted according to need, rather than on the basis of the automatic \$65,000 allocation now made.

On the third and closing day, directors of the association will meet.

Danbury Fair Constructing All-Year Theme Attraction

DANBURY, Conn.—A permanent theme attraction is under construction at the Great Danbury Fair, to be offered as part of the 1960 event and thereafter as a year-round operation. "New Amsterdam Village" will consist of 21 buildings at the former horse barn area, plus a three-acre excavated lake with replica of the Half Moon, Henrick Hudson's ship. There will be extensive Dutch landscaping, three huge windmills, Dutch restaurant with terrace-dining areas, and topical concession stands such as wooden shoes.

A focal point will be the 120-foot fort-museum, with cellar containing torture chambers, dungeon cells and other rooms. One windmill will grind the grain used at the restaurant. Mark Iselee, Darian, Conn., architect, is designing the project for John Leahy, fair operator. The attraction will be publicized separately from the fair, after the 1960 season.

Idaho Major Events Agree on 1960 Dates

BLACKFOOT, Idaho—Managers of the three major Idaho fairs have agreed on dates for '60, Mrs. Ruth C. Hartkopf, manager of the Eastern Idaho State Fair here, announced.

Circuit starts in Boise at the Western Idaho State Fair, August 30-September 3; Twin Falls County Fair and Rodeo, September 7-10, and the fair here, September 13-17.

Dates of other fairs in the State will be set at the annual meeting of the Idaho State Fair and Rodeo Association in Weiser, November 13-14.

Canadian Assn. Sets November 24-26 Meeting

QUEBEC—The Canadian Association of Exhibitions will hold its 33d annual convention in the Lord Simcoe Hotel, Toronto, November 24-26, Emery Boucher, secretary, announced.

The conclave will consist of a two-day program with four sessions. The third day will be used for an educational tour of the Massey-Ferguson Company plant.

All attraction, carnival and fireworks reps, as well as those connected directly or indirectly with fair and exhibition work are welcome to attend, Boucher said.

H. E. McCallum, Toronto, is president of the organization and J. K. (Jack) Clarke, Ottawa, is vice-president. E. D. McGugan, London, is immediate past-president, and Sam Foster, Toronto, honorary vice-president. On the executive board are A. J. Anderson, Edmonton, Alta.; Alex Thomson, Truro, N. S., and Jean Alarie, Trois-Rivieres, Que.

Rocky Mount Patrons Burrow For Hidden \$100 Treasure

ROCKY MOUNT, N. C.—Families with shovels and rakes dug all week around the Rocky Mount fairgrounds, hunting "buried treasure" secreted by manager Norman Y. Chambliss. The promotion paid off handsomely and practically all the searchers heeded the request to replace their divots. Chambliss and his son placed a \$100 certificate in a metal box and stowed it five inches deep, between the livestock building and toilets. Three fair workers roamed around to help fill up the holes.

Guided by hourly radio and loudspeaker tips, the box was found Saturday morning by a housewife. Some of the clues were: "Noah's Ark," "women's and men's delight," and, a clincher, "odor." And since it was the fair's 40th year, the first 500 customers on Tuesday with 1919 nickels were free-gated. Response was so heavy the offer was extended to an additional 500 customers.

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AMUSEMENT PARK OPERATION

Pleasure Island Changing Top Management Personnel

BOSTON—Staff of the Pleasure Island theme park near here is undergoing a shake-up in the wake of a special stockholders' meeting Tuesday (13). Meanwhile, the park itself closed down for the winter Monday (12) rather than in November, as was planned earlier. William S. Hawkes, general manager and one of the owners, said he would open the park next May with an all-new top management staff manager; Joseph Doyle, marketing director and lease coordinator, and Howard Fitzpatrick, public relations director, had been discharged. There was some reason to believe that at least one of them might be rehired. There were indications that other steps were being taken by the owners. Behind the actions seemed to be the fact that the park grossed only \$400,000 in its first season, compared with an advance prediction for \$1,250,000.

NAAPPB Trade Show Assured Of Sellout; 81 Take Spaces

CHICAGO—As reservations stack up for the forthcoming International Outdoor Amusements Exposition at the Sherman Hotel in Chicago, the show is assured of being a sell-out again. NAAPPB Secretary John S. Bowman said that only a few booths remain and they are of a limited variety in size. There are 182 booths in the show and most of them have been reserved by 81 exhibitors. The reservations indicate the show will concentrate on exhibits close to the park business, with virtually no exceptions.

Newcomers among this year's exhibitors now number about a dozen. Two of them are swimming pool builders and suppliers, reflecting the NAAPPB's revitalized interest in the pool business. Two others are makers of ball pitching devices. There is one ride maker who is a new exhibitor. A manufacturer of audio, tape and sound effects equipment has been added. Others make lockers, miniature golf courses, chain belt equipment and novelties. Some of the newcomers to the show are old hands in the amusement business but have not been in this show, at least for several years. And continuing as the backbone for the exhibits are the show's regulars, including established ride makers, concession equipment and supply firms, novelty houses and several makers of coin and arcade equipment. The show is November 29-December 2.

Park People on Tours; Harry Batts in Orient

HARRY BATT SR., dynamic head of Ponchartrain Beach Park, New Orleans, sends a beautiful picture post card from Repulse Bay, Hong Kong, saying that "Hong Kong is a fascinating place". . . He and Mrs. Batt are on a trip thru the Orient. . . Harry reports the Chinese girls are a cute lot. . . Another vacationer is Max Tubis, of Million Dollar Pier, Atlantic City. He has been at Hot Springs, Ark., with his wife, Jane, and his mother. . . Sympathy is extended to the Joseph Geists, of Rockaway's Playland, New York. Mrs. Geist has been seriously ill for some time. She just recently returned home from a New York hospital but is now scheduled to be taken to the famed Leahy Clinic in Boston where it is hoped some treatment can be found to benefit her. . . Speaking of the Geists, a note on the cheery side is that Phyllis and Richard Geist are expecting that long-legged bird again in December. . . Dick is vice-president of Rockaway's. . . NAAPPB Past President Brady McSwigan of Kennywood Park, Pittsburgh, and his wife, Kitty, are home from a "delightful" trip to California. They stopped off in New Orleans on the way back and inspected Harry Batt's new Polynesian restaurant at Ponchartrain Beach Park. . . Another Pittsburgher, George Harton, of West View Park, is expected back at his office soon after a siege in the hospital from sinus trouble and dental surgery. . . Mickey Hughes of Hot Rods, Inc., is elated over a new contract which he says gives him exclusive American rights on the German Calypso ride. Mickey is also expecting to be papa again soon.

John S. Bowman, Secretary, NAAPPB.

Wagner Stunters End Tour, Plan Midwest Unit for 1960

PHILADELPHIA — "Auto Capades" wound up its most successful season under Buddy Wagner management with a two-day stand at Fryeburg (Me.) Fair on Saturday and Sunday (10-11). Wagner had two units out in September, one of them playing six dates under Rambler dealers' auspices, while the other followed the Eastern fair circuit.

Receipts of record proportions were reported for Franklin County Fair in Greenfield, Mass., and the Rochester (N. H.) State Fair, both doing turnaway business.

Wagner will again use the can-

non auto act in 1960. Plans are for two units to tour, one in the Midwest. The titles Auto Capades and "Buddy Wagner's Motor Daredevils" will be employed.

Only two rain-outs were suffered this year, and the total number of shows played was 112. Still dates started the tour off on June 7 in Hazleton, Pa. Staff included Hank Thompson, Bob LaBay, Denny Dearborn, Bobby Lynch, Jack Mayo and Carole King in the stunt group, with Charles Waters and Ray Wagner handling press and advance work, and John Putil as publicity director.

Weaver, Leigh Named Freedomland Advisors

NEW YORK — The appointment of Sylvester (Pat) Weaver Jr., chairman of the board of McCann Erickson Corporation, and Douglas Leigh, president of Douglas Leigh, Inc., as consultants to the \$65,000,000 Freedomland, U. S. A., has been announced by Milton T. Raynor, president.

Raynor said Weaver, former president of the National Broadcasting Company, will direct the radio-TV activities for Freedomland, while Leigh, creator of spec-

tacular light displays on New York's Broadway, will be the consultant for outdoor displays and spectaculars. The big park is now under construction in the Bronx here. It is scheduled to open in July, 1960.

Mid Tenn. Fair Cracks Records

LAWRENCEBURG, Tenn. — Middle Tennessee Fair here, September 28-October 3, racked up records in all departments. Manager Thomas H. Locke crediting the gains to ideal weather, strong grandstand and midway attractions and a record number of exhibits. Attendance records were broken on Friday and Saturday nights.

World of Pleasure Shows, with 23 rides, eight shows plus concessions was on the midway for the fourth successive year, and its gross of \$24,500 for rides and shows set a record for the fair.

The grandstand show, furnished by Jack Norman and Eddie Zucchini, of Olympic Amusements, Nashville, featured the Al Vernon Trio; Max Cooper, emcee; Mabel and Jack, Charlotte's Leopards, Meynard Trio, "Satire From the Stars," Baudy's Greyhounds, the Florida Trio, the Boginos and the Gene Mendez Duo.

Linda Kelly was crowned Miss Middle Tennessee Fair Monday (28) night and will represent the fair at the January fairs meeting in Nashville. An automobile was given away on Tuesday, Wednesday and Thursday nights, while two bicycles were awarded Friday as part of the school day program. Children and teachers were admitted free until 2:30 p.m. Live-stock from several States and record entries in other departments made it necessary for the fair to require entry applications this year, a departure from previous procedure, and many commercial exhibits were turned away due to the overflow.

Indio Fair Inks Holter

INDIO, Calif.—Gene Holter's Camels and Ostriches have been signed as featured attractions at the Riverside County Fair and National Date Festival to be held for 11 days starting February 12, R. M. C. Fullenwider, fair secretary-manager, reports.

At the board meeting, during which Holter was again contracted, gate admissions for the event were set at \$1 for adults and 25 cents for children. Admission to the arena for the camel and ostrich races will be \$2 for box seats, \$1 general admission and 25 cents for children. Prices are the same as those charged at the 1959 fair.

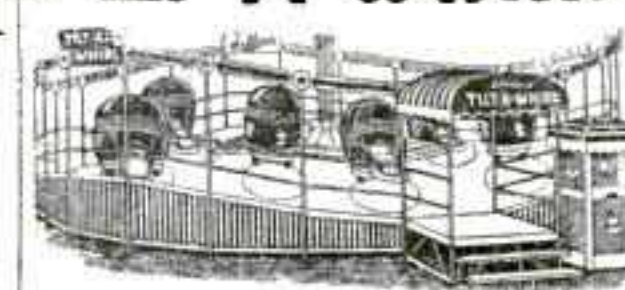
Greenfield, Mass., Fair Execs Study Additional Day

GREENFIELD, Mass. — Franklin County Fair officials will be pondering the results of their 11th production for at least a few weeks. Paid adult attendance, at 19,019, was well above last year's 16,250 and just under the 15-year (1945-'59) average of 19,934.

However, the fair operated five days (September 12-16) for the first time. Question: Was the extra day (a Saturday) worth while? The Howdy Doody Show played to three free grandstands, estimated at 600, 800 and 600 in the early afternoon and evening. Art Henry's Dogs and Ponies filled out the program.

In addition, the fair ran its beauty queen contest the same evening, drawing 1,000 to the grandstand for the talent portion of the program. Paid attendance on Saturday was 1,000 and since it was a fine day weather-wise, there is doubt if the extra day was justified.

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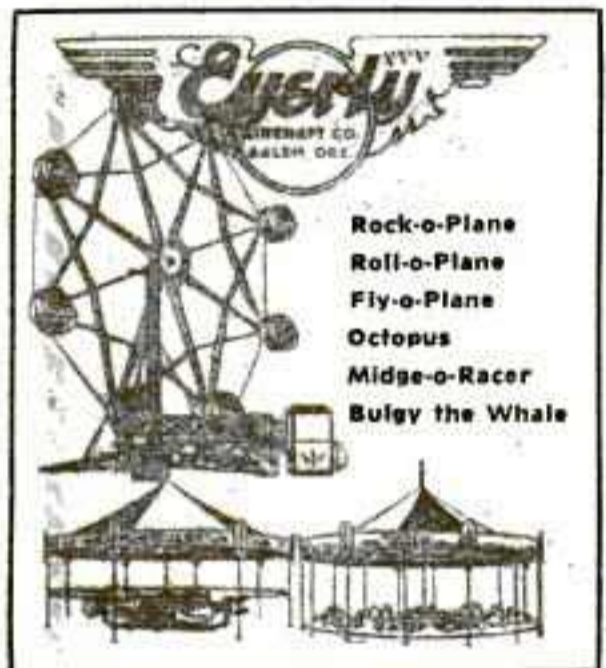
FRESNO, Calif. — All attendance records were shattered by the Fresno District Fair which was attended by a total of 357,349 persons during the 11 days ended Sunday (18). The increase was 16,967 over last year, the record to that time. Attendance was aided by good weather.

A new day record of 62,702 was set on the first Saturday (10) and followed two other records, that for an opening and second day. The record day was followed by an attendance increase of approximately 6,000 with a mark of 49,369 on Sunday (11).

T. A. Dodge, secretary-manager, explained the dip Tuesday (13) to the fact that the fair had three kids' days. The city schools' day was divided this year. Despite the dip on that day, it was picked up the second Thursday when the attendance jumped from 17,477 in 1958 to 31,107.

Racing, according to Allen Merriam, who is in his second year as press director, had a pari-mutuel handle of \$2,287,245 or 12 per cent above 1958. The average daily handle was approximately \$250,000, marking the first time it has exceeded \$200,000 per day. Nine days of racing were featured. He said, too, that the junior fat stock auction was the best ever held with 250 animals on the block. First half hour of the sale was shown on local television.

Features of the fair included five trips to Hawaii with drawings on five nights. "Dancing Waters," John A. Strong Circus, Larry (Bozo the Clown) Valli, and a free vaudeville show produced by Russ Stapleton, of Fanchon & Marco, Hollywood. Acts appearing for F&M included Sue Raney, Lois Ray, Rudenko Brothers, Les Marthys, Evers and Dlorenz, and Don Rice, emcee for the first segment which closed Mon-



Smith & Smith Show Racer

SPRINGVILLE, N. Y.—Smith & Smith, Inc., manufacturer of amusement devices, has introduced a new ride, called the Hustler Kart.

The Kart is a midget race car of the open design with no body, just a chassis. It has a 47-inch wheel base and weighs 90 pounds. Drive is direct with a six-to-one ratio. Brakes are direct action. It has midget racing wheels, with Timken roller bearings, grease seals and hub caps and full pneumatic tires, 10-inch in front and 12-inch in the rear.

The racer is sufficiently roomy for adults up to 300 pounds, officials pointed out.

day (12). On the second show were the Petites, Lacy Troupe, Cycling Saxon, Birk Twins, the Wedanys, and Bill David, emcee.

A horse show was featured on the first Sunday afternoon in place of racing. Jack Kochman's Auto Daredevils gave three shows — the first on the second and last Saturday night and afternoon and night on the closing Sunday. The Saturday show was the biggest draw.

Crafts Shows held the midway contract.

Calgary Curling Opens

CALGARY, Alta.—The Calgary Exhibition and Stampede's 24-sheet curling rink in the new \$2,000,000 Big Four building was officially opened Wednesday (7). Manager Jack Arbour and a crew were busy for more than a week preparing the ice.

ARENA, AUDITORIUM NEWSLETTER

New Sales Twist

VETERANS MEMORIAL Auditorium at Columbus, O., has been trying to arrange for a boat show since it opened several years ago and that interest has increased as the popularity and success of boat shows also climbed. Now manager Harry Schreiber reports that the Columbus Dispatch and Star will produce such a boat show at the building in March. The unusual thing about it is that booth space is not being sold as such. Instead, the newspaper sells advertising space in its special boat show supplement. And with each newspaper ad, the buyer will be entitled to booth space in the show.

This is something near the reverse of the usual situation in which an exhibitor would buy a booth and later be approached for an ad in one or more special ad sections of a paper. Melvin E. Tharp, advertising director of the Dispatch, is heading up the sales. John Bohannon, editor of The Star, is a leading writer about boating and will be active in the promotion of the supplement and show. There is a publicity program outlined to use newspapers, radio and television, utilizing the papers' broadcasting stations.

All sales material for the show stresses that booth space is not sold. There is a chart showing that ads of various sizes entitle the buyer to proportionate sized booths. For example, a full page ad in the Dispatch costs \$1,500, and the buyer also gets a 40x40 booth. A half page in the Dispatch costs \$756 and includes a 16x30 booth. A quarter-page ad costs \$375 and includes an 8x22 booth. There are other similar quotations for various sized ads in both papers. An important fact is that the rates quoted indicate an actual savings and the booth is bonus. For example, the general page-ad rate is \$1,512, according to the paper's national ad representatives. Thus, the boat show deal saves \$12 on the ad and gives the booth free.

Charlotte, Greensboro Contract 'Gunsmoke' Trio

BEVERLY HILLS, Calif.—The Gunsmoke Trio has been signed for two North Carolina dates in November by Mike North of Art Rush, Inc., here. In the trio are Dennis (Chester) Weaver, Milburn (Doc) Stone and Amanda (Kitty) Blake, all of the "Gunsmoke" TV show. One date is for the Carolina Carousel at the Charlotte (N. C.) Coliseum November 26. The other is for the Carolina Jubilee Horse Show in the Greensboro (N. C.) War Memorial Auditorium for three days starting November 27.

El Dorado, Ark., Building Opens; Paris Gets Dome

EL DORADO, ARK., announces completion of its new Municipal Auditorium. The structure is city-owned and W. D. Meacham is the commission chairman, while Wyndal Elia is manager. The air-conditioned building has a theater-style auditorium with 1,888 seats, a 50x35 stage and a social room 25x40. . . . The new Sports Palace in Paris is to be a Kaiser Aluminum dome. Fabrication and erection is being done by the same firm that built the Eiffel Tower and the metal framework for the Statue of Liberty. Parts were shipped to France recently by Kaiser, while aluminum panels are being made in France. The dome will have 30,000 square feet of space. It is to replace an old Sports Palace that is being torn down now. . . . Three contracts have been let for a total of \$120,000 in improvements for Robinson Municipal Auditorium at Little Rock. Funds come from a bond issue of about a year ago. Included will be a new roof, moving a ramp and waterproofing of the masonry.

San Diego Baseball Park Nets More From Shows

AT SAN DIEGO'S Westgate Park, home of the San Diego Baseball Company, Ralph Kiner, former player with the Pittsburgh Pirates, is manager. He points out that baseball is only part of his work. In 1958, altho the San Diego Padres ranked second highest of all minor league teams in the country for gross baseball attendance, the company realized a greater net return from other events. Among them were the Ringling circus, Victor Borge, the Grenadier Guards, a rodeo, musicals, conventions, trade shows, and other events, and a fiesta pageant. This season, the park expects to have an ice show, perhaps Roller Derby, and other events to add up to another year-round schedule.

Policy Outlined on Use Of New York State Armories

AVAILABILITY OF armories in various States sometimes is not clear, with rulings from various officers of the national guard in the States being different. How the commanding officer of one armory in New York State views outside bookings has been outlined. The State policy, he states, is not to seek or advertise for rentals. However, the armory is available upon request to the manager. As it happens at this building, there are auto shows, circus and farm equipment shows, all handled thru local auspices. None of its present regular events happen to be promoted by commercial promoters without auspices. But there is no ban on such set-ups. Moreover, there seems to be even a possibility that dates can be arranged in some instances for nights that normally are used for national guard drill. As this manager puts it, dates of use must not conflict with regular drill nights. . . . "except on such occasions as approved by the manager."

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CIRCUS TROUPING

FRANK BRADEN, DRUM-BEATER for the Clyde Beatty & Cole Bros. Circus, blew into the Pensacola (Fla.) Journal office with his right arm in a sling. When queried, he explained that he fell on level concrete at Greenville, Miss., while walking to an airplane. He also fell into a two-column spot on the Pensacola front page complete with photo of himself, sling, cigar et al. . . . Earl Shipley, ahead of Ringling Bros. and Barnum & Bailey Circus at Dallas, scored photos in Dallas papers despite competition from the State Fair of Texas. The show has seven ticket offices operating in advance of its October 28 start in Dallas.

Bobby St. Leon suffered a multiple fracture of his leg at the opening night performance of the Knights of Columbus Circus, Chicago, and is now released from the hospital. The teeterboard act continued to perform. There was a minor fire in an unused portion of the building. Billy Barton twisted his ankle at the conclusion of his cloud swing number, bringing the accident count to the traditional three. . . . Clyde Beatty told a Fort Walton Beach, Fla., reporter that he plans a trip to India and a motion picture for Warner Bros studios this winter.

Mills Bros. Circus has been reported to have inked a wild animal act and a flying return act for the 1960 season. . . . Raymond Aguilar, band master with the Clyde Beatty & Cole Bros. Circus, will play Shrine dates in Florida at the close of the Beatty season, prior to leaving for Honolulu for the E. K. Fernandez circus. . . . The Moscow Circus opened recently at Rome, performing in a tent with all equipment and seating supplied by the show.

★ ★ ★

Charlotte Le Vine played the Hamid-Morton Circus at Toronto and reports from her Florence, N. J., headquarters that a baby chimp will soon be in the act. . . . Frank Cain, clown, recently had his parade figures in the Crowley, La., International Rice Festival parade and played the Gulf State Fair at Mobile, Ala. Cain has the Houston Shrine Circus coming up next. . . . Corinne Dears closed her outdoor season for the Gus Sun office at Oak Harbor, O., and now will play the Austin, Houston and Fort Worth, Tex., Shrine circuses. She visited the Kelly-Miller circus and the State Fair of Texas. . . . James R. (Cap) Ramsey, formerly with Hagenbeck-Wallace, 101 Ranch, John Robinson, Walter L. Main, Sparks and Downie shows, is recovering from a coronary heart attack at his Medway, O., home.

Clayton Behee, Puente, Calif., and Bob Orth, Pomona, Calif., visited Ringling Bros. and Barnum & Bailey Circus at Los Angeles. Another visitor was Roy Barrett. . . . Henry H. Varner, Akron, O., visited with Jack Mills and the Riva Family on Mills Bros. Circus at Worthington and Groveport, O., and reports very good business on those final days of the season. . . . Kenneth A. Maloney, manager of community relations and communications at the General Electric Co. at Bridgeport, Conn., has been named the 1960 Ringmaster for Bridgeport's P. T. Barnum Festival, held Fourth of July week. . . . Milt Bartok, owner-operator of the Bardex Medicine Show, infos that he is showing under a 60 by 160 top built by U. S. Tent last spring and will switch to theater-style seating next season and work in Arizona, New Mexico and California.

Fans Ann King, Fred Pfening Jr. and Robert C. Kin were elephant riders in Mills Bros. Circus evening performance at Worthington, O. Other CHS and CFA members on the lot included Don Howland, Jack Sweetman, Barbara and Ray Ranta, Agnes King, Ed Jones, John Salata, Dennis Watson and Dale Haynes. . . . Pauline Schumann became ill following the final performance of Circus Schumann in Copenhagen, underwent an operation for appendicitis and rejoined the show. . . . Circus Benneweis opened its stand at Tivoli, Copenhagen, October 1, with its ticket wagon parked in front of the downtown park's main entrance. . . .

★ ★ ★

TURNING BACK THE PAGES: 10 years ago—Four gunmen robbed the Al G. Kelly & Miller Bros. Circus of \$16,000 in cash and took two diamond rings from Mrs. Dale Miller as a truck driven by Kelly Miller was leaving the Berryville, Ark., fairgrounds early in the morning. . . . Dailey Bros. Circus showed to a capacity matinee and was forced to turn away 400 admissions at night in Montgomery, Ala. . . . Ayers and Kathryn Davies Circus resumed its indoor route at Monroe, Wis., under auspices of the Kiwanis Club. . . . Ringling-Barnum will play Miami, November 28-30, for the final date of the season.

Packs Announces Mexico City Run; Dobritch Tells February Show Plans

ST. LOUIS—Tom Packs Circus announced Tuesday (20) that it will play Mexico City for five weeks starting December 4. The word came after the Packs connections in Mexico City reported that the show had been issued the necessary government permit and that the building inspectors had approved the site.

Jack Leontini said that the Packs show will appear in the Nueva Arena Mexico. Promotion for the date is to be handled by Joaquin Guerra, of the Promotora Mexicana de Espectaculos. Guillermo Magnus, production manager for three important newspapers, is associated in the promotion firm also.

Leontini said that this marks the first circus to play the privately-owned building. Ringling sought the building but used another one in 1957; last year Ringling was not able to play Mexico City.

The Packs show will play its Shrine date at New Orleans thru November 29 and then move directly to Mexico City. Last year at the Christmas season, the Packs circus played Havana.

Some acts have been contracted for the Mexico City run. Leontini said. These included the Gunco leopard, bear and llama acts; two Wallenda-produced high-wire acts billed as the Jamisons and the Carlos; the carousel and Karrell ladder numbers; Rietta, sway pole; Frielani cycling act; Jordon Trio; Lacy globes, and Greta Frisk. More are to be added, he said.

C. W. (Bud) Hoeber and Leontini were in Mexico City in September for a week to set the ground work for this stand. Leontini was in Chicago last week to talk with acts making the Harold Bros. date.

ATAYDE NAMES DECEMBER ACTS; ADDS GIRAFFE

MEXICO CITY—Some of the acts that will be with Atayde Bros. Circus for its annual Christmas-season run in Mexico City were announced last week by Aurelio Atayde.

Included will be the Rose Gold Trio, Clara DelBosq, Jim Wong Troupe, Adams Chimps, a five-person flying act, and the Carroli Musical Clowns. The two last named are from South America. Other acts still are to be added, Atayde said.

The Atayde show plays an annual extended stand on its own property in the capital of Mexico. One of its features this year will be a giraffe, said to be the first displayed on the road by a circus in Mexico. It was brought across the border Friday (16) by Atayde and Tom Inabinette, CFA. The animal was bought from the Louis Gobel farm in California. More animals were to follow in a few days.

TOLEDO—Al Dobritch, here for his Toledo Shrine show, said Tuesday (20) that he is making plans to play Mexico City from February 4 thru March 6 with the Dobritch Spectacular Panorama.

Earlier, he was negotiating with a Mexico City promotion firm headed by Luis Yanez for a Christmas season stand. On Tuesday, however, it was confirmed that the Tom Packs Circus has been granted a permit to play the Mexico City stand in December. It was then that Dobritch shifted to the February plan. It was understood that only one permit would be issued for the holiday period, and Dobritch added that he would not be interested in

(Continued on page 60)

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3—PHONEMEN—3

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Macon Rain Cuts Cetlin-Wilson Take

MACON, Ga.—After registering substantial gains on Monday and Tuesday (19-20), Cetlin & Wilson Shows fell victim to rain on Wednesday at the Georgia State Fair and lost the entire day.

After a fast Sunday run here the midway was ready for a noon opening on Monday, kids' day, and it proved to be the show's best on record. Rides and shows reaped \$13,500, about \$1,200 over last year's previous high. Tuesday's gross was about \$10,000, some \$2,500 over last year.

Rain set in shortly after noon on Wednesday and no attempt was made to open up for business. By 6 p.m. the lot had four inches of rain to make the first full day lost to rain here in more than 10 years.

Bob and Virginia Edwards, who have two Turnpikes, a car ride and a Paratrooper on the fun zone, said their Monday business was the best they've had in the 25 years they've been here. Also reporting

exceptional business was Marshall Green, who had a Flying Coaster on the lot. Green joined on in Greenwood, S. C., but was hospitalized for two weeks and is now out of the line-up.

George Robinson and Kay Armstrong, Greater Jacksonville (Fla.) Fair, visited co-owners Issy Cetlin and Jack Wilson. Cetlin was stricken ill on Tuesday afternoon but was reported better later in the week.

The partners announced they had again signed to play the Piedmont Fair, Spartanburg, S. C., for 1960.

S. C. State

Continued from page 53

lina, but on Friday or Saturday.

The development plan calls for new fairgrounds buildings to be erected by the city, including a coliseum and auditorium. They would occupy part of the unused property. The fair operates on 27 of its 100 acres. It would have access to the grounds four weeks a year, if it deeds the property over to the city as the project requires. The city deeded the land to the fair back in 1904. Committees representing both parties involved have been working on the project.

More than 50,000 persons jammed the fairgrounds Sunday (18) as the 90th annual event prepared to open. It was a typically busy preview day. Monday was a free day with World of Mirth Shows completing its set-up. During the week a GAC-Hamid revue was slated for the grandstand.

Larry Carr Elected by N. E. Club

BOSTON — John Venditto presided October 19 over the season's first meeting, at the clubrooms, 276 Tremont Street. Attending were Milton Emerson, treasurer, Joseph Freedman, secretary, and some 85 other members. Chief order of business was the nomination and election of officers, at which Larry Carr was named president, succeeding Venditto.

Remainder of the slate named to office was Frank Allen, Charles Tampone and Is Gross, vice-presidents, Emerson and Freedman were re-elected. Named to the board of governors were Jeff Harris, Larry Cushing, Pat Fera, Al Ross, Ralph Penney, Bruno Marra, Michael Golder, Nat Waterman, Ted Goloskie and David Hourin.

Carr spoke about the good and welfare of the club, and refreshments were served after adjournment. Pending business includes setting of the date for the annual banquet.

Armory Date Runs Into Dust Enigma

NEW YORK — First five days of the armory date of Reithoffer Shows turned out fair. Five rides were used, plus 15 concessions and considerable animals provided by Henry Vonderheid. More than 10,000 attended the first weekend of the 16-day event and raised unbearable clouds of dust from the dirt floor. Over 200 bales of sawdust were imported and heavy sprinkling employed, licking the problem for the remainder of the date. Spot is at 94th Street and Park Avenue and ends November 1.

Raleigh Gate

Continued from page 53

the planting project accomplished as a gift from the State's nurserymen's association. Results are not currently impressive outside of the colorful transformation of the arena lobby, but Carolinians will be gratified in years to come as the thousands of shrubs and trees grow larger. The beautification will make the grounds a garden spot among Southern fairs.

The big stadium projected as a neighbor of the fairgrounds came closer to reality by naming of a planning commission by the Governor. Construction of the big oval will provide facilities with which to tie major athletic events in with the fair program. Dorton is named to a six-year term. Others are Orville Campbell of Chapel Hill, J. C. Eagles Jr. of Wilson, Watts Hill Jr. of Durham, Lewis R. Holding of Greensboro, J. W. York of Raleigh, and H. M. Pleasants, serving as secretary-treasurer.

Continued as one of the fair's successful free attractions was the annual folk festival, on an open, elevated stage between the arena and the livestock barns. Awards were issued in the following classes: gospel quartet, string band, dance team, individual fiddler, ballad singer, banjo picker, clog dancer, and novelty dancer.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—President Bill Carsky opened the Thursday (22) meeting assisted by Ed Sopenar, second vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. Also on the platform were Ned Torti, Maurice Ohren and Norman Schlossberg.

It was announced that a lower ceiling would be installed in the meeting room. Carsky appointed William Hetlich chairman of registration for the convention.

Al Dobritch is a new member. Back after absences were Hadji Delgarian, Ralph Lockett, Dave Picard, Bill Kaplan and Larry Louckes.

Bucky Allen is hospitalized in the East and Benny Mallwin in VA Research Hospital, Chicago.

Mr. and Mrs. Al Kaufman and Lou Leonard left for Hot Springs—Hank Shelby.

CHICAGO—A special board of governors' meeting Thursday (15) nominated the following slate of officers: Jeanette Martindale, president; Mae Smith, first vice-president; Mrs. George McBeath, second vice-president, and Mrs. Arthur Frazier, third vice-president. The board of governors includes Agnes Smith, Lillian Kerwer, Lillian Lawrence, Sharon Horan, Mary Lou Callbeck, Ruth Bernauer, Monica Bares, Minnie Simmonds, Sophia Carlos, Betty Harris, Mary Herington, Pearl Hall, Alma Richards, Elizabeth Warning and Ethel Weer.

A card and bunco party followed the board meeting hosted by Evelyn Hoek, assisted by Phoebe Carsky and Lillian Lawrence. Dorothy Kennedy, Carmelita Horan, Margaret Filigrasso, Agnes Smith, Lillian Glick, Elsie Miller and Mrs. L. M. Brumleve made donations for awards.

A regular business meeting will be held Thursday (5) at Hotel Sherman. Carmelita Horan and Phoebe Carsky will be hostesses at the next social, November 19. Mae Smith has assumed charge of the cancer award books since the untimely death of Ethel Wadoz. The giveaway will be held December 1 at Hotel Sherman.

Carmelita Horan

Dobritch Tells

Continued from page 59

playing at the same time the Packs show was in.

He said that he had been negotiating since July for the Mexico City Christmas stand. Later, the Packs came into the picture, and Dobritch said the relationship between the two producers continued to be "most cordial." Each kept the other informed about his progress, he said.

While Dobritch was seeking the December time, he lined up a program but had not contracted acts. He now is releasing the acts he had spoken to.

The February show will include aerial and animal acts, Midge Arthur's line of 24 girls, and two units of "Dancing Waters." Thus the program will be similar to the one Yanez saw when he visited the Dobritch show at Quebec recently. The Dobritch show will be at the Auditorio Nacional on the outskirts of Mexico City. This is a government-owned building. Permits would be no problem at that time, he said.

Your key to
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THE BILLBOARD!

4 Key Fairs Corralled by Cetlin-Wilson

MACON, Ga. — Four of its key fair dates are in the fold for Cetlin and Wilson Shows. Is Cetlin reported them as Ionia, Mich.; Reading, Pa.; Richmond, Va., and Spartanburg, S. C. The show is en route to its closing fair date, Jacksonville, Fla., and will either lay over until the November 12 opening there, or show elsewhere in Georgia or Northern Florida.

Spartanburg found C&W pulling onto a muddy lot here for the first time, and the situation presented its problems. Tons of shavings and straw were applied but the footing was none too good most of the week. Scattered rains also seemed determined to keep the gross down, but over-all results were surprisingly good despite these setbacks.

Ankle-deep in mud, customers plodded around in good spirits, and Ferris Wheels sprouting umbrellas were commonplace in the rain. Ingallis had his Flying Coaster here, first time shown in Spartanburg.

Ringling Sells Some Surplus

SARASOTA, Fla.—Negotiations are underway for sale of part of the Ringling-Barnum circus train, and some other equipment already has been sold.

Bill Perry, Ringling representative in charge of disposing of surplus road show equipment, said that a railroad car leasing firm is dickering for flat cars. In addition, the late James E. Strates was talking about buying R-B flats, and since his death the talks have been continued by Strates' son. The Circus World Museum at Baraboo, Wis., also is planning to acquire equipment, including two flat cars.

Perry said that Cypress Gardens bought about \$5,000 worth of equipment, including a light plant. Hunt Bros. Circus bought an assortment of equipment. The Circus Hall of Fame bought \$2,000 worth, and the State of Florida has appropriated \$5,000 with which to buy circus equipment for the Museum of the American Circus.

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ROLLER RUMBLINGS

By AL SCHNEIDER

JAMES ULRICK'S new \$320,000 roller rink, Club Rollerama, one of the largest and most modern in the Midwest, had its formal opening October 15. Located in Reading, O., adjoining Cincinnati, the new rollery, housed in a 140 by 205-foot, brick-and-steel, ranch-type building, advantageously located on the area's most heavily traveled highways. The floor accommodates 1,200 skaters or 2,500 dancers. There is parking for 250 automobiles. Club Rollerama will operate under a club policy, with membership cards available at 25 cents. Rink hours will be 7:30 p.m. to 1 a.m., six nights a week, and from

7:30 to 10:30 p.m. on Sundays. Dance sessions will be offered from 10:30 p.m. to 1 a.m. Saturdays. Stereophonic organ and recorded music will be used at the Saturday night dances. Steve (Iron Jaw) Palmer, of WCKY, broadcasts nightly from Club Rollerama, except Sundays, 10:30 to 1 a.m. Don Bokelman is vice-president and general manager of the operating company, with Bennie Hauck, former manager of the Lebanon (O.) Roller Rink, in as rink manager.

HARTFORD, Conn. — Encouraged by patronage at the recent boxing show at Hartford Skating Palace, Sporting Events, Inc., Hartford sports promotion group, has arranged with rink owner-manager, Harry Neckes, to rent out facilities for another Monday night boxing program soon.

HARTFORD, Conn. — Irving Richland, formerly associated with his brother-in-law, Harry Neckes, in operation of Hartford Skating Palace, has extended his visit here from Miami Beach, Fla., where he has been residing the past several years.

Buckingham Roller Rink, Waterbury, Conn., opening its fall season recently, distributing balloons, streamers, stickers, games, prizes, and a pass for each paid admission for the first Saturday evening and Sunday afternoon of new schedule.

Skating seasons are held every Wednesday, Saturday and Sunday night and Saturday and Sunday afternoon. Dancing is featured on Friday nights, the management providing live music and records. . . . **Bowlerskate, Stamford, Conn.**, is advertising half-price admissions for couples on Monday nights. The rink operates seven nights a week.

Bowl-O-Rink, New Britain, Conn., has new family-night policy on Tuesdays, charging only \$1 per family, from 7 to 10 p.m. Newspaper advertising enthuses: "Family recreation for good clean fun—roller skate. It's great! Keeps the family together, enjoying a fun-filled evening. Easy on Dad's pocketbook; good for Mom's figure; lots of fun for everyone!"

Harry Neckes, of the Skating Palace, Hartford, Conn., featured Edgar Watrous, 1958 world and U. S. men's senior roller skating champion, in the rink's fall reopening program and party recently. The rink's regular admission scale prevailed for the occasion.

Tony and Caroline Mirelli, former features with "Skating Vanities" and now managers and instructors at Skateland Roller Arena, West Memphis, Ark., recently landed smack-dab on the front page of the local Evening Times with an action photo and a lengthy story on their experiences as members of the roller skating troupe and their eventual entrance into the rink business.

PENNDDEL, Pa. — The Mammoth Casino, roller rink located on Lincoln Highway near Philadelphia, has opened for the new season sporting a brand-new maple-wood floor. In addition, the rink is now operating Saturday nights with skating rather than as a ballroom, which had been the policy in former years. Night sessions, from 8 to 11, are scheduled for Wednesday, Friday, Saturday and Sunday, with matinees, 1 to 4, on Saturday and Sunday.

THE FINAL CURTAIN

ALMOND—Jethro, 90, former circus and tent theater operator, at his home in Alhambra, N. C., October 17. (See details elsewhere in this issue.)

CARR—Willie, 82, veteran 24-hour-man for the Ringling-Barnum circus, at Miami, Saturday (October 17). (See details elsewhere in this issue.)

ELZY—Arthur D. (Doc), 79, a stagehand in Louisville for more than half a century. October 16 in that city. Survived by a brother, Stewart, and a sister, Mrs. Etta Davidson. Burial in Cave Hill Cemetery, Louisville.

FARRAD—Tom, 68, veteran popcorn operator, died October 12 in Greenville, N. C. He was formerly connected with Leworthy and Mantley Shows and other operations in Western New York. He was oldest concessionaire at the South Boston, Va., fair, and had shown at Greenville for 25 years and Rocky Mount for 30 years. Burial was October 15 in Rochester, N. Y. Survivors include his widow, Marie, and four children.

FIEDLER—G. F., Jr., 88, former secretary of the Outagamie County Fair, Seymour, Wis., October 11 in Seymour. He held the fair position from 1910 to 1934. He was also postmaster from 1912 to 1931 and chairman of the county board of supervisors for four years.

FUGLEBERG—Carl, 78, former Wisconsin fair official, October 9 in Oshkosh, Wis. He was treasurer of the Winnebago County Fair, Oshkosh, for 28 years. He owned a flower shop, served as an alderman, on the school board and the fire and police commission. He was a Shriner and an Elk.

JACOBS—Robert, 66, former aerialist, October 3, in Aransas Pass, Tex., following a brief illness. Jacobs worked with the Valentinos and Peerless Potters and once did a command performance in England. Survivors include his widow, Gladys. Burial was in Aransas Pass, Tex.

KEDENBURG—Jake, 63, veteran auto race promoter of Freeport, N. Y., died October 14 at Doctor's Hospital there after suffering a stroke. (Details in Show News section.)

LITTLE—Clara W., 77, widow of Curtis E. Little, the Confetti King, October 13 in Los Angeles. She was born in West

Point, Neb., and was active in the Pacific Coast Showmen's Ladies' Auxiliary. Interment in Forest Lawn Memorial Park, Los Angeles, October 19.

LOBLAW—John A., 88, a past president of the Dufferin (Man.) Agricultural Society and a director of the organization for 14 years, recently in Carman, Man.

MARCASSIO—Mrs. Ann, 72, wife of Larry Marcassio, died of a stroke October 12 in Rocky Mount (N. C.) Hospital. The Marcassios have had a glass pitch on O. C. Buck Shows and toured with Buck for the last 22 years. Burial was in Massachusetts. Other survivors are one sister and two brothers.

MURRAY—John James, 67, veteran concession figure who had worked for Joe Soret five years on Penn Premier Shows, died September 25 in Oxford, N. C. Burial was two days later in Greenwood Cemetery. He had previously been stock man for Al Wagner for 12 years. Death was attributed to heart trouble. He is survived by two sons, addresses unknown, one of which is in the pet shop business in Miami. Murray was a member of the Miami Showmen's Association.

REID—John F., 65, owner of Happyland Shows, October 1 in Marshall, Mich. (Details elsewhere in Show News department.)

ROMINE—Charles, 67, former circus clown, October 11 in Johnson City, N. Y. Romine trouped with James M. Cole, Ringling Bros. and Barnum & Bailey and Mills Bros. circuses prior to retiring in 1950. Survivors include four brothers in California.

SMITH—Henry N., Sr., 59, owner of a North Little Rock, Ark., amusement company, October 10 in Caruthersville, Mo. Survivors are his widow, Marian, a son, Henry Jr., and a daughter, Mrs. Beverly Jean Rice.

VAN HORN—Earl, 62, former renowned roller

skating champion who operated a rink on Long Island, N. Y., died October 19 from shotgun wounds allegedly inflicted by his wife, Jean, 35. Mrs. Jean Van Horn was a polio victim who took up skating as therapy and became prominent as a performer under his tutelage. He is survived by two daughters and a son, the oldest being 12 years old.

WHIT—Bob, 53, announcer for circuses, singer, whistler and master of ceremonies, Sunday (October 18) at Sioux Falls, S. D. He was a native of Lebanon, Ind., and had been with a number of indoor circuses, including Tom Packs. He was with Clyde Bros. Circus until shortly before his death. Survivors include three daughters, Pamela, Cynthia and Robin; two sons, Gene and Ted; a sister, Lola Mae; and three brothers, George, Donald and John.

WHITE—Byrd E., 81, retired Dallas attorney and banker, and honorary vice-president of the State Fair of Texas, October 14 in a Dallas hospital.

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NAVY

MARRIAGES

REID-YOUNG— Billy Reid, former wild animal trainer with Sells-Floto and European circuses, and Dr. Vera B. Young, non-pro, October 1 in Elgin, Ill. They will reside in Woodstock, Ill.

Knock Knock That's OPPORTUNITY check the CLASSIFIED SECTION this issue



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MRS. H. NORMAN SMITH

Our words are inadequate to express our Sincere Thanks for the many Floral Offerings, Cards and Telegrams expressing your condolences and deep sympathy over the loss of my Husband,
JAMES E. STRATES
We know you shared our loss as only true friends can. We appreciate the many unstinted efforts all of you made to show that you missed him greatly. We thank you, individually and collectively, for that, Friends, who shared in our sorrow.
MRS. JAMES E. STRATES AND FAMILY

In Loving Memory of Our Father **JULES LOYAL** Papa
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In Memory of My Beloved Husband **D. C. (Mac) McDaniel**
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Words cannot express our Thanks to all our Showmen Friends everywhere for all kindnesses shown at the death of our Son and Father
BILLY ROSEN
Joe & Ethel Rosen
Billy Rosen Jr.

DALLAS MIDWAY RAKES IN \$\$

Tennant Sees New All-Time Highs; Rides, Food Lead the Big Parade

DALLAS—The midway at the 1959 State Fair of Texas was coasting thru the first part of the fair's second week after a mammoth weekend that saw the fun zone deluged with a veritable golden flood of shekels.

The three big days—Elementary School Day, Friday (16), Rural

Youth Day, Saturday (17) and the traditionally big middle Sunday (18)—were all gigantic, both in attendance and in money.

Saturday and Sunday were just about the biggest money days the midway has ever had, according to Fred Tennant Jr., the fair's midway superintendent.

Everything so far was up tremendously, with rides and food showing the greatest increase. However, Cliff Wilson's shows and Desplinter Brothers' novelties also showed an increase.

Wilson's Associated Exposition reported that with good weather during the remainder of the fair the gross could be as much with his 13 shows this year as with 20 last year, which was a banner one.

Wilson's shows lined with Charlie Taylor's Cotton Club Revue and Roxanna and Ronnie Mason's Mardi Gras Revue taking first honors. Glen Porter's simian race-track was in third place, Arch McAskill's Hell's Belles was fourth and the Mason's Girl Illusion Show was fifth. Emmett and Priscilla Bejano's Strange Couple Show was sixth. Winston and Bennett's monster alligators, Lee Smith's 28-inch man, monster pythons and wild horses were all close for sixth. Baba Delgarian's Rock-o-Plane and Bobby Dickey's Roundup rides were getting their share of the money.

Tennant said the 1959 expo looks like the biggest money year the fair has ever had. Seemed like everybody has more money to spend this year, Tennant opined, and rural youth kids, upward of 10,000 of them, were showing up with plenty of tens and twenties of the folding stuff.

Upcoming was High School Day Friday (23), always a great day for the midway.

COOKS BUY WADE GREATER

DETROIT—Wade Greater Shows, operated since the death of W. G. Wade Sr., by his daughter and her husband, Mr. and Mrs. Patrick Manley, was sold last week to Frank and Helen Cook.

The Cooks, concessionaires on that show and others the past 20 years, will change the title to Cook Amusement Company. It will continue to operate in Michigan and two new rides will be purchased for next season. Charles O. Stewart will remain as show manager. Plans for '60 are to carry 10 rides and 30 concessions.

NSA Discusses Details for 'Big 3' Week

NEW YORK — More than 65 members attended the season's opening meeting of the National Showmen's Association. The night was given over to discussions of the annual festive week, beginning November 23 with a testimonial dinner for George A. Hamid, president emeritus.

Al McKee, club president, presided. Also on the dais were Charles Rubenstein, secretary; Leo Willens, treasurer, and Charles Levine, counsel. Refreshments were served after the meeting.

The testimonial is set for the Park Sheraton, with tickets priced at \$8.50. Open house and memorial services will be held in the clubrooms the following night, and the annual banquet is charted for Wednesday, November 25, in the Commodore Hotel, tickets \$11 apiece. Attending the meeting was Pat Reithoffer, a new member brought in by Al Howard. Next meeting is Wednesday (28).

CARNIVAL CONFAB

CALIFORNIA CLIPPINGS: Dick and Mary Ragan Kanthe were at the Fresno District Fair, on the independent midway with jewelry. They will play some winter dates with Bob Schoonover and Johnny Lopez. . . . A. M. (Red) Hafford also had a jewelry stand in Fresno. Hex goes to San Leandro to start building and painting the Ring Bros. Circus, which plays supermarkets. . . . George Charbonneau, who had seven candied apple and Rainbo Sno Cone stands, is planning a trip East with a stop in Cincinnati. . . . Blash & Hilligoss had five-game concessions along with a Funhouse and Glass House on the Crafts midway at Fresno. The Glass House made a 2,100-mile trip here from Memphis for the date. . . . Loren Towers, who is manager of B. & H. concessions, plans a wedding in January. . . . Lloyd Hilligoss marked another birthday while at the Fresno Fair. . . . Blanche Henderson, who handles the office for Crafts Exposition Shows, plans to remain at her home in Alhambra for several months this winter, getting it cleaned up, she said. . . . Etta Kotarakos, also in the Exposition office, plans to enjoy the winter in her new house trailer in El Monte. . . . Frank (Whitey) Warren, and Sally Wanish, who closed with Golden Gate Shows, made the Fresno Fair. . . . Bill and Ruth Davis had concessions after touring this season with the Meeker Shows in Washington. . . . Al (Moxie) and Babe Miller plan to spend some time around Los Angeles this winter. . . . Jimmy Lantz and Jack Kent went all out for the Pacific Coast Showmen's Association Cadillac contest.

Tillie Palmateer on hand for the regular Associated Troupers shindig. She came up from Los Angeles with Fred and Helen Smith. . . . Harry and Etta Ballard assisted Frances Ferris in the operation of kiddieland at the Fresno Fair. . . . D. B. (Jockey) Lewis lost his mother in Palm Springs. She was 93 years old. Lewis toured this summer with the Loren Roberts Amusements. . . . Teddy and Mary Texeira closed with the Foley & Burk Combined Shows in Ventura. They plan a trip to Canada this winter. . . . Bill and Ann Coles, who had hats for Alex Freedman on the Foley & Burk midway at the Ventura County Fair, will spend the winter at their home in San Francisco. . . . Mickey Hogan deserted novelties and had the rose beads in one of the exhibit buildings at Ventura. . . . Johnny Merzolino, known for his Mackinac fudge, will play Phoenix. He is readying a second unit.

Jerry and Pat O'Brien are reading travel folders about New Orleans. They were on the independent midway at the San Bernardino County Fair in Victorville with peanuts. . . . Charles Austin had the novelties on the Fair Time Shows, Inc., in Victorville. He worked the World Series in Los Angeles and reports Dodger pennants sold fast. . . . Wesley (Bucket Brownie) Brown made Victorville. . . . Whitey Aldrich also there after a season in Washington with Tommy King's Amusements. . . . J. F. McCaffery had dart guns. . . . Norman (Dutch) Schuss the Derby Races. . . . Tony Masetth was on the independent with jewelry after making the upper Middle West and also playing dates with Mike Smith's Northern Exposition Shows out of Worthing, S. D. Ernest and Flossie Fitzgerald will spend the winter at their home in the Oakland Bay area. . . . Ralph Lockett, who was secretary for the Foley & Burk Shows, returned to his home in Virginia when the show finished in Ventura. . . . Jimmy and Jo Lynch of Lynch Enterprises, food concessionaires, ended their season in Fresno and immediately took off for Parker, Ariz., to hunt and fish. . . . Joe Blash of Blash & Hilligoss was in charge of the firm's concessions in Ventura. At the close of that fair, he moved on to Fresno where he joined Lloyd Hilligoss.

Sam Abbott

* * *

One of the high points of the social season on Olson Shows was a stork shower given Mrs. Sharon Gamble Bailey, daughter of Mr. and Mrs. Eddie Gamble. Mrs. Roy McCurdy and her daughter, Billie Jo Ille, were hostesses at the event which included gifts and refreshments. Guests included Mrs. Gamble, Mrs. Louis Rice, Jo Haywood, Mrs. Charles Norwid, Mrs. Bert McGrean, Mrs. Robert Ratz, Ann Graham, Virginia Kleban, Mary Jane Jones, Mickey Conetta, Linda Gutnik, Mrs. Doc Morehouse, Flonnie Ayers, Polly Robbins, Mrs. Ollie Shelford, Vicki Davis, Linda and Helen Stutes, Mrs. Scotty La Brake, Mrs. Clint Shuford, Elsie Powell and Mrs. Ray Cramer. . . . Charles Stapleton, manager of the W. G. Wade No. 1 unit, has joined the sales staff of the Diner's Club now that the show is in quarters. . . . W. G. Wade Jr., reports he'll book his new Allan Herschell 1865 Train into shopping centers next spring. . . . Severin Hilo, owner of Down River Amusement Company, has put his show in quarters at River Rouge, Mich., after what he says was the best season in five years. . . . L. J. Latimer was scheduled to leave a Memphis hospital.

Pearls from Royal Americans Barney Lamb, former show owner, had a cookhouse at Little Rock. He's with Irish O'Brien. . . . Bill and Lulu Orhen, were with Dale Paisley's steakhouse there. Rose Jane Revling underwent surgery at University Hospital, Little Rock and expected to convalesce for a while. . . . Mrs. Guy Markley is limping due to a leg injury. . . . George Bush had several beer and grab joints at Little Rock. . . . Mr. and Mrs. F. Hanson stopped off at Jackson, Miss., en route to Tampa after closing with the Collins shows. . . . Mae Sullivan hosted her mother, sister and son recently. . . . Mrs. L. B. Demay and daughter, Patty, are back after visiting Warsaw, Ind. Tex Thomas is operating Buck Forther's Ferris Wheel at Fairyland Park, not Tex Harris. . . . Debbie Owens celebrated the first anniversary of her birth with a party in Tom Blackwell's cookhouse. Thelma Erickson and Ruth Minson were hostesses. Guests included Mr. and Mrs. Clifford Brewer, Mr. and Mrs. John Jackson, Judy Leonard, Vera Pollet, Steve Ruda, James Minson, Tony Diaz, George Phillips, Emma Ludwig, Beulah and Judy Boyd, Kate

(Continued on page 65)

* * *

FLASHBACKS: 10 Years Ago—Ross Manning, owner of the shows bearing his name, signed an exclusive contract to provide the midway attractions at the International Exposition and Bi-Centennial at Port-au-Prince, Haiti. . . . Sally Rand show grossed \$14,309 in one day at the State Fair of Texas, Dallas. . . . Morris Lipsky was elected president of the Showmen's League of America. . . . Named to the Sell-horn trailer staff at Tampa were T. W. (Slim) Kelly, Herbie Pickard and Whitey Sutton.

Penn Premier's Double Dates Show Strength

Ebensburg, Pa., Retained as 1960 Labor Day Fair

WINSTON-SALEM, N. C. — Seventeen back-end units fronted by 31 rides endowed Penn Premier Shows with a powerful assemblage of equipment for the Carolina Fair. The Dixie Classic Fair, the previous week, had drawn rain and the big lot was far from perfect from the constant poundage of tractor treads and tires. An impressive sum spent for straw and other materials enabled fairly decent footing to be provided for customers, however.

The show neared the end of its season with several double-date weeks ahead, one of them seeing 40 rides being divided between Suffolk, Va. and Henderson, N. C., closed Saturday (17). There were 18 rides and eight shows directed to the Suffolk Tidewater Fair, and

(Continued on page 65)

CAPITAL CITY SHOWS

WANT FOR SOUTH GEORGIA FAIR, VALDOSTA, NOV. 2 THRU 7

Two Big Kid Days. The Last Big Fair in Georgia.

CONCESSIONS

Can use Prize-Every-Time Concessions of all kinds, Long Range, Short Range, Hats, Novelties, Glass or China Pitches, Bear Pitch, Six Cats for stock, Sit-Down Grab. One more large Cookhouse. Chet Miller, contact. Robert Reece wants Age and Scale Agents.

RIDES

Round-Up, Paratrooper, Flying Coaster, Roller Coaster, Caterpillar, Fly-o-Plane, Flying Scooter or any non-conflicting Rides. Dark Ride, Glass House. Bill Howard, contact me.

SHOWS

Any family-type Show with own equipment.

All replies: J. L. KEEF, c/o Western Union, thru Wednesday, Oct. 28, at Tifton, Ga., after Wednesday at Fairgrounds, Valdosta, Ga.

GREATER JACKSONVILLE FAIR

Gator Bowl Nov. 11th to 21st incl.
Jacksonville, Fla.

CAN PLACE: All legitimate Merchandise Concessions. No exclusives at fairs. Can place Photo Gallery, etc.

From Oct. 29 to Nov. 7 we will operate Rides and Concessions at Moncrief Rd., Jacksonville. Concessions wanting work before the fair come on in and we will place you.

Leaving for winter quarters at Petersburg, Va., on Nov. 22. Any worth-while Attractions wanting to get placed for next season contact us immediately.

All Address: Now Until Nov. 21

CETLIN & WILSON SHOWS
Jacksonville, Fla.

Strates \$ Skids In Raleigh Mud; Eye Final Dates

**Tuesday and Friday Earnings Strong;
55 Rides Fielded in Vast Display**

ATHENS, Ga.—Plugging along on the way to winter quarters, the James E. Strates shows unraveled its spacious assortment of units here following the North Carolina State Fair in Raleigh. Athens Agricultural Fair is followed by another new acquisition, the Southwest Georgia Fair in Albany, before the show goes into the barn in Orlando, Fla.

Winter dates continue to be promising, with January 16 being set for the kickoff of Winter Haven's Florida Citrus Exposition. Orlando and West Palm Beach are also scheduled, giving the show a nice financial cushion before it wends its way north on spring still dates.

The show, deprived of its leadership by the untimely passing of owner Strates, functioned smoothly in Raleigh. Son E. J. Strates and departmental heads had the operation well in hand, and plans were to take up the winter quarters construction program as it had been outlined. Belated expressions of sympathy continue to arrive in a steady stream, silent testimony to Strates' status in show business.

Fifty-five rides and 16 shows, buttressed by more than 100 concessions, provided a typically massive layout here. Two complete Kiddielands operated apart from the main concentration of rides. Rain took the glitter off a brilliant opening Tuesday, and the lot retained a red clay squishiness that cut into midway traffic. It also sprinkled steadily on closing day Saturday (17). Friday pulled clear weather and the crowds and spending were in the usual Raleigh pattern, which is good.

Paving Project Posed
Gross for the State Fair was about 15 per cent behind the previous year due solely to the weather and ground conditions. Powerful movements are afoot to pave the walkways for the 1960 fair.

Previous dates had been Shelby, where one day was lost to weather, and Danville, Va., where grosses held up despite rain.

Concessions attending the big date, practically all of which came out okay, included Gene and Julia O'Donnell with the Jones bingo, the Garretts with the cookhouse, Paul Broudy, three stands; Harley Bast 6, Jimmy Annin, Jimmy

Smith, George Anthony 3, Barney Cory 2, Mike Flynn, Glen Maynard, Ray Manning 2, Danny Mann 3, Morris Brown, Mikloiche 2, Oscar Mills, Sam Applebaum 3, Al Campbell 2, Dorothy Anderson 3, Frances Fournier 7, Walter Cox 10, Ernie Dellabate 2, Murray Goldberg, Jules and Edna Lasures, Sandefer, Syd Daniels, Jack Demarco, Ed Ebsen, Granger 2, Frank Harris, Georgie and Julia Kallianos, Peter Lake, Richard La Grow, Joe Marino 2, Greek Murphy, Rah Goach, Mrs. Ann Neal, and Al DeFleur.

Among the independents were the L. D. Powers Kiddieland, Lefty Billet's kid rides, Dows Sky Wheels, Hill Howard Paratrooper and Charley Tedtman's Scrambler.

Harry Seber, Girl Show Op., Dies at 66

LOS ANGELES — Masonic services were held here Friday (16) for Harry G. Seber, 66, veteran of 50 years in outdoor show business, with burial in Showmen's Rest, Evergreen Cemetery. Seber died Saturday (10) following a long illness.

Seber was active in show clubs. He held the distinction of being the only person to serve as president of both the Pacific Coast Showmen's Association and the San Francisco chapter of Show Folks of America. He was instrumental in establishing Showmen's Rest with the late Sam Haller and spearheaded the fund drive to buy the initial 300 graves for show folks. He was the PCSA's first chaplain, a post he again filled the past several years.

Born in San Diego, Seber entered show business at an early age. In 1917 he brought out his first girl show "Paris After Midnight" which toured with the A. C. Bouchers, Frank W. Babcock and Felice Bernardi shows. He also had a fling at musical comedies in San Francisco. After six weeks, how-

(Continued on page 65)

FLOWERS FROM 'COPTER IN TRIBUTE TO STRATES

RALEIGH—An outstanding tribute was paid to the late James E. Strates, who passed away as his midway was en route to the State Fair here. Concocted by Dr. J. S. Dorton, fair manager, the impressive program wound up with a helicopter scattering thousands of red roses and white chrysanthemums onto the midway. At 12:20 p.m. Thursday (15), time of the burial in New York State, Dorton had Tony Vitale set off aerial bombs to draw attention, then took to the loudspeaker microphone.

Rides were ordered stopped and emptied, all concession people on the grounds were told to cease operations, Charley Basile bugled taps, and the honor guard from Fort Bragg lowered the fairgrounds flag to half mast. After a moment of silence the blossoms cascaded down and there was a mad scramble to retrieve them before they hit the mud.

The eulogy honored "the immigrant boy whose name became synonymous with integrity, energy and the pinnacle of ultimate success in show business... his memory is beloved by everyone of the North Carolina fair family. Jimmy Strates was first a gentleman, second a showman and lastly a true friend to great and small alike regardless of color or creed. Let everyone stand uncovered in honor of a grand gentleman, a true friend and a great showman—our Jimmy."

Greater **JACKSONVILLE**

AGRICULTURAL and INDUSTRIAL **FAIR**

CATOR BOWL

NOVEMBER 11-21

ON THE MIDWAY
CETLIN & WILSON
SHOWS

**DUVAL COUNTY'S ONLY ANNUAL
AGRICULTURAL FAIR AND
LIVESTOCK EXPOSITION**

For Eating and Drinking Stands contact
Cetlin & Wilson Shows

For Kitchen Gadgets and Direct Sales write or wire:
GREATER JACKSONVILLE FAIR ASSOCIATION
1245 E. Adams St. Elgin 3-0535 Jacksonville, Fla.

LOOK! LOOK!
FOR SALE
Back Yard Cookhouse

Cafeteria style, 30x60. 1st class condition with transportation. Property of late George Reinhardt. Can be seen operating at Augusta, Georgia, Fair. Can be booked on World of Mirth Shows for 1960.

All replies to:
NORA REINHARDT
World of Mirth Shows
Augusta, Georgia, Oct. 26-31.

FEATURED THIS WEEK

GAUCHO RACK
Price complete, \$8.50 per shelf ft. Any size built from 10 ft. up. Minimum rack built, 10 ft., at \$255.00. GAUCHOS, \$54.00 doz.; sold separately.

WRITE FOR FREE CATALOG
RAY OAKES & SONS
P. O. Box 4344 Day Ph.: Re 69774
Tampa 7, Fla. Nights: Re 65467

WANT
For Cotton Fair, Mound Bayou, Miss., in the Biggest Cotton Town in Mississippi, October 28-31.

Want Popcorn, Cotton Candy, Candy Apples, small Crab Joint and Hanky Panks. No flats, no alibis and no gypsies. This is the biggest cotton crop in years. This show is going South after this date. Winter rates. Contact

SHOW MANAGER
c/o Western Union
Cleveland, Miss.

CRYSTAL UNITED SHOWS

Wauchula, Fla., Nov. 9 thru 14.

RIDES: Major Rides, set of factory-built Kiddie Rides. **CONCESSIONS:** Everything open except Popcorn and Water. **SHOWS:** Family-type Grind Shows. Salley, S. C., until Oct. 31, then Wauchula, Fla.

PETER PAUL AMUSEMENT CO.
WANTED for the big Colored Fair, Yazoo City, Miss.

Can use small Cookhouse or Grab, Popcorn, Snow Cone, Candy Apples, Cotton Candy, Age and Weight, Pitch-Till-You-Win, Set Spindle, Striker. Also any Stock Concessions. **RIDES:** One major Ride. Also want Agents who take orders. Contact **MANAGER, Yazoo City Colored Fairgrounds, Yazoo City, Miss.**

**NOVEMBER 9th THRU 14th
PALATKA, FLORIDA, COUNTY FAIR**

WANT—A few more Concessions open. ACT—Can use High Act. Must be priced right. **SHOWS**—Can place worth-while Shows. Noel Ape Show, please contact.

All replies to **TOM L. BAKER**
2732 N.E. Third St., Pompano Beach, Fla.
Phone: Whitehall 1-5121

SUGAR STATE SHOWS

Want for Jeanerette, La., Colored Fair, Nov. 1-7; Franklin, La., Colored Fair, Nov. 9-15.

Want clean Grab, Ball Games, Duck Pond, etc. Want joints using stock. Have other dates in cane country, out in winter. All replies: **TED DION,** Lafayette, La. Phone: CE 4-9109.

HUBERT'S MUSEUM
28 W. 42nd St., New York, N. Y.

Open all year round

Wants Freaks and Novelty Acts, State every and particulars in first letter.

MONEY LOANED ON LATE RIDES

will buy your equity in clean, late equipment only. Give details.

Box D-115, c/o Billboard
Cincinnati 22, Ohio.

**WANT FOR
FAYETTEVILLE, N. C., opposite
FT. BRAGG, Oct. 30-Nov. 7**

CONCESSIONS: Hanky Panks of all kinds, Penny Arcade and High Striker.

SHOWS: Any Grind Show with own equipment.

RIDES: Helicopter, Round-Up or any Ride not conflicting.

Wire **BILL HOLT,** c/o Western Union, Fayetteville, N. C.

JAMES H. DREW WORLD'S FAIR SHOWS

Unit No. 1—Tri-County Fair, Fitzgerald, Ga., Nov. 2-7;
Unit No. 2—Oconee Colored Fair, Dublin, Ga., Nov. 2-7.

Want legitimate Merchandise Outright Sales Concessions of all kinds. Can place Grind or Bally Shows.

RIDES: Will place non-conflicting Rides for Dublin.

All address this week: c/o Western Union, Quitman, Ga.

MOTOR STATE SHOWS

Want for Winona, Miss., Oct. 27-31; Houston, Miss., Cotton Carnival, Nov. 2-7; Aberdeen, Miss., Legion Celebration, Nov. 9-14.

Want Hanky Panks, Pitches, Photos, Popcorn, Floss, etc. All replies to **CHAS. KREKELER** as per route

WANTED FOR IMMEDIATE BOOKING
KINGSTON, JAMAICA, and
MARACAIBO, VENEZUELA

Free Acts, High and Platform, Single-O and Side Show Attractions. Send brochures and press on what you have. All replies to:

PAN AMERICAN AMUSEMENTS
 Box 1123, South Miami 43, Fla.

Page Combined Shows

WANT FOR WAYCROSS, GEORGIA, NOV. 2 thru 7

formerly played by a railroad show

Followed by Brooksville and Mulberry, Fla., Fairs

CONCESSIONS that work for stock. Especially want Age & Scales, Novelty, Names on Hats also Derby Races. SHOWS: Motordrome or Monkey Drome, Wild West, Glass House or any outstanding family-type Shows. RIDES: Paratrooper, Dark Ride, Fly-o-Plane and Round-Up. Want Ride Help on all rides who have license and drive semis. All replies to BILL PAGE, Thomasville, Ga., Fairgrounds. Phone in office.

FOR SALE

CATERPILLAR, new tunnel, 18 cars, new model, good working condition.

WHIP, 8 cars, electric motor, new model, good working order.

Come to see them at Columbia Colored Fair, all this week.

CUSTARD, GMC truck, electric easy freeze, in good working condition.

Call and see

SAM E. PRELL, PRELL'S BROADWAY SHOWS

Columbia, S. C., all this week.

CARIBBEAN CRUISE

WILL BUY OR BOOK 6 TO 10 RIDE SHOW
FOR CARIBBEAN CRUISE THIS WINTER

Will book one or two new outstanding Rides for this cruise. Want Fat Show, Giant, Ten-in-One or any worth-while Shows. Cookhouse and Popcorn contacted in Huntsville, call. Diggers, Charlie Cox and Marcella Globe, call. Book any Concessions we do not have. Leave Miami between Nov. 15 and Dec. 1. Maiden territory.

EARL FISHER, c/o Olson Shows, Beaumont, Texas.

FOR SALE

Must be moved by December 31st, the following rides: 1 Dodgem, 40x72, \$20,000.00. 1 Hot Rod Ride with 9 cars, extra parts, \$9,000.00. 1 20-horse Kiddie Merry-Go-Round. 1 18' 6-car Automobile Ride. 1 18' 4-boat Ride. 4 coin-operated Rides. All these rides are factory built, 3 years old, good condition. All Kiddie Rides, one package, \$6,000.00. Contact

O. W. "Hoppy" Moore, Williams Co.

714 MISSION AVE.

OCEANSIDE, CALIFORNIA

MURPHY'S NORTHERN STATE SHOWS
HAVE FOR SALE

8-arm, 8-tub Octopus, complete; motor, fence, ticket box; ready to work, set up for your inspection, \$3,800. Transportation for same if desired, reasonable. Popcorn in 1-ton Chev. Vanette, all white, large popper, bottle gas, apple equip. Jet Spray Drink Dispenser like new, \$1,000. Kiddie Ferris Wheel, \$350. 8-car, 18-passenger Kiddie Pony Cart Ride, \$750. 2 Show Trailers, 1 used for Big Snake, can also be used for animals, \$700; other used for Monkeys, \$350. Both fluorescent lighted. This equipment in good shape, all inside except Octopus and can be inspected. Will buy for cash: Factory Paratrooper, Midge-o-Racer, Sky Fighter or any good Kiddie Ride I don't have. Also good Concession Trailer, approx. 26 ft. This equipment must be good. Now booking Shows and Concessions for 1960 season. Legit only. Deposit required. Play Northern Nebraska, Dakotas, Montana. Need Ride Superintendent for next season. Must be reliable and furnish reference. Also Foremen for 1959 Tilt and mounted Coaster. If married, wives can have concession or sell tickets. All replies to Winter Quarters at Airport or Box 352, Phone 767, Ainsworth, Nebr. JOHN MURPHY, Owner. Reference: National Bank of Ainsworth. Will be here until Nov. 25.

FOR SALE

One 32-ft. two-abreast A. H. Merry-Go-Round, like new Aluminum Horses, new top, new platforms, gas motor, with or without semi for same. 32-ft. moving van semi will rack for same, priced very reasonable for cash. Have seven platforms, seven intermediates in the above average condition, this is less the hardware, also complete outside fence for seven car Tilt-a-Whirl. This is not junk, price very reasonable. Have 12-ft. factory built Grab Trailer complete with everything, give-away price of \$750.00. The above can be seen at my winter quarters, Greensburg, Indiana, or you may write or phone

W. R. GEREN

2510 Marr Road, Columbus, Indiana

Phone DRexel 6-4600

WANTED WANTED
FOR LOUISIANA EXPOSITION SHOWS

Opening Nov. 6 at Washington, La. Out thru New Year's.

CONCESSIONS: Want Hanky Panks of all kinds. \$16.00 per week. SHOWS: Want one or two small shows. No Girl Show or Mit Camp.

RIDES: Will book Merry-Go-Round or one other major ride. Also want one or two Kiddie Rides. All answers to

ROBERT VOGT

c/o Western Union or General Delivery

Orange, Texas

Vivonas Primp
For Two Fairs
In Charleston

Solid Finale for
Season Hinges on
Weather Situation

CHARLESTON, S. C.—The Exchange Club Fair gets underway Monday (26) on its new Meeting Street grounds outside the city, second annual time with an Amusements of America midway. The show has two consecutive weeks slated without uprooting itself, staying in place for the Negro Farmers Fair which follows. Good weather is all that is required for two strong weeks.

Charleston again bids to put an impressive lid on the season, which was going along in satisfactory fashion until a rough stretch of weather cropped up. Charlottesville, Va., Statesville, N. C., and Sumter, S. C., were all played under a leaky faucet, making the Charleston fairs a welcome sight on the horizon.

John Vivona spent the week here with various show and independent units awaiting the main body of equipment which was in Lancaster, S. C., the previous week. The lot was muddy but a big preview crowd turned out Sunday (18) to see the setting up, indicating a pretty nice week ahead. For Charleston the line-up was 30-plus rides and 15 shows.

Lancaster was provided with an assortment of 18 rides, 8 shows, and some 40 concessions. A. Catuzzi had his Unusual World and Galapagos Turtle exhibits on the back end, which also contained a 10-in-1, Motordrome, Wildlife, Funhouse, and the Girl-A-Rama and Club Macombo of Tony Mason. The Latin Casino was sent

(Continued on page 65)

WOM Off Running
As Columbia's
State Fair Opens

Sky Wheels, 2 Mouse Rides Shown;
Midweek Rains Follow 3 Wet Weeks

COLUMBIA, S. C.—Ideal weather graced Columbia for the South Carolina State Fair, pleasing nobody more than the drenched World of Mirth organization. But gloom set in again on Wednesday when driving rainfall wiped out promising gains which had been scored earlier.

Business got off to a flying start from the outset. A record preview crowd turned out Sunday (18) to patronize the early-bird concessionaires. Set-up continued thru Monday night with a liberal sprinkling of spectators and participants. Full-blast operation got underway Tuesday, and the revenue was pleasing.

Augusta closes the season this week, with Saturday (31) being the final day of the 1959 season, equipment then returning to the winter quarters on the Virginia State Fairgrounds, Richmond.

Greensboro, Winston-Salem, Anderson—all were subjected to the same miserable weather conditions experienced by other shows touring the Carolinas in the two States' most discouraging greetings to shows in many years. The sand-overlaid grounds here were bone dr, and a blessing, and permitted convenient setting up.

Route Changes Foreseen

R. C. McArter, general agent, has been working on contracting developments which would be the biggest forward step in the World of Mirth routing for several years. Ottawa and Anderson are already retained for 1960 and several traditional and new fairs are in the

works. During the winter the three light standards built this year are to be augmented by several more.

Some 14 back-end units were displayed here, plus the 30-odd rides which featured two Mouse units. The Dowis forces brought their Miler Mouse, Ski Wheels and Roller Coaster, and a second Mouse was erected by Bill McMurtrey, son-in-law of Charley Cooper. In the absence of Bucky Allen, concession manager, the front end was being overseen by Johnny Miller.

Shows were the Monkey Speedway, Joe Sciortino's unit, Joe Boston with the Revue and Girl Show, Hermine's Midgets, Cardiff Giant, Mechanical Circus and Alpine Village, Funhouse, 10-in-1, Torture Slow, Illusion, Mirror Maze and Motordrome.

CHARLESTON CO.
COLORED FAIR

Charleston, S. Car.

November 2-7

NEW LOCATION

Can place Concessions of all kinds. Will book complete Jig Show. We will furnish all necessary equipment.

Contact John Vivona

AMUSEMENTS OF AMERICA

Charleston, S. C. Phone in office.

SELL OR TRADE
2 Kiddie Merry-Go-Rounds

Mounted on 30-ft. lowboy trailer, 12 jumping horses, fluorescent lighted, \$1,100.00 cash or trade for major Ride; 60 Kw. Cummins Diesel, single phase light, mounted on 6-wheel trailer, perfect condition, sell for \$3,000.00 or trade for Octopus or Tilt. This is not junk; do not want junk. Have 10 Merry-Go-Round Horses, in good shape, at \$25.00 each.

SOL ROSENFELD

905 S. Auburn Indianapolis, Ind.

FOR SALE

MALE LION, 2 years old, nice shape, good feeder, with cage, \$150.00. Will deliver, 20¢ per mile. Cage will fit in pickup truck easily. LOOP-O-PLANE, motor just overhauled, ride in perfect shape, \$550.00. Will consider trading for Car Ride. Will deliver same, 20¢ per mile. Reason for selling, on same route too long. Contact:

SHELDON SHORTER

Rt. 1, Waterloo, Iowa

Phone: Adams 4-1078 or CO 6-0047

P.S.: Will consider trading Tilt, with or without transportation. Cash waiting.

WANTED

For Company Picnic, Aug. 29, 1960, in Southeastern Minnesota, following rides: Kiddie Cars, Kiddie Ferris Wheel, Kiddie Airplane and one other flat Ride (no Train). Also want adult Ferris Wheel, adult Roundup, Helicopter and one other flat Ride. BOX D-116, c/o The Billboard, Cincinnati 22, Ohio.

DODGEM FOR SALE

12 cars; building, 34x54; all new June 1957, with 2 tractors and trailers. All excellent condition. Can be inspected on Marks Show as per route.

Harold J. Lucas

WANT

Ride Men who drive. Hanky Panks come on. For Sale: several Rides, 2 Merry-Go-Rounds, 2 Eli Wheels, in addition to this unit. Take possession after Nov. 1. Act quick if you are interested. Contact

DYER'S GREATER SHOWS

Oxford, Miss., this week.

Winter Quarters, Bald Knob, Ark.

WANTED—AGENT

To book schools immediately. Must have car. Wire or write

DON PREVOST

Henderson, N. C., or 330 W. Main St., Cambridge City, Ind.

FOR SALE

Fastest operating Paratrooper: Hrubetz semi, '54 Chevrolet truck, new motor, all in very good condition. Possession after Savannah. May be seen operating in Tallahassee and Savannah. Reason for selling, taking over Flying Coaster.

MERVIN BARACKMAN
 c/o Gooding Amusement Co.
 Tallahassee, Fla., this week.

WANT TO BUY
BIG ELI SCRAMBLER

FOR CASH

State price and full particulars

in first letter

BOX D-117

c/o The Billboard 2160 Patterson St.

Cincinnati 22, Ohio.

GIRLS WANTED

THREE YOUNG AND ATTRACTIVE GIRLS NEEDED AT ONCE FOR GIRL SHOW

Good salary and wardrobe furnished.

Also need some sober and reliable Ride Help and Up and Down Men. Apply to Manager, TROPICAL REVUE GIRL SHOW, c/o Capital City Show Fairgrounds, Tifton, Ga., thru Wednesday, Oct. 28; then Fairgrounds, Valdosta, Ga. Nov. 2-7; or MANAGER, GIRL SHOW, James H. Drew Shows, Fairgrounds, Quitman, Ga., Oct. 26-31; then Fitzgerald, Ga., Nov. 2-7.

2 Chambliss Fairs
Retained by Buck

SOUTH BOSTON, Va.—Only South Boston and Carthage, N. C., remained on the O. C. Buck Shows route this week, preceding the long trek home to Troy, N. Y. Bright spots of the season included a New York State Tour unblemished by rainouts, and the re-contracting of two pivotal dates in North Carolina.

The fairs managed by Norman Chambliss, Rocky Mount and Greenville, have been awarded to the show again, Chambliss confirmed. Together with the sturdy string of Buck's Northern fairs the combination provides a financially impressive cushion around which the 1960 fair route will be patterned.

Sixteen rides and seven shows were spread out the previous week in Washington, N. C. Coming on the heels of a couple of inclement weeks, it provided an encouraging visit. Some rain was experienced but business was not too bad. Danny Dorso supplemented his bingo operation with an abbreviated "I Got It" center joint across the midway. It did okay.

Back end included the Rock 'n' Roll Show managed by H. W. Williams; Boswell's Wild Life; Doc Tomb's Snake Show; Motordrome, Speedy MacNish; Naughty New Orleans and Hot Spot, Harold Wetherbee, and the Funhouse. Major rides were the Ferris Wheel, Scooter, Merry-Go-Round, Tilt, Roller Coaster, Paratrooper, Helicopter and Scrambler.

Staff includes, among others, Jimmy Quinn, business managers; Mrs. Elizabeth Murphy, secretary, and Bill Beldock, ride superintendent. Smiling Bernie Therit has the cookhouse.

CARNIVAL CONFAB

Continued from page 62

McMillian, Rose Danielson, R. Cook, Charles Norton, Ed Pickering, Mr. and Mrs. Chuck Davis, Lisabeth Mahs, Frances Augustine, Chubby Jewett, Earl and Hazel Maddox, Ann Yelley, John Wyatt, Joe Pearl, Walter Devoyne, Blanche Ziemann, Cathy Hanson, Debbie and Father James Owens.

Danny Dorso put in a good week with his bingo at the Bloomsburg (Pa.) Fair. So did Bob Norman, the cookhouse fellow. . . . Endy Shows is the show of managers, as it boasts the services of Dave Endy, Ted Lewis and Carl Ferris. Joe Soret was with Endy in Roanoke Rapids, N. C., where

there were 18 rides, 7 shows and 30 concessions in action. . . . Henry Vonderheid will have the floss, popcorn, novelties and apples at the Reithoffer armory date in New York City. . . . Despite three days of solid rain, Frank Bergen's World of Mirth Shows wound up the Greensboro (N. C.) Fair in fine shape, George Hamid reporting that more than \$45,000 was grossed in the final three days. . . . Jack Hornfeld sold all his bingo equipment after the Bloomsburg Fair and will frame two new units for 1960, a regular one for Pennsylvania dates and an I Got It for New York State. . . . Goldsboro (N. C.) people went all out to ease the grief of the Prell family after the death of Joe Prell. Providing transportation and comfort were Neil Segars and Peggy Segars, fair president Olin Peele and wife, sheriff Jesse Hinson and wife, Beulah May, and Roy Percise, deputy sheriff. *Irwin Kirby.*

Mr. and Mrs. Turner Scott are back in Orlando, Fla., after a two-week trip thru the South where they visited a number of shows and fairs. They'll open their rides in Orlando on November 5 for the seventh year. . . . Nick Cornish, guess-your-weight op on the Bill Lynch Shows, made the Halifax, N. S., newspapers recently. While playing the Hants Fair, he left his concessions for just a minute. When he came back the scales had been heisted. . . . Joe J. Fontana, long-time general agent, is keeping busy in Florida real estate and has several restaurants in Tarpon Springs. The Fontana Coffee Shoppe on South Pinellas in that latter town is a stopping off place for many showfolk. *Charlie Byrnes*

RAS Scores At Jackson

SHREVEPORT — The Royal American Shows opened at the Louisiana State Fair here Friday (23), coming in here from Jackson, Miss., where the Carl Sedlmayr midway aggregation had chalked up higher ride and show grosses than last year. Both the six-day Mississippi State Fair and the three-day Mississippi State Negro Fair produced higher receipts than last year.

The Negro fair, which closed Wednesday (21), gave Leon Claxton's Harlem in Havana revue excellent business. The Johnny Mack Brown show was the second biggest money-getter among the shows, with Dick Best's Side Show third. The Royal's kiddieland enjoyed strong business.

Penn Premiere Double Dates

Continued from page 62

22 rides and 16 shows to Henderson. Joe Gilman managed one unit.

Lloyd Serfass, general manager, expressed nothing but satisfaction over the progress to date. 'Still dates won a lucky stretch of weather around Western Pennsylvania, but because of industrial unrest there was less spending money around than had been anticipated. Business here was strong on a couple of days, for one of the South's leading Negro farmers' events.

Three Fairs Claimed

Winston-Salem and Mount Airy, in North Carolina, and Ebensburg, Pa., a key Labor Day fair, were reported signed for 1960. Mount Airy had two kids' days blown away by the hurricane this season.

The back-end spread was pre-tentious and impressed fair committeemen visiting during the week. It contained King Reid's Congo dark ride and Club 17; Bob Brownell's Life and Pygmy

Harry Seber

Continued from page 63

ever, he returned to Southern California where he had better luck with the "Kandy Box Revue" in Long Beach. Seber hit the big time at Chicago's Century of Progress where he had the Spanish Village. This was followed by operations at the San Diego Exposition and the Canadian National Exhibition. Until bad health forced his retirement a few years ago, he seldom missed having shows in Toronto and the State Fair of Texas, Dallas.

He is survived by his widow, Frances.

Horses; Live Siamese Twins; Las Vegas; Lost World; Tempest; Snake Show, Ollie LeBeaubeau; Monster Animal; Girl Show; Fat Show; Two-Headed Baby; Wild Girl, Harry Fink; 10-in-1, Jimmy Farmer, manager; and Justino Loyal with Penguin Show and Funhouse with windmill front.

Along concession row were Buster Westbrook, concession manager; Tommy Arger's bingo, Charley Allen, Mac McBride, Ralph Ryan, Vick's grab stands, Custard Joe Uknis, Joe Soret, Bill Hunter, Bill Cism, Sam Scholnik, Noel's hats, Ralph Piccolo's novelties, V. C. Allen's novelties, Ivan Miller's french fries, R. D. Worick, Chet Barnett, Bilofsky, Mr. and Mrs. Bartlett, Wasserman, Gene Andy, Al Dorso's popcorn, Hangstefer and Weber's mug joints, Frank King, Harry Hauck, and Simms.

Vivonas Primp

Continued from page 64

ahead to Charleston. Mason has Tina and Rusty in the first-named, Gerry (Torchy) Turner and Cindy Lou in the Macombo, and Virginia Kinn, Ming Chu, Askole and Dane, and Ruthette in the revue, with Helen Wilson as organist.

Joe Cenname will be winding up his bingo season. Many of the personnel will head into Florida, where John Vivona is president of the Miami Showmen's Association. Equipment will be stored again in Sumter, S. C.

Considering the spotty business that has been encountered, the show's equipment looked neat and in good repair. The Paratrooper, new Stacy Johnson Coaster and Danny Dell's Scrambler competed for top ride gross in Lancaster.

Motor State Scores Big On Miss. Tour

CHARLESTON, Miss.—Mississippi fairs have been giving Joe Frederick's Motor State Shows exceptionally big grosses, it was reported here last week.

Show is carrying 35 concessions, somewhat less than in previous years. Frederick purchased some rides and a Funhouse from C. S. Peck's Key City Shows to add to the Motor State No. 1 unit, managed by Charles Krekeler, who will operate it all winter in the Gulf States.

For next spring the No. 1 show will carry 16 rides, mostly majors, and three new panel-type show fronts, mounted on semis, are planned. In addition, three searchlights and three diesel generators are to be carried.

Krekeler recently added a new trailer to his concession fleet.

Drew Re-Inks Hoosier Fairs

TERRE HAUTE, Ind. — The James H. Drew World Fair Shows have re-contracted two Indiana fairs for 1960. Show was recently awarded the pact for the Great Wabash Valley Fair here and for the Porter County Free Fair, Valparaiso.

Show will be here for its sixth straight year and in Valparaiso for the 12th year.

John F. Reid, 65, Show Owner, Dies

MARSHALL, Mich. — John F. Reid, 65, owner of Happyland Shows and a veteran of 50 years in outdoor show business, died here October 10 following a heart attack. Death came suddenly while his show was playing a still date at Allegon, 10 miles from here.

Reid had been in the business since 1909 when he was with the late F. L. (Doc) Flack, owner of Northwestern Shows. He was secretary of the show and held that post for a number of years except for a period in the armed services during World War I. He later joined Happyland Shows, then owned by Guy Y. Averill, where he was secretary and later general manager.

In 1928 Reid and William G. Dumas purchased Happyland Shows which at that time had two

rides. The two partners built up the show over the years, with Reid buying out his partner in 1946. Today the show, for major dates, carried as many as 21 rides, 9 shows and 150 concessions.

For the most part Reid confined his route to Michigan with an occasional date in Ohio and Indiana.

Reid was a director of the Michigan Showmen's Association for many years. He was also a member of the Greater Tampa Showmen's Association, Miami Showmen's Association, and the Michigan Association of Fairs.

Survivors include his widow, Ethel; two sons, Robert and John, and two daughters, Mrs. Betty Jane Williams and Mrs. Mary Catherine O'Dell.

Fayetteville in View For Manning Rebound

NEWBERRY, S. C. — The big Army payday visit to Fayetteville, N. C. expanded in importance for the Ross Manning Shows, following disappointments at its two biggest fair dates, Petersburg, Va., and Florence, S. C. Both were presented with midways of impressive size but rain slashed into the turnouts and spending.

Newberry's concession line-up bristled with veteran agents coming in early in anticipation of the windup date. Twenty rides were fielded plus eight shows and a front end presided over by Bernie Feldman, finishing the season as

business manager. Plans were for Fayetteville to be chosen as the winter quarters location, Manning said.

Other staffers include Charley Guttermuth, ride superintendent. Howard Drayer had the Jones bingo this year. Augie Dentinger was girl show operator during the final weeks.

Both the Petersburg and Florence dates lost most of their Saturday (10) to rain. Manning had good weather for the opening here and, with Fayetteville around the corner, the outlook was for a pleasing finish to a rugged season.



BIG **ANNUAL**

1960

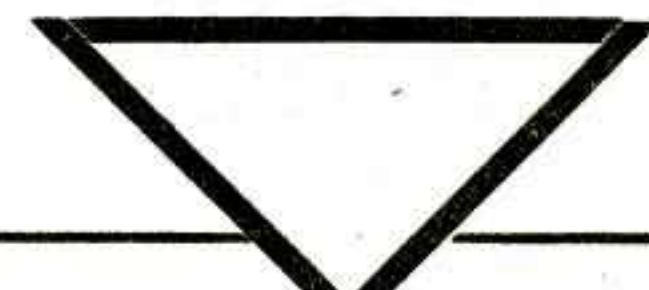
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| Ferkins, Irving Jack | Hughes, Homer |
| Fisk, James H. | Hymes, Vernon L. |
| (c/o James Maynard) | Jack, Barbara E. |
| Flood, "Left" | Jackson, Eli H. |
| Forkum, Bill | Jackson, Lawrence |
| Forester, August X. | Jones, Doris |
| Forkum, Mrs. Lee | Jones, O. C. |
| Forsyth, Fred | (Frenchy) |
| Francis, Ralph A. | Joyce, David R. |
| Frank, Theresa | Julliano, Mrs. Mildred |
| Frinn, Tony or W. T. Crolley | Kane, Maxwell |
| Garner, R. B. | Karno, Ben |
| Garrison, Leon & Garry Monroe | Kellems, Happy (Clown) |
| Gattis, Glendon & Gelene | Kelly, Slim |
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| Gilman, J. W. | Knight, Anna N. |
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| Givens, Joe L. | Kuns, Martha |
| Glazier, James | Lane, H. J. |
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| Gloss, John or Glass | LaRocca, Mrs. Mary |
| Glosser, B. N. | LaVigne, Edward R. |
| Golden, Joan C. | LaVoy, Marie |
| Gore, Concessions | Lackey, Haskell |
| Gough, W. T. | Lane, Cynthia |
| Graham, J. L. | Lane, John O. |
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| Gray, Clifford H. | LeDoux, Jolly Marie |
| Gray, Stash | Le Fevre, Mrs. |
| Green, Johnny | Lee, Jack E. (Candy Man) |
| (from Lorene) | Lee, Torchy |
| Griffith Leroy C. | Lee, Wm. M. & Mrs. Leerecht, Mr. (Mer Leerecht Shows) |
| Grignon, Walter E. | Lehman, Herb |
| Gross, Charles | Leib, Rodrick H. |
| Gwens, Joe | Lewis, Neva |
| Hall, Pearl | Lillard, Jan |
| Hamid, Alice H. | Lines, Rev. W. J. |
| Harley, Lee | Lindsay, Kenneth |
| Harris, Jim | Livingston, Kenneth |
| Harvey, Carl F. | Lombardi, Robert |
| Haskins, Charles | Lotter, Dick |
| Hauk, Harold | Loveless, Betty |
| Hemis, Harold | Crystal |
| Hendricks or Hendrickson, Mrs. Harry | |
| Herman, A. H. | |

(Continued on page 69)

CARNIVAL ROUTES

- A-1 Amusements:** *Dale Carpenter; Leachville, Ark.; Atlanta, Ga., Nov. 4-8. (Season ends).
- Acme:** (Fair) Cleveland, Miss., 28-31.
- Amusements of America:** *Pop Akers; (Fair) Charleston, S. C., 26-Nov. 7.
- Bee's Old Reliable:** *E. S. Van Hooser; (Fair) Ozark, Ala.; (Fair) De Funiak Springs, Fla., Nov. 2-7.
- Big State:** *Joseph Sima; (Fair) Alice, Tex.; Kingsville, Nov. 1-16.
- Blue Grass:** *J. V. Richards; (Fair) Inverness, Fla. (Season ends).
- Buck, O. C.:** *Roy F. Peugh; (Fair) Carthage, N. C. (Season ends).
- Burkhart:** *Harvey Wilkins; (Fair) Alexandria, La.; (Fair) De Quincy, Nov. 2-7.
- Capell Bros.:** *H. E. Michaelson; (Fair) Casa Grande, Ariz., 26.
- Capital City:** *C. C. Miller; Tifton, Ga., 26-28; (Fair) Valdosta, Nov. 2-7.
- Crafts Expo.:** *Vincent B. Kuro-patwa; Lompoc, Calif., 26-Nov. 1.
- Crystal United:** *Mrs. Earl Miller; Salley, S. C.; Wauchula, Fla., Nov. 9-14.
- Drew, James H.:** *Mrs. Eula Drew; (Fair) Quitman, Ga.; (Fair) Fitzgerald, Nov. 2-7.
- Dyers Greater:** *Wm. R. Dyer; Oxford, Miss.
- Endy, David B.:** *William P. Munroe; (Fair) Jacksonville, Fla., 28-Nov. 7.
- Glades Am. Co.:** (Fair) Arcadia, Fla., Nov. 7.
- Gold Medal:** *C. C. Leasure; (Fair) Panama City, Fla.; (Fair) Mari-anna, Nov. 2-7.
- Gooding's Million-Dollar Midway, No. 3:** *J. H. MacDougall; (North Florida Fair) Tallahassee, Fla.
- Greater Kastl:** *Nobie Hammock; Dell City, Tex., 27-Nov. 1.
- Hammond, Bob:** *Mrs. Keith Chap-man; Austin, Tex.; Houston, Nov. 3-15.
- Heth:** *Mrs. Al Lunz; (Fair) Cordele, Ga.; Waynesboro, Nov. 2-7.
- Hoard & Mullis:** *Ebert Mullis; (Fair) Baxley, Ga.
- Hottle, Buff, No. 2:** *William H. Brooks; Baton Rouge, La., 25-31.
- Isler Greater:** Guymon, Okla., Nov. 3-6. (Season ends).
- Kile, Floyd O.:** (Fair) Louisville, Miss.
- Manning, Ross:** *Nelson Wilkins; Fayetteville, N. C., 30-Nov. 7.
- Midway of Mirth:** *Frank Lavall; Keiser, Ark.
- Motor State, No. 1:** *M. Frederick; Winona, Miss.; Houston, Nov. 2-7.
- Olson:** *Mrs. Ray Kramer; (Fair) Beaumont, Tex. (Season ends).
- Page Combined:** *Blackey Jones; (Fair) Thomasville, Ga.; (Fair) Waycross, Nov. 2-7.
- Palmetto Expo., No. 2:** *Milton McNeace; Loris, S. C.; (Fair) Marion, Nov. 2-7.
- Penn Premier, No. 1:** *Richard Gilman; (Colored Fair) Hender-son, N. C.
- Penn Premier, No. 1:** *Richard Gilman; (Colored Fair) Henderson, N. C.
- Penn Premier, No. 2:** (Fair) Dunn, N. C.
- Peter Paul Ams.:** *Peter Bicio; Yazoo City, Miss.
- Prell's Broadway:** *Lillian Sylvester; (Fair) Columbia, S. C.
- Reid's Golden Star:** *Elmer Reid; Lyons, Ga.; (Fair) Dublin, Nov. 2-7.
- Reithoffer:** (Fair) (Armory) New York City, 26-Nov. 1.
- Royal American:** *J. A. Pearl; (Fair) Shreveport, La., 26-Nov. 1. (Season ends).
- Siebrand Bros.:** *Don Hanna; Phoe-nix, Ariz., 31-Nov. 11.

- Smiley's Ams.:** *Joe Fasolas; Great Falls, S. C.; Bamberg, Nov. 2-7.
- Southern States:** *Jack Carpenter; Perry, Fla.; (Fair) Williston, Nov. 2-7. (Season ends).
- Southland Am. Co.:** *L. H. Hardin; Tampa, Fla.
- Strates, James E., No. 1:** *Otto Stonecipher; (Fair) Albany, Ga.

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- Sugar State:** Opelousas, La.; (Fair) Nov. 1-8.
- Thomas Joyland:** *Samuel Gener-ally; Tarboro, N. C.
- Tinsley, Johnny T.:** *Albert Rivers; Beaufort, S. C.
- Wilson, C. A., Am. Co.:** Big Springs, Tex.
- World of Mirth:** *Peter Nolnar; Augusta, Ga.

Circus Routes

- Adams-Seils:** *Dot Burdett; Rich Hill, Mo., 26.
- Atayde:** Ciudad Sagun, Hdgo., 26-27; Calpulalpan 28; Huam-antla, Tlax., 29-30; Apizaco 31-Nov. 1; Sta. Ana Chautenpan 2; Tlaxcala 3-4; Zacatelco 5-6; Atlitxco, Pue., 7-8.
- Carson & Barnes:** *Leona Hill; Mt. Pleasant, Tex., 27; (Season ends).
- Clyde Beatty-Cole Bros.:** *Ray Aguilar; Daytona Beach, Fla., 26; Cocoa 27; West Palm Beach 28; Ft. Lauderdale 29; Miami 30-Nov. 1; West Hollywood 2; Fort Pierce 3; Melbourne 4; Orlando 5; Clearwater 6; Tampa 7; St. Petersburg 8. (Season ends).
- Hagen Bros.:** *Al Dean; Thibo-daux, La., 26; Morgan City 27; St. Martinville 28; Breaux Bridge 29; Lafayette 30; Villa Platte 31.
- Kelly & Miller:** *Jack Smith; Hugo, Okla., 26. (Season ends).
- King Bros.:** *Eva Hinckley; Colum-bus, Miss., 26; Tuscaloosa, Ala., 27; Clanton 28; Union Springs 29; Andalusio 30; Brewton 31; Chipley, Fla., Nov. 2.
- Polack Bros.:** (Coliseum) Florence, Ala., 26-27; (Goettge Memorial Field House) U. S. Marine Corps Base) Camp Le jeune, N. C., 30; (Fifth Reg. Armory) Baltimore, Md., Nov. 2-7.
- Ringling Bros. and Barnum & Bai-ley:** (Aud) Dallas, Tex., 28-Nov. 1; Tulsa, Okla., 3-4; Little Rock, Ark., 6-8; Birmingham, Ala., 11-15; Louisville, Ky., 19-22; Cleveland, O., 25-29.

Arena Routes

- Ballet Espanol:** (Municipal Aud) St. Paul, Minn., 26; (Orpheum) Sioux City, Ia., 27; (Aud) Den-ver, Colo., 31-Nov. 1; (H. S. Aud) Colorado Springs, Colo., 2; (Kingsbury Hall) Salt Lake City, Utah, 4; (War Memorial Opera House) San Francisco, Calif., 7; (Community Theater) Berkeley 9-10; (Sunset School Aud) Carmel 11; (Civic Aud) San Jose 12; (Memorial Aud) Fresno 13; (Mun. Aud Concert Hall) Long Beach 14.

- Benton, Brook, Rock & Roll Unit:** (Sylvan Beach) La Porte, Tex., 26; (Aud) Beaumont 27; (Coli-seum) Houston 28; (Longhorn Ranch) Dallas 29; (Aud) Little Rock, Ark., 30; (Ball's Aud) Lake Charles, La., 31; (Northside Coliseum) Fort Worth, Tex., Nov. 1; (Longhorn Ranch) Dallas 2; (Fairgrounds) Waco 3; (Pleasure Pier) Galveston 5; (City Aud) Shreveport, La., 6; (City Aud) Austin, Tex., 7; (Cobra Club) Midland 8; (City Aud) San Antonio 9; (Coliseum) Lub-bock 10; (Aud) Amarillo 11; (Coliseum) San Angelo 12; (Aud) Oklahoma City, Okla., 13; (Aud) Tulsa 14.

- New York Opera Festival:** Saska-toon, Sask., 26; Edmonton, Alta., 27-28; Calgary 29-31; Missoula, Mont., Nov. 2; Spokane, Wash., 3; Tacoma 5; Seattle 6-8; Eugene, Ore., 9; Yakima, Wash., 10; Lewiston, Idaho, 11; Billings, Mont., 13; Omaha, Neb., 15.
- Polish State Folk Ballet:** (Boston Garden) Boston, Mass., 30-31; (City Center) New York City, Nov. 3-22.

Legitimate Shows

- Dark at the Top of the Stairs:** (Orpheum) Springfield, Ill., 26; (RKO Orpheum) Davenport, Ia., 27-28; (High School) Neenah, Wis., 29; Wausau 30; Green Bay 31; (Shrine Mosque) Peoria, Ill., Nov. 2-3; South Bend, Ind., 4-5; (Memorial Coliseum) Evansville 7; (Alumni Aud) Knoxville, Tenn., 9; (Memorial) Greenville, S. C., 10; (Ovens) Charlotte, N. C., 11-12; (WRVA Theater) Richmond, Va., 13-14.
- Gay '90's Nite:** (High School Aud) Waterloo, Neb., 26; (Pershing) Lincoln 27; (Music Hall) Omaha 28; (Orpheum) Davenport, Ia., 29; (Music Hall) Kansas City, Mo., 31; (American) St. Louis, Mo., 2-7.
- Look Homeward Angel:** (Para-mount) Springfield, Mass., 26; (Loew's Poli) Worcester 27; (Memorial Hall) Hartford, Conn., 28; (Empire) New Bedford, Mass., 29; (Veterans Memorial) Providence, R. I., 30-31; (Memorial Aud) Burlington, Vt., Nov. 2; (Lafayette) Buffalo, N. Y., 4; (Royal Alexander) Toronto, Ont.
- Music Man, The:** (Shubert) Chi-cago, Ill., indefinite run.
- Two for the Seesaw:** (Robinson) Little Rock, Ark., 27-28; (Ellis Aud., So. Hall) Memphis, Tenn., 29-31; (Strand) Shreveport, La., Nov. 2-3; (Municipal) New Orleans 4-7.

Ice Shows

- Holiday on Ice of 1960:** (Civic Center) Charleston, W. Va., 25-28; (War Memorial Coliseum) Greensboro, N. C., 29-Nov. 3; (Indiana Coliseum) Indianapolis, Ind., 5-15.
- Ice Capades, 19th Edition:** (Coli-seum) Corpus Christi, Tex., 27-Nov. 1; (Freeman Coliseum) San Antonio 2-8; (Ector Coliseum) Odessa 10-16.
- Ice Capades, 20th Edition:** (Arena) Philadelphia, Pa., 26-Nov. 1; (Aud) Buffalo, N. Y., 3-8; (Maple Leaf Gardens) Toronto, Ont., 9-13.
- Ice Follies of 1960:** (Stadium) Chi-cago, Ill., 25-Nov. 8; (Olympic Stadium) Detroit, Mich., 10-22.

Miscellaneous

- Matchstick City:** Bryan, Tex., 26; Lake Charles, La., 27-28; Baton Rouge, Nov. 7.
- O'Day, Marie, Palace Car:** Austin, Tex., 26-31; Houston, Nov. 3-15.

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Hand-tooled Mexi-
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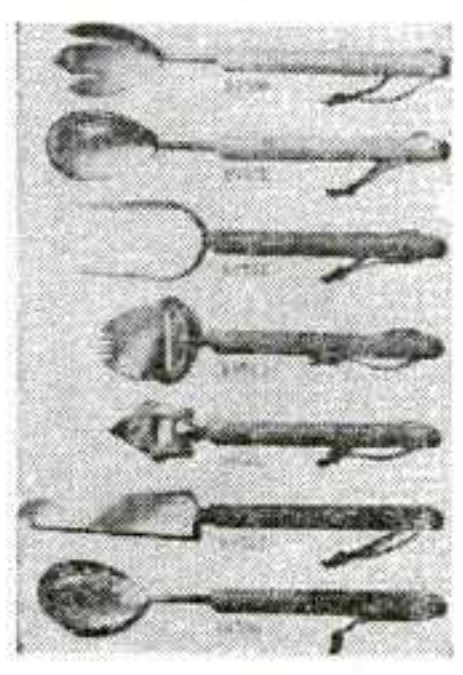
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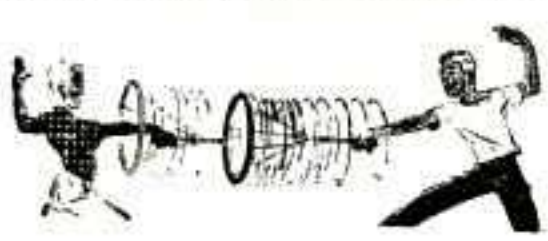
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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



Patio Tools

Gourmet and patio serving accessories packaged in polyethylene bags and featuring colonial hardwood handles, leather tongs and steel shanks. Serving fork, serving spoon, Carv-Aid, cheese slicer, five-way opener, cake cutter and perforated spoon illustrated. Eight other "Patio Pals" available. Retail, \$1 each. Parker-Gaines, 38-06 31st Street, Long Island City, N. Y.



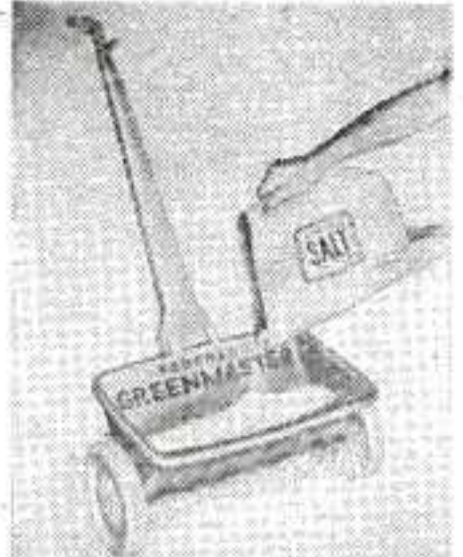
Sword Toy

White or red polyethylene hoop attached with four rubber bands to a sliding hub which rides back and forth between two stops on a polished wooden shaft makes the click-click sound of swordsmen's blades. Youngsters from five to 12 will find many tricks to do with the unusual clicking toy. Retail, 79 cents. Keen-Eye Company, Butler, Wis.



Hockey Game

The exciting player and spectator game brings hockey into the home. Available in five models, including a floor model with detachable legs. All models supplied with hockey sticks, puck and rules. Table models are 16½ inches by 24½ inches, 24½ inches by 36½ inches and 34 inches by 46 inches (standard model and recreation table model). Floor model is also 34 inches by 46 inches. Carrom Industries, Ludington, Mich.



Salt Spreader

Plastic seeder, weeder, feeder lawn spreader may also be used to spread salt or fertilizer on walks and driveways during the winter. The Greenmaster is rust and corrosion proof, weighs one-fourth that of the average metal spreader. The hopper is 18 inches by 12½ inches by 7 inches deep and holds over 25 pounds. Retail, \$6.95. Federal Tool Corporation, 3600 West Pratt Boulevard, Chicago 45.

Pastry Trimmer

Pastry crimper and trimmer allows user to edge, trim and seal pies and pastry in one quick motion. White plastic wheel is at one end, arched crimper at other end. Trimmer comes on illustrated card. Retail, 49 cents. Ekco Products Company, 1949 North Cicero Ave., Chicago 39.

Thermometer
Gold finish thermometer in pocket watch design has simulated winding stem and 24-inch plated metal chain. Measures 7½ inches wide by 9½ inches high. Flush wall mounting included. Retail, \$3.98. Herold Products Company, Inc., 2110 West Walnut Street, Chicago 12.

Home Fire Alarm

Flashlight battery-operated home fire alarm with Copper-tone finish automatically sounds warning when room temperature rises to 135 degrees F. Easily installed. Retail, \$6.95. Consumer Products Division, American LaFrance, Elmira, N. Y.

Rug Cleaner

A rug cleaning applicator now available with a 60-ounce capacity. Comes with eight-ounce supply of rug cleaner. Has yellow plastic base. Retail, \$5.95. E. R. Wagner Manufacturing Company, 4611 North 32d Street, Milwaukee 9.

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LOWEST PRICES ANYWHERE

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444 Townsend, San Francisco, California

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Costume Jewelry Manufacturer

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Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings.

TERRIFIC FLASH
Real Jewelry No Slum. Guaranteed \$1.00 Retailers. Dozens of Styles. Immediate Delivery. Only \$18.00 per gross.

Miracle Prayer Crosses, boxed	Per Doz.
Men's 3-Rhinestone Rings, boxed	\$4.25
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- 25% Dep., Bal. C.O.D., F.O.B. Chi.

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OPERATED & MANAGED BY JIM & NAT COOK, OUR ONLY LOCATION.

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ACROBAT-MONKEY
Wind arm and watch him perform. Equally liked by young and old.

\$4.00 dz. \$43.20 gr.
Sample, \$1.00—Postpaid.

EMMETT KRUG Phone 3-8559
3K's Novelties
1110 W. Hovey Ave. Normal, Illinois

NEW Sensation
Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



\$5.90 Set

- EXPANSION BAND
- BILLFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CUFF LINKS
- MONEY CLIP
- TIE CLASP

Same set as above with

- 7-Jewel Watch..... \$6.90
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Min order 4 25% cash, bal. C.O.D.

NATIONALLY ADVERTISED

The hottest line for '59: High style—low price. All pieces beautifully matched—handsomely boxed. EVERYTHING—nine smart pieces—including dependable watch and expansion band!

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LADIES' NEW RHINESTONE WATCH
A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profits! Or order a sample, \$8.95. Yellow or white.

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CEL-MAX, Inc.
582 SO. MAIN ST. MEMPHIS, TENN.

A NEW MONEY MAKING DEAL

... that requires no waging stamp

Location tested as to a fast mover, only 60 holes, takes in \$49.50.

Operator's price sample deal, \$34.50 prepaid. Lots of 6 or more deals, \$32.00. Lots of 12 or more, \$30.00.

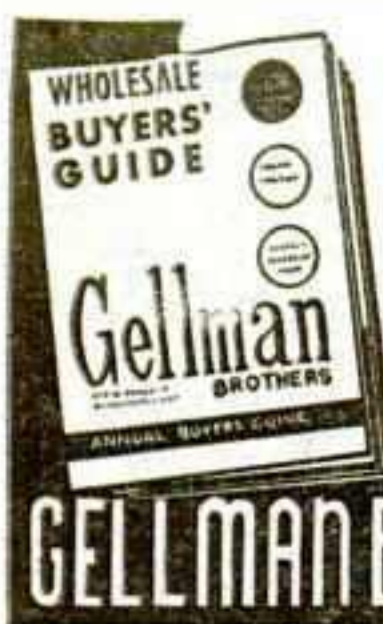
GALENTINE NOVELTY COMPANY
519 E. Jefferson Blvd., South Bend 17, Ind.

6 Asst'd Watches
Elgins, Bulovas, Gruens, etc.
Men's and Ladies' **\$42.95**

Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$8.95
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.



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

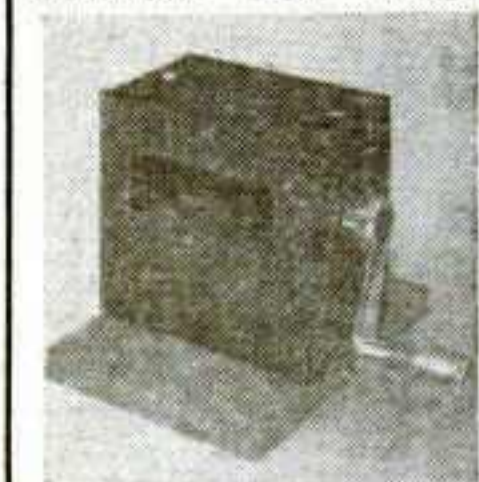
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A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

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Less than one minute to seal permanently any flat item up to 4" x 6". Photos, cards, clippings, tags, etc. Needs no electricity!

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Jiffy, Jr. Sealer (illus.). Enough Plastic Material to seal 200 items (retail value, \$100). Simple instructions. Complete. . . . 1/2 on C. O. D. Orders.

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PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

HEVEY FORKNER...

pipes in from Raleigh, N. C., to say that, after a siege in the hospital at Winston-Salem, N. C., he is up and about again but that he must take it easy for the present. Forkner made the recent North Carolina State Fair at Raleigh, where he worked a table on sheet and ran into a flock of old-timers, including Herman Myers, Doc Flynn, S. Castle, J. Wall, Jacoba and Clyde Forkner. All got in a good week's work, Hevey says. Forkner says he'd like to read pipes from B. V. (Spud) Mangum, E. C. Pardee, Doc Harvey, Father Patrick and Jack (Bottles) Stover.

HARRY DAY...

Jam Sox Sparks and Doc Wiggins are working the North Carolina tobacco markets. Also working the same area are Clyde Forkner and Herman Myers.

THE NOELLS...

Mae and Robert, of Noell's Ark fame, continue to pull reams of front-page publicity with their gorillas, Tommy and Topsy. The Skyland Post, West Jefferson, N. C., recently spotted them on page 1 with a three-column photo and a story by one of its staff writers. On October 14, they made the front page of The Winston-Salem

(N. C.) Journal with a four-column photo of Tommy and Topsy and a story on the Noells' experiences in handling the gorillas, written by staff writer Roy Thompson.

Five Years Ago In Pitchdom

Peelers went well at the homecoming in Brookneal, Va., for Julian Wayne, who jumped in from the Baltimore territory.

Seen at Virginia State Fair, Richmond, were Harry Kibel, Vince and Carmen Marinarani and Spottin' Sam Hymes with their lithography pitches. The boys reported business there better than it had been at Indianapolis and Columbus, O. . . . Bob Leroy, working photos at Galesburg, Ill., reported mediocre results. . . . Joseph Lehr, spot worker, reported meeting a number of the folks at Virginia State Fair, including Marshall Lockey, Bob Lillingston, Al Delesk, Count Harrington, Sol Castle and Abe Cohen.

Byron L. Bowie was seen at the Windsor, Norway and Farmington, Me., fairs picking up a lot of loose money doing character analysis. . . . Bob Posey was working the Grant, N. M., territory. . . . Doc George Bender, piping in from Philadelphia, said that contrary to reports he was still very much alive

and still able to make a pitch and take a drink or two.

Mike Sullivan was in his fifth week at the County Home Hospital, Cuyahoga Falls, O., and anxious to hear from friends. . . . Lawrence D. Schroeder, handwriting analyst, and his missus, Mildred, returned to their home in Appleton, Wis., after working the fairs at Greenville and Greenwood, S. C.

PUSH SKIP NUMBERS STRAIGHT NUMBERS EVERY PUNCH WINS WRITE H FOR CATALOG ARNOLD SAX RDS 333 No. Michigan Ave. Chicago 1, Illinois

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS TIP BOOKS BASEBALL BOOKS at very, very reasonable prices. Phone: Wheeling—CEdar 34282 Columbia Sales Co. 302 Main St., Wheeling, W. Va.

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"After trying the rest... SHOW-BIZ proves best..." SHOW-BIZ smart comedy material leads the field in quality and low-budget price introductory offer. "Classicolection," the one-line classics of tomorrow. . . . Act Now. . . . only \$3.00. SHOW-BIZ COMEDY SERVICE Dept. BD-1 625 Avenue "V" Brooklyn 23, N. Y.

FOR SALE—"WHY DO I DREAM" NEW popular song just published. Introductory price, 25¢ plus 4¢ stamp per piano copy. Predicted a hit! Send amount to Charles Neri, 110 W. Academy St., Albion, N. Y. Immed. Delivery.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lib. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. tfn

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, N. Y. oc26

25,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de28

Agents, Distributors Items

CHRISTMAS EARRINGS—CLOSEOUTS, 18 gross; assorted Pendants, boxed, 33 dozen. Miniatures for Earrings, Lastufka, Box 10248, Tampa 9, Fla. oc26

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FREE CATALOG

- E5—Stone E'rgs, etc., asst. Gr. . . . \$12.00 E1—Tailored E'rgs, asst. Gr. . . . 18.00 #2—Stone & Pearl E'rgs, asst. Gr. . . . 21.00 E139—Rhinstone E'rgs, asst. Gr. . . . 30.00 O1—Odd Lot Brace & Neckls, Gr. . . . 15.00 L2—Men's Chrome Lighters, Dz. . . . 4.35 L5—Zippo-Type Lighters, Dz. . . . 6.00 R11—Ladies' Birthstone Rings, Gr. . . . 11.00 P-4—3-Pc Pearl Sets, Dz. . . . 7.20 T17—Asst. Metal Toys, Dz. . . . 3.75 619—Men's Asst. Stone Rings, Dz. . . . 3.25 1165—Flashlights, Tri-Color, Dz. . . . 4.00 Samples Reg Price—25¢ Dep. Bal. C.O.D.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. 55-94, 188 State St. Albany, N. Y.

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Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

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

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

DECALCOMANIA TRANSFERS NOW offered in small quantities, quick delivery; an attractive name plate on your products in 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

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

EARRINGS—ASSORTED STONE AND TAILORED, carded, \$6 gross. Plastic Wallets, assorted colors, \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island. oc26

GUITARS

For Premiums or Christmas Gifts—Toy Stores. Large Western 33"x12". Each. . . . \$3.50 Special Texas, 30"x11". Each. . . . 3.00 Single samples, \$1 extra; both styles. . . 7.50 postpaid, cash with order. You make 100% profit.

PREMIER CREATIONS Box A-1 Russell's Point, Ohio

HOSIERY—LOW PRICES LADIES', MEN'S Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. oc26

KOEHLER NOVELTY SIGNS OR JUMBO postcards sell everywhere. They are comic, witty, illustrated, brilliant colored 7 x 11 inch money makers. Cost 6¢, sell 50¢. Koehler, 12 Caldwell, Cincinnati 16, Ohio. np

NEW TINSELED CHRISTMAS SIGNS, 7" X 11" and 11 X 14", 50¢ to \$1 sellers. Make Christmas Money! 10 samples, \$1. Catalog free. Lowy, 812 Broadway, Dept. 122, New York 3. ch-np

MERRY CHRISTMAS TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US.

With every purchase of \$15.00 or more of our regular goods, listed below, we will give you FREE 3 dozen pair of earrings for Christmas. This is our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

- FAMOUS MFR. CLOSEOUTS Asst. Earrings \$1.75 & \$3.00 Dz. Pierced Earrings, Asst. . . . \$1.25 & \$1.75 Dz. Charm Bracelets, Asst. . . . \$1.50 & \$2.50 Dz. Tie & Cufflinks Sets, Asst. . . . \$3.75 & \$6.00 Dz. Cultured Pearl Tie Slides, carded \$2.00 Dz. Asst. Boxed Sets \$4.50 to \$6.00 Dz. Boxed Sets, Asst. . . . \$9.00 & \$18.00 Dz. Eng. Pearl Sets, Boxed 1, 2 & 3 Strands to doz. sets \$6.00 Dz. Box Crosses, In Catalog . . . \$2.50 Dz. Rosary Beads, Boxed . . . \$6.00 & \$9.00 Dz. Children's Neckls, Boxed . . . \$3.00 Dz. Pins, Asst. . . . \$1.75 & \$3.00 Dz. Cameo Neck & Earrings, Boxed \$3.00 Dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

REAL DIAMOND RINGS — NATIONALLY advertised. Sell direct. Make big middle-man's profit. No investment. Experience unnecessary. Free catalog, details. Gleam-light, 111-P12 North Columbus, Mount Vernon, N. Y.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profit! Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. ch-np

Animals, Birds, Snakes

DIXIE

Performing Baby Elephant available after Oct. 20

Political, Children's and Cocktail Parties. All types of Animals for Movies and Shopping Center Displays. Animals for sale. Donkeys for Democrats.

TOTE-EM IN ZOO Rt. 2, Box 368 Wilmington, N. C.

FOR SALE—5 BLACK BEARS SIX MONTHS old, \$40 each, \$150 all; pair African lion cubs, very tame, bottle fed, \$150 pair; 1 owl, \$5; 3 four ft. alligators, \$50; 3 prairie dogs, \$10; 2 miniature stump-tail chimps, \$35 each. Wanted: tame deer, guanaco, and llamas. Animal Forest Park, York Beach, Me.

MIXED LIBERTY DRILL AND RING CURB. All young females: Pony, beautiful viennese-guanaco cross, rare tiny Abyssinian donkey, two goats. Pony does educated single, goat, do comedy. Three acts in one. Lost our trainer. Sacrifice, \$2,150. Deer Forest, Coloma, Michigan.

Business Opportunities

Bingo Agent or Operator

PC, permanent, capable of taking care of small game—in Sunny California. Give club or organization affiliations, references, salary expected. Write

K. A. MUMM

21 Lindero Ave. Long Beach 3, Calif.

FOR SALE SHOOTING GALLERIES AND SUPPLIES

Fully stocked, equipped and established business since 1927.

Priced to sell, by owner.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, clothing, appliances, autos and accessories. San Jose 29, Calif. no21

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 2068-BB, Sioux City, Iowa. ch-np

GIVE TO DAMON RUNYON CANCER FUND

NEW ALL ELECTRIC POPCORN MACHINES and peanut roasters. Many styles to choose from. Also gas models. Send for free catalog. Bartholomew Pop Corn Machines, Dept. B, Vineland, N. J. no3

PORTABLE SKATING RINK—40 X 100. 111 pairs shoe skates, 7 months old, now operating, \$6,500. J. M. Davis, Snyder, Tex. Phone 3-5475.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

UP TO \$300 WEEKLY—ONLY 4 ORDERS A day means \$15,000 per year. No Experience. Just demonstrate and take orders for the Revolving Golden Beacon. The fastest selling traffic builder and customer attraction. Send for details and free demonstrator plan. Golden Beacon Sales, 251 South 5th St., Philadelphia 6, Pa. ch-ftu

Calliopes and Band Organs

AIR CALLIOPES FROM \$450 TO \$1,500; AL-30 Trailers; Air Calliope with the steam look just out. Cozatt Organ Co., Danville, Ill. Phone 5245-1 ring.

Costumes, Uniforms, Wardrobes

BARGAINS — CURTAINS, FLASHY 4 SECTIONS (8 x 30), \$40; Golden Green (12 x 44), \$75; Six different (8 x 15) each, \$15; \$20 orchestra coats, \$5; Tuxedo trousers, \$4. Big flash clown costumes, new, \$10. Wallace, 2453 N. Halsted, Chicago.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn 120 S. Halsted, Chicago, Ill. no3

For Sale—Secondhand Show Property

ALLAN HERSCHELL RIDES 1959 Kiddie Merry-Go-Round . . . \$5,750 1959 Kiddie Boat Ride 4,250 1959 G-12 Miniature Train 3,190 All rides new Spring 1959 and used only during Summer in one location. Any or all rides may be financed.

BOX C-549

c/o The Billboard Cincinnati 22, Ohio

ALLAN HERSHELL RIDES
 Kiddie Roller Coaster, excellent condition \$4,500.00
 G-12 Miniature Train, wonderful shape, ready to go 2,500.00
 Both rides used in park location and indoor winter storage.
BOX C-552
 Billboard, Cincinnati 22, Ohio

BUILD GROUP ATTRACTIONS: COMPLETE
 plans. Funhouse, \$10; Miniature Golf, Por table, \$7; Permanent, \$25; Pit Show (Spiridra), \$8; Panel Front Shows, \$7; Mouse Circus, \$6; Big Show Fronts (40 pictures), \$5, all, \$42; free catalog, Brill, Box 875, Peoria, Illinois.

FOR SALE
 Due to other business, have for sale a set of 10 diggers with trailer in perfect shape. \$1,800 for all. Contact

AL WALLACE
 c/o Gold Medal Shows
 Troy, Ala. this week;
 Panama City, Fla., next week.

FOR SALE—G-12 MINIATURE 300-FT.
 track, 30-ft. sign and lights. Ticket box, trailer built to haul it. \$1,500. Spitfire in good condition with special built trailer and 1950 Chev. Tract., \$3,500. A.B.T. Rifle Range mounted in trailer, ready to operate. Edward F. Merriman, Middletown, Ill. Tel.: KI 2-2961.

FOR SALE—HERSCHELL RIDES AT 1/4
 replacement cost. 1—36-ft. 30 Horse Merry-Go-Round; 1 Boat Ride; 1 Buggy Ride; 1 Tank Ride; 1 Sky Fighter; 1 Jeep Ride; 1 Western-type Train, custom built; 2' gauge 500-ft. of tracks; 1 Kiddie Ferris Wheel, 5 years old, little used. Located in Boston area. Contact Geo. Spall, Chestnut Hill, Loudonville, N. Y. Phone Albany 4-0353.

FOR SALE—POPCORN, SNOW BALLS, HOT
 Dogs, Hamburgers, Multiplex Barrel, Coca-Cola and Root Beer with carbonator and no running water needed, in trailer 8 x 12, opens 4 sides in 10 minutes after hitting hot. Worth seeing. Price, \$2,795. Now in operation near Ocala, Fla. Box 663, Ocala, Fla.

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 Poles welded caps, eyes, same weight aluminum, 1/2 price, \$700. Longer Center Poles made to order. Parlor Const. Corp., Greenwood Lake, New York.

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 Did This Ad
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 A sure way to attract more attention and secure greater results.
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 Tables, Theater Chairs, Lockers, Bleachers, Tents, Stacked Chairs, Lone Star Seating, Box 1734, Dallas 1, Texas.

Continued from page 66
 Lowe, Mrs. Thomas
 Lowrey, Louise
 Lumpkin, Herman & Gene
 Lyons, Ross
 McClenahan, Dewayne
 McCormick, Buttons
 McCrorey, J. C.
 McLaughlin, William
 McSpadden Jr., Richard M.
 Mahaffey, J. W.
 Mahs, Louis
 Major, Johnnie
 Majres, Tom
 Mancuso, Sam
 Manley, H. A.
 Mapes, Tom
 Martin, Bill
 Martin, Bud
 Martin, Bull
 (Snake Show)
 Martin, Madge
 Masiello, Loretta
 Mathis Jr. Edward D.
 Matur, Lawrence
 Mazurkiewicz, S.
 Mearns, Thomas D.
 Melton, Roy L.
 Meredith, Walter J.
 Merritt, Mrs. Dell
 Metcalf Jr., Wm. F.
 Merritt, Mrs. Dell
 Meyer, Marie
 Mikloic, Joseph
 Miller, Dorothy M.
 Miller, Robert B.
 Miller, Walter R.
 Mink, Mrs. Mary Elizabeth
 Minor, L. N.
 Mitchell, Lawrence
 Mohr, C. E.
 Mongerson, G. W.
 Monroe, Preacher
 Montaneux, Frenchy
 Moore, Mrs. M.
 Moran, Billy
 Moreno, Gus
 Morris, E. C. & B.
 Morris, Ed
 Morris, Robert
 Morton, Lois F.
 Murphy, Clifford
 Murphy, Avery L.
 Murphy, Chuck
 Murphy, E. J. (Spud)
 Murphy, R. L.
 Musgrove, Truman & Mrs.
 Namore, Mrs.
 Negus, Robert & B.
 Nelson, D. B.
 (Daybreak)
 Nelson, Herbert
 Nettie, Ralph & Mrs.
 Nichols, R. L.
 Nichols, Mrs. R. L.
 Nixon, E. J.
 Noble, Mrs. Chicky
 Pfeister, Bill
 Phillips, Mrs. Evelyn
 Phillips, Sandie
 Phillips, Wm.
 Pierce, Frank
 Pierce, Mrs. H. W.
 Pine, Baker
 Pinelli, S.
 Plunkett, Mr. Cleo
 Pona, James P.
 Poplin, Charlie M.
 Poplin, Mrs. C. L.
 Porter, Glenn
 (Freaks Manager)
 Powers, Nellie R.
 Price, Wesley
 Rae, Joey
 Raley, Ethel
 Ravelli, Mrs. Blanche Ruth
 Ray Thomas E.
 Reed, Clyde
 Reeves, Tommy
 Rehnner, Wm. D.
 Reichert, Frank
 Reidy, Paul R.
 Relly, Mark
 Renado, Joseph F.
 Richards, Arthur
 Riddle, Mrs. B. L.
 Ristick, James E.
 Ristick, John
 Ritchie, Mrs. Louise
 Robbins, Gary
 Roberts, Wm. T.
 Rorick, Huck
 Rosenbalm, Ted
 Ross, Harry
 Roto, Joseph
 Roxby, W. A.
 Rutzen, Kenneth
 Salyina, John
 Sanders, Alfred
 Sausberry, Mrs. Robert
 Saunders, Larry
 Schmidt, Bobbie
 Schmuck, Guy O.
 Scott, Allen
 Scott, Mrs. Estelle
 Scott, James
 Scott, S. A. & Mrs.
 Sears, Robt.
 Shaffer, J. E.
 Shefchik, Dorothy H.
 Shuemaker, Raymond & Mrs.
 Shuman, James
 Shuren, James V.
 Sicks, Bob
 Simmons, John H.
 Simons, Charles
 Smith, Mrs. Dorothy
 Smith, Edward
 Smith, Mrs. Gertrude
 A. & A. A.
 Van Helman
 Smith, James
 Snellings, William
 Snyder, Donald B.
 Soret, Joseph
 Sprout, Mitch
 Spurlock, Mrs. Hazel
 Stanfield, Carol
 Steenrod Jr., Elmer
 Harold c/o Archie
 Browne,
 Continental Shows
 Stein, Mrs. Barbara
 Stein, Jack
 Stephenson, Joan
 Stimmel, James
 Stringer Raymond
 Stroud, Cal & Mrs.
 Suber, Sarge
 Sullivan, Jewel
 (c/o Fats Usher)
 Sullivan, Joan E.
 Summers, James E.
 Sulton, Mrs.
 Swain, Margaret
 Swain, Cecil V.
 Swain, Marie E.
 Swayze, August
 Swenson, Lucky
 Sykes, Ronnie
 Tarbes, Max
 Tart, James A.
 Thibodeau, Glenn
 Thomas, Hobart W.
 Thomas, Richard
 Thompson, Mrs.
 Sylvia (or Lytel)
 Topps, George
 Tolner, Bob
 Trige, Sam
 Troutman, Ross
 U. S. Reptile Exhibit
 Vroman, Alice
 (Valentine)
 Wallace, Sam
 Walters, Dallas K.
 Wandol, John
 Ware, Bob
 Ward, D. M. & Mary
 Warren, Mrs. Delbert
 Warren, June
 Waits, Doc T.
 Walters, E.
 Wesler, Don
 West, Ralph
 White Flash
 White, Lucius
 (8 Rock)
 White, Mrs. Pat
 Whitmore, Frank
 Williams, C. L. & Mrs.
 Williams, James
 Williams, L. L. & Mrs.
 Williams, Margaret
 Williams, Stella
 Wilson, Alice
 Wilson, Grady
 Wilson, H. L.
 Wilson, Theodore
 Winter, Mrs. Douglas R.
 Yearly Ben

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 16MM. FEATURES, \$15 UP; SHORTS, \$5
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 full particulars. Marc Zoffero, 690 Sher-
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 profitable, fascinating business. Illustrated
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 play. First line in 5 pt. caps, balance in regular 5 pt.
 upper and lower case.

IMPORTANT: In determining cost, be sure to count
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 AVAILABLE—ORGANIST, M.C., W.M.V.N.
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 DRUMMER—NAME AND GOOD EXPERI-
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 Minor, L. N.
 Mitchell, Lawrence
 Mohr, C. E.
 Mongerson, G. W.
 Monroe, Preacher
 Montaneux, Frenchy
 Moore, Mrs. M.
 Moran, Billy
 Moreno, Gus
 Morris, E. C. & B.
 Morris, Ed
 Morris, Robert
 Morton, Lois F.
 Murphy, Clifford
 Murphy, Avery L.
 Murphy, Chuck
 Murphy, E. J. (Spud)
 Murphy, R. L.
 Musgrove, Truman & Mrs.
 Namore, Mrs.
 Negus, Robert & B.
 Nelson, D. B.
 (Daybreak)
 Nelson, Herbert
 Nettie, Ralph & Mrs.
 Nichols, R. L.
 Nichols, Mrs. R. L.
 Nixon, E. J.
 Noble, Mrs. Chicky
 Pfeister, Bill
 Phillips, Mrs. Evelyn
 Phillips, Sandie
 Phillips, Wm.
 Pierce, Frank
 Pierce, Mrs. H. W.
 Pine, Baker
 Pinelli, S.
 Plunkett, Mr. Cleo
 Pona, James P.
 Poplin, Charlie M.
 Poplin, Mrs. C. L.
 Porter, Glenn
 (Freaks Manager)
 Powers, Nellie R.
 Price, Wesley
 Rae, Joey
 Raley, Ethel
 Ravelli, Mrs. Blanche Ruth
 Ray Thomas E.
 Reed, Clyde
 Reeves, Tommy
 Rehnner, Wm. D.
 Reichert, Frank
 Reidy, Paul R.
 Relly, Mark
 Renado, Joseph F.
 Richards, Arthur
 Riddle, Mrs. B. L.
 Ristick, James E.
 Ristick, John
 Ritchie, Mrs. Louise
 Robbins, Gary
 Roberts, Wm. T.
 Rorick, Huck
 Rosenbalm, Ted
 Ross, Harry
 Roto, Joseph
 Roxby, W. A.
 Rutzen, Kenneth
 Salyina, John
 Sanders, Alfred
 Sausberry, Mrs. Robert
 Saunders, Larry
 Schmidt, Bobbie
 Schmuck, Guy O.
 Scott, Allen
 Scott, Mrs. Estelle
 Scott, James
 Scott, S. A. & Mrs.
 Sears, Robt.
 Shaffer, J. E.
 Shefchik, Dorothy H.
 Shuemaker, Raymond & Mrs.
 Shuman, James
 Shuren, James V.
 Sicks, Bob

Wanted to Book
 WANTED—ANY ITEMS OF INTEREST
 that can be used in a Fairyland and Ex-
 hibit Park. Hobbies, Miniature, Indoor and
 outdoor Fairyland Characters and Exhibits,
 Rides, etc. Please send details, description
 and prices. Patrick Carey, 33 Market St.,
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Wanted to Buy
 USED LARGE (PAPER, PLASTIC) FIGURES,
 heads, displays. Also kiddie rides. Circus
 equipment and any show equipment suitable
 for display. Durrell Endering, Arlington
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Parts, Supplies

MAIL ON HAND AT
ST. LOUIS OFFICE
 390 Arcade Bldg.
 St. Louis 1, Mo.

Used Equipment
 CAPSULE JEWELRY—ASSORTED EAR-
 rings, \$5 gross. Heart Pendants, \$5 gross.
 Solitaire Rings, \$6 gross. Cuff Links, \$14.40
 gross. Birthstone Rings, \$11 per gross. 20%
 deposit with order. New England, 124V
 Empire St., Providence, R. I. no9

LATE MODEL PHOTOMATIC MACHINE.
 Purchased new, used less than 1,000 times.
 Make offer. Will trade. Ann Yankura, 3733
 W. 138th St., Cleveland 11, Ohio.

SHIPMAN 3 COL. STAMP MACHINES, LIKE
 new, \$34.50; Duos, \$12; Roll Type, \$55;
 new \$69. USP, 100 Grand, Waterbury, Conn.
 no23

Wanted to Buy
 WANT—GOTTIEB AND MERCURY GRIP-
 pers, also Penny Electric Shockers and
 Punching Bags in good condition. Reliable
 Coin Machine Co., 1433 W. Sherwin Ave.,
 Chicago 26, Ill.

WANTED—USED ACORN BALL GUM MA-
 chines, write giving best price, condition,
 etc., in first letter. Brownie Vendors, Spin-
 daie, N. C.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY.
 Set in usual want-ad style, one paragraph, no dis-
 play. First line in 5 pt. caps, balance in regular 5 pt.
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 replies.

Outdoor Acts and Attractions
 A PLATFORM TRAPEZE ACT AVAILABLE
 for outdoor, indoor events. Real flashy
 act. For full particulars write: Charles
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 Jumping for parks, fairs, celebrations.
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HIGH AERIAL ACTS FOR OUTDOOR PRE-
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 Productions, 456 Lamphier, Warren, Ohio.
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 Palmatier, G. Richard
 Parker, Ted
 Partin, Mrs. Chris
 Paugh, Harry
 Paul, Stanley
 Pauley, Corwin
 Pease, Earl Michael
 Pease, Mrs. (Popcorn)
 Perks, George Ernest
 Perkins, Alonzo H.
 Peterson, Bob
 Petterson, Gregg
 Pfeister, Bill
 Phillips, Mrs. Evelyn
 Phillips, Sandie
 Phillips, Wm.
 Pierce, Frank
 Pierce, Mrs. H. W.
 Pine, Baker
 Pinelli, S.
 Plunkett, Mr. Cleo
 Pona, James P.
 Poplin, Charlie M.
 Poplin, Mrs. C. L.
 Porter, Glenn
 (Freaks Manager)
 Powers, Nellie R.
 Price, Wesley
 Rae, Joey
 Raley, Ethel
 Ravelli, Mrs. Blanche Ruth
 Ray Thomas E.
 Reed, Clyde
 Reeves, Tommy
 Rehnner, Wm. D.
 Reichert, Frank
 Reidy, Paul R.
 Relly, Mark
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 Richards, Arthur
 Riddle, Mrs. B. L.
 Ristick, James E.
 Ristick, John
 Ritchie, Mrs. Louise
 Robbins, Gary
 Roberts, Wm. T.
 Rorick, Huck
 Rosenbalm, Ted
 Ross, Harry
 Roto, Joseph
 Roxby, W. A.
 Rutzen, Kenneth
 Salyina, John
 Sanders, Alfred
 Sausberry, Mrs. Robert
 Saunders, Larry
 Schmidt, Bobbie
 Schmuck, Guy O.
 Scott, Allen
 Scott, Mrs. Estelle
 Scott, James
 Scott, S. A. & Mrs.
 Sears, Robt.
 Shaffer, J. E.
 Shefchik, Dorothy H.
 Shuemaker, Raymond & Mrs.
 Shuman, James
 Shuren, James V.
 Sicks, Bob

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 Empire St., Providence, R. I. no9

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 pers, also Penny Electric Shockers and
 Punching Bags in good condition. Reliable
 Coin Machine Co., 1433 W. Sherwin Ave.,
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 Jumping for parks, fairs, celebrations.
 Claude L. Shafer, 1041 S. Dennison, Indian-
 apolis 41, Ind. ce26

HIGH AERIAL ACTS FOR OUTDOOR PRE-
 sentation. Rigging illuminated. Visible
 for miles. Stunt men extraordinary. Mac
 Productions, 456 Lamphier, Warren, Ohio.
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HERE'S A HANDY ORDER
FORM FOR PREPARING
YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
- Acts, Songs, Gags
 - Advertising Specialties
 - Agents, Distributors Items
 - Animals, Birds, Snakes
 - Business Opportunities
 - Calliopes and Band Organs
 - Collectors Items
 - Costumes, Uniforms, Wardrobes
 - Food & Drink Concession Supplies
 - Formulas and Plans
 - For Sale—Secondhand Goods
 - For Sale—Secondhand Show Property
 - Help Wanted
 - Instructions and Schools
 - Locations Wanted
 - Magical Supplies
 - Miscellaneous
 - Mobile Homes, Accessories
 - M P Films—Accessories
 - Musical Instruments, Accessories
 - Partners Wanted
 - Personals
 - Photo Supplies & Developing
 - Ponies
 - Printing
 - Rigging and Props
 - Salesmen Wanted
 - Scenery, Banners
 - Talent Wanted
 - Tattooing Supplies
 - Trucks, Trailers, Accessories
 - Wanted to Book
 - Wanted to Buy

Music, Records, Accessories
 Business for Sale
 Record Pressing
 Situations Wanted
 Sound Equipment—Components
 Used Dealer-Distributor Equipment
 Used Records
 Used Record Pressing Equipment

Coin Machine Headings
 Help Wanted
 Opportunities
 Parts, Supplies
 Positions Wanted
 Routes for Sale
 Wanted to Buy
 Used Equipment

Talent Availabilities Headings
 Agents and Managers
 Bands and Orchestras
 Dramatic Artists
 Hypnotists
 Miscellaneous
 M P Operators
 Musicians
 Outdoor Acts and Attractions
 Vaudeville Artists
 Vocalists

NAMA Chicago Show Expected To Rack Up Record Turnout

CHICAGO—The National Automatic Merchandising Association Convention which begins here Saturday (31) promises to be the biggest ever held.

Advance registration has run well ahead of last year's, and as many as 7,000 are expected to attend, said Gerald Whaley, assistant director of NAMA public relations.

As of last week 128 firms had signed up as exhibitors, and with late entries the total could easily top 130. Individual exhibits will be bigger this year as well, continued Whaley. Total floor space used by exhibitors will show an increase of about 15 per cent over last year.

Both Navy Pier and the Conrad Hilton Hotel will house the NAMA show, which runs from October 31 thru November 3. Exhibits will be in the north wing of Navy Pier, while morning business meetings are slated for the south wing. The Conrad Hilton Hotel, convention headquarters, is the site of evening business sessions.

Business Sessions

The program is tailored for major equipment operators, tho there are nevertheless several business sessions that will be of interest to bulk vending operators. They should be able to gather valuable information that can be applied to bulk vending.

Saturday evening, the first day of the convention, there is a workshop on shop maintenance and repair. Here bulk vending operators will likely obtain information—pertinent to their own businesses—on such factors as shop safety, optimum frequency of rotation and modernization of equipment, the way to handle servicing calls on holidays or after business hours, and the sensible ratio of gross sales to dollars spent on maintenance and repair. The workshop runs from 8 to 9:30 in the evening.

Problems discussed in a forum that takes place Monday evening should be relevant to bulk vending in several respects. What operators should know about accounting and controls is the theme of the session that runs from 7:30 to 9 in the evening. Likely topics for discussion are methods of depreciation, the way to charge out merchandise to drivers, and the value of a location profit and loss statement.

On the following day bulk vending operators can find valuable information from a panel discussion on methods of public relations used by major equipment operators. Building better public relations on the basis of machines on location, publicity in newspapers and other media, and participation in business

groups, civic and charitable activities are likely topics of discussion that should be of relevance to bulk vending operators who want ideas on how they can better public rela-

(Continued on page 72)

New Unit Aids Coin Counting

LIVONIA, Mich.—A new automatic coin feeder designed to increase efficiency in the handling of coins has been announced by Klöpp Engineering, Inc.

Called the Klopphopper, the unit feeds coins into the hopper of counting and sorting machines at the proper rate of speed, says the manufacturer.

A self-adjusting switch control regulates the flow of coins to correspond with the capacity of the operator or the counting and sorting machinery, insuring optimum performance from equipment.

Capacity of the Klopphopper is 10,000 to 12,000 coins, and the unit has a maximum delivery of 6,000 coins per minute. It plugs into a standard 110-volt electrical outlet.

The Klopphopper measures 18 inches in diameter and 20 inches in height. Finish is crackled gray enamel and polished aluminum. Price was not announced. Factory name of the Klopphopper is Model H Automatic Coin Feeder.

N. Y. Ops Talk On Insurance

NEW YORK — The New York Bulk Vending Association held a general meeting here Thursday evening (15). The get-together was helmed by association prexy Roger Folz. More than two dozen reps of the charm and equipment fields were present at the affair.

A highlight of the meeting was a discussion of group insurance with insurance company representatives. The group plan calls for insurance for participating operators covering both equipment and products. It was also noted that the national body of bulk venders will meet in Chicago on Sunday evening (1), just prior to the opening of the NAMA convention.

Has Route Buying Tips

ST. LOUIS—Bulk routes often change hands here, and determining what price to pay for them could be a nebulous proposition without some criteria.

Young veteran operator Irvin Katz, S P Distributing Company, is always looking for routes to buy. Basically, he said, the price of purchasing a route depends on consideration of the equipment—the type and condition—and the sales history of stops on the route.

Katz said sometimes operators will have out-of-town routes to sell which he would not touch because the equipment used is old. S P Distributing Company is running into the problem of change-over, where it is going into more multiple locations, modernization and appealing displays. Bulk machines, he continued, have to become part of a store or other location.

The business has evolved from having only the corner store type of locations to customers of all

classes. The machines themselves have to be placed and arranged to be inviting to everyone, Katz said.

Another factor in determining the worth of a route, Katz said, is consideration of what has to be put into it. With many routes, the S P Company has had to "do them over entirely" to make them better. In such cases Katz utilizes the resale of the machine pooled to get some of the money back.

S P Distributing Company is perhaps the largest bulk vending firm in the St. Louis area. Katz said the company is continually looking for new routes to purchase and is adding machines to its current route. The firm is going into multiple vending 100 per cent, he continued.

Routes purchased by S P generally are those with 100 to 200 machines, altho there are some larger ones in this area to be had, Katz said.



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25¢ CAPSULE
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THE
MACHINE
THAT GIVES
*Premium Stamps
with Every Purchase*

FREE
STAMP BOOKS
SUPPLIED

The most revolutionary idea in the vending business. Kids save the stamps just like Mom ... get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.

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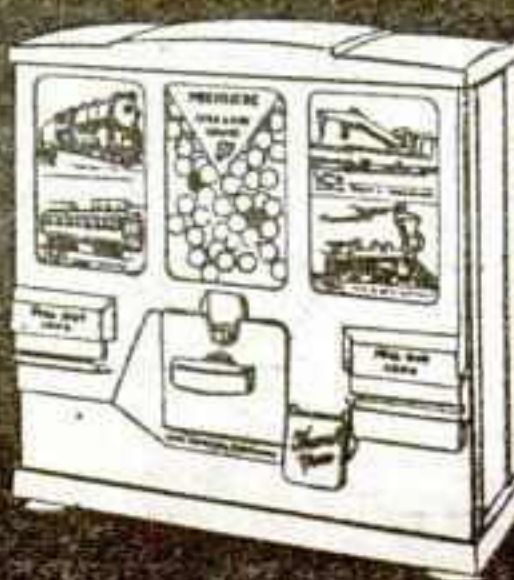
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STANDARD SPECIALTY CO.
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CIGARETTE AND CANDY MACHINES

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EASTERN ELECTRIC CIGARETTE,
10-Col., all coin, 25c & 30c... \$75.00

NATIONAL 9-M CIGARETTE,
25c & 30c 85.00

8-COLUMN CRUSADER,
25c & 30c 57.50

8-COLUMN PRESIDENT,
25c & 30c 50.00

8-COLUMN DIPLOMAT,
25c & 30c 65.00

CONVERSIONS,
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8-COLUMN STONERS (pre-war & post-war)
6-COLUMN STONERS (pre-war & post-war)

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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PROVEN
MONEY-MAKER
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1c
BALL GUM
VENDOR**

**\$13.95
EACH**
Packed and sold 4 per case.

Write for Lowest Prices
on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order Now From Victor's South-
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**GIVE TO DAMON RUNYON
CANCER FUND**

PASSES OUT USED DISKS

**Op Gives a Little, Gets
Back a Lot in Patronage**

DALHART, Tex. — The good will which can be obtained by judicious giving away of used phonograph records is worth a lot more than the 25 cents apiece they will show when sold as used records, according to Edward Deus, juke box operator headquartering here.

Deus travels a 350-mile circuit in servicing juke box locations in Northeastern New Mexico and Western Texas, some of them as much as 40 miles apart. He has made a string of machines and games pay results in an area which has caused other operators to give up in disgust. Admittedly, the West Texas, Eastern New Mexico area is a low-income one, with towns scattered long distances apart, low agricultural incomes, and some mining contributing most of the economy. Before Deus began operating, at least a dozen juke box and amusement machine operators had "given up the ghost."

Deus started his route with 10 second-hand phonographs, and averaged the purchase of at least five per month for more than a year. In spreading out, contrary to the usual experience where location spots are hard to find, Deus was met with open arms wherever he went. Location owners welcomed the opportunity to get a modern phonograph into small roadside taverns and restaurants, so much so, in fact, that Deus was cordially invited to "write his own

ticket" from the commission standpoint. He has, however, maintained a standard 50-50 split at most of his spots, with no front money, guarantee or other considerations.

About four-fifths of the spots are in tiny hamlets which dot the highways leading from the northeastern corner of New Mexico southeast down into the Texas heartland. Here, where farm work-

(Continued on page 72)

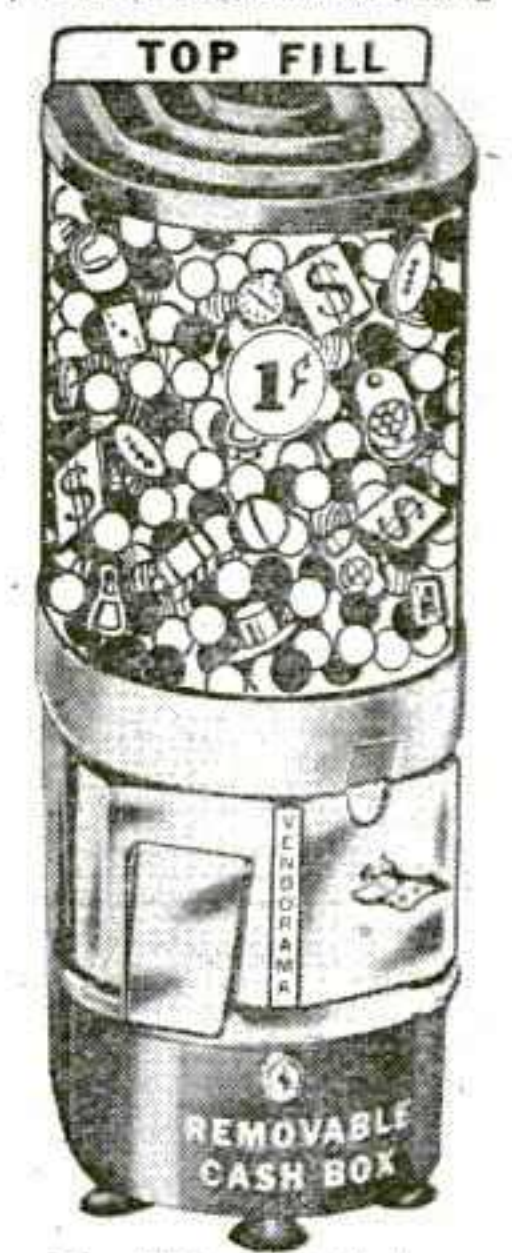
GO WESTERN!

New Western Series Assortment
consisting of
Horseshoes, Bucking Broncos, Saddles,
Lariats, Boots, Badges, etc.
Plastic (ass'd colors) ... \$1.50 per M
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PISTOLS
(will not jam)
Plastic (assorted
colors) \$2.75 per M
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The All-New Bulk Vendor,
1c, 5c, 10c, 25c.
One Machine for All Types of Bulk
Merchandise.
Large Capacity—Easy to Service.
Wholesale Price—\$17.95 Each.
Write • Wire • Phone.
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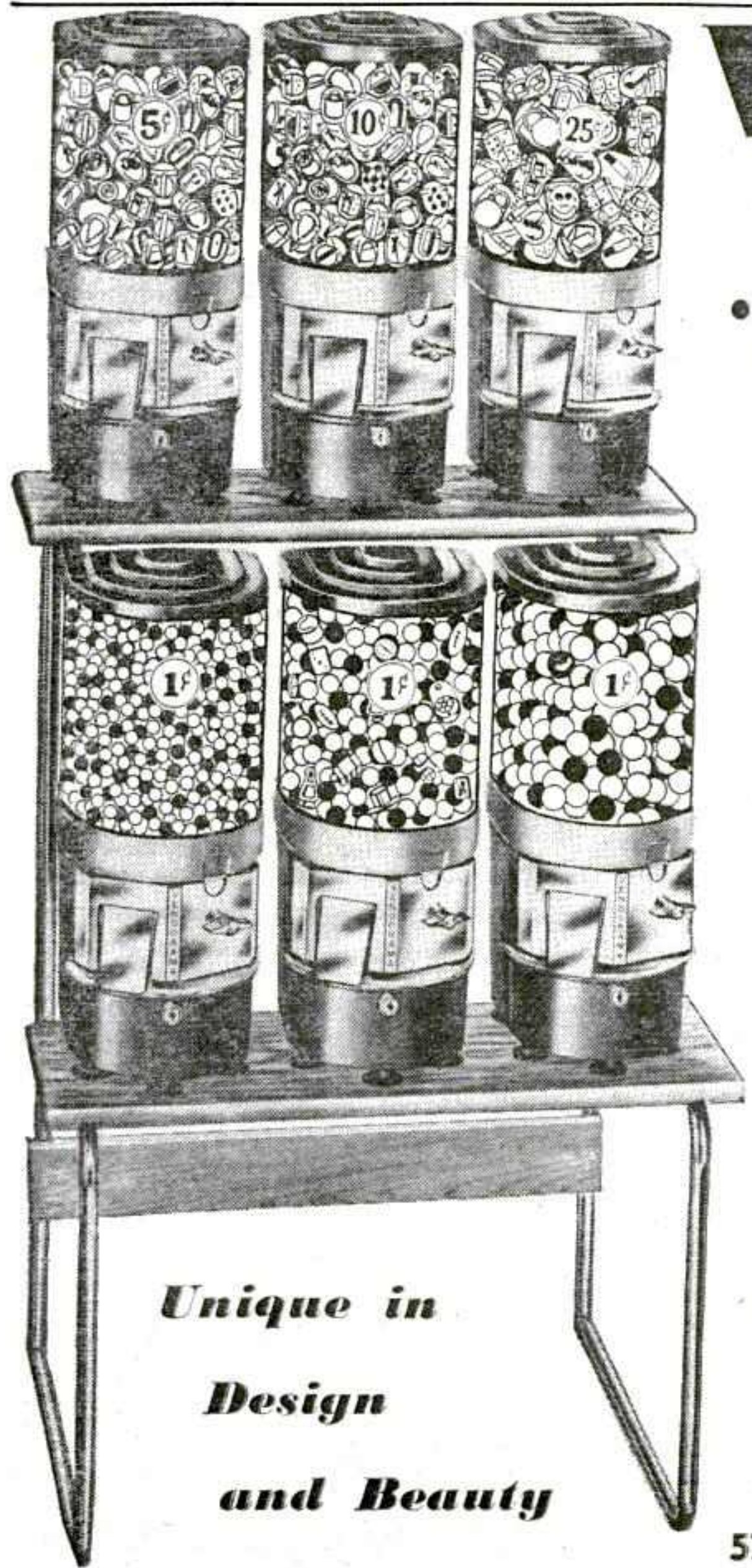
GIVE TO DAMON RUNYON CANCER FUND

BERNARD BITTERMAN 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.

B. K. BITTERMAN
4711 E. 27th St. Kansas City, Mo.
Phone: WA 3-3900



**Unique in
Design
and Beauty**

VENDORAMA®

The All Purpose Vendor

- 5c, 10c or 25c Capsule Vending
- Vends V Regular Size Capsules or
- V 1 Larger Size Capsules
- 1c Ball Gum and Charms
- 1c Ball Gum 100 Count
- 1c, 5c or 10c Nut Vending
- 1c, 5c or 10c Candy Vending
- 5c Rocket Charm Vending

VENDORAMA Has Ease of Servicing
Top Fill—Refill Assembly and Removable Cash Drawer.



VENDORAMA Has Extra Large Capacity

Grosses \$22.00 per fill of Ball Gum and Charms
Wholesale Price to Operators **\$17.95** Each

F.O.B. Chicago. 1/3 certified deposit, bal. C.O.D. Minimum packing 4 to the Case.

Contact Your Distributor

VICTOR VENDING CORPORATION

Manufacturers of the World Famous Line of TOPPER Vendors
5701-13 W. Grand Avenue Chicago 39, Illinois



V Capsule 1 x 1 1/4
V 1 Capsule
1 1/2 x 1 1/2

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
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

Pistachio Nuts, Jumbo Queen, Red	.71
Pistachio Nuts, Jumbo, Queen, White	.66
Pistachio Nuts, Large Tulip	.68
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.40
Cashew Whole	.66
Cashew Butts	.58
Spanish, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.89
Hershey-ets	.47

Rain-Bo Gum, 60 ct.	.30
Mall-ette, 100 ct., per 100	.32
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain-Bo 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.	1.40

Minimum Order, 25 Boxes assorted.
Complete line of Parts, Supplies, Stands,
Globes, Brackets, Charms. Everything
for the operator.
One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY

World Famous

**VICTOR
Standard
TOPPER
1c or 5c**

For ball gum and
charms. Also avail-
able for peanuts and
bulk candies.

\$13.95
Each

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.
L'ongacre 4-6467

Op Gives Little, Nets Lot

Continued from page 71

ers congregate, many of them speaking only Spanish, Deus programmed a lot of Spanish music, and shows an exceptionally high return on each disk in this category—not only while it is playing on the phonograph, but likewise as a bit of expert "public relations."

Whenever Deus is changing records, he offers those being removed from the machine to the patrons of the tavern or restaurant in which the machine is located, just casually asking whether anyone would like to have them. There are usually "takers," and once word got around

that "Senor Deus" made this a regular thing, some of his spots began to fill up with customers on days when the record menu was due for a changing. Not only teenagers, but mature adults are glad to get the free records. In which-ever spots he services "without warning" Deus simply leaves the records with the bartender or tavern owner, for distribution in the same way, insisting only that the recipient be told that this is a "gift from Eddie Deus."

Because of this simple plan, the West Texas operator is personally known to a vast number of people in his area, and his card, tucked in the corner of a machine, is invariably enough to register play 25 per cent or more above the average.

One humorous anecdote—in one tavern near Dumas, the same 16-year-old boy appeared some 17 weeks in a row to ask shyly for two or three records when the music menu was being changed. Deus gladly complied, learning that the youngster's name was Roberto. In a burst of confidence, the youngster exclaimed, "Senor, I now have 32 records. Next summer I'm going to get a phonograph!"

Northwestern

1909 - 1959



**GOLDEN
59**

- Attractive design
- Large globe capacity
- Interchangeable merchandise unit
- Flawless vending of all popular items
- Easy to service
- 1c, 5c, 10c, 25c play

**TAB GUM
VENDOR**

- Rotating merchandise drum
- Window shows empty columns
- Interchangeable merchandise drum
- Giant capacity — 550 pieces
- Quick, easy servicing



We also manufacture Model 49, 49 Hot Nut, Package Gum, U. S. Postage and other vending machines. Contact your distributor for further information and prices on Northwestern venders, parts and stands.

**THE NORTHWESTERN
CORP.**

29704 E. Armstrong Ave., Morris, Illinois

**Ohio Juke Ops
Meet Nov. 16**

COLUMBUS, O.—The Music Operators of Ohio have slated a regular meeting at the Deshler Hilton Hotel here Monday, November 16, at 8 p.m.

Edward Elum, secretary-treasurer of the newly organized association, says the group extends an open invitation to all Southern Ohio operators to attend. "We would happily appreciate your presence and we assure you that whatever business is conducted at this meeting will be beneficial to you," said Elum.

The meeting is expected to be one of the largest yet held by the

GIMMICKS

YOU FORGOT to REMEMBER

(All Prices 5,000 & Up)

	Per M
SKELETONS, Luminous	\$ 6.00
POTS & PANS	7.75
SNAKE that CRAWLS	6.75
MONOGRAMS, Metalized	6.75
BOOKS & MAGAZINES	12.00
NAME PINS	10.50
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CLIP CLOTHESPINS	12.50
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BIBLES	12.50

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**AMAZING-MYSTIFYING
JUMPING
BEANS**

COLORED PLASTIC

1M to 9M	\$5.00 per 1,000
10M and up	\$4.20 per 1,000

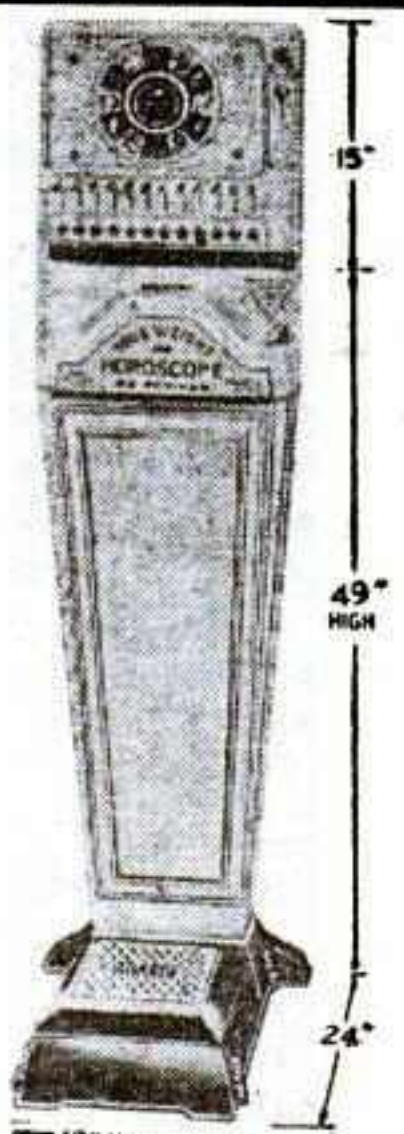
GLEAMING VACUUM PLATED

1M to 9M	\$8.00 per 1,000
10M and up	\$7.00 per 1,000

at your distributor or . . .
Karl Guggenheim
INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Ohio association. Charles Marvin, Akron, heads the group as president; Ray Lonsway, of Warren, is vice-president.



5c

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN

Balance \$10.00 Per Month

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**Anchors
Aweigh!**

You're off to a career with a future . . . a Navy career! Become a seagoing specialist.

NAVY

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.

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COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
KING & COMPANY
2700 W. Lake St., Chicago 12, Ill.
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1c Tab G. a 5c Package Gum, Spanish Nuts, Virginia's Red Skins, 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.

**FACTORY RECONDITIONED
and GUARANTEED by
MILLS AUTOMATIC MERCHANDISE CO.**

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.

**MILLS Famous 107
TAB GUM VENDOR**

We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45c a box of 100 ct.

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INTERCHANGEABLE
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UNIT**

**Northwestern
GOLDEN
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- Easy to Service
- Easy to Clean
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- More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

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IT'S TERRIFIC

Complete line of machines and equipment always in stock.

RAKE COIN MACHINE EXCHANGE
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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., Pittsburgh 3, Pa. ★ "World's largest selection of miniature charms" ★ "OWNERS OF ATLAS MASTER"

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

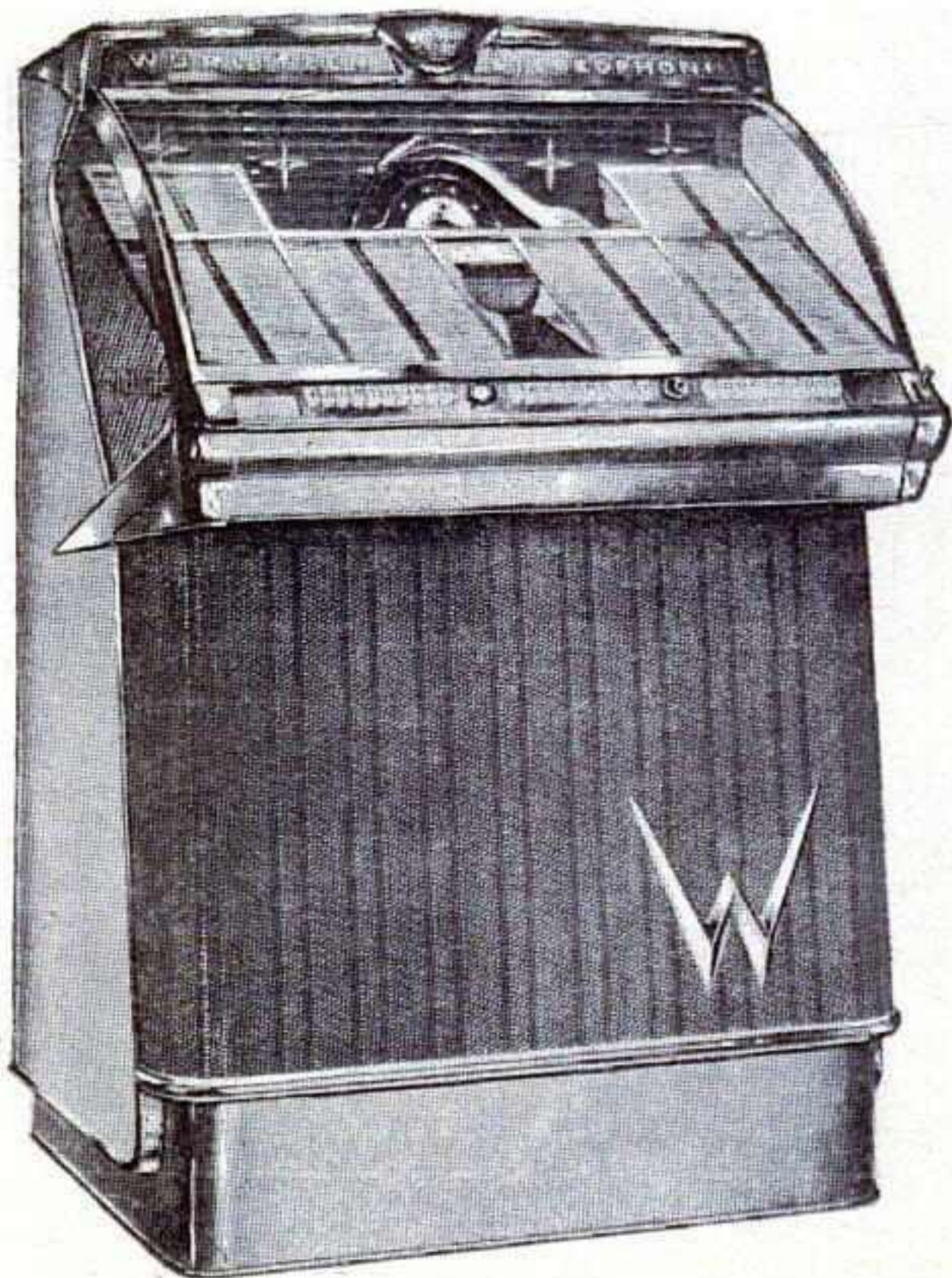
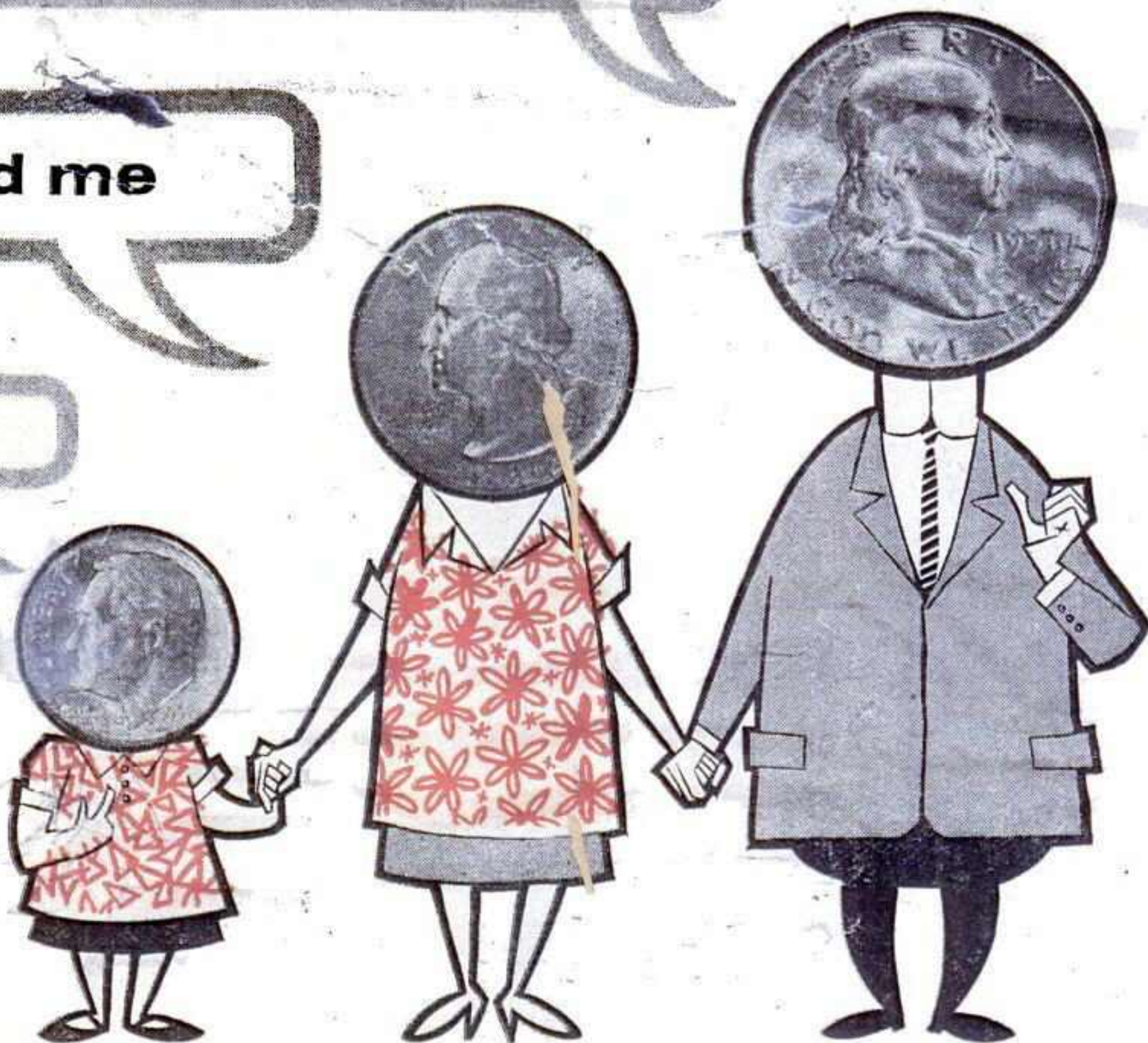
(For 10-week period ending with issue of October 19)

Table with columns for Machine Name, High, Low, Mean Avg. and sub-sections: MUSIC MACHINES, SHUFFLE GAMES, PINBALL GAMES, ARCADE EQUIPMENT.

If you want to see more like me

and me

and me



CHANGE TO
WURLITZER
Stereophonic-High Fidelity
MUSIC

If you want a picture of what *true* stereophonic music means in terms of earning power, put a new Wurlitzer on location. Wait a week. Compare the before and after coin count. You'll have the answer—framed in silver. A picture that can be produced in every spot on your route.

FIRST IN SALES **FINEST** IN SOUND

THE WURLITZER COMPANY *Established 1856* NORTH TONAWANDA, NEW YORK



EAST

Hank Grant, of International Amusement Company, Philadelphia, reports that the firm's owners, **Sol Groenteman** and **Albert Polak**, have arrived in Philadelphia on a vacation. They have been in Europe for over six months on a business trip. "Actually," Grant explains, "our headquarters is in Belgium. Our office here in Philadelphia is the branch." Grant said orders have been coming in pretty good from Europe. "But there for the same machines," he said. "There doesn't seem to be any trend to anything new."

Zazen Hovsepian, a salesman for Eastern Music Systems, Philadelphia, celebrated his 40th birthday on October 20. "You can say the young organization of Eastern Music is starting to show age," quipped **Marv Stein**, a partner in the firm.

John Paul, of Variety Vending, Philadelphia, is one of the top keepers in the Philadelphia Traveling Bowling League this year. The coinmen's anchor man rolled the first 700 series of the season with games of 222, 255 and 235 for a total of 712. That's bowling.

George Metzger

Jim Fitzpatrick, juke box distributor in Hartford, Conn., passed up the World Series for the first time in 12 years! He had tickets for the games in Chicago, but gave them away rather than risk riding a plane out of Hartford with rain and near hurricanes predicted.

Veteran New York-based publicist **Buddy Basch** was in town plugging the upcoming Paramount release, "But Not for Me," and particularly **Ella Fitzgerald's** recording of the title tune from the **Clark Gable** comedy-drama.

Allen Widem

(Continued on page 76)

MUSIC MENUS PAY OFF FOR MIAMI BEACH JUKE BOX OP

MIAMI BEACH, Fla.—Furnishing guests of the hotel with a "Music Menu" along with their free morning newspaper is a clever idea which steadily stimulates play for **Bill Thiens**, juke box operator with headquarters here.

Thiens has some 40 locations in plush Miami hotels, usually in the coffee shop or bar, where the traffic at any time of year is largely made up of short-term vacationists. Most, of course, are in the mood for entertainment while on the beach, and consequently, listing the location of the hotel's juke box and the hits currently on the menu pays a double dividend.

In many instances, tourists are "just plain surprised" to find that there is a juke box available in the opulent palaces along Miami Beach, and nostalgia brings them into the coffee shop or bar to plunk in a few coins and listen to their favorite tunes.

Lives on Beach

The fact that Thiens lives right on Miami Beach, within short walking distances from most of his locations, makes it possible for him to produce a mimeograph sheet for each hotel, which lists the Music Menu and which likewise plugs the breakfast, coffee break and other features in the hotel coffee shop.

Explaining the fact that the Miami Beach hotels probably have more personnel on duty per guest than any other group of hotels in the country, Thiens also places older-model phonographs in the lunch rooms and lounges provided by the hotels for their employees, where play is even greater than in the "open to the public" spots.

Elevator operators, cooks, waitresses, chamber maids, desk personnel, etc., all enjoy a break now and then in the lounges, and juke box popularity is high.

Top Bands

In presenting the top 40 hits on his phonographs, Thiens regularly competes with such top-name bands as **Ray Anthony**, **Les Brown**, **Charley Spivack**, etc.—and he finds that the fact that many of the hit numbers on his phonographs have been recorded by the self same bands which are appearing at the Miami pleasure domes is actually a big help in building collections.

Thiens retired more than a dozen years ago, from a manufacturing business in Zanesville, O., came to Miami for his health, found inactivity palling, and fell into the juke box business almost by accident. Since then, he has enjoyed it so well that "I wouldn't change it for any other sort of operation."

Coin Skill Games With Prizes Not Subject to \$250 Tax, IRS Says

By **DELORES NEWCOMB POE**

WASHINGTON—In a detailed explanation regarding its tax policy on coin-operated games, the Internal Revenue Service this week pointed out that even the prizes be awarded, a coin-operated game of skill is subject only to the \$10 tax.

The IRS statement added that while pinball machines are not considered games of skill, the awarding of free games still keeps the machine in the \$10-tax class. The \$250 tax only holds forth when prizes other than free games are awarded.

IRS spokesmen said they will follow Revenue Ruling 57-395,

issued in 1957. In that ruling, IRS stated that the "determination of whether a coin-operated device is an amusement or gaming device cannot be made solely on the fact that prizes are awarded in connection with its operation." (The Billboard, September 9, 1957.)

Four Categories

As IRS sees it, there are actually four categories of coin-operated machines: 1. Juke boxes, taxed at the \$10 rate. 2. Gaming devices taxable at the \$250 rate (recently included in this category are pinballs having a pushbutton or other device for releasing free plays and a meter for registering the plays so

released, or with a provision for multiple coin insertion for increasing the odds). 3. Pinballs of the amusement type which do not incorporate the previously-stated features and are taxable at the \$10 rate and, 4. Skill games, such as guns.

Area of greatest confusion among operators and location owners apparently is the amusement pinball taxed at \$10. These machines do not have a pushbutton for release of free play and a meter to register play released, or provision for multiple coin insertion. They are, however, not con-

(Continued on page 85)

Hillbilly Programming Has Problems

DOTHAN, Ala.—At first glance, the fact that a particular area is sold on one type of music would make programming easier. Actually, it is even more difficult to provide a music menu that will take in maximum collections under such

circumstances, according to **Collis Hilburn**, of Dixie Amusement Company here.

In this extreme Southwest corner of Alabama, music preferences are decidedly toward hillbilly music and folk songs.

Very little else is played even in the city of Dothan itself, with the result that Hilburn, a veteran of 20 years of programming, must choose a variety of these two kinds of music, rather than a wide assortment of all types.

Practical Approach

Hilburn has been with **Joe Joseph**, head of Dixie Music Company, for 13 years, and during this time he has learned that getting out and listening to the music which the area's customers like to hear is "the only practical way."

Possessed of a good ear for music, Hilburn plays every number which he plans to program himself, once or twice, listens critically, and if he feels pleased, it will be slated for a try-out.

Once in a while, to make certain that he isn't too biased in picking records this way, he will select a

record which doesn't appeal to him, or even one which he dislikes violently, and run it thru on typical locations. To date, results on the test record invariably show extremely low returns, all of which tends to show that Hilburn's educated ear is doing the right job.

Few in Top 40

Only a minimum number of top 40 favorites appear on any of Dixie Music Company locations, and these only in the more metropolitan area where teen-agers congregate.

At no location is there more than a smattering of classics or old favorites, the type of records which are definite standbys elsewhere in the country.

So, on a typical 100-record machine, Hilburn has the job of choosing at least 90 of the hillbilly and folk music tunes which operators elsewhere are likely to program only in minor percentages.

Artist Appeal

Doing all of the programming for several large routes, Hilburn closets himself with each new record.

(Continued on page 81)

Club House, Williams Pin, Features '21'



CHICAGO—Club House, a new Williams Electronic Manufacturing Corporation five-ball pin game, features a playing-card theme of "Beat the Dealer," "Black-Jack" and "21."

The player builds his own score by hitting targets, ball bumpers, ball holes and roll-overs on the

(Continued on page 84)

United Boosts Service School Activity, Adds Juke Clinics

CHICAGO—United Manufacturing and United Music Corporation have increased their schedule of operator service schools around the country, having just begun staging music schools. The schedule is in addition to regularly-held schools on coin games.

Featured at the music schools will be a slide projector used to demonstrate mechanisms described in the new United service manual. An assortment of 200 slides will be used, along with other visual aids of many types.

United's staff of roadmen, including **John Casola**, **Al Thoeke** and **Roy Kraehmer**, will take charge of the schools. All have served in this capacity in the past.

Begun on the West Coast, the

schools this week shift to the South, with Alabama, South Carolina and Georgia operators of music and games the welcome visitors.

Sparks Specialty Company, United distributors in that area, will host the schools at its Atlanta and Columbia, S. C., offices. The Atlanta school was slated for Sunday and Monday (25-26), with the Columbia sessions docketed for Sunday and Monday, November 1 and 2. Schools start at 10 a.m. each day, with luncheon from noon to 1 p.m.

Covered at these schools will be the United line of phonographs and the top ranked game lines of the firm. **R. M. Sparks**, Sparks Specialty president, has extended an invitation to all area operators and servicemen to attend.

Location Loans Harmful to Operators and Taverns

• *Continued from page 1*

wasn't that the juke box was not earning its potential. If the take were to go up 20 per cent with a new box, it would only mean another \$4.60 a week for him.

Bar Business

What was disturbing the location owner was that his bar business would be better with a new box, properly programmed and promptly serviced.

Another location owner, from

the Buffalo area, put it this way: "I do a couple of thousand a week over the bar and get about \$30 a week from the juke box. While I can use the \$30 a week, I won't starve if I don't get it."

Essential

"The reason I have a juke box in my place is because if I didn't have one I'd either have to put in live entertainment or watch my bar business fall off. The juke box is an essential part of my business.

If I made nothing from it, I would still want one."

Of course, few location owners would make this statement to their operators, and all were quite insistent that their names be kept out of the paper.

But when pinned down, most of the location owners interviewed admitted that the juke box was more important to them for its contribution to the bar business than for the actual revenue it produced.

Still another location owner had this to say:

"The difference between a new box and an old one, between good programming and bad programming, may be \$5 or \$10 a week as far as my end is concerned.

"But look at it this way. If the operator is doing a job, and the patrons like the selections and the tone, nine or 10 customers may spend a half hour a day extra in the tavern.

"Say the total is five extra hours of drinking a day, or 30 hours a week. Do you have any idea how much extra bar business I'll do in those 30 hours? It's a lot more than \$5 or \$10."

Equal Blame

Blame for the loan and bonus system as a substitute for the latest equipment and top service must be shared equally between operator and location owner. The operator

(Continued on page 84)

CORRECTION NOTICE

for Mickey Anderson Amusement Company ad appearing in the October 19 Billboard.

The AMI E-40 and E-80 listings should have read AMI D-40 and D-80

We're sorry about this typographical error which occurred in transmitting this portion of Mickey Anderson's ad.

The Billboard.

X MARKS THE SPOT TO BUILD PROFITS

with the nation's oldest & largest

ONE-STOP

Record Service

Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales has it at . . .

DISTRIBUTOR WHOLESALE

Nothing over!

- Singles
- Albums
- Tapes
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45 R.P.M. 60¢

33 1/3 R.P.M.

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\$3.71

Write, wire or phone your order today to The

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Musical Sales Bldg. Seaburg Dist for Md-Va-D.C. Baltimore 1, Md. VEron 7-5755

NY Game, Juke Ops Mull Joint Trade Group

NEW YORK—Music and game operators in the metropolitan New York area may one day be joined in a common trade association. An exploratory meeting, first of its kind, was held Wednesday evening (21) here, consisting of representative operators from both the juke and the game fields.

More than 20 operators attended the opening meeting. A spokesman reported a lengthy exchange of views, during which time advantages and disadvantages of such an association as well as individual problems at the operator level, came in for full discussion. A second meeting was set for tonight (25). At this get-together a four-man steering committee, set up at the larger meeting last week, will convene and get down to cases in a shirtsleeves session.

Up till now these two separate wings of the coin industry have been represented at the association level here by two different entities, the Music Operators of New York and the Associated Amusement Machine Operators of New York, both with headquarters on 57th Street.

Wico Reports Re-Orders on Stereo Units

CHICAGO — Ed Ruber, sales manager for the Wico Corporation, reports that re-orders for the firm's Miracle Sound stereo baffle and speaker, which went into production last month, have been coming in at a rapid clip.

The eight-inch Quam speakers come in three styles—wall, sloping and wall de luxe in either blond or mahogany. The grill cloth is washable plastic. Cycle response is 15 to 15,000. Baffle cabinet is all metal with baked enamel and lined with special Fiberglas.

Speakers come in matched plaid, with 10-watt transformers extra. They are also available for monaural boxes. Speakers range in price from \$29.50 to \$32.50.

Buffalo Council Mulls Tax Fee

BUFFALO—A special committee to study the question of licensing coin-operated machines and devices not prohibited by law has been set up by the common council's legislation committee.

Appointed to the committee were Councilman John A. Ramunno and Charles E. Weston and Council President William B. Lawless.

The matter came up at the committee meeting when License Director Samuel C. Sacco presented a report advocating the licensing of machines.

Lawless declared he would be opposed to any substantial tax on individual machines, but would support the proposal if it meant establishing a fee for a permit to sell products in a number of the machines.

The legislation committee tabled a resolution which would direct the law department to draw up legislation for the licensing pending a report from the special committee.

Post Office Wants Help From Mfrs.

WASHINGTON — Manufacturers of coin-operated machines who qualify as small business are among those being urged by Small Business Administration to get into the manufacture of equipment the Post Office Department will need for its automatic substations.

The post office announced recently that self-service coin-operated postal substations are being planned for rural and suburban areas and for installation in railroad, airline and bus terminals and large post offices.

SBA Administrator Wendell B. Barnes last week (12) hailed the announcement as a "great opportunity for small businesses in all parts of the country." SBA will work closely with the post office, Barnes said, to give information on the new program to thousands of small firms "which have registered their productive facilities" with SBA field offices "for the purpose of being notified of contract opportunities."

According to Barnes, the Post Office Department "is the largest business in the world, with some 38,000 post offices in operation," and "its new program of securing automation equipment should afford a golden opportunity for small firms to participate in both prime and subcontracting."

Interested firms are urged to contact the SBA field office nearest them.

Don Mahfouz Takes Over Dad's Route

STUTT GART, Ark. — E. J. Mahfouz, owner of Mahfouz Amusement Company here, last week announced he will turn his music and game route over to his son, Don Mahfouz, to operate.

Don was discharged from the Navy a year ago and in the past year has been working as a serviceman on his father's route learning the business.

Mahfouz said he is considering several possible business connections but has nothing definite in mind at this time. He has been in ill health for the past year or so.

The route covers some 50 to 60 locations in three counties—Arkansas, Prairie and Monroe.



Continued from page 75

MIDWEST

DETROIT NEWS NOTES: Louis E. Fisher, veteran juke box operator who recently disposed of his interest in the Fisher Music Company, has registered title to the Fisher Novelty Company, and is contemplating returning to the coin machine field with a new type of machine in a few months. He is also active with an extensive tube testing service for retail stores, which he has headed for several years. . . . Stuart W. Kallman, owner of the Belcrest Hotel, is forming the newly incorporated Wilshire Coin Meter Company, with headquarters in the Wilshire Hotel, to operate coin-controlled laundry equipment.

Mrs. Mamie Folino, office manager of Fabiano Sales and Service Company, major operator-distributing firm, has returned to her desk on a part-time basis, after giving birth to a daughter, Teresa Ann. Her husband, Paul Folino, who is assistant sales manager of the firm, is back from a weekend hunting trip near Brighton with two ducks.

Linden Bush, route manager of the Fabiano firm, has returned from a vacation spent hunting big game out in Wyoming. His bag included an antelope and a deer. . . . Leo J. Piazza, until recently conciliator and public relations director of Music Operators, Inc., has registered the newly formed L & P Music Company. His duties with the association are being taken over by John Mahaz, field representative. . . . Mona Chambers has joined the office staff of Fabiano Sales and Service and is being instructed in her new duties by Mamie Folino. A native of New Orleans, she grew up at Knoxville, Tenn., and has been in Detroit about five years, formerly working for Practical Home Builders. . . . Empire Coin Machine, distributor and operator of games and music machines, has moved headquarters to 7743 Puritan Avenue. The company, headed by Gilbert Klitt, is managed here by Robert L. Wiley Hal Reves

Ted Parker has returned to the Angott Distributing Company as sales manager, a post he formerly held for several years. He has been factory representative for Wurlitzer and later for AMI in the Detroit territory, retiring from the latter position a few months ago because of ill health. . . . Carl Angott has been up-state touring southern and western Michigan and calling on the operating trade with Charles Andrews, the firm's salesman in this area. . . . John Bailey, salesman for Angott in northern Michigan, encountered early snow on his rounds and reported he was virtually snowed in with his equipment at Lewiston. . . . Cliff Irwin and Lou Murray, partners in a music route at Port Huron, were in Detroit on a shopping tour, inspecting and buying new equipment for their operation. . . . Fred Mitchell, Rock-Ola sales representative, was in town, calling on Frank Fabiano, Michigan distributor for this line.

NOTES FROM MADISON, WIS.: Veteran games operator Ralph Dieterich, Blackhawk Distributing Company, stepped out of the coin machine business recently. He sold his remaining equipment and route stops to Wally Pelgrin, of Rockford, Ill. . . . Almost all Madison juke boxes are set at dime play, according to Lou Glass, Modern Specialties. The town is also being opened up rapidly to stereo music. Games business, adds Glass, is at its lowest level in years. . . . Joe Volk also complains about the low ebb of the games business. "I'm getting fair results with my long bowlers, however," he says.

Victor Music is discontinuing its one-stop disk department. According to reports, a few accounts will continue to be handled as one-stop accounts. Arlene Edwards has been transferred to the new Victor Music store on the Square and will no longer handle the one-stop department. Overnight service to Madison operators by Milwaukee and Chicago one-stoppers featuring free delivery prompted Victor's move, is the report. Ben Ollman

Ray Scharf recently returned from an AMI service school at Grand Rapids, Mich. He is the owner of a games and music firm, Ray Scharf Vending Company at 1022 Kirkwood Road, Kirkwood, Mo. Scharf is a relatively new operator who started in the coin machine business about a year ago. . . . Mr. and Mrs. William Geiger and other Duquoin, Ill., couples were scheduled to drive in two automobiles to see the 49th annual University of Illinois homecoming game against the University of Minnesota at Champaign. The Geigers live in Du Quoin and own Amusement Supply Company of East St. Louis, Ill. They have made a practice of attending Illinois homecoming games for several years.

Lou Hutsel, Central Distributors' shop foreman, said about 90 operators attended a recent AMI school at the company. Sessions were held on two consecutive nights, each conducted by John Hickman, field engineer for AMI. Operators attending the school were served a buffet supper an hour before the classes started. Hutsel was expecting about 60 coinmen each night, but the threat of a tornado deterred some from coming. John Hicks

With the opening of the duck hunting season many operators temporarily deserted their routes and headed for the Northern Minnesota duck country. When Sol Rose, of Sandler Distributing Company, Minneapolis, was in Fargo, N. D., on business recently he found that many of his accounts had left town to seek their limit of the wild fowl. Percy Hunter, of Hunter Distributing Company, St. Paul, also was on a duck hunting expedition in the northern part of Minnesota.

Operator Jack Karter, of Midwest Novelty Company, St. Paul, recently returned from a Westinghouse-sponsored fishing trip to Canada. He brought back his limit of walleyes, northerns and trout. Karter took a seaplane to reach the wilds of Sioux Narrows where he

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SINGLE PL.

Frontiersman	\$ 85
Classy Bowler	125
Southern Belle	75
Royal Flush	150
Straight Flush	210
Rocking Ship	215
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TWO PL.

Gladiator	\$115
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caught the trout. In addition to his coin machine route, he also is in the furniture and appliance business now.

Out-State operators in the Twin Cities recently were **Hugh May**, Eau Claire, Wis.; **Mark Coughlin**, Mankato, Minn.; **Al Eggermont**, Marshall, Minn.; **Larry Seig**, Eau Claire; **Emil Seriani**, Eau Claire; **John McMahon**, Eau Claire, and **Harry and John Galep**, Menominee, Wis.

Lieberman Music Company recently introduced the new Universe five-ball machine by Gottlieb in the area and reports that the game has been well received by operators. . . . **Stan Woznak** has sold his record and television store at Little Falls, Minn. . . . **I. F. LaFleur**, of Devils Lake, N. D., bought the phonograph route of **Ted Hass** at Bottineau, N. D. . . . **Mrs. Bert West** is a new stenographer at Sandler Distributing Company. *Don Lyons*

Newest member of the Harry Cisler Music Company staff is young **Jerry Wergin**, employed as a trainee. . . . Word comes that a change in route ownership is pending in Winneconne, Wis. Coinmen **Joe Hupfer** and **Rollie Reinke** are selling their route in the Winneconne area. . . . **Ray Hillar** reports that his venture as a free lance music and games route service and repair man is working out well. He no longer is on the United, Inc., payroll. . . . **Kiddie Town's** at Capitol Court and Southgate Shopping Center are being dismantled for the winter. Vending equipment is slated for use in industrial locations, according to **Carl Millman**, Automatic Merchandising Corporation.

Two new men joined the P. & P. Distributing Company organization. They are **Merc Ebling**, formerly with Mitchell Novelty Company, and **John Bradford**, who previously worked as a serviceman for J. T. Novelty Company. . . . Both the Milwaukee and Waukesha arcades have shown improvements now that the cool weather has hit the territory, according to **Glenn Grubb**, Kendou, Inc. . . . **Sam Cooper**, Paster Distributing Company, informs that the first shipment of the new Bally Six-Pocket game was a quick sellout. AMI music equipment sales also are continuing strong, he adds.

United, Inc., boss **Harry Jacobs Jr.** and the new Wurlitzer service engineer **C. B. Ross**, teamed up to call on Fox River Valley coin firm accounts this week. Meanwhile **Ray Jordan** headed way up North with a load of new Wurlitzers to deliver. . . . Members of the Wisconsin State Cigarette Operators are keeping a close eye on the State Capitol. According to **Herb Geiger**, Geiger Automatic Sales, "As soon as the Governor solidifies his position on taxes we plan to hold a meeting—if it looks like cigarette taxes will go up." *Benn Ollman*

SOUTH

ARKANSAS NEWS NOTES: **Phil Marks**, Phil Marks Amusement Company, Hot Springs, reports the best business this past summer of any in history. The town was flooded with tourists and gave him the largest season he can remember. . . . **J. Earl Gill**, Gill Amusement Company, Hot Springs, was seen with his wife and children recently at the fair in Little Rock, the Arkansas Live Stock Show, a big annual event the kiddies always like. He reported the children had a great time enjoying rides, games, and eating cotton candy.

Duane Faull, Faull Amusement Company, Hot Springs, recently completed a new night club in the city to add to his many other activities. His main business is still his coin machine routes. . . . **R. G. Jennings**, R. G. Jennings Coin Machine Company, Hot Springs, recently was in bed for several days with influenza. When he got back to work and was feeling better, he undertook a remodeling and streamlining of his music and game routes.

Bill Smead, Camden Novelty Company at Camden, Ark., is a big University of Arkansas football fan. He recently drove to Waco, Tex., to see the Razorbacks play Baylor University and was highly pleased when Arkansas trounced the Texans by several touchdowns.

Bill Purifoy, Purifoy Amusement Company at Camden, is opening a new billiard hall on the side and will install some machines in it. . . . **Orell Bledsoe**, National Novelty Company at El Dorado, Ark., made a large catch on a recent fishing trip to Lake Village, Ark. . . . **Jack Ethridge**, Ethridge Music Company at Hampton, Ark., bought some new 5-ball pin games recently to streamline his route.

NEWS FROM MEMPHIS: **Drew Canale**, Canale Amusement Company, saw University of Mississippi whallop Tulane 53-7 recently at Oxford, Miss., talked with Ole Miss Coach John Vaught later. Vaught is much interested in one of Drew's nephews, **Whit Canale**, outstanding tailback at local Catholic High. He's leading ground gainer in the State thus far, with 13 touchdowns. Drew has other nephews who are top football players—**George Canale**, tailback at University of Tennessee, and **Frank Canale** of the same college. **Justin Canale** is fullback at Catholic High.

Parker Henderson, general manager of Southern Amusement Company, made a flying trip in his private plane to Kentucky last week on one of his mining interests. Southern Amusement's president, **Clarence A. Camp**, who also heads other interests, reports his background music business is increasing steadily in locations. . . . **Charles Kahn**, partner in Tri-State Amusement Company, is at work on a novel "Moon Ride" for kiddies. Idea is to rent it to supermarkets, which in turn will issue to customers so many tickets for so much purchased in groceries. Their children can use the tickets to ride the rocket.

George Sammons, president of Sammons-Pennington Company, was on a swing thru Arkansas last week calling on music and game operators. He also took occasion to make some calls on industries and businesses interested in his new Seeburg background music system. . . . **Robert L. Harbin**, Harbin Amusement Company, was in Panama City, Fla., last week, where he has a house on the beach. Harbin's two sons operate his route, and are partners in the business. *Elton Whisenhunt*

HERE'S THE MIAMI SCENE: **Gene Lane**, roadman for Taran Distributing Company, Rockola outlet, is back from a trip up the

(Continued on page 78)

Programming Major Job for Eads

By **BOB LATIMER**

DENVER—"I'm either programming or counting money" is the way **Dunavon Eads**, record buyer at American Amusement Company here, sums up his programming policies.

A veteran of five years with American Amusement Company, headquartering in suburban Aurora, but servicing machines thruout Denver, Eads has a lot of unusual theories. One of them which has probably caused most attention is the fact that where 200-record machines are used, he programs a full 50 per cent in EP's—with excellent play returns in every instance.

Where 100-record machines are concerned, there is always at least 20 per cent of the total in extended-play records, and often as much as 25 per cent.

Personal Attention

Making EP's pay as well as they have is traceable to the fact that Eads spends almost all of his working time "on location" and then doubles back during the evening hours to assay the phonograph-playing public in his locations personally.

He believes that "appearances can be deceptive" where a typical neighborhood tavern is concerned, for example, and that the crowd which the operator finds filling up the spot on one evening is by no means likely to be representative of the crowd the following night.

Consequently, Eads just visits all of them continuously, and probably knows his location customers and their tastes better than any other operator in the area.

Older People

"That's how we came to program so many EP's," he said. "I found that we had a surprising predominance of older people in most of

our tavern and restaurant locations, all of whom enjoy old favorites and standards, which are often available only on EP's.

Then in making the original break from 5 cents to 10 cents a play, we felt that we should have a little more to offer the customer than the chance to spend twice as much money to hear his tunes.

As a result, we programmed a lot of EP's, used posters to let the public know about it, and in this way gave them a better bargain in music for the dime. That worked out well, but the EP's kept on playing beyond expectation. We have been programming them in the percentages given above ever since, and have never had any reason to regret it."

Full-Time Job

Programming is a full-time job with Eads. Except for the time spent in counting collections, and physically changing the records, his mind is continually working on the programming responsibility for each individual location.

While there are, of course, records which will hit on almost all locations, he looks at each spot as an individual case, and programs it in his mind, during his evening calls, and on paper, following each record change.

Consequently, there will never be any such thing as "duplicate music menus" on any two American Amusement Company machines.

Location Requests

Surprisingly, even with the first-name familiarity with location owners which his frequent calls have brought about, Eads doesn't feel that location owner requests for specific tunes have much to do with his programming job.

"The location owner requests are few and far between," he said. "Of

course, we honor what few do come in. When we have 200 slots open for records, it isn't any trouble to insert two or three records for the location owner, and even on 100-play machines, we can usually go along with his ideas.

"It is usually worth-while because the location owner will play the number himself."

Own Initiative

Making all record-buying decisions on his own initiative and experience, Eads will frequently buy the same record for every location at once, duplicating the process to the point that there may be six records slated for upward of 75 locations simultaneously.

Usually "guessing right," Eads has successfully "beaten the Hit Parade to the punch" with several hundred numbers on the phonographs at once which quickly developed into Top 20 favorites.

Buying so many records simultaneously may be expensive, but it is always worth-while, Eads reports where the record works out. "I make a few mistakes," he grinned, "but fortunately there are not too many of them."



DUNAVON EADS, record buyer at American Music Company, mulls over prospective list for a location in the firm's record room.

Chi Fans Join Ops in Lament For '9' That Might Have Been

By **NICK BIRO**

CHICAGO — Most of Chicago would just as soon forget about the World Series and the city's amusement game and juke box operators are no exception. The "Great Fall Classic," as it's been dubbed by the sporting trade, has been a big disappointment all the way around.

Not only did the Windy City's pennant bearers go down in defeat but the operators' bread and butter in the form of juke box and games collections nosedived right along.

Not that there was any connection between collections and defeat. The main culprit was the TV screen, with tavern and restaurant patrons glued to their seats watching Series play and jukes and games only prominent in that they usually were disconnected and

shoved against the wall out of the way of milling baseball fans.

Generally there was little pickup after the games were over, either. Most patrons, evidently feeling a

(Continued on page 79)

WURLITZER	
1500	\$ 99
1550A	139
1600	149
2000	395
2150	449
2200	595
AMI	
G200	\$375
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WALL BOXES	
AMI WQ120	\$79.50
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Gary Ops Reel From 3-Month Steel Strike

By JOSEPH KLEIN

GARY, Ind.—Three months of the steel strike — about to be brought to abeyance by the Taft-Hartley law at this writing—has left the city's juke box operations in a state of devastation.

Operators report declines which are rarely less than 50 per cent and are usually closer to 60 per cent.

Gary is a one-industry city. Over 90 per cent of its adult residents are employed in the local plants of the United States Steel Corporation. Due to the sharp drop in the general economy, about half of the other 10 per cent—mainly clerical personnel in retail establishments—have also been laid off.

60% Off

Gary operator Frank Witecki

CLEAN WURLITZER TRADES

- Wurlitzer 2204 \$795.00
- Wurlitzer 2104 675.00
- Wurlitzer 2000 645.00
- Wurlitzer 1900 550.00

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estimates that the average operator's decline may be as high as 60 per cent.

"And it's not over yet," he says. "Regardless of the nature of the steel settlement, we'll feel this for a long time—in fact, long after this strike is over."

Use of the Taft-Hartley law has been met here with outright hostility by union members and with profound skepticism by the city's businessmen. They feel that unless an agreement is reached thru continued bargaining processes, the temporary resumption of operations will prove of slight value.

Thru for Year

"We're thru for this year," said a Gary operator. "It'll take weeks to fire these big mills again and to get them started. Then in about five or six weeks, with the vote and the end of the 80-day period in sight, they'll have to start banking the furnaces again. Taft-Hartley won't work. That's the big thing that this strike may prove. In the meanwhile, juke boxes are kaput for a long, long time in this town."

Another operator was more optimistic.

"As a matter of fact, it didn't hit me until about a month ago," he said. "We usually feel it sooner because we're in a luxury business. It could have been worse."

Not Hopeless

Without denying the gravity of conditions, Victor H. Ostergren, president of the Automatic Equipment and Coin Machine Operators Association of Indiana and a Gary operator in his own right, declared that the situation was far from hopeless.

"This is most serious and no one in our business could take it lightly," he stated. "Yet, I feel that it is possible to salvage some business even at times like these. That can be done thru redoubled, intensified effort. I would suggest more frequent visits to locations, better all-around service and closer contact with location owners."

Ostergren said, however, that the effects of the strike would be felt by Gary juke box operators for at least a year.

Still another operator waxed philosophical.

"This is like war," he said. "Some day it'll be over. Then I'll go before the board of the United States Steel Corporation and sell them background music for all their plants in the United States. That should be easy."



Continued from page 77

State, and is getting ready for a fast visit to Nassau. Gene says business is no worse than at the same time last year, but reports operators are crying for a new game. . . . **Ozie Truppman**, Bush Distributing Company, reports that more and more operators are diversifying their music and game routes with merchandising equipment. He says that many operators are now waking up to the high potential of this type of equipment in many of their present locations.

Broward Music Company's personnel were struck by a rash of bad luck. First, **Betty Mang** lost her mother. Then, **Margaret Wollard** and **George Detzer** both saw their respective mothers hospitalized. On the brighter side, routeman **Richard Browning** was married recently. **Berlin Saunders**, general manager of the firm, and **Ace Saxon** Cigarette Machine Company, was still out of town. . . . **Burt Kahn**, comptroller for Bush Distributing Company, became a father. It's a boy, **Jay Alexander**. Burt, who devotes a lot of time to the Boy Scouts, says he is already teaching his son the Scout's oath. . . . Another recent father is **Charlie Cook**. Wife **Enid** gave birth to a baby girl, their second. Grandmother **Ruth Michaelson**, veteran New York operator, flew down to see how her new grandchild was doing.

Ed Mercer, Orange Blossom Amusement Company in Homestead, Fla. is greatly concerned with all the rain the farmers have had down here. He says if the weather doesn't get better soon there will be very little for the farm laborers to pick, with a resultant drop in coin machine collections. . . . The same conditions seem to have hurt collections further up in Broward County. Not too happy with business is **Johnny Marino**, of Marino Music Company, and **Ronald Shapiro**, of Broward Music Company. Both say music collections are running behind what could be expected at this time of the year. . . . **Royal Castle**, a chain of hamburger stands that operates its own coin equipment thru Royal Music Company, still has juke boxes on 5-cent play. Their slogan over radio and TV is "Play the hits of the day for 5 cents a play." . . . **Leon Falcon**, routeman for the South Florida area reports that collections have continued to be steady.

The A.M.O.A. has chosen the beautiful Dupont Plaza Hotel for the scene of its annual dinner and dance. The tentative date is December 12. Plans call for cocktails between seven and eight p.m. This to be followed by dinner in the Skyroom. For those who haven't seen the view of Miami's waterways from this vantage place, a wonderful treat is in store. . . . Sorry to hear that **Marvin Turner**, Palm City Music Company, Ft. Myers, is having trouble with a war incurred foot trouble. He is finding it most difficult to get around. Another guy suffering pains these days is **Morris Diamond**, of Diamond Amusement Company. Morris has been going from doctor to doctor seeking relief from a back malfunction. Wife **Eleanor**, who has been running the route alone since his trouble, says Morris may have to enter a hospital for traction.

Virginia Petricini, North Dade Amusement Company, back from a short vacation in the Keys. She looks and feels wonderful. . . . **Anita Hammond**, record clerk at Budisco's Tampa office is out of the hospital, and may be back at her job next week. . . . Wife of **Henry Stone**, True Tone Distributing Company, just gave birth to a baby girl. . . . Visitors to Miami this past week included two widely separated coinmen. From Minneapolis was **Amos Heilicheer**, Advance Music Company. Heilicheer, besides operating music and game routes, is also the new Columbia Records distributor for Florida. Amos was in Miami making arrangements for a building to house the record distribution, now headquartered in Jacksonville.

Visiting from Jamaica was **E. Martinez**, manager of United Engineering Company, in Kingston. He is an AMI Distributor and operates a large music route.

Also visiting Miami were **Walter Shy**, American Music Company, in West Palm Beach; **Gene and Bill Rogers**, of E. C. Rogers Company, Ft. Myers, and **Jim Tolisano**, head man of Modern Music Company, St. Petersburg. Jim is an executive board member of M. O. A. and is prepping for the coming meeting in Chicago. . . . **Joe Barton**, Jacksonville branch manager of Bush Distributing Company, visited the home office here for a briefing on the Row Manufacturing Company's line of cigarette machines and vendors, which the Bush Distributing Company handles in South Georgia and Florida.
Raoul Shapiro

IN THE NATION'S CAPITAL: The return of teen-agers to school is causing a small tapering in the collections of Hirsh Coin Machine Corporation, Washington. Treasurer **Roger Squitro** says the drop is very slight, and that last month was "very good" profit-wise. . . . **Hirsh de La Viez** is helping the local Variety Club in its plans to honor singer **Andy Williams** as "personality of the year." Award will be made at a formal dinner November 21. Hirsh is past chief barker of Tent 11 of the Variety Club. This Christmas, Hirsh Coin will make donations thru the Variety Club to the Children's Hospital Research Center, in the name of the customers. Club will, in turn, thank each customer for the donation. . . . Coffee time is enjoying good business, according to manager **Robert Piker**. Firm services mostly government locations, and operates from nearby College Park, Md. . . . Business at the Game Room in National Airport continues very good, despite the drop in the number of vacationers, according to owner **Michael Bushdid**.
Delores Newcomb Poe

(Continued on page 83)

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Bay State Ops Set Banquet For Nov. 10

BOSTON—Plans were announced this week for the Fourth Annual Banquet and Show of the Music Operators' Association of Massachusetts. It is to be held at the Sheraton Plaza Hotel on Tuesday, November 10. Last year the group moved the affair to the Sheraton where arrangements were satisfactory enough to merit another visit.

A number of manufacturers, distributors, music publishers and others connected with the industry already have indicated that they will attend and it is expected this fourth event will exceed all others. Arthur Sherman, executive director and general counsel for the MOAM, is in charge of arrangements. He is being assisted by **Ralph Lackey**, of Karel Music Company, Roxbury, and others.

A brilliant array of record stars and others are expected to attend and perform. There will be a cocktail hour, banquet, entertainment and dancing.

U. S. Secret Service to Crack Down on Slug Passers

By ELTON WHISENHUNT

MEMPHIS—Local game operators are being "slugged to death" and U. S. Secret Service will crack down on the culprits, John J. Kiljan, special agent in charge of the Secret Service office here declared last week.

"We've never had such a wave of slug-passing in this city's history," said Kiljan. "We know who many of the persons using slugs are and we're going to present future violators to the U. S. Attorney's office for prosecution."

The agent's hard-hitting warning was welcomed by operators, who said they lose large sums of money

over a period of time to cheaters who use slugs in coin machines.

Welcome Enforcement

Industry spokesman Drew Canale, Canale National Tobacco Company and Canale Amusement Company, and Parker Henderson, general manager of Southern Amusement Company, said they were "glad these type of law violators will be vigorously prosecuted."

Operators, who of course have independent businesses, have not pooled reports to try to determine how much they lose to slug users—but altogether the loss could be considerable. They also lose large sums each year to burglars who break into coin machines.

Kiljan said the favorite slug in use now in Memphis is, of all things, a religious medal filed to the size of a quarter. Another religious medal is filed to the size of a dime. These are used in juke boxes and cigarette machines, Kiljan said.

Mexican Coins

Kiljan said another slug gimmick involves the transportation of thousands of 10-centavo pieces from Mexico (and a lot of young Memphians have been vacationing in Mexico in the past year or so—it has become a sort of "place to go" among them.)

The 10-centavo pieces are just slightly smaller than the size of a U. S. quarter and worth just over a penny each. Recently, Kiljan said, a well-known Memphis auto dealer and his salesman used a lot of the Mexican coins on a cigarette vending machine in the car lot's office.

They bilked 152 packs of cigarettes, worth \$38, from the machine. They got out of a fine or jail sentence on a technicality.

No Prosecution

Because there was some question of whether the Mexican coin gimmick is a violation of existing federal law, Kiljan said, the U. S. Attorney did not prosecute.

"But we think it is a violation and in the future there will be prosecutions," said Kiljan, who indicated he had discussed the case with the U. S. Attorney and they are agreed to proceed in court and let

Chi Fans Join

Continued from page 77

little guilty for already spending the afternoon watching, quickly finished their glasses and hurried out.

With few exceptions, 20 minutes after a game was over, most Chicago taverns looked like the morning after of someone's fabulously successful party—a lot of dirty glasses, full ash trays and no one but the owner and bartender around to clean up.

Typical of most spots was Bernie's Bar and Grill in downtown Chicago, where not one, but two television screens helped fill the place to capacity, "with more 'draft beer drinkers than I've seen all season," the manager complained. The 100-selection juke box which is usually a top earner, was shoved against the wall, dark and quiet, seemingly mourning along with the operator, who was no doubt watching the game somewhere too.

Ready to Play

"We'd be scalped if we turned it on during the game," was the only answer from the bartender. A new model shuffle game was also against the far wall—well lit-up and ready to play but no one ventured anywhere near.

In another North Side lounge, well known for the fine classical and semi-classical programming on the juke box, the machine was turned off, and tho the spot lacked a TV screen, patrons were hunched around a radio set. "The juke box music is my biggest draw," the owner commented, "but not during the Series."

the judge and jury decide if it is a violation.

Present federal law says it is a violation to use slugs in 5-cent and 10-cent representations, but the law says nothing about quarters.

Existing Law

The 5-cent and 10-cent federal law was passed by Congress at the insistence of telephone companies, who for years were victims.

The law does make it a violation for any U. S. coin to be defaced or mutilated. Maximum penalty is up to a \$2,000 fine or five years in prison or both.

And another of the slug problems confronting him, Kiljan said, is the filing down of pennies to the size of dimes. Juke box operators are the main victims of this fraud, he said, and the most likely suspects are teen-age boys.

Fine Setting

Kiljan said coin machine operators are trying to combat the slug wave by setting the coin apparatus in their machines to the finest possible aperture. But the finer it is, the more often the machines jam, he said.

"There has to be a median, because the vendors can't afford to send repairmen around fixing jammed machines all the time," he said.

The agent said flatly that a great many of the violations are being committed by juveniles—he doesn't know what per cent. But they "will go straight to Federal Court, not Juvenile Court, if we catch any more of them," he said, adding that some had been turned over to Juvenile Court for handling.

Also, he said, some adults are

known to be "cleaning out" whole locations where there are coin machines.

Serious Matter

"Some people apparently feel that morally there is nothing wrong with stealing something from a coin machine with a slug," he said. "They are wrong. And when the theft takes on the proportions it has, with the loss added up to great amounts, it is a very serious matter."

Kiljan said that making arrests in slug cases is among the most difficult of all arrests. "We must know

who is 'slugging' the machines before they do it. Then we must empty the machine and observe the slug being dropped in.

"If we don't do it this way we will not have an air-tight case for prosecution because the offender can claim as a defense that the slug in the coin box was not put in by him."

The U. S. Secret Service deals with crimes involving counterfeit money (coins and bills), forgery and cashing of U. S. Government checks and the protection of the President of the U. S.

DENVER BULK OPS MAY GET BREAK ON PROPOSED TAX

DENVER—Altho the city council has not yet made a final decision, it is likely that efforts on the part of Jay Shannon, local operator, will keep bulk vending operators from being taxed out of business here.

A proposed across-the-board tax increase of \$10 per machine would have lumped bulk venders with cigarette machines, candy bar venders, and other major equipment.

Acting as an unofficial spokesman of Denver's bulk vending operators, Shannon met with the council and won support for his position that the tax on bulk venders should be compromised at \$1 per machine.

Shannon argued that, because of their comparatively small gross earnings, bulk venders should be placed in a separate category. A \$10 per machine tax would in effect eliminate the bulk vending industry in the city, he argued.

To drive his point home, he showed that an operator with 1,000 machines would be faced with the impossibility of paying a \$10,000 annual tax on his machines.

Once the financial realities of bulk vending were pointed out, Shannon found the council quite reasonable.

Shannon himself is an enterprising young operator with about 700 machines on location in the Colorado capital.

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N. Y. Bldg. Upheaval Results In Fewer Music Locations

By REN GREVATT

NEW YORK — The juke box operator in this sprawling five-borough metropolis is facing a unique kind of problem which sets him apart from most classes of his

fellow businessmen. Unlike the average retailer, who in most cases can watch his market continually expand as the population grows, the operator is faced with a slow but steady shrinkage of available locations.

Not that the market—the little people who will willingly part with a dime to play a record—is shrinking. The problem is that there are less juke boxes on location today where they can go to play their favorite hit records.

Primarily, the explanation lies in the vast building upheaval which is currently under way here. As one leading operator put it this week, "The demolition of buildings here is terrific. And every time a block of buildings comes down, you can bet that at least one corner candy store, one of the best kinds of box locations, disappears and is never replaced."

There has been much activity in recent years in slum clearance and development of low and medium rent housing projects. This trend is in evidence all over the city. The Lincoln Center for the Performing Arts on the upper west side of Manhattan for which ground was recently broken by itself, also occupies a number of city blocks. It's estimated that a number of locations will go by the wayside in the levelling of the land for the new construction involved.

Another operator noted developments on the Lenox Avenue front in Harlem. "Yesterday there were a number of solid locations there. Operators in the area did very well. Today, with new housing projects, they're out and the locations can't be replaced. Not that anybody's against slum clearance. Far from it. But it still poses a problem for the operator. The Squeeze is on you might say."

Another factor that has had the same net effect on the operator fraternity, altho admittedly to a lesser degree, is the closer scrutiny being given by the State Liquor Authority to tavern license renewals. Recently, it has been noted that several of the better-known East Side restaurants have been faced with license revocation. These, of course, are not considered as prime locations for boxes.

But on the other hand, the action is seen as indicating a more watchful attitude on the part of the SLA and it is known that in other cases some neighborhood spots have been closed.

Bidding Factor

The decreasing number of total locations in this metropolitan area is seen as a strong factor in the sometimes desperate bidding for whatever new locations emerge and for those which are constantly changing hands. The matter of bonuses and loans sought by existing location owners because as one operator stated, "they feel they have us over a barrel," has reached chaotic proportions.

What can the operator do? Several things, in the view of knowledgeable tradesters. Since there is no allocation of locations or territories in the juke field, operators can look to the suburban areas for new locations. "It's not easy to do that because you're always in competition with somebody else," said an operator. "But if you can manage to get one good spot, it's often true that others will come along in due time and they'll be easier to get than the first." The logical place for growth, it is reasoned, is in the suburbs which even now are expanding in ever-widening waves beyond New York. This is where the population is going which means that this is where the new locations will arise.

Better Service

It is also stressed that with fewer locations, ops will have to give considerably more attention to their existing stops. "You've got to have volume business in the spots you have," said a Brooklyn operator. "And that means more frequent calls with newer and better records. You've got to study your locations with more care to find out what kind of records will get the most play. You also have to get the newest boxes which alone can do a lot to stimulate play. In other words, you have to give more of every kind of service to hold on to your locations. If you have fewer stops, then it figures that you can give more time to each."

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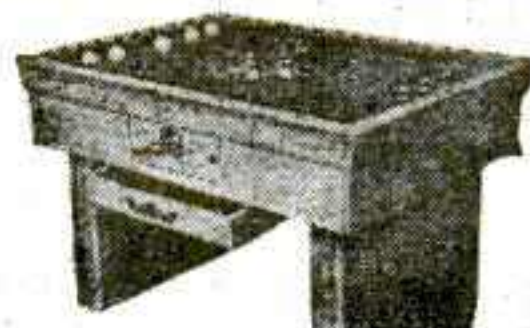
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Federal Grand Jury Indicts Presser on Contempt Charge

WASHINGTON—A Grand Jury here has returned an indictment charging William Presser, head of Teamster Joint Council 41, Cleveland, with contempt of Congress.

Presser, who is also head of Teamster Local 555 in Cleveland, appeared before the McClellan Rackets Committee in September of last year. He testified at that time that he had complied with the Committee's subpoena for personal records, but refused to state whether he had destroyed any of his personal records after he had received the subpoena.

Presser appeared before the Committee again in June of this year, but invoked the Fifth Amendment. He was reminded by Committee Counsel Kennedy that several witnesses had testified against him. Victor De Schryver, former juke box operator and former president of United Music Operators Association, Detroit, said he paid Presser \$5,000 for know-how in setting up a tight union operation. Money, according to De Schryver, was contributed by nine operators. (The Billboard, April 13.) Presser refused to make any statement or answer any questions.

Another witness charged during July hearings that Presser appointed Harry Friedman as secretary of Local 122 in Cincinnati. Friedman is Presser's brother-in-law, and did not belong to the union until he was installed as secretary. This is a violation of the Teamster constitution, which requires that a man be in good standing in the union for a number of years before he is eligible to run for office. Friedman allegedly was appointed secretary shortly after serving a sentence for interstate transportation of a stolen automobile. (The Billboard, July 13.)

A subsequent report issued by the McClellan Committee said Presser's activities in the juke box business were so "effective" that both employers and union men "had come from thruout the country to see how he did it." His activities in Cleveland effectuated a "trade monopoly" in that city, the report stated.

The indictment against Presser, announced last week (20) by the Justice Department, carries imprisonment for one year, a \$1000 fine, or both.

does change hands, which it probably will sooner or later."

In the more long-range view, it is also felt that the public relations consciousness on the part of various juke interests (notably here in the form of the public relations committee of the New York State Coin Machine Association) can eventually help alleviate part of the problem. This would be in terms of increased juke box play by the general public, as an effect of prominent press mention of the coin machine industry's worthwhile activities with youth, church and other groups.



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NYSCMA Airs Ideas for P-R Fund

NEW YORK — Additional lengthy discussion of methods of raising a sustained flow of operating funds dominated a meeting of the public relations committee of the New York State Coin Machine Association. The meeting was held Thursday evening (22) in the offices of the Music Operators of New York.

There was considerable discussion on a plan for a drawing advanced by a committee composed of local distributor heads. Many suggestions were offered on how the drawing should be run. The sub-committee, composed of Meyer Parkoff, Irving Holzman and Al Simon, was finally authorized to plan the details of the promotion and get the ball rolling without further discussion by the full committee.

A number of other ideas for raising money were discussed. These included theater parties, which for numerous types of organizations have proved successful. Under such a plan, a given organization will sign up an entire theater for a single performance of a hit Broadway show. Tickets are sold for a price above the normal admission fee, with the difference going to the sponsoring group. Other suggestions included such social affairs as dinners and dances. Several other suggestions for getting various types of regular financial support from operators were also introduced. All these were tabled in favor of getting plans for the drawing into the works first.

Parkoff and Al (Senator) Bodkin reported on a recent meeting with the very Rev. Msgr. John P. Kelly, executive director of Cardinal Spellman's servicemen's club. The meeting was in reference to the coin group's sponsorship of the Fifth Annual Christmas appeal for the center. It was noted that Msgr. Kelly had been most co-operative in offering his good offices to obtain publicity for the publicity committee in connection with its sponsorship and financial support of the affair.

Bodkin also reported that plans were now being advanced for the sponsorship by the committee of the first of a series of youth dance parties. This will be staged in co-operation with Father Smith at the Beach, Brooklyn, early in December. The committee will provide refreshments, a band for dancing, and will give away a juke box for later youth parties at the church.

It was also decided to step up plans for a regular newsletter to go out to those operators who have underwritten the committee's work with \$5 donations. Later, by unanimous vote, Al Bodkin was made permanent chairman of the committee, which is to be composed of heads of distributorships

in the area, all presidents of the various State coin groups, reps of the trade press and five operator members to be appointed by the chairman.

In the treasurer's report, it was noted that the bank balance now stands at \$1,703.87, with 105 dues payers now in the fold. The meeting was attended by Bodkin, John Bilotta, Irving Holzman, Carl Pavesi, Mrs. Amelia McCarthy, Tommy Greco, Al Simon, Meyer Parkoff, Nash Gordon, George Holtzman, Hi Jaffe, Marty Toohey, Joe Orleck and this writer.

All Members NYSOG Back P-R Movement

POUGHKEEPSIE, N. Y. — The regular monthly meeting of the New York State Operators Guild took place here Wednesday (21) in the Nelson House. Guests at the affair were Bob Colton, of Bilotta Enterprises, and Irv Kempner, of Runyon Sales Company.

It was reported that the Guild is now 100 per cent on membership support of the public relations committee of the New York State Coin Machine Association, with every member of the Guild having contributed the \$5 dues payment. The Guild also agreed to donate \$200 in the name of the group to the public relations effort. The committee is asking \$200 donations from all operator groups within the State.

The meeting was attended by proxy Jack Wilson, Tom Gobel, Tom Greco, Joe Reich, Mrs. Amelia McCarthy, Mrs. Gertrude Brown, Nick Kuprych, Mike Kuprych, James (Pie) Haley, Lester Smith, Joe Sippi, John Nuccitilli, Mac Douglas, Mike Mulqueen, Max Cohn, Murray Cohn, Ed Rockwell and attorney Lou Werner.

Hillbilly Problems

Continued from page 75

ord which he has ordered on the strength of the artist's appeal, sometimes the title or the brand involved, and usually makes up his mind in a single sitting.

When he isn't programming, the chances are that he will be out in the taverns and restaurants in surrounding towns such as Hartford, Geneva and Slocomb.

When he finds that an owner has definite music tastes of his own, Hilburn immediately begins cultivating it, and today knows that he will have specific requests from at least half of his location owners.

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Coven Is Man of Varied Interests

CHICAGO—Normally, when a prominent coin machine distributor goes into the manufacture of maritime electronics equipment, the



BEN COVEN

ing machines, juke boxes and coin games.

Altho Coven put in long hours in the coin machine business, he still had time for his favorite hobby, boating on Lake Michigan. Right now, Coven operates a 35-foot cruiser which sleeps six.

Electronics

About 10 years ago, Coven began tinkering with electronics in an effort to develop a "poor man's radar" which could be used by small pleasure craft. The result of nearly 10 years of research is the DF-O-Matic NaviGator, which is made by Allen-Bradford, Inc., a subsidiary of the Coven Music Corporation.

The unit, which is now in production, is a portable three-band radio direction finder. It gives the skipper the direction of the broadcasting station, shows his position, and tells him whether he is heading to or from the station. This information is given by an indicator on the face of the set.

Transistorized with air, marine and broadcast bands, the unit uses a radio beam with radar-like action. It scans electronically a complete 360-degree arc, sensing for a beam 130 times a second. The information is automatically transmitted to a visual course indicator.

The unit weighs 10 pounds and lists for \$249.

Match-O-Matic

Another electronic maritime invention, also developed and manufactured by Coven, is the Match-O-Matic, which automatically synchronizes engines in motor boats and aircraft. According to Coven, the unit will synchronize engines within a tenth of a per cent, limited only by throttle linkage condition. This unit lists for \$29.95.

While Coven is enthusiastic about the future of his two marine electronic devices, he has no intention of leaving the coin machine business, which is still his prime love.

move would be considered an unexpected one.

But for Ben Coven, veteran Chicago coin machine jobber, the move seems completely in character, for Coven is a man of varied interests and many talents.

He is probably the only man in the industry with a doctor of jurisprudence degree, which was granted him by Loyola University, where he had previously earned a bachelor of arts and a bachelor of law degree.

Practicing Attorney

In fact, Coven was a promising and practicing attorney from 1933 thru 1935, when an event occurred which changed the course of his life. His mother died, and his father turned the family business—a wholesale tobacco and candy firm—over to Ben.

Part of the family business was a vending route, and that was the part that interested Coven the most. He gave up his law practice and ran the family business. Coven expanded the coin machine phase of the business, and in a short time he was a leading distributor for vend-



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Bally ALL STAR	
BOWLERS	165
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Exhibit SIX SHOOTER	\$ 95
Genco CIRCUS GUN	295
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MASS. STANDARDS OFFICE WON'T PASS IN-LINE PINS

BOSTON—The Massachusetts pinball machine industry appeared last week to be stuck at dead center. Donald B. Falvey, State director of standards, announced that his office cannot approve as an amusement device any machine which the U. S. commissioner of internal revenue has considered to be "a gaming device" and thus subject to the \$250 gambling tax.

The effect of Falvey's statement appeared to be that in-line pinball machines are illegal in the eyes of the State government and legal on payment of a \$250 tax as far as the federal government is concerned. The machines previously had been taxed only on the basis of the \$10 federal amusement tax.

The industry, whose estimated 4,000 machines in this Bay State, are said by the State office to do a \$50 million business yearly, has engaged the services of Attorney Paul Smith of Boston to fight the federal ruling.

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COINMEN

in the **news**

Continued from page 78

WEST

Important news in the Denver phonograph industry was the recent purchase of the big route of Bell Music Company by **Marshall Peck**, formerly with R. F. Jones Company, Seeburg phonograph distributors in the Denver area. Peck will operate the big route with the help of **Ralph McMichaels**, a former owner of Bell Music Company, who likewise had been on the staff of R. F. Jones Company for several months. Covering amusement machines, phonographs, games and cigarette vending, Bell Music Company's route is one of the largest in Colorado, with a preponderantly high percentage of new equipment involved.

Reports from Colorado Springs, Colo., indicate a "Rush to Fort Carson" is going on among operators in the Central Colorado resort city. Fort Carson, a big Army installation a few miles south, is asking bids on phonograph and game locations thruout the huge Army base.

Elton Deines, of Deines Music Company in Boulder, Colo., has become a regular weekly commuter into Denver distributing centers. Extremely heavy play brought about by an all-time record enrollment of college students at the University of Colorado in Boulder has been the reason. Currently, Deines thus has more than 10,000 potential customers in a small community of only 20,000 population, most of whom are extremely "music minded" where juke boxes are concerned.

Roy Brooks, long time phonograph and game mechanic in the Denver area, died on September 16 of pneumonia contracted during a late-season fishing trip. Mr. Brooks was 74 years old, and had been on the payroll of many of Denver's coin machine operating firms during his 52-year career in the field.

Customers of Draco Sales Company, Denver, Wurlitzer distributor, are seeing very little of partners **Mike Savio** and **Leo Negre**. During September, for example, Savio was calling on accounts in Pueblo and other Southern Colorado cities while Negre was busy with sales and installations in Central Wyoming. "No one is walking in to take phonographs away these days" Leo Negre observed.

Paul Miller, who operates from Glenwood Springs, Colo., high up in the Rockies, will leave most of his equipment in place during the winter months for 1959 in a special experiment. Miller has one of the world's most unusual sales building assets in the presence of the world's largest outdoor swimming pool at the Glenwood Hotel, which is fed with hot sulphur water continuously from natural springs. Bathers run thru deep packed snow and hanging icicles to plunge into the pool.

Roy Byers, of Fort Collins, Colo., reports that he has moved some 50 pieces of equipment out of Estes Park, and other mountain locations following the official end of the tourist season on September 15. . . . **Bob Rothberg**, prexy of Continental Music Company of Denver, is rapidly becoming known as a "bowling alley specialist." Rothberg has more than a dozen bowling alley locations in Denver currently, and his elaborate installations, complete with wall boxes, 200-play records, etc., are sure to be a feature as each new bowling alley in the city is completed. Rothberg, incidentally, is an executive of Zerobnick's, big Denver kitchen equipment suppliers. . . . **Frank Huber** and **Glen Pierce**, of Century-Supreme Music Company, have announced two more complete stereo phonograph installations in the downtown Denver area.

Roy Kyser, phonograph operator from Durango, Colo., popped into Denver briefly during the month to meet Mrs. Kyser coming in by train from a visit with relatives in the East. The pair drove the remainder of the way to Durango, some 275 miles up in the Colorado Rockies. . . . Most of Colorado's "mountain operators" with locations in resorts and mountain lodge locations are complaining bitterly that Colorado's "Rush to the Rockies" Centennial actually kept the "big-spender tourists out of Colorado." Most operators feel that the tremendous advertising job which was done to attract tourists to Colorado brought more budget-minded tourists than at any time in history, people who brought tents, trailers, etc., and camped out, spending most of their money with grocery stores. Included in the operators who complained of much lower collections for the Centennial summer than had been expected were **Paul Miller**, of Glenwood Springs; **Doyle Harrington**, of Salida, and **Roy Byers**, of Fort Collins.

Chuck Morgan, whose routes are centered around Leadville,

Colo., at an altitude of more than two miles above sea level, was in Denver during mid-September, buying new equipment. He was sneering at the complaints of Denver's "lowlander" operators who found collections dropping with an early cold weather snap. . . . **Barbara Ayres**, of Modern Music Company, Denver, is fast emerging as a championship-caliber woman bowler, bowling several nights a week, Miss Ayres has posted several wins in tournament competition among Colorado women bowlers.

Bill Broeder, of Powell, Wyo., has purchased the vending route formerly operated by **William Shackelford** in Cheyenne. . . . **Andy Anderson**, head of Star Novelty Company, Denver, is back on the job following a short illness. *Bob Latimer.*

PACIFIC COAST

Cliff Blake, a veteran in cigarette machine distribution, has joined Badger Sales Company of Los Angeles in a sales capacity, **William R. Happel** announced. . . . **Al Thoeke**, engineer for United Manufacturing Company in Chicago, is spending a couple of weeks at C. A. Robinson Company, which handles the line in Los Angeles. . . . **Irving Gayer**, San Bernardino, Calif., operator, made one of his infrequent visits into Los Angeles recently. . . . Recording artists who have stopped at Leuenhagen's Record Center, Los Angeles, to visit with **Mary and Kay Solle** and plug their releases include **Crash Craddock**, **April Stevens** and **Jerry Fuller**.

Jack and Dorothy Leonard, of Los Angeles, spent a recent weekend in Palm Springs. Jack heads the parts department at Badger Sales. . . . **Holly Stires**, of AMC Amusement Company in Tucson, was in Los Angeles to see what the distributors are offering. . . . **Marshall Ames**, Badger sales manager, is back on the job after a bout with the flu. . . . **Gene Gordon**, of Gordon Bros., Arcade operators in the Santa Monica area near Pacific Ocean Park (California), made a trip into the city for parts and supplies. . . . **Del Hungerford**, who is interested in kiddielands in El Monte, Calif., was on Coin Row to see what was new in the coin line.

Nick Carter is back in Los Angeles where he will again make his headquarters after selling his cigarette route in Visalia. He will continue to operate music and games in that area. . . . **John Katyentzen**, who works with Henry Von Stelton, LaHabra, Calif., kiddie ride operator, was in town to shop. . . . **Frank Thompson**, Long Beach, Calif., operator, has been discharged from the hospital where he went for an old back injury. . . . **Jim Pritchett**, Santa Ana (Calif.) operator, is busy taking care of his route which covers his home town as well as Newport Beach area.

N. J. (Red) Creswell, veteran mechanic at Paul A. Laymon, Inc., Los Angeles, is feeling pretty good these days after having a rough time following an automobile accident. . . . **Sheridan Thompson**, Long Beach operator, continues to keep his hand in flying. About every other week he takes off in a jet as a member of the Naval Reserves. . . . **Jack Neel**, of G. F. Cooper Music in Riverside, Calif., leads an active life with membership in the Sheriff's Posse only one of them. . . . The deer season in Utah opened October 17 and several operators will be taking off for that area. **Bill Yedlin**, of Sherman Oaks, Calif., is one who has already left for good hunting. *Sam Abbott*

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Proposed Minn. Law Would Ban AM Juke Music

MINNEAPOLIS—An ordinance to prohibit music from 1 a.m. to 8 a.m. in all-night restaurants here was introduced to the city council by Alderman Bruce Pomeroy. The ordinance, if passed by council, would ban live music as well as the music dispensed by juke boxes.

Under present ordinances there are no restrictions on the hours

music may be played in an establishment with only a food license.

Carl Pearson, Minneapolis police department license inspector, said his office had received complaints from parents of teen-agers that their offsprings were staying out late listening to music in all-night eating spots.

Some complaints also have been received in the area near the University of Minnesota campus where residents have complained of loud music in the district's pizza parlors.

The ordinance will be considered by the Minneapolis city council later in the month.

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"BEAT THE DEALER"
"BLACK-JACK" - "21"



DEALER'S SCORE
17 18 BUST 19 20

Player builds his own score. DEALERS Score lites when game is over.

OVER 21 — you lose!
SCORE 21 — you win!

Beat the dealer — YOU WIN!
If dealer "busts" and you are under 21 you win!

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DISTRIBUTING COMPANY
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Club House

Continued from page 75

playfield. If he scores more than "21," he loses—but a score of exactly "21," is a winner.

In addition, the player can win by beating the "dealer." The "dealer's score" lights up on a mystery basis at the end of each game played. If the dealer "busts"—that is, goes over "21," and the player is under "21," player wins.

Player's score is registered point by point on a large panel at the center of the backglass, while, directly below it, "dealer's score" is registered.

Club House carries a new Williams seal, pointing out that the game was tested for 16 weeks at 25 different locations.

Location Loans Harmful

Continued from page 75

is at fault because in his anxiety to get new locations and hold existing ones, he will make deals which are economically unsound. He will compound his error by failing to maintain an adequate equipment replacement policy, and by sluffing off on service.

The location owner is to blame in that he will play off one operator against the other, failing to realize that by getting a bigger piece of the relatively small juke box pie, he is getting a smaller piece of the big bar pie.

Lindy Nardrone, Rochester operator who attended the Davis party, pointed out that if the average operator in the area could use half the money paid out to locations for bonuses and advance commissions and put it in better equipment and service, collections would be up substantially for both operator and location owner, to say nothing of the effect the improved equipment and service would have on the location's business.

Stereo Talk

The Davis party for location owners always results in operator, distributor and location owner discussing their problems over a drink. In previous years, main topics of conversation were dime play, EP's and increased selectivity. This year it was stereo.

All location owners interviewed who had stereo said that the dual-channel machine had increased takes. But probably the most enthusiastic proponent of stereo was Alice Hammond, who operates the Evening Inn in Oneonta.

According to Mrs. Hammond, local operator Mike Vaigo installed stereo three months ago, and collections have actually tripled in that time.

Stereo has been successful in erasing the last pockets of nickel play in the State. Edgar Blodgett, Cuba tavern owner, said he went to dime play when Fred Joseph of United Amusements put in stereo. Since then, he said, collections have gone up steadily.

Only sad note in the meet was the absence of Ted Kisil, popular Davis public relations director, who is in the University Hospital, Syracuse. Kisil conceived the idea of the affair, and he has been running it for six years.

In his place, Lou Icone, manager of the Davis office in Rochester, handled the show arrangements capably. Other Davis brass at the affair were Tom Farrar, sales manager for the Buffalo and Rochester areas, and Herb Buff, sales manager for the vending machine division.

Friendly Competition

Dropping in to view the proceedings was a friendly competitor, John Bilotta, head of the Bilotta Distributing Company, up-State New York Wurlitzer distributor.

While most of the dramatic display of Davis' location relations policy comes during the State Restaurant Liquor Dealers Association meet, the policy is in operation 12 months a year.

Some seven men of the Davis force make constant visits to location owners thruout the State, learning about their problems and telling them about the operators' problems.

And while this policy hasn't resulted in operator and location owner embarking on a permanent honeymoon, it has helped create a climate of good will and understanding.

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Bally ABC Champion Bowler 14' 595
Bally Trophy Bowler, 14' 525
Bally Lucky Alley, 14' 645
Bally Big Inning 295
10c (3 for 25c) free play 295
United Bowling Alley, 14' 245
United Team Bowling Alley, 18' 295
United Deluxe Comet 95
Shuffle Targette 95
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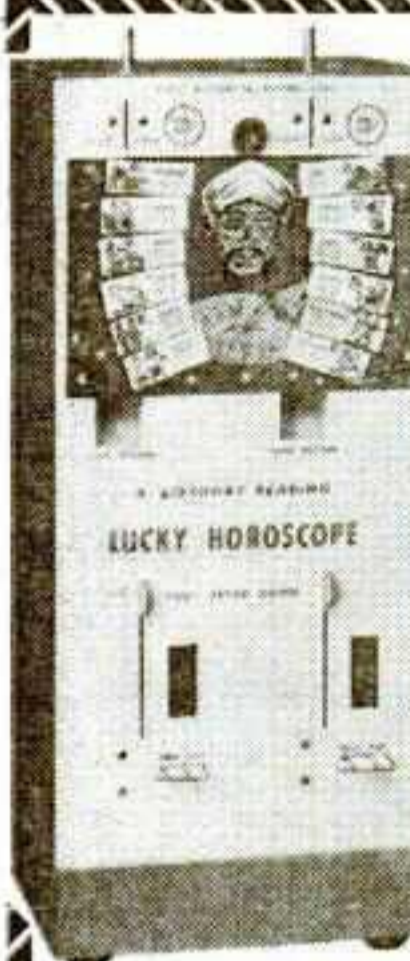
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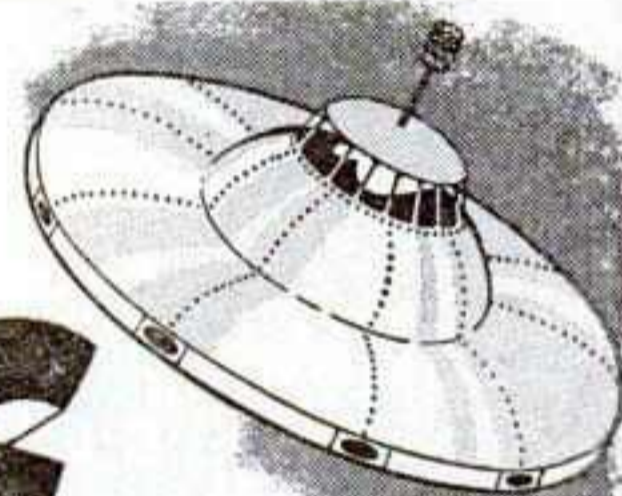


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No Tax on Games With Prizes

• Continued from page 75

considered by IRS to be games of skill, because once the coin is inserted, the player has no "further control over the final result." The awarding of anything other than free plays would put the machine in the \$250 tax category.

IRS defines a skill game as one "where the insertion of a coin merely releases the machine for manual play, and the successful operation thereof depends entirely on the skill of the player." It is permissible to award prizes to players of such machines, and the higher tax will not be incurred. There is no set limit to the value of prizes that might be awarded, but IRS would undoubtedly take a close look at a situation where the prizes are "unreasonably high," a spokesman said. For example, if a small arcade owner awarded hundreds of dollars of prizes each week IRS would make an effort to determine if the machines involved were actually skill games, or machines of the gaming type.

When told by The Billboard that IRS field agents are apparently cracking down on Merchandise prizes in some areas of the country, a spokesman said that "in no instance have agents been authorized to crack down on an operator or location owner who award prizes for the operation of skill games."

He stated that if such investigations are underway, it is because there is evidence that the machines are not being used in accordance with the law.

If, for example, an operator or location owner awarded a prize other than free plays to a player for a certain score on an amusement pinball, this would be a violation, because IRS does not define an amusement pinball as a game of skill. Prizes can be awarded without incurring the high tax only when the game is considered by IRS to be a game of skill.

The following is IRS's ruling on bowlers. This is the guide-line the service will follow in determining when the awarding of prizes puts a machine in the \$250 tax category.

Revenue Ruling 57-395: "The determination of whether a coin-operated device is an amusement or gaming device cannot be made solely on the fact that prizes are awarded in connection with its operation. If the successful operation of a coin-operated device, with respect to which prizes are awarded, depends on the application of the element of chance, the machine is considered a gaming device. Generally, with respect to this type of device, the player after inserting the coin in the machine has no further control over the final result, which is attained by the element of chance, such as pulling a lever, setting reels into action, activity of dice, or, in the case of pin-ball machines, propelling a ball over the playing surface by means of a plunger.

"On the other hand, where the insertion of a coin merely releases the machine for manual play and the successful operation thereof depends entirely on the skill of the player in operating the device, such as the propelling of pucks, the machine is considered an amusement device even though prizes may be awarded to some or all of

the players. However, where a device of this type includes a feature whereby its successful operation, for which prizes are awarded, depends on the element of chance, it is considered a coin-operated gaming device."

It is held that since, in the instant case, the successful operation of the coin-operated Shuffle-Alley bowling game depends entirely on the skill of the player, it is considered a coin-operated amusement device taxable at the rate of \$10 a year even tho players operating the device may receive a free chance to win a prize.

It is further held, however, that where a coin-operated bowling game includes a feature whereby its successful operation, for which a prize is given, depends on the element of chance, the game is considered a coin-operated gaming device taxable at the rate of \$250 a year. An example of coin-operated bowling game which would fall within this classification is one where a player is awarded a prize in the event the last digit in his score matches a digit which is illuminated on the device after the game is completed.

Under the circumstances of the instant case as set out above, it is not deemed that a wager is placed and therefore no wagering tax liability under Sections 4401 and 4411 of the Code is incurred.

Lottery

In some circumstances a coin-operated device may be coupled with a punchboard or similar lottery operation in such a fashion that it is in reality the operation of a lottery within the meaning of Section 4401 of the Code. Such would be the case where there is not a bona fide operation of the coin-operated device as such, i.e., "Where the device is employed with a punchboard or similar lottery as a sham to evade the wagering tax. Thus, where depositing a coin in the slot of the device is tantamount to depositing a coin in

a cash register, that is where the customers do not operate the device after inserting the coin, or operate it in a cursory manner merely to clear the machine for the insertion of the next coin, the next coin, the amount deposited in the device would constitute payment for a chance in a lottery. Under such circumstances the wagering tax would be applicable to the full amount realized from the device and the tax on coin-operated devices would not be assessed.

"Whether in any particular case liability is incurred for the amusement device tax or the gaming device tax under Section 4461 of the Code, or for the wagering taxes under Sections 4401 and 4411 of the Code, will be determined upon examination of the facts of the particular case."

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IMPORTANT NOTICE

The Letter Ruling of the Internal Revenue Service, addressed to Mid-West Distributing Company and dated March 4, 1959, relative to the tax category of certain pinball-games, received considerable publicity from numerous sources, including the trade-press of the industry.

We protested such Ruling and contended that—in classifying such games according to features of construction, instead of use—such Ruling went far beyond the scope of the Korpan Case, decided in June, 1957 in favor of the Government.

Nevertheless, Revenue Ruling 59-294 was issued on September 8, 1959, affirming the "Mid-West" Ruling and holding that "where a pinball machine is equipped with a push button or other device for releasing free plays and a meter for registering the plays so released, or with a provision for multiple coin insertion for increasing the odds, such equipment is considered prima facie evidence that the machine is being maintained for gambling purposes."


Such "prima facie" Ruling is now being contested in court.

Our opinion and the opinion of our counsel has been that our games, LOTTA-FUN and FUN-WAY, do not fall within such Rulings. However, we now learn that new Letter Rulings have been issued by the Internal Revenue Service which might be construed to apply Revenue Ruling 59-294 to any and all multiple coin features.

We have requested a definite Ruling from the Internal Revenue Service on the tax category of LOTTA-FUN and FUN-WAY.

Pending such Ruling, however—or a determination in court—we feel an obligation to our customers and to the industry to disclose the tax uncertainty presently existing.

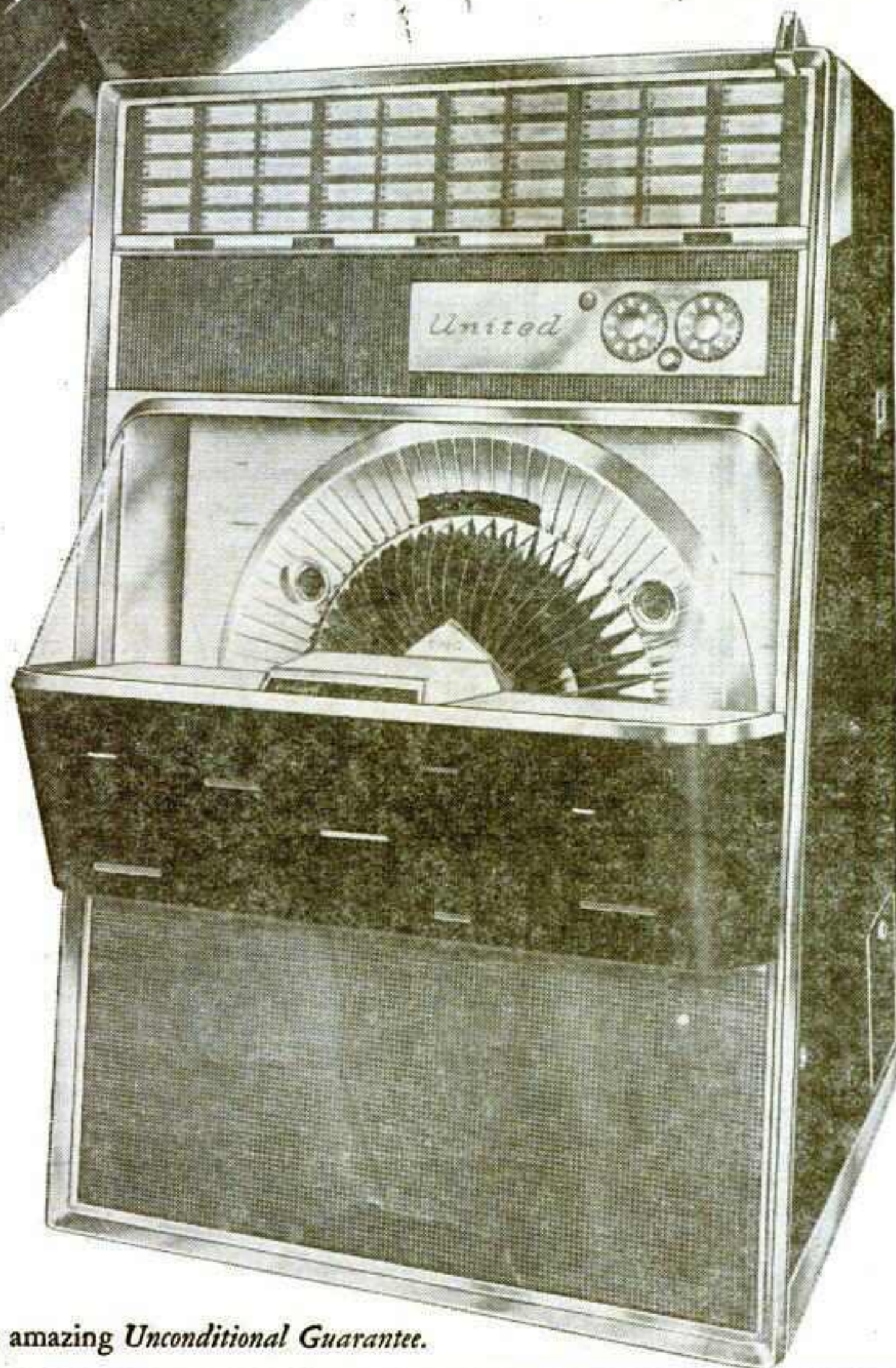
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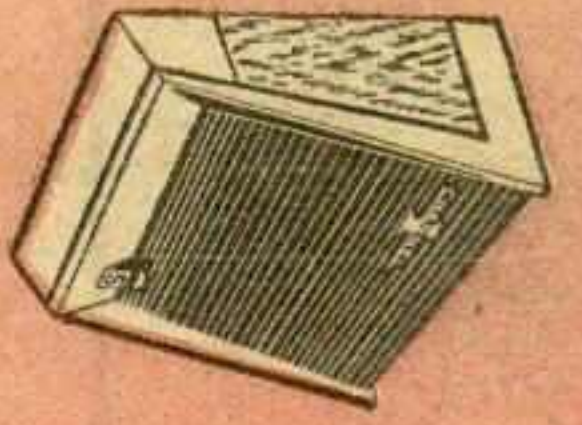
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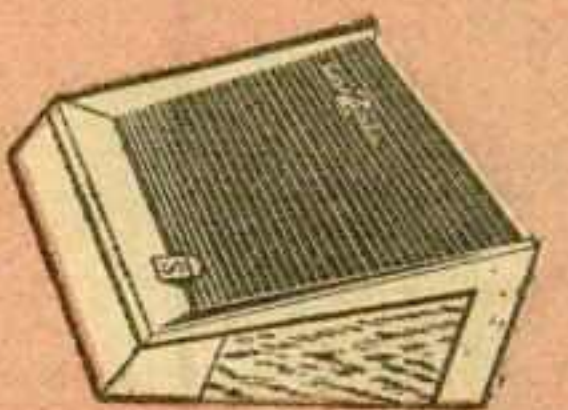
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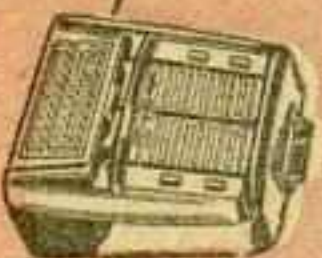
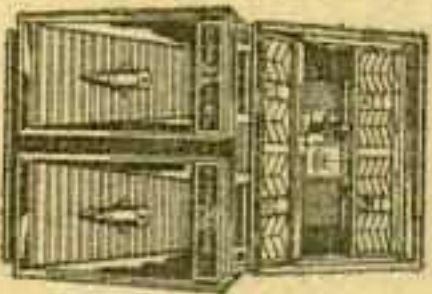
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