

NOVEMBER 2, 1959 (B) THE AMUSEMENT INDUSTRY'S LEADING

NEWSWEEKLY

Transshipping Keys Distributors' Most Grueling Headache

Open-Door Policy in Disk Sales Besets Jobbers; Eye Frey Case

By BOB ROLONTZ

NEW YORK - Record distributors, especially the independent jobbers, are now faced with one of the most serious problems they have ever experienced. The problem can be summed up in one word -- transshipping. In every major market in the country records are now being sold to dealers and one-stops from outide distributors, one-stops, rack jobbers, and unidentifiable jobbers, at prices usually well below those offered by established distributors in these markets. All labels, majors and indies, are coming into these major markets, and again and again are taking away business from the distributors handling the lines in those markets.

it has become a flood since, distribs say.

What is happening could, especially if Frey loses his case, change the wholesale structure of the record business, and in doing so, have a deep effect on both single and album record sales. Right now, for instance, distributors in such cities as New York, Cleveland, Philadelphia and other places, have many dealers who do not buy any records from them - including hits. They tell the distributor that they can get a better price "out of town." Dealers make no bones about "shopping around" in other towns for better prices than they can obtain from their local distributor.

DJA BD. SETS PRE-CONVENT'N CHI HUDDLE

NEW YORK - The Board of Directors of the Disk Jockey Association will meet at the Morrison Hotel, Chicago, Noveraber 7 and 8 to complete plans for the DJA's first convention in Hollywood next March (10, 11, 12).

At the same time, the acting board will elect additional members. A full board of 56 will be elected during the 1960 convention. All DJA members have been invited to attend as observers at the Chicago meet next weekend.

Also on the 'oard's agenda will be adoption of by-laws. rulings on membership applications, and finalization of contract plans with 20th-Century Fox on the movie which the film company will make with DJA members next year. A percentage of box-office proceeds from the picture will be carmarked for the DJA fund. The board will endeavor to draw up a complete agenda for the Hollywood co vention -select the hotel site, decide upon speakers and subject matter for panel discussions, etc. According to DJA's first veepee, Scott Muni, WMCA, New York they plan to leave open-time segs in each day's schedule to allow more flexibility for open discussion periods. Record companies will be invited to participate as sponsors of cocktail parties, luncheons, etc., as they did during the previous two Storz Radio deejay meets. However, Muni said there was a possibility

20-Year Shifts in **Music Patterns**

(ABC)

Comparison of Current Hit Picture With '39 Highl'ts New Trends, Tastes

By PAUL ACKERMAN and JUNE BUNDY

NEW YORK - The extent to which the music business has broken out of Broadway, and the changing patterns of operation on the record manufactorer and music publisher level -- as well as trends in public taste - are illustrated by a study of the Top Ten Songs during the first nine months of 1959 as compared with the first nine months of 1939, a time gap of 20 years. The statistics pertaining to 1959 are based on The Billboard's Honor Roll of Hits, whereas the 1939 analysis derives from The Hit Parade. Latter is no longer on the air but during the period in ques tion it was considered the authoritative listing.

In 1939, the Top Ten songs were controlled by 22 publishers, whereas in 1959 the Top Ten were owned by 69 publishers. A listing of these publishers is contained in this story. It is significant to note that whereas in 1939 all the publishers were in New York, in 1959 the publishers owning the Top Ten are located in eight States. These are Ohio, New York. Illinois, Tennessee, California, Washington, Pennsylvania and Alabama,

Tin Pan Alley Spread

The wide dispersal of Tin Pan Alley is also highlighted by the statistics relative to writers. The 104 who penned the Top Ten in 1939 came from three States -New York, Illinois and California;

Always Around

Transshipping has always been around; it is not new. But it has nevel been so prevalent as now, and perhaps most important, it has never been so uncontrollable. And never previously h: ve so many different firms, or individuals been involved in it. Part of the uncontrollable aspect rises from the "Sid Frey Case" (The Billboard, August 31), in which the Attorney General of the United States filed a civil complaint against Frey and his various labels (Dauntless International, Audio-Fidelity, etc.), alleging violation of the anti-trust act. Justice also char ed that Frey "conspired with its distributors to allocate exclusive sales territories for each distributor " There was transshipping before the Frey case, but

Distrib Beefs

In New York City, for example, one distributor told The Billboard that on a big hit on which he should have sold between 70,000 and 80,000 records (according to the pattern he usually sold a hit), he only sold 40,000 records. "The other 30,000 or 40,000 records were sold all right, but they were ordered from distributors and onestoppers in up-State New York," he stated. Recently a Chicago distributor discovered, after checking with one of his manufacturers who had a smash hit, that he sold only half as many records of the hit as the manufacturer's St. Louis distribu-

(Continued on page 4)

(Continued on page 4)

Basic Facts

Here are the basic facts:

1. The number of songs making the Top Ten totalled 70 in 1939, as against 72 in 1959. This figure is interesting, inasmuch as it indicates that despite the tremendous output of songs today, virtually the same number make it "big." Too, writers represented on the 1939 Top Ten total 104, as compared with 118 in 1959.

2. That Tin Pan Alley is now nation-wide is, of course, no secret; but a clear gauge of how far-flung it really is, in comparison with "the old days," is indicated by statistics relative to the number and geographical areas of those publishers, songwriters, and record companies represented by the Top Ten in 1939 and 1959.

Pop Charis-

tor Rolf of Hirs.

LP's

100

in 1959, the 118 writers of the Top Ten come from Ohio, California, Arkansas, New York, New Jersey, Washington, Arizona, Michigan, Virginia, District of Columbia, North Carolina, Hawaii, Pennsylvania, Alabama, Kansas, Tennessee, Louisiana and Kentucky.

At the record level, the figures reveal a tremendous growth of companies having hits in the Top Ten over the last 20 years. In 1939, for instance, the number of recording companies having hits in the Top Ten totaled three, whereas in 1959, a total of 39 firms are represented. In 1939, of course, only three labels had national distribution - Decca, RCA Victor and Columbia.

Geographically, the same pattern of dispersion is borne out. In 1939, the three record firms were all in New York; in 1959, the firms were located in the following 10 States: Ohio, New York, California, Illinois, Washington, Pennsylvania, Alabama, Tennessee, North Carolina, Arizona. There were also, in 1959, three hit masters from foreign sources - two from England and one from France.

The analysis reveals a slight increase in the amount of songs from (Continued on page 6)

5 '39 Pubs **'59 Winners**

NEW YORK - Only five of the 22 publishers in the 1939 Top Ten had tunes in the 1959 Top Ten. Santly-Joy and Harms each had two. S-J (now Joy Music) had "Lavender Blue" and "Lipstick on Your Collar"; while Harms had "Smoke Gets in Your Eyes" and "Mack the Knife."

Also on the 1959 list were Shapiro Bernstein with "Guitar Boogie Shuffle," Miller with "Children's Marching Song"; and M. Witmark. with "Kookie - Kookie Lend Me Your Comb." It's interesting to note that both Joy and Shapiro Bernstein currently operate their

Can't Fence Him In

NEW YORK - The idea that a record manufacturer is doing something wrong when he attempts to allocate territories for his distributors has come as a bit of a shock to many distribs. Their desire for some sort of protection from manufacturers against transshipping made one of them bark back to the "good old days." "Years ago, when a manufacturer appointed his distributors," said one vet record man, "he called all his distributors together for a meeting, and presented them all with a map, with each distributor's territory neatly outlined in red crayon. He told each distributor to stay in his own territory and promised to pull the line if they didn't. Today, if a manufacturer tells an Eastern distrib to stay out of the West Coast, it's not

only illegal, it's conspiracy."

NEWS OF THE WEEK

NARAS Signs First Winners For NBC-TV Awards Program . . .

The National Academy of Recording Arts and Sciences has signed the first six award-winning artists who will perform live on the NBC-TV awards show November 29. They are Ella Fitzgerald, Bobby Darin, Duke Ellington, Shelley Berman, Jimmy Driftwood and the Mormon Tabernacle Choir. Page 1

Chicago One-Stops to Meet To Discuss Ethical Practices . . .

A group of one-stops, headed by Bill McGuire of Lormar Distributors, will meet in Chicago in mid-November to form a national one-stop association, which will work toward raising the ethical standards of its members.

----- Page 2

Dealer Sales and Profits Good Despite Off-Repeated Complaints . . .

Business at the dealer level appears generally healthy, according to the results obtained from a special NYU survey, despite a plethora of complaints regarding too much product, too many labels, too many special slub deals toowww.an many rack jobbers etc. About 80 per cent of dealers report business as good as or better than last year. Page 3

Gate of 2,801,305 at State Fair Of Texas Sets National Record . . .

The 1959 State Fair of Texas shattered all prevous records for an agricultural fair in the United States. During its run of 16 days and 17 nights, the big expo drew in a total of 2,801,-305 patrons Page 64

DEPARTMENT AND FEATURES

Amusement Park	Music
Operation	Top
Arena, Auditorium	Ho
Newsletter 67	Ho
Audio Products	Tot
Bulk Vending No	Ho
Carnival Confab	Hot
Circus Trouping	Music
Classified Ads	Thi
Coin Machines	Sing
Fair-Exhibition	Pipes
Management	Radio
Final Curtain	Roller
Hot 100	Route
Letter List	Show
Merchandise 76	Taleni
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norrow's Tops43 CAW -SR R. & B. 160 Record Reviews-Week's LP's 36 Ramblings 69 64 News on the Road ...65

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TELEVISION • MUSIC • RADIO

THE BILLBOARD

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One-Stop Op Group To Huddle in Chi

Aim to Elevate Ethical Standards; Lormar Manager Temporary Chairman

from several cities will meet in said, may be only to offer his own Chicago in mid-November to adopt labels. But, inevitably, as a favor by-laws for a new national association.

The group will be dedicated to elevating the ethical standards of one-stoppers. As a flying start towa d this high purpose, an organizing committee has named as its temporary chairman Bill Mc-Guire, general manager of Lormar Distributing Co., a widely publicized firm located in Cicero, Ill.

One of the chief purposes of the new group, McGuire told The Billboard, wil' be to persuade distributors to stay out of the one-stop business. Similarly, one-stoppers will be discouraged from entering the wholesale distributor business. The group also will try to educate distributors about the potential harm of extending tor much credit to one-stoppers that are undercapitalized. Small one-stoppers who go broke, McGuire pointed out, put a strain on the distributors who get stuck, which in turn reduces the distributors' ability to offer favorable conditions to the financially stable one-stop.

A growing distrib practice that particularly worries McGuire is that of selling inventory right out of

CHICAGO-One-stop operators | trucks. The distrib's intention, he the driver offers to pick up other merchandise to accommodate a particular dealer, and first thing

one knows, the distributor's truck becomes a one-stop on wheels. The new group, McGuire said, would also facilitate an exchange

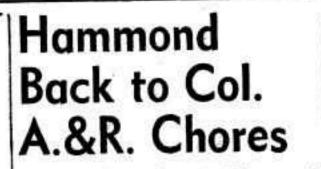
of credit information. Attending an organizing meeting of the new association were Lou Boorstein, Leslie Distributing Co., New York; Stu Glassman, Radio Poctors, Milwaukee: Harold Lieb-(Continued on page 10)

NO STRINGS TO THIS PARTY CHICAGO-The most un-

usual party of the disk industry social season was thrown here last week by M-S Distributing Company. No pitch was made. No deals were offered. No merchandising plan was announced. No new mahoffs were introduced. No samples were distributed. The 400 dealers, radio folk and label personnel who attended just sipped, danced to live music and had an unroarious time.

Purpose? According to sales manager Phil Skaff:

"My bosses, Milt Salstone and Mac McDermott, must have had a very go d year. This month we found we had nothing in particular to push. So they had a big meeting and decided 'Let's throw a party.'



NEW YORK-John Hammond, the well-known jazz authority, returns to Columbia Records this week, the company whose great jazz catalog he helped to establish. Hammon, returns to the diskery as pirt of the a.&r. staff, as producer of releases from the jazz archives of the firm. He will also work on the development of new artists.

Hammond's reputation as a jazz fan, booster and authority is legendary. He helped to discover and further the careers of Benny Goodman Billie Holiday and Count Basie, t name a few. He was still a college student when he met Fletcher Henderson, whom he cut fo- Columbia in 1932. In 1933 he was the eco. ding director for English Columbia and Parlophone Records. In 1937 he joined the American Record Company, as sales manager for Columbia Masterworks. He was hired by the Columbia Record division of CBS in (Continued on page 10)



NEW YORK - Goldie Gold-Thomas Beecham to prospective that is, buy two at the regular mark, general professional manager club members as a "free" album price and get a third free. This of Sheldon Music, recently con- chord Suite Nos. 1-8," featuring for joining, while the album had amounts to \$2.65 per album. The cluded a deal with Chicago pub-

NOVEMBER 2, 1959

No Dice on Merc Sale For \$3 Mil

CHICAGO — Mercury prexy Irving Green told The Billboard this week that "Mercury Records ... would never be for sale ... for \$3,000,000." Green confirmed that Randy Wood, head of Dot Records, was in town last week and did talk to him about selling the company. But he was indignant about the price quoted, saying that "Mercury is currently enjoying the most prosperous year in its history for all categories of product, and is one of the leaders ... as the company with the most consistent best selling singles."

(Continued on page 10)

Harpsichord Set Highlights Forum Issue

NEW YORK - Forum Records (Roulette's new low-priced classical album label) is making its second album release for November-December. The label put out nine LP's in its first release, last August.

Highlight of the release is the only complete set of the Handel harpsichord suites available in the low-priced field, "Handel's Harpsi-(Continued on page 10)



club members and to dealers. This dealers. week RCA Victor advertised its potent new "Messiah" waxing by Sir bers three LP's for the price of two;

NEW YORK - What dealers | Mormon Tabernacle Choir. This have long feared has finally hap- de luxe multi-LP package, which pened — the simultaneous release can only be described as hot of strong albums to both record merchandise, is just now reaching

Six Winners Signed for NARAS Show

NEW YORK - First award winning artists signed to appear on the National Academy of Recording Arts and Sciences Awards show (NBC-TV, November 29) are Ella Fitzgerald, Bobby Darin, Duke Ellington, Shelley Berman, Jimmy Driftwood and the Mormon Tab- ords, now ensconced in its spankernacle Choir.

Since all but Berman were nominated in more than one category, of vet record men. Everest general NARAS will not reveal the cate- sales chief, Charlie Schicke, stated gory for which each artist won his that the hiring of the new sales award until the telecast. Between staff is in line with the company them, the six artists received 15 of 175 nominations for 34 Grammy the record business in short order. awards.

winners as they are signed to appear on the show. Meredith Willson will emsee the broadcast, which will spotlight live performances by from 10 to 12 winners -those whose records are most adaptable for TV. The full list manager for the Middle-Atlantic of winners will be announced on and Southern States. He was forthe show.

dealers for their own stock.

Meanwhile, Columbia jumped into the Christmas scene with a the feature item being a new a choice of close to 100 items to just the mechanicals. Under the recording, also of Handel's "Messiah," by the Philadelphia Orchestra

under Eugene Ormandy, and the



NEW YORK - Everest Recing new offices on New York's East Side, has hired a full sales staff goal to become a major factor in Recently the label pacted LeRoy NARAS is announcing names of Holmes to the post of boss of pop a.&r.

The new sales staff consists of Jay Kyle, Northeastern sales manager, formerly Eastern sales manager for Epic Records. Jack Sweeney is the label's new district sales (Continued on page 10)

MONEY-SAVING SUBSCRIPTION ORDER

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choose from.

On TV Film

Canned Music

NEW YORK-Herman Kenin,

TV film shows using foreign and

domestic made canned music to

the exclusion of American instru-

Kenin stated that the growing

practice of dubbing music made

abroad "on so-called American

made TV shows to sell American

made products to the American

public compels us to call this un-

fair, un-American practice to the

attention of sponsors and the view-

ing public." Kenin stated the prac-

tice cuts down employment badly

needed on cultural and economic

mental musicians.

by Skira of Switzerland. It retails Decca, and there are reports of (Continued on page 10)

still not been received by many offer is made outside the regular lisher M. M. Cole whereby the club monthly plan. That is, it's a former has leased the copyright of special offer and it calls for cash "Old Shep" for a period of three with order. In all, the buyer has years. All rights are not involvedarrangement, Sheldon, for a period The RCA Victor "Messiah," one o' three years, gets 50 per cent of of the most highly touted packages the mechanicals accruing from all

of the firm's new Soria Series, is new and re-issued records. Golda four LP set, available in both mark has already landed the Ralph mono and stereo, and containing De Marco record on Guaranteed; a 24-page art book put together a Red Foley has been issued on

(Continued on page 10)

15 Disk, Phono Firms Advertise Via WQXR

NEW YORK - The New York the "good music" station is Kapp Times Station here, WQXR, cur- Records, which starting this Sunrently has more than 15 record day (1:05-1:30 p.m., November 1) label and phono manufacturers as is sponsoring "Music Magazine," a advertisers, 12 with their own series of programs with a central classical music shows, plus a flock theme based on Kapp's classical catalog. Fred Grunfeld, music of spot schedules. Latest record firm to sign with

critic for The Reporter Magazine and review editor of Modern Hi-Fi is emsee. He also writes the AFM Boycott shows. Each of Grunfeld's talks will

have a basic idea with musical illustration. His first show was tagged "Trumpets and Tabus," and featured trumpeter Roger Voisin's Kapp packages. Next Sunday he will spotlight the New York City Ballet (via Kapp's waxings) of bal-AFM chief, last week called upon le' music, on a show titled "The all AFM locals to lead a boycott Star Spangled-Ballet." against sponsors and producers of

Other record companies with full - time weekly program schedules on WQXR (for classical music catalogs) include RCA Victor (disks and phonos) 45 minutes; Epic, 55 minutes; London, 30 minutes: Telefunken, 30 minutes; Capitol ("Current Classics" a 55 minute show): Angel, 55 minutes; Columbia, three segs weekly.

Audio and instrument manufacturers with WQXR shows include Ampex (see story elsewhere in this issue); Magnavox, Steinway Pianos ("Steinway Hall" which fea- Printed by WORLD LOLOR PRTG. CO., St. Louis, Mo.

(Continued on name 10) un Tt



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No 44

TAYLOR ELECTRIC SCHOOL WAIVES **OPENS ONE-STOP**

Distrib's Giant New Outlet Challenges Local Competition

By BENN OLLMAN

MILWAUKEE-Is the record one-stop the "wave of the future" for the disk distributor? Taylor Electric Company has earmarked a cool \$100,000 to find out. The firm is investing that much cash in their giant Record City one-stop on Milwaukee's West Side to learn the answers.

The Beer City one-stops now are up against the sternest competition for dealer and juke box operator trade they have ever known. Their domain is being successfully invaded by well-heeled Taylor Electric Company, one of the oldest, firmly established RCA Victor distributors. Its recently unveiled Record City poses a serious challenge to the independently owned one-stop operations.

brass now admits they have long

Point for Pubs In Log Dispute

CHICAGO-Fifteen publishers in a dispute with ASCAP over the logging of tunes played on the ABC radio network won a point this week, according to their attorney, Morton Schaeffer.

been viewing the burgeoning onestop development with a wary eye. The decision to "join 'em," according to Harold Rietz, head of Taylor Electric Company's RCA Victor disk division actually was formed about three years ago. The sprouting of the one-stop influence in the industry, he feels, may lead more distributors to re-examine their status in the marketing complex.

Separate Unit

A new organization was organized by Taylor Electric Company to permit Record City to function as a completely separate unit.

"Record City even buys its RCA Victor records from the Taylor Electric Company just as any other one-stop or dealer," claims Harold Rietz.

Stock in Record City is owned by James Taylor and Harold Rietz. Taylor's Electric Company's top Taylor is president and treasurer of the new corporation and Rietz is its secretary. Both men hold the same posts in the parent Taylor Electric Company.

Rietz lists these reasons behind the Taylor Electric Company decision to enter the one-stop field:

"The distributor today can no longer maintain a close, direct contact with his accounts-especially the smaller record dealers. The dealers now find it increasingly to their benefit to buy from one-stops, instead of directly from distributors. This has been brought about by the overwhelming number of releases and the abundance of new repertoire departments. labels. We honestly feel that we can give our customers better, Cook, has established a network of

THE BILLBOARD

TUNE ROYALTIES

AUSTIN, Tex. - University of Texas Student Assembly members have agreed to waive all royalty rights to use of their school's famous song. "The Eyes of Texas." in the movie, "The Alamo," being filmed at Brackettville, Tex., by Batjac Productions, headed by John Wayne. Rights to the song are owned by the University Students' Association. Half of the royalties collected from broadcast and theater use go into scholarship funds.

Some students objected to the idea of sacrificing scholarship aid, and the university provost has announced that \$1,500 will be made available to the scholarship fund from private sources to replace the estimated revenue from the use of the song in the movie.

Dealers Decry 'Too Many' of Everything

But Survey Tabs Business as Good Or Better Than Same Period Last Year

NEW YORK-Complaints re-| discounts, too many discounters, ceived from record dealers across too many racks, too many record



sity Continuing Study of retail operations, dealers place high on their list such plaints as too many labels and releases, too many manufacturers who favor big discounters with favorable quantity

the country to- clubs and too many mediocre recday are usually ords.

Despite these signs of unrest and preceded by two words, irritation, the majority of dealers "too many." who opinions were tappeo, indicate According to that their business is as good as or reports com- better than the comparable period piled from The o' last year, in the six categories Billboard-New of singles, EP's, low price mon-York Univer- aural and stereo LP's and regular price monaural and tereo LP's. In the case of singles. b, all reports the hardest hit in terms of current sales volume. 50 per cent of the

respondents said business was about the same as a year ago, (Continued on page 16)

First Year Builds Big for WB Label

HOLLYWOOD - A progress | (New York, Chicago, Los Angeles, ments. The label's official birth- a line-up of indie distribs. date was on September 5, 1958. Since then, here is what diskery built:

An organization of approxi-

report on Warner Bros. Records' San Francisco, Detroit, Boston, first year in business reveals an Dallas and Miami), plus a resident impressive array of accomplish- man in Washington, in addition to

The label has opened three depots (New York, Chicago and Los prexy Jim Conkling and aids have Angeles) to expedite product fulfillment.

Company maintains a string of mately 150 persons staffing its ad- its own promotion men working indie disk distributors last week ministrative, sales, and artist and out of New York, Chicago, Los banded together into an associa-Angeles and Detroit.

Indie Distribs Set Up Own Org in L. A. Band for Co-Op Info Exchange on

HOLLYWOOD - Los Angeles'

Common Problems

MUSIC NEWS

ASCAP has agreed to continue to "accept" a log from ABC for the purpose of identifying the titles of tunes. Thus, plays on ABC will still not automatically be tallied but credits will be made only when an ABC-affiliated station happens to appear in the sample of local stations now being used for ASCAP logging. The advantage to ASCAP's "acceptance" of a log from ABC, Schaeffer said, is that otherwise tunes would frequently not be credited if the monitor did not recognize the melody. A written log would preclude that likelihood.

The chief concern of the 15 publishers here is loss of credit for tunes played on "Breakfast Club." This show emanates from Chicago, and local publishers have enjoyed consistent success in getting their catalogs aired on the show.

Atlantic Has **4 New Albums** On Nov. Sked

NEW YORK - Atlantic Records is releasing four new albums this month, featuring Ray Charles, John Lewis, Ornette Coleman, and Vic Dickerson and Joe Thomas and their all-star jazz groups.

A special promotional EP culled from "The Genius of Ray Charles" LP is being mailed to 3,000 deejays. Tunes in the EP include "Let The album will be packaged in a the Good Times Roll," "Come Rain or Come Shine," "Don't Let the Sun Catch You Cryin'," and "Alexander's Ragtime Band." Working carry the scent of the new perfume. with Charles on the album are a group of top jazz men drawn largely from the Basie and Ellington bands.

"Improvised Meditations and Excursions" by John Lewis is the Modern Jazz Quartet pianist's second solo package. Alto saxophonist Ornette Coleman's new LP is titled "The Shape of Jazz to Come." The Dickenson-Joe Thomas package is tagged "Mainstream," and ments, will tie in with the crossanothighte pro bon ions

The sales wing, helmed by Hal

(Continued on page 12) eight company - owned branches

RESIGN—YOU'RE FIRED

Hoffman, Manning Quit; AGAC Expels 'Em, Too

NEW YORK-Two of America's top pop writers, Al Hoffman AGAC got into the "I Resign and Dick Manning, were formally expelled from AGAC (the Ameri- by Hoffman and Manning to excan Guild of Authors and Com- clude Joy Music from the Collecposers) at the general meeting of tion of Royalties Plan instituted by AGAC in New York last Wednesday (28). Expulsion order was read in the summer of 1958. Hoffman by AGAC exec Burton Lane. The expulsion order however, had an anticlimactic quality since the two cleffers had already withdrawn from the organization via telegrams to AGAC execs previously.

Rank Makes

Perfume Tie

NEW YORK-Top Rank Rec-

ords has instituted a unique pro-

motional tie with Faberge per-

fumes, pegged on the new scent,

known as "F Sharp," now being

marketed by Faberge. The label

is releasing a new package, titled,

high fashion, black velour cover,

following the packaging design

used by Faberge, and will actually

isher Ernest Maxin's ork in mood

selections, will be sent to lead-

ing cosmetic retailers, while Fa-

berge will send samples of the

perfume to jocks who program the

LP. Mounted album covers will

go to both cosmetic and record

dealers and it's expected that de-

partmen, and other stores having

both cosmetic and music depart-

11 111-1

The album, which features Brit-

"F Sharp, Wher . There Is Music."

Hoffman and Manning and You're Fired" hassle over a request AGAC on behalf of its writers and Manning had signed the regular form of authorization in July, The CR Plan allows 1958. AGAC to collect monies due write. directly from publisher: for a fee of 5 per cent, which is charged against the writer whose monies are collected. Hoffman and Manning requested that Joy Music Sunday (22). te excluded from the publishers whose royalty statements would be checked by the AGAC auditors.

However, AGAC rejected the re-

(Continued on page 12)

Dot Starts Welk Month November 15

HOLLYWOOD - Dot Records is proclaiming November 15 thru December 15 as "Lawrence Welk Morth," making this the third in its series of full-month sales programs devoted to a single artist. Previously saluted were Pat Boone (last spring) - 1d Billy Vaughn (last summer). Dot will team its promotional forces with those of the ABC Radio-TV Network and with Welk's own operation to herald the sales event.

Dot will provide dealers with

Warners has produced 118 albums (available both in stereo and bers of the San Francisco Record mono) during its first year plus Distributors Association (The Bill-97 singles. Of the latter, 14 pop singles appeared on The Billboard's "Hot 100," or a batting average elected the following as its offiof nearly 14 per cent (this, of course, far exceeds the industry norm).

Label today stands among the top 15 labels in total sales volume. Thus, in addition to building a smoothly functioning organization

(Continued on page 10)

Top Talent for Chi Music Fair

CHICAGO - A flock of important pop artists have been lined up for the International Music Fair, which will take place at the Navy Pier here Friday (13) thru

Irving Stolar, who is promoter for the event, which was formerly known as Recordrama, indicated that signed pacts have been received from the Four Lads, Jimmy Rodgers, the Kingston Trio, Johnny Mathis, Fabian, the Platters, Lloyd Price, Tony Bennett, Betty Johnson, Anita Bryant, Pete Seeger, Odetta, William Warfield, John Gary, Oscar Peterson and a new performer

(Continued on page 10)

HOLLYWOOD - Angel has made new stereo re-recordings of two of its best received monaural packages and this week will release the new stereo recordings of Maria Callas' "Lucia Di Lammermoor," and Hand I's "Messiah," with Sir Malcoin: Sargent conducting the Royal Liverpool Philhar- displayed. A number of out of monic Orchestra and the Hudders- town Woolworth huvers are

tion This resulted from the recent meeting of LA distribs with memboard, October 26).

The newly formed LA body cers: Bunny Kurlan (Modern) as prexy; Sid Talmadge (Record Merchandising), veepee; Jack Andrews (A & A) as secretary - treasurer. Meetings will be held on alternate Tuesdays and will provide members with an opportunity to bring common problems to the attention of their cohorts.

At the initial meeting, feelings were highly in favo. of the formation of a strong and active organization which would aid record distributors in the area to exchange information and h * p find solutions

(Continued on page 18)

DISK PITCH **Dual Promo** For M-G-M, Woolworth

NEW YORK - M-G-M Records will have 15 of its disk artists on hand Tuesday (3) when the Woolworth store at Seventh Avenue and 49th Street celebrates Founder's Day, in observance of 63 years of business in the Broadway area. The cross promotion was set up by M-G-M's Eddie Heller.

Artists who will be at the store from 12:30 p.m. on include Joey Adams who will emsee the event; Sammy Fletcher, Danny Valentino, Tommy Edwards, Ray Ellis, Aaron Bell, Rocky Hart, the Impalas, Jimmy Jones, Sam (The Man) Taylor, Billy Muir, Dick Caruso, Jaye P. Morgan, Toni Carroll and the Dream Girls. The artists will perform and plug their records, which will be prominently



MUSIC NEWS

CANCEROUS GROWTH **Transshipping Top Distrib Headache**

Continued from page 1.

markets would be just the opposite. "What happened to all those records that were purchased by the St. Louis distributor?" asked the Chicago distrib, rhetorically. "You can add, they weren't sold in St. Louis."

The loss of half of the sales of a record in a market means more than just a loss for the distributor, according to many key market distributors. Large city distributors have an overhead that is not shared by distributors in the smaller towns. They usually have at least one promotion man, and they have a weekly promotion fund that is used to romance jockeys, via lunches, dinners, a night out, etc. These key market distributors break the hits, especially on the indie labels, by constant promotion of their labels with disk jockeys. It was in order to underwrite the costs of this promotion that manufacturers started to give out 300 freebies with every thouasnd single records ordered. For the jocks in the 20 key markets are the ones that start exposing the big records, with rare exceptions, say distributors. **"I** can't afford to waste my time trying to break a record out as a hit, if when one in 10 does hit I only get half the sales out of it that I should," exclaimed one large Eastern indie distributor. "If the manufacturer can't stop transshipping into my territory then I'm no longer going to work on that label's records. And if all of us lay off the indie labels, then the only ones who will have hits are the majors." manufacturers can't pull a line from a distributor who transships or sells to transshippers, they claim a manufacturer can lessen the problem simply. "All they have to do is to stop giving away free records to any distributor except those who have to use the freebie income to take care of promotion expenses. Why should a distributor in some small town get 300 records free when all he does is ride on the work done in the big markets by the distributor there? He uses those free records to transship with and is able to offer them for sale at a lower price than I can," said a New York distrib last week. "Worst of all is the way the manufacturer claims your order is too small for a market like Philadelphia when you order, say, 5,000 records on a new release. He brings up some small town where the distrib ordered 15,000. He doesn't seem to realize that the 15,000 order, with the freebies, gives the small town distributor 19,500 records that he can offer in my market for 41 or 42 cents." But these are only some of the distributors' transshipping problems these days. In the East a new type o' individual has entered the record business. These individuals are often men who have worked in record stores or with record companies or distributors and could be called walking, or driving onestops. Their gimmick is to approach manufacturers directly and offer to buy their hits - for cash. They want 400 records free instead of an interest in certain phases of Wis.; Pat Webster, WCGO, Chl-300 for the cash payment. And classical music and jazz. "There according to reliable record men, are many possible future trends, but some manufacturers have sold to nobody has yet put his finger on the walking one-stops, at the cash what is coming." He added: "But deal level. The extra free records, added to the 300 freebies, enables the walking one-stops-who have no overhead-to offer records to indicated as to improved programdealers below 40 cents each for

tor. Normally sales in these two dealer or the record business," said one New York distrib. "They buy cheap and sell cheap, and they have no promotion or office expense to worry them. All they do is ride on the hits that the distributors make, without the heartaches that goes with it."

There are many dealers who 25. have no sympathy at all for the distributors in these troublesome days. They claim distribs brought it on themselves by offering good deals to big shops and no deals to little shops. But there is little doubt that the distributor is faced with a difficult problem, now that he no longer can be sure of any exclusivity on any line he handles, whether he handles indie lines or major labels. That is why so many dis- Wooley, Art Mooney, Augie Rios, tributors are looking at the Frey the Ray Charles Singers, David case so carefully. Many are con- Rose, Richard Ellsasser, Mary vinced that if Frey loses, the Mayo, Einar Hanson, Blue Bardistributing picture will develop for. Lauritz Melchior, the Canterinto pure chaos.

M-G-M to Push 42 Yule Disks

THE BILLBOARD

NEW YORK-M-G-M Records will push a total of 42 separate catalog Christmas items, including a bevy of singles, EP's and LP's, starting at once.

A 100 per cent return privilege is extended providing return requests are received by the diskery no later than next January 20. On purchases made now, billing will ot be rendered until next January

It was announced by sales chief, Charlie Hasin, that one of the label's all-time Christmas best-sellers, the Lionel Barrymore narration of Dicken's "A Christmas Carol," has been discontinued on M-G-M and is being released on the Lion lowpriced line.

M-G-M Christmas merchandise is available by Joni James, Sheb bury Choir, and James Blades.

Zero, Val-Hill, FCC Lifts **Glendell New** C. &W. Labels Storecast Ban

CINCINNATI - Three new c.&w. labels have recently made an FCC ban on their functional their bow-Zero Records, with Don Grashey as president; Val-Hill Records, headed up by Jesse Bassett, and Glendell Records, an affiliate of Glendell Music, Fort Worth.

Zero has headquarters at 1620 Barclay Street, Vancouver, B. C. but is concentrating on the U. S market. All records are pressed in and distributed from the United States, with Sparton of Canada handling distribution in the Canadian market. The firm's initial releases are Orella Myers' "Gonna Spend My Time" b/w "Give a Little, Take a Little Love," and Brad Reynolds' etching of "Pretty Polly" and "Georgie Porgie."

Val-Hill, with headquarters a 406 Lincoln, La Grange, Ga., has as its first release "Naomi Wise"

(Continued on page 18)

Miss Effinger To Personality

NEW YORK-Dorothy Effinger is the new national sales promotion head for Buck Ram's Personality Records. Miss Effinger was formerly associated with RCA Victor and Bally Records. She will headquarter in Chicago.

She is currently on a jockey battle to end the beeper type backand distributor jaunt to plug the ground music on FM stations, by

Mitting a story **NOVEMBER 2, 1959**

WASHINGTON-More than a dozen FM stations will be free of music service, as a result of recent refusal of the Supreme Court to review an Appeals Court ruling which upheld the FM's right to send background music on a single broadcast channel. The Federal Communications Commission announced last week that since the Supreme Court refused to hear its case for multiplex requirements, FM stations which had been refused the authority to storecast by keeping out commercials during broadcasting, can resume.

Pending a final disposition of the stations' original petitions to the Appeals Court, these FM stations can consume simplexed background music: KUTE, Glendale, KDFC, San Francisco, and KMLA and KRKD, Los Angeles, Calif.; WDDS, Syracuse, and WBFM, New York, N. Y .: WLDM, Detroit; WWDC, Washington; WKJF, Pittsburgh, Pa.: WCFM, St. Louis, Mo.; WMIT, Charlotte, N. C.; WEAW, Evanston, Ill.; WNAV, Annapolis, Md., and WMMW, Meriden, Conn.

The FCC based its argument to compel storecasting on a subsidiary (multiplexed) basis by claiming that background music transmission did not constitute broadcasting. Court of Appeals did not agree that the music with the commercials "beeped" out, was not a broadcast service.

The agency could resume the label's "Show Me the Way to Go coming up with a different argu-

BLAZE, CHALLENGE IN WALTZATHON CUP RACE

between Blaze Records and Chalversions of "Tennessee Waltz," which is turning into a real swing- ahead. The Comstock recording is Abramson label, issued the first | 73. rock and roll version of the tune with young singer Bobby Comstock. (Hickory Records released a disking by the Jupiter Serenad-Altho distributors realize that ers a few weeks earlier, but that version has not stirred up much action.) Challenge Records, the Johnny Thompson label, released its version a week later, with Jerry Fuller, another young singer who had just come off a hit. (King Records the same week re-released the original Cowboy Copas record of the song.)

NEW YORK-A neck and started hyping its waxing with the neck fight is going on right now jocks on the shores of the Pacific. Last week both records landed in the charts, and this week both lenge Records over their respective versions are on The Billboard's "Hot 100" with the Blaze waxing slightly

Then the battle was joined. Llaze Records, located in New York, called its version "the original" and started to tout its product with the Eastern jocks. Challenge Records, located on the West Coast,

Carlton to Address Hub Broadcasters

NEW YORK - Indie disk chief Joe Carlton flies to Boston November 12 to address a gathering of KVLC, Little Rock, Ark.; public broadcasters on possible future relations veepee Robin Seymour, programming developments. The WKMH, Detroit, and secretary record and radio industries are intreasurer Bill Gavin, music proterdependent, and have various grammer, San Francisco. problems in common, Carlton points out. Alert execs in both inmaining DJA board members: dustries are trying to gauge trends in taste-on both the teen and adult Goerge Ricci, WTAQ, La Grange, levels.

Ill.; Tom Lambert, WISN, Mil-Carlton noted that some tradewaukee; Gene Edwards (who resters believe that the concept of cently switched from WROW, Althe teen age idol has already lost bany, N. Y., to co-program direcsome luster; that some feel there tor post at WMGM, New York); is awakening in the teen breast Bill Liegeois, WISC, Marinette, cago; Art Roberts, WKBW, Buffalo; Vince Paul, KWNO, Winona, Minn., and free-lance programmer Dave Neumann, Seattle. when radio execs find that current records are not drawing the same expects the following jocks to ataudience response, much study is tend: Bob Clayton, WHDH, Boston; Pete Myers, WNEW, New ming and merchandising tactics. York; Joe Finan, KYW. Cleveland;

"" bat is important " Carlton Buddy Deaneral Md Zolly Baltimore

to put their versions over. So far Pretender" by the Ramrocks the Blaze wax is stronger in the be Acuff-Rose, should be flipping. New York.

Larsen, WRIT, Milwaukee; third

veepee Fred Hohl, WAME, Mi-

ami; fourth veepee Charlie Austin,

Also on hand will be the re-

John Doremus, WMAQ, Chicago;

In addition to the above, Gavin

performers.

ing affair. Blaz? Records, the Herb No. 57, the Fuller version is No. Home" by Tony Pastor b-w "Be- ment to compel multiplexing. ware of Girls" by Tony Pastor Jr. FCC's first ruling against simplex Both labels are working like mad and the Pastors and "The Greatest operation was in 1955. Court of

> Ted Nichols will continue as East, the Challenge wax stronger West Coast rep for Personality and in the West. Which side will win? Jean Bennet will represent the la-No one knows, but the publisher of bel as public relations head for "Tennessee Waltz" who happens to national publicity, working out of



they might eliminate the time-con- Sherm Strickerhouse, Bob Breen, suming all-star show during the "Hoss Allen" and Paul Drew. banquet, and invite recording stars

to attend as guests rather than who is providing the group with All of the DJA officers and free legal services) filed a certifiboard members are expected to cate of incorporation with the New attend the Chicago meet this week-York secretary of state last week (October 27), thereby making the end — prexy Jim Hawthorne, KDAY, Los Angeles; Scott Muni;

DJA officially a corporation under netist Stan Rubin. Disks by both second veepee Bob (Coffeehead) the laws of that State.

NEW PHILLIPS STUDIO **ABOUT READY TO ROLL**

MEMPHIS — A recording records. We all have to be more studio project, launched nearly 18 months ago by Sun Records chief, Sam Phillips, is nearing completion here. Tho the work will not be actually finished for another it. month, Phillips this week, as a test for the completely custom-built facilities, cut his first two sessions in the studio.

"I'm concentrating everything on sound," Phillips said as he discussed the project. "I think we all have to today, with the singles business in the state that it's in. You can talk all you want to about albums, but we've got to build the artists and the sounds on the singles first or your album business will never hold up.

"People have to get out of their over \$400,000 seaseding to Phil

Appeals invalidated the rule by a decision in November, 1958. UA Lists 4 Holiday LP's

NEW YORK - United Artists has released four Christmas LP's. The special release includes Truman Capote's reading of "A Christmas Memory," excerpted from his best selling book, "Breakfast at Tiffany's. "Christmas in Spain" by the Madrid Concert Orchestra and Chorus, "Christmas in Your Heart" by organist Reginald Foort and "The Gift of the Magi." an origi-Meanwhile attorney Ben Starr nal cast performance of last sea-(first DJA honorary member and son's TV show. All of these, except the Capote set are also available in stereo.

UA has added to its talent roster with the signing of throsh Barbara Russell and band leader and clariare due in the near future.

sound conscious and we've got to come up with talent, regardless of ham some people want to classify

"I believe in the future of the record business, singles and albums, and especially, I believe in its future in the South. That's why we've put so much time and effort into this layout. We have the most modern equipment, much of it specially designed for us and we're fully equipped for stereo recording.

Phillips' new Sun layout conists of one small and one large 45 by 45 foot studio. Total cost. including the nuilding which houses the studio, is expected to run to







MUSIC NEWS

SHIFTS IN MUSIC PATTERNS

Study Highl'ts New Look Developed in Two Decades

Continued from page 1

two of them from England and one a flock of artist - writers - Paul there were eight - from England, Canada, Germany, France and Benton, Santo and Johnny, Sandy Mexico.

One of the most revolutionary changes in the record picture since 1939, as evidenced by the study, is in the publisher - ownership field. In '39, the top 70 songs were practically all written by fulltime songwriters and published by outside firms; whereas almost 50 per cent of '59 hit tunes were published by firms owned either by the artist or the recording company.

Only Larry Clinton, Glenn Miller and Tommy Dorsey were listed



Ten. In 1939, there were three, while the '59 hit songs spotlight ticularly Glen Gray with his new from Czechoslovakia; and in 1959 Anka, Bobby Darin, Jack Scott, ages by the late Glenn Miller, Duane Eddy, Fats Domino, Brook Nelson, Don Everly, Ray Charles, Llovd Price, etc.

Band Leader Heyday

One of the most interesting aspects of the study is the way it highlights the striking changes made artist-wise in the recording business over the last two decades. In 1939, band leaders were at the peak of their glory. For example, the hit waxings of the 70 songs which made the '39 Hit Parade, were practically all cut by bandleaders.

Singers were featured on many of the disks, of course, but top billing and royalties went to the maestros. Only a handful of singers - Bing Crosby, Andrews Sisters, Ink Spots, Fats Waller, Bob Hope and Nan Wynn - were represented; while the band - disk list included Tommy and Jimmy Dorsey, Artie Shaw, Guy Lombardo, Glenn Miller, Larry Clinton, Hal Kemp, Glen Gray, Kay Kyser, Jan Savitt, Charlie Barnet, Benny Goodman, Red Nichols, Al Donahue, Bob Crosby, Horace Heidt, Sammy Kaye, Ted Fioriti, Eddie Duchin, Woody Herman, Wayne King, Ozzie Nelson and several others.

In the forties, singers came into their own - Sinatra left Dorsey, etc. Today, of course, they dom-

foreign countries making the Top as writers of their hit '39 waxings; strong sellers in the LP field, par-Capitol packages. Memorial packand Tommy and Jimmy Dorsey, Eddie Duchin, etc., are also strong sales items in the LP field.

Of the 70 tunes listed on the 1939 Hit Parade, at least a third are considered standards today --"Deep Purple," "I Cried for You," "If I Didn't Care," "Jeepers Creepers," "Moonlight Serenade," "My Reverie," "Over the Rainbow," "This Can't Be Love," "Wishing," etc.

1939 Hits

The Top 10 1939 "Hit Parade" songs and publishers were as follows: "Annabella," Leo Feist; "All Ashore," Shapiro-Bernstein; "All I Remember Is You," Remick; "And the Angels Sing," Bregman-Vocco & Conn; "An Apple for the Teacher," Remick; "Beer Barrel Polka," Shapiro-Bernstein; "Blue Evening," Mills; "Cinderella Stay in My Arms," Peter Maurice; "Comes Love," Chappell; "Could Be," Santly Joy; "Day In Day Out," Bregman-Vocco & Conn; "Seen in a Dream," Harms; "Deep Purple," Robbins; "Don't Worry About Me," M. Witmark & Sons; "F.D.R. Jones," Chappell; "Get Out of Town," Chappell; "Go Fly a Kite,"

Shuteye Baby," Bourne; "Have You Forgotten So Soon," Bourne; "Heaven Can Wait," Remick; "Hold Tight," American Academy of Music; "Hurry Home," Spier; munk Song," Monarch; "Come Softly to "I Cried For You," Miller; "I Get Along Me," Cornerstone; "Donna," Kemo; Without You Very Well," . Chappell; "I Have Eyes," Paramount; "I Must See Annie Tonight;" Bregman-Vocco & Conn; "I Never Knew Heaven Could Speak," Robbins; "I Promise You," ABC Music; "I Want My Share of Love," Harms; "If I Didn't Care," Chappell.

Also, "I'm Afraid the Masquerade is Over," Crawford; "I'm Building a Sailboat of Dreams," Shapiro-Bernstein; "I Poured My Heart Into a Song," Berlin; "It's Never Too Late," Berlin; "In the Middle of a Dream," Spier; "Jeepers Creepers," M. Witmark; "The Lady's in Love With You," Paramount; "The Lamp Is Low," Robbins; "Little Sir Echo," Bregman-Vocco & Conn; "Little Skipper," Feist; "A Man and His Dream," Santly-Joy; "Man With the Mandolin,' Santly-Joy; "Melancholy Mood," Harms; 'The Moon Is a Silver Dollar,' Robbins; "Moon Love," Famous; "Moonlight Serenade," Robbins; "My Reverie," Robbins; "New Moon and an Old Serenade," Bourne; "Oh You Crazy Moon," Witmark; "Our Love," Chappell; 'Over the Rainbow," Feist; "Penny Serenade," Sha-piro-Bernstein; "Stairway to the Stars," Robbins; "Strange Enchantment," Famous; "Sunrise Serenade," Jewel; "Tears From My Inkwell," M. Witmark "Thanks for Everything," Robbins; "They Say," M. Witmark; "This Can't Be Love," Chappell; "This Is No Dream," BVC; "This Is It," Chappell; "Three Little Fishes," Santly-Joy; "To You," Paramount; "Two Sleepy People," Famous; "Umbrella Man," Harms; "White Sails," Feist; "Wishing," Desylva, Brown & Henderson; "You Must Have Been a Beautiful Baby," Remick, and "You're a Sweet Little Headache," Paramount.

1959 Hits

The Top 10 1959 "Honor Roll" tunes and publishers were as follows: "All American Boy," Buckeye; "Along Came Jones,"

NOVEMBER 2, 1959

M. Witmark & Sons; "Gotta Get Some Hunk o' Love," Presley; "Beep Beep," Patricia-Hill and Range; "Broken-Hearted Melody," Mansion; "Charlie Brown," Tiger; "Children's Marching Song," Miller; "Chip-"Dream Lover," Fern-Progressive-Edgar; "Fool Such As I," Leeds; "Forty Miles of Bad Road," Gregmark; "Frankie," Aldon; "Goodbye Baby," Starfire-Peer International; "Gotta Travel On," Sanga; "Guitar Boogie Shuffle," Shapiro-Bernstein; "Hawaiian Wedding Song," Pickwick; "I Cried a Tear," Progressive; "I Need Your Love Tonight," Gladys; "I Want to Walk You Home," Alan-Edwards; "I'm Gonna Get Married," Lloyd & Logan; "It's Just a Matter of Time," Eden; "It's Late," Eric; "I've Had It," Brent; "Happy Organ," Lowell; "Kansas City," Lois; "Kookie, Kookie (Lend Me Your Comb)," M. Witmark; "Lavender Blue," Joy; "Lipstick on My Collar," Joy; "Lonely Boy," Spanka; "Lonely Teardrops," Pearl; "Lonesome Town," Eric; "Lover's Question," Edengressive; "Mack the Knife," Harms; "My Happiness," Happiness; "My Heart Is an Open Book," Sequence; "Never Be Anyone Else But You," Eric; "One Night," Travis-Presley; "Only You," Wildwood; "Personality," Lloyd & Logan; "Petite Fleur," Hill & Range; "Pink Shoelaces," Pioneer; "Problems," Acuff-Rose; "Put Your Head on M. Shoulder," Spanka; "Red River Rock," Vicki-Selma; "Sea of Love," Kamar; "Six-teen Candles," Coronation-January; "Sleep Walk," Climax-Figure-Trinity; "Smoke Gets in Your Eyes," Harms; "Sorry I Ran All the Way Home," Figure.

Also, "Stagger Lee," Sheldon; "Tall Paul," Music World-Wonderland; "Tallahassee Lassie," Conley; "Teen Beat," Drive-In; "A Teen-Ager in Love," Rumbalero; "Tell Him No," Burnt Oak-Lowell; "There Goes My Baby," Jot-Progressive; "Three Bells," Southern; "Tiger," Roosevelt-Brown; "'Til I Kissed You," Acuff-Rose; "To Know Him Is to Love Him," Warman; "Tom Dooley," Beechwood; "Tragedy," Bluff City-Lowell; "Turn Me Loose," Avalon-Hill and Range; "Venus," Ram-Bed-Lansdale; "Waterloo," Cedarwood; "What a Diff'rence a Day Tiger; "Alvin's Harmonica," Monarch; Made," E. B. Marks "What'd I Say," Remick; "Good for Nothing But Love," "Battle of New Orleans," Warden; "Big Progressive; "Whole Lotta Lovin'" Marquis.



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inate the singles scene. Artists featured on hit waxings of the 1959 Top Ten "Honor Roll" songs include 30 male warblers - mostly teen-agers - nine groups (including duos), five canaries, and six instrumentalists. Only Chris Barber can really be considered a working bandleader. Some of the artists work with their own bands, but their chief appeal is usually as a soloist.

The longevity of both the artists involved and the tunes in '39 is pointed up by the study. Altho none of the '39 artists has a bestselling single at present, virtually all of them are still active in the record field, and many of them are

THE CHRISTMAS SONGS The World's Been Waiting For! ANTAVIL Words and Music by Kathy Dunn, Leroy E. Lambert, Stephen Hudak and Sherm Hueston. Santa Claus' own song! With its tuneful, colorful words and melody, this song will go down in history alongside other Christmas classics. This song is recorded by Kathy Dunn, talented Broadway child star, in a clear, beautiful voice. This pretty ballad will thrill every child, every adult! b/w "IN THE OF SANTA Words and Musie by Kathy Dunn, Leroy E. Lambert, Stephen Hudak and Andy Best. Words and Music go together as naturally as children and Christmas. A simple, easy-to-understand, beautiful waltz, featuring Kathy Dunn as vocalist. Disc Jockeys-Free Santaville Records available. If you have not received your record, please write for one. Record Distributors, One Stops and Record Dealers-For Santaville Records on these two Christmas songs, write or wire SANTAVILLE MUSIC CO. Salt Lake City 6, Utah P. O. Box 146, Sugarhouse Station

THE BILLBOARD'S **BIG NOVEMBER 9** COUNTRY AND WESTERN EDITION

published co-incidental with the WSM 8th Annual **C&W** Disk Jockey Festival

in Nashville, Nov. 13 and 14

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From Billboard, Nov. 24, 1958

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Be sure to be represented at the Festival in the advertising pages of Billboard's Special C&W Issuead deadline November 4 Copyrighted male



(FIT) PLOTE (SAM)

SLS-1001 (Stereo) SL-1001

Hans Conried, that learned tragedian of the TV after-dark set and a success in every show business medium, takes you on a swingin' journey through two-beat country . . . Peter, Grandpa and the Wolf become somethin' else when they knock heads with Pee Wee Erwin and the Dixieland All Stars.



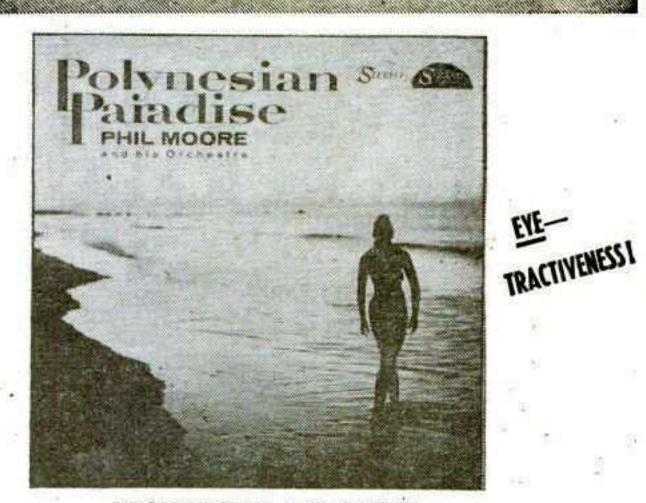
"STRINGS AND ALL THAT JAZZ" MARV MEREDITH and HIS ORCHESTRA SL-1003 SLS-1003 (Stereo)

Thelonious Monk, Matt Denis, Erroll Garner, John Lewis and other working composers are notable contributors to America's fast rising and only native art form. In a unique setting of lush strings, the truly great jazz ballads of this decade are dramatically and artfully showcased by the Marv Meredith Orchestra . . . Mood jazz for discerning moderns.

STRAND RECORDS

SLS-1002 (Stereo) SL-1002

Composer Jerome Kern's early creative genius is captured with authentic period charm in this refreshing "off-Broadway" original cast recording . . . Banjoes, campus cuties and the "old college try" on songs like "LEAVE IT TO JANE," "CLEO-PATTERER" and "THE SIREN'S SONG" lend a nostalgic enchantment.



"POLYNESIAN PARADISE" PHIL MOORE and HIS ORCHESTRA

SL-1004 SLS-1004 (Stereo) STRAND RECORDS takes you away on an escape to a tropical holiday . . . The roar of the surf and the sounds of Polynesia enhance the natural charm of island-inspired music . . . Phil Moore conducts a musico-geographical tour through Bali Ha'i, Polynesia and Manakoora in a setting of sensuous emotion and primitive beauty.

TRAND

680 Fifth Ave., New York 19, N.Y. (COlumbus 5-0405) hted material





MOST HILARIOUS



MUSIC



MUSIC NEWS

NOVEMBER 2, 1959

Warner Bros.

10

Continued from page 3

capable of handling an expanded sales volume, the label also has issued a substantial amount of product during its first year and has enjoyed a sufficient sales response to place it in the upper rungs among the nation's labels. (According to sales estimates, label grossed approximately \$4,000,000 in total sales during its first year.)

During its second year, Warners expects to make further strides by concentrating its efforts on building more new artists. Plans call for producing slightly less than 100 additional albums which will give the firm a catalog totaling approximately 200 albums.

Its top 10 selling albums during its first year included (in order of sales) Warren Barker's "77 Sunset Strip," George Greeley's "World's Ten Greatest Piano Concertos," Edd Byrnes' "Kookie." Greeley's "World Renowned Popular Piano Concertos," "TV Guide's Top Television Themes," Heindorf's "Rhapsody in Blue," "Keys A La Carte," Outriggers' "Rapture," Buddy Buddy Cole's "Have Organ, Will Swing, Henry Mancini's "Sousa in Hi Fi.

John Hammond Continued from page 2

1939 as part of the a.&r. staff. Until 1946, he was an associate recording director of Columbia's pop department. He has been with Vanguard Records for the past five years handling their jazz waxings. And Hammond is a veepee of the Newport Jazz Festival.

Hammond joins the Columbia jazz producer staff which includes Irving Townsend, now on the West Coast; Nat Shapiro, who is also in charge of the international a.&r. division of the label, and Teo Ma-

Sheldon-Cole Continued from page 2

upcoming disks by Elvis Presley or Hank Snow on RCA Victor.

Deal is regarded as a very smart one not only from the Sheldon Music point of view, but also from that of Cole. The Sheldon-Cole entente indicates one way of revitalizing old catalog items.

Meanwhile, "Old Shep" on the Guaranteed label is already on The Billboard's Bubbling chart and the label has put a big drive behind the disk. At the station level, there has been a flurry of "Collie for Christmas" contests-wherein the indie outlet ties in with a collie McGuire of Lormar, Cicero. kennel and a dog food sponsor to trade plugs in exchange for a pooch to be given away to winning listeners. WHK, Cleveland; WDG, Minneapolis, and WHDH, Boston, are some of the outlets doing this.

Ads Via WQXR Continued from page 2

tures only piano music); Baldwin Pianos, Andrea, Webster Chicago (15 minute segs); Granco (55 minute stereo show).

In addition to the current sponsor list, — most of whom are on a 52-week basis - WQXR frequently carries spot schedules and short-term program series for other manufacturers. Recent sponsors-include Montilla Records, Pilot Radio, Decca, Zenith, Vanguard Records, Audio - Fidelity Records and the Book of the Month Club's disk operation.

Altho only the sponsor's disks are spotlighted on his show, WQXR reserves the right to build each show around the featured package product making their own selections from the sponsor's catalog.

One-Stop Group Continued from page 2

erman, Lieberman Music Co., Minneapolis, Des Moines, Omaha and Milwaukee; Bob Mahl, Record City, Milwaukee; Chuck Sisney, Hi-Fi One Stop, Peoria; Raoul Shapiro, Budisco One Stop, Miami; Jim O'Dwyer, Music Box, Chicago, Dallas, Atlanta, Houston, Denver; Barney Stein, All Brands Distributing Co., Pittsburgh; Eddie Ockel, One-Stop Record Service, St. Louis; John Carmody, All Record Service, Oak Park; Jim McGuire, Oakland Record One-Stop, Oakland and Emeryville, Calif., and

Carmody was elected temporary treasurer. A six-man committee to draft bylaws includes McGuire, Carmody, Glassman, Mahl Sisney and Jim O'Dwyer.

Club Didoes Continued from page 2

for \$21.98 for mono and \$25.98 for stereo. New RCA Victor classical club members can receive it for free if they join the club and agree to buy six albums in the next year. Moreover, new members are allowed to buy extra copies as Christmas gifts for a huge discount, or slightly more than half the list price. Under this deal extra copies are \$11.98 for the mono version and \$15.98 for the stereo version.

RCA Victor took a lashing from dealers over putting the first Van Cliburn LP in the club soon after it was released to dealers. At that time the word went out that the firm would try not to put LP's in clubs quickly, but would wait until dealers had a chance to sell some copies. Liberty Music Shops told The Billboard this week that putting the "Messiah" in the club "will severely injure dealer sales."

Everest Staff Continued from page 2

merly with Audio - Fidelity. Sid Love has been appointed to the post of district sales manager for the Midwest. Love was previously with London Records. And Chuck Dondero, district sales manager for the West Coast, was a salesman for Melody Records of San Francisco.

Everest's district sales managers will be in charge of disk jockey night ABC-TV show. relations, dealer contacts, and liaison with the Everest national distribution organization which is handled by Decca Records. One other new appointment at the label is Marty Weiss, who has been named manager of advertising and sales promotion. For the past few years he has been a member of the Columbia Records advertising department.

Chi Music Fair Continued from page 3

known simply as Jimmy. The artists will make appearances ranging from one to 10 days.

Stolar said that about 20 special exhibits would be set up including a music hall of fame and displays of golden records and old time musical instruments. Among the exhibitors, Stolar said, would be Co¹umbia Records, four of whose artists, he noted, would be present. Radio and TV airings were being lined up, with the possibility, according to Stolar, of on the spot coverage by NBC Radio's Monitor and NBC-TV's Today show.

offer. This was also a three for two deal, but as a Capitol club spokesman stressed: "There's noth- two Tchaikovsky LP's - "Syming in our offer that's under six phony No. 5" and "Piano Concerto months old. We've made that a No. 1" by the Hamburg Pro Murule for the benefit of the dealers sica, George Hurst, conductor; and

Welk Month

Continued from page 3

stand-up browser boxes equipped with detachable display easels, thus allowing them to be placed on counters and be used for window displays. The ABC Radio and TV nets (in California only, as of press time) will use Welk albums as contest giverways. Welk will plug the drive on his Saturday

Dot is issuing six new Welk albums and re-releasing four of his earlier packages to give dealers a total of 10 currently released Welk albums to tie-in with the monthlong drive.

No Merc Sale Continued from page 2 ۰

Green noted that the firm is constantly being approached by motion picture interests and other organizations who want to buy the company. He said he expected this to continue. Green did not say that Mercury was not for sale, but he stressed that the price to buy the company, with its multiplicity of product, international business and own pressing facilities, would have to be much higher than \$3,000,000.

Harpsichord Continued from page 2

solo harpsichordist Christopher Wood.

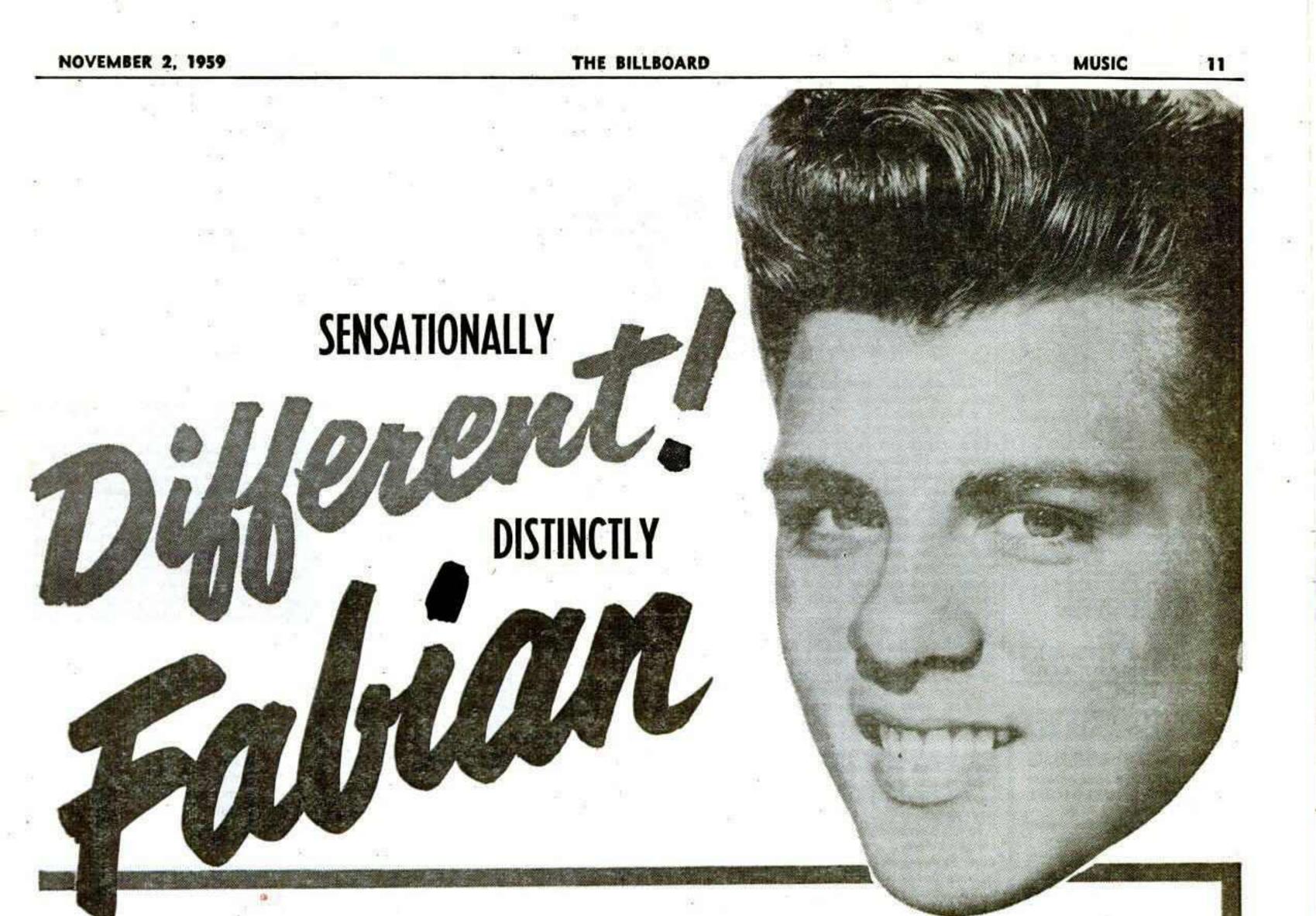
Also in the new release are Beethoven's "Symphony No. 5" and "Symphony No. 6" by Erich Kleine and the Royal Danish Orchestra, with Erich Kliener as conductor;

and we're sticking to it. I think "West Side Story" conducted by cero, the composer and performer. the East in Columbia's New York Hammond will have his office in main office. Meanwhile, Capitol launched its own version of the Christmas club ous error." A Meanwhile is a seri-Side Story Ork.



DeeJays not receiving copies, write at once





"THIS FRIENDLY WORLD"

ь/w HOUND DOG MAN"



on

Chancellor

C-1044

ALSO AVAILABLE IN STEREO

Distributed by AM-PAR Record Corp.

In this friendly friendly world, With each day so full of joy, Why should any heart be lonely. In this friendly friendly world, With each night so full of dreams, Why should any heart be afraid. The world is such a wonderful place To wander through, When you've got someone you love To wander along with you. With the sky so full of stars, And the river so full of song, Every heart should be so thankful, Thankful for this friendly friendly world.

Copyright 1959-Miller Music Corporation. Written by-Ken Darby, A.S.C.A.P. Here is the record with a stirring message for everyone . . . as sung by FABIAN in a starring role in his first motion picture, 'HOUND DOG MAN'' A 20th Century Fox film. A Jerry Wald Production

Copyrighted material

MUSIC NEWS

NOVEMBER 2, 1959

Quit or Fired?

At this point the two writers

and the AGAC Committee got into

an involved series of meetings end-

ing up with Hoffman and Mann-

ing instructing all their publishers

to send their royalties directly to

them instead of to AGAC. The

AGAC Committee filed charges

against Hoffman and Manning,

and the writers sent in their resig-

According to Hoffman, speaking

for himself and his partner, the duo

resigned because: "We felt we

made a mistake in joining the

plan. It might be good for others,

but not for us. All publishers we

deal with are honest, and we didn't

see why we should pay AGAC

for nothing. We hoped that AGAC

would pick up some royalties for us

When asked by The Billboard if

they thought the expulsion order

would hurt them, Hoffman saidi

"We don't expect it to affect us at

all. Our publishers will pay us

directly, as they used to do. We

aren't the only ones to pull out,"

other withdrawals, and AGAC has

not expelled them. I can't figure

why they expelled us, unless it

was supposed to be some sort of

punishment for our resigning."

work that way."

nations.



operators still produce the bulk of Record City. In a special deal worked out with M. S. Distributing Company, Chicago distributor. store fixtures, merchandising aids, price of each album exchanged. tributors will soon begin making Record City moved 9,000 Verve This covers the costs of handling increasing use of one-stops to han- jazz albums to dealers in a single promotion. The LP's were given

PERCY FAITH - COLUMBIA #4-41490 waukee's regular record distribu-DON RALKE - WB #5108 tors' plants. In addition to disks, Record City ARE YOU browser boxes and accessories. It SORRY?

BOURBON

STREET

BEAT

How the "Swap Section" operates:

They are segregated according to retail list price - in groupings of • Continued from page 3 \$3.98-\$4.98, etc. (4) All merchandise brought in for swapping must quest, claiming that all publishers had to be treated equally.

"The reaction has been excellent," says Harold Rietz. "Our dealers tell us this is something they have waited to see for a long time."

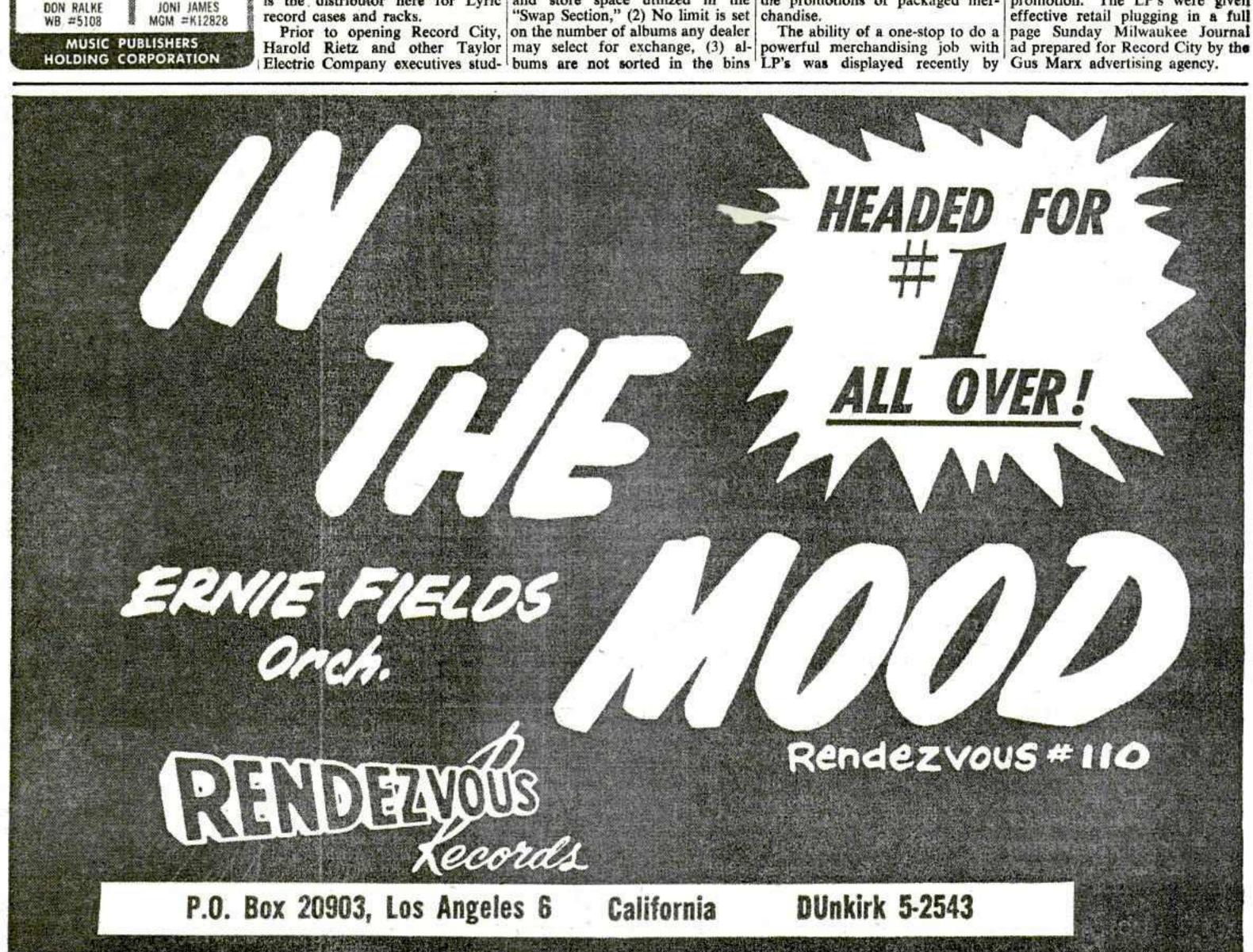
At present the "Swap Section"

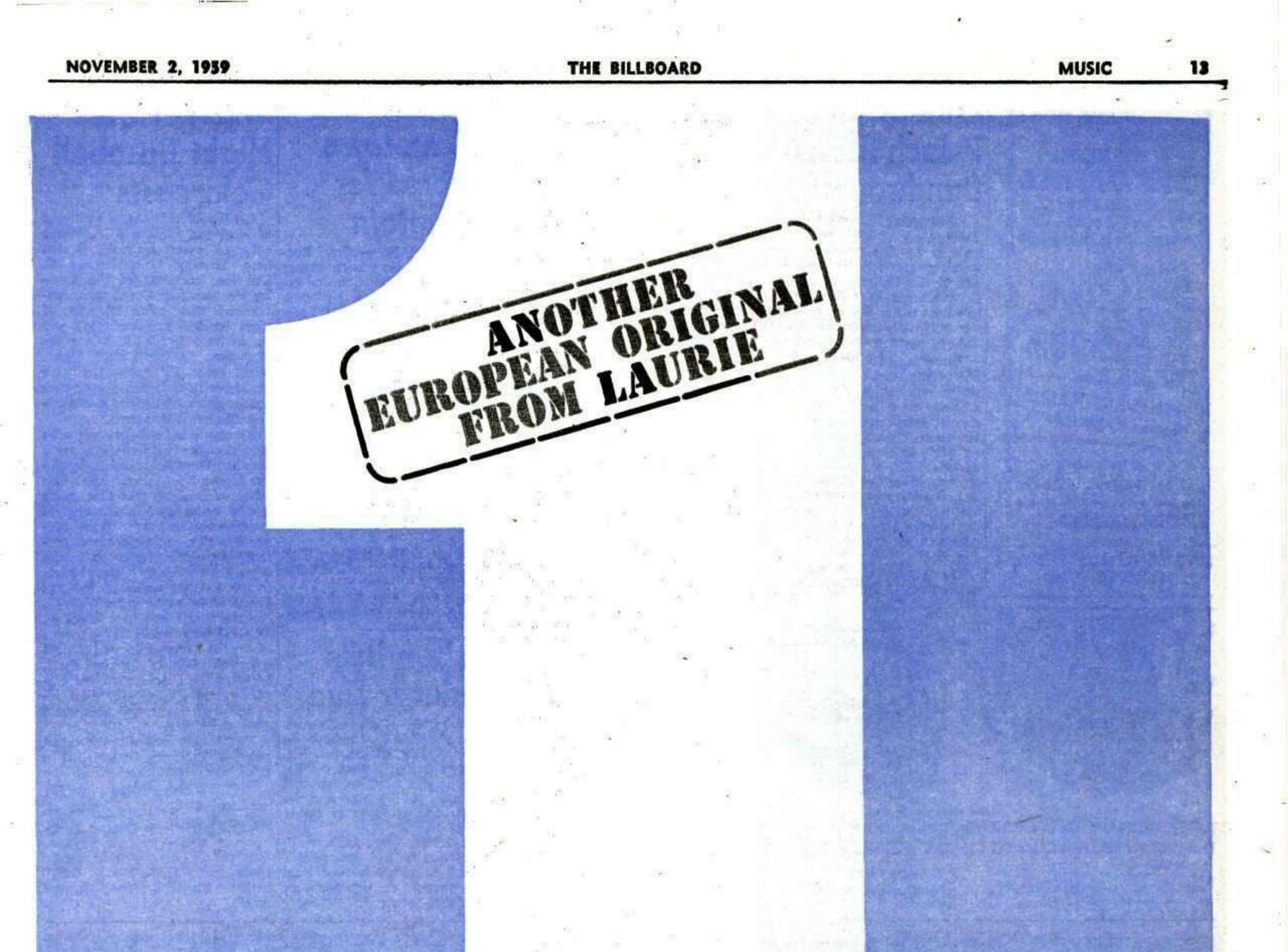
A mailing list that covers more than 800 accounts goes out weekly to dealers and operators in Wisconsin and Upper Michigan. These accounts receive a list from which to place their orders for new singles and LP's. Results from these hinterland mailing contacts is proving to be one of the new enterprise's most pleasant surprises,

Rietz will continue to oversee from \$3,000 to \$4,000 per year disk sales at both the Taylor Electric Company headquarters and the new Record City. Bob Mahl, from small publishers or from Rietz's former assistant, is now foreign publishers, but it didn't manager of Record City, and is credited with many of the innovations. Mahl's assistant is another veteran Taylor Electric Company

Ed Hoffman, a 10-year man at Taylor Electric Company, has been promoted to the city sales manager's post for the RCA Victor line, Hoffman stated, "there have been to ease ome of Harold Rietz's work load. Earl Cramer has been added to the staff to call on the

gles sales to dealers and juke box (1) Dealers pay a service charge a one-stop's volume. He foresees, offers dealers a complete line of of 10 per cent of the wholesale however, that record labels and disis the distributor here for Lyric and store space utilized in the dle promotions of packaged mer-





ROCCO GRANATA'S "MARIANA" A RUNAWAY SMASH LAURIE 3041

MUSIC NEWS

14

NOVEMBER 2, 1959



GIVE TO DAMON RUNYON

CANCER FUND

Label Climbs 7-Inch Stereo Bandwagon

NEW YORK - Stereo-O-Craft Records, one of the first labels out with stereo 45's (October, 1958), is going along with the new seveninch stereo 33, recently issued by Columbia Records. Stereo-O-Craft will issue a full line of the midget stereo 33 disks covering both standard and pop tunes.

According to Bill Prutting, veepee of the label, the stereo seven (seven-inch LP, with a small center hole) offers possibilities for substantial sales on the retail level. He stated that "If stereo singles are going to mean anything on the dealer's shelf, stereo seven is the answer. It's our opinion that stereo owners who are now buying LP's will buy 98-cent stereo seven-inch pop singles at the 33 speed, and sales will not be confined to just pop hits."

The veepee of Stereo-O-Craft noted that 45 rpm stereo singles

Decca Skeds 5 New Yule-Gaited LP's

NEW YORK - Decca Records. already known for its strong Christmas catalog, will unveil five new albums attuned to the season. Each will be available in both stereo and monaural form.

The grouping includes the Ken day last week. Darby Singers performing a pageant in soug, "The Spirit of Christmas, Past, Present and Future"; Leroy Anderson, conducting instrumental versions of 28 carols; "Christmas in Scandinavia," with the Columbus Boychoir; and a Garber and his band.

meant little at the dealer level. H felt that 45 rpm singles did not appeal to the adult and that the stereo seven-inch 33 could help solve that problem.

Stereo-O-Craft records are nationally distributed by Decca, and the new stereo sevens on the label will also be handled by them. So fa Stereo-O-Craft is the first label to go along with a big issue of selections on the small LP, altho a few other companies have issued occasional small LP's.

Golden Crest Show LP

NEW YORK - Golden Crest Records will release the original cast LP of "The Kosher Widow," forthcoming off-Broadway show that stars Molly Picon.

JAZZ BASH Hometown Promo for -Fountain

NEW ORLEANS - Coral Records' Pete Fountain was the center of considerable promotion and recording activity in this, his home town, Sunday, Monday and Tues-

The New Orleans Jazz Club, the city fathers, the Chamber of Commerce, and the Coral Branch, combined forces in the Fountain celebration. A feature was the proclumation of Monday (26) as Axel Stordahl and his chorus and New Orleans International Jazz ork; "Joy to the World," featuring Day. That evening Fountain's quintet performed at the Club's "Christmas Dance Pa ty," with Jan 11th annual jazz concert. The entire effort was recorded live. On Tuesday another live concert was cut at Fountain's own club, the Bateau.

> Coral execs, Howie Kave, Dick Jacobs, Mort Nasatir and Hal Buksbaum flew here from New York, while Bud Dant, Jack Sperling and Don Bagley repped the West Coast.

Carlton Inks Producer Duo

NEW YORK-Carlton Records is putting additional emphasis on the singles phas. of its operation. Prexy Joe Carlton stated the decline in singles sales has focussed attention on the importance of the juke box and one-stop as steady buyers of singles.

Or a related level, Carlton announced that he had concluded a Mills Music has published the deal with Lee Pockris, and Paul These are "Gee That's Bad," score. The disk will be available Vance, whereby the duo will pro- backed with "The Genie," by the duce disks for him. Publisher Sparks.

WLW-T Sets **Night Baseball** Colorcasts

CINCINNATI-At a gathering of local and Eastern RCA Victor color TV execs at Crosley Square here Monday (26), Robert E. Dunville, president of the Crosley Broadcasting Corporation, announced that color telecasts of night baseball and basketball will be initiated by WLW-T for the first time in the United States. Night color TV sportscasts were made possible, Dunville said, thru collaboration of Crosley and General Electric TV experts.

Successful color telecasting with normal night lighting was made possible, Dunville revealed, by the development of three handmade tubes so sensitive that they made special lenses used in the original experimentation more than adequate to pick up activity under normal night lighting for baseball. The tubes were made by General Electric at the suggestion of Howard Lepple, chief engineer for WLW-T.

At the gatherng here Monday, RCA Victor officials and members of the local press witnessed a night color TV film of Crosley Field, home of the Cincinnati Reds. Under normal lighting, the film revealed true colors and sharp and clear definitions.

Twenty-three Redleg baseball games at home will be televised in color and black and white by

(Continued on page 18)

Buddy Morris is to finance Pockriss and Vance in their venture. First sides have already been cut.



Also check your local distributor for: THE ETERNALS ON HOLLYWOOD HO-70 "Babalu's Wedding Day" THE BUDDY BRENNAN QUARTET ON WARWICK M-517 "Big River"

Distributed by United Telefilm Records, Inc.

MORTY CRAFT. PRESIDENT 701 SEVENTH AVENUE NEW YORK 16. N. Y.

Circle 5-4680

in stereo and monaurally.

TOPS CHRISTMAS \$1.49 LPs

L1645 — Christmas At Our House

L1676 - Let's All Sing Christmas

L1677 — Christmas With Kate

L1650 — Favorite Christmas Carols

L1525 — Christmas Favorites

L1600 - Christmas Chimes











and TOPS has something for everyone!

OFFERING THE BIGGEST CHRISTMAS RELEASE SCHEDULE IN ITS 12 YEAR HISTORY

TOPS

LOOK AT THIS GIFT LIST!

TOPS MAYFAIR STEREO \$2.98

GOLDENTONE 99c LP C4025 — Christmas Favorites

9654S — Christmas At Our House 9650S — Favorite Christmas Carols 9676S - Let's All Sing Our **Christmas Favorites** 9677S - Christmas With Kate

Christmas Time

TOPS 45 EP 99c

C4047 - Songs For

12-603X - Christmas Favorites

TOPS 7" KIDDIE RECORDS 25c

VX601 - Jingle Bells, Night Before Christmas

- VX605 Jingle Bells, Deck The Halls, First Noel

VX602 - Silent Night, O Come All Ye Faithful VX603 - I Saw Mommy Kissing Santa Claus, Santa's Toy Shop VX604 - Rudolph, The Red Nosed Reindeer

Ð 100% GUARANTEED SALE - DIRECT SALE TO ACCREDITED DEALERS. TOPS ... THE COMPANY THAT REVOLUTIONIZED THE INDUSTRY !- \$3.98 QUALITY FOR \$1.49 . FULL 40% MARK-UP ON ALL LP'S

A Division of Precision Radiation Instruments, Inc., 5810 S. Normandie

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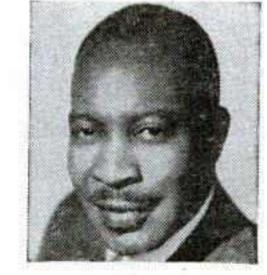
HANOVER #4538

JANE HARVEY



"THE LOVE I HAVE FOR YOU" c/w "The Ship Sailed" SIGNATURE #12017

JIMMY RICKS



"AT SUNRISE"

c/w "Goodnight My Love" SIGNATURE #12013

GEORGE CATES



"MY DARLING LAURA LEE" c/w "Come A-Waltzing Matilda" SIGNATURE #12016

EDDIE LAWRENCE



"THE DOCTOR'S PHILOSOPHER" c/w "Blackouts of 1984" SIGNATURE #12010

AARCH HALL, JR.



"KONGA JOE"

c/w "Monkey in My Hatband" SIGNATURE #12014

DEALERS — JOCKEYS — OPERATORS Contact your nearest Hanover/Signature Distributor

Hanover-Signature Record Corp.

119 W. 57th St. N.Y.C. 19 COlumbus 5-0650

MUSIC NEWS

16

3864 (这一个中国共同中国 **NOVEMBER 2, 1959**



Atco's Groovy tenor man in a fabulous instrumental

b/w RESTLESS GUITAR

Atco 6152 'Too Many' of Everything

Continued from page 3

v ille 26 per cent said sales were | burgh and Marks Music Shop of definitely up.

Percentage figures approximated this breakdown in all categories except EP's. In the latter case, 50 per cent indicated that business was about the same, but close to 40 per cent said EP sales were muci off the level of a year ago, with only 10 per cent showing an irsprovement in EP traffic,

Over-All Picture Good

Asked to indicate their general over-all level of sale: and profits as compared to last year in the period covered (August), the dealer presented an even brighter picture. In the case of sales, 32 per cent said the level was even with 1958 while 45 per cent noted a sales increase. Only 23 per cent said sales were off. With profits, the picture was virtually the same. In other words, almost 80 per cent of the more than 100 dealers covered reported both sales and profits as good as or better than in 1958.

As might be expected, many of the dealers centered their complaints on the three well-known dealer bugaboos, clubs, rack jobbers and discounters. Major diskeries were chastised for giving birth to clubs and for countenancing and encouraging the operations of racks and discounters with price concessons due to volume of purchases.

Regarding the matter of pricing, the Stiller Company of Green Bay, Wis., recommended that "records ers has been a big help," (Floyd's should be fair traded." Ambassa- Records, Ville Platte, La.); "Elimidor Radio and Records of Los Angele, said: "Manufacturers play improved my business and profit into the hands of discounters by picture," (McDonald Radio and

Milwaukee, both felt that clubs were primarily hurting classical sales of dealers. On the matter of stereo, a number of stores felt that the dual-channel disks had helped business. House of Music, Wichita Falls, Tex., indicated that "Stereo has become established and has definitely increased our sale of records." On the other hand, Wilson Music of Eugenc, Ore., pointed out that, "due to duplication of inventory caused by the stereo changeover, our turnover and profits are down." Baker's of Columbus, Ga.; reported that "45's and LP's are consistent but the early enthusiasm for stereo has died down."

Other Beefs

Other assorted grievances had to do with "too much rock and roll," (Herbert and Newby, Wichita, Kan.); "too many labels and radio station surveys," (El Rey Music, San Francisco); and the matter of return privileges, Kennedy Brownie of Maplewood, Mo., declared:

"The manufacturers used to have uniform return privileges. Now you have to buy a minimum of records to return at all. Dealers should be able to buy as few or as many records as they wish and have a 'percentage' return regardless of how few they buy. RCA is especially diffi ult in this respect."

Among those dealers reporting better conditions were such comments as these: "New talent and record promotions by manufacturnation of all pop singles has much allowing additional volume dis- TV, Minneapolis); "Wider variety,



157 W. 57th Street New York 19, N.Y. AICO

counts. Mercury doesn't do it but availability of low price monaural others are forcing the small man LP's and a continued demand for out of business." Two stores, Gardner's of Pitts- (Danbury Music, Danbury, Conn.)

rock and roll have all helped,"

... for dealers ...for manufacturers IN FULL COLOR EVERY MONTH IN THE BILLBOARD

One in a Series of Industry Personality Statements

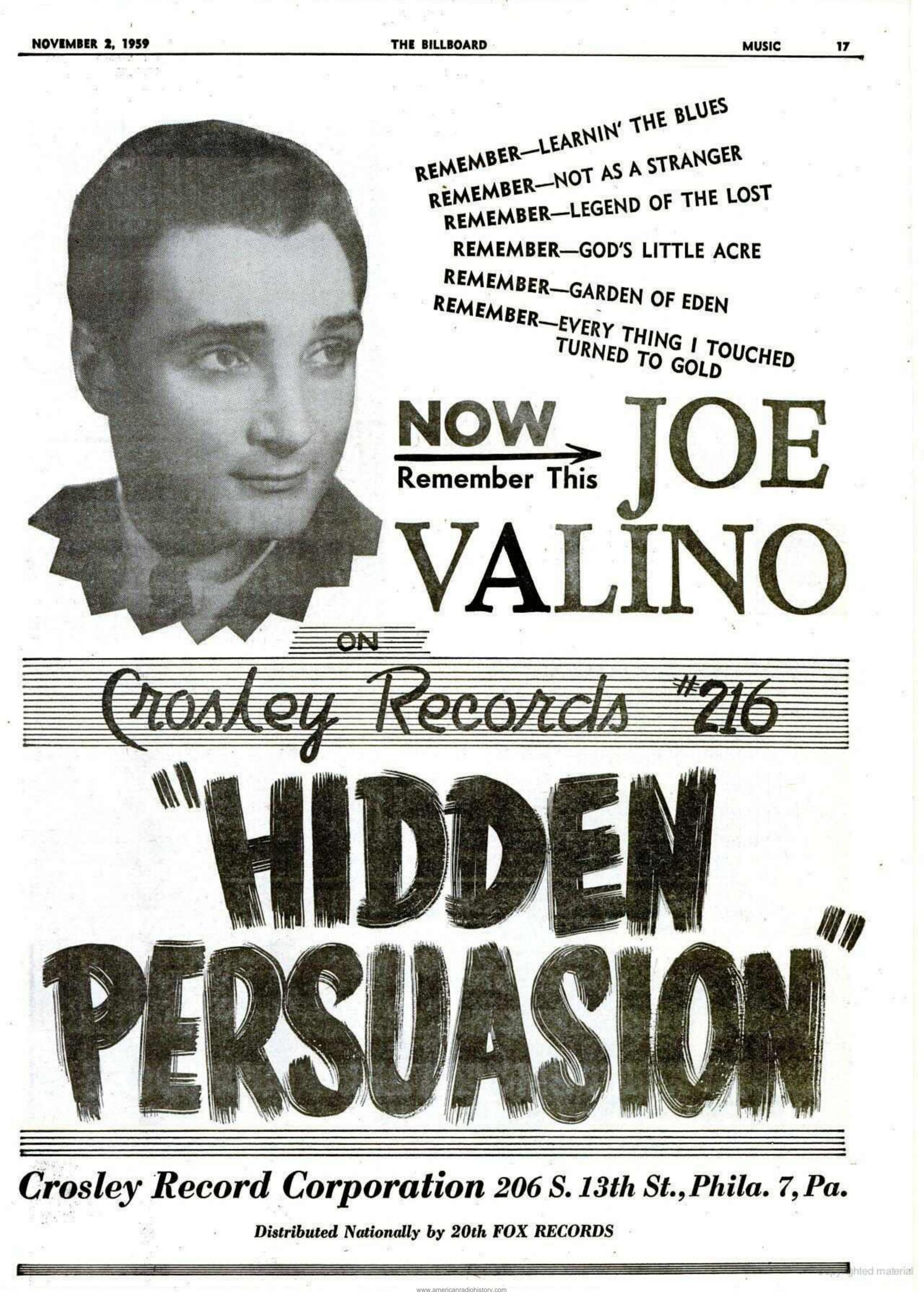
"I FIND IT difficult to look back at any single phase of my entertainment industry activities over the past 35 years without having a picture of BILLBOARD pop into my mind. It has been a much-needed and much-used information source during all of my associations with show business. And now, in my present capacity as Executive Director of Country Music Association, Inc., I find BILLBOARD as vital as ever-both to me, personally, and to anyone connected with country and western music and records."

HARRY STONE

Executive Director COUNTRY MUSIC ASSOCIATION Nashville, Tennessee



THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY



18

MR. DEALER: CHRISTMAS IN NOVEMBER!

Effective November 1stone month only-Vanguard offers 3 Prepack Deals on CREAM merchandise

Featuring: THE WEAVERS ERICH KUNZ-German University Songs MISCHA ELMAN ODETTA ODETTA CAROL CHANNING SPIRITUALS TO SWING--Carnegie Hall Concerts (with Basie, Goodman, etc.) PAUL ROBESON MARTHA SCHLAMME ALFRED DELLER and Many Other Artists

PREPACK NO. 1	
11 RECORDS for 10	-
List Price \$54.78	
Regular Dealer Price	\$33.99
Prepack Price	30.90
YOU SAVE	3.09
PREPACK NO. 2	•
29 RECORDS for 25	1
List Price \$144.42	
Regular Dealer Price	\$89.61
Prepack Price	77.25
YOU SAVE	12.36

PREPACK NO. 3

List Price \$298.80

Regular Dealer Price

Prepack Price

YOU SAVE

60 RECORDS for 50

VANGUARD

LEGIT REVIEW

'Along' Bright, Melodious Hit

There's a new hit musical on Broadway titled "Take Me Along," and the strong musical score and the name value of stars Jackie Gleason, Walter Pidgeon and Eileen Herlie should keep it running for a long time. And the original cast album of the score (on the RCA Victor label) should easily become a solid-selling item thru the Christmas season and for many seasons thereafter. The score, penned by Bob Merrill, is both bright and melodious, and there is a good chance that the title song, at least, could turn into a hit single recording.

"Take Me Along," is based on Eugene O'Neill's "Ah! Wilderness." The first act, except for the acting of Robert Morse, Eileen Herlie and Una Merkel, is more Broadway than O'Neill. But by the second act the show becomes less strident, the dancing less athletic and stars Jackie Gleason and Walter Pidgeon stop playing themselves and dig into the parts of Sid Davis, the continual failure, and Nat Miller, the understanding editor and father. Not that anyone minds Jackie Gleason being Jackie Gleason. He gets the biggest laughs and the biggest hands, just by being his usual affable, comic self.

Altho Gleason and Pidgeon provide the name power, it is the acting — and singing — of young Morse, as the romantic, intellectual youth, that pulls the musical back into proper focus as the O'Neill play. He is ably aided by Susan Luckey as his young sweetheart, and via the striking "Beardsley Ballet" by choreographer Onna White in Act II. Perhaps most important of all is Merill's score, which is not only one of the superior musical scores of the season, but fits both the show and the cast tastefully. The songs are tuneful and many are touching. Of them all (and there are 14 of them), "Take Me Along," "I Would Die," "Staying Young," "That's How It Starts," "Promise Me a Rose," "Little Green Snake," "Oh Please" and "But Yours," stand out.

"Take Me Along" is an enjoyable show. It is not another "My Fair Lady" (but then, what is?), but it is happy, and at times quite heart-warming musical. The dancing and singing of Gleason, Pidgeon, and the Misses Herlie and Merkel, and the chorus, plus the acting of Morse and Miss Luckey, add up to a satisfying evening. Bob Rolontz.

NIGHT CLUB REVIEW

L. I. Boite Offers Solid Talent

Harold Snyder's Golden Slipper at Glen Cove, L. I., is purveying some top entertainment for the residents of Long Island's North Shore and environs. Room is beautifully designed and the atmosphere is in keeping with the class neighborhood—

Order now from your local distributor. All orders will be shipped direct to you prepaid.

Albany: Leonard Smith Atlanta: Southland Boston: Music Suppliers of N.E. Buffalo: Tracy-Mitchell Charlotte: Mangold Chicago: M.S. Distributors Cincinnati: Hit Records

Cleveland: Cosnat Dallas: Baker Dist. Co. Denver: Pan American Record Supply Detroit: Jay-Kay District of Columbia: Schwartz Bros. El Paso: Sunland Supply

Hartford: Leslie Distributors Houston: H. W. Daily Los Angeles: Modern Memphis: S-W Distributing Miami: Tru-Tone Milwaukee: Garmisa of Wisconsin Minneapolis: Harold M. Lieberman Newark: Cosnat New Orleans: R & D New York City: Stanley-Lewis Philadelphia: ESB Distributors Phoenix: Sunland Supply Pittsburgh: Bill Lawrence Inc. Portland: B. G. Record Service -San Francisco: New Sound St. Louis: La Mar

\$185.40

154.50

30.90

VANGUARD RECORD SALES CORP. 154 W. 14th Street, New York 11, N. Y.

the spot drawing on nearby Manhasset, Great Neck, etc.

Star of the show caught last Tuesday is vocalist Bob Carroll, who proves once more that fine singing acts are not necessarily on hit records. Carroll displayed a lot of style and virile chanting, with the result that he virtually had to beg off after 10 numbers. Bulk of these were standards, many from Broadway show world, as "September Song," etc.

Another solid act on the bill is Dory Sinclair, blond commedienne, whose turn included gags, imitations and plenty of old-fashioned personality. A real pro.

Emseeing is Danny Davis, who is also maestro and trumpeter. Very solid. Paul Ackerman.

*

Indie Distribs Continued from page 3

to the growing problems of disk distributing. Move was spurred by the success distributors in San Francisco are enjoying since they recently b nded together.

Those attending the initial LA distributors association meeting included the aforementioned Mrs. Kurlan, Talmadge and Andrews, as well as Al Chapman (Modern), Jim Warren and Marty Shaw (Central Distributors), Al Lautaska and George Morty (Sun State), Abe Diamond (Diamond Distributors), Al Sherman (Record Sales), Mike Akopoff (A & A), Gordon Wolf (Sunland), Irv Shorten (Allied), and Milt Weiss (Milton's). George Hartstone (Hart) was unable to attend but is expected to join the association.

• Continued from page 14

WLW-T the coming season, 10 of which will be night games. Six University of Cincinnati basketball games will be beamed in black and white and color this winter.

Now in its third year of local colorcasting, WLW-T has more than doubled its number of color hour . now averaging 19 hours per week. This total is substantially increased with specials such as baseball, football, basketball and fashion shows from local department stores.

k b/w "Chilly Scenes of Winter," by Lucille Bassett.

• Continued from page 4

C.&W. Labels

Glendell Music, Fort Worth, has Artie Glenn as president; Darrell Glenn, vice-president, and Marvin Montgomery, secretary - treasurer. Artie Glenn is the writer of "Crying in the Chapel," a hit back in 1953, when his son, Darrell, first recorded it. The new record firm is slated to announce its first release soon, with "Crying" occupying one of the sides.

Joe Carlton Continued from page 4

added, "is that radio and record men understand each other — because their futures are linked."

Implicit in the entire problem of exploring programming and merchandising trends is the matter of maintaining the high status of records as home entertainment, the exec concluded.

FOLKWAYS RECORDS

WORLD'S LEADER IN

AUTHENTIC FOLK MUSIC

NEW HIGH FIDELITY RELEASES EVERY MONTH. Write or a complete catalog of 400 Longplay Record Albums in ETHNIC, AMERICAN, INTERNATIONAL, JAZZ, SCIENCE, INSTRUCTIONAL,

FOLKWAYS RECORDS

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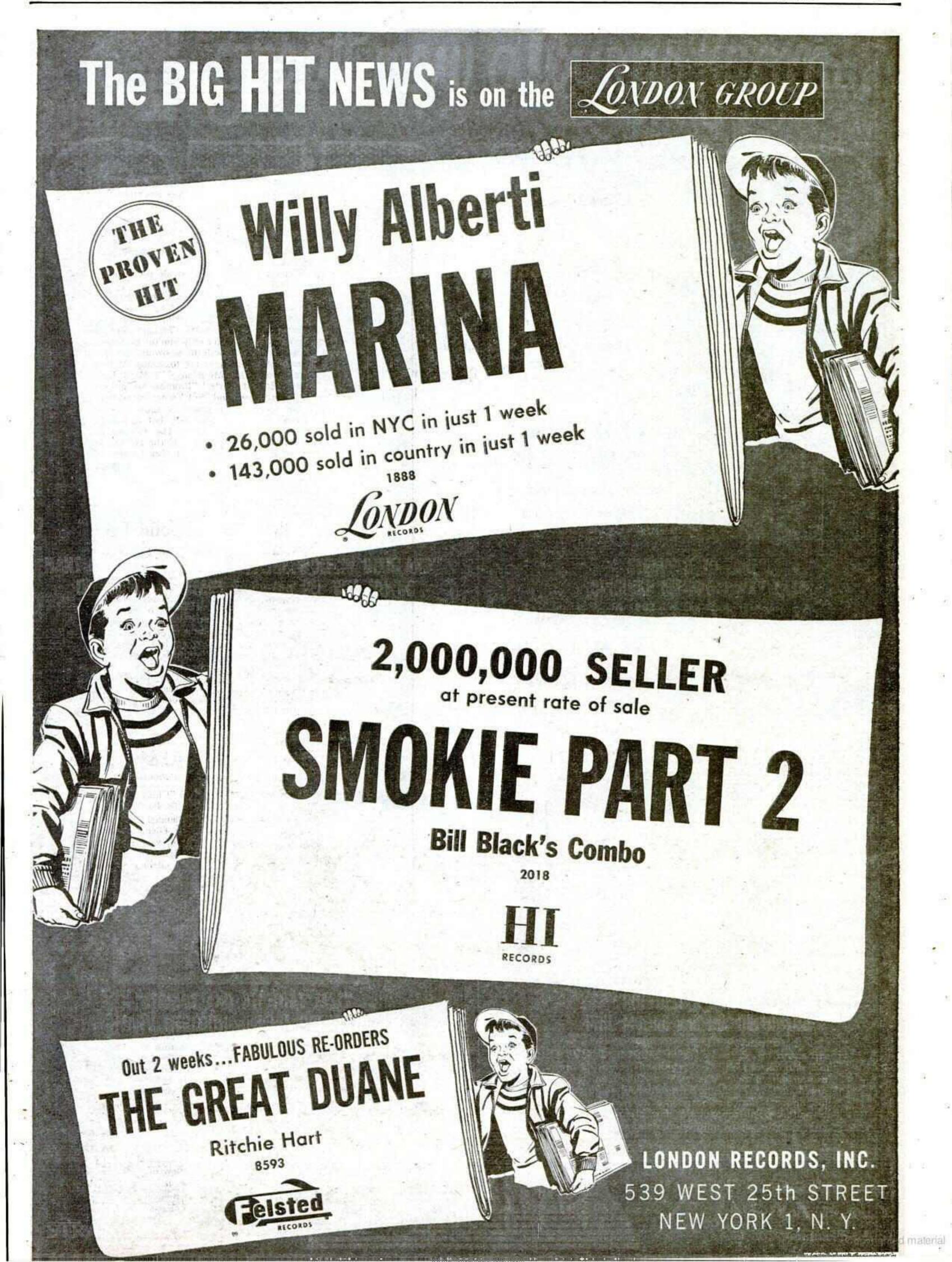
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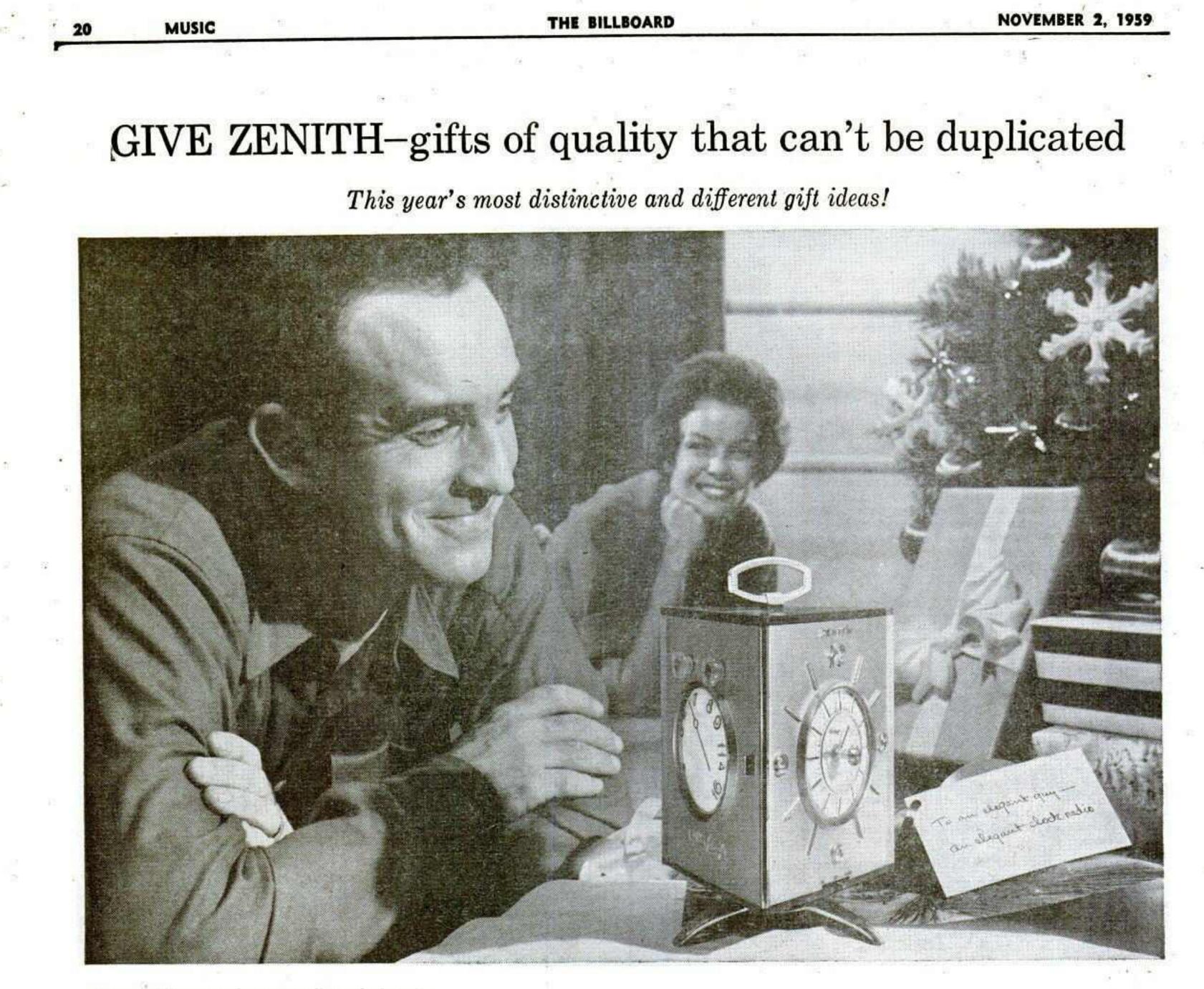
CHILDREN LITERATURE.

SN SH AND

THE BILLBOARD

19





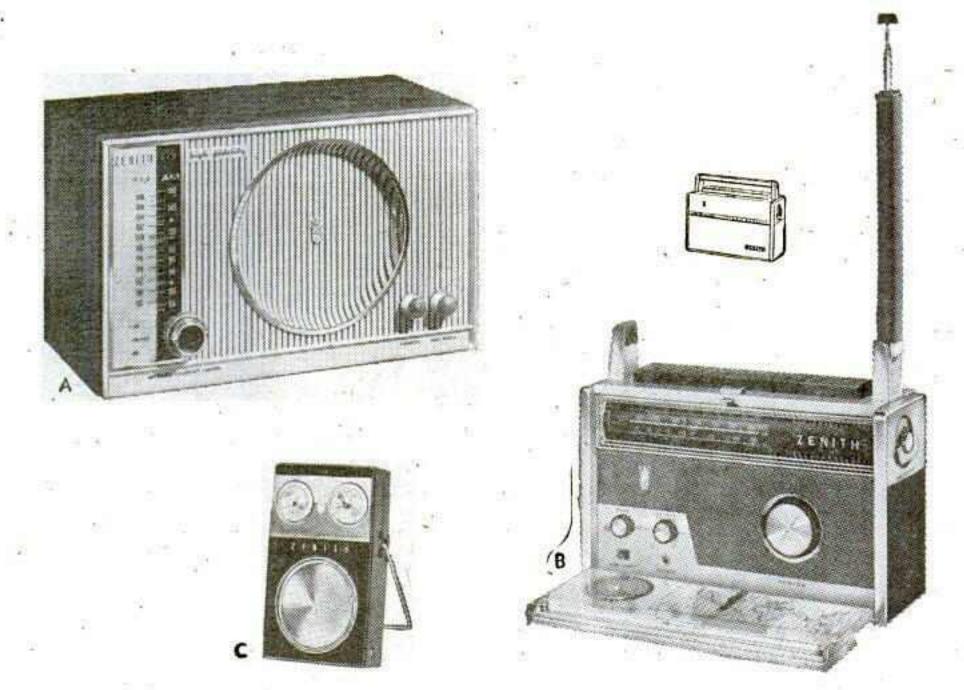
The world's most elegant cordless clock radio. Zenith's all-transistor Golden Triangle combines a sensitive Zenith long-distance AM radio with an imported clock of superb accuracy. Rotates at a touch; has three handsome faces. Gold color, satin-finished panels with 17 Karat gold-flashed trim. The Zenith Royal 950, \$150.*†

A. Perfect for music lovers-the world's finest FM/AM radio. True high fidelity FM music from two Zenith-quality speakers. Automatic Frequency Control assures drift-free FM reception. Long-distance AM chassis plus super-sensitive FM radio receives stations sharp and clear. In maple, light or dark walnut veneers and ebony color, Model C845, \$129.95*.

B. For the man who has everything—the world's most magnificent radio. Powered to tune in the world, Zenith's all-transistor Trans-Oceanic® radio is the smallest and lightest standard and band-spread short-wave portable radio ever made. Eight wave band Royal 1000, \$250.00*†. Royal 1000D adds ninth band for FAA weather broadcasts, \$275.00*.

C. The personal gift that goes everywhere. New design, new distinction in the world's most powerful pocket radio of its size! Up to 300% more sensitivity to bring in distant stations better than many similarsize pocket radios. New, improved speaker for richer, fuller tone. Nonbreakable nylon case in maroon, ebony color, or two-tone white and red. Zenith's Royal 500E, \$75.00*.

ZENITH QUALITY RADIOS START AS LOW AS \$19.95.*



ZENITH

The quality goes in before the name goes on



CORPORATION

CANADA LTD., TORONTO, ONT. The Royalty of television, storeophonic high fidelity instruments, phonographs, radios and hearing side, 41 years of leadership in radionic exclusively.

*Manufacturer's suggested retail price. Prices and specifications subject to change without notice, †Price includes batteries.

PHONOGRAPHS COMPONENTS

NOVEMBER 2, 1959

Audio Feedback By RALPH FREAS-

CARTRIDGE PROGRESS

Sometimes in talking to manufacturers in our industry, ideas spring out, lodge in the mind and refuse to be forgotten. This happened some months ago in a conversation with George Fraser, president of Astatic Corporation. They're the people who make phonograph pick-up cartridges among other things.

The hard-to-forget idea George Fraser tossed out is that improvements in pick-ups have been tremendous over the past 10-year period.

"Do you mean," we asked, "that the person with a 10year-old phonograph could improve its performance merely by replacing the original cartridge with its present day counterpart."

GET 'EM COLLECTING AGAIN

"Absolutely," Mr. Fraser said. "Cartridges have improved in every way. We've made tremendous advances."

Thinking in terms of dealer profit has become a habit with us and there seemed to be a logical extension of George Fraser's idea that could mean increased sales of records. Consider how many of your customers have a phonograph around the house that has been idle for a long time. They've gotten out of the habit of record collecting. Could they get the habit again if the quality of their phonograph could be improved at very little cost to them? It certainly seems worth a try.

Too, you may have many regular customers who have not-too-good phonos at home. You can do the customer a favor and sell a cartridge (plus service charge) at the same time.

AMOUNT OF PROGRESS

How greatly have cartridges improved in 10 years? Astatic throws out the following statistics.

"The typical cartridge of 10 years ago," Astatic claims, "had a limited frequency range. This frequency range and the smoothness of the response have improved dramatically. Whereas 10 years ago it had a response of 50 to 5,000 cycles per second (cps.), many of today's cartridges give smooth response over 50 to 15,000 cps. This enables the listener to get playback of higher frequencies in the groove.

Communications to 1564 Broadway, New York 36, N.Y.

Demo Gimmick

DETROIT — The Electromatic

Corporation here has introduced a

demontration unit for stereo disks

and tapes which requires no spe-

cial listening booths or store altera-

Called "Solo-Muse," the demon-

strator consists of a stand topped

with two flexible metal arms. A

New Stereo

For Stores

tion.

THE BILLBOARD

DO-IT-YOURSELF TIP FOR DEALERS

RADIOS

Make Your Own Stereo Console System; **Components Pkg. Real Sales Magnet**

By ROBERT ANGUS

NEW YORK - The high fidelity industry, in the past year or so, has learned several things about the high fidelity consumer. For one thing, most consumers are no longer hi-fi bugs. They're just ordinary people interested in listening to music. For another, it's the wife who makes the final decisions in hi-fi buying.

marketing methods. Manufacturers and a wonderful way of moving have found it necessary to make components. components more attractive and less complicated in order to move them. age is the cabinet. There are sev-Still others have added console eral firms making enclosures which

riety of components from which they must select a system.

Why not manufacture your own stereo console - complete with amplifier, tuner, record changer or tape deck, and speakers? Besides being somewhat easier to sell than a shelf full of components, a components package available at your store - and nowhere else - has tremendous merchandising possibilities. A good package can be a The result has been a change in good advertisement for your store,

The key to the components packmodels to their lines of amplifiers, are ideal for components packages,

Purpose of these two cost sheets is simply to show how costs work out on two systems. One is fairly expensive, the other is a moderately-priced, mono-now stereo-later rig. Prices are dealer cost for a minimum order of pieces as supplied by the manufacturer, his representative, or the Institute of High Fidelity Manufacturers.

	STEREO SYSTEM	RETAIL PRICE \$800
1	General Electric GC-7 Stereo Can	tridge\$ 15.00
	Glaser-Steers GS-77 Record Chang	
	H. H. Scott 310 AM-FM Tuner	
1	H. H. Scott Companion Amplifier	
	General Electric LH-12 Bookshelf	
1	Artizans of New England 505 cabi	net, assembled 70.00
	Cutouts - \$3.50 ea	
	cable, solder, zip cord	
		Dealer Cost \$531.00
	MONO ADD-ON SYSTEM	RETAIL PRICE \$450
1	Electro-Voice 26MDST Stereo Can	rtridge\$ 15.00
	Garrard RC 121 Record Change	



pair of Fibreglas cones at the end of the arms hold separate speakers which can be adjusted at either side of the customer's head for individual stereo listening. Each (Continued on page 24)

Harvey Radio Issues

21

TAPE RECORDERS

"Any necessity for electrical equalization or compensation has been eliminated, particularly the ceramic types. Another way cartridges have improved is in 'compliance,' i.e., their ability to respond readily to the characteristics of the record groove. No small factor is the improvement in design which has greatly reduced the mass and weight of moving parts. In this connection, it's important to remember that some of these parts have to respond to signals as high as 15,000 to 20,000 times a second."

PRESSURE AND THE NEEDLE

With today's lightweight pick-up and the reduced tracking pressure of arm, it seems hard to believe that 10 years ago cartridges required tracking pressures ranging up to 30 grams. (Some of today's stereo rigs use as little as two to four grams, while phonos go over 10 grams.) The reduced tracking pressure means much to the consumer in terms of record and needle wear. Life of the needle and the record has been greatly extended.

Industrial designers have reason to be appreciative of cartridge improvements. Their smaller size enables greater flexibility in styling tone arms and the sheels that hold the cartridges. Today's tone arms can be slender, streamlined and light in weight.

MATERIALS AND PRICES

Astatic's engineer, G. A. Morrell, Jr., points out that today's cartridges have benefited greatly from new materials and manufacturing techniques. Plastics, like molded nylon, fill needs of the cartridge designer better than previously used materials.

"In the field of adhesives," Morrell says, "the epoxies, known as 'miracle adhesives,' have made a big contribution to improvement of modern cartridges."

With all the changes in value that have taken place, cartridge prices are about the same or lower than they were. This contrasts with price changes that have taken place in many other products.

THROW 'EM AWAY

Morrell also makes a strong point of the fact that needle and cartridges are designed today as a single-assembly. This insures peak performance.

"Replacement of needles by the user," he said, "has been simplified by the introduction of plug-in cartridges. The entire cartridge and needle are replaced as a single unit.

"I find it difficult to see how renewal of the needle and cartridge can be made any simpler than it is with the plug-in types," he said.

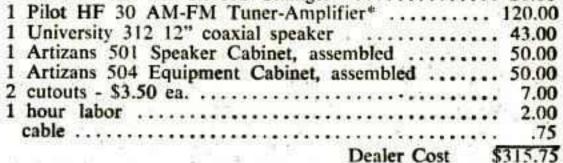
Catalog for 1960

NEW YORK - Harvey Radio Company, veteran audio outlet here, is distributing its 1960 catalog, called "The 1960 Hi-Fi Buying Guide." The catalog gives details on a wide variety of stereo and hi-fi equipment in all price ranges.

The book comprises 60 pages of electronic information and product listings with specifications. Copies are available by writing to the firm at their 103 W. 43d Street office.

GE Phonos Add Stereo **Console** Line

NEW YORK - General Electric has added stereo consoles with matching extension speaker system to its phonograph line. Production



· discontinued monaural model. Stereo model can be substituted at a later date.

NB: Individual components were not selected for particular excellence or for reasons of compatibility. They were chosen merely to give an idea of what a typical system would cost and how the dealer would price the resulting unit.

tuners or tape decks - manufac- among them General Electric, turers who a few years ago shud- River Edge, Wellcor, Electro-Voice dered at the idea of "all-in-one hifi."

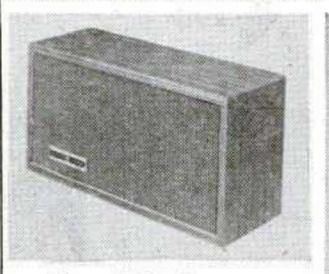
Lesson for Dealers

Dealers interested in moving their stock of high fidelity components can learn a lesson from the manufacturers, who have found (1) that customers - particularly the women - prefer an attractive cabinet to a shelf full of components and wire and (2) some customers are bewildered by the va-

and Artizans of New England. Or you can order them from a local cabinetmaker, built exactly to your specifications.

Artizans, for example, will even make the cutouts you specify, for an extra charge of only \$3.50 per cutout. Altho the company prefers to sell its equipment cabinets and speaker enclosures in kit form, unfinished, it will sell them com-

(Continued on page 62)

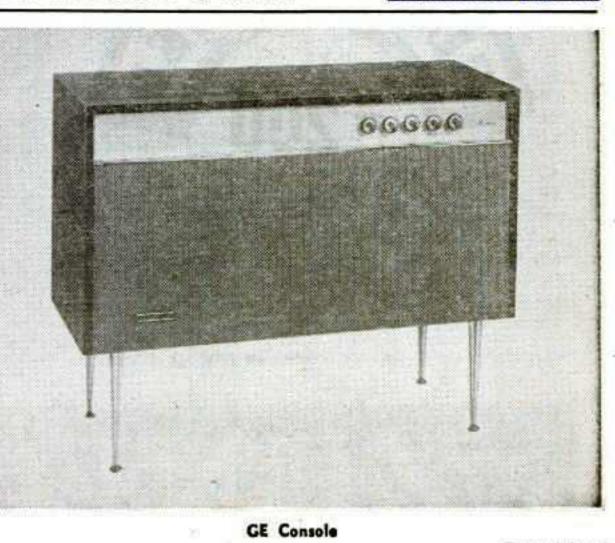


GE Speaker

is geared to hav the units in stores before the end of November.

The . nits are self - contained stereo and are available with or without AM-FM tuner. The twochannel amplifier packs 20 watts with an "effective frequency response" of 25 to 20,000 cps. Four speakers are arranged into two sys-





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THE BACK SEAF Paul Evans & The Curls



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Shack Offers **Bargains for Holiday Bugs**

NEW YORK - Radio Shack, Boston disk and audio outlet, has hit the mails with a jumbo, 40page, tabloid-size catalog that offers some interesting bargains for Christmas shoppers. Firm, of course, is a long-time mail-order outfit in addition to maintaining two retail stores in Boston and one in New Haven, Conn.

Inexpensive stereo cartridges are featured with a crystal-type tagged at \$2.99. Side by side on page 17 are two G-E stereo cartridges with a wide spread in price between them. The VR-227, described as "hum-free, triple shielded," carries a \$24.95 tag. The GC-7, on the other hand, is priced at only \$8.88.

What is termed a "Bogen Stereo Riot" on page 21, offers Challenger stereo amplifier and Challenger AM-FM stereo tuner at a combination price of \$149.95. The two units are the basis for four complete stereo systems that step up from \$224.95 to \$379,95. The \$224.95 system, for example, includes the above - named "Challenge" units with the Garrard RC-121-11, the G-E GC-7 cartridge and a pair of "Realistic Solo-II three-way speaker systems." "Realistic" is Radio Shack's house brand. All units are available with easy terms, 24 months to pay after a \$10 down payment.

Other features of the catalog are diamond or diamond - sapphire duals for \$3.49. Disks also are slashed in price with Westminster going for \$2.69, some Londons and Mercurys for \$1.49, Stereo -Fidelitys at \$2.19, Columbias at \$1.99 and Mercury stereos at

Jensen Demos Stereo Groove

NEW YORK - Jensen Industries, the replacement needle people, have come up with a groovey stereo demonstrator. It's a visual relief portrait of the difference between mono and stereo record grooves.

Most people, thinks Jensen, may b aware of what stereo is without having any idea of how the grooves create the two separate channels. Does the customer have to know? Jensen says it's good business if he does. The firm makes a sales point lighter side of classical music. out of the complexity of the stereo they argue that the needle has a Italien," "Carmen Suite," "Flederbe checked regularly for wear.

Jensen also uses the "topographic" demonstration to stress the notion that, in stereo, it's more important than ever to use a good quality needle.

High Spirits Newest A-D Bonus Tape

THE BILLBOARD

NEW YORK — Audio Devices is offering another bonus recorded tape to purchasers of their blank tape. Deal is the same as their recent "Blood and Thunder" promotion which the firm terms wildly successful." In the current bonus plan, however, the recorded tape will feature the somewhat

The new promotional recording groove. After noting that a stereo is called "High Spirits," and fea-set is "two phonographs in one," tures such works a "Capriccio dubbing techniques were used so th tape can be used by the wid-

DIRECT MAIL **PROMOTION IS** SLOW BUT SURE

NW YORK-Dealers who wonder if their direct-mail promotions are effective will be heartened by a report from Admiral Corporation.

Seems the firm sent out a mailing of the spring '55 to motel operators on a special television-air conditioner promotion. Returns came in for three or four months and gradually diminished to a trickle of replies, thereafter before stopping altogether.

The firm recently received a faded card from the promotion. It was dated October 15, 1959.

three versons are at 71/2 ips.

Recorder fans get the recording est possible audience. One is two- by buying the seven-inch reel of track stereo (one-half-hour playing "High Spirits" and a seven-inch reel has produced only the cartridge time), another is four-track stereo of 11/2 mil acetate Audiotape at and cartridge type needles. Firm (one hour) and the third is two- regular blank tape price, plus \$1.

E-V to Bow **Power Point Needle Line**

AUDIO NEWS

BUCHANAN, Mich. - Electro-Voice, major name in the component field (cartridges, speakers, microphones), is set to increase its scope by bowing , complete line of Power-Point cartridges and needles. Altho the firm's officials wouldn't confirm the report, it is believed that the new product's debut will take place November 15.

Report is that the '-V cartridge and needle line will be the biggest ever offered by any one manufaclot more work to do and should maus Waltz," etc. Three different track monaural (an hour also). All turer and that it will cover the entire field of replacement needles .nd magnetic and Power Point type cartridge needles. Up to now, E-V

(Continued on page 63)



\$2.99.

New Ampex Audio Control

NEW YORK - Ampex Audio has a new audio control centerpreamplifier (Model 403) for use in any component system. Unit, with a convenient set of push-button controls to select program sources, is consumer tagged at \$159.50.

The program selection buttons are labeled "AM," "FM," "Tape," "Phono." and "Ext." The "Ext" button is for use with TV tuner or microphone. A second row of three converient "in-out' button controls enable the user to switch from stereo to mono, to switch from "listen" to "record," and for "channel reverse."

In addition, the 403 has four totary controls: loudness, bass, treble and "on-off." The loudness control is catual dual with two concentric shafts controlling separate adjustment of either channel.

The unit comes uncased for built-ins or with hardwood cabinet (walnut or unfinished) for open or shelf mounting.

Donohue Appointed **ORRadio Ad Manager**

NEW YORK-Charles Donohue is the new ad manager of ORRadio Industries, makers of Irish Brand tape. No newcomer to the audio field, Donohue worked for Gray Manufacturing as ad and sales promotion manager.

In his new post, Donohue will handle all of the national advertising for the firm. Current program calls for a series of ads featuring Irish Brand tape being used on name brand recorders. Direct mail and point-of-purchase material is now in the works and will be developed by Irish's new ad boss.

Donohue attended Yale. He will headquarter in Opelika and reside in nearby Auburn

ASTATIC

AS EASY AS CHANGING A LIGHT BULB . NO INSTALLATION OR SERVICE PROBLEMS

You've had the message by now-that millions of plug-in phono cartridges have already been sold . . . that Astatic Plug ins represent a tremendous multi-million dollar replacement marker . . . and that THE ONLY COMPLETE, SINGLE SOURCE PLUG-IN LINE ON THE MARKET IS ASTATIC'S!

So why not use the message? Act now to cash in on this RICH and SKY-ROCKETING MARKET. Get into the plug-in business and get into it all the waynever missing a single sale-with THE COMPLETE ASTATIC PLUG-IN LINE.

EASY, AUTOMATIC SALES WITH ASTATIC MERCHANDISING PACKAGE

You sell from this plastic display-merchandiser which is pilfer-proof, holds an assortment of a dozen cartridges. Information under each cartridge tells the customer which model he needs. Colorful, attractive window card -tree of charge-tells em you've got em!

CALL YOUR DISTRIBUTOR OR WRITE FOR FULL DETAILS

CORPORATION, CONNEAUT, OHIO CANADA: CANADIAN ASTATIC LIMITED, TORONTO, ONTARIO EXPORT SALES: ROBURN AGENCIES INC., 431 GREENWICH ST., N. Y. 13, N. Y., U. S. A.

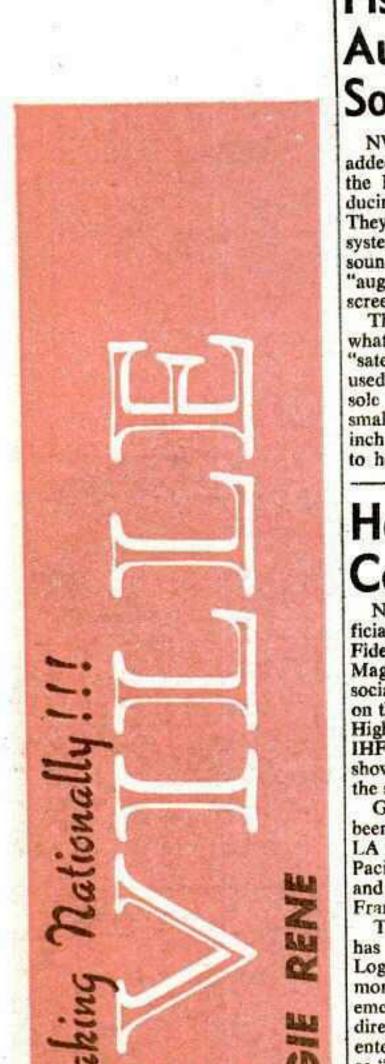
GO BY BRAND -GO BUY ASTATIC

A MODEL FOR EVERY APPLICATION - STEREO OR MONAURAL - DIAMOND OR SAPPHIRE TIP.

pyrighted material

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NOVEMBER 2, 1959



Fisher Intros Augmented Sound System

NW YORK-Fisher Radio has added a couple of new terms to the high fidelity lexicon in introducing their WS-1 speaker system. They describe the results of the system's use as "wide-surround sound." It provides, Fisher says, "augmented stereo" and "widescreen theater sound."

The WS-1 system is actually what dealers have come to call "satellite speakers," small units used in conjunction with a console type speaker. The WS-1 is small. The speaker used is a 10inch oval type in an enclosure built sides. They are tagged at \$49.50 to hold the speaker and little else.

Enclosure dimensions are approximately 12" x 4" x 41/2". Here's the way Fisher describes "wide surround sound." "By plac-

ing a WS-1 on either side of the tain of sound but curved, totally surrounding the listener (as in a theater).

"The sound of the console will 757,000 a year ago. have been expanded, not merely in width but in depth as well." According to Fisher Sales chief, J. J. Parks, the purpose is to "knock out the point source of facing speakers" - a condition that 40 cents in 1958. exists in listening to an ordinary radio or phonograph with a single cited TV set design advances and speaker.

mahogany or teak.

Big Upsurge in Admiral Profits

NEW YORK - Raw figures listening area (and closer tc it than reported by Admiral on sales and the main speakers) the augmented profits for the first nine months stereo sound pattern will be heard of 1959 show a strong upward not merely as a straight line cur- surge. The electronics - appliance firm reports an 18 per cent increase in sales. Profits before taxes were \$4,900,000, compared to \$1,-

> Profits after taxes were \$2,371,-000 this year and \$947,000 in the same nine-month period a year ago. Per share earnings were equal to 99 cents this year as opposed to

Admiral prexy, Ross Siragusa, the fact that their new seven tran-The WS-1 is finished on all four sistor pocket radio is doing nicely against Japanese competition. The

and come in walnut, cherry, report said nothing about stereo phono production and sales.

New Line Catalog By Telectrosonic

NEW YORK-A full color catalog of their 1960 line of tape recorders is now available from Telectrosonic. The catalog gives design features, specs and what the firm terms "easy sell" features on both the Trophy and low-price Trendsetter series.

One page is devoted to the Telectro lines of stereo tapes. They are four-track, 71/2 ips exclusively and are customer-tagged at \$4.98. Another page is devoted to Telectro accessories - microphones, adaptors, patch cords, etc.

Copies of the catalog are free to dealers. Write Telectrosonic, Dept. BB, 35-18 37th St. Long Island City, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

COSNAT **OPENS IN** CINCINNATI

america's largest independent record distributor

Hassle Off on **Coast Shows**

NEW YORK-Alright, it's official now. The Institute of High Fidelity Manuf cturers and the Magnetic Recording Industry Association have both issued reports on the settlement of the West Coast High Fidelity Music Shows. The IHFM will run the Los Angeles show and the MRIA will sponsor the show in San Francisco.

Get the dates straight. They've been changed often of late. The LA exhibit takes place in the Pan Pacific auditorium, January 13-17, and the Cow Palace show in San Francisco is set for January 23-26.

The sponsorship of the SF show has an interesting wrinkle. James Logan, principal antagonist in the months-long hassle with the IHFM emerges as the show's "executive director," while the MRIA, which entered the fray as arbiter, emerges as "sponsor" of the event. Trade observors note that both factions will probably try to out-do the other r promoting and putting on the fancier show. Can't do anything but help business on the Coast, however, they note with much satisfaction.

5003 Z LBUM #

HOLLYWOOD

Novel Needle Sales Promo

NEW YORK - A browser-box gimmick to hypo diamond needle sales is being shipped to their dealers by Transcriber Company, maker of Puli brand diamond needles.

The gimmick consists of a series of colorful browser box cards, the size of an LP, which can be slipped in a dealer's disk stock. Firm figures they'll get high readership there, in addition to a degree of surprise value.

There are two cards with a different message on each side - four sales messages in all. They carry such appeals as "diamond needles are thriftier," "are you killing your sound," "safeguard your sound," etc. Text gives the complete story of what a diamond needle means in terms of value, safety and other factors. A blank space is left open for dealer pricing of the product.

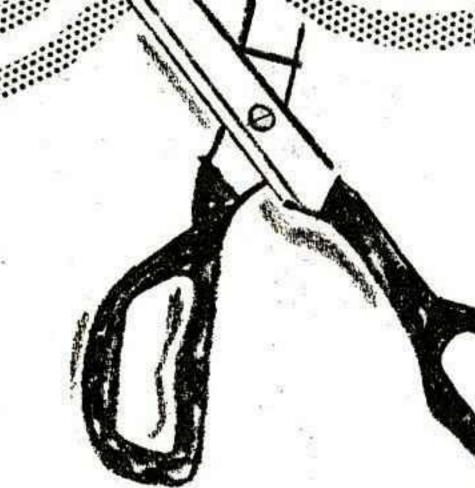
The browser-box card are available thru Transcriber reps or directly from the firm's Attleboro, Mass. headquarters.

Demo Gimmick Continued from page 21

unit has its own volume control knob with which the customer can adjust level for comfortable listening. The Solo-Muse frees the dealer or his sales people for other duties while the cutomer listens.

The firm points out that the Solo-Muse occupies little (minimal) space, is completely portable and compact. Volume can be increased "without distortion," says the manufacturer, for group listening, dancing or background music.

Mr. Record Dealer Mr. Record Manufacturer COSNAT TAKES PLEASURE IN ANNOUNCING THE **OPENING OF ANOTHER** BRANCH TO BETTER SERVE YOU-THE RECORD INDUSTRY WITH THE BEST IN RECORDS.



WITH CINCINNATI IN OUR FOLD . . . COSNAT IS NOW ABLE TO TAKE CARE OF 30% OF THE **RECORD BUYING MARKET.**

NOW SIX BRANCHES TO SERVE YOU

NEW YORK

315 West 47th St. PL 7-8140

NEWARK

415 Halsey St. MArket 3-8752

PHILADELPHIA

1343 Cumberland St. BAldwin 5-7428

DETROIT

3727 Woodward Ave. TEmple 3-4700

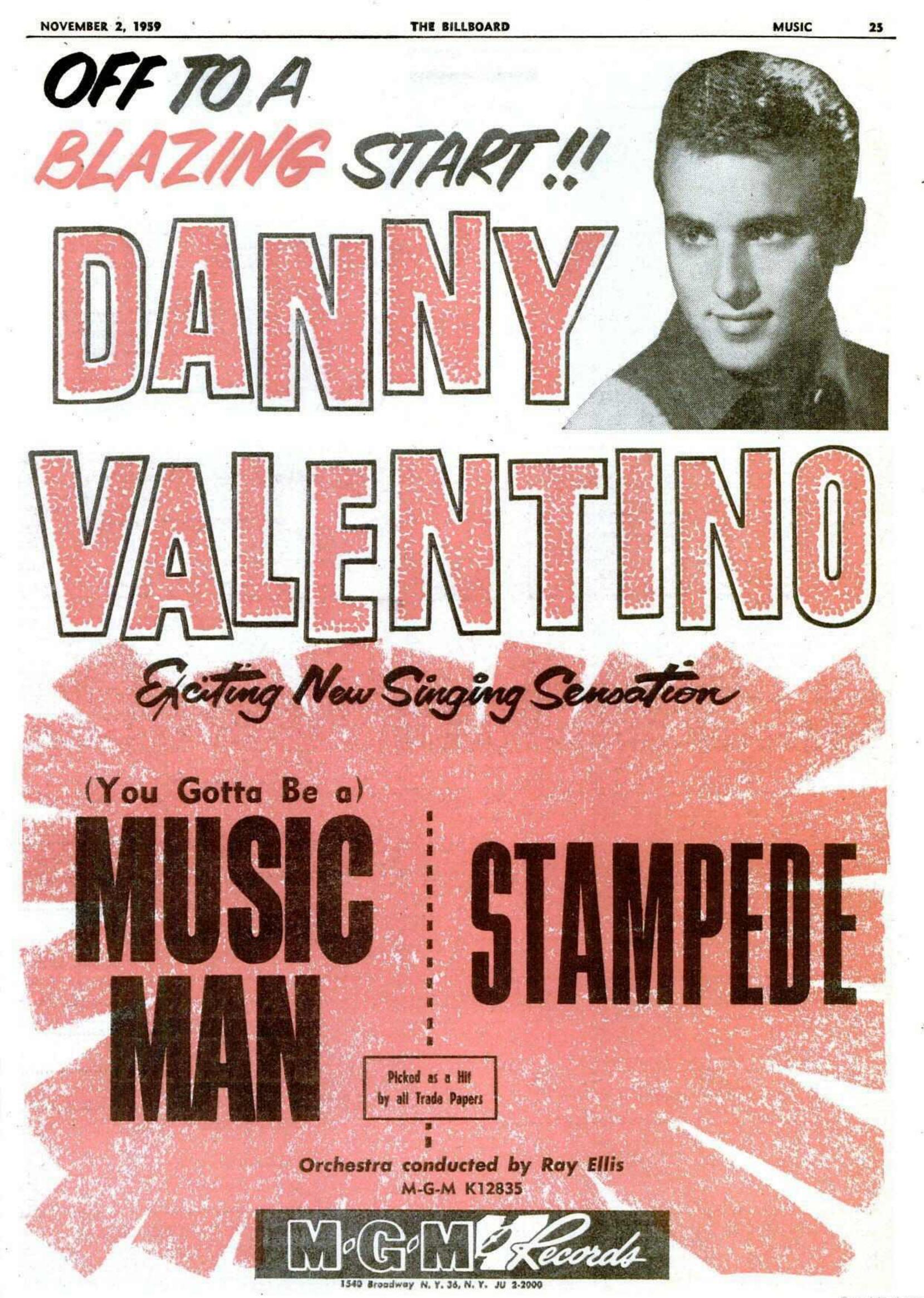
CLEVELAND 1233 W. 9th St. TOwer 1-6344

CINCINNATI 27-29 West Court St. CHerry 1-5200

COSNAT DISTRIBUTING CORPORATION

315 West 47th St., N. Y. 36, N. Y.

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MUSIC FEATURES

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THE BILLBOARD

NOVEMBER 2, 1959

VOX JOX

CLARK CARAVAN: There were conflicting reports last week about exactly what happened to the Dick Clark Caravan of Stars show October 28 in Kansas City, Mo. Newspaper reports claimed the stageshow—which travels without Clark—was stopped by police when 30 fights broke out in the auditorium. On the other hand, Paul Anka, one of the bill's headliners, insists that the fights took place at a dance following the show, and that the performers had finished their acts and left.

At any rate, GAC reports that the tour will continue as scheduled since the show has never run into any trouble in any of its preceding 41 dates. Clark decided not to play Minneapolis following the local police chief's statement that he would attempt to ban the performance because he feared a repeat of the Kansas City melee.

CHANGE OF THEME: Geoff Edwards is new programming chief for the new all-jazz outlet, KFBM-FM, San Diego, Calif. He will also emsee a show, tagged "Jazz on the Rocks."... Bill Gordon has left WJW, Cleveland, and is now doing a daily hour and a half show over WEWS, same city. He also operates a cocktail lounge on the East Side.

Roy Freezer, production assistant at WNTA, Newark, N. J., will emsee a new teen show, "Raving Roy Freezer's Golden Sounds," featuring rock and roll records which have sold a million... Former deejay Hugh Cherry is now doing free-lance TV commercials and acting on TV. He will appear in a forthcoming segment of ABC-TV's "Bourbon Street Beat."

Ron Bailie, formerly with KOVO, Provo, Utah, has joined KJR, Seattle.... New program director of WKMH, Detroit, is Larry Fischer.... Barry Kaye has left KLAC, Los Angeles.... Mort Crowley is joining WADO (formerly WOV), New York.

Bryce Bond, WNOR, Norfolk, has started a new show, "Spotlight" featuring "everything from classical to pops, but "no r.&r., rhythm and blues or hillbilly music." Bond recently played the title role in a local production of Bernard Shaw's "Don Juan in Hell."

Erberto Landi starts a daily 12:20-12:30 p.m. Italian music show over WHOM, New York, this week. The program will spotlight record imports—both vocal and instrumental — from Italy. It will be conducted in Italian by Landi.... Randy Hall, KDKA, Pittsburgh, is by-lining a new record column in The Village Newspaper.

Betty Luzzi, secretary to veteran deejay Peter Potter for the past four years, has replaced Virginia Warwick as record librarian of KHJ, Hollywood.... New station WBIC, Bay Shore, Long Island, N. Y., is headed by Prexy Maurice (Red) Weiss. Staffers include Bill Thorpe, formerly with WGBB, Freeport, N. Y.; Bob McGonagle, ex-WBAB, Babylon, N. Y., and Bob Lewis, formerly with WGLI, Babylon, N. Y. Lewis also serves as program director.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Comstock Blazing With 'Tennessee Waltz'

Tennessee Waltz is again proving a hit vehicle. This time the evergreen has afforded Bobby Comstock with a chart platter.

Comstock, who recently turned 16, was born in Ithica, New York. At age six he was already an accomplished star and was appearing on radio shows in up-State New York. The handsome chanter stands 5'11", weighs 160 lbs., and has greer eyes and brown hair.

His main hobbies are all connected with music. He is also a sports enthusiast, and is especially keen on swimming.

Signed by Blaze prexy, Herb Abramson, Comstock's initial release "Tennessee Waltz," is currently number 57 on the Hot 100. He will appear at the Brooklyn Fox Theater this Christmas as part



DISTRIBUTOR NEWS

- By HOWARD COOK -

CHICAGO: Karen Lundquist of our Chicago office sends the following distrib doings. Top three at Capitol are "Talk to Me" by Frank Sinatra, "Mighty Low" by Milt Buckner and "I Ain't Gonna Lead This Life No More" by Dean Martin. Columbia's tops are "Heartaches By the Numbers" by Guy Mitchell, "Battle Hymn of the Republic" by the Mormon Tabernacle Choir and "If I Give My Heart to You" by Kitty Kallen. United's pop division lists "The Clouds" by the Spacemen on Alton, "Tennessee Waltz" by Bobby Comstock on Blaze and "Goodbye, Little Darling" by Johnny Cash on Sun. Strongest r.&b. sellers at United are "Ooh-ee, Baby" by Albert King on Bobbin, "I Cried Like a Baby" by Nappy Brown on Savoy and "Sugar Mama" by B. B. King on Kent.

Strongest items at James H. Martin are "Deck of Cards" by Wink Martindale on Dot, "(It's No) Sin" by Billy Vaughn on Dot and "Marina" by Willy Alberti on London. Music Distributors, Inc., reports strong action on "Danny Boy" by Conway Twitty on M-G-M, "Alice Blue Gown" by Leroy Holmes on M-G-M and "Reville Rock" by Johnny and the Hurricanes on Warwick. Coral lists "Have a Nice Weekend" by the McGuire Sisters, "I Surrender Dear" by Nick Noble and "Talk That Talk" by Jackie Wilson on Brunswick. Strongest RCA Victor disks are "Oh, Carol" by Neil Sedaka, "Don't You Know" by Della Reese and "Battle of Kookamonga" by Homer and Jethro.

Decca reports strong sales for "Just As Much As Ever" by Bob Beckham, "Why Don't You Believe Me" by the Kalin Twins and "Joey's Song" by Bill Haley and His Comets. Mercury's winners are "So Many Ways" by Brook Benton, "Unforgettable" by Dinah Washington, "Smooth Operator" by Sarah Vaughan. Hottest sellers at MS Distributors are "Always" by Sammy Turner on Big Top, "The Hunch" by Bobby Peterson on V-Tone and "We Got Love" by Bobby Rydell on Cameo. All-State has "I've Been Around" by Fats Domino, "Some Kind-A Earthquake" by Duane Eddy on Jamie and "Dance With Me" by the Drifters on Atlantic. Strongest items at Chicago manufacturers are "Say Man" by Bo Diddley on Checker. "The Hunch" by Paul Gayten on Anna and "Bad Girl" by the Miracles on Chess.

CLEVELAND: Harry George of the First National Record Distributing Company writes that "I Don't Know What It Is" by the Bluenotes on Brooke is getting action. The disk is now being handled nationally by First National. George reports a strong response in several areas for the disks. George lists the following best-sellers for Head Distributing, Inc.: "Say Man" by Bo Diddley on Checker, "Sparkling Blue" by Jerry Paul on Great, "Shimmy Shimmy Ko Bop" by Little Anthony and the Imperials on End. "A Lover's Plea" by Mack Vickory on Gone. Top LP's are "At the Penthouse" by Ahmad Jamal on Argo and "Go Bo Diddley" on Checker.

NEW DEANE CONTEST: Buddy Deane, WJZ-TV, Baltimore, is sponsoring a contest to find the best jitterbug couple in Maryland. Contestants must be non-pros between the ages of 14 and 19 and enter as couples. If any acrobatics are performed during contest, girls must wear slacks. After preliminary auditions, contestants will appear on the Deane show daily. Six weekly winners will be chosen and these six will appear on the show the seventh week of the competition. In the eighth week, home viewers will be asked to vote, via the mail. Winner will be announced on the Saturday of the eighth week. Cash prizes range from \$100 to \$25.

THIS 'N' THAT: T. J. Johnson, formerly with the Mutual Broadcasting System, is now syndicating his own deejay show to more than 25 stations.... Station KICN, Denver, has switched to a "better music" format, and is placing "much less emphasis on rock and roll." In the future KICN and her sister stations in the Star chain (KISN, Portland, Ore.; KOIL, Omaha) will air more albums and show tunes.

Star veepee **Bill Stewart** says he thinks that r.&r. shows have been "getting out of hand and should be down-graded." Interestingly, Stewart was national program chief of the Storz Radio chain until last June. The Storz outlets, of course, spotlight top pop hits, including r.&r.

FAN MAGS: In line with our Page 1 story in last week's Billboard re. fan magazine coverage of the music business, deejay Roger Davison, WJBO, Baton Rouge, La., is featured in a recent issue of Movie Life. The article is part of a regular "America's Greatest Disk Jockeys" series. At the end of the year the mag will invite readers to select a "Disk Jockey of the Year," via ballots which will appear in a forthcoming issue.

Also relative to the fan mag story, Joe Cal Cagno writes: "Just for the record — I'm the first fan mag writer, as far as I know, to give space to the local deejays and newcomer disk artists. Started 'way back in '49, after a tough battle getting my publisher to see my way. The thinking at that time was that deejays on the local level were of no interest to national readership, so of no value to the mags. The same feeling existed in regard to new talent. Belief and practice was to feature only top Hollywood boxoffice cats.

Cal Cagno continues: "At that time I was pushing deejays, newcomers and giving away Johnny Ray albums, Eddie Fisher phone calls, etc., and all the jazz that you mention as hot today. At one point I had about 6,000 letters in one month, so they were reading out there. About the one-hit wonders who bomb second time out, there is a parallel hazard in the deejay who, after you give him a tremendous send-off in print, gets fired, or changes to another station before you hit the stands. Quite discouraging."

High School U. S. A. Scores for Facenda

Tommy Facenda was born in Portsmouth, Va. He has blue eyes, light brown hair, weighs 175 pounds and stands 5'11" tall.

While attending high school in Portsmouth, the warbler excelled in athletics and singing. He received his high school letters for basketball and football. He also was a member of the school glee club.

He was discovered by Frank Guida, who penned "High School U.S.A." hi current hit. The tune had to be recorded a total of 36 times as it mentions various local high schools.

YESTERYEAR'S TOPS-The nation's top tunes on records as reported in The Billboard OCTOBER 30, '954 1. Hey, There 2. This Ole House Skokiaan 4. If I Give My Heart to You . 5. Sh-Boom 6. I Need You Now 7. Hold My Hand 8. Papa Loves Mambo 9. High & Mighty 10. Little Shoemaker **OCTOBER 29, 1949** 1. You're Breaking My Heart 2. That Lucky Old Sun 3. Jealous Heart

4. Slipping Around

- 5. Maybe It's Because
- Someday (You'll Want Me to Want You)
- 7. Room Full of Roses
- 8. I Can Dream Can't I
- 9. Don't Cry loe
- 10. Some Enchanted Evening

BALTIMORE: Bernie Block sends word that "Marina" by Rocco Granata and "Every Little Thing I Do" by Dion and the Belmonts on Laurie are big. United Artists is cooking with "You Got What It Takes" by Marv Johnson, "Everybody's Going" by Eddy Holland and "Til Walk the Line" by Don Costa. Epic has "A Great Romance" by Roy Hamilton. "Can't Make It By Myself" by Billy Lamont on Okeh is showing. Other platters that are getting strong sales include "The Clouds" by the Spacemen on Alton, "Midnight Stroll" by the Revels on Norgolde, "There Comes a Time" by Jack Scott and "Starry Eyed" by Gary Sties on Carlton and "How Will It End" by Barry Darvell on Colt 45.

WORD FROM WARNERS: Don Graham, Warner Bros. Record Sales Corporation in Burbank, Calif., writes that his best sellers are "Take Me Along" by Lonnie Satin, "Road Hog" by Johnny Zorro, "Kookie's Love Song" by Edd Byrnes and the Mary Kaye Trio and "Dreamy Doll" by Bob Luman. Strongest LP's are "The Baron Plays Bourbon Street Beat," the original music from the TV show, "Barker Is In" by Warren Barker, "Spike Jones in Stereo" "John Scott Trotter's Music Hall" and "Captivation" by the Outriggers.

A cute card from Ben Bartel of Warner Bros. Sales Corporation in Albany, N. Y., informs us that there is action on "The Love of Two" by Roger Smith, "Kookie's Love Song" by Edd Byrnes and the Mary Kaye Trio and "Take Me Along" by Lonnie Satin. Bartel reports that album business is booming and that there has been a terrific response to Warner Bros.' new Christmas packages.

SEATTLE: Jerry Dennon of C & C Distributors writes that the firm's strongest newer platters include "The Big Hurt" by Toni Fisher on Signet, "Gonna Go Round" by Darrell Howe on Jamie, "We Got Love" by Bobby Rydell on Cameo, "Tve Been Around" by Fats Domino on Imperial, "Midnight Stroll" by the Revels on Norgolde, "There's a Girl" by Jan and Dean on Dore and "Can't Go On" by Dallas Frazier on Jamie. Strongest albums are "Let's All Sing With the Chipmunks" and "Exotica, Vol. 3" by Martin Denny on Liberty.

NEW YORK: Evelyn Cornell of Cosnat lists "Dance With Me" b-w "True, True Love" by the Drifters on Atlantic, "Tennessee Waltz" by Bobby Comstock on Blaze, "Torquay" by the Fireballs and "Crying in the Chapel" by the Orioles on Josie. "Uh! Oh!" by the Nutty Squirrels on Hanover is taking off. Strongest LP is "The Paragons Meet the Jesters."

PHILADELPHIA: Shirley Rubin of Cosnat reports action on "Tennessee Waltz" by Bobby Comstock on Blaze and "High School, U.S.A." by Tommy Facenda on Atlantic.

- DISTRIB DOINGS: Roberts Record Distributors in St. Louis and Memphis Record Sales Corporation in Memphis are now handling M-G-M Records.

THE BILLBOARD

MUSIC FEATURES

29

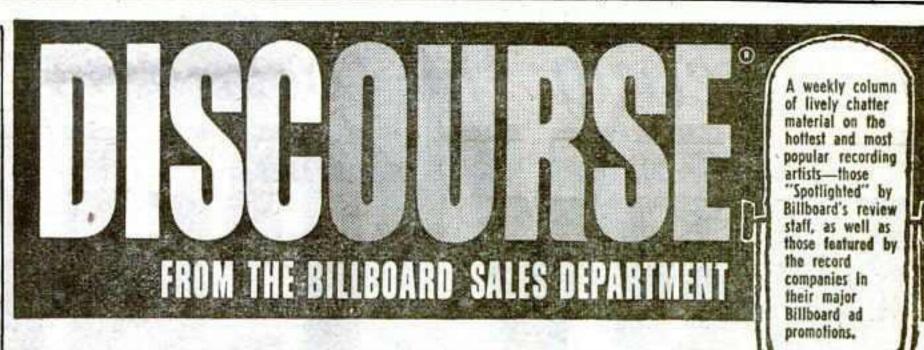
MUSIC AS WRITTEN

New York

Aldo Cicognini has been signed to compose the music for the Paramount Picture "Bay of Naples." ... Guy Lombardo will not appear at the Roosevelt Grill in New York this coming season. He intends to keep the band out on the road this winter... Noel and Joe Sherman wrote the piece of special material which gets loud applause from the audience when Nat Cole sings it at the Copa in New York. It is titled "Mr. Cole Won't Rock and Roll." ... Gigi Gryce and Lou Donaldson are leading their quintets at the Five Spot in New York these days.... Rondo Records has signed thrush Gig Durston.... Gisele MacKenzie has signed to wax kiddie material for Cricket Records. She will continue to cut pop material for Everest. ... Bill Downs is now managing the Jackson Sisters and Walt Chiles.... Serena Shaw and David Martin have formed a new ASCAP firm, Aneres Music.

The Cleveland Orchestra will resume its radio broadcasts over CBS Radio starting December 20, every Sunday afternoon. . . . Vaughn Monroe will star in the three-week show to be put on for the R. I. Case Company Convention at the Americana Hotel in Miami starting December 4.... Adonis Records, new label helmed by Joe Gotterfried, Ivan Ellis and Sylvan Epstine, has signed Jean Martin, Frank Simone, Johnny Saber and the Four Coachmen.... Vision and Rojan Music, publishing firms owned by Hanover-Signature Records and being handled by Buddy Robbins, have made a deal with Chappell, Ltd., to handle their copyrights in Europe, and many other areas.

Billy May has been signed to a new, exclusive, long-term pact by Capitol Records.... The Ink Spots start at the Trinidad Room in Boston on November 8. ... Chicago ork leader Al Smith, was injured in an auto accident recently while driving to Florida. He suffered five broken ribs and was forced to cancel his Southern tour with blues singer Jimmy Reed. The Bill Clark ork is now subbing for the Smith combo.... Fabian was mobbed by scores of fans on his recent Australian tour. About 2,000 teeners greeted the singer in Melbourne, and in Sydney his appearance at a local record shop caused a riot.... Horace Silver received a silver record from Blue Note Records at the Five Spot in New York last week for his best-selling records for the label.... Jerry Vale will headline at La Cucaracha in Juarez, Mexico, for two weeks starting November 20.... Gene Krupa and his combo will be at the Dream Room, New Orleans, starting November 13. . . . Kal Winding and his group return to Baker's Keyboard Lounge in Detroit, starting November 16.... Benny Goodman will open at Basin Street East this week (5).... Jimmy Clanton will make a tour of Honolulu the end of the month.



ANNETTE is on the Hot 100 Chart twice as a Star Performer for her fast moving Vista release First Name Initial b-w My Heart Became of Age. The 17-year-old Miss from Utica. N. Y. is steadily realizing her ambition to become an actress, by her extensive appearances on TV in dramatic roles.

EDDY ARNOLD can repeat his Tennessee Stud with either side of his new release, Sittin' By Sittin' Bull b-w Did It Rain. Previous hits of the RCA Victor recording artist include: Bouquet Of Roses, Wagon Wheels, Cattle Call, Easy On The Eyes, I've Been Thinking, and Chip Off The Old Block.

SAM COOKE broke the bonds of bachelorhood by marrying his high school sweetheart in Chicago last week. They plan to make Los Angeles their home. His Keen recording There I've Said It Again is breaking in several cities across the country.

FABIAN's recent arrival in Sydney for appearances was received with riotous welcome by excited Australians who are enthusiastic fans of American recording artists. His latest Chancellor release, Hound Dog Man b-w This Friendly World are from his first upcoming motion picture Hound Dog Man. Both were Spotlighted by Billboard. Fabian heads for the Pacific northwest, where he will appear in the Civic Aud, in Seattle, Nov. 4, Portland, Nov. 7 and Spokane, Nov. 8.

BIRTHDAYS OF THE WEEK: Nov. 3, Kary Armen. Nov. 5, Roy Rogers. Nov. 6, Ray Conniff. Nov. 7, Joe Bushkin, Phil Spitalny. Nov. 8, Chris Connor, Patti Page. off to sing with Eydie on a special ABC-TV show on Nov. 25.

The MEMOS are a new group on the scene with a swingin' side, My Type of Girl, on the Memo label. Combo consists of Vernon Britton, Henry Alston, Eugene Williams, Walter Rodes and James Brown, five Brooklynites.

ELVIS PRESLEY, recently hospitalized for the second time in four months with tonsilitis, is in good condition at an Army hospital in Frankfurt, Germany, where he is serving as a jeep driver. Army officials said it was unlikely that his tonsils would be removed. Elvis' first job after his discharge from the Army will be to play his role in the film G. I. Blues. The movie is about U. S. soldiers in Germany and has started shooting there with the co-operation of the military. Elvis will fill-in his parts in the States.

JIMMIE RODGERS, who just wound up his first Australian tour, has been set for a Nov. 14 concert at Purdue University, followed by one week at the El Morocco, Montreal, Nov. 16. His Roulette recording of Tucumcari continues to climb the Hot 100 Chart. Jimmie's previous hits include the million sellers: Honeycomb, Kisses Sweeter Than Wine and Secretly.

SONNY SPENCER, 23-year-old Memo Records artist, is getting good reaction to his recording of Gilee, a bouncy tune with good rhythm. The number turns up on the Bubbling Chart this week. Sonny is scheduled for a p.a. promotion tour in connection with this To help you spot the ones you need, when you need them, all artist items are carried in strict alphabetical sequence.

JOE VALINO, Crosley recording artist from South Philadelphia, is riding the turn-tables with his new wax, Hidden Persuasion. Joe's previous hits were Learnin' The Blues, Not As A Stranger, Legend Of The Lost, Garden Of Eden and Every Thing I Touch Turned To Gold.

ADAM WADE, a new name on the music scene, is in The Billboard Pop Talent Spotlight for his rendition of Tell Her For Me b-w Don't Cry My Love on Coed Records. Until two months ago, Adam Wade was a laboratory technician who worked two years on polio research with Doctor Jonas Salk at the Salk Institute in Pittsburgh. Torn between his love for science and his desire to be a professional singer, the determined young man is now attempting to do both. A change of scenery from Pittsburgh to New York, a new recording contract and a new laboratory at the Flushing Hospital presently occupy a great part of his time.

Billy Haley and the Comets are set for a South American tour the middle of November.... Sal Forlenza, formerly with the Four Voices, has been appointed to the post of supervisor, field sales communications, at Columbia Records.... Roy Montague has been signed to a pact by Lee Records of Memphis.... The Paul Knopf Trio is now appearing at the Zodiac Club in Nashville.... Global Records of California are now being distributed by Quality Records in Canada..., Acquarian Music was started by BMI writer Calvin C. Brown in Hattiesburg, Miss., last week.... Cleffer Phil Belmonte has re-written the old Harry Von Tilzer tune "Down Where the Wurzburger Flows" for Ivan Mogull of Harvard Music. Tune went into P.D. recently. First record on the new version has been cut by the Mello-Larks for Hansen Records.... The Modern Jazz Quartet left last week for dates in Holland, Germany, Austria, Switzerland, Belgium, France and England. ... John S. Wilson is penning the new "Theater On Disc" column for Theater Arts, starting in the November issue. Bob Rolontz

Cincinnati

Larry (Life of the Party) Vincent, head of Pearl Records, Covington, Ky., and now in his seventh year as pianist in the cocktail lounge of Beverly Hills Country Club, Southgate, Ky., last week was named a colonel on the staff of Gov. A. B. (Happy) Chandler of Kentucky, an honor he has been deserving of for a long time. Vincent last week picked up a new tune written by a pair of Texas hausfraus. Titled "True Love, False Love (Which Will You Be)," it's slated for early release. Larry has just finished a new novelty ditty with Moe Jaffe labeled "How's Your Moustache Coming Along?" . . . Johnny Miller, assistant sales manager and promotion man for King Records here, mending at home after undergoing an emergency appendectomy at Jewish Hospital early last week. . . . Bob Smith, WCPO platter jockey, re-enters Mercy Hospital, Hamilton, O., in two weeks for another operation to mend injuries sustained in an accident two years ago.

Paul Ernest Cowley, deejay at WKLO, Louisville, in town last Monday (26) to visit music friends and to broadcast the happy news of his forthcoming marriage to Jeanette Carpenter, Louisville beauty. Wedding is set for the Shively Baptist Church, Louisville, November 21. . . . Ruth Lyons, whose "50-50 Club" is simulcast 12 noon to 1:30 p.m., Monday thru Friday, over Crosley Broadcasting's four-city hook-up via WLW-T, last Tuesday (27) released her new Christmas single on her own Candee label. She cleffed both tunes, "The Christmas Marching Song," with vocals by Miss Lyons and the Bello-Larks, and "This Is Christmas," which has Ruby Wright doing the singing. The Cliff Lash ork does the backing on both.

John Gary has been set by GAC for a week's stand at Blinstrub's Boston, beginning December 21. On Thanksgiving Day he appears on the Art Linkletter TV-er from Hollywood to feature his new Fraternity release, "Thank the Lord for This Thanksgiving Day." Gary appears at the International Music Fair, Chi-(Continued on rage 31)

GEORGE GERSHWIN: The late composer's full range of works, from the earliest days to the last days in 1937, are enshrined in the Decca album The Gershwin Years. The ork, chorus and soloists (Paula Stewart, Richard Hayes and Lynn Roberts) are under the direction of George Bassman. Born in Brooklyn, N. Y. on Sept. 26, 1898, Mr. Gershwin wrote his first musical show, La La Lucille, in 1919 before he was twenty-one. And, he wrote the music for George White's Scandals for five consecutive years, 1920-25. His show Of Thee I Sing was the first musical to win a Pulitzer Prize. Presently he is represented on Broadway with the film version of one of his most memorable productions, Porgy and Bess.

The IMPALAS, tenor Tony Carlucci, baritones Larry Renda and Richie Wagner, and the group's leader, Joseph Grazier, are four 18-year-olds from Brooklyn, who are in The Billboard Spotlight with a bright, rhythm side, Pretty Blue Eyes. Flip is Peggy Darling. The boys scored big with their first Cub release, Sorry, I Ran All The Way Home.

JOHNNY and the HURRICANES: The combo is composed of leader Johnny Paris on sax, Paul Tesluk on organ, drummer Tony Kaye, Lionel Mattice on bass, and David Yorko, who plays lead guitar. Warwich Records, a division of United Telefilm Records, has included their two hit singles, Red River Rock and Revelle Rock, in a new album release titled Johnny & The Hurricanes.

STEVE LAWRENCE has several "expecting" months ahead. In January, he and his wife Eydie Gorme expect to start their own family with the birth of the first child. And, he expects and hopes his latest ABC-Paramount release, Pretty Blue Eyes, a pretty, Latinish rocker picked by Billboard, will get chart action. Drafted in 1958, Steve is now a vocalist with the U. S. Army Band-Orchestra. He'll get time new release.

DANNY VALENTINO has the right words for it in his first M-G-M release (You Gotta Be) A Music Man b-w Stampede. Danny is an 18-yearold living in Elmont, N. Y., whose first taste of show business came from playing the drums. In 1959 he won the N. Y. State Drum Contest, and has since appeared in various spots playing his drums, xylophone and singing. Danny is now being managed by George Scheck, who has discovered some of the country's leading talents, such as Connie Francis and Bobby Darin. LPL WALLY is the name to hear when it comes to polka music. The polka king on Jay Jay Records has recorded an album of favorite polkas titled All American Polkas. Li'l became the father of a third child, a daughter born recently.

PROMOTION WEEKS AND DAYS: Nov. 4 is Will Rogers Day. Nov. 8-14 is National Education Week and World Fellowship Week.

See you next week. TOM ROLLO.



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

SINGLES

HIDDEN PERSUASION-Joe ValinoCrosley
I'M MOVIN' ON-Ray CharlesAtlantic
MARINA-Willy AlbertiLondon
MARINA-Rocco GranataLaurie
MARINA-Jacky NoguezJamie-Guyden
NIGHT TRAIN-Kay StarrCapitol
PRETTY BLUE EYES-Steve LawrenceABC-Paramount
RIDERS IN THE SKY-Kay StarrCapitol
SEVEN LITTLE GIRLS) SITTING IN THE BACK SEAT-
Paul Evans and the CurisGuaranteed
SMOKIE PART 2-Billy Black's Combo
STAMPEDE-Danny Valentino
THE LITTLE DRUMMER BOY-Harry Simone Chorale 20th Fox
THIS FRIENDLY WORLD-FabianChancellor

ALBUMS

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

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

www.americanradiohistorv.com

STEVE'S BUSTING LOOSE with a really <u>big</u> one— "PRETTY BLUE EYES" is RED HOT!

THE BILLBOARD

MUSIC

STEVE

LAWRENCE

sings

30

NOVEMBER 2, 1959



FULL

COLOR FIDELITY

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THE BILLBOARD

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RECORD VERSION OF

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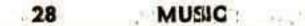
www.americanradiohistory.com

RECORDS

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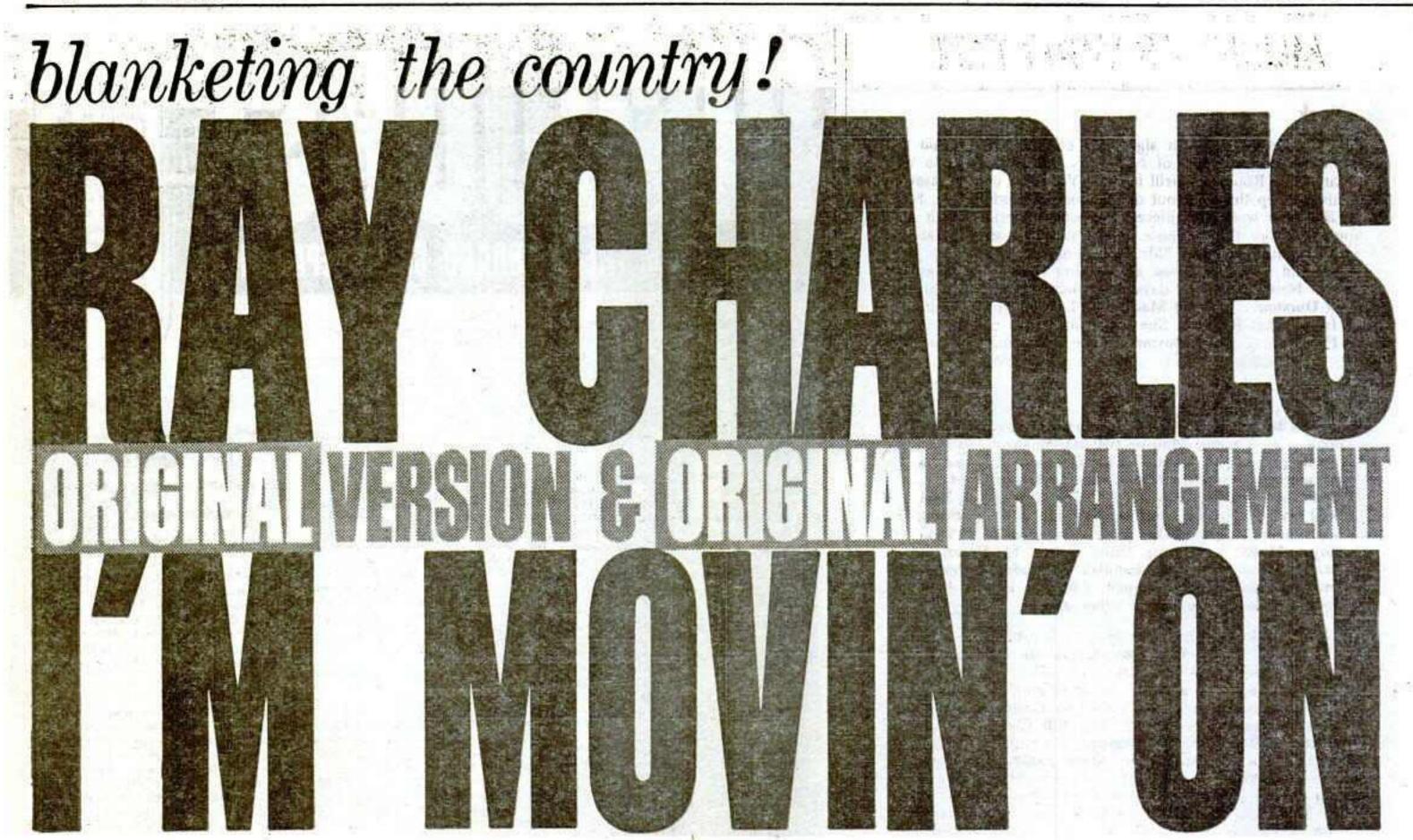
B/W Night Train

RECORD NO. 4295



THE BILLBOARD

NOVEMBER 2, 1959

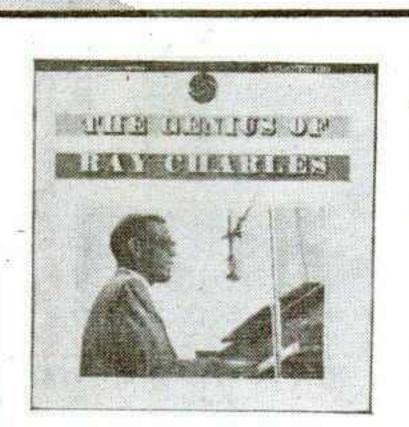


Backed With Another Fast Mover . . .

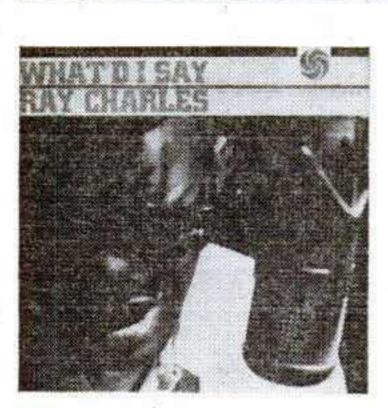
BELIEVE TO MY SOUL

Atlantic 2043

Ray Charles' Current Hit LP's



THE GENIUS OF RAY CHARLES Atlantic 1312



WHAT'D I SAY RAY CHARLES Atlantic 8029

Atlantic Records

THE BILLBOARD

MUSIC FEATURES

MUSIC AS WRITTEN

Continued from page 29

cago, November 13-23 and early in December makes his sixth appearance on the Jack Paar TV show. . . . Mark Dinning, brother of the Dinning Sisters, has a new M-G-M release spotlighting "Teen Angel," Acuff-Rose tune. . . . Joe D. Lucus, Hickory Records road man, in town last Wednesday (28) to plug his firm's wares with the local deejays and to line up a local distrib for the Hickory line. On Friday (30) he hopped into Louisville to join "Grand Ole. Opry's" Wilma Lee and Stoney Cooper and Margie Bowes for the formal opening of WOWI, new all-country music station.

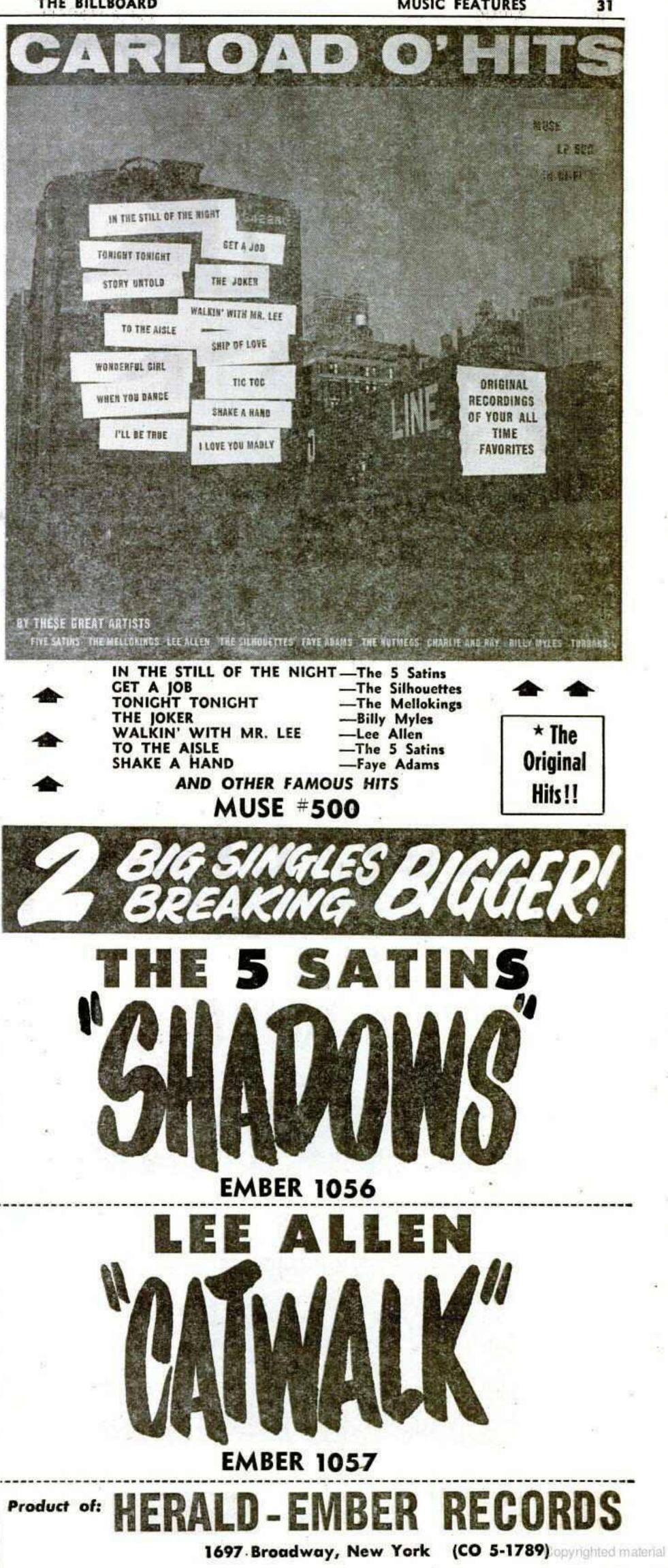
Bill Sachs

Nashville

Don Pierce, top man at Starday Records here, has signed country music singer Cowboy Copas to the label, which will work in co-operation with the Jim Denny Artist Bureau on a promotional campaign in Cowboy's behalf. Copas was skedded for his first session for the label at Bradley Studio Saturday (31). . . . Bradley Studio had a heavy schedule of sessions last week, with Leroy Holmes in for Everest Records Tuesday and Wednesday nights (27-28): Ed Carder, of the Ralph H. Jones Agency. Cincy, in for a jingle session Wednesday (28); an M-G-M overdub of Hank Williams Wednesday; Carl Perkins in for Columbia the same day, along with a University Records' session by Eddie Hill. Other sessions at the studio were a Lester Flatt-Earl Scruggs waxing set Thursday noon (29) and another M-G-M session the same day.

Chet Atkins, top RCA Victor exec here and guitar great, appeared on "Jubilee, U.S.A." Saturday (31), along with his lifetime friend, comic Archie Campbell. Skeeter Davis, country warbler on the Victor label, toured Canada last week with the Ernest Tubb package booked by Hal Smith. . . . Floyd Robinson, whose new RCA Victor release will be shipped November 3, begins a tour with Fabian November 11. . . . Jimmie Driftwood is signed for a soonto-be Pat Boone TV show. . . . Harvie June Van, back from playing Kentucky dates, cut a session at the RCA Victor studio here last week, while deejay Jimmy Foster, of New Orleans, was at the studio to secure copies of her last release, "The Butcher Boy." . . . RCA Victor moves its portable equipment to Ryman Auditorium here November 6 to record an album by the Stateman Quartet during the allnight sing there. . . . Paul Cohen, Todd label prexy; Archie Bleyer, Cadence chief; M-G-M's Jim Vienneau, and Columbia's Don Law were in town last week.

Johnny and Jack and Kitty Wells, Bill Phillips and the Tennessee Mountain Boys completed a North Carolina tour last week, then headed into Iowa for Smokey Smith. Package was booked by Jim Denny Artist Bureau, which announces that it has signed Billy Grammer to an exclusive contract. . . . Denny bureau also has Ernie Derksen set for three weeks in Fargo. N. D.; the Duke of Paducah and Little Jimmy Dickens starting a 17-day tour November 2, and Marvin Rainwater on a 16-day hop thru Canada. Pat Twitty



Hollywood

Dot Records is following up Wink Martindale's "Deck of Cards" single with an album of ditto name - contains 10 narrative "songs." ... Martin Murray, producer of the "Mexico Today" color spectacular, currently is negotiating with U-I musical director Joseph Gershenson to score his recently completed "Israel Today." His U-I pact permits him to accept outside assignments. ... Don Ralke and orchestra are recording a new Warner Bros. album.

United Artists Records has concluded a promotional tie-in with Springmaid Sheets, plugging UA's Connie Russell "Don't Smoke in Bed" album in Spring Mills national ads. Full-page ads will show Miss Russell, complete with album credit-line, and will carry the slogan, "I love these slow-burning Springmaid sheets." ... Liberty has signed planist Harry Sukman to a new pact.... Tops disk artist Jerry Madison was signed by Revue Productions to a longtermer and will be featured in the "Coronado 9" telefilm series, thus giving chance of a TV build-up for one of the diskery's recently acquired artists. Tops is using Madison in its singles push.

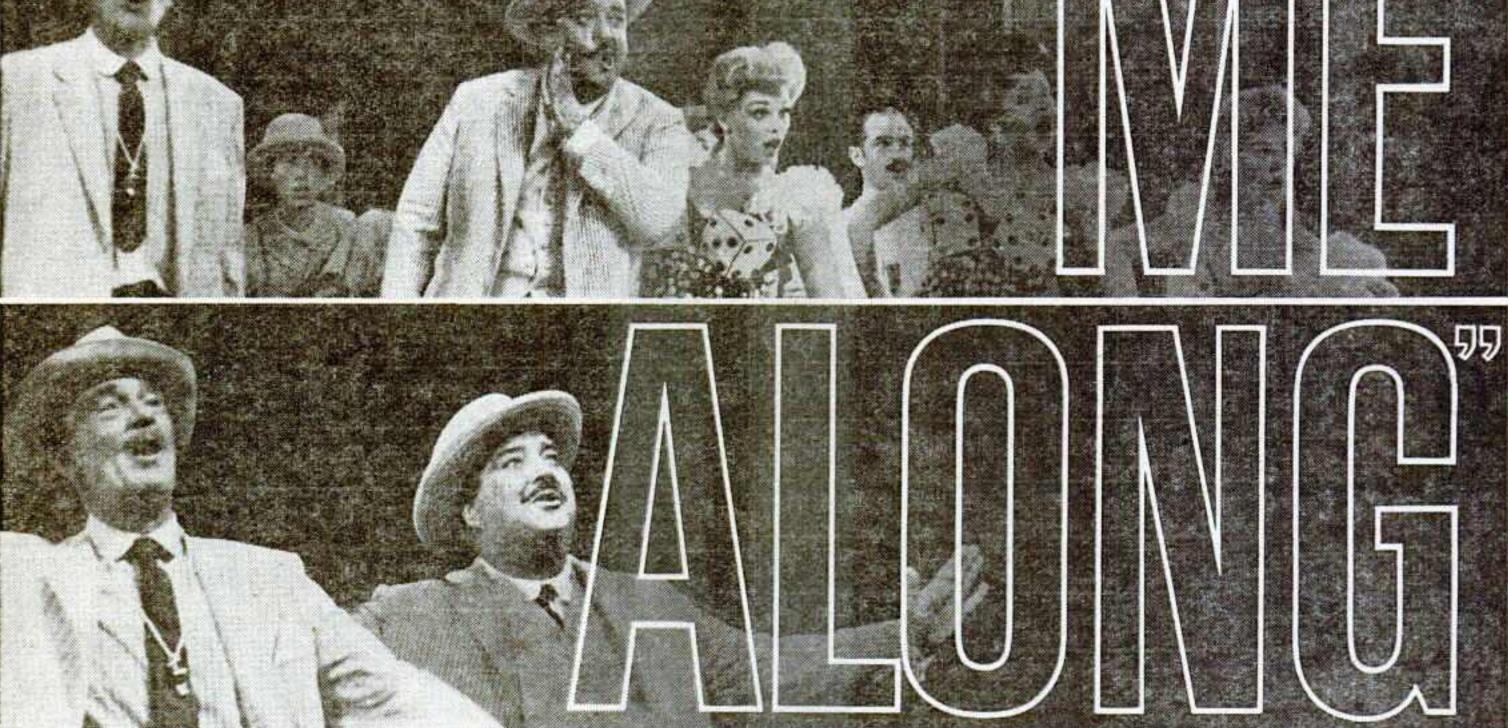
Storer's KPOP (Hollywood) is instituting a new format, new at least to Hollywood listeners: use of a "preferred list" for programming which will ignore the "top" charts plus limitation of commercials to one minute or less.... Interlude Records, jazz indie label, named California Record Distributors as distribs for the Southern California area.... Sacramento's Capitol Jazz Festival will be held November 27-29. Lee Zhito.

Chicago

Playboy's jazz festival, edited down to 26 half-hour programs has been cleared for broadcast on Voice of America....Art Van Damme takes temporary leave from NBC here for personal appearances on West Coast. . . . Wayne King adds vocalist Barbara Banowitz for slated tour. ... Bill Scott becomes new male vocalist on WBBM's popular "Supper Club" show. . . . Earl (Fatha) Hines at London House, his first long-term date here since the old days of the Grand Terrace Ballroom. ... Gloria Smyth, World Pacific chirp. closed Mr. Kelly's here and moved to New York for an opening at Village Vanguard. . . . Joe Moss appointed sales manager of Advance Distributing. . . . New label, Helping Hand, launched in Cleveland, profits to go to aid mentally retarded children. . . . RCA Victor christens its new Chi recording studio with a party Wednesday (4). ... Zoltan Rozsnyai, permanent conductor of Philharmonica Hungarica, toasted at a reception here Friday (30) in advance of ork's concerts at Orchestra Hall next weekend.

Bernie Asbell.



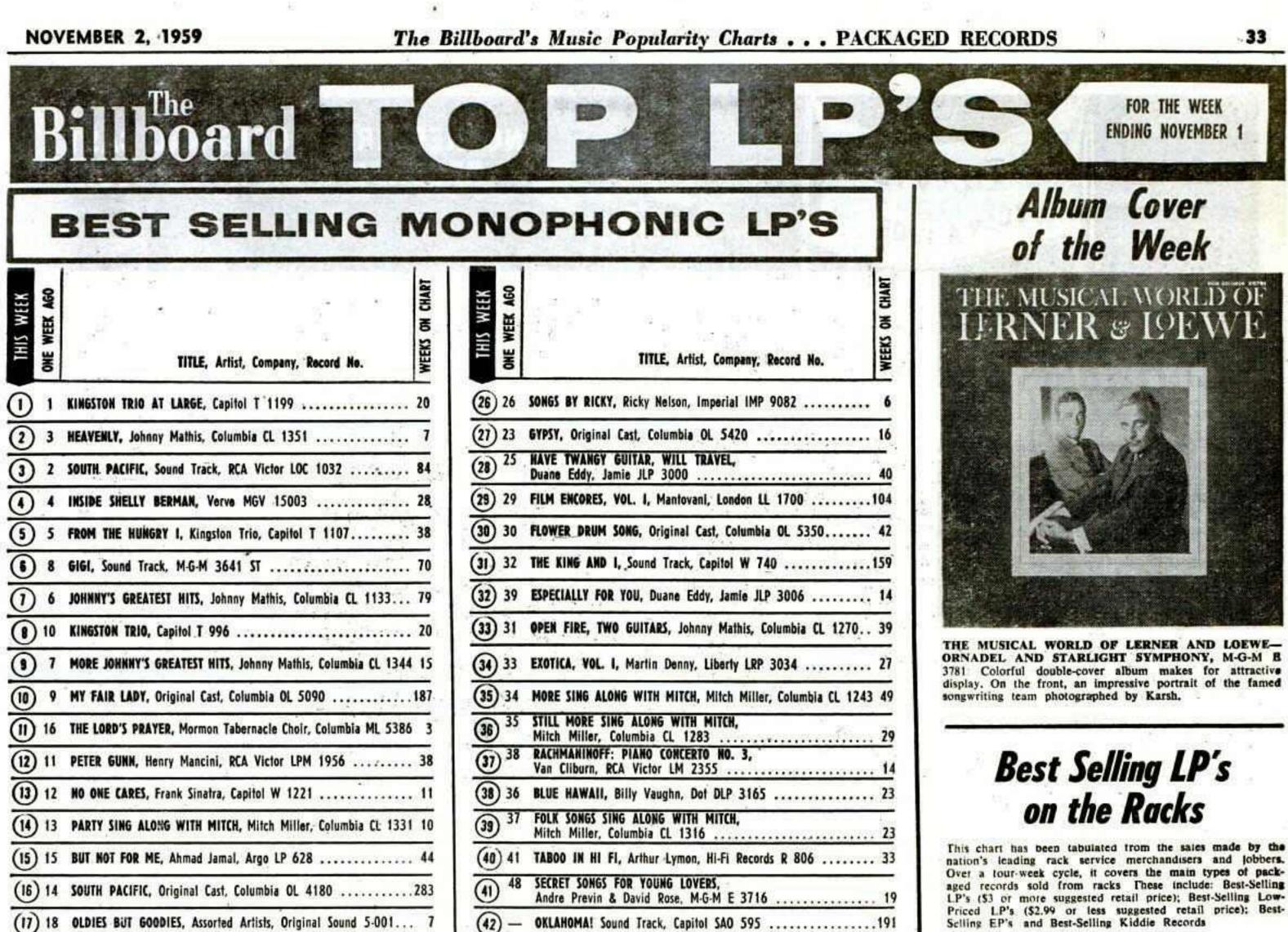


It's one howl of a hit . . . and RCA Victor's got it for you! Jackie Gleason, Walter Pidgeon and Eileen Herlie are irresistible in a score that sparkles with love songs and show stoppers. It's a winner. Order now. Order *big! Available in Living Stereo and Regular L.P.*





THREE OTHER "TAKE ME ALONG" ALBUMS! Frankie Carle's magnificent all-instrumental interpretation on RCA Victor, LPM/LSP-2142 Marty Paich's jazz version on RCA Victor, LPM/LSP-2164 Hill Bowen's instrumental hits on RCA Camden, CAL/CAS-580



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(18) 19	PORGY AND BESS, Sound Track, Columbia OL 5410 16	(43) - LOUIS AND KEELY, Louis Prima and Keely Smith, Dot DLP 3210 1
(19) 22	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160 69	40 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252
20 21	THAT'S ALL, Bobby Darin, Atco LP 33-104 5	(45) 49 ONLY THE LONELY, Frank Sinatra, Capitol W 1053 47
2) 17	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	(46) — COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 37
(22) 20	THE MUSIC MAN, Original Cast, Capitol WAO 990 88	(47) 44 PORGY AND BESS, Lena Horne & Harry Belafonte, RCA Victor 1507 17
(23) 28	HYMNS, Tennessee Ernie Ford, Capitol T 756121	(48) 45 A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011 7
24 27	FIVE PENNIES, Sound Track, Dot DLP 9500 4	(49) — WITH THESE HANDS, Roger Williams, Kapp KL 3030
25 24	QUIET VILLAGE, Martin Denny, Liberty LRP 3122 10	(50) 42 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226 34
Contraction of the local distance of the loc		

BEST SELLING STEREOPHONIC LP'S

THIS WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1 1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	24
2 2	MY FAIR LADY, Original Cast, Columbia OS 2015	24
3 3	HEAVENLY, Johnny Mathis, Columbia CS 8152	6
4	PETER GUNN, Henry Mancini, RCA Victor LSP 1956	24
(5) ⁸	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	22
6 11	KINGSTON TRIO AT LARGE, Capitol ST 1199	18
1 6	FILM ENCORES, VOL. I, Mantovani, London PS 124	24
8 5	GIGI, Sound Track. M-G-M SE 3461 ST	24
9 10	NO ONE CARES, Frank Sinatra, Capitol SW 1221	10
10 13	PORGY AND BESS, Sound Track, Columbia OS 2016	3
11 15	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	24
12 7	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	17
(13) 12	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	14
14 14	OKLAHOMA! Sound Track, Capitol SWAO 595	22
0.		24

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
(16)	9	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	17
(1)	16	'S MARVELOUS, Ray Conniff, Columbia CS 8037	16
(18)	19	THE MUSIC MAN, Original Cast, Capitol SWAO 990	22
(19)	20	GEMS FOREVER, Mantovani, London PS 106	13
20	22	GYPSY, Original Cast, Columbia OS 2017	10
21)	24	CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022	1
22	21	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	17
23	23	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	5
24	25	WITH THESE HANDS, Roger Williams, Kapp KS 3030	2
25	27	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	18
26) —	FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	1
(2))-	NEAR YOU, Roger Williams, Kapp KS 1112	1
28)-	NEARER THE CROSS, Tennessee Ernie Ford, Capitol ST 1005	1
29) 17	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	9
6) 20	com oc commant@tablemenist&tecom Fidelibe SF 6600	19

lling	EP's and Best-Selling Kiddle Records
1. 1	Let's All Sing With the Chipmunks David Seville and the ChipmunksLiberty LST 7132
2. 1	No One Cares Frank SinatraCapitol W 1221
3. 1	Kingston Trio at Large
4. 1	More Music From Peter Gunn Henry ManciniRCA Victor LPM 2040
5 1	Exotica, Vol. I Martin DennyLiberty LRP 3034
6.]	Heavenly Johnny MathisColumbia CL 1351
7. 1	Party Sing Along With Mitch Mitch Miller
8.	Como Swings Perry ComoRCA Victor LPM 2010
9.]	More Johnny's Greatest Hits Johnny MathisColumbia CL 1344
0.	77 Sunset Strip Warren BarkerWarner Bros. WB 1289
Be.	st Selling Pop EP's
sales retail date all n ord visio	he information given in this chart is based on actual to customers in a scientific sample of the nation's record outlets during the week ending on the shown above. Sample design, sample size, and nethods used in this continuing study of retail rec- sales are under the direct and continuing super- n and control of the School of Retailing of New c University
1.	Songs by Ricky Ricky Nelson
•	Heavenly Johnny MathisColumbia EPB 13511
3.	Spirituals Tennessee Ernie FordCapitol EAP 1-818
4.	Hymns Tennessee Ernie FordCapitol EAP 1-756
5.	Exotica Martin DennyLiberty EPL 1-3034
6.	South Pacific Original CastColumbia EPA 850
7.	Peter Gunn Henry ManciniRCA Victor EPA 4333
8.	It's All in the Game Tommy EdwardsM-G-M EPX 1614
9.	Side by Side

Pat and Shirley BooneDot DEP 1076

10. No One Cares



The Billboard's Music Popularity Charts . . , PACKAGED RECORDS

KAR / DUISE BAR & FRANCE

NEM STREET

NOVEMBER 2, 1959

Choistmas Albums

Christmas Spotlights . . .

SCORT & CARDAN & 2

Christmas Albums

CHRISTMAS TIME-Roger Williams. Kapp KS 3048. STEREO & MONAURAL.

The pianist has a programmable and salable package of Christmas songs that should be a big seasonal item. One side of the disk is devoted to traditional carols and the other spotlights pop-Christmas and seasonal material. Both sides of the cover are good for display.

CHRISTMAS FESTIVAL OF STARS-Mitch Miller, Bing Crosby, Johnny Mathis, Norman Luboff, Percy Faith, the Hi-Lo's and Ed Kenney. Columbia CS 8189. STEREO & MONAURAL.

A galaxy of the best known Columbia names turns out a merry Christmas effort with a flock of old standbys. Names include Mitch Miller, Johnny Mathis, Bing Crosby, the Hi-Lo's, Percy Faith, Ed Kenney and Norman Luboff and the choir. Much of the mixture of carols and pop-styled Christmas tunes will encourage the sing-alongers. Stereo is nicely alive here.

CHRISTMAS WITH CONNIFF-Ray Conniff. Columbia CS 8185. STEREO & MONAURAL. The Coniff Singers are in excellent vocal form

and Efrem Zimbalist, Jr., of "77 Sunset Strip"; Connie Stevens of "Hawaiian Eye" and Eddie Cole of "Bourbon Street Beat." The attractive package, on the basis of its star-studded line-up, should attract interest and sales.

CHRISTMAS DANCE PARTY-Lester Lanin. Epic BN 547. STEREO & MONAURAL.

Another gay and rollicking set by the famous society crew which appeals to the revelous rather than the spiritual side of the holidays. There are 25 tunes of Christmas and winter, many of them arranged in happy medleys. For the Lanin collectors, it's a must, and it will prove fine background material for the holiday party. Deejays, too, will find it a good, programmable set.

THE SOUND OF CHRISTMAS-Fred Waring and the Pennsylvanians. Capitol T 1260.

This should be one of the big Christmas items. In addition to the Waring group, a few other choirs are heard. Some of the renditions are a cappella, some feature the male or female voices alone, and there are also some solos. Selections include traditional carols and favorite popular seasonal songs. There are 27 selections in all. Sound is excellent.

Reviews of New Christmas Packages

* * * * VERY STRONG SALES POTENTIAL

CHRISTMAS ****

A DING DONG DANDY CHRISTMAS The Three Suns. RCA Victor LPM 2054. Stereo & Monaural,

The Three Suns offer a different sound in this bright holiday package, utilizing chimes, bells, an obce and two tubas, Here Christmas," plus amusing versions of oth-

strumentals by Ira and his band. The set is billed as "Christmas Music for those who have heard everything," and the chances are that most of the tunes have not been heard in this pseudo-jazz setting before. Selections include "Let It Snow" and "Jingle Bells," plus some newer items like "Christmas Is for the Birds" and "Skater's Nightmare." Set has its novel and amusing moments, and the cover is fine for the season.

A CHRISTMAS SPECTACULAR John Klein, RCA Victor LSP 2023, Stores & Monsural.

This fine recording was made on location at the Schulmerich Carillon Studio in you have an exotic version of "White Sellersville, Pa. There is a brilliance of tone quality produced by the 1,453-bell er seasonal fare, including "The Chipmunk Song," "Jingle Bell Rock" and "Winter Wonderland." Good off-beat programming an inspiring Christmas set. Pleasant comfor jocks in search of something new in bination of carols and pop Christmas songs comprise the repertoire. Stereo or monaural, a listenable treat.

on this Christmas package of familiar yule tunes-"Here Comes Santa Claus," "Rudolph, the Red-Nosed Reindeer," etc. It's a bright, A cheerful item for deejay-holiday programming with solid sales appeal.

LANZA SINGS CHRISTMAS CAROLS-Mario Lanza. RCA Victor LSC 2333. STEREO & MONAURAL.

There'll be a lot of attention focussed on this set of great Christmas offerings by the late tenor. Many of the best-loved carols are here, including "O Little Town of Bethlehem," "O Come All Ye Faithful," "Joy to the World," and Lanza gives them alternately spirited, triumphant readings as well as a more tender quality, depending on the song. Good cover shows a colorful collection of tree ornaments, with the tenor's photo framed in one.

22 BEST LOVED CHRISTMAS PIANO CON-CERTOS-George Greeley. Warner Brothers WS 1338. STEREO & MONAURAL.

Greeley is one of the label's strongest sellers, so this package should find ready acceptance with the holiday trade. His standout piano solo work is spotlighted with the Warner Brothers Ork on 22 standout yule items . . . "Silent Night," "Jingle Bells," "Adeste Fidelis," etc.

CHRISTMAS IN CAROLS - Robert Rheims, Rheims LP 6006.

WE WISH YOU A MERRY CHRISTMAS-The Robert Rheims Choraliers. Rheims LP 6008. Here is a double-barrelled Christmas package that should spell profits for dealers. The Rheims Christmas catalog has long been a best seller, making the charts annually for the past several years. They have now been taken over by Liberty Records. "Christmas in Carols" is a delightful combination of organ and carrillons, as played by Robert Rheims, and features 19 standard carols. "We Wish You a Merry Christmas" presents an excellent chorale under the direction of Rheims. Twenty four selections in all are tastefully done and chock full of the spirit of the season. Both packages are naturals, and dealers should stock heavy and early. Covers are perfect display pieces.

WE WISH YOU A MERRY CHRISTMAS-Warner Brothers Stars. Warner Brothers WS 1337. STEREO & MONAURAL.

Various artists (both recording and TV) offer traditional Christmas hymns and popular selections. Included are Edd (Kookie) Byrnes

Christmas Spoken Word

CHRISTMAS MEMORY-Truman Capote. United Artists UAL 9001.

A string quartet by Irving Joseph introduces and closes this album of Truman Capote reading his "A Christmas Memory" from his best selling "Breakfast at Tiffany's." It's charming, amusing and somewhat nostalgic. Capote's vocal dynamics are excellent. As a seasonal item or in a general spoken word category, this should prove a brisk seller.

Christmas EP

CHRISTMAS WITH ELVIS-Elvis Presley. RCA Victor EPA 4340.

Title, attractive cover featuring a new and excellent picture of Presley with a snow-laden country scene in the background, plus the selections herein all add up to a package that his fans should go for in a big way. Side one has "White Christmas" and "Here Comes Santa Claus" sung in the Presley manner that flips 'em, but other side presents "Oh, Little Town of Bethlehem" and "Silent Night," bringing out his deep rich voice and sung with great feeling. Great item for display and sales in both stores and racks.

Low Price Christmas

CHRISTMAS WITH PATTI PAGE-Wing MGW 12174.

Here's a solid item for the low-priced market during the coming holidays. The velvetyvoiced Miss Page thrushes nicely on a group of familiar Christmas tunes-"Jingle Bells," "Santa Claus Is Coming to Town," "White Christmas," etc.

Christmas Special Merit

THE BIRTH OF CHRIST-Netherlands Chamber Choir (De Nobel). Epic BC 1041. **STEREO & MONAURAL.**

Excellent performance by this anusual choir of a musical narrative of the birth of Christ as treated by such composers as Palestrina, Handl, Sweelinck, Gabrieli and Lasso. Under the baton of Felix de Nobel, the Netherlands Chamber Choir of 17 men and women have attempted and succeeded in reviving the vocal art of "a capella" singing. Album has specialty appeal as a quality item. Has additional sales potential in connection with the religious holiday.

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A CHRISTMAS FESTIVAL

Leroy Anderson. Decca DL 8925 -Leroy Anderson has come up with a novel Christmas package that is divided into four parts, including 28 songs. The sections are: A Christmas Festival, a medley of nine carols, Suite of Carols for Brass Choir, Suite of Carols for String Orchestra and Suite of Carols for Woodwind Ensemble. Combined, it makes for very pleasant listening and a unique method of presenting seasonal material. The buyer will enjoy the spirit of the season that is generated here. Anderson's name and an attractive cover will help sales.

LOW PRICE CHRISTMAS ****

CAROLS OF CHRISTMAS Nelson Eddy, Harmony HL 7201.

Nelson Eddy does a fine job on this new recording of familiar Christmas carols. The selections include "Silent Night," "O Holy Night," "Away in a Manger" and appeal, via the low price, during the holiday season,

DINO MARTINELLI PLAYS MUSIC FOR CHRISTMAS Harmony HL 7206.

A handsome showcase for the traditional Christmas carols. The Martinelli ork features a rich string sound with highlights on the cellos and violas. There are occasional woodwind intervals with the sound of bells also heard. It's an interesting and different treatment from the more expected organ, carillon and choir sounds. Set also sports an attractive cover which can get plenty of display for the Christmas period.

A CHRISTMAS CAROL Lionel Barrymore, Lion L 70124.

Dual Christmas program offered here at the low price makes for an excellent LOW PRICE CHRISTMAS *** buy. Side one presents Lionel Barrymore as Scrooge in the well-known Dickens' "A Christmas Carol" and the Canterbury Choir, on the flip side, provides for some excellent choral arrangements of traditional Christmas carols, Liner notes include a yuletide message from Barrymore. Festive cover good for display.



Warner Bros. WS 1339. Stereo & Mon-

SANTA CLAUS

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aural.

GUITARS AT CHRISTMAS

Guitars, Inc. Warner Bros. WS 1340. Stereo & Monaural.

A distinctive Christmas package, The traditional songs are done by five guitars, played by outstanding instrumentalists. "Jingle Bells," "God Rest Ye Merry, Gentlemen," "Adeste Fidelis" and all the melodies acquire a fresh presentation.

CAROLS FOR CHRISTMAS Austin C. Lovelace. Concert Disc CS 34.

Stereo & Monaural.

This is a fine organ album of some of the best known Christmas carols. They are played reverently and with taste by Austin Lovelace, organist of the First Methodist Church in Evanston, Ill. Set could get sales if exposed.

HAPPY HOLIDAY

Wally Scott Ork. Warner Bros. WS 1341. Stereo & Monaural.

A group of some of the loveliest seasonal songs and carols are given the full treatment by the Scott ork and chorus. High-"White Christmas." Set should have strong lights include striking instrumental "Christmas Sleigh Bells" and a fine choral arrangement of "Shepherds' Chorus" from "Ahmal and the Night Visitors." Eyecatching gold cover should spark sales, Handsome gift fare.

CHRISTMAS IN SPAIN

Madrid Concert Orch. and Chorus. United Artists UAL 3059.

Here's an unusual package, featuring excellent choral work and lush, quality backing by the Madrid Concert Orch. Sound values are unusually good. Arranged and conducted by Victorino Echevarria, selections include "Sleep Little Jesus," "And There Is a Star" and "From Egypt to Bethlehem."

16 CHRISTMAS CAROLS

St. Paul's Boys' Choir. Rondo-Lette SA 112. Stereo & Monaural.

The choir of boy sopranos offers 16 of the all-time favorite carols. They are accompanied by the church organ. Stereo effect is good enough, with separation showing in placement of solo voices from time to time on the right or left of the main body of voices. Children pictured on the cover have the Christmas appeal,

17 SONGS OF CHRISTMAS

Choir of the Church of Epiphany, Rondo-Lette 111.

What might be considered a drawback in another album may turn out to be an asset here. The choir of 14 voices from New York's Church of the Epiphany does not make grand music of these familiar carols and hymns, but they have the sound rial of sincerity and simplicity that is not too



The Billboard's Music Popularity Charts ... PACKAGED RECORDS

NOVEMBER 2, 1959

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.

FIRESIDE SING ALONG WITH MITCH

36

Mitch Miller. Columbia CL 1389 (Stereo & Monaural)-Here's another happy sure-fire sales item by Miller. Lyrics of the nostalgic oldies are bound in the double-fold package. There are 20 separate items in all. Selections include "The Old Gray Mare," "Annie Laurie," "Sweet and Low," etc.

GREATEST JOHNNY CASH

Pop



Sun SLP 1240 (Stereo & Monaural)-This is a collection of hit singles released on the Sun label over the past year featuring Johnny Cash. In the collection they show off the solid, warm singing style of Cash that has made him one of the top singers of the day. Sides include such hits as "Katy Too." "Thanks a Lot," "Goodbye Little Darlin'" and "I Just Thought You'd Like to Know."

ODDS AGAINST TOMORROW



Sound Track. United Artists UAL 4061, UAS 5061 (Stereo & Monaural)-This excellent sound track album can prove a big seller. The excellent score by John Lewis is dramatic, well-written and executed artfully. It's easily able to stand on its own apart from the film. The pic has opened to strongly favorable reviews, so there should be a great deal of interest. In-stereo or monaurally, sound is good. Fine cover will help.

Pop Talent -

JULES FARMER



Imperial LP 9080-Jules Farmer shows himself to be a class vocalist somewhat in the Brook Venton, Nat Cole, Earl Grant styling on this smart collection of ballads. He has a rich quality, and he sings in a loose, relaxed manner. "Dreamer's Holiday," "Stella By Starlight" and "I Married

Novelty

THE GARDEN OF EDDIE LAWRENCE



Signature SM 1003-Eddie Lawrence has become well known on records via his zany takeoffs on current foibles in the world of entertainment and the arts. His "Old Philosopher," is now an established character. On this new album, his first on Signature, he again comes thru with many funny skits that touch on almost everything. The "Old Philosopher" is here as are many other of his **** ON THE TRAIL comedy figures. Fans of E. L. will have a ball with this set.

SPIKE JONES IN STEREO



Warner Bros. WS 1332-The zany orkster has a very amusing package of tunes interpreted by various wellknown ghoulish characters. Such items as "My Old Flame," "Tammy" and "I Only Have Eyes for You" are given lyric twists with the accent on horror. There are a few clever dialogs. For a spinnable off-beat item, this is just the thing. Funny cover will also attract. Sound is excellent, and the set should have wide appeal.

Specialty

HELLO, WORLD



Eleanor Roosevelt. RCA Victor LM 2332-Here's a solid sales item, which will be a "Book of the Month Club" feature for November and December. Time for release with Mrs. Roosevelt's 75th birthday celebration, the LP spotlights a musical trip around the world, with music by the Little Orchestra Society (conductor Thomas Scherman) and special words and music by William Mayer and Susan Otto. Particularly interesting is the "Hello World!" seg, featuring musical greetings in a variety of languages. Should appeal to both adults and children. Mrs. Roosevelt's narration is warmly sincere and tender.

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.

VERY STRONG SALES POTENTIAL

POPULAR ****

Johnnie Ray, Columbia CS 8180. (Stereo & Monaural) - Johnnie Ray in a different sort of package gives stylized renditions of folk and western tunes. He is accompanied by a chorus on most of the selections, Light ork backing also helps set a listenable mood. His fans should like it, and it offers good programming fare for jocks. Sound and displayable cover are assets. Tunes include "Home on the Range," "Cool Water" and "Tumbling Tumbleweed."

**** THE DYNAMIC STONEWALL JACKSON

Columbia CS 8186. (Stereo & Monaural) -Jackson has an LP that can draw sales from pop and c.&w. enthusiasts. Included in the set is his big hit "Waterloo." Other selections include folk, gospel and popcountry items. Fine sound and presentable cover add to over-all appeal. It can be a good seller.

**** THIS GAME OF LOVE

Vic Damone. Columbia CS \$169. (Stereo & Monaural) - Damone gives out with highly listenable renditions of a flock of romantically styled standards. Lush ork support by the Robert Smale ork nicely backs the singer. It's an excellent programming item. Good sound and a displayable cover will help. Included are "My Romance," "I'll Be Around" and "But Beautiful."

**** THE SAME OLD MOON

Jerry Vale. Columbia CS 8175. (Stereo & Monaural) - The singer offers a fine program. His approaches on the evergreens come off for effective results. Backing by Glenn Osser is first-rate. Tunes. include "Moonlight Becomes You," "How High the Moon" and "Moonglow." Set is a good programming item for deejays, and it should also attract sales.

An Angel" are all included. Definitely listenable backings by Henri Rene set the voice off nicely. Jocks will find good programming fare in these grooves.

Jazz

JAZZ TRACK



Miles Davis. Columbia CL 1268 (Stereo & Monaural)-Side one consists of background music, composed by Davis for the flick, "Elevator to the Scafford." The music, tho programmatic, is interesting. Side two has the quintet, sparked by the trumpeter's cool approach, on a brace of standards. It's a soulful item and one that should attract heavy attention and sales.

REALLY LIVIN'



J. J. Johnson Sextet. Columbia CS 8178 (Stereo & Monaural)-The J. J. Johnson sextet serves up a swinging program. Set includes some fine readings of standards, as well as a few interesting Johnson originals. Included in the group are N. Adderly, trumpet; B. Jaspar, flute and tenor; C. Walton, piano; J. De Brest, bass, and A. Heath on drums. Set can have wide appeal. Tunes include "Stardust," "Speak Low" and "Almost Like Being in Love."

GYPSY



Annie Ross. World Pacific 1028 (Stereo & Monaural)-Annie Ross comes thru with a sock jazz vocal version of the songs from "Gypsy" that should have the jazz fans agog. The arrangements here are by Buddy Bregman and they swing, but most important of all is the thrushing of Miss Ross which has never been more hip, sultry and just plain enjoyable. She does mighty fine with "Some People," "Everything's Coming Up Roses" and "All I Need Is a Boy." This is a gasse!

Classical

E. POWER BIGGS PLAYS MENDELSSOHN IN ST. PAUL'S CATHEDRAL



Columbia M 5409-The historic organ at St. Paul's Cathedral, London, is the instrument used by E. Power Biggs for his latest release, Mendelssohn's "Sonatas Nos. 1 and 6," from Op. 65. The second of these works, with its furious allegro, is the more striking and better known of the two. "Sonata No. 1" is not now available on any other disk and also has some moments of beauty and others that will test the fidelity of any hi-fi rig. Biggs' big following will find this appealing.

HANDEL: MESSIAH (4-12")



Soloists; The Royal Philharmonia Orch. and Chorus (Beecham). RCA Victor LDS 6409-This is one of the most impressive editions of the Handel "Messiah." The de luxe, artful and tasteful packaging is most impressive. The interpretation of the work certainly ranks among the best. The set is the first in the new Soria series for the label. The text of the works and an informative booklet with colored pictures are included. It's an excellent gift item and a quality set in every respect.

JAZZ

SPIRITUALS TO SWING (2-12")

Count Basie Ork; Benny Goodman Sextet; Lester Young; Sidney Bechet; Buck Clayton; Joe Turner; Jo Jones and Various other Artists. Vanguard VRS 8523-4-This is one of the great jazz packages. Sides are taken from the Carnegie Hall concerts of 1938-'39 and include a glittering array of talent and performance with comment by John Hammond. Count Basie, the Benny Goodman Sextet, Lester Young, Buck Clayton, Sidney Bechet, Joe Turner, Big Bill Broonzy, Mitchell's Christian Singers-these are only some of the names in the package. The set has discerning liner notes. Any jazz buyer will find this one hard to put down. Sound has been processed so that it comes thru quite well.

- CLASSICAL -

TOCH: STRING QUARTET; STRING TRIO

Zurich String Quartet and Vienna String Trio. Contemporary S 8005 (Stereo & Monaural)-Toch's interesting compositions were recorded last year in Vienna under his supervision. They are modern, but disciplined in theme and development. Both the Zurich String Quartet and the Vienna String Trio display a genuine feeling for the works. The set is another fine offering in series of music by modern composers that rates a push. Sales appeal may be slight, but the set is commendable one in every respect.

PROKOFIEV: WAR AND PEACE

The Vienna State Opera Orch.; The Vienna Kammerchoir; Soloists and artists of The National Opera of Belgrade (Janssen). M-G-M 3-GC 2-The late composer's most ambitious vocal work, this opera, like the novel from which it is derived, is a huge sprawling, dramatic monolith. This is the initial recorded version of a work which has caused much speculation and anticipation in the music world. The soloists of the Belgrade Opera supply the necessary power, even if sometimes they lack polish. Beautifully packaged with complete texts in English and phonetic Russian, this is an eye-grabber.

CHAMBER MUSIC -

BEETHOVEN: THE EARLY QUARTETS

Budapest Quartet. Columbia M3L 262, M3S 606 (Stereo & Monaural)-The popular chamber group presents six of the composer's early chamber works. The set is handsomely packaged with a fine cover sketch of the group, and there is also an insert sketch of the quartet included. As usual, the quartet plays with its characteristic precision and feeling. A choice item for chamber music buyers.

FOLK

FOLK SONGS FROM AROUND THE WORLD

The United Nations Singers. Coral CRL 57301-An impressive production by the label which should get considerable attention from various markets. The dual-fold cover has a big photo spread of the main UN chamber inside plus notes on the singers and repertoire on the back. The singers from many lands are all members of the UN secretariat in New York and they sing 18 folk songs from almost as many nations-all in the native tongue. Accompaniment is light and consists variously of organ, guitar, etc. UN Building is pictured on the cover. It's worth displaying.

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*** THE KIRBY STONE TOUCH

Kirby Stone Four. Columbia CS 8164. (Stereo & Monaural) - The popular foursome present smart stylings of a variety of songs that include pop and jazz items, For jocks this can be a fine programming source. Their inventive lyric twists and musical stylings are clever and inventive. Selections include "Lullaby of Birdland," 'Volare" and "Ti-Pi-Tin."

**** THE MUSICAL WORLD OF LERNER & LOEWE

Starlight Symphony (Ornadel). M-G-M E 3781 - This beautifully packaged doublefold LP should appeal strongly to show music fans. Rich instrumental treatments of the memorable tunes - from "My Fair Lady," "Gigl," "Brigadoon" and "Paint Your Wagon." Prime jockey wax.

**** EVERYTHING'S COMING UP MUSIC

Art Van Damme Quintet. Columbia CS \$177. (Stereo & Monaural) - The Art Van Damme Quintet has been one if the best of the small jazz-pop groups for years, and on this new album they come thru solidly again. They handle a group of standards in their own bright, happy style that makes for solid listening. Tunes include "You Do-Something to Me," "Everything's Coming Up Roses" and "When Your Lover Has Gone." This set should have steady sales.

**** LEAVE IT TO JANE

Original Cast. Strand 5L 1002 - The revival of the Jerome Kern musical has been enjoying a successful off-Broadway run for several months. The score is charming and the various principals come across to good effect. Kern's score is delightful. The theater-goer will want it for his collection. Set can be a good seller.

**** THEREBY HANGS A TALE

Eddy Arnold. RCA Victor LPM 2036 -Arnold has a set of saga and folk type tunes that can generate wide appeal. Included are "Tom Dooley," "Riders in the Sky," and "The Ballad of Davey Crockett." The set also contains his recent big single click, "Tennessee Stud." Performances are first-rate, and it should prove an easily salable package. Good cover photo of the artist.

LOW-PRICE POPULAR ****

**** SELECTIONS FROM SOUTH PACIFIC

Various Artists. Lion L 70093 - The hits from the noted musical are presented in listenable fashion. Included are "There Is Nothing Like a Dame," "Dites-Moi," "Bali Hai," etc. Arrangements are lush, and the sides include male and female vocals. Strong rack item.

(Continued on page 38)



A LIVING STEREC

NEW SINGLES IDEA

FROM RCA VICTOR!

MARIO LANZA FUNICULI EUNICULA

HEAR these great artists Belafonte • Melachrino Lanza • Winterhalter Fiedler • Gould (many others)

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RCA VICTOR

The Billboard's Music Popularity Charts . . . PACKAGED RECORDS

JAZZ ****

**** STEVEIRINO!

Irene Kral. United Artists UAS 6052.

(Stereo & Monaural) - Miss Irene Kral,

a smart, jazz-styled thrush, has her second

album on the label. Here, the gal devotes

herself entirely to the song material of one

Steve Allen, which of course gives rise to

the good album title idea. Superior backings

are contributed by a nine-man band, play-

ing the arrangements of and headed by Al

Cohn. Group includes Joe Newman, Urbie

Green, Zoot Sims, etc. Miss Kral has a

warm and rich style which should bring a

Joe Wilder. Columbia CS 8173. (Stereo

& Monaural) - Joe Wilder, one of the best

and perhaps least publicized of modern

trumpet men, makes a strong impression

on this new Columbia set. The trumpeter

has rarely been heard on records to better

lot of attention to this new set.

**** THE PRETTY SOUND

NOVEMBER 2, 1959

lovely standards as "Tenderly," "I'm in the Mood for Love," and "Stella By Starlight," make this LP a particularly fine item for romantic jock sessions.

*** BOOTS & SADDLE

Ray Martin Ork, Imperial LP 9085 -Ray Martin and his British ork turn in a flock of western songs with the flavor of the plains and the Rockies. Fiddles are frequently heard carrying the lead against the rest of the band on such tunes as "Wagon Wheels," "Lonesome Saddle," "Home on the Range," "The Morning Stage," etc. Most of it has the sound in the arrangement of movie background material. Pleasant, easy-going mood music, nicely recorded.

*** MEET MR. ROBERTS

George Roberts, Columbia CS 8179. (Stereo & Monaural) - Goerge Roberts the name value can help. On side two, turns in some pleasant, warm trombone there are a collection of 16th Century Italian | work on this new album, backed by the works by Gabrieli, Cesti, Frescobaldi and Frank DeVol Ork. His sound is good, and the album is a happy one. Tunes include "In the Hall of the Mountain King," "Georgia on My Mind" and a cute version of the children's songs titled "Three Stoned Mice."

VIOLIN; MOZART: CONCERTO NO. 3 *** CHILDREN'S MARCHING SONGS Imperial LP 9081 - Here's a flock of well-known march melodies performed by a band and a boy soprano choir. Tunes include "The Happy Wanderer," "March Militaire," "The Toy Trumpet," "Farmer in premiere in April of 1940 and with this fine the Dell," etc. Set appears made to order reading by the noted violinist, Joseph Fuchs, for such kiddle party games as "Musical Chairs," etc. Good sound, and a good cover.

Irving Fields Trio. Vox STVX 426160.

". . . As Usual, Request

Records Presents the

in Monaural and Stereophonic

Space Sound

Unusilal . . . "

(Continued on page 58)

*** THAT LATIN BEAT Rome Symphony Orch, (Savino). Kapp

other in the label's editions of opera without words. The Bizet work is given a fine instrumental treatment, and the set should

INTERNATIONAL ****

**** RHYTHM OF SPAIN

Curro de Utrera, United Artists UAS 6054. (Stereo & Monaural) - Various types of flamenco songs are given stirring renditions by the popular artist. Rafael De Cordobes assists in the interesting presentations on guitar. The sound is brilliant, and captures the excellence of the artists

advantage, and he handles; his solos with warmth and charm. The tunes are standards, such as "Harbor Lights," "Blue Moon" and "Caravan." They are performed very smoothly. A good listening jazz set, reading. **** SLIDING EASY Curtis Fuller Sextet. United Artists UAS 5041. (Stereo & Monaural) - This is a **** BIZET: CARMEN bright new recording that should appeal to both hard bop fanciers and others that KC 9035-S. (Stereo & Monaural) - Andig good, modern jazz. It features arrangements by Benny Golson and Gigi Gryce, played with elan by the Curtis Fuller Sextet. The combo is made up of such strong prove as popular as its predecessors. Packnames as Lee Morgan, Hank Mobley, Paul aging is attractive and the sound is good. Chambers, Elvin Jones and Tommy Flanagan. Many of the tunes are originals by

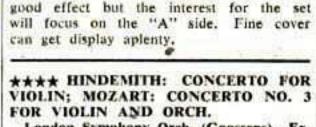
"Down Home" with C. Parker's "Bongo Pop" another strong side.

Symphony of the Air (Villa-Lobos); Bidu Sayao, Soprano, United Artists UAL 7007 - This album will stir up memories item. of soprano Bidu Sayao singing Villa Lobos' famed "Bachianas Brasileiras No. 5." Tender themes recieve similarly moving interpretations, along with some exciting orchestral and choral work mainly derived from primitive Indian themes. The work is the composer's first for films, for M-G-M's "Green Mansions." Altho off-beat, this LP could pick up interest as the film gets national play.

Fuller, including "Bit of Heaven," and

CLASSICAL ****

**** VILLA LOBOS: FOREST OF THE AMAZON



Symphony of the Air (Stokowski). United

Artists UAL 7001 - Maestro Stokowski

has put together a package of widely con-

trasting works in this handsomely produced

set. Highlight is the Respighi tone poem,

"Pines of Rome," which is given a reading

with dramatic and colorful impact. There

is powerful disk competition for this, but

Palestrina, These foo, are performed for

London Symphony Orch. (Goossens). Everest LPBR 6040 - This first recording of the Hindemith violin concerto is excellent. Written in 1939, the concerto had its world and the famed British orchestra, under Sir Eugene Goossens, this important contribution to 20th century music could become more popular in the concert halls. The Mozart violin concerto, a masterpiece of musicianship, also comes in for a fine

> For full-color catalog of timeless international best sellers contact REQUEST RECORDS, INC. 443 West 49th St., NYC 19, N. Y. Few areas still available for distribution.

the magic strings

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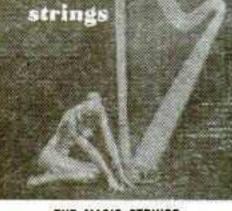
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in the U.S.A

uper Soun

the fabulous





THE MAGIC STRINGS Presenting the world's most fabulous orchestra with its new and scintillating way of rendering international selections. Two separate and complete 40 violin sections plus 5 saxes, 4 french horns and 4 trombones add a rich background to the superb performance of "The Magic Strings." M-6002 MS-16002*



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sidisc INTERNATIONAL INC. 666 Fifth Avenue . New York 19, N.Y.

**** RESPIGHI: PINES OF ROME

Peggy King. Imperial LP 9078 - Peggy

King offers sweet, intimately phrased vocal

treatments of melodic standards, exhibiting

a delightfully mature, new vocal personality,

Jocks should find the style-switch both

spinnable and a good chatter topic. Se-

lections include "Rain," "Till There Was You," "Imagination" and the title theme,

Three orks back various sides - Henri

*** KEN GRIFFIN PLAYS ROMAN-

Columbia CL 1365 - Designed for

"listening, dancing, skating," this album

spotlights Griffin's usual skillful organ solo

work on a group of nostalgic oldies. Tunes include "Cecile Waltz," "Roses," "Melody

*** DANCE TO THE SOUND OF CLAUDE THORNHILL AND HIS OR-

Decca DL 8878 - This is one of the

most interesting dance albums to come

along in quite awhile. Thornhill's sound

reflects jazz and pop influences, and his

legit musical training. Discerning folk will

get a charge out of listening - as well as

dancing - to this. Material includes a

wonderful pot pourri, including "Witchcraft," "Texas Blues," "Muskrat Ramble,"

*** BEYOND THE BLUE HORIZON

(Stereo & Monaural) - Seng is an exciting

organist, bringing to the mighty instrument a sense of freshness and modernity. Ma-

terial includes "Happiness Is Just a Thing Called Joe," "Liza," "Valse Moderne," etc.

Fine sound. A better than ordinary pack-

*** THE LURE OF THE MEDITER-

Johnny Seng. United Artists UAS 5056.

Rene, Pete King and Jack Marshall.

POPULAR ***

TIC WALTZES

of Love," etc.

CHESTRA

various medleys, etc.

age of its category.

RANEAN

*** LAZY AFTERNOON

in full. In this market it can prove a strong

LATIN AMERICAN ****

**** CHA CHA CHA, TANGO, MAMBO, MERENGUE Volume 11, Argueso and Ork, Flesta

FLP 1250 - Argueso provides infectious, hip-swinging ork treatments of some catchy Latin American tunes. Selections, ranging rhythm - wise thru the terp-repertoire of the title, includes "Don Jose," "Southern Comfort," "Por Que," etc.





Free Strips

Axel Stordahl and Ork. Decca DL 9073-

This is a beautifully-produced package with a book-type cover that has a cut-out, window-style display of a Mediterranean scene. Travel expert Horace Hutton has contributed an interesting set of notes, which together with color photos, make the album packaging a plus job. Stordahl's music showcases melodies from various sections of the area, such as "Isle of Capri," "Autumn in Rome," "Riviera Pavanne," etc.

*** SHOW TUNES

GOOD SALES POTENTIAL

Guy Lombardo, Decca DL 8898 - Set has a dozen tunes, each of them being a highlight from a music production. Included are samplings from "Brigadoon," "Allegro," "High Button Shoes," "Jubilee," "The King and I," etc. Lombardo's ork does the material in the maestro's traditionally sweet style.

*** THE EYES OF GOD

Leslie Uggams. Columbia CS \$174. (Stereo & Monaural) - The young thrush delivers a lovely album of inspirational songs. Tho a youngster, she has been a performer for several years, and her fans will find that this LP shows her to have develope ' into a competent artist. Glenn Osser's arrangements nicely complement her fine readings. Selections include "It Is No Secret," "The Door Is Open" and "I Believe." Good cover photo of the artist.

*** MORE BLUE MIST Sam (The Man) Taylor, M-G-M E 3783-Taylor's lush, sultry sax solo artistry dominates this melodic mood music package. Dreamy instrumental treatments of such

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45'5-65#

THE BILLBOARD

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40	The Billboard's Mu	sic P	opula	rity Ch	arts , , , POP SONGS NOVEMBE	R 2, 195	59
	LONOR R THE NATION'S		SU MRC		ES For survey week ending October 24	K REG.	j
This Week		Last Week	Weeks on Chart	This Week		Last Week	Week or Char
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; Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 3 Billy Vaughn, Dot 15444.	Dick 0978;	9	6.	Deck of Cards By T. Texas Tyler—Published by American (BMI) BEST SELLING RECORD: Wink Martindale, Dot 15968. RECORDS AVAILABLE: Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Dec 28809.	8 Williams,	5
2.	Mr. Blue By Dwayne Blackwell-Published by Cofnerstone (BMI) BEST SELLING RECORD: Fleetwoods, Doyton 5.	2	.7	7.	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.	6	(
3.	Put Your Head on My Shoulder By Paul Anka-Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.	3	8	8.	Primrose Lane By Callender-Shanlin-Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.	7	5 () 0
4.	Don't You Know By Bobby Worth-Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.	5	5	9.	('Til) I Kissed You By Don Everly-Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.	10	1
5.	Teen Beat By Nelson Egnoian—Published by Drive-In (BMD) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.	4	8	10.	Just Ask Your Heart By DeNota-Ricci-Damata—Published by Rambed (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1040.	9	
		_ S	eco	nd Te	n <u> </u>	25	0.0
11.	Poison Ivy By Leiber-Stoller-Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.	н	8	16.	Seven Little Girls (Sittin' in the Back Se By Hilliard Pockriss-Published by Sequence (ASCAP) BEST SELLING RECORD: Paul Evans & the Curls, Guaranteed 200.	eat) 19	4
12.	Sleep Walk	13	8 11	17	Danny Boy	28	8 3

1.25

13.

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naterial

12.	Sleep Walk	13	11	17. Danny Boy 28		3	
1.65	By Farine-Farine-Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Brye, Canadian-American 106.				By Weatherly-Published by Bossey & Hawkes (ASCAP) BEST SELLING RECORD: Conway Twitty, M-G-M 12826. RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1	071;	
13.	Battle Hymn of the Republic	15	7		Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Slim Whiteman, Imp 8201.		
ana an	By Wilhousky-Published by Carl Fischer (ASCAP)	10 Ucoutoches has the Nambon		Heartaches by the Number	29	3	
14	BEST SELLING RECORD: The Mormon Tabernacle Choir, Columbia 41459.	20	3		By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Columbia 41476. RECORD AVAILABLE: Ray Price, Col 41374.	Published by Pamper (BMI) RECORD: Guy Mitchell, Columbia 41476.	
1	By J. Garland-A, Razas-Published by Shapiro-Bernstein (ASCAP)	~			AUCOND AVAILABLE, MJ TIKC, COL 41014.		
	BEST SELLING RECORD: Ernie Fields, Rendezvous 110. RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29449; Jerry Gray O 27177; Johnny Maddox, Dot 15045.			19.	So Many Ways By Bobby Stevenson-Published by Brenda (BMI) BEST SELLING RECORD: Brook Benton, Mer 71512. RECORD AVAILABLE: Varetta Dillard, Savoy 1153.		1
15.	The Three Bells	12	13	20.	Red River Rock	16	11
	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 Floo Monument 408.		9 31		By King-Mack-Mendelsohn-Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509. RECORD AVAILABLE: Gene Redd, King 5250.		1
	(1)(1)						
2	· · · · · · · · · · · · · · · · · · ·	1	hird	Ter			
21.	Oh, Carol	30	2 1	26.	Say Man	22	5
	By Neil Sedaka & Howard Greenfield-Published by Aldon (BMI)		- 1		By C. McDaniel-Published by Arc (BMI)		
	RECORD AVAILABLE: Neil Sedaka, Vic 7595.				RECORD AVAILABLE: Bo Diddley, Checker 931.		
99	I'm Gonna Get Married	17	11				
<i>44</i> .	By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI)	17	11	27.	Misty	1	1
α.	RECORD AVAILABLE: Lloyd Price, ABC-Paramount 10032.	1		a .	By Burke & Gardner-Published by Vernon-Octave (ASCAP) RECORDS AVAILABLE: Georgi Auld, Coral 65513; Chris Conner, Atlantic 2037; E Garner, Mer 30037; Jane Harvey, Dot 15885; Johnny Mathis, Col 41483; Bill Shep Signet 12012; Sarah Vaughan, Mer 71477.		
23.	Woo-Hoo		1		Signet 12012; Sarah Vaughan, Mer /14/7.		
24	By G. D. McGraw-Published by Shapiro-Bernstein & McGraw (ASCAP)		100 mar 1	28.	Unforgettable	-	1
	RECORD AVAILABLE: Rock-A-Teens, Roulette 4192.			Store is	By Irving Gordon-Published by Bourne (ASCAP)		
		10010			RECORD AVAILABLE: Dinah Washington, Mer 71508.		
24.	Morgen	14	8	90	The Enchanted See	458	Т
	By Moesser & Sherman-Published by Sidmore (BMI) RECORDS AVAILABLE: Rex Allen, Vista 347; Richard Maltby, Col 41452; Ive	. Boble	100	<i>4</i> 0.	The Enchanted Sea By Metis-Starr-Published by Volkwein (ASCAP)	243	
	Laurie 3033; Leslie Uggams, Col 41451 (One More Sunrise).	6 R 666 C ,	7		RECORDS AVAILABLE: Martin Denny, Liberty 55212; Islanders, May Flower 16.		
25.	I Loves You Porgy	21	10	30.	You Were Mine	25	2
	By Heyward-Gershwin-Published by Gershwin (ASCAP)				By Paul Gialcalione-Published by Dara & Good (BMI)	S.	
	RECORD AVAILABLE: Nina Simone, Bethlehem 11021,		8		RECORDS AVAILABLE: Fireflies, Ribbon 6901; Rudy West, King 5276.		
-	WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark the hits has been copyrighted by The Billboard. Use of either may not be Billboard's consent. Requests for such consent should be submitted in writing t	made witho	out The	to	ne Honor Roll of Hits comprises the nation's top tunes ac record sales, sheet sales and disk jockey performa etermined by The Billboard's weekly nationwide s	nces	as



WITH THE MIRACLE SOUND OF THE HARRY SIMEONE CHORALE THIS IS THE ORIGINAL HIT VERSION ON 20th FOX #121

441,000 ORDERS AS OF WEDNESDAY, OCT. 28

AND THIS IS THE ALBUM IT CAME FROM



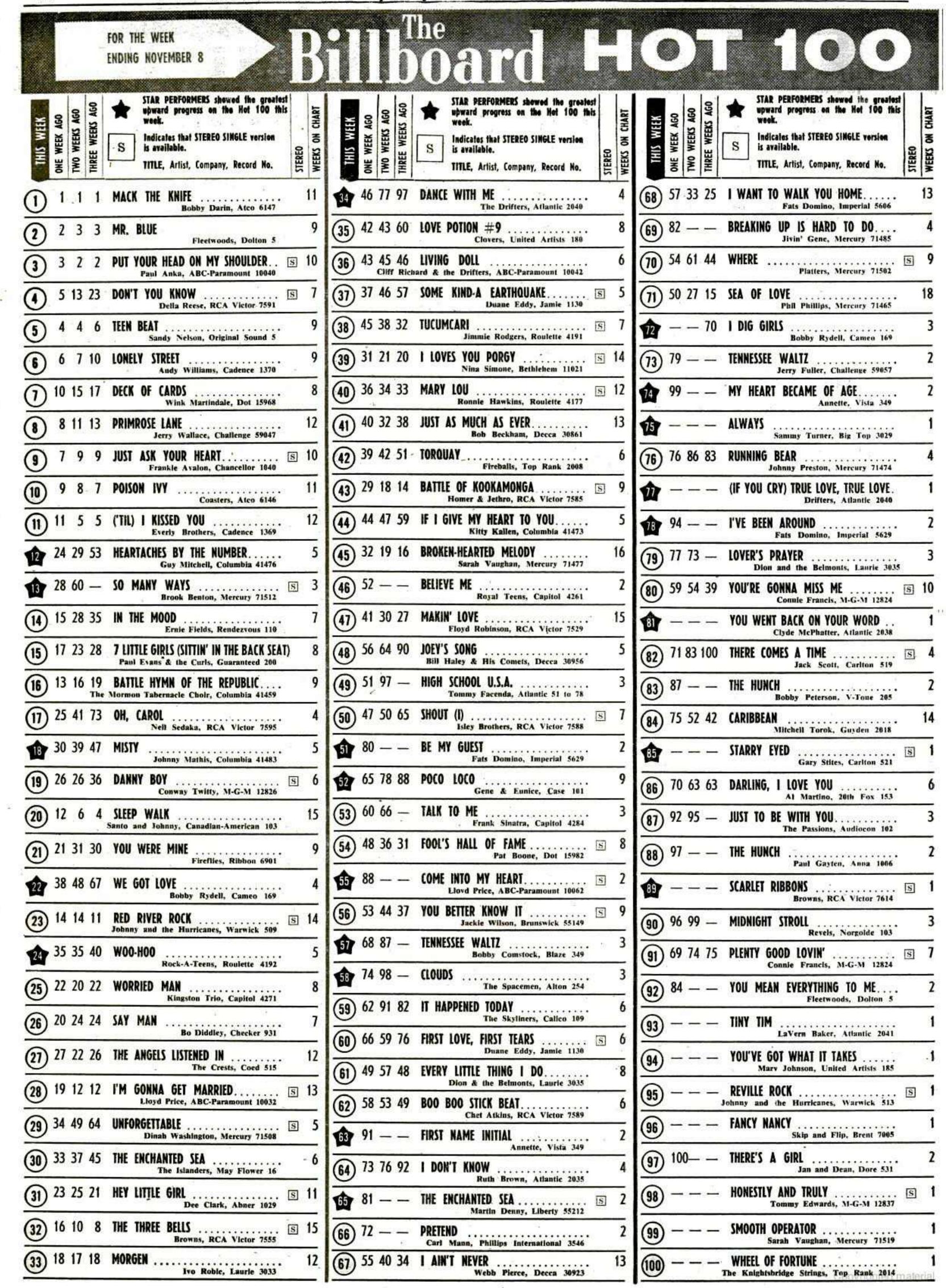
Thirty-one Carols woven into a glorious pageant of sound and song 20TH FOX # 3002 (STEREO) SFX - 3002 192,000 ORDERS AS OF WEDNESDAY, OCTOBER 28



ALL YOU HEAR IS BEAUTY



The Billboard's Music Popularity Charts . . . POP RECORDS



The Billboard's Music Popularity Charts . . . POP RECORDS

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 Lox operators and disk jockeys as having the way. Previous Billboard

*COME INTO MY HEART.....Lloyd Price

(Prigan, BMI) ABC-Paramount 10062

They are recommended to dealers, juke Lox operators sk jockeys as having the greatest potential to go all	"MY HEART BECAME OF AGE Annette		
ay. Previous Billboard Spotlight Picks are marked (*).	(Disney, ASCAP) (Wonderland-New World, BMI)		
	Vista 349		
	*ALWAYS		
POP	(Berlin, ASCAP) Big Top 3029		
	a 0 11 11		
IY GUEST	C&W-No selections this week		
EEN AROUND			
(Travis, BMI) (Travis, BMI) Imperial 5629	R&B-No selections this week		
	In order to enough reasonal serieurs. The Dillion d		

FIRST NAME INITIAL

ONV HEADT DECAME AT ACT

TOMORROW!

BUBBLING UNDER THE HOT 100

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

1.	I'LL WALK THE LINE
2.	CAT WALK Ember
3.	PIANO SHUFFLE Dave (Baby) Cortez, Clock
4.	GILLEE Sonny Spencer, Memo
5.	SANDY
6.	GROWIN' PRETTIERJohnny October, Capitol
	OLD SHEP
8.	THERE I'VE SAID IT AGAIN
	HAPPY ANNIVERSARY
10.	HAPPY ANNIVERSARY
11.	DON'T DESTROY MECrash Craddock, Columbia
12.	IT MIGHT HAVE BEEN
	MEXICAN JOE
14.	SUNRISE SERENADE
Sec. 1	I DON'T KNOW WHAT IT IS The Bluenotes, Brooke

HOT 100: A TO Z

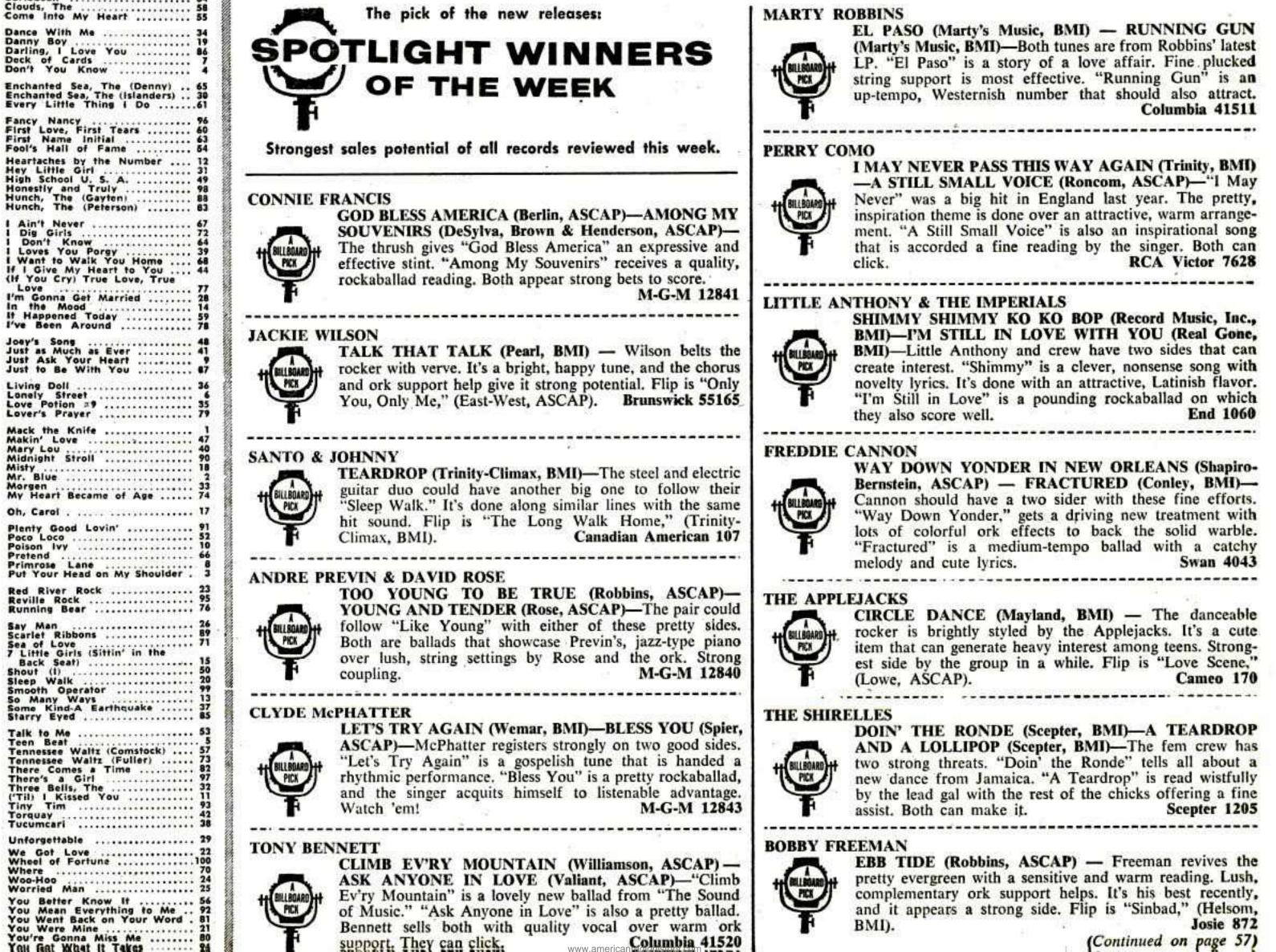
*BE MY GUEST

I'VE BEEN AROUND

Always Angels Listened In, The	75 27
Battle Hymn of the Republic Battle of Kookamonga	16 43
Be My Guest Believe Me	
Boo Boo Stick Beat	62
Broken-Hearted Melody	45
Caribbean	84

REVIEWS OF THIS WEEK'S SINGLES

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.



(Continued on page 57)

support, They can click, www.americanColumbia 41520

44	The Billboard's Music Popularity Charts POP	RECORDS	NOVEMBER 2, 1959
		• Best Selling Sheet M	
EMI	21 ACUSTIN		sheet music jobber level.
Jun =	North Milli	This Week	Last on Week Chart
		1. MACK THE KNIFE (Harm	
	CALL NY	2. THE THREE BELLS (Harri	
	SU CIF 1/1	which have a consecute of the second second second and	DY (Mansion) 3 11
DA N	14 16	5. (TIL) I KISSED YOU (Acu	
AFY	MILE YELLO	the superior and the second second	hwin)
r'a'	11 -116413	7. MORGEN (Sidmore) 8. PRIMROSE LANE (Music Pr	
	1/15254	9. LIKE YOUNG (Robbins)	1/52 Pre-1/4 Pre-1/4
		10. PUT YOUR HEAD ON MY	Personal states of the second states and the
Í			MA (Zodiac) 4 11
		13. DECK OF CARDS (America	Frank) 7 13
		14. SUMMERTIME (Gershwin)	
	MUN WINGTONNO	15. SLEEP WALK (Trinity)	
	GAT RASTAND	• Best Selling Sheet M	usic in Britain
N H IN AN AN AN		• (For week end	ing October 24)
	NEW	A cabled report from the Music P List is based upon their weekly surve American publishers in parenthesis.	ublishers' Association, Ltd., London. y of England's leading music dealers.
		Only Sixteen-Ardmore & Beechwood (Kags)	Treble Chance-Henderson (Kassner) Lipstick on Your Collar-Joy (Joy)
8.0		China Tea-Mills (Mills) Living Doll-World Wide (Maurice) Three Bells Southers (Southers)	Mack the Knife-Arcadia (Harms) Mona Lisa-Famous-Chappell (Famous)
	Conner	Three Bells-Southern (Southern) Side Saddle-Mills (Mills) High Hopes-Barton (Maraville)	Trudie-Henderson (Kassner) Someone-Johnny Mathis (Cathryl)
		Here Comes Summer-Mills (Jaymar) One More Sunrise (Morgen)-Dominion	I Know-Feldman (Roncom) Travelling Light-Aberbach ()
		(Skidmore) Heart of a Man-Toff (Shaniro-Bernstein)	May You Always-Essex (Hecht, Lancaster



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Roulette-Mills (Mills)

- 667

Lonely Boy-Bron (Spanka)

• Best Selling Pop Records in Britain

(For week ending October 24)

his Veek	Printed		of the "New Musical Express," ost Musical Publication.	Last Week
. TRAV	ELLIN' LIC	HT-Cliff Richard	d (Columbia)	
A MACK	THE KNI	FE-Bobby Darin	(London)	1
S. SEA	OF LOVE-	Marty Wilde (Phi	llips)	4
			ers (London)	
			he Hurricanes (London)	
			arah Vaughan (Mercury)	
7. HERE	COMES SI	JMMER-Jerry K	eller (London)	
. ONLY	SIXTEEN-	-Craig Douglas (I	[op Rank)	7
			bitol)	
가 같아 아는 것 않아?		DITAL CONTRACTOR CONTRACTOR	A)	
. MONA	LISA-Co	nway Twitty (M-6	G-М	11
2. LIVIN	G DOLL-	Cliff Richard (Co	lumbia)	8
			RCA)	
4. PUT	YOUR HEA	D ON MY SHOU	ULDER-Paul Anka (Columbia)	
			E THOSE EYES AT ME FOR?	
	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1		e Eddy (London)	
			ddy Holly (Coral)	
. ONE	MORE SUN	RISE-Dickie Va	lentine (Pye)	22
- F 10			1a)	
			cky Nelson (London)	



The Billboard's Music Popularity Charts . . . POP RECORDS

Reviews of THIS WEEK'S SINGLES (continued)

THE FOUR ESQUIRES Continued from page 43 **** WOULDN'T IT BE WONDERFUL-PARIS 539-A slowish, rhythm tune with a heavily accented afterbeat. The group gives **BUDDY FREEMAN QUARTET GOOD SALES** it an interesting interpretation which can generate some interest. BIG RIVER (Jameco, ASCAP)-THE CHASE (Jameco, (Greta, BMI) ASCAP) — "Big River" is a reminiscent theme that is POTENTIAL handled with twangy guitars over shuffle rhythm support. **** WONDERFUL ONE-The boys hand this pretty ballad a "The Chase" spots a racy piano and reeds. Both sides are nice harmony reading. The side, like the flip, has a heavy beat. An RAY & LINDY unusual and interesting. Either can score. Warwick 517 agreeable coupling. (Gold, ASCAP) *** Jimmy's Got a Girl-ATCO 6150-A haunting folk flavor and interesting chord changes mark this one. Duo does a solid **RAY B. ANTHONY** job, with smart instrumentation. (Tree, PEREZ PRADO ST. LOUIS BLUES (Handy Bros., ASCAP) - ALICE BMI) *** CLAP HANDS-RCA VICTOR 7630-The Prado band BLUE GOWN (Feist, ASCAP)-The new chanter could *** Big Betty-Unusual item. June has and organ have a solid danceable item. The melody has the quality have winners with his first efforts. "St. Louis Blues" gets a the character of country blues. It's done of "The Mexican Hat Dance." A fine box item. (Peer, Intl., BMI) vigorous and inventive reading. "Alice Blue Gown" is done to a turn by the duo, with instrumentation that furnishes a rocking beat. Watch it. as a bright rocker. Both have the sound and can go all *** DIVINA-Another good, bright sounding effort by the (Tree, BMI) Sun 333 the way. Cuban maestro. Either side could move. (Peer Intl., BMI) -----FRANKIE VALLY *** Please Take a Chance - DECCA EYDIE GORME THE HAPPY WANDERER (Fox, ASCAP)-The oldie is 30994-Frankie Vally sells this rockaballad ★★★★ HAPPINESS—ABC-PARAMOUNT 1006—The thrush. wrapped up in an exuberant chant by Loudermilk and a with feeling over a warm backing, Good backed with a chorus, belts out a gospel-type number with enside. (Sunno, BMI) chorus. It's a spinnable item that can catch on. Flip is thusiasm. (East-West, BMI) *** It May Be Wrong-On this side the Columbia 41507 *** FOOL AROUND - A leisurely ballad which contrasts the warbler sells a pretty tune with much authority, helped by a good arrangement. flip. Style here is dreamy in keeping with the nature of the (Sunno; BMI) lyric. (Almimo, BMI) Christmas -HANK BALLARD & THE MIDNIGHTERS DON RONDO *** I Could Love Yon-KING 5275-BUON NATALE (Mogule ASCAP) - THE HAPPIEST *** BATCH OF LOVE - ROULETTE 4202 - A cute, nov-Hank Ballard sells this blues with much sincerity backed closely by the group. (Lois, elty-flavored tune. It's done to good effect by Rondo with help from ing new Christmas songs that can go well. "Buon Natale" BMI) a male vocal group. Good rhythm job. (Planetary, ASCAP) *** Never Knew-The chanter and the Capitol 4301 **** QUIET GIRL - An exotic flavored rhythm with the sound group perform a wild rocker with drive of the tropics. Rondo croons it nicely to a good background with over a pounding drum beat. Both sides could pull coins, (Lois, BMI) shimmering fiddles. It's his first on the label. (Kahl, BMI) THE HAPPY REINDEER (Ske, BMI)-The cute song tells about three reindeer who have learned to sing so DANNY STATON CHAN ROMERO *** A True True Love-FELSTED 8589 that they can wish everyone a Merry Christmas. It reminds *** I DON'T CARE NOW - DEL-FI 4126 - Effective emo--Staton debuts on the label with a slick, a bit of "The Chipmunk Song." It's bound to get spins tional performance by Romero on a dramatic rockaballad. Watch smart reading of clever piece of material. a-plenty during the coming season. Flip is "Dancers' The backing is subdued and the side could this. (Elsa Tunes, BMI) get spins, (Scherer, BMI) Capitol 4300 **** MY LITTLE RUBY - Frantic vocal treatment of an exu-

*** Troubles On My Mind - Danny Staton, a young Canadian singer from Montreal, sells his debut waxing pleasantly, helped by a fem chorus. Tune is a pop-

JOHN D. LOUDERMILK



"The Red Headed Stranger." (Pine-Ridge, ASCAP).

NAT KING COLE



CHRISTMAS TREE (Sweco, BMI)-Cole has two, charmhas a Mediterranean flavor. "The Happiest Christmas Tree" is a novelty-type. Both are listenable.

DANCER, PRANCER AND NERVOUS



Waltz" (PD).

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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

ADAM WADE

TELL HER FOR ME (Winneton, BMI)-DON'T CRY, MY LOVE (Winneton, BMI)-Wade registers effectively on two lovely ballads. Both are given quality renditions, and either could easily step out sales-wise. He has touches of Mathis in his delivery, and he comes across strongly. Coed 520

HENRY GADDY WILSON

NOTHIN' AT NIGHT (Melrose, ASCAP) - I'LL NEVER BE MYSELF AGAIN (Kahl, BMI)-Wilson bows on the label with two impressive sides. Both are rockabilly sorts that get effective outings from the young singer. With exposure they can create interest. Columbia 41492 .

POP DISK JOCKEY PROGRAMMING

BILL DOGGETT

ZEE (Islip, BMI)-GOOFY ORGAN (R. T., BMI)-Doggett has two highly programmable sides. "Zee" is a jazz-flavored tune that spotlights a big band approach. On the flip, "Goofy Organ," the artist gives out with colorful organ effects on a cute tune. Both can King 5281 move.

TENDER SLIM

TEENAGE HAYRIDE (Figure, BMI)-The bright side can have heavy juke and jock appeal. It's a cheerful instrumental that is accented with sound of crowd noises. Tune is a rocker that mounts in sound and excitement. It should find flavor. Flip is "Hey Joe," (Amica, BMI). Grey Cliff 723

* * * *

VERY STRONG SALES POTENTIAL

RICHARD WOLFE

**** UNTIL TOMORROW-KAPP 306-The oldie is handed a good instrumental performance here by the combo over a strong beat. This has a chance. (Republic, BMI)

**** TUTUCHELLI-Happy little riff effort on the order of "Third Man Theme" is also handed a solid performance by the

KATHY LINDEN

**** MARY LOU WILSON AND JOHNNY BROWN-FEL-

berant rockabilly ditty. Two solid sides. (Maraville, BMI)

STED 8596-Cute waltz tells the tale of a love affair that was mated in heaven. Miss Linden hands it a graceful reading over a strong ork assist. (Morris, ASCAP)

**** THINK LOVE - The lark reads the cute, medium-beat theme with charm. The arrangement includes rhythmic stops. Good jockey side and also a good bet to collect coin. (Morris, ASCAP)

DELLA REESE

*** YEARS FROM NOW - JUBILEE 6002 - A release from the chick on her former label. It's a light lyrical adaptation of a Chopin theme. It's bound to get play, and it could catch on. (Marvelle, BMI)

★★★ In the Still of the Night — The Porter evergreen is handled smartly by Miss Reese in a racy, up-tempo arrangement. Flip appears the stronger side. (Chappell, ASCAP)

VIC DAMONE

**** THE NIGHT HAS A THOUSAND EYES-COLUMBIA 415 — The pretty beguine is given a warm and spirited reading by the chanter. It's an old movie song, and it will be familiar to many. Worth spins. (Paramount, ASCAP)

*** On a Sunday Afternoon - A medium rhythm tune has touches of the old days. It's got a ukulele backing with a chorus assist. (Valiant, ASCAP)

SONNY JAMES

**** I FORGOT MORE THAN YOU'LL EVER KNOW -CAPITOL 4307 — The oldie is warbled in fine dual-track style by the singer. Chorus backs the artist. Strong chances. (Fairway, BMI)

★★★ Till Tomorrow — Legit-type reading of a pretty waltz from "Fiorello," on which the chanter is backed by a big ork and chorus. (Sunbeam, BMI)

JOE MEDLIN

★★★★ WITHOUT YOUR LOVE - MERCURY 71524 - Medlin sings tenderly a ballad with philosophical overtones. The backing starts light and builds nicely with choral effects. The side could step out. (Brenda, BMI)

****** Who Am I — Another slow-paced ballad with a gentle rock triplet rhythm. Massed fiddles support the effort. Flip would have the initial impact. (Asset-Bennie Benjamin, ASCAP)

BRAD SUGGS

******* I WALK THE LINE — PHILLIPS INTERNATIONAL 3549 - The old Johnny Cash click gets a good instrumental treatment. Danceable item can score well. (Hi Lo, BMI)

★★★ Ooh Wee — Bright rocker blues is given a driving belt by Suggs. Side can step out with plugs. (Knox, BMI)

type blues. (Murjack, BMI)

LITA ROSA

*** Once in a While-MERCURY 71527 -Lita Rosa sells the oldie with feeling over a rock and roll beat. A good waxing that is worth spins. (Miller, ASCAP)

*** Allentown Jail-The familiar folk song is handed a warm reading by the English thrush over a simple backing. Worth lots of spins. (Bourne, ASCAP)

JEFF MONROE

*** Just for a Little While-FREEDOM 44024-Jeff Monroe performs a pretty ballad in a tender, legit-type style. The backing is smooth, too. (Asa, ASCAP)

*** River Song - A ballad with folk touches is also read with feeling by the singer. Two good sides here. (Metric, BMI)

JANE BENSON

*** Growing Up-ATCO 6151-Wistful reading by gal on appealing rockaballad with teen-styled lyrics. (Wonder-Conmar, BMI)

*** Surrendering-Interesting tune with catchy tempo is wrapped up in duo-vocal with group backing. (Progressive, BMI)

ELENA MADERA

*** Callate Corazon-DECCA 30995-Vivacious chirping by canary on lively Latin ditty. (Beechwood, BMI)

*** Otra Vez - Animated reading by thrush on dramatic Latin item with male chorus on backing, (Estacy, ASCAP)

DAVID CARROLL

*** Waltzing Matilda - MERCURY 71535 - Virile male chorus warbles the charming folk-flavored oldie featured in forthcoming "On the Beach" movie. Several other versions coming out but this ranks with best to date. (Fisher, ASCAP)

*** Sometimes Pm Happy-"Sleepwalk" type guitar work marks this attractive instrumental treatment of the oldie, with mildly r.&r. beat. (Harms, ASCAP)

5Y OLIVER

*** "O"-MALA 407-The Oliver ork gives out with a smooth instrumental treatment of the oldic. It's light and listenable. Jocks will like, (Feist, ASCAP)

*** The Touch-Moody theme spots an alto sax lead over light ork backing. Also a spinnable side, tho flip appears the top material effort. (Duchess, BMI)





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The Billboard's Music Popularity Charts . . . POP RECORDS

FOLK TALENT & TUNES

Around the Horn

Kirby Buchauan, rodeo contestant and a member of the Rodeo Cowboys' Association, is on an extended deejay tour to promote his first recording, a sacred EP on the Starday label titled "Inspirational Songs of Faith." Kirby is backed on the works by the Jordanaires, Del Wood, Lightnin' Chance, Grady Martin and Buddie Harmon. Deejays may obtain a copy by writing to Don Pierce, Starday Records, P. O. Box 115, Madison, Tenn. Buchanan has an LP of religious songs, with the same backing, coming up soon. . . . Moss Rose Publications, Inc., Nashville, headed by Hubert Long, has just had two more of its tunes waxed on major labels. They are "Seven Days," cut by Hank Locklin on RCA Victor, and "Only the Lonely," by Johnny Western on Columbia. Both tunes were cleffed by Roy Drusky. Deejays needing copies may write to Long at 616 Exchange Building, Nashville.

Roy Acuff and His Smoky Mountain Boys, with Margie Bowes, head for the Caribbean in December for a month's tour. . . . George Hamilton IV writes in to say that he has a new release out on ABC-Paramount titled "Little Tom." which made considerable impact in the country field several years ago. Deejays who may have been missed in the mailing may obtain copies by writing to Hamilton at 4000 Albemarle Street, N.W., Washington 16. George will be at the forthcoming deejay conclave in Nashville to plug his new release. . . . Betty Foley's "Old Moon," on the Bandera label, has been taken on by Sparton of Canada, London, Ont., for distribution in that country. A package comprising Hank Thompson and His Brazos Valley Boys, Wanda Jackson, Merle Travis, Billy Gray, Little Jimmy Dickens, the Duke of Paducah, Mother Maybelle and the Carter Family, Delores Dinning and Smiley and Kitty Wilson has been set by Harry (Hap) Peebles, Wichita, Kan., promoter, for a tour covering Sioux City, Ja., November 3; Topeka, Kan., 4; Omaha, Neb., 6; Lincoln, Neb., 6; Wichita, Kan., 7, and Kansas City, Kan., 8. Following that the group heads for the deejay festival in Nashville. Another Peebles unit, made up of Ernest Tubb and His Texas Troubadours, Ray Price, Skeeter Davis, Jed Starkey, Johnnie Johnson, and Johnnie Lee Wills and His Western Swing Band, plays Kansas City, Kan., November 22; Sioux City, Ia., 23; Lincoln, Neb., 24; Scottsbluff. Neb., 25; Omaha, Neb., 26; Topeka, Kan., 27, and Wichita, Kan., 28. Thurston Moore spent last week in Nashville to kick off the promotion on his new 182page annual, Country Music Who's Who, just off the presses. The new book, the most ambitious works ever devoted to the c.&w. music field, is a quality print job that reflects a mountainous effort in preparation and news gathering. Represented in the annual is virtually everyone of consequence in the country and western music field. Country Music Who's Who will be officially introduced at the country music deejay convention in Nashville November 13-14. Moore has set up a display of the publication in the

lobby of the Andrew Jackson Hotel in Nashville during the run of the conclave and has set a promotion with the leading department store in that town whereby the latter will devote one of its windows to displaying the country and western annual.

"New Dominion Barn Dance." Richmond, Va., will not be staged November 14, Saturday night, due to the WRVA Theater being occupied with a previous commitment. The broadcasts over WRVA Radio at 7:05, 9:05 and 11:15 p.m., will be aired as usual via tapes and the show will return to the WRVA Theater stage, as usual, November 21. Most of the "Barn Dance" talent will take the Saturday vacation to visit the country music deejay convention in Nashville, with promoter Carlton Haney heading the delegation. . . . Rusty Adams and the Trailblazers, whose new waxing on the Tip Top label couples "Your Lying Lips" with "Chance of a Lifetime," has been set by Jim Gemmill for a onenight stand at the Rappanna Theater, Urbana, Va., November 14.

Station WWVA, Wheeling, W. Va., presented its 20th annual Harvest Home Festival to two full houses at the Capitol Theater, Wheeling last Saturday (31). Heading the special show were Mac Wiseman, Elton Britt and Grandpa Jones. The cast also included the Sunshine Boys, the Osborne Brothers, Doc Williams and His Border Riders, Bill Browning and the Echo Valley Boys, Lee Moore, Crazy Elmer and Company, Buddy Durham and Marion, Abner Doolittle, Roy Scott, and Earl Batman and His Ramblin' Hoe-Downers. The night's proceedings were aired continuously from 7:30 p.m., thru 2 a.m., over WWVA. Red Foley flew directly from his father's bedside in Berea, Ky., to his personal appearance last Wednesday (28) in Urbana, Ill. The date, which also featured comic Shug Fisher along with Slim Wilson's band and the Promenaders, was under the sponsorship of eight Future Farmers of America chapters. This week Foley takes Bobby Lord, Norma Jean, Speedy Haworth and the Country Gentlemen band with him on a tour that opened Sunday (1) in Rapid City, N. D., and follows with Casper, Wyo., Monday (2); Minot, N. D., Tuesday (3); Regina, Sask., Wednesday (4), and Saskatoon, Sask., Thursday (5).



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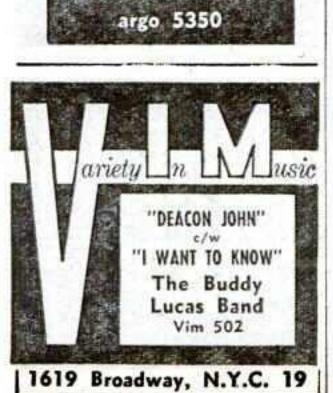
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With the Jockeys

Freddie Chapman, conducting a daily three-and-a-halfhour show, Monday thru Saturday, on KFXD, Nampa, Idaho, says he's in a predicament, due to a paucity of programming wax. Tabbed the "Original Snake River Stampede," the show covers a good part of three Northwest States, Chapman says, and KFXD boasts the most powerful signal in the State. "There is plenty of air play available at this 5,000-watter," writes Freddie. "This is great c.&w. country, with all kinds of country cats who dig the c.&w. sound. Send 'em air mail, plain mail or by buckboard, but please send 'em."

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The Revelers, Rondo-Lette SA 113. The Christmas evergreens are given an off-beat jazz-type treatment on some tracks. Others are done in straight versions, Good seasonal offering at low price should make this top rack material.



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DALLAS FAIR SHATTERS **RECORDS WITH 2,801,305**

Extra Evening Accounts for Hike; Revue, 'Ice Capades' Rake in \$\$

DALLAS - The State Fair of | that Friday night. The fair followed | Texas ended its 1959 run Sunday (25) with a record - breaking total attendance of 2,801,305, topping same. the fair's own record of 2,757,734 established last year.

The new national attendance record was accomplished with a run of 16 days and 17 nights, the usual run of the Dallas fair being only 16 days and nights. The 1959 fair opened at 4 p.m. Friday, October 9, instead of on Saturday morning, as is customary, because the SMU-Missouri football game had been scheduled in the Cotton Bowl for

Cristiani Plays Final Stands, **Closing Season**

BILOXI, Miss.-Cristiani Bros.

this pattern once before, in 1955,

James H. Stewart, executive vicepresident and general manager, hailed the 1959 edition as the greatest State Fair of Texas in history "from the standpoint of over-all presentation, total attendance and gross receipts."

Ideal Weather

The Dallas exposition was blessed with near-ideal weather, the best in some 10 years on an over-all basis. The opening weekend had perfect football weather for the two grid games scheduled on Friday night and Saturday afternoon. The first Tuesday (13) it rained all day, and Wednesday_morning (14) was cool and misty, but the sun broke thru about 11 a.m., and the skies were clear by early afternoon. From that time on there wasn't a cloud in the sky and the weather was perfect during the rest of the run.

The theatrical attractions at the 1959 fair both wound up with successful runs. The Music Hall show, Circus will arrive at its Sarasota, a revue starring the McGuire Sisters

attendance marks set in the past years for a two-week run. Clarence when the circumstances were the Linz, who brought in the icer, said attendance totaled 131.241 for the

(Continued on page 75)



READING. Pa. - The Joie Chitwood Thrill Show is returning to the road for 1960 after a one-

with his son, Joie Jr., at all dates, he said. McKees County Fair in Smethport, Pa. is already under contract, he added.

All - new Chevrole, equipment will be used. Chitwood said and will provide the unit with two as soon as he sells his home.

PRESIDENT'S WORLD'S FAIR CHOICE: N. Y. C.

WASHINGTON - It became official Thursday (29) with the decision of President Eisenhower that New York City will be the location of the 1964 World's Fair. Washington and Los Angeles had also been stomping for the fair, but the President followed recommendation of his threeman fact-finding committee. A chief New York advantage is its Flushing Meadow site originally prepared and used as a World's Fair location and being made available for use again.

Stu McClellan Joins Staff Of GAC-Hamid

FORT LAUDERDALE, Fla.year lapse. Chitwood will operate Stu McClellan, who recently reonly one unit, and will be present signed as vice-president of the Barnes - Carruthers Theatrical Enterprises, Chicago, will join the sales staff of GAC-Hamid, Inc. November 10, he announced here. McClellan will work out of the GAC-Hamid Chicago office. He Chevy has encouraged his return, plans to move to the Chicago area

La. State Fair **Runs 26,000** Ahead of '58

Royal American 8% Ahead; Barnes Show, Races Hold

SHREVEPORT-The Louisiana State Fair, which added a Friday opening, had total attendance of 390,472 thru Thursday (29), seventh day of its 10-day run This compared with 364,007 for six days to the corresponding point last year.

The gate count was up each day until Tuesday (27), when the weather turned cold.

Midway business for the Royal American Shows was up 8 per cent over last year thru Thursday (29). Turnouts for the Barnes-Carruthers revue, presented in the Youth Center Coliseum, held about even with last year.

Four auto race programs, presented by Frank Winkley thru the first seven days, drew on a par with last year. Two performances by the Tournament of Thrills also drew grandstand attendance equal to a like number of shows last year.

(Continued on page 74)

Fla., quarters either Monday (2) and comics Rowan and Martin, or Tuesday (3).

ended a 23-performance run in the The show completed its recent 4,126-seat house with a box-office three-day stand in Houston (15-17) gross of around \$150,000. This was to good publicity and good recep- in a class with the Ethel Merman tion. The dollar income was strong show of 1953, not sensational but and better than anticipated. Sunday a money-maker and a respectable (18) at Baytown, Tex., was only take for a fairtime revue. "Ice Cafair, after which the show layed off pades" had its best year, and took (Continued on page 75) just eight days to break-all previous

CANADA B FAIRS PACT DRAKE FOR THIRD YEAR

REGINA, Sask.-Grandstand contract for the 1960 season on the 12-show Western Canadian Class B fairs circuit was awarded Monday (26) to the Tom Drake Agency, Kansas City Mo.

It will be the third time around the loop in as many years for the Drake organization.

Meeting prior to the Monday opening of the three-day Western Canada Fairs Association convention in the Hotel Saskatchewan, members of the attractions committee deliberated for more than 16 hours before making a decision. Each fair had representation on the committee.

Eight talent agencies were represented and three submissions were made by mail. The Drake representatives were Tom Drake and his wife, who emsees the grandstand show as Hazel Randall. - They will present 12 acts.

Other bidders and their representatives were:

KBD Enterprises, Calgary, Alta., Bob Di Paolo; Charles Zemater Theatrical Agency, Chicago, Charles Zemater Jr.; Gus Sun Agency, Springfield, O., Gus Sun Jr.; Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, Randolph Avery; GAC-Hamid, Inc., Chicago, Ernie Young; Atterbury-Hornbeck Enterprises, Springfield, Mo., Darrell Hornbeck, and Gene Holter's Animal Races, Hollywood, Calif., Gene Holter.

Mail submissions were from the Wilson, Storey Agency, Sarasota, Fla.; Ian Reid Agency, Toronto, and L. N. Fleckles, Chicago.

Fireworks representatives were Hugh Hand, of the T. W. Hand Fireworks Company, Cooksville, Ont., and G. R. C. Jackson, of the FTS Fireworks Company, Vancouver, B. C., but any contracts signed were signed on an individual basis.

Also on hand seeking special dates, was Aut Swenson, of Swenson's Thrillcade, Springfield, Mo.

Fifty delegates were on hand for the opener, which got under way with a breakfast meeting hosted by the Portage la Prairie, Man., Exhibition.

T. H. McLeod, manager of the Regina Exhibition, brought greetings from the Regina Chamber of Commerce, of which he is a past-president. Fraternal greetings from the International Association of Fairs and Exhibitions were voiced by Maurice Hartnett, Calgary Exhibition and Stampede manager, who is president of the IAFE.

Corvettes, five Corvaires, five Bel Air sedans, convertible, station wagon, El Camino truck, tractor and trailer. Paint scheme will be allwhite.

Carteron Out As Atlanta Fair Manager

ATLANTA-Colonel Lee Carteron has resigned as manager of the Southeastern Fair here, effective November 1. His resignation was announced jointly by Carteron and Elford Papy, fair president, as being due to "administrative differences with Papy."

in the spring of 1954. The fair's recent run, despite rain five of its 10 days, was one of the most successful in its history.

Carteron said that he has made no plans for the future.

Charleston, S. C., Edging Past 1958

grounds last week, compelling the ing. hauling of all equipment onto the lot. The opening on Monday (26) eral exhibits, 60 feet by 330; was accompanied by good weather, atomic show, 60 by 120; flower however, and drizzles the following day did not prevent both gate and spending to exceed last year, Robert Scarborough, manager, reported.

It threatened again on Wednesday. Scarborough said the grounds to juarter-midget racing. Schedon Meeting Street, North Charleston, would likely be relinquished Carteron became manager here next year in favor of a better, permanent site. In view is an area nearby on higher ground where ceived racing jackets lettered with the committee hopes to achieve the fair label, and winners received permanency.

This year's fair, despite the han-

CHARLESTON, S. C. - Rav- tents were jammed with exhibits ages of weather left their muddy and a shell-type home was transmark on the Coastal Carolina Fair ported over as an art show build-

> Tents and their uses were: genshow, 50 by 100, cattle, 40 by 100, and poultry, 40 by 100.

> Because of lot conditions the fair opened with a free gate. A free aerial act was provided, and 2,000-seat bleachers were erected uled for Thursday and Friday, and a local rodeo, Saturday, Admission for both events was 50 cents. All youngsters in the race events retrophies, in addition.

Amusements of America occudicaps cited, was outstanding in pied the midway again, doing well every other respect. Five large thru midweek despite inclemency.

BOSTON RODEO PULLS 88,922

BOSTON - The World Championship Rodeo, with Arthur Godfrey and his horse Goldie, ended an eight-day, 14-performance stand at the Boston Garden Sunday (25) with a total gate of 88,922.

This was slightly better than last year even against a 16performance run. It averaged out to about 6,300 attendees per show. Reason for the lower total of performances was that Godfrey kept a date in New York to tape radio shows and was gone after the Sunday night show until the Wednesday performance. This cut out Monday and Tuesday's performances.

Columbia Fair Off 10% In Rain-Plagued Run

for the South Carolina State Fair trailed last year's by at least 10 per cent as a result of rainfall which cut deeply into turnouts during the latter part of the week. Exhibit-wise it was one of the most successful events in a long series,

High spots included a full house for the Jack Kochman thrill show on Saturday (24), and a record revenue for Friday, children's day, despite afternoon rainfall. The fair normally draws more than 110,000 patrons during its week, a figure grounds, is January 18/righted material

COLUMBIA, S. C .- Attendance | difficult to pin down because of the number of free admissions.

Low spot was Wednesday, a total washout including two GAC-Hamid grandstand performances. World of Mirth midway grosses were down for the week, in consonance with comparative attendance.

Weather was termed the worst in 30 years by Paul V. Moore, veteran secretary.

Temporary date for the Agricultural and Mechanical Society's meeting on the plan for the city to assume ownership of the fair-

65

TALENT ON THE ROAD

Free Talent Shows Pull 100,000 at Dallas

Total attendance at eight "Shower of Stars" special free shows at the State Fair of Texas, Dallas, topped the 100,000 mark. The salute to Mexico with Los Churumbeles de Espana (The Boys From Spain), drew 7,800 into the Cotton Bowl. The Music Festival, featuring several thousand high school musicians conducted by Columbia Records' a.&r. director, Mitch Miller, was rained out of the bowl, but went into the Livestock Pavilion and drew close to 6,000. Red Foley with troupe from his "Jubilee USA" TV show, made his second appearance at the fair and played to some 10,000. Robert Culp, of the TV series, "Trackdown," made a p.a. in the stadium before 12,000 kids on Elementary School Day. Blues and ballad singer Sam Cooke, with Bill Parker's ork and vocalist Miss Lavelle, made four appearances on the mobile outdoor stage on Achievement Day and the roving crowd that caught the show was estimated to total in excess of 10,000. The East Texas Day show in the Cotton Bowl with Herb Shriner and Johnny Pulco and his Harmonica Gang, had a crowd of close to 14,000. Final show of the series, held in the new Livestock Coliseum, pulled 2,000 to see the bands of Woody Herman and Chris Barber with Kathi Hayes handling the vocals. The Dallas Jaycee program in the Cotton Bowl, with a car giveaway, topped the list with 32,000.

Short Takes: Nelson Eddy, Ford and Hines and Jaye P. Morgan are set for a March 4-5 show in War Memorial Auditorium, Fort Lauderdale, Fla. . . . Homer and Jethro are booked for a November 21 show in the Educational Building on the Tulsa State Fairgrounds. . . . Tex Ritter set for a Miami Orange Bowl p.a. February 25-28. . . . Wayne and Shuster will set some kind of a record this year. They're booked for ten appearances on the Ed Sullivan TV show. Schedule is for November 15, December 6 and 20, January 24, February 14, March 6 and 27, April 17, May 22 and June 19. . . . After closing at the Dallas Memorial Auditorium November 12, June Taylor heads for a November 14 date at Purdue University, Lafayette, Ind. . . . Tito and Lilia Guizar booked for April 20 in St. Paul Auditorium. . . . Other upcoming and dates include a November 21 stint for Sue Raney in Roger Young Aud, Los Angeles, and Johnny Carson in Civic Aud, Lansing, Mich., December 18-19. . . . Lubbock, Tex., will see Betty Grable in the City Auditorium April 20-22. . . . Liberace will tinkle the 88 keys at Commonwealth Armory, Boston, March 4-8, and the Minneapolis Aud March 12-20. . . . Steve McQueen booked for the Fireman's Rodeo in the Coliseum at St. Louis November 3-8.

Park Convention to Hear Bill Veeck, Research Men

tion of the National Association of Amusement Parks, Pools and Beaches were revealed last week by Secretary John S. Bowman, who announced names of featured speakers.

Bill Veeck, of the Chicago White Sox, will speak Monday (November 30) on "Promotions I Park." The baseball executive is known for the promotions he has used to spark baseball attendance.

Dr. Kenneth McFarland, chairman of the speakers bureau of General Motors, will discuss "Selling America to Americans." This is scheduled for the Monday session also.

R. J. Eggart, director of marketing of the Ford Motor Company will talk on the question "Are

CHICAGO-First details of the You Getting the Most Out of Your and Dr. John H. Furbay, TWA November 29-December 2 conven- Market?" This is expected to include market research interpretation, and it will be heard at the December 1 session.

Wednesday (December 2) the said. convention will hear a panel made

up of Adm. Joseph Fowler, vicepresident of Disneyland; Alton Mullendore, of Associated Indemnity Insurance Company, and Would Use in an Amusement Howard Pyle, former governor of Safety Council.

Another feature of the Noton engineer, discussing electronics, section.

executive, discussing business in the space age.

Other speakers and features are yet to be announced, Bowwan

The convention program will follow the basic outline of other years, with directors meetings on the Saturday and Tuesday: ladies' tea on Sunday: executive session on Monday morning, and general parks Arizona, president of the National sessions on Monday, Tuesday and Wednesday afternoons.

Morning sessions will be set up to vember 30 session will be a panel specialize on both Kiddielands and to discuss "Living Tomorrow," or beach and pool operation. Jimmie what 1975 holds in store. On the Thompson, Alexandria, La., is panel are to be Dr. Ira Sommers, chairman of the Kiddieland prodirector of research of the Nation- gram, with Art Fritz as vice-chairal Canners Association, discussing man. John Philipps, Dayton, O., food; Edmund J. Keane, Washing- is chairman of the beach and pool

Hagen '59 Route Revised H-M Route Closes Saturday Opens at Milwaukee

At Coushatta, La. Circus will open in February with who has had her act at the Steel an altered route that has Memphis Pier in Atlantic City, enlarging and as the fifth rather than the first flashing it for the circus our. THIBODAUX, La. - Hagen stand. As the route is set now, Bros. Circus will close its current Milwaukee will be the opener, Feb- regulars as Charley Basile, mana-35-week season Saturday (7) at ruary 15, but there are negotiations ger and equestrian director; Bob Coushatta, La., and is expected to for playing a new town the week Atterbury, in charge of production; winter at Edmond, Okla. Recent previous. business in Louisiana has been very

George A. Hamid said that the tress; Fingers Castle, props, and performance will have more new Gene Hamid, lights. Local repreacts than usual. Where the pre- sentation is employed for publicity.

NEW YORK --- Hamid-Morton Anthony will be Evelyn Currie,

Staff set-up ", firm, with such Verna Atterbury, wardrobe mis-

TV SHOWCASE: Darren McGavin, who played a series of fairs the past season, will be the November 5 guest on the Tennessee Ernie Ford show. McGavin is from the "Mike Hammer" and "River Boat" series. Johnny Desmond, Jaye P. Morgan and the Four Lads are set for the November 6 "Bell Telephone Hour." . . . Rickie Layne and his dummy, Velvel, will be with Ed Sullivan on November 8, along with Jan Murray, comic, and the Lentini Brothers, also comedy. . . . Anita Bryant, who was seen by many fairgoers in '59, and the Modernaires are scheduled for the November 8 show of George Goble, also a veteran fair talent. . . . The former GI's from the Phil Silvers longtime Army serial, Maurice Gosfield, Joseph E. Ross, Billy Sands and Herbie Faye, will be seen on the November 11 Perry Como presentation.

Frankie Avalon Signed for Clark's Rock-Roll Caravan

Frankie Avalon will be starred in the second Dick Clark Caravan unit which goes on tour January 22. Opening location is not determined but the tour will run about 38 days, ending prior to the Lenten period. . . . A dozen rock 'n' roll names will comprise the unit. First edition of the Caravan wound up its six-week tour Saturday night (18) in Milwaukee and promoter Irvin Feld of GAC-Super claims results were extraordinary. Basis of appearance was guarantee against percentage. Names were Paul Anka, Lloyd Price, Annette Funicello, Duane Eddy, Jimmy Clanton, LaVern Baker, the Coasters, Drifters, Skyliners, Bobby Rydell, Phil Phillips, Arnold Dover and band led by Paul Williams.

In newspaper advertising for the North Carolina State Fair, the Passions were billed as the Russians, but it made no difference to the fans. Also in the unit were the Everly Brothers, Santo and Johnny, Johnny Mastro and the Crests, Paul Evans and the Curis, Bobby Comstock and the Counts.... An even dozen fair dates were played by the Howdy Doody gang, reception was excellent and a good start has been made on 1960 fair visits, Vic Smith beams. Irwin Kirby

Sleepers and Floats Among Hunt Projects

BURLINGTON, N. Y. - Total park engagement are being booked expenditure on new equipment for thru Al Dobritch. Hunt Bros. Circus will have exceeded \$100,000 by the time its Palisades Amusement Park date ers are to be constructed for surrolls around. Felix Adler, most recent performing name contracted. may stay on the show all season.

Negotiations are underway for four oriental acts not seen in this ing consulted regarding decorative country before, to play the date and continue on tour with the being built are a second ticket wa-Hunts. European imports for the gon and second mobile toilet unit.

Three additional sleeping trailplus personnel. All seating will be on chairs this time to the exclusion to bench blues. Tracy Displays and Messmore and Damon are becutouts and parade floats. Also

was three quarters filled and the night show was a full house. At Houma, La., (25) the afternoon show was strawed and the night show was half full. At Denham Springs, La., the matinee was a full house and the evening performance was three-quarters full. The Tex Maynard concert has been holding over a third of the crowd all season.

Here Monday (26) the matinee

good for the show.

Personnel departures include Mr. and Mrs. Joe McMahon, Oklahoma City; Bob Stevens, Edmond, Okla.; Marquez Trio, Mexico City; Bob Grubbs, Hugo, Okla.; Buck Leahy, New Orleans; Tanit Ikao and Bo Bo Zeppo, Lakeland, Fla.; Johnnie Laddie Family, Rochester.

Ind., and club dates; Gaylord Maynard, Rex Bros. Circus; Tex Maynard, Fort Myers, Fla., and Christmas dates; Mac Zercher, Brownsville, Tex., and George Vest, Los Angeles.

BUFFALO SHRINE SIGNS DOBRITCH; WILL USE HUNT

BUFFALO, N. Y .- Al Dobritch has contracted to produce the Buffalo Shrine Circus June 24-July 1. The date will be played under canvas, and it includes moves to four or five Shrine Club stands in the area covered by the Buffalo Shrine Temple. The central and surrounding stands have been played in the past couple years by the Clyde Beatty Circus.

Dobritch stated that he would produce the show in conjunction with Hunt Bros. Circus. The two will be together for a stand at Palisades Park in New Jersey until May 22, after which Hunt will go its own way until time to play the Buffalo stands. The Hunt tenting equipment will be used. Howard G. Towne represented the Buffalo Shrine in signing the contracts.

vious practice has been to use about Hamid said a novelty is the show's 70 per cent different talent each printin of its own advertising payear, this time the changes will per, rather than the traditional use represent about 85 per cent of the of stock paper. show, he stated.

If the February 7 date jells along with a second one still in negotia- the show will offer four acts not tion, the 1960 route will be the seen in this country. They are the longest ever played by Hamid- 10 Rodos, eight-girl and two-man Morton, he said. As it stands, there acrobatic and tumbling act from are 14 stands, most of them for a Germany; Alexander's Dogs, from full week each. They are Milwau- England; the Great Nomo, leaper kee; Topeka, Kan.; Kansas City, over elephants and automobiles, Mo.; Wichita, Kan.; Memphis; and the Great Barton, former bal-Wilkes-Barre, Pa.; Harrisburg, Pa.; ancing act now returning with plate Altoona, Pa.; Prividence, R. I.; spinning, working up to 28 plates Montreal, Que.; Quebec City; and on the ring curb. Trenton, N.J.

Pat Anthony's wild animal act time to the circus operation since has withdrawn from the line-up the death of his partner Col. Bob by mutual consent, after being fea- Morton. This attention will be tured for nine years. Replacing even more intense this season.

4 Imports Contracted

In addition to the Currie lions,

Hamid has devoted considerable

South Texas Fair Beats '58 by 40,000

running 40,000 ahead of last year on record, Goetschius said. to the same point. The 1958 total attendance was 309,000 Joe Goetschius, secretary, disclosed.

Main attraction during the week on the grounds was the Swayorama high act brought in by Atterbury-Hornbeck. This was featured in the patio as a free show all thruout the run. Vernon and Bumpy and Company were also there and a quarter horse show, introduced years in the early 1940s, were held for the first time, drew well.

Olson Shows, the midway attraction, was racing ahead of last year. Due to good weather and the big turnouts rides and shows were running 15 to 20 per cent ahead of survived by two daughters. Funeral last year.

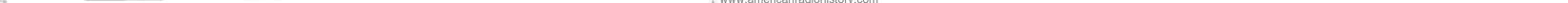
the Atomic Exhibition from Oak following in Pacific Coas: Show-Ridge, Tenn., and busloads of men's Rest.

BEAUMONT, Tex.-The South | youngsters were being brought to Texas State Fair was racing well see it from surrounding areas. ahead of last year during its 10-day | Commercial exhibits and FFA and run last week. Thru Thursday 4-H exhibits were up and the live-(29), its eighth day, attendance was stock show was one of the biggest

Lou Johnson, PCSA Exec, Dies at 81

LOS ANGELES-Funeral services for Lou Johnson, 81, executive secretary of the Pacific Coast Showmen's Association for six her last week in Showmen's Rest. He died in the Veterans' Hospital, Sawtelle, Tuesday (27) following a brief illness.

In addition to his widow, he is services were held at the Armstrong A popular feature this year was Family Mortuary with burial popyrighted material



SHOW NEWS

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THE BILLBOARD

NOVEMBER 2, 1959

FAIR-EXHIBITION MANAGEMENT

'59 Revenue Down At Indiana State

INDIANAPOLIS-A preliminary report by the Indiana State Fair Board indicated that revenue from the 1959 run was below that of a year earlier.

Altho the audit was not completed, it was reported that advance ticket sales brought in \$91,415. With \$217,475 paid at the gate, total admissions brought in \$308,890. In 1958 the total was \$318,266. Of this latter figure, \$233,565 came in at the gate and \$84,701 in advance sales.

Only the Roy Rogers' grandstand show was unaffected by the decline. It drew \$46,751 to top the four previous years. Only the 1955 show, which grossed \$42,592 came within range of the figure. Ricky Nelson pulled \$40,802 at the Coliseum; Rosemary Clooney brought in \$34,122 and Art Linkletter grossed \$8,419.

Receipts from the carnival and concessions showed \$82,687 this year as compared with \$69,466 in '58. The horse show gross, \$29,371, was sharply below last year when the show, plus Arthur Godfrey, took in \$55,847. In '57 the figure was \$29,645. In '56, also with Godfrey. it was \$45,490, while in '55 the total was \$32,649.

Carter Concessions has been awarded another three-year contract with the pact calling for 15 per cent of the gross on two restaurants and 30 per cent of hawked wares in the grandstand. Golding Concessions was awarded a one-year contract for the Service Building at 12.5 per cent of the gross and a three-year contract for the Manufacturer's Building and the Rustic Cafe.

Central New York Meeting Advanced Into November

ALBANY-Two of New York State's three fair meetings will be held on the customary days, but a third has been changed. The Central New York meeting, previously held the Saturday prior to the main session in Albany, has been advanced to its earliest ever, November 21 at the Hotel Syracuse in Syracuse. The Western New York meeting will be held January 23 in Buffalo and the main Albany sessions are set for Monday and Tuesday, January 25-26, in the Ten Eyck Hotel here, James Carey, of the Division of Agriculture and Markets, reports.

Mobile Fair Pulls 100,000 **Despite Rain**

MOBILE. Ala. - The Greater Gulf State Fair drew approximately 100,000 during its six-day run rain fell or five of the days, Bill Deneke, president, disclosed. He also reported that the Jaycees, who sponsor the event, broke even financially.

Saturday, the finale, was the biggest day of the run with a reported 40,000 people coming to the grounds in dry but cold weather. Chief lure on that day was Dennis Weaver, the Chester of TV's "Gunsmoke," who pulled strong turnouts to Ladd Stadium. entertainment center of the fair.

Deneke said that the Heth Shows, the midway attraction, recouped much of its loss during the final three days of the fair when the weather wasn't as bad as during the early part of the run.

Calgary Exec Named Mayor

CALGARY, Alta.-Harry Hays, a director and associate director of the Calgary Exhibition and Stampede board since 1938, was elected mayor of Calgary in the recent civic elections.

A winner in the aldermanic race was J. W. G. MacEwan, long associated with Western Canadian fairs. He is a former manager of the Saskatoon (Sask.) Exhibition, has judged livestock at many exhibitions and has written a book and several articles about fairs.

AMUSEMENT PARK OPERATION

Pacific Ocean Spot Sold; Jaynes Returns as Veepee

SANTA MONICA. Calif .-- Pacific Ocean Park has been bought by which ended Saturday (24), altho John M. Morehart, beach property developer, from the Los Angeles Turf Club and Columbia Broadcasting System, William H. Jaynes returns to the operation as a vice-president with Ben O'Dorisio continuing in a similar capacity, a park representative said.

Morehart bought 100 per cent of the stock for an undisclosed amount. The property includes a ballroom, several restaurants, and an amusement area. A number of the rides in the park are booked there.

Jaynes and O'Dorisio worked together in establishing the park, following a successful project near Lake Arrowhead for the Los Angeles Turf Club, Inc. Soon after the park opened two years ago, Jaynes left and became associated with Morehart, who has developed a number of major beach areas. A park representative indicated that under the new administration, Morehart will expand the merchandising end of the operation, in which he is a specialist.

Archie Gayer, lessee and operator of several rides in the park, said that he had not been advised officially of the sale or the future policy. Gayer explained that he has, as he believes others have, longterm leases running at least five years with three to go.

Acquire Milford, Conn., Site; Plan Improvements

MILFORD, Conn.-Brothers A. Leslie and Frank Smith, residents of the Myrtle Beach sector for more than a quarter of a century, have formed Smith's Seventeen-Acre Park, Inc., and plan to improve the amusement business in the area.

Their newly acquired 17 acres of land is situated between East Broadway and Monroe Street. On the East Broadway side are several rides and stands. In the rear is the old Wonderland Dance Hall that the Smiths are now renovating and have been operating since early last summer as Smith's Wonderland Roller Rink.

Immediate plans of the Smiths are to renovate the stands and install an 18-hole miniature golf course, and to set aside some of the now unused 10 acres as picnic grounds, with fireplaces and benches. A. Leslie Smith, president of the new corporation, said the plans are only a start of long-range plans to put Walnut Beach Park "back on the map."

He said deterioration of the area "has been a shameful situation.

S. C. State May Become Year-Round Center

COLUMBIA, S. C.-A decision is expected to be reached shortly on the question of whether or not the South Carolina State Fairgrounds will be converted into a year-round city and exhibition center.

If plans are successful, the ultimate program calls for the 100acre tract to be the site of a city auditorium and a city coliseum in addition to general replacement and improvement of buildings for use of the annual State Fair.

involved in the proposed transaction is the conveyance of the title to the land back to the city from the Fair Association (State Agricultural and Mechanical Society of South Carolina).

The Fair Association, on the other hand, would receive exclusive use of the property for four weeks a year, and also receive a fully developed 100-acre training ground for race horses.

The Fair Association and the City of Columbia made tentative agreements at the annual meeting of the Fair Association last year when the association's executive committee directed a sub-committee to conduct a study with city representatives and make recommendations.

N. C. Nurserymen Contribute State Fair Landscape Project

RALEIGH-A long-needed landscaping project has been undertaken at the State Fairgrounds here, with the State's florists and nurserymen contributing all the plantings. Around 3,000 plants, shrubs and trees have been installed, promising to provide beauty and foliage in years to come. As older buildings along the highway frontage are removed, hundreds of additional plants will be required to finish the beautification project. Twenty-one nurseries participated in the joint donation, valued by the North Carolina Nurserymen's Association at \$16,000,

Brandon, Man., Ex Reports \$1,154 Profit

BRANDON, Man .- A profit of \$1,154 was recorded on this year's show, F. O. Meighen, president of the Provincial Exhibition of Manitoba, reported to the annual directors' meeting.

Altho gate receipts were up 9 per cent, attendance was disappointing, said R. M. Hopper, a director.

"We are engaged in an entirely different type of agriculture now and we must examine our operation to see if we are giving the people what they want," he said.

Pointing to the \$14,000 spent on improvements to the Trade Fair Building, H. H. Rungay said he believes the changes "will continue to create an increase in revenue and profits."

James I. Moffatt suggested a new 4-H building be built in the vice-president and Leonard R. Sinear future to "keep ahead of the rapidly expanding program." He mons is secretary-treasurer. Julius noted that 1,800 4-H boys and girls had taken part in the 1959 show. will be in charge of concessions.



Florida

- Arcadia-DeSoto County Fair. Nov. 8. Abner O. Erickson. Bartow-Polk County Youth Show. March
- 3-5. Brookville-Hernando County Fair. Nov. 10-14
- Cresiview-Harvest Fair. Nov. 2-7. DeFuniak Springs-Walton County Fair. Nov. 5-7. H. O. Harrison.
- DeLand-Volusia County Fair. Feb. 15-20. Lee Maxwell.
- Eustis-Lake County Pair & Plower Show. March 8-14.
- Fannin Springs-Suwannee River Pair Livestock Show, Feb. 24-26.
- Jacksonville--Greater Jacksonville Fair. Nov. 12-21. Kay Armstrong
- Largo-Pinelias County Pair & Horse Show. Feb. 32-27,
- Madison-North Florida Livestock Show & Sale, Feb. 29-March 1.
- Marianna-Jackson County Fair. Nov. 2-7. Louie W. Seay Sr.
- Miami-Southeast Florida & Dade County Youth Show. Jan. 28-31. Orlando-Central Florida Pair. Feb. 22-27.
- H. H. Parish. Palatka-Putnam County Fair. Nov. 9-14.
- Hubert E. Maltby. Palmetto-Manatee County Pair. Jan. 26-
- 31. W. H. Kendrick.
- Panania City-Bay County Fair. Nov. 2-7. Ray C. Plicher.
- Plant City-Hillsborough County Jr. Agel. Pair. Nov. 10-12.
- Plant City-Florida Strawberry Festival. Feb. 29-March 5. Quincy-West Florida Fat Cattle Show &
- Sale. April 5-12. Sarasola-Sarasola County Fair. March
- 14-19. Sebting - Highlands County Fair. Jan.
- 18-23. Tampa-Fiorida State Fair, Feb. 2-18, J
- C. Huskisson. Wauchula - Hardee County Fair, Nov.
- 9-14 West Paim Beach-Palm Beach County Fair. Jan. 22-30 Wm. Lamar Allen,
- Williston-Levy County Pair. Nov. 10-14. Winter Haven-Florida Oltrus Exposition. Jan. 18-23.

MIAMI - A new fair, the Greater Miami Metropolitan Fair, will be held here February 20-27. Burton E. Van Deusen, show producer, announced. Fair will be held at Tropical Park horse race track, he said. Harry B. Julius is

My brother and I hope to keep the section wholesome, clean and neat." The park is in the center of the urban renewal project planned by the town of Milford. The area is in the section designated as one of the last steps in the anticipated 10-year program for Myrtle Beach.

Incorporation papers filed with the secretary of state's offica allows the Smith corporation to conduct fairs, carnivals, exhibitions, contests, theatrical productions, skating rinks, dance halls, amusement rides and even an opera house.

Major Zoo Plans Humming In Milwaukee, Los Angeles

MILWAUKEE'S NEW ZOO construction has been moving along well, with several of the principal buildings nearing completion and some of the important animals being moved to the new quarters. C. P. Fox was elected president of the zoological society. The zoo had a \$3,000,000 budget last year and will operate with \$2,000,000 next year. It has a large fund raised a couple of years ago for acquisition of new animals. The new zoo site includes a miniature railroad.... Los Angeles city council has been hearing opinions on a proposal to turn over management of a proposed zoo to a non-profit organization, Friends of the Zoo. There is a fund of \$6,600,000 with which to start building the proposed major zoo. . . . At Denver, the City Park Zoo was to receive two kangaroos, part of a shipment of 26 that arrived in the U. S. . . . A new \$4.500 rhino has been received at the Dallas Zoo. . Storyland Valley Zoo at Edmonton, Alta., closed as the season's first snow arrived. Attendance since it opened July 1, was 240,106.

NAAPPB Pool People Busy With Convention, New Jobs

CONGRATULATIONS TO Tony Fenoglio, of Aragon Park, Clinton, Ind., who has just been elected president of the Indiana Pool Operators Association. Tony is on the NAAPPB pool and beach program section committee. .. Ken Davis, of Biloxi-Gulfport Amusement Park, one of the few park operators still open, laments that the weather has been "nothing but rain the past two weeks." Ken reports he and his wife visited the fairs at Pensacola and Mobile recently and saw a "nice array of rides"....Bill and Mary Schmidt of Riverview Park, Chicago, are back from an enjoyable business-pleasure trip to Dallas. While there they took in the State Fair of Texas....Mrs. Joseph Geist, of Rockaways Playland, New York, now in Lahey Clinic, Boston, is due to undergo serious surgery any day....George Harton, president of West View Park, Pittsburgh, is back on the job after a long siege of sinus and dental trouble. . . . He's feeling some better, but still plenty shaky. . . . Jim Carnahan, former Red Cross safety director in the Chicago area, who has been a prominent participant in the NAAPPB pool and beach program sessions the last several years, now is safety and pool design consultant for the National Pool Equipment Company in Florence, Ala. He will continue to make his home in Park Ridge, Ill. ... John Philipps, of Dayton, chairman of the NAAPPB pool and beach program section, was in Chicago for a conference with the NAAPPB office staff to finalize arrangements for the 1959 convention program John S. Bowman, Secretary, NAAPPB details.

THE BILLBOARD

SHOW NEWS

ARENA, AUDITORIUM Jersey Voters NEWSLETTER

New Type Show Clicks By TOM PARKINSON

CECOND OF THE NEW Start Your Own Business shows D produced by George Arons and George Richman of Enterprise, Inc., has been completed in the International Amphitheater, Chicago, and it has been termed a success. There was much interest when the first of these shows was tried in New York. The Chicago show showed a 50 per cent increase as the booth sales climbed to 90. Attendance was termed good for a first-time try so far as number is concerned. And it was declared very good so far as action is concerned. The people who came were there not to be entertained but to invest in new business, and exhibitors were pleased with the amount of business they wrote, according to Arons.

Franchise organizations are the backbone of the show. These range widely from sign equipment people to drive-in hamburger chains to income tax service houses to dime stores and more. Arons relayed word from some of them that they had done in one show what it might take several years to accomplish thru other means. This is largely because the show is about the only media in which they can contact concentrations of people interested in new businesses. Arons feels that the franchise way of doing business is booming and that it will not reach its peak for many years. While there is a great and growing number of franchisers and others who are prime prospects for this kind of show, there is one type of problem beginning to show up. That is that there is a limit to what some franchisers have to sell. After they have sold rights in all territories, they can only fill the few vacancies that occur. But Arons points out that for purposes of the show, it should not be difficult to find more than enough new exhibitors to replace those few that fill their own needs and drop out.

Enthused about the show just completed, he outlined plans for the future. January 29-February 2 will be the second annual show in the New York Coliseum. The first Start Your Own Business Show in Los Angeles will be May 19-23 at the Shrine Exhibition Hall. And the second Chicago showing will be October 5-8, 1960, at the Amphitheater. Other cities? Probably not for at least three years, Arons states. There is a good chance they will produce shows then in two other cities, but then not on an annual basis. The Chicago show drew attendance from coast to coast. The New York show draws from a wide area; the Los Angeles show is expected to do the same, so there is a minimum need for more editions.



To Decide Games Issue

SEASIDE HEIGHTS, N. J. -Voter approval of the forthcoming referendum to legalize amusement games at shore resorts and amusement parks "will restore common sense to New Jersey's recreational scene," Mayor J. Stanley Tunney believes. Tunney is a major concession property holder and also president of the New Jersey Amusement Owners Board of Trade.

In his widely circulated argument for approval, Tunney cited a circumstance in New Jersey whereby it is perfectly legal to spend large sums thru pari-mutuel windows at race tracks, but it is illegal to spend a dime trying to win a piece of merchandise at an amusement games booth.

"I am confident the voters will sense the ridiculousness of this, and will restore common sense by approving the games referendum -Public Question No. 2."

If the referendum carries the games will be conducted in a manner weighted in the public interest and closely controlling concessionaires. Automatically enacted will be four pieces of pending legislation providing carefully spelled-out standards for regulating the licensing and operation of the games. A State Amusement Games Control Commissioner would be created, with powers and sanctions as 35. In both cases the rise included broad as those now vested in the a new State 1-cent tax on each ad-State Alcoholic Beverage Control mission dime or fraction thereof. Commissioner.

Canadian C of C Names Gordon Love

Anderson, S. C., Lags; Lauds Icer

Fair, which chalked up a couple of surprises despite the weather. Altho midway grosses of the World of Mirth Shows reflected the inclemency, grandstand business was cheering.

It was the first time there was a profit on the grandstand, John Schwalm, association president, said. Featured was the "International Ice Extravaganza" of Ray Beaudet. The profit was realized despite the loss of both shows Wednesday (14), one show Friday and one show Saturday. Schwalm and Manager I. V. Hulme termed the production clean, skillful and "wonderfully costumed."

The flower show again was outstanding among exhibits, with a "Family Album" theme used. The hall was picket fenced and a novel album-styled cover framed the entrance.

Attendance fell off only slightly, but spending patterns were severely curtailed. The customary 200,000 turnout was trimmed to 185,000 counting paid, free and children, Schwalm said. Admission price for adults went up from 75 cents to 85, and for children from 25 to Wednesday was a total washout,

ANDERSON, S. C .- Rain fell but Saturday, when it drizzled, saw off and on during the Anderson some 20,000 parading around the grounds, Schwalm said.



Union of Intl. Fairs Told Of U. S. Trade Show Market

CHARLES SNITOW was the first representative of a North American country to attend the annual session of the Union of International Fairs at Zagreb, Yugoslavia, as a member. Snitow is president of the U. S. Trade Fair, held in the New York Coliseum. He carried messages of greeting from President Eisenhower and New York's Mayor Wagner. The union consists of the 38 major international sample fairs of the world.

Trade expositions, Snitow pointed out, are among the most vital media in the U.S. for sale and distribution of products, introduction of new materials, and presentation of newly developed processes and services. The number of these shows has increased from 900 in 1946 to more than 3,000 specialized trade fairs in the U.S. today, he added, and estimated that more than \$3,000,000,000 is spent annually on exhibition space, displays and other show costs. Volume of business done also runs well into the billions.

The Union of International Fairs works in close co-operation with the International Chamber of Commerce. Its members include international fairs in Barcelona, Brussels, Casablanca, Cologne, Izmir, Hanover, Leipzig, Lyons, Milan, Munichm Osaka, Stockholm, Thessalonika, Tokyo, Tunis, Utrecht, Vienna and Zagreb, as well as the U. S. World Trade Fair in New York City.

L. I. Arena Premieres; 1,500 for Ice Hockey

land Arena's schedule operation The quonset-styled shell was comhas gotten off the ground after pleted some time ago but the inmore than three years of fund rais- terior has been fitted out at a ing and construction, and the re- slower pace. Now, however, Frick sults have proven rewarding. The ice equipment, American seating New York Rovers of the Eastern-units and gas heaters have the Hockey League have a full slate structure operative. of home games set for the new building. More than 1,500 fans expandable by 450 more. Capacity attended the opener on Sunday for basketball is 5,890 and for box-(25), first of 32 games this winter. ing, 6,200, Lockhart says. Arena

Tom Lockhart is league president and building manager. Some interior ceiling height is 75 feet. phases of construction are incomplete but the hall is open for busi- land Concession Company. Hockey ness. About \$1,200,000 has been publicity is handled by Lou Deinvested, representing 5,100 stock- Fichy. holders responding to a public subscription campaign.

struction will enlarge dressing fa- County line.

COMMACK, N. Y. - Long Is- cilities from two rooms to five.

There are 3,964 permanent seats floor measures 200 feet by 85 and Concessions are run by Long Is-

Lockhart said wrestling and a circus are also planned. Commack Finishing touches will be a rear is in Suffolk County on Long Isstoreroom and dressing quarters, land, on Veterans Memorial Highand front bar and restaurant. Con- way, nine miles from the Suffolk

CALGARY, Alta.-H. Gordon Love, first vice-president of the Calgary Exhibition and Stampede, was elected president of the Canadian Chamber of Commerce at a recent meeting in Toronto.

- MERRY-GO-ROUNDS

1959 Jumping Carousels in 3 standard sizes-kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

> THEEL MFG. CO. Phone MU 2-4351 Leavenworth, Kansas

Rotroff Plans Two '60 Units

IRONTON, O. - Chester T. Rotroff, president of Rotroff International, Inc., all-girl auto thrill show producer, announced plans to field a second unit in 1960, following a successful 1959 tour.

Using eight Ford cars, two tractor-trailer units, eight girls and a husband and wife clown act, the 1959 edition played 92 dates thru Fighter • Helicopter • Mad Mouse • Mite Obio Michigan Indiana Wis Mouse • "1865" Locomotive • Brownie Ohio, Michigan, Indiana, Wisconsin, Illinois, Virginia, Pennsylvania, West Virginia and Kentucky.

Ford cars will be used again in 1960, said Rotroff, who also announced the signing of a contract for posters with Enquirer Printing Company, Cincinnati, A number of show contracts have been signed for 1960, he said.

PLAN VAILABLE Merry-Go-Rounds . Miniature Trains Boat Ride • Kiddie Auto Ride • Portable Roller Coaster . Jolly Caterpillar . Sky

FINANCE

material

Tractor • Roadway Ride • Rodeo • Twister Tank Ride • Buggy Ride • 18-Car Cat Record Player . Merry-Go-Round Records Tapes • Ride Timers • Canvas. ALLAN HERSCHELL

CO., INC. . EST. 1880 NORTH TONAWANDA, N. Y. "THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

CONCESSION PROPOSAL PROPOSAL for the operation of all concessions in the Milwaukee Auditorium-Arena including: (a) Serving of meals, including all types of catering service; (b) Serving of lunches, sandwiches and

- ice cream; (c) Serving of beer and ale, liquor and
- (d) Sale of novelties, souvenirs and re-lated items, including tobacco, con-
- fections;

(e) Checking services. Proposal shall be for a ten-year con-tract, commencing April, 1960, and shall state the percentage to be paid to the Milwaukee Auditorium Board, in addi-tion to a rental of \$25,000 per year, which rental is the percentage advance as well rental is to be paid in advance, as well as an additional \$50,000 to be applied to the last two years of a contract . . . which will serve as a performance bond. In accepting the proposal, the Board will give consideration to experience and financial ability

financial ability. All proposals must be addressed to the Milwaukee Auditorium Board, c/o Elmer A. Krahn, Manager, 500 West Kilbourn Avenue, Milwaukee, Wisconsin, and re-ceived no later than 3:00 p.m. December lst, 1959.

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Spotlights





SHOW NEWS

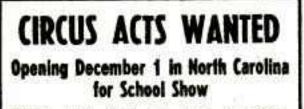
Beatty-Cole Reveals Opening Plans; Fourth to Enter N. Y. Easter Array

By IRWIN KIRBY

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NEW YORK - Old Gotham will have its most circusy Easter revealed this week, as a fourth show announced definite plans to join in the competition for holiday patronage in the metropolitan area. Latest entry is Clyde Beatty-Cole Bros. Circus, which for two years had been the holiday feature at Palisades (N. J.) Amuement Park.

Due to heavy rains, the show encountered a foot of water standing on the lot originally contracted at Jacksonville, Fla., 24-25 and spent considerable time locating an alternate lot. The matinee was canceled, but a near-full night house



Want Acts that do two or three. Chicki Noble, please answer. Walter Bixler, can use you. W. Harter Dog and Pony Act, answer. Want to buy Ring Curb and Pad. All replies to

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PHONE MEN

Sell 1960 Associate Member cards and ads for Township Police and County Judge bi-monthly. 80% of Ohio cities available, including Cleveland, Toledo and Dayton, 14-year-old repeats and top commission.

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PHONEMEN WANTED

can ask for money for iron-clad Police deal. Very strong show. Pro-ceeds for Xmas baskets for needy. Plenty good local publicity on same. Other Police and Shrine dates to follow.

BOB SNOWDEN

The Southside Optimist Club was the auspices.

Beatty-Cole will run April 15-24, its nine days being the shortest run of the four. But starting with April 1, New Yorkers and Jerseyites will be subjected to a total of 116 days of circus, as follows:

Ringling in Madison Square Garden, from March 31 or April 1 thru May 15, total days, 45; Palisades, featuring an expanded Hunt Bros. show under an international title, April 15 thru May 22, total days, 38; Wirth Cricus at Island Garden, West Hempstead, April 1-24, total days, 24.

Following the New York engagement the Beatty-Cole show will jump to the Baltimore area where its new canvas will be received from De Land, Fla., winter quarters. The tent is under construction in Sarasota by Leif Osmundson, former Ringling tentmaker, and becomes the largest made with British steel cables. It is a 145-foot round one with three 50-foot middle sections. The vast track area thus provided will be used in part for a revival of various kinds of animal racing, the Beatty people said.

The lush Easter period, previ-



attended Saturday (24). Two half ously an almost exclusive domain houses caught the show Sunday for the Ringling show, had been (25) as cool weather continued. encroached upon increasingly during recent years. Palisades launched a competitive effort under a heated tent three years ago and this year's effort is its most lengthy and ambitious. Likewise, the Island Garden circus has been held twice for one-week durations, and now is extended to more than three weeks.

Beatty - Cole will thus be in the thick of the competition for public attention, facing the strength of the Ringling name and the cutrate admission and advertising barrage of Palisades. The show is arming itself with promotional ammunition of its own. While the struggle for customers may not resemble circus "wars" of past decades, protestations of fellowship among the shows are bound to wear thin by post time.

Earlier the show drew a straw matinee on a Sunday (18) stop at Quincy, Fla., which hadn't had a circus in 10 years. Jaycees were the sponsors. At Albany, Ga., (19) there was a near-full house at the matinee and a three-quarter house at night despite a threat of rain. Schools were dismissed an hour early. Peace Officers auspices reported 1,100 UPC tickets sold. There was a light rain during the half-filled matinee and near-full night house at Moultrie, Ga. (20). The county fair was the week previous. Steady rain dogged the show at Valdosta, Ga. (21) but a half-house caught the matinee and a three-quarter house was counted in the evening. Show was under Lions auspices. Hagen Bros. Circus showed the city October 15.

CIRCUS TROUPING

By JON FRIDAY

TERLE EVANS has a new record album, "Music from the Big Top," IVI released on the Everest label. Also new is a series of marches recorded by the Carl Stevens band for Wing Records. . . . King Bros. Circus will close at Fort Myers, Fla., November 28. Contracting agent Jack Burke was back on the show at Columbia, Miss.... Polack Bros. Circus played the Marine Corps base at Camp Lejeune, N. C., twice this season. Once was in March, the other was Friday (30). Show's final stand of the season will be four days ending November 22 at Charleston, W. Va. Final stand in the past two years has been South Bend, but this time the sponsor was not able to find an adequate building in time there.

Recent service accounts of a sale of Edith Ringling Estate property in Sarasota refer to completion of a sale reported earlier and only now being finalized. Stock in the circus is not involved in the sale.... Paul and Jane Cristiani have been visiting in South Carolina but were expected back on the show over the weekend.... Harold and Eileen Voise are staying over at the Executive House in Chicago. . . Princess Tajana and the Polack elephant Opal are to be on the Ed Sullivan TV show November 8.... An added starter with Clyde Bros. Circus for its Burlington, Ia., date was the African elephant act worked by Ellise Berchtold. Tom Parker has been with Cristiani Bros. Circus, making Houston and subsequent stands.

WALTER STEBBINS, press agent, is back home in Silver Springs, Md.... The William T. Randolphs caught the Ringling-Barnum show at Dallas.... Among the acts signed for the upcoming Shrine Circus at Evansville, Ind., are the George Hanneford Family, Victor Julian, Ray-Dells, Happy Kellems, Landon Midgets, Joanides, Les Kimris, and the Ashtons. Show is to be November 26-29.... The W. H. Woodcocks are back in Hugo, Okla., with their elephant act and he will break a new routine this winter for use on Rudy Bros. next season. Howard Suesz signed the Woodcock elephants to play the Texas Shrine shows along with his Clyde elephants.

W. M. (Bill) Moore, is slowly Ringling Bros. and Barnum & Bairecovering from a serious illness in ley Circus in Cleveland.

Baylor Medical Center Hospital, Dallas. Moore was most recently . From Ringling Bros. and Barnum general agent of the Gil Gray Cir- & Bailey Circus clown Chuck cus. His brother, Leo, secretary of Burnes writes that bandleader Izzy the Texas-Oklahoma Fair, visited Cervone is making several Shrine him recently. Bill would like to dates and is temporarily replaced

hear from friends. . . . Tom Inabi- by Jack Cervone. . . . Ray Floyd



THE BILLBOARD

Albert S. and W. Carl Couev.

SHOW NEWS

THE FINAL CURTAIN

CARLIN-Carl N.,

67, longtime midway concessionaire, recently in Hebron, O. For many years he had been on the Gooding Amusement Company. He was a member of the Showmen's League of America. Services and burial in Hebron.

FREZZELL-Herb,

45, horse trainer and rodeo performer, October 23 in an 'explosion at his home in Beaumont, Tex. His wife was severely burned in the fire that followed the blast. Survivors also include two children.

outdoor publicity man, and formerly with shows himself, October 20 in Buffalo, N. Y., following a heart attack. For many years he and his father had operated a 'avern and liquor store in Buffalo. In his early years he was a hockey player with teams in Montreal, Hamilton, Ont., and Buffalo and during World War I served with the Canadian Black Watch. He was a member of Corinthian Lodge 513, F. and A.M. Also surviving were a son, Harrison, and three brothers, Harold, John and William.

route to join Hill's Greater Shows in Texas when his car flipped over an embankment into water and he was drowned. Survivors include his widow: a son, Billy Jr.; his parents, Joe and Ethel Rosen, concessionaires on Big State Shows, and his grandmother. Burial in Showman's Rest. San Antonio.

SMITH-H. Norman,

59, ride operator and former operator of Motordromes and glass houses, October 10 of a son-in-law of Buck and Mary McClanahan. Survived by his



In Perfect Condition.

No Reasonable Offer

Must make room

PALISADES AMUSEMENT PARK

ROLLER RUMBLINGS

By AL SCHNEIDER

TWENTY-NINE operators, representing 16 rinks, have been added L to the membership roster of the Roller Skating Rink Operators of America, it was announced recently at RSROA headquarters in Detroit by Secretary-Treasurer C. E. Cahill. The operators and their rinks include the following: Mr. and Mrs. Jess W. Upton, Monterey Roller Rink, Bessemer, Ala.; Lee Pieraccini and Allan A. Moyes Jr., Skateland, West Memphis, Ark., who also operate Skatland, Memphis, Tenn.; James Edwards and Laird W.

Johnston, Gay-Way Palace, Clear-Delegates to the New England water, Fla.; John Mikler and Jacob competition are Eugene Beard, S. Best, Skate City, Oviedo, Fla.: Miss Bakos and Miss Mythen,



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SHOW NEWS

NOVEMBER 2, 1959





THE BILLBOARD

SHOW NEWS

71

DALLAS FUN ZONE GROSSES **KEEP PACE WITH RECORD GATE** Clif Wilson Shows in Gain of 31%; Rides Up 15%; Food, Games Win Big

up 31 per cent over last year; rides

up 3 per cent. Because food is sold

rise in foods represented an in-

crease over last year of many thou-

sands of dollars, according to Ar-

thur K. Hale, secretary of the fair.

Novelties were also way up over

1958, with no accurate percentage

Fred Tennant Jr., midway super-

intendent for the fair for many

years, said that this year's exposi-

tion did the biggest midway biz he

Wilson Wins

reported top business was done by

Charlie Taylor's Cotton Club Re-

vue, and Ronnie and Roxanne Ma-

son's Mardi Gras Revue. In third

and fourth place were Glen Por-

figured as yet.

could remember.

concessions at the 1959 State Fair department following the close of of Texas had a phenomenal year, quite in keeping with the recordbreaking attendance of 2,801,305 racked up by the nation's largest annual in its run of 16 days and on the fairgrounds in such tremen-17 nights.

Grosses were expected to hit an all-time high. Accurate figures

Cetlin & Wilson Recontracts **Ga. State Fair**

MACON, Ga .- Cetlin & Wilson Shows signed the Georgia State Fair for 1960 on Friday (23) as the 104th event neared its end with a shellacking from rain on Wednesday and Thursday.

First two days of the fair showed McAskill's Hell's Belles. an increase of about 8 per cent in grosses for shows and rides, but Wednesday was lost to rain. There was no midway activity day or night.

A steady downpour continued Thursday, but the midway was opened and a gross of about \$5,000 was reported, about half of the usual take for this day.

The rain continued Friday until

DALLAS - The midway and | compiled by the fair's concessions | this year as with 20 last year, and certainly nobody could complain the fair showed that shows were about the weather this year.

Sammie Bert's Roller Coaster, were up 15 per cent and foods were as usual, was the best patronized ride, with some 177,857 paying customers. The Velare brothers' Space Wheels also did good busidous quantities, even the 3 per cent ness.

Joe Murphy reported that approximately 86,400 stuffed animals were given away at his game concessions, an interesting statistic that hints at the successful year the games had.

Desplinter brothers, who had novelties, did big biz in all departments, with big name buttons and colored hats with long plumes conspicuously successful. On some days it seemed like everybody on Clif Wilson's Associated Exposi- the fairgrounds had on a feathered tion, which brought in the shows, hat or a name button. Both items went big, as could be expected, on Elementary School Day and High School Day,

Fair was blessed with well nigh perfect weather. Only one day, ter's Simian Race Track and Arch Tuesday (13), was a bust because of rain, and that is normally a

Earlier Wilson had said that with light day anyway. Every other day good weather his gross could be as during the fair was sunny and with much with the 13 shows he had delightful fall temperatures.



CARNIVAL CONFAB

DOY (Pepsi) Jones has George Franklin of the New York office I working with him, visiting outdoor events. . . . The Anderson (S. C.) Independent ran a long biographical yarn about R. C. McArter, World of Mirth general agent. Al and Mary Crane went from New York to Columbia (S. C.) State Fair with their ice cream and floss, for their only fair date this year. . . ! Johnny Hoffman, veteran lot man on the Prell show, took sick and went into Rocky Mount (N. C.) Hospital. . . . Recent deaths include Ann Marcassio, wife of Buck show concessionaire Larry Marcassio, and Tom J. Farrand, long-time popcorn operator. Both passed away October 12, Mrs. Marcassio at Rocky Mount Hospital and Farland in Greenville, N. C. . . . Nate Feinberg has Castle's Fine Foods as the Vivona Cookhouse, working his way South. Jack Barstow is doing the same thing with George Clyde Smith, hauling his house trailer and motorboat with him. . . . Jimmy Stabile goes into McKinley Hospital, Newark, N. J., for a checkup on November 1. Davey Fineman, fresh out of the hospital, had the glow of health about him on the Marks lot in Union, S. C., being downcast only over the rigid diet clamped on him.

That was a boy for Jack and Peggy Galuppo in Tampa. Mother and baby are fine and the name will probably be Jack Jr. . . . Elaine Stein visited hubby Hy Stein at Raleigh. . . . Wayne Kingsley was flown from Raleigh because of illness, and would like to hear from friends, in care of R. E. Davidson, West Baden Springs, Ind. . . . Stanley (Stanley's Rides) Mazurkwicz has a new Octopus on the way to quarters. Bernard (Bucky) Allen is in Phillips House, Charles Street, Boston, recuperating from surgery. Meanwhile, Johnny Miller has been supervising the front end on World of Mirth. . . . Bobby Negus of Jones' Better Bingos will take house trailer and family to Florida after visiting his wife's folks in Florida. Stanley Sussman died September 7; he headed Continental Geneva Watches, a big midway and auction item, and Mrs. Sussman is continuing the business in New York. . . . Angelo Pepe, formerly of World of Mirth where he worked for Bucky Allen, has missed two seasons due to a leg injury. He's NSA entertainment chairman. . . . Wayne Crawn, son of Don Crawn on the Vivona Show, has started his recording sessions for the Cameo label, in which Dick Clark has an interest.

Strates doings: Darlene Drake is finishing the season as feature on the Broadway to Hollywood Revue. The show, operated by Jack Norman did a fine job in Danville, Va., for the NSA jamboree. Performing for show folks were the Jackie Richards dancers, Keppo Trio, acrobatic; McConnell and Moore, jugglers, and vocalist Paul Koslow. A total of \$1,160.97 was raised by the 396 persons attending. . . Whitey Sutton was chairman and auctioneer. Pop Garrett's griddle crew made up as peddlers and sold items out of trays. Also on the committee were Mrs. Howard Parker, Dorothy Anderson, Julia O'Donnell, Mrs. L. D. Powers, Bertha McDaniels, Mrs. T. W. Kelly, Mrs. Walter Cox and Mrs. Bonnie Norman. Irwin Kirby

la's afternoon. Around 6 p.m. the skies cleared and a throng jammed the fairgrounds, keeping the rides and shows busy until nearly 1 a.m. The gross came close to matching the \$18,000 reported for Friday last year.

Issy Cetlin, who was under care of a doctor for two days, was back on the job Friday feeling fit.

Vote of the fair board to award the 1960 contract was taken after Cetlin and Jack Wilson made a presentation. The vote was unanimous. Veteran fair officials said this was the first time in history that the same show has been booked for 12 straight years.

The show train left Sunday (25) for Jacksonville, Fla., for a predate engagement, and will close the season at the Gator Bowl at the Greater Jacksonville Fair, starting November 11.

Claude Sechrest, business manager, said concessions had a good play when weather permitted. Concession space on the midway was about 280 feet over the 1,800 feet in 1958.

Howard Ingram, lot superintendent, and many staffer, were entertained by Macon friends. Those hosted included William Hartzman,

(Continued on page 74)

Leon Claxton Show Tops Back End; Honor SedImayr at Birthday Party

SHREVEPORT - The Royal | year, when the fair had a preview American Shows notched up betterfirst Friday. than-'58 business at the Louisiana State Fair thru Thursday (29),

seventh day of the 10-day event. Ride and show grosses to that point were 8 per cent higher than last

LEON CLAXTON SCORES BIG THRU SOUTH

SHREVEPORT - Judging by the business given Leon Claxton's Harlem in Havana Show, one of the featured attractions on Royal American Shows, the tension in the South over segregation has cased.

Claxton's All-Negro show paced the shows on the Royal American here at the Louisiana State Fair and at the Arkansas Livestock Show at Little Rock. It also finished close for No. 1 honors at the Mississippi State Fair, Jackson. night, as against a paid gate on the

Leon Claxton's Harlem in Havana was out in front as the biggest grosser among the shows in the Royal's line-up. Ricki Covette's Revue was second, Johnny Mack Brown third and Dick Best's Side Show fourth. The Mouse was the No. 1 money getter among the rides, with the Kiddieland second. Visitors to the midway included J. C. Huskisson, manager of the Florida State Fair, Tampa; Douglas K. Baldwin, John Libby, and Harold Johnson, manager, assistant manager, and concession manager, respectively, of the Minnesota State Fair, St. Paul, and C. G. (Pete) Baker, manager of the Oklaho na State Fair, Oklahoma City. Also Clyde Reeves, manager of the Kentucky State Fair, Louisville; Ralph Hoffman of St. Louis and Col. Jim McCoy.

A birthday party was given Carl Sedlmayr Sr., Royal American owner, Tuesday night at the Shreveport Hotel. In attendance were visiting showmen and officials of the Royal American.

turn home after the holidays. . . Priscilla and Emmett Bejano are Jerry Mackey and Mr. and Mrs. back in Tampa after playing Dallas the early part of the season and phis. During the summer they were with Dick Best's Side Show at Chicago's Riversde Park most of the for 100 days and then at Playland summer. Also made a few appearances with Gooding Amusements. . . . Bob and Ray Hodges had the showmen's cookhouse under the Murphy-Pugh-Lindsey aegis at Dallas and did a bang-up job, according to showbiz custom-

to Dallas from Puyallup, Wash., with their three big trailers. . a cruise to start in mid-June of 1960

quickie trip to the James E. Strates Shows at Raleigh, N. C., where he pinch-hit for some of the played Memphis and Dallas for show staffers, who attended the Strates funeral in Endicott, N. Y. He was back in Texas in time to attend a regional meeting of Pepsi at their Dallas home after playing dealers and also visit the Dallas the West Coast for the first time, fair. . . . Dan Hanian, owner-

Arch and Marie McAskill are operator of the Little River back at their San Antonio home Showboats, disclosed that he racked after a good run at the Dallas fair up his top single-day business at the with their Hell's Belles illusion Memphis fair. He had his boats show. They spent much of the early there and at Dallas and will take season at Riverside Park, Agawam, them to Orlando, Fla., for the Mass., then played the fair at winter. Most of the season he was Detroit and Texas fairs with Bill at Birdland Park, Des Moines, and Hames in Abilene, Amarillo, Lub- played the National Orange Show, bock and Waco. Following the San Bernardino, Calif., last win-Chicago meeting they'll visit rela- ter. Also notes that Mrs. Hanian tives in Ellerbe, N. C., and re- will present him with a family addition real soon. . . . Mr. and Mrs. Bill Aubin are back in Vancouver, and Memphis for Clif Wilson. Wash., after operating their string They were with the Ringling circus of concessions at Dallas and Memat the Portland (Ore.) Centennial Park on the grounds of the Pacific National Exhibition, Vancouver, B. C.

Buster Thompson, who had his eats emporium in the center of the Dallas fun zone, reports business at his fair, rodeo and special ers. They made a 2,500-mile jump events route was up 20 per cent over 1958. . . . Glen Porter, who closed his tour at Dallas, reports Mr. and Mrs. Al C. Beck, of the Monkey Speedway business topped Lenz insurance firm, have booked last year. He played independent three-month around-the-world spots this season, including Toronto and London in Ontario; Memphis, Roy (Pepsi-Cola) Jones made a Dallas and several celebrations. . . . Charles Taylor, who was with World's Finest for the season, also Clif Wilson and reported sizable business at the latter two fairs. . . . Bob and Betty Harris are back (Continued on page 74)

GREATER JACKSONVILLE FAIR Nov. 11th to 21st incl. Gator Bowl Jacksonville, Fla.

CAN PLACE all legitimate Merchandise Concessions. No exclusives at fairs. Can place Long Range and Photo Galleries and all games of that kind, including all games of skill.

Leaving for winter quarters at Petersburg, Va., on Nov. 22.

Any worth-while attractions wanting to get placed for next season contact us.

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FLASHBACKS: 20 Years Ago-Irving Rosenthal, chairman of arrangements for the banquet of the National Showmen's Association, reported it looked like over 1,000 would attend. . . . Over 600 turned out for a beneft show for the Showmen's League at the Dallas fair midway. Bob Lohmar was in charge of the show with Sunny Bernet as emsee, assisted by Sam Ward and Francis J. Bligh. . . . Frank P. Duffield was nominated as president of the Showmen's League.

Kunz Inks Huntsville, **Others for '60 Tour**

SHOW NEWS

owner-manager of Heth Shows, announced here that he has signed to provide the midway attractions at Houston County Fair, Huntsville, Ala., in 1960 plus a series of other annuals set for next season.

for its fourth season at the West Tennessee State Fair, Jackson, and, as earlier announced, will again play the Ozark Empire Fair, Springfield, Mo.; Du Quoin State Fair, Du Quoin, Ill.; South Mississippi Fair, Laurel; Mississippi-Alabama Mercy's Club Havana. State Fair, Meridian, and the Purchase District Fair, Mayfield, Ky.

The midway was pumped out on staged by Dot Mercy.

CORDELE, Ga. - Al Kunz, the first Sunday of the run, and the show was all ready to go by the next day. Despite rain on Thursday, thousands of kids turned out dent: Alda McCue, first vice-presifor their day and the show racked up big grosses. Saturday was clear but cold, and the temperatures cut

down somewhat on business. De-Show has also signed to return spite all the rain the rides and shows topped last year due to greater earning power.

> Leading the fun zone was the Mad Mouse followed in order by the Velare Rotor, Marcello's Globe of Death and Dorothy and Nat lor. The out-of-town board of di-

held a jamboree at the Meridian, othy Eastman, Esther Groscurth, bile Fair which was hurt by rain. share in the proceeds. Show was Link, Alma Richards and Antoin-

Joan Sullivan Nominated by **Caravans** Club

CHICAGO-The 1960 slate of officers for Caravans, Inc., as presented by the nominating committee, includes Joan Sullivan, president: Theresa Dundee, second vicepresident; Frieda Rosen, third vicepresident; Wanda Derpa, secretary and Lillian Lawrence, treasurer.

The in-town board of directors are Edna Burrows, Lorraine Downs, Nora Heglund, Helen Hoffmeyer, Rose Jarboe, Mildred Maniloff, Geraldine Muscarello, Anna Schmidt, Eva Shine and Mae Tayrectors includes Emily Bailey, So-Kunz announced that the show phia Carlos, Margaret Davis, Dor-

ette Rohr.

Annual Tour Pleasing, Marks Sets S. A. Trip

first being last season's involvement fair route, proved satisfactory. in the Marks-Manning Combined Shows.

Kenny Moore, of Norfolk Tent & was spruced up at its best.

Business was satisfactory, Marks Show moved here after the Mo- Miss., Fair, with four clubs to Bess Hamid, Hattie Hoyt, Rita said, with grosses holding up okay, dates proved particularly rough in

RICHMOND, Va .- The fair in the light of spending experienced. Union, S. C., capped the season for During the latter part of the year Marks Shows, which went along rain was experienced in Orangepretty well this year until running burg. Fayetteville, Laurens and into rain in October. It was Marks' Union, all in the Carolinas. Gaithsecond return from retirement, the ersburg, Md., an addition to the

Marks and his wife will leave in December for a nine-week tour of Marks this year toured with Latin America, visiting his daughter Charles Travers as associate man- and son-in-law in Panama, then ager. By the time fairs arrived all going to Rio de Janeiro and across new canvas had been acquired from South America to Lima, Peru, to visit a cousin. It will be purely a Awning Company, and the unit pleasure trip, he said, one that is long overdue.

The final week saw the show fielding 25 rides, 10 shows and surprisingly, even in rainfall. Still about 60 concessions. Rides were

(Continued on page 75)



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1959 OUTDOOR CONVENTION SPECIAL **DATED NOVEMBER 23**

ADVERTISING DEADLINE ... WEDNESDAY, NOVEMBER 18

If you exhibit at the Convention, your ad in this Special will do a big pre-sell job for you, and thru it you can also extend an invitation for buyers to be sure to stop by and see you in Chicago.

If you do not exhibit, the Outdoor Convention Special will effectively "show-case" your complete line of equipment, products or services.

places of amusement.

Ride Owners, Parkmen, Food & Drink Concessionaires, Kiddieland Operators and others have certainly enjoyed big business and, more important, are optimistically looking to 1960 as an even bigger year.

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- 1. Create interest among important Outdoor Show People BEFORE the Convention, reaching them at home or wherever they may be (thru newsstands) the week before the Convention begins.
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THE BILLBOARD

SHOW NEWS

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SLA Ontario Club Vivonas Add Names Patty Conklin Kutztown, Pa., **Becomes First President of Branch;** Marco, Brown, Jones Elected Veeps

Conklin, Canadian midway biggie, B. Davies, W. DiCosimo, Herb was elected the first president of Dotten, H. Fagan, T. Green, J. A. the Showmen's League of America. Greenway, W. C. Harding, L. Her-Toronto branch, at the club's first man, W. C. Higgins, J. D. Hunter, election here Sunday (25).

mation of the local club which is McLeod, D. Murray, D. Pitcher, ized.

E. H. Brown, second vice-presi- er and O. J. (Whitey) Weiss. dent; Howard Jones, third vicepresident; H. Cleaver, treasurer, day (1) and final arrangements and M. M. (Neil) Webb, secretary.

Trustees are J. Silverman, O. Sommerville, Kin Rifkin, B. Arent, at the Royal York Hotel. At the L. Albert and L. Harris.

of governors as follows: D. Acks. A. Adams, S. Arrigo, W. Baker, J. Bula, William Carsky, F. R.

THIS WEEK

POP-IN-BUCKETS

PRICE \$65.00

TORONTO - J. W. (Patty) (Frank) Conklin, J. F. Conklin, K. H. Jones, W. Lish, P. March, G. Conklin was a leader in the for- Mansfield, W. E. Martin, T. H. the first branch of the parent Chi- T. Prockin, J. Racine, M. Scott, America last week in signing the cago organization to be author- Carl SedImayr Sr., George Sellmer, H. N. (Hank) Shelby, H. Shore, Ed vania's better known midway Named to serve under him were Sopenar, J. P. (Jimmy) Sullivan, R. P. A. Marco, first vice-president; Tanarino, W. Topolinski, P. Walk-

All officers were installed Sunwere made for the first banquet and ball to be held November 25 ago. meeting, it was reported that 279 Forty were named to the board members had been signed and that the club had assets of better than \$12,000. The money was raised at jamborees on Royal American. Conklin, World's Finest, King and Tom Green shows.

To 1960 Fairs **39 Rides Fielded**

For Charleston's Coastal Car. Fair

CHARLESTON, S. C.-A significant fair acquisition was announced for Amusements of Kutztown Fair, one of Pennsylspots in the Amish country. This gives the Vivona family's operation six weeks in Pennsylvania and Maryland, their greatest gain since abandoning a series of up-State New York fairs a couple of years

The route thus far, starting in early August, puts the show in Hughesville, Pa.; Hagerstown and Cumberland, Md.; Kutztown; the celebration in West End, Pa., and Lehighton, Pa.

For the repeat date at the Coastal Carolina Fair in North Charleston the show put down 39 rides and 16 shows, a spread comparing with its display a' the New Jersey State Fair, Opening business on Monday (26) was satisfactory and Tuesday, when a steady drizzle came down, produced ride and show grosses better than last year. It rained in buckets all day Thursday.

John Vivona, president of the Miarri Showmen's Association, had a jamoree scheduled for Thursday. LITTLETON, N. C. - Season Morris Vivona is third vice-presiis ending for the George Clyde dent of the National Showmen's

CORPUS CHRISTI AMUSEMENT PARK AND HILL'S GREATER SHOWS

Last Call! Texas' Largest and Only Armistice Celebration. **Celebrating the Dedication of the Largest and Highest Bridge** in Texas. 9 Days-9 Nights. November 7 thru November 15

CONCESSIONS: Some Concession space open. Will sell "EX" on Glass Pitches. Want Hanky Panks of all kinds. Also Alibi Joints, such as Buckets, Swingers, Push-Over Cokes, Picture Frames, Six Cats, Basket Ball. HAVE ROOM FOR DARK RIDE-GLASS HOUSE-FUN HOUSE ONLY.

WANT WILD MOUSE OR MAD MOUSE

ALL PHONE CALLS AFTER TUESDAY, NOV. 3. H. P. HILL, TUlip 2-8781, Corpus Christi, Texas.



All Rides in perfect condition, with fences, cables, switch boxes. 50 Concession Booths in good condition, with Wheels, Games, Laydowns and Light Stringers. RETIRING FROM BUSINESS.

\$10,000.00 CASH TAKES IT ALL

DOC M. IRVING



Smith Shows, which has toured Association in New York.

WANT TO BUY PARATROOPER

Tampa 7, Fla. Nights: Re 65467

Must be factory model on trailer. State price and full particulars in first letter.

> BOX D-118 c/o The Billboard 2160 Patterson St. Cincinnati 22, Ohio



In like-new condition. GMC tractor, in good condition; Tulsa power winch, mounted on tractor; 28-ft. semi trailer, framed so that ride can be set up by two men in three hours. Ride is powered by a U4 International engine; miscellaneous parts and tools. Everything to be sold as one unit. Price \$11,500,00. \$6,000.00 down, terms on balance to reliable party. Contact

E. G. GARVIN 654 W. Alexandrine Detroit 1, Mich. Phone: Temple 1-5498

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 50 Kw. Cummins Diesel, single phase light, mounted on 6-wheel trailer, perfect condition, sell for \$3,000,00 or trade for Octopus or Till. 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. Phone: CHapel 1-0839





it. usual Eastern territory since springtime. Business has been satisfactory on the whole, altho a couple of disappointing weeks Fair. The show came here from were encountered because of weather and segregation troubles. Show heads into the barn at Cumberland, Md., where electrician is Charleston and the show will F. A. Norton will oversee the equipment.

Littleton shaped up nicely but pulled three days of coldness, an all-day drizzle on Thursday, and a downpour on Friday. With only a few miles separating this lot from the Penn Premier Shows in Henderson, there was considerable visiting between midways.

Farmville and Front Royal, Va., were engulfed in the segregation situation, a result of which was the reluctance of both races to populate the midway. Rain and mud were drawbacks in Ahoskie, N. C., but otherwise the fair route has held up nicely, Smith reported.

Manassas, Va., Madison and Enfield, N. C., were good ones, and Edenton also produced a nice gross for the show. Two days of coolness and a touch of rain were overcome later in the week.

The line-up was enhanced in the spring by a Little Dipper and new Merry Mixer, both of which have proven their worth, Smith said. Also on the lot in Edenton were the Octopus and Tilt-a-Whirl of Frank Joseph. Regulars making it with Smith included Cass Schottis with the MacWethy bingo, business manager F. E. Spain, and Jerry Brode, secretary. Zip Templeton, Al Buchanon and Kid Drifty each had two girl shows, and Larry Saunders had one. Alf Hunter had the Funhouse and Peggy Ewell, the Snake Show. Jack and Vivian Barstow had popcorn and pan game.

Chowan County Fair in Edenton was revived 11 years ago after being dormant since 1928. Ed Bond Legion Post has since erected a large cinderblock exhibition hall, completely wood panelled within. R. S. Marsh is president of the association, and W. E. Mills, manager.

Two weeks were slated on the Meeting Street grounds, the second being for the Negro Farmers' Lancaster, S. C., where coldness and dampness were encountered. Season ends after the second week go into winter quarters at Sumter, S. C.

THOMAS GETS CANADA LOOP FOR 2D YEAR

REGINA, Sask.-The 1960 midway contract for the 12member Western Canadian Class B fairs circuit was awarded Wednesday (28) to the Art B., Thomas Shows, of Lennox, S. D.

It will be the second season on the loop for the truck show, headed by Bernard Thomas. Thomas made his own presentation before the Western Canada Fairs Association convention in the Hotel Saskatchewan here.

Deliberations lasted three hours and there were three votes before the decision was made.

Two Canadian organizations. Bernard and Barry Shows, of Windsor, Ont., represented by Jerry Bonder, and Gayland Shows, of Kelowna, B. C., represented by E. (Tiny) Nicholls and J. A. Greenway, were the other bidders for the contract.

Also at the meeting, but not a bidder, was J. P. (Jimmy) Sullivan, Toronto, whose World's Finest Shows has played the circuit many times.

Member fairs are Weyburn, Estevan, Yorkton, Melfort, Lloydminster, The Battlefords and Prince Albert, in Saskatchewan; Portage la Prairie and Carman, in Manitoba; Vermilion, Vegreville and Red Deer in Alberta.

4313 Roosevelt Blvd., Philadelphia 24, Pa. Phone Cumberland 8-3321

RIDES—FOR SALE—RIDES

Dodgem Ride, complete, 30x45 building with six near-new Dodgem cars, \$4,500.00 Minor repairs needed. Fly-o-Plane, complete with Int. V2 gas motor, fence, ticket box, all in good condition and ready to work, \$2,500.00; loads on trailer specially built to handle Fly-o-Plane, complete with electric hoist, 5 Kw power generator, \$1,000.00. U-Drive-It Tractor Ride, complete 7 Heller Yard hand midgets, equipped with Briggs-Stratton gas motors, fence, ticket box, Int. truck, all for \$800.00. This ride is stored in Alabama. Reply only by Western Union.

ARTHUR J. APRIL

Meriden, Conn.

RIDE HELP WANTED

FOREMEN AND SECOND MEN FOR ALL RIDES. Must drive and be neat and clean. Must stay sober. Work through until Christmas. Contact

JERRY VINSON, Mgr.

Indian Hills Shopping Center, Opelousas, La., this week; then Belmont Village Shopping Center, Baton Rouge, La.

CONEY ISLAND SHOWS

Lake Charles, La., Nov. 2-7, downtown lot. Following week, Air Force payday, at front gate. This show will definitely stay out all winter. CONCESSIONS: Short Range and Long Range. Hanky Panks of all kinds. SHOWS: Any Grind Show, Gorilla Show or Monkey Show, Funhouse or Glass House. RIDE HELP: Foremen for Merry-Go-Round, Ferris Wheel. Tilt-a-Whirl and Chair-plane. Man to take charge of Kiddle Rides. Can use Ride Superintendent who can get rides up and down and move over the road. Would like to buy 2 Concessions, either 14 or 16 ft., or Concession Trailer. No junk. Need Agents for Alibi, Count and Peek Stores. All replies: JOHN R, WARD, Owner; JIMMY ACKLEY, Bus. Mgr. P.S.; Mello Pacini, have stall for you. Billy Black, what happened?

LOUISIANA HOME STATE SHOWS

Want small Cookhouse or Sif-Down Grab, Want Hanky Panks of all kinds, Privilege \$16.50. All contact at once. Arnaudville, La., c/o Mrs. Frederick (Lot). Need two Kiddie Rides not conflicting. All address.

CHARLES DWINAL, Mgr.

WILL BOOK OR BUY PORTABLE SKATING RINK, ALSO SCOOTER RIDE For Permanent Florida Winter Spot. No Moves. INTERESTED IN MINIATURE COLF COURSE, BUILDERS AND MANAGERS, OR WILL LEASE RIGHTS. NO PHONE CALLS. Write JACK WILKINSON. MCR. Seabreeze Amusements, 3409 Causeway Blvd., Tampa 5, Florida.

WANTED GOOD, CLEAN CARNIVAL FOR 1960. MONTGOMERY COUNTY FAIR, JULY 28-29-30.

Contact M. E. ANDERSON **Concession** Chairman Box 51, Montgomery City, Mo.



Southeastern Minnesota, following rides: Kiddie Cars, Kiddle Ferris Wheel, Kiddle 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, Ohlo,

naterjal

SHOW NEWS

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THE BILLBOARD

NOVEMBER 2, 1959

FOLEY-BURK CLOSE AFTER BIG WEEK

Ventura Fair Yields Record Gross; Moves to Winter Base After 21 Weeks

21-week season at the Ventura for the Whip. County Fair, Ventura, Calif., to record grosses. The final week was during the season. L. G. Chapone of the biggest of the season.

Show opened May 15 at the Santa Rosa (Calif.) Rose Festival and played 15 fairs during the 21 weeks on the road. Most of the fair stands were repeats, some of them having been played for three decades. The entire season was in California except one week at the Washoe County Fair, Reno, Nev.

in the Hall of Flowers at the San Mrs. E. S. Fitzgerald, San Lor-Joaquin County Fairgrounds and enzo. Calif., and Ellis Hendry, the train is parked at nearby Se- Northridge, Calif.

SANTA ROSA, Calif .-- Foley & bastopol. Improvements during '59 Burk Combined Shows railed here were many and included building of Midge Cohen Kiddie Fund comto winter quarters after closing its new transformer wagons and tubs mittee and has a smorgasbord din-

man, general manager, and Mrs. Chapman are back at their Davis, Calif., home for a rest before he tions to the kiddle fund. Bess heads out to book the '60 route. Ralph Lockett, secretary-treasurer, The project is one of the most imis at his Petersburg, Va., home, and Edward Versteeg, electrician, is wintering at Baldwin Park, Calif. Others and their destinations are: Bud Hammayyar, trainmaster, Chico, Calif.; Robert Dignam, Arcade The show's gear is stored here manager, Oakland, Calif.; Mr. and

Contl. in Quarters After Okay Season

at the Center Sandwich (N. H.) Fair, where Roland Champagne's midway has been a fixture for 17 ing. Two Ferris Wheels will be years. The year was pretty good, sported as a result of this July's Champagne stated, being a couple accident which wrecked the one of points better than 1958.

operation in July and was forced aged one has since been rebuilt off the road for the remainder of with new towers and other necesthe year with son-in-law Fred Fritz sary parts. handling the managerial chores. Champagne has been recuperating the show, it is reported, since atat home in Dracut, but made several visits to the midway during the season.

LOWELL, Mass. - Season's over equipment between late fairs. is ready to go for the 1960 openbeing carried. A replacement Eli

Champagne underwent a major Wheel was acquired and the dam-

Club Activities

National Showmen's Association

Ladies' Auxiliary

NEW YORK - Dorothy Packtman is chairman o. this year's ner planned for Sunday, November Personnel showed little change 22, at 7 p.m. in the clubrooms. A square dance caller has been retained.

> Admission charge will be dona-Hamid will check the guests in. portant the auxiliary has.

Michigan Showmen's Association

DETROIT-First regular meeting of the fall and winter season was held Monday (19) with Presion the rostrum. Robert Morrison, clubrooms and installing new light | Eugene Massengale. fixtures in the Social Hall.

wind-up for Continental Shows was As a result practically everything ley, James Asmar, Lawrence Black-New members are Paul H. Ackwall, Clarence E. Berry, Meryle E. Bragg, Benjamin B. Buck, James Burden, Anthony Burke, Arthur Cronin, Harry Currie, Ray Eaches, Earl Fisher, Elie Frank. Fred Haisch, Hume Hensley Jr., Michael Huzcek, Roy Jewell, William Johnson, Foster C, Keen, Sam Lane, James McIntyre, Michael De Legge, Paul R. Reidy, Robert A. Reid, Plans are to add to the size of James Reynolds, Alvin Richard, Kenneth Santos, Oney J. Stephenson, Ralph Smith, Charles L. Tondras, George Wasko, Bill Wheatley, cilities are taxed to capacity. Paul Sidney R. Wiley, Joseph Walk and cured 13 of the applications during the summer. Sunday (1). Sick list includes Wil- nel at their annual barbecue. liam H. (Bill) Green, Henry Ford Maude and Myrtle Vanier stopped included John Lorman Sr., John Hospital; Paul Sprague, Harper off and partook. . . . Tom Adams' Jr., and his brother, Elwood, and Hospital, and John Moran. Old Grace Hospital.

CARNIVAL CONFAB

Continued from page 71

visiting relatives in Decatur, Ill., is

on the mend and even worked at Dallas. . . . Sam (Red) Catherwood ager of Happyland Shows, is in headed West after Dallas. He was Harper Hospital, Detroit, with a with Alamo Exposition during the liver ailment. . . . Paul Greeley. season. . . . M. (Stix) Westmore- secretary of the Michigan Showland and Domino Hardy are back men's Association, opened the in Cincinnati after playing the doors Monday for the first meeting Dallas fair. They're booked for a of the season in the clubrooms folnight spot in Newport, Ky. . . Ted and Dorothy Webb, custard offices. ops, are back in their Topeka, Kan., home base after touring the Folks on the Dick Best Side Show Canadian A loop and playing Mid- hav a club that has a beard-raising

west fairs and Dallas where business was up over last year. Their with Tony Garven and Whitie dent C. L. Lovejoy presiding. Edor son. Butch, is currently in college Burge, first vice-president; Rex in Topeka. . . . Walter B. Fox is Allen, third vice-president; Max back in harness and handling real Kahn, treasurer; Irving Rubin, estate for the Mobile Mardi Gras. executive secretary, and Paul Gree- He was sidelined by pneumonia. ley, recording secretary, were also Recent visitors to the Fox apartment included Al Kunz, Troy building committee chairman, was Scruggs. A. Foster, Charles E. complimented for decorating the Crichton, Charles H. King Jr., and

Frank Joerling

Pearls from Royal American: Tiny Two-Ton Miller is now in the fat show after closing with Lou Dufour's Canadian operations. . . The kiddieland was set up at Shreveport, without blocking due to the new blacktopped surface. . Charles Cohen is busy keeping the canvas in good repair. . . . Ann Gross is back at work after being released from a hospital. . . . George Murray is back from Orlando, Fla., accompanied by the missus and their son. ... Elsie Williamson had ice cream at Shreveport. . . . Ruby Singlewell's cookhouse and served cake Memorial services will be held Cain hosted the Side Show person- fair on the lot.... There were daughter and son-in-law, Mr. and John Sr's. brother, Elwood. . . . Ted Paul Greeley Mrs. Darwin Walker, and their LeFors was associated with Cecson, Butch, visited daily at Shreve- chini & Levaggi in the operation port where Tom makes his home. DETROIT - The first regular . . . Andy Kasin had a string of ville Midway. . . . Frank W. Babmeeting was held Monday (19) with joints at Shreveport. Chester Tavlor had basketball toss. Dave and Ravell Galo, chairman of the ways Candy Carter had two and Fred and means committee, reported on LeBreche a six-cat. . . . On the independent end were Maynard Ostrow with bears and glass pitch. . . . Visitors included Bernie Mendelson, Frank Joerling, Sam J Levy and Herbie Pickard. . . will be held Sunday (1) for deceased Dennis Jackson, son of Mr. and Mrs. Johnny Jackson, headed for Tampa and school. . . . C. J. Sedlmayr Jr., nursing a scalded arm. the Florida State_Fair; Lou Dufour and Roy (Pepsi-Cola) Jones also

including the PNE and Utah State Mr. and Mrs. Johnny Jackson Fair. . . . Chuck and Martha Moss hosted a birthday party recently for staved close to home this year. Emma Brocies. Guests included the Only venture out of Dallas was to Brocies family, Mr. and Mrs. Leonthe Memphis fair and then back ard Davis, Johnny Brooks, Jack home for a stint with the Murphy- Hageland. Presents received from Pugh-Lindsey line-up at Dallas. Shirley Fowler, Ollie Defor, Kate Mrs. Moss. who became ill while McMillan, Jean Jackson, Rose Davis.

> Paul Sprague, concession manlowing redecorating of the hall and

Pearls from Royal American: project. Thus far, Adrian is first Kansder following in that order. ... Mrs. Ann Gross is in Yauchita Hospital, Hot Springs. . . . William Kemp took over operation of the Motordrome while George Murphy was away on a brief trip. . . . Recent visitors included C. C. (Specks) Groscurth, William Shulman and Harry Schreiber. . . Bertie and William Perrott visited from Blue Grass. . . . Mrs. Guy Markley nursing an injured leg. . . . Wenzel Keller is getting around without his crutches. . . . Bobby Hasson and the train crew did a good job getting the Jackson, Miss., lot in shape following two days of rain. . . . Bobby Kline, former agent, spent a day visiting. . . . Ricki Covette left for Tampa to pick up her car and will rejoin at Shreveport. Charlie Byrnes Sam Wexler says he will have the pastrami stand at the Arizona State Fair in Phoenix and will be out again with the stand in 1960. He has operated the special food concession for 32 years.... Frank ton, mother of Mary Delaney, had Platte Jr. took three weeks off a birthday party in Tom Black- from his used car lot in Sacramento to make the fair. His father, Frank and java to all. . . . Bill and Mary Sr., spent the last weekend of the plenty of Lorman's on the lot. They of concessions as well as the Funcock, owner of Frank W. Babcock United Shows, visited the lot the latter part of the first full week. Peggy Forstall made daily trips to her concession on the lot from her home in nearby Monrovia.... Bertha McCarthy took advantage of her husband, Ernest (Dutch) being on the lot to visit with show folk. . . Warren and Flora McMenus, food concessionaires on the independent midway, have bought the peanut operation of Peanut Bill Carter. ... Jules Blumenthal was worried about ..., J. C. Huskisson, manager of the weather when it became overcast and there were reports that it was pouring in Los Angeles, 30 miles away.... Chet Barker, general manager of Fair Time Shows, Inc., took charge of the rides the show had at the Fiesta de la Luna in Chula Vista, which ran day and date with the LA County event. Fiesta closed Sunday (27).... Margaret Greibler, rendezvous for show people on the days at her home in nearby La-Verne. Betty Lawler, wife of Shorty Lawler, electrician on the No. 2 unit of West Coast Shows, is confined in Sierra Hospital, Fresno, the Bakersfield, Calif., run, joined to send her best wishes and a pres-

route was extended by one week. quarters since Labor Day, working act booked for off-season work.

tendances at annual dates continues to increase to where existing fa-

Spring weather was very good LaCross, general agent, has several Peter Yammen. Chuck Dumas sefor annual still dates, and the fair fairs and celebrations booked for 1960. He also has his fast and A crew has been at work in fancy shooting and knife-throwing

Banquets, Nominations Stir Interest at NSA

NEW YORK - Pre-banquet activities swung into high gear last over the Wednesday (28) session, week for the National Showmen's also attended by Charles Ruben-Association, as ticket reservations stein, secretary; Leo Willens, treasindicated another big festive week urer: Louis D. King, chaplain; Dr. is in the making. In addition to the annual Thanksgiving Eve affair in the Hotel Commodore there will be a testimonial dinner Monday, November 23, for George A. Hamid Sr., president emeritus.

The Hamid affair picked up steam with the sale of several additional tables and it appeared the Park Sheraton's Tropical Room may be outgrown before banquet night. Al Rickard will produce a pecial entertainment show for this one, for which tickets are \$8.50 apiece.

centrated upon during the three Betty Johnson, Georgie Kaye and Wednesday meetings leading up to Thanksgiving week. These are November 4, 11 and 18. In addition, a nominating committee will be an important chore brought about by the untimely passing of Joe Prell, first vice-president. If the normal line of succession is followed by the committee, then Max Tubis will be elevated from second vice-president to president, and Morris Vivona would advance two paces to first vice-president. This would leave the two lower vicepresidencies to be filled.

Al McKee, president, presided Jacob Cohen, and Hamid. Hamid spoke at length about the late James E. Strates and Joe Prell. Several members, in turn, praised Hamid's efforts on behalf of the NSA and the outdoor amusement industry. A reversal in meeting patterns now has the governors' meeting at 8 p.m., preceding the general meeting.

Hamid again pledged his efforts in obtaining top-notch entertainment for the annual banquet. Last year the 700-odd persons attending saw Red Buttons, Cab Callo-Banquet buisness will be con- way, the Four Coins, Dagmar, many others.

Between the banquets on Monday and Wednesday of Thanksgiving week will be the annual open chosen on November 11 to handle house, award drawing and memorial services.

> Marshall L. Green, long-time outdoor showman and ride operator, is in the Self Memorial Hospital at Greenwood, S. C., following surgery. Green, who had his Flying Coaster with Cetlin & Wilson Shows, is expected to be confined for several weeks.

Ladies' Auxiliary

President Leona Bennett presiding. the bake sale. Marian Fodal, chairman of the bond award committee, reported a financial success. A board meeting was held before the regular meeting. Memorial services members. Edna Burd

C&W Re-Signs

Continued from page 71

treasurer, and Whitey Walker, auditor.

Shan Wilcox, owner of Shan Bros.' Shows and operator of a seaside park at Panama City, Fla., and Mrs. Wilcox visited Thursday. Wilcox reported his business at the beach this year was as good as the banner year of 1958, and is undecided about taking a show on the road next season.



A college football game, in which Louisiana Tech was pitted against Northwestern State, was played before a crowd of 23,500 Saturday night (24) and a grid game between two Negro college teams attracted 10,000 Monday night (26).

Lester W. Hutchison is confined to his home at Route 2, Box 553-A, Montgomery 8, Ala., with a heart condition and would like to hear from friends. . . . Bill Meyers, photo gallery op, reports he had a good season hopscotching at fairs whose Maggie's eating stand is a in Illinois, Indiana and Michigan, and will make a few Southern independent, rested on the slow events. . . . Louis (Fingers) Bell. legal adjuster on World of Pleasure, is working for Fred Silber & Company in Detroit. . . . John Mc-Bride, photos, wound up his season at the recent festival in Evansville, Ind. The last spot was off. Caif. Members of the West Coast but season as a whole was okay Shows, which were combined for says John who's back home in Detroit. . . . After closing with the Lew Alter Side Show on the Prell ent under the direction of Margie midway, Carmen Del Rio went to Latiker. Mexico City for the winter. . . .

visited.

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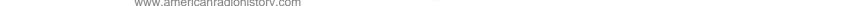
THE BILLBOARD

SHOW NEWS

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Carnival Routes	Legitimate Shows	FINAL CURTAIN	2,801,305 At	tend Dallas Fair
• Continued from page 70	Dark at the Top of the Stairs:	• Continued from page 69	 Continued from page 64 	Fa. 18
 Sugar State: (Fair) Jeanerette, La., 2-8; (Fair) Franklin 9-15. Texas Funland: Littleford, Tex. Thomas Joyland: *Samuel Generallo; Scotland Neck, N. C. (Season ends). Turner, Scott, Rides: (Edgewater & Rugby) Orlando, Fla., Nov. 6-Jan. 2, 1960. 	South Bend, Ind., 4-5; (Colseum) Evansville, Ind., 7; (Alumni Aud) Knoxville, Tenn., 9; (Memorial Aud) Greenville, S. C., 10; (Ovens Aud) Charlotte, N. C., 11-12; (WRVA Theater) Rich-	erley Rice; three sisters, Evie Minter, Annie Ferguson and Margaret Point, and a brother, Munsey. Services in St. Patrick Church, Little Rock, followed by burial in Calvary Cemetery there. WELLS-Freddie Lou, 16, daughter of Delane (Tiger)	over 6,000. Free Shows Draw Some 100,000 people saw the various shows in the free "Shower of Stars" series during the fair. These starred such acts as Los Churumbeles de Espana, Red Foley, Herb Shriner, TV star Robert Culp, Johnny Puleo and His Harmonica Gang, blues singer Sam Cooke,	 Livestock manager Ray W. Wil- son reported a total of 322 foreign visitors from 21 nations, principally
Circus Routes	noke 19; (City Aud) Asheville, N. C., 20; (Duke Aud) Durham, N. C., 21; (Tower) Atlanta, Ga.,	and Billie Wells, vet showfolks, September 30 in John Sealy Hos- pital, Galveston, Tex., after a short illness. Father formerly	Woody Herman and Chris Barber. The various museums on the fair- grounds reported their attendance	Pan - American Livestock Exposi-
 Atayde: Sta. Ana Chautenpan, Mex., 2; Tlaxcala 3-4; Zacatelco 5-6; Atlixco, Pue., 7-8. Clyde Beatty-Cole Bros.: *Ray Aguilar; West Hollywood, Fla., 2; Fort Pierce 3; Melbourne 4; Orlando 5; Clearwater 6; Tampa 7; St. Petersburg 8. Davenport, Orrin: Kansas City, Mo., 17-22. Hagen Bros.: *Al Dean; Eunice, La., 2; Crowley 3; Lake Charles 	Gay '90's Nite: (American) St. Louis, Mo., 2-7; (Keith) Hunting- ton, W. Va., 9; (Cvic Aud) Charleston 10; (Aud) Bluefield 11; (Memorial Aud) Johnson City, Tenn., 12; (Civic Aud) Lex- ington Ky., 13; (Taft Aud) Cin- cinnati, O., 14; (South High Aud) Lima 16; (Stambaugh Aud) Youngstown 17; (Music Hall) Cleveland 18; (Raja Theater) Reading, Pa., 19; (Community	owned Wells Bros.' Circus. trouped with various circuses and is now manager of the Queen Theater, Trinity, Tex. In addition to her parents, she is survived by a sister, Billie Sue Burial in Center Hill Cemetery, Lovelady, Tex.	Arts, 58,030; Museum of Natural History, 62,000; Museum of Natural Science and Health, 192,640, and Aquarium, 359,239. The U. S. Army's missile exhibit estimated some 1,750,000 people	than a million dollars worth of livestock was purchased by the for- eign visitors. The fair distributed a total of 566,764 free gate tickets to stu- dents, teachers and rural youth. The tickets were distributed as follows: Texa Public School Day, 32,342; Elementary School Day, 158,531; Rural Youth Day, 100,000 plus; Achievement Day, 111,904; High School Day, 72,633, and Fort
 4; Many 5; Ringgold 6; Coushatta 7. King Bros.: *Eva Hinckly; Chipley, Fla., 2; Donaldsonville, Ga., 3; Camilla 4; Tifton 5; Nashville 6; Douglas 7; Fernandina Beach, Fla., 9. Polack Bros.: (Armory) Baltmore, Md., 2-7; (Armory) Springfield, Ill., 13-15; (Aud) Charleston, W. Va. 10.22 	 (Memorial Aud) Worcester Mass., 23. Look Homeward Angel: (Memorial Aud) Burlington, Vt., 2; (Lafay- ette Theater) Buffalo, N. Y., 4; (Royal Alexandria) Toronto, Ont., 5-7; (Nixon) Pittsburgh, Pa., 9-14; (Regent) Grand Rapids Mich. 18; (Murret) Indianalis 	 a daughter to Bob and Jenny Clements October 20 at Jackson Memorial Hospital, Miami. The Clements were recently with the Bernard & Barry and the World of Mirth shows. HORWATH— a son, Joseph William, to Joe and Eva Horwath October 23 in 	in the General Exhibits Building, reported a count of 560,000. A total of 1,325 free long distance calls were given away in the exhibit. The Lost Children's Department reunited 762 children with their parents and NBC Television shot a feature on lost children at the fair for use on Dave Garroway's show. The free fashion shows in the	Dates of the 1960 State Fair of Texas have been set for October 8-23. The 1960 fair will run 16 days, with the Texas - Oklahoma football game again scheduled for the opening Saturday afternoon. The 1960 fair comes in the fair's 75th year and will be ballyhooed as the fair's Diamond Anniversary Exposition.
 W. Va., 19-22. Ringling Bros. and Barnum & Bailey: Tulsa, Okla., 3-4; Little Rock, Ark., 6-8; Birmingham, Ala., 11-15; Louisville, Ky., 19-22; Cleveland, O., 25-29. 	ington, W. Va., 23. Music Man, The: (Shubert) Chi- cago, Ill., indefinite run.	A daughter, Edna Marie, Sep- tember 16 to Steve and Mary	Rides 177,857 Sammie Bert's Roller Coaster was the most popular midway ride, with 177,857 riders. Joe Murphy reported he gave away 86,400	FOR SALE 8 TUB SHORT ARM OCTOPUS, with or without transportation. FUNHOUSE built on a semi, no tractor, \$1,250.00 cash. STACEY JOHNSON TANK RIDE. \$1,250.00
Ice Shows	Two for the Seesaw: (Strand) Shreveport, La., 2-3; (Municipal) New Orleans 4-7; San Antonio,	King. Father is a carnival man and mother is the fat lady in Pete Kortes' Side Show.	stuffed animals from his concession	\$1.500.00 cash. Can be seen in





BEST MERCHANDISE BUYS

100

.

Communications to 188 W. Randolph St., Chicago 1, III.

NOVEMBER 2, 1959







77

PIPES FOR DEMONSTRATORS

CLIFFORD E. HORTON . . . back at his home base of New Sullivan and O'Neil, who was work-Haven, Conn., sends in a resume of ing eye glass cleaner. Danny is one his jaunt during the past season and of the oldest workers on the road. a list of pitch folks he encountered I found pitchmen few and far beduring his travels. "I opened in the tween and all agreed that grosses spring at Winchester, Va.," writes at most spots were far below the Cliff, "and there met Stevens, who figures of former years. Now that fromerly worked with Emil Siebold I'm back in home territory I hope in Gimbel's store in New York. In to open a store soon or go into a Washington I met Charlie Rutledge, store for Christmas. Would like to Ray Peterson, Mina Sackett, Ray read pipes from Harry Day, Sol Coffeen and Walter Boland. I drew Kunin and some of the other olda blank while working New Jersey and Maryland, but Connecticut fairs produced a number of workers, including Anthony Ramonas is back from a trip to Alaska, and Sam Branks at Brooklyn, Joe Conte at Goshen, and Jack Steven-Mrs. Dodge, Charlie Reading, Ronnie and Mrs. Bamford and Charles | an early departure, said Farrington.

IMPORTANT!

Fair, along with Danny and Mrs. timers 1 know."

BUD CHALVE . .

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Mampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready-Write for Copy Today

AFTER TRAGEDY STRIKES

To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are interested in.

premium supply corp.

Washington Ave., St. Louis 3, Mo.

where coils sold well, and has his West Coast swing well under way, son, Mike Egall, Jerry Myers and according to A. Farrington, of San Nathan Pepper at North Haven. At Diego, Calif. Chalve had his coils Durham, Conn., I caught Mr. and in a San Diego 5 and 10 store recently, but poor business prompted Foetsch at work. Boyer, of Provi- An earlier stay in San Francisco dence, R. I., worked the Berlin proved to be much more profitable.

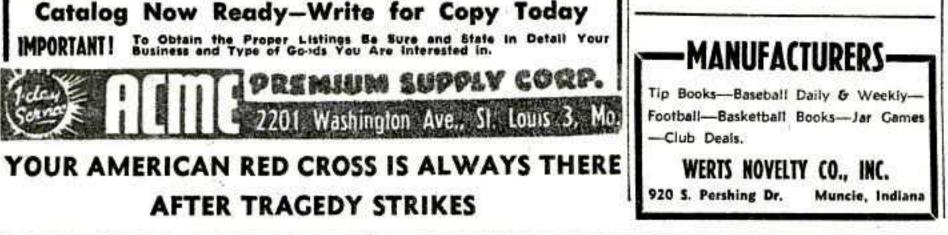
Houston Gets 250G Ice Rink

HOUSTON-A new \$250,000 ice-skating rink is now under construction here at Norfolk and Revere streets and is due for completion late in November.

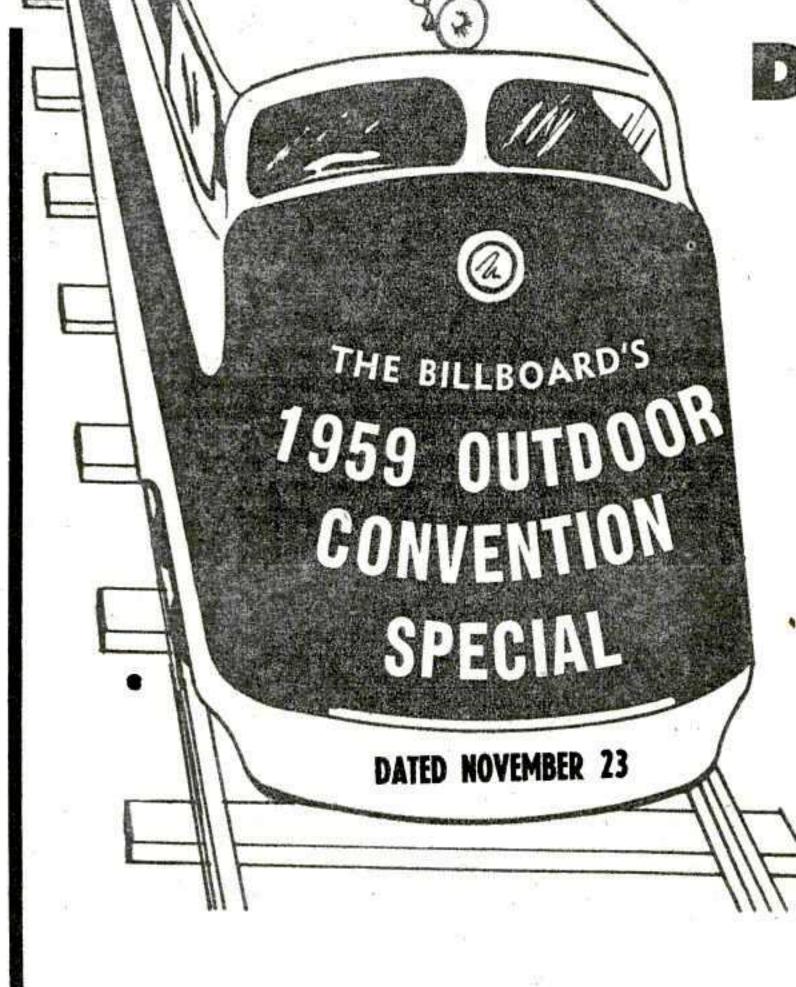
It will be occupied, under a long lease, by Roberts School of Ice Skating.

Building will have 20,000 square feet of floor space, and contain a snack bar, lounges and office in addition to skating area. The rink is divided into two skating areas of 10,500 square feet for general use and 1,000 square feet for parties and private lessons. A paved parking lot for 100 cars is included.

YAZOO CITY, Miss. -- King Bros. scored a three-quarters afternoon and a near-full night house here (21) under VFW auspices. Cloudy weather included some drizzle. James Neeld, former circus musician, and his associate, J. J. Walton, in a local musical instrument store, sat in with A. Lee Hinckley's band on trumpets.







DON'T MISS IT ...

MERCHANDISE WANTED

The 1959 Outdoor Season is headed for an all-time HIGH . . . and with the CHRISTMAS SEASON just around the corner this is going to help make this one of the BIGGEST MERCHANDISE years in history . . . the public is BUYING . . . the market is active . . . and if you have merchandise to sell, now is the time to tell the trade . . . in The Billboard's . . .

1959 OUTDOOR CONVENTION SPECIAL

Your ad will have the attention of all the big buyers who will attend the Outdoor convention in Chicago . . . to BUY MORE MERCHANDISE . . . and to make plans for the 1960 season . . . GO ON RECORD NOW . . . let these buyers know where they can buy merchandise now and for the future.

* * * ADVERTISING DEADLINE WEDNESDAY **NOVEMBER 18**

* * *

YOUR AD IN THIS SPECIAL WILL ENJOY UNMATCHED DISTRIBUTION AND READERSHIP . . . DON'T MISS IT !

CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 1-6450

CHICAGO 1, ILLINOIS 188 West Randolph St. CEntral 6-9818

ST. LOUIS 1, MO. 812 Olive St. CHestnut 1-0443

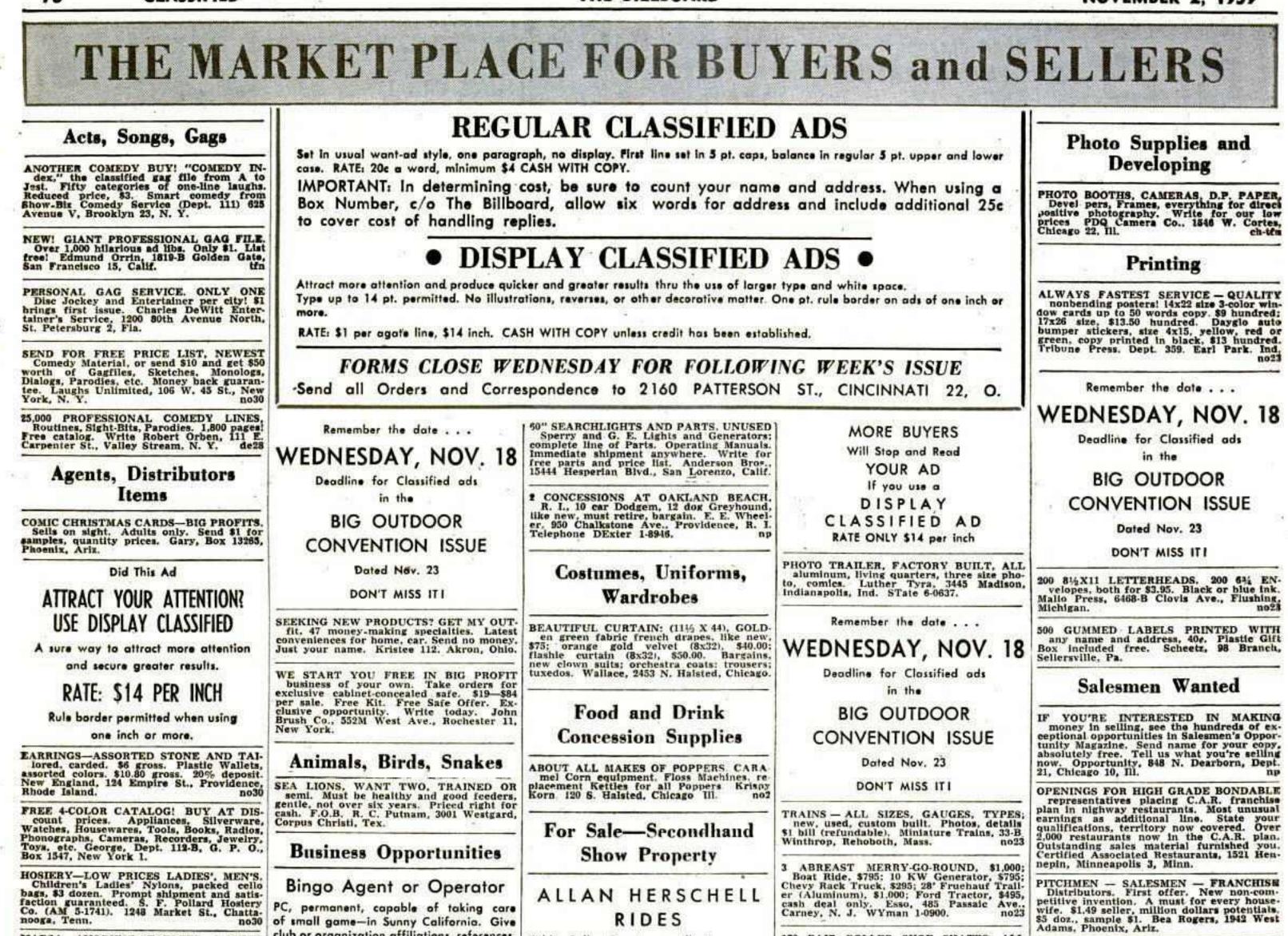
NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800

HOLLYWOOD 28, CALIF. 1520 N. Gower HOllywood 9-5831



CLASSIFIED 78

NOVEMBER 2, 1959



HOSIERY-LOW PRICES LADIES', MEN'S. Children's Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satis-faction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741). 1248 Market St., Chatta-nooga, Tenn. no30

MADSA ANODYNE TABLETS — QUICK pain relief. Contains no aspirin. Doesn't sour stomach. Sample of 35¢ and 79¢ sizes. \$1. Madsa Products, Post Office Box 24006. Indianapolis 24, Ind. no23

MERRY CHRISTMAS

TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED BARLY 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 ear-rings for Christmas. This is our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

FAMOUS MFR. CLOSEOUTS

SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

REBUILT WATCHES-ELGIN, WALTHAM, Benrus, Bulova; \$5 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, III. ch-np

JEWELRY CLOSEOUTS

FREE CATALOG

E3-Stone E'rgs, etc., asst. Gr.\$12.00 E1-Tailored E/rgs, asst. Gr. 18.00 E2-Stone & Pearl E/rgs, asst. Gr.... 21.00 E130-Rhinestone E/rgs, asst. Gr.... 30.00 O1-Odd Lot Brace & Necks. 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 P4-E/rgs, 3 strand NK-BR, Bxd. Dz., 7.20 415-Men's or Lad. Watch Exp. Dz... 7.20 619-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 . . 50r with your name, address and Social Security number.

Bingo Agent or Operator

PC, permanent, capable of taking care of small game-in Sunny California. Give club or organization affiliations, references, solary expected. Write

K. A. MUMM

21 Lindero Ave. Long Beach 3, Calif.

BINGO FOR SALE AT OAKLAND BEACH, R. I., equipment 2 years old, license guar-atteed, E. DiRisio, 128 Alto St., Cranston, Rhode Island.

CHOICE LOCATION FOR FLYING COASTer Ride or what have you? in Wonderland Park, Coney Island, N. Y. For 1950 season, Percentage or rent basis. Wonderland Park, 1000 Surf Ave., Coney Island, N. Y.

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, \$2 postpaid. Theron Fox, 1296 Yosemite. San Jose 29, Calif. no23

NEW ALL ELECTRIC POPCORN MACHINES and peanut roasters. Many styles to choose from. Also gas models. Send for free cata-log. Bartholomew Pop Corn Machines, Dept. B, Vineland, N, J, no2

Remember the date . . .

WEDNESDAY, NOV. 18

Deadline for Classified ads

in the

BIG OUTDOOR

CONVENTION ISSUE

Dated Nov. 23

DON'T MISS IT !

"SELLING SPECIALIZED

23 Warder Ave., Dept. B-1, New Castle, Del.

ALLAN HERSCHELL 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

BARGAINS IN ALL SIZES NEW AND USED Tents and Side Wall. George's Tents, 103 North St., Auburn, N. Y.

BUILD KIDDIE RIDES-TESTED PLANS. Auto, Airplane, Dry Boat: \$100. Chair-plane, \$5 each. Free 104 page catalog. Brill, Box 875, Peoria, Ill.

ELEVEN GERMAN MADE STEEL BOATS, 8 feet long with 21/2 horsepower gasoline motors. Boats made for plenty abuse. Also have small Kiddy Merry-Go-Round, 16 Dark Ride cars and 25 Old Skooter cars. A. Garto, 1328 E. 4th St., Brooklyn, N. Y.

FACTORY RECONDITIONED KIDDLE AND adult Rides that have been taken in trade, also some repossessions for sale on long easy terms. Write today for new list and full particulars. King Amusement Co., P.O. Box 448, Mt. Clemens, Mich. de7

FOR SALE

Combination Show and Living Quarters

Exclusive pull-out cabin: complete bathroom and kitchen, Extra added features; 65 gal. Water Tank, 65 gal. Septic Tank, 4 Bunk Beds in back, Hot Water Heater.

Show: 52-ft. Front, 24-ft. high. Beautiful painted front by Sigler, of quaint turtle; 1,000 gal. Water Tank, 4-ft. high, 6-ft. wide, 8-ft. long, lined with Fiberglas.

Extra Added Features: All folding panels, fold-up Bally, fold-up Ticket Box. Set-up time and tear down time, 30 minutes. Com-pact unit built on 32-ft. semi trailer, alumi-num construction. Can be seen in Charles-ton, S. C. through Nov. 7, at the White and Colored Fair with Amugements of America Colored Fair with Amusements of America.

CATARZI AND PERZA

Builders and Showmen of Tomorrow

FOR SALE REASONABLE-KIDDIE RIDES.

JEWELRY CONCESSION, 8 X 8, PANELED, 3 spindles, 14 cases and cabinet, like new,

MECHANICAL SHOW, COMPLETE. MINIA ture Carnival in trailer, 12 years to build. Thomas Hornsly, 1122 S. Otter Creek St., Streator, Ill.

Boat Ride, \$795: 10 KW Generator, \$795; Chevy Rack Truck, \$295; 28' Fruehauf Traller (Aluminum), \$1,000; Ford Tractor, \$495, cash deal only. Esso, 485 Passaic Ave., Carney, N. J. WYman 1-0900. no23

170 PAIR ROLLEB SHOE SKATES, ALL sizes, ladies, gents, miscellaneous parts, Skate Rack, \$600. L. Jordan, 131413 So. Indiana, Chicago 27, 111. no9

Help Wanted

CONCESSION AGENT WANTED

Experienced games Concession Agent wanted for all-year-round work. Give full details in your first letter.

Harry Germainn

Newark, N. J. P. O. Box 292

PUBLICITY REPORTERS WANTED!-FOR entertainment magazine. Pays to \$20 per write-up. All accepted. Experience unnecessary. We train you. Rush \$1 (no stamps) for short training plan. Immediate open-ings. Talent Network, Radio City Station, Box 364, New York 19, N. Y.

TELEPHONE ADVERTISING SALESMEN, Women. States: California, Pennsylvania, Washington, Michigan, Connecticut, Massa-chusetts, Texas, Missouri, Louisiana. Top comm., taps. R. E. Snyder, 444 Wildwood Dr., Youngstown 12, Ohio. National maga-rine. zine.

Magical Supplies

FREE MAGIC TRICK GIVEN WITH 160 page Giant Surprise Catalog! Over 1,000 Illustrated tricks, jokes, magic, illustons, puzzles! Rush name, address and only 25¢. House of 1,000 Mysteries, 202-95 Pinewood, Trumbull, Conn. ch-np

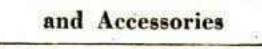
NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentaliam, Spooks, Hyp-notism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. no16

3,000 TRICKS—POCKET, PARLOR, STAGE; also M e n t a l l s m, Spiritualism, Books. World's finest Magic Catalog (408 pages), \$2.50. Kanter's, B-1311 Walnut, Philadel-phia 7, Pennsylvania.

Miscellaneous

"ASK AND YOU SHALL RECEIVE." "SEEK and you shall find." A candle to light your way. Only \$1.10 postpaid. Gilbert Simmons, 596 Wrights Ave., Conneaut, Ohio. This book tells you how. no2

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10e for 32 page catalog, Balda Art Service, Oshkosh Wisconsin. noli



Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B. 307 North Michigan, Chicago I. ch-tiu **Talent Wanted**

Remember the date . . .

WEDNESDAY, NOV. 18

Deadline for Classified ads

in the

BIG OUTDOOR

CONVENTION ISSUE

Dated Nov. 23

DON'T MISS IT I

YOUR FREE COPY OF WORLD'S BIGGEST

WANTED-VOCAL AND INSTRUMENTAL talent. Your talent evaluated free by promotional experts. Record contracts secured. Send demos or tape recordings. Solicited material not returnable. Instrumental and Vocal Talents Assoc., P. O. Box 746, New York 8, N. Y. no1

Tattooing Supplies

JOIN THE INTERNATIONAL TATTOO Club. Information from all over the world. \$3 per year. Zeis, 728-A Leslie, Rockford, Ill.

SALE-PROFESSIONAL TATTOO OUTFIT with trunk. Sallor West, 49 Atwells Ave., Providence, R. I.

Santa for Center. Also interested in touring attractions, exhibits for 1960. Contact Jim Pinnix, Northside Shopping Center, Salem, North Carolina.

WANT TO BOOK PIT SHOW-TWO 20-FT. Snakes on 35-ft, bus and smaller Pit Show in truck, in Shopping Centers for winter. If you can book this show on streets, will pay P. C. Call or write Sunny Baston, 215 W. Gaines Ave., College Park, Ga. Phone: POplar 7-9680.

ELI FERRIS WHEEL == 5 OR #12. STATE age and condition. Price must be reason-able. Roy F. Neff, 6 Clare Drive, San Augelo, Texas.

INTERESTED IN BUYING MOTORDROME, delivered to Covington, Virginia. Price must be right. Contact Paul Knick. Box 146, Covington, Virginia. Phone 2-5286.

WANTED TO BUY Used Spitfire Ride. Give age, condition and price in first letter. DON MCELHINNEY CeMar Amusement Parked malerial Marion, Iowa

Sarasota, Fla.

Fhone: RI 7-9212

Bartlett Rodeo Ride, King Speed Boat Ride, King Rocket Ride; King Miniature Electric Train, Mangels Roto-Whip, Her-schell Auto Ride. Write Deer Park, Lake-wood, New Jersey, no9

Wanted to Book

LIVE REINDEER WANTED BY 35 STORE Shopping Center for Christmas season. Man accompanying Reindeer to serve as

Wanted to Buy



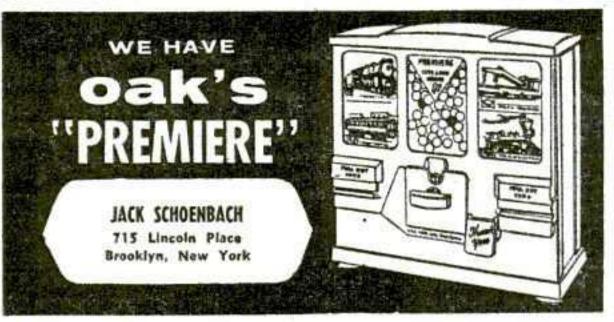
2502 E. Prospect St. EDUCATION BY MAIL" Shows mail selling system based on more than 30 years' experience. Learn how to start: how to expand; how to get expert help; many other eye-opening facts with bonus list of 229 subjects you can sell by mall. Everything complete. Only \$1 ppd., if you order TODAY.

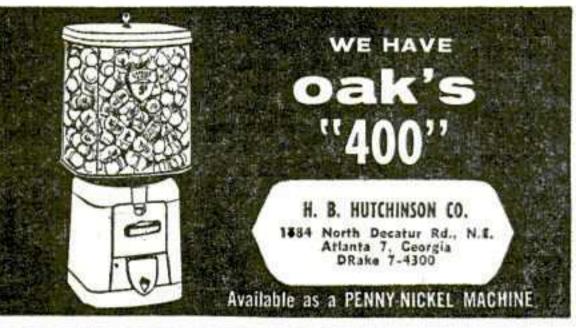


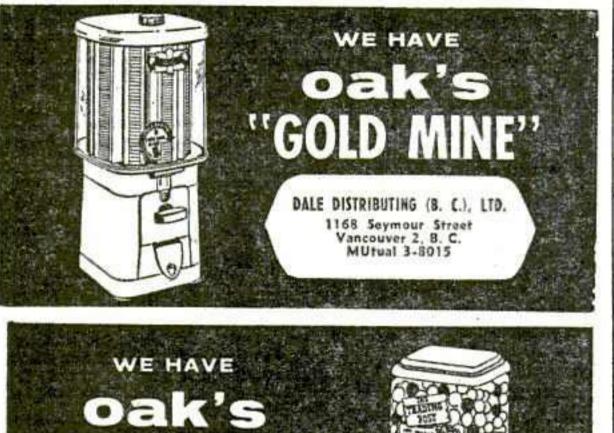
Advertising Specialties	Mobile Homes, Accessories	and the second of the second s	I DECEMBER AND ALL	Nichols, R. L. Nichols, Mrs. R. L.	Castello, Billy Radcliff, George
Agents, Distributors Items	M P Films—Accessories	754 85955 Q	Ismison Patricia	Noble, Mrs. Chicky	Chestnut. Ike Rader, Ken Clarkson. Robert Raley, Mrs. Ethel
Animals, Birds, Snakes	Musical Instruments, Accessories	Parcel Post	(Cuneo Animal Fantasy)	(Dog Act) Norman, Charles	Coleman, Mrs. C. L. Raney, George Crabbe, Bill Raye, Talla
Business Opportunities	Partners Wanted	Leonard Bros. Circus Catalog 30e due	Tohnson Dote Louis	O'Connor, James G.	Crowe, W. J. Reed, Harold
Calliopes and Band Organs	Personals		Johnson, Mrs.	Osenbaugh, Louis	Daubenspeck, R. Reed, Linda Decker, Bobby Reeves, Coy B.
Collectors Items	Photo Supplies & Developing		Jones, O. C.	Osolky, Sol	Evans, Thomas A. Farmer, Andrew L. Mrs. Fra
Costumes, Uniforms, Wardrobes Food & Drink Concession Supplies	10	Adams, Wm. P. Allen, Diane Dey, Mary E.	Joyce, David R.	Padgett, Mrs. H. Palmatier, G. Richard	Fasnacht, Russell Riddings, W. T. M. Ritchey, Mrs. Luth
Formulas and Plans	Rigging and Props	Allen, Roy Lee Doherty, Wm Allen, Thomas (Lot Drake, Darlene	Juliano, Mrs. Mildred	Parker Ted	Fink, Harry Roberts, Max
For Sale—Secondhand Goods	Salesmen Wanted	Man) Duane, Bob J	Karno, Ben	Pasullo, Dominick Patton, Mrs. Mae	Followell, Blacky Fowler, Loretta E. Rogers, Johnny
For Sale—Secondhand Show	Scenery, Banners	Anaya, Mrs. Edna L. Duggan. Wm. F. Anderson, John E. (Dub)	Kay, Mrs. Bill Keeler, Chas. O. & Carol T.	Paul, Stanley Pauley, Corwin	Gaughn, Harry Gilmet, Herb Fra
Property	Talent Wanted	Austin, William Ray Bain, Gene R. Duncan, Myrtle M. Duncan, W. R.	Carol T. Kessler, Harper	Michael Pease. Mrs Lou	Glover, Johnny & Rowe, Jack
Help Wanted	Tattooing Supplies	Baker, Joseph Henry Dunn, Betty	Kilonis, Mrs. John	Pennel, Troy S.	Gray. C. H. Marge Russell's Amuseme
Instructions and Schools	Trucks, Trailers, Accessories	Balam, Vangel Dunn, J. D. Banister, L. W. Dwyer, Wm. C.	Kingsley, Wayne W. Kirby, Rhea	Perks, George Ernest Perkins, Alonzo H.	Hagen, O. L. Ryder, George Haley, Joe Sandifur, H. M.
Locations Wanted	□ Wanted to Book	Barfield, Mrs. Flannie Eargie Jr Aumerie Cleo	Kovaz, King	Peterson. Bob Petterson. Gregg	Hall, Ed L. Shearer, N. B. Harmon, Mrs. Lenora Shenpard. Wayne
Magical Supplies	Wanted to Buy	Barley, Fred Edens, Mrs. Marion	Kuns, Martha	Pfeister, Bill	Horn. Mr. & Mrs. Shufelt, Fred
Advete Deser	Assessment	Barnowski, Jocco Emswiler, Albert &	LaCardo, Harold Lail, Benny	Phillips, Mrs. Evelyn Phillips, Sandie Pinelli, S	Horton, William A. Sitki, William
	s, Accessories	Barron, Carl (K. M. Butcher) Faubian, Jack	Lane, H. J. Lankford, Suzanne	Pinelli, S Plunckett, Mr. Cleo	Hunt, Mr. & Mrs. Smith, H. Norman Edward Smith, Gertrude
	Used Dealer-Distributor	Baxevanes, Kistas Ferkins, Irving Jack	Lauther, W. E. &	Pona, James P.	Jones, Wally & Snook, Albert
Record Pressing Situations -Wanted	Equipment	Bess, James R. Flood, With Biggs, Dortha Floyes, Woodrow W.	Layfield, Mike	Poole. Richard Putteet, Dorothy	Kelly, Mr. & Mrs. Starks, Edna
	Used Record Pressing Equipment	Bishop, John Forsyth, Fred Blackhall, Thomas S. Fowler, Mrs. Loretta	Marion	Rae, Joey Raley, Ethei	Kelly, Pete Eddie H. Stephens, Charles
- source equipment-components	I Oseo Record Tressing Edulyment	Blucko, Blackie Frank, Jack	Lee, Jack E. (Candy	Raley, Mrs. Ethel Ravelli. Mrs Blanche	Kerner, Dorothy Suber, Morton H.
Coin Machin	ne Headings	Bordonaro, Samuel Frey, Mrs. Dotty	Lee, Torchy	Ruth	Kernes, James A. Sutrain, Herman Kester, David E. Swank, Harry
	Routes for Sale	Boston, Joe Bowes, Jerry Frinn, Tony or W. T. Crolley	Lee, Wm. M. & Mrs. Lehman, Herb	Reed, Clyde	Kirby, Rhea Kortes, Peter & Charles
Opportunities	Wanted to Buy	Bramlage, Byron G Garner, R. B. Brennan, E. C. Garrison, Leon &	Leib, Rodrick H.	Reeves, Tommy Rehner, Wm. D.	Korth, Eugene Thomas, Bob (Tex Thomask, Kenneth
Parts, Supplies	Used Equipment	Brissey, Robert L. Garry Monroe	Lewis, Jack	Renado, Joseph F.	Lantz, John
Positions Wanted	Con Construction of	Broeffle, Mrs. Anna Garvin, Marvin Brown, A. B. (Red) Gilchrist, Allan	Lines, Rev. W. J.	Richards, Arthur Harry	Loftus, Jack Vinson, Jack E. & Lucas, John D. Evelyn
		Brown, W. S. Gillette Inles Brownell, Peg Gillespie, Edw. A.	Loter, Dick	Richards, Jack Riddle, Mrs. B. L.	McMahon, Walter J. White, Mr. & M McClenahan, D. W. Wo
	ilities Headings	Brownell, William Gilmet, Herb	Loveless, Betty	Riley, Mike Ristick, James E.	(Mac) Wilson Jr., Harve
	D M P Operators	Bruns, Mrs. Eleanor Givens, Joe L.	Loveless, Wm. H.	Ristick, John	McWhorter. Ted Madson, Doug Wilson, Mr. & M
	Musicians	Bullocks, Mrs. Glass, Ervin Blackie Nita Glazier, James	Lowe, Mrs. Thomas Lowrey, Louise	Rochman, Albert	Mayghon, Robert D. Harvey Miller, Fred W. Wynick Jr., Brie
	Outdoor Acts and Attractions	Burdine, Roy O. Glickfield, Marjorie	Lusson, Leo	Roberts. Wm. T.	and the second s
Hypnotists Miscellaneous	□ Vaudeville Artists . □ Vocalists	Butcher, R. Gloss, John or Glass Butler, Gli Glosser, B. N.	McClain, O. C.	Rotolo, Joseph	Sample a present and see being the set
LI Miscellaneous	I U VOCATISTS	Byrd, Melba Gloth, Mrs. Eugenia	Lyons, Ross McClain, O. C. (Heavy) McClenahan, Dewayne McCormick, Buttons McCrorey, J. C. McDonald, Bette McSpadden Jr.	Ruti, Tony	. MAIL ON HAND AT
3. Indicate below the type of ad y	you wish:	Byrne, Lynn Gloth, L. & Mrs. Caigle, Mrs. M. Golden, Jonn G	McCormick, Buttons	Sables, Mrs. Jack Salyina, John	NEW YORK OFFICE
REGULAR CLASSIFIED AD-20	c a word. Minimum \$4	Camp, R. J. Cantlon, Virginia Goodwin, L. O. (Frenchy)	McCormick, Buttons McCrorey, J. C. McDonald, Bette McSpadden Jr.,	Sandefur, H. M. Sandefur, Mrs. Lela Sanders, Alfred	1564 Broadway
DISPLAY CLASSIFIED AD-\$1	per agate line. One inch \$14	Carawan, Lee Graham, J. L. Carroll Jr., Clifford Graham, Tex & Mrs.			New York 36, N. Y.
	(14 agate lines to inch)	D. Granger, Jack	Richard M. Mahaffey, J. W.	Saunders Larry Schingeck, Donald M.	
TALENT AVAILABILITIES AD-	-10c • word. Minimum \$2.	Carson, Roy (Dee) Cash, Joe Edward Ceiy, Sally L. Gray, Stash	Mahs, Louis Mancuso, Sam	Scott, Allen	
Classified and all Talent Av	ailabilities ads must be paid	Ceiy, Sally L. Gray, Stash Cibull, Gertrude Griffith Leroy C	Mahs, Louis Mancuso, Sam Mapes, Tom Marks, Frank (Gypsy) Marshall, John	Scott, Mrs. Estelle	American Showman's Noble, J. & Rut Association Parker, Daniel
	unabilities das intesi be paid	Cibuil, Gertrude Clark, Tony Colburn, John Gutnick, Kenneth M.	Marshall, John	& Mrs.	Baker, Mr. & Mrs. Pennell, Troy S.
for in advance.		Colburn, John Gutnick, Kenneth M. Cole, B. B. (Brownie) Guens Joe	Marshall, Inomas G.	Snatter, J. E.	Baker, Mr. & Mrs. Harry (The Spinets) Casey, Clifford L. Stooges, The Thr
		Cook, Frank A. Hackett, Edw. J.	Martin, Bud	Shuman, James Shutes, James V Sickles, Bob	Colin, John Dearo, Bert Webman, Hall
The Billboard, 2160 Patterson St., C	incinnati 22, Ohlo	Cook, Frank A. Cook, J. M. (U. S. Reptile Exhibit) Cooper, Billie Hall, Mary Etta Hall, Peari	Martin, Bill Martin, Bud Martin, Bull (Snake Show) Martin, Madge Masiello, Loretta Mathia Lr. Edward	Simmons, John H.	Colin, John Dearo, Bert Dooley, P. J. Mock, Mrs. Betty Wolff, William I
Please insert the above ad in	Issue	Cooper, Billie Hall, Pearl Cooper, Bobby Hamid, Alice H.	Masiello, Loretta	Simmons, John & Mrs.	Dooley, P. J. Mock, Mrs. Betty Miller, R. R. (Lucky) Murphy, A. L.
*		Cooper, Thomas J. Harkey, Ray Costa, George Harley, Lee	D	Smith, Mrs. Gertrude	Murphy, A. L.
NAME		Costa, George Harley, Lee Cox, Clifton Harmes, Chet Covne Thomas J Harmes, Bud	Maturo, Lawrence Mazurkiewicz, S.	A. & A. A. Van Heiman	
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		Curtis, Ivan S. Hendershatt, Duane	Elizabeth	DIOWIPE	Chicago 1, III.
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A CAVE MA	ADE MANEY	Cunningham, Martha Curtis, Ivan S. Curtis, Joe Curtis, Joe Cyrus, James & Mrs. Darrett, Martin W. Davenport, Daniel K. Davis, Koke Dacker, Loseph (Bud) Heiler, Ervin (Organ Man) Hendershatt, Duane Hendricks or Mrs. Harry Henley, Bill Hull, Clara Hoffman, J. G.	Minor, L. N. Mitchell, Lawrence Mohr, C. E. Mohr, Donna Mongerson, G. W.	Stroud, Cal & Mrs.	Allison, Jimmy Litton, Joseph R.
B JAVE M	DRE MONEY	Davenport, Daniel K. Hill, Clara	Mongerson, G. W. Moore, James Guy	Sullivan, Jewel (c/o Fats Usher) Summers, James E.	Allison, Jimmy B. & J. Shows Beaumont Everatie Hutherford Ralph
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THE BILLBOARD







BULK VENDING Communications to 188 W. Randolph St., Chicago 1, Ill. NOVEMBER 2, 1959 **Pan Candies Best for Adult**

Locations, Advises Operator

By GEORGE METZGER PHILADELPHIA-The best place to vend pan candies is at a stop frequented by adults.

That is the opinion of Manny Rake, owner of the Rake Coin Machine Exchange here, one of the real veterans of the bulk vending business.

"There are several reasons for this," Rake explained. "First of all, a kid usually goes for the machine with charms mixed in with the fill and since the price of candy is so much higher than gum, the operator can't afford to mix charms in with his pan candies.

No Kids

"Therefore, the kid stops are out and the candies are usually limited to adult stops," he said.

"Then, too, the adult doesn't usually want gum. He wants something to eat, a sweet. In addition to this, the adult has more money to spend than a kid."

ball of gum is something a kid buys for a while.

As Manny puts it, "an adult can worth of candy." throw down 10 or more pieces of candy and not feel it. You can only eat one or two gum balls at a stretch."

Rake said pan candies are usually put in racks at chain stores. This is to give the operator a pan candy in them."



MANNY RAKE

variety and a wider choice," he This points up to the fact that a said. "He could not use all the same kind of fill in six machines. Besides, because he only has a penny and a lot of mothers going into a store wants something he can chew on won't let their children chew gum but will let them buy a few cents

What kind of locations are the best for pan candy?

"I'd say industrial plants and bowling alleys," Rake replied. "Personally, I'm trying to line up some shops right now. If I do, I'll use

Manny points out another thing the penny candy has going for it at places frequented by older clientele.

"Most of the candy bars in the machines are a dime now," he said. "Maybe the person wants some candy but doesn't want to spend that much for it. He'll use the penny machines if they're there."

One Problem

There is one big problem connected with vending pan candies. It is the fact that the best selling items cannot be stocked in the summertime. And this is the best selling season.

"The best moving fills we have here in pan candies are Hersheyettes and Leaflets," Rake explained. "But we can not use these or any other item that will melt in the hot months.

"Therefore, we have to take them out in the summer and use licorice bits, baked beans or some hardshelled covered candy."

Best Seller

Rake said the best selling item used to be M&M candy all year round. But the high price of them forced him to stop handling them.

"The operators just couldn't afford to buy them," he said. "You can't expect a bulk operator to purchase the candy for the same price as a store owner and then still hand out a commission. He would end up with nothing.

"When putting in a fill of candy or nuts," Rake continued. "the operator has to figure on clearing at least 50 cents a pound to make anything at all. With M&M's, this was impossible."



The bases are loaded with profits for the smart operators who install Oak's LI'I Leaguer on key locations. The fas-cinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND:

a sure hit!

oak's

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise, including beads. Guaranteed mechanically perfectthe one machine with virtually no depreciation. Today's Acorn looks the same as the original.

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Uak & Northwestern **Exhibit at NAMA**

machine manufacturers, the North- hibit booths will be at Navy Pier western Corporation and Oak with additional displays in firm gum," he said. "I'd put in two gum Manufacturing Company, are ex- suites at the Conrad Hilton. hibiting at the National Automatic this week.

New 2-Tone Capsules by Sam Eppy

NEW YORK-A new line of two-tone capsules is being sold by BULK TRADE Samuel Eppy & Company, Inc., here.

The capsules are half-clear plastic and half-polyethylene colored plastic, and guaranteed to "bounce, bump and stay closed for sure," says the manufacturer.

They're priced at \$4 per thoustand in lots of 100,000 and up; \$4.50 per thousand for 50,000 to 90,000, and \$5 per thousand for 10,000 to 40,000. All prices are f.o.b. factory; minimum order 10,-000; packed 10,000 clears and 10,-000 colors to cartons.

No Exclusive Distribs

CHICAGO-In a recent issue of Billboard, it was erroneously stated that Buymore Sales in Lawrence, N. Y., was an "exclusive" distributor of Oak Manufacturing Company.

Actually, Oak has long had a policy of not appointing exclusive distributors, and the firm is represented in the area by Jack Schoenbach, Brooklyn, as well as Buymore.

CHICAGO-Two bulk vending their full line of equipment. Ex-

Oak will be represented by Sid Merchandising Association conven- Bloom and Arnold J. Provisor, tion being held at Chicago's Navy both of whom are flying in from Pier and Conrad Hilton Hotel here California to attend the meeting, and Meyer Abelson and Larry Both firms are expected to show Abelson, arrving from Pittsburgh. New Distribs

Provisor will man the exhibit booth and concentrate on setting up new Oak distributorships west of the Mississippi River.

Northwestern is expected to be represented by sales head Ray Greiner, along with company presi dent Waldo Bolen.

FEELS STEEL STRIKE LAST

PHILADELPHIA - Many businesses across the country have felt the effects of the steel strike. Included in these is the amusement machine industry. But this is not true of the bulk vending field. "Our business would be the last to feel a strike," said Manny Rake, of the Rake Coin Machine Exchange here. "You might even say ours is a depression business. It seems we always do good when times are tough," Rake went on. "People just hang around and have to do something, and when the kids want money for candy, the parents can't afford a dime or nickel, so they give them a penny. The kids go out and put the pennies in the bulk machines," he said. "That's what they seem to be doing now in the strike areas."

Gum

Manny said the operator makes twice as much on gum than he does on pan candy.

"Nothing compares with ball machines for every one of candy at the general locations. It moves that much better."

The one big drawback to candy is maintenance, according to Rake. "Using candy as a fill means more work for the op cleaning his machines," he said. "Sometimes it can get awful messy."

Charms

As for charms, Rake said it is pretty tough moving them in this area.

Like everyone else in the business, Manny woul like to see something come back that would "make a lot of money." Just what, tho, he is honest to confess, he doesn't know.

"There is one thing which I think would be a terrific item," Rake said after pondering a moment. "It is a seven-eighth size peanut butter center.

Not Out

"I saw it at a show last May, but the firm never came out with it," he went on. "But I'm waiting patiently for it. I think it would go real well."

Gum Vender Foils Thieves

BECKLEY, W. Va. - A ball gum machine was the unwitting hero in the apprehension of four thieves last week.

The robbers made the mistake of stealing a ball gum machine and after failing to open it, discarded the vender along their route of flight.

The machine was found by a passing pedestrian and reported to police, who were able to track the thieves down from the location of the machine. Copyrighted material



THE BILLBOARD

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81

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OVER 400 VARIETIES by actual count, mostly PLATED, MOSTLY GIMMICKS.

5,000 and up. . \$4.50 per 1,000 1,000 to 4,000.\$5.00 per 1,000

F.O.B. Jamaica, New York.

A factory-full of different GIM-MICKS and SERIES, adding up to OVER 400 VARIETIES - composed into ONE PURCHASE - ONE BIG VARIETY MIX.

SAMUEL EPPY & COMPANY, INC. 91-15 144th Place, Jamaica 35, N. Y.



TRAVELLING MAN

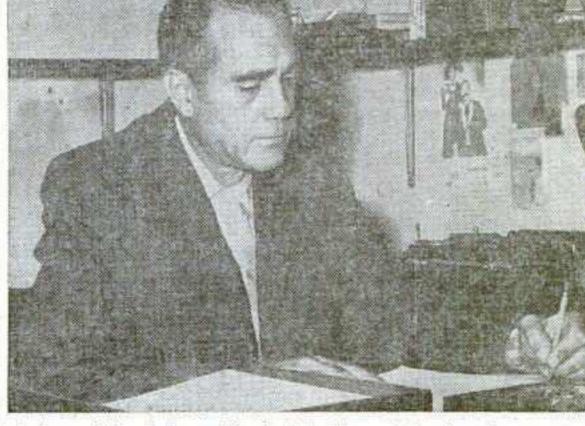
V. R. Addington Route **Cuts Thru Three States**

DALLAS — Two bulk vending routes covering more than a thousand miles each and a third route embracing two Louisiana parishes make V. R. Addington, of Dallas, a much travelled man. If his 2,000 machines were spaced evenly it would amount, roughly, to a machine every mile.

In addition to the mileage the two long routes traverse some of the most rugged (and most beautiful) country in the United States. But, despite the apparent hardships, Addington finds his business to be not only profitable but interesting.

Until five years ago it is unlikely that Addington would have been able to tell a charm machine from a Vanguard rocket. He was well situated in the building and real estate business in Dallas and had no intentions of invading a wild stretch of the Southwest to carve

much.



the nickels."

multiple vendors-the three in a row and six on two tiers. On the two-tier racks the nickel charms MERCHANDISE & SUPPLIES

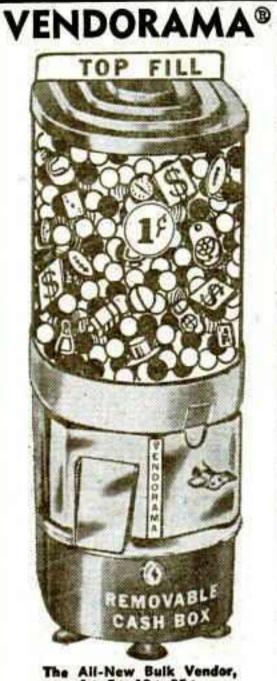


BULK VENDING

THE BILLBOARD

NOVEMBER 2, 1959

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Supplies.

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Machines . Merchandise . Parts

Machine for All Types of Bulk

Here's One 'Blue Sky' Swindle With Happy Ending for Operator

COLLINSVILLE, III. - W. C. Murray started in the bulk vending business by accident. "I fell for one of those business opportunity ads, paying \$20 each for \$10 machines," he said.

Unlike many others, however, Murray made the business pay and today points to a top route of 350 to 400 machines with pride.

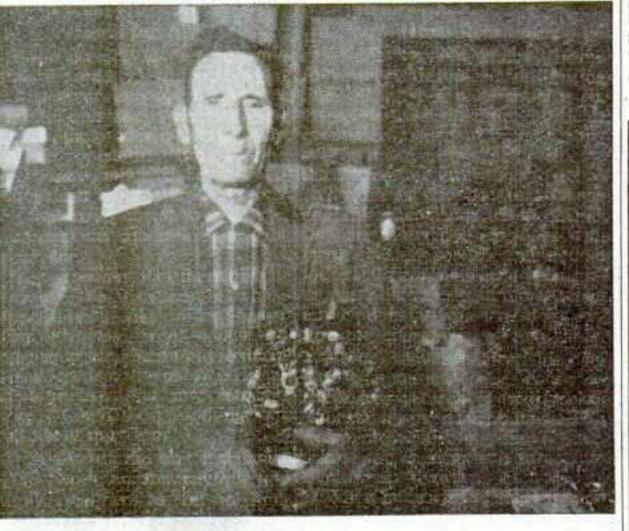
He's developed a special success formula, too, centered around sanitation and machine cleanliness, which he feels not only builds location confidence but boosts sales as well.

Booster

Murray, who recently celebrated his 60th birthday, is an enthusiastic booster of the bulk vending industry. He spends most of his spare time working to improve his route and equipment. His machines vend ball gum and charms for a penny along with a few capsule and cashew machines set at a nickel.

Thinking back, however, Murray has kept his route fairly stable in says it wasn't always easy. He size, but in the near future he exstarted with 20 machines-all over- pects to "really expand," he said. priced-and it took a while to get out of the hole. He credits Roy his route by carrying with him Becker, a St. Louis bulk operator, clean, packed globes. Like a great with helping him learn the ropes. many bulk men, he pays the loca-"I doubt if I would have really tion owner a percentage which known what to do without Roy's averages about 25 per cent. He said help," Murray recalls.

In the past few years, Murray the money at the locations.



The Collinsville operator services

His route extends to several sections of outstate Illinois. Some of his spots have as many as six machines on a stand, and several have installations of four machines. His pride, however, is a 10-machine installation at the Auburn Theater, near Springfield, Ill.

Murray and his wife have two he uses a penny scale in weighing children. Their son, William, 37 years old, lives at home. The daugh-

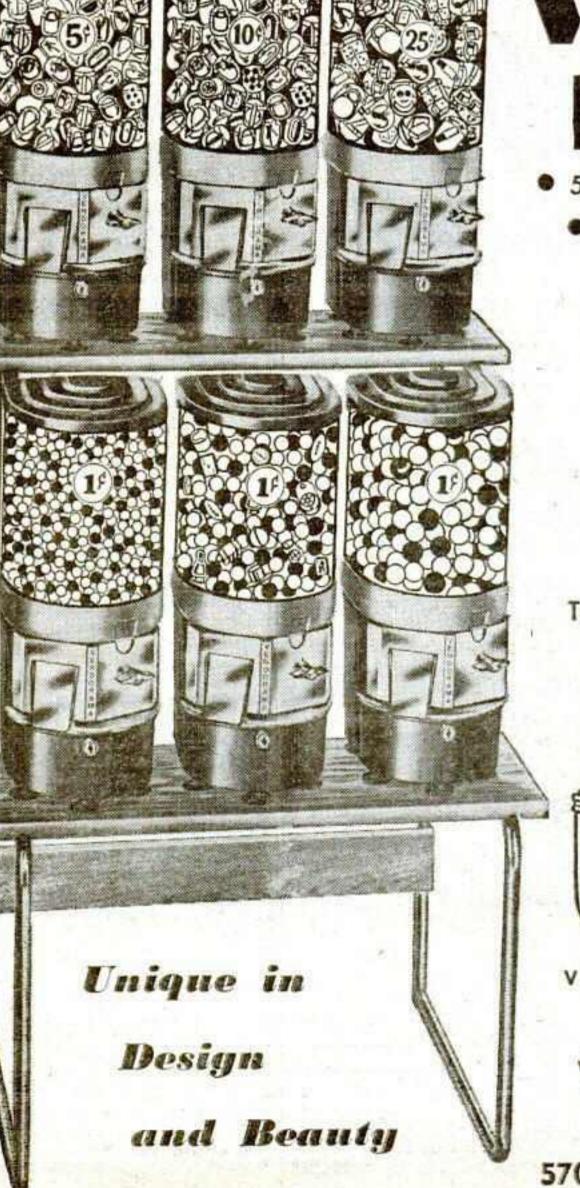
ter. Mrs. Marceil Verbois, also lives in Collinsville. The Verboises have two small sons.

Has Help

Some of the work of cleaning the equipment and filling the globes for Murray's route is done by his son and wife. Murray's son makes it a practice of going thru the pennies in search of old coins that may be valuable. He has found some old ones, but none of much value, Murray said. "Money that constantly is in circulation is not generally of extra value," he said.

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3	Col. Perfume
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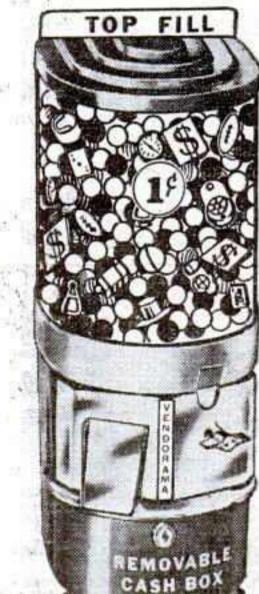
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mild deposit, balance c.o.b.





ator in Denver learns that a bulk vending installation can provide the extra sales attraction to make his store click. Here's how it was done.

low expectations.

Merriam, deputy assistant to President Eisenhower for interdepartmental affairs, was selected to replace Illinois Senator Everett M. Dirksen as keynote speaker at the National Automatic Merchandising Association convention. Senato Dirksen was stricken ill a few days before his scheduled

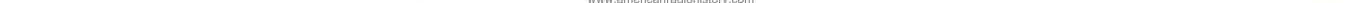
vending machines.

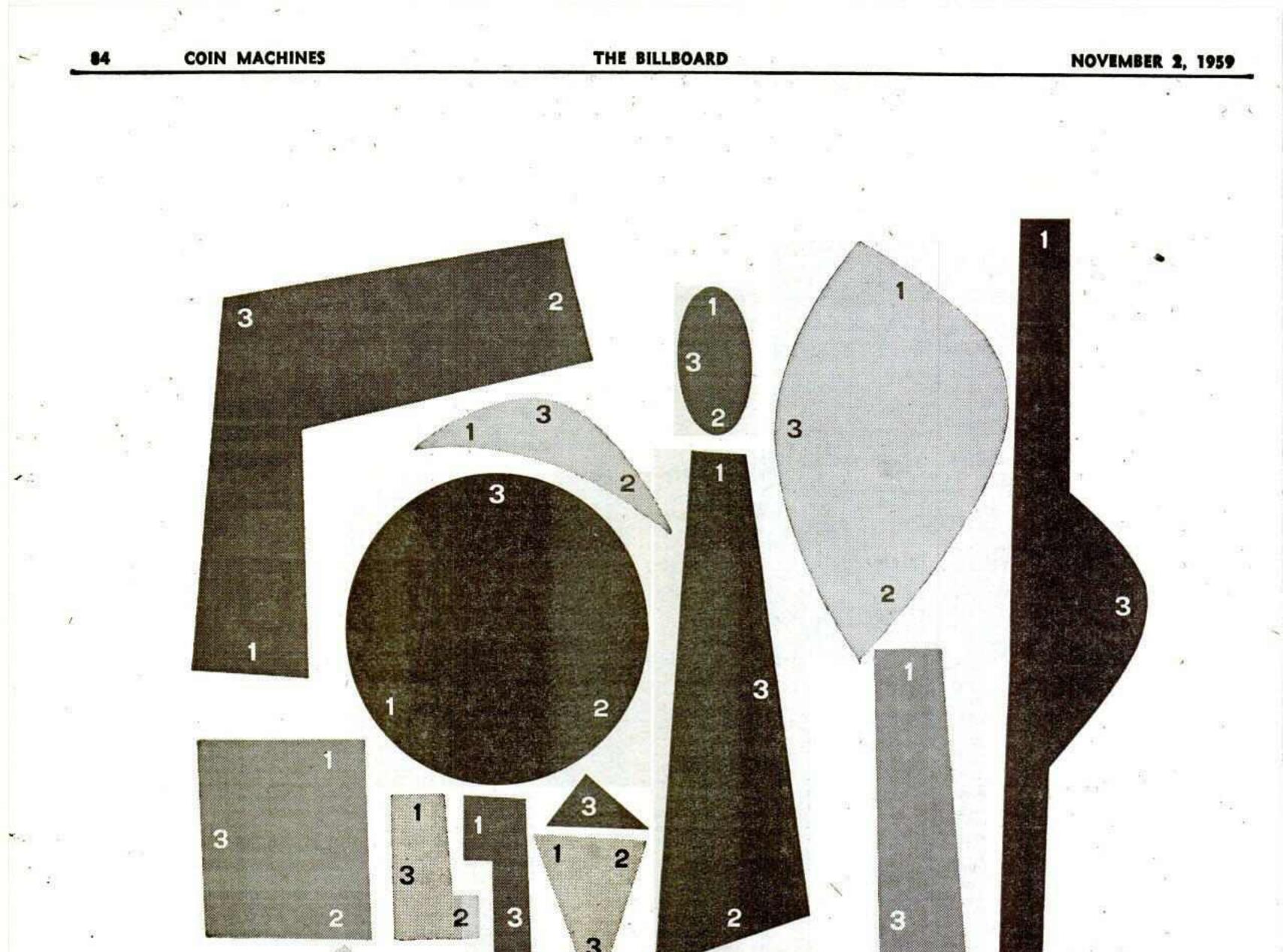
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COIN MACHINES

NOVEMBER 2, 1959

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Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

IRS Ruling Faces 1st Federal Court Test in Kansas

By LEE SHEPPEARD

TOPEKA, Kan.—Kansas amusement machine operator Stanley Tennant has agreed to deliver one of his pinball machines December 8 to a federal judge's courtroom in Kansas City, Kan.

There the Internal Revenue Service will "seize" the machine, giving the court an opportunity to rule on Tennant's challenge of the recent IRS regulation making certain pinball machines gambling devices per se.

In asking for a federal court injunction against enforcement of the \$250 gaming device tax on this basis, Tennant is challenging both the "per se" provision and the right of seizure.

70 Machines

Tennant, with about 70 machines affected by the new provisions, has purchased no gambling tax stamps. He

says the court has ordered IRS not to molest his machines until his challenge is decided, "unless, of course, there is other evidence the machines are used for gambling."

Tennant reports he started the challenge "to protect my own interests," but that other operators in this area and the Music Operators of America have expressed interest.

His suit charges the new provision is unconstitutional because it applies to a machine fitting the specifications "whether in truth or in fact the machine is used for gambling."

Seizure

It also challenges the government's right to deprive an operator of his property by seizure, when the location owner and not the operator is responsible for buying the \$250 tax stamp.

Seizure of one machine was agreed upon in court as a

means to get straight to the issue involved. Judge Arthur J. Stanley Jr. will rule on whether the seizure is legal after it has taken place."

"This 'per se' deal just gives the government too much leeway," Tennant told a Billboard correspondent.

Pennsylvania Case

Tennant's attorney, Ernest Rice, said the Kansas case and one in Pennsylvania are the only court challenges he has been able to discover since the new regulation was distributed September 9. However, the Pennsylvania case is on the State level.

District Attorney Wilbur Leonard said the Kansas IRS office reports several other operators have already bought the stamps, including Kansas City and Wichita firms.

Attorneys for both sides said the decision may be appealed no matter which way it goes.

(Continued on page 95)

85

Industry Leaders Gather in Chi for NAMA, MOA Meets

By AARON STERNFIELD

CHICAGO - Industry leaders from the automatic phonograph and amusement game fields are gathered here this week for meetings dealing with copyright legislation and for the 1959 convention of the National Automatic Merchandising convention, which ends its four-day run Tuesday (3).

The board of directors of the Music Operators of America meets at the Morrison Hotel Wednesday (4), with the proposed ASCAP copyright legislation high on the agenda. The following day, at 2 p.m. in the Morrison, representatives of State and local music operator associations will meet with

MOA directors in an effort to arrive at an industry-wide policy with regard to the proposed legislation.

MOA President George Miller emphasized that the Thursday afternoon meeting is open to all operators, whether MOA members or not, with officers of local trade groups especially invited to present their personal views and the views of their organizations.

ASCAP Demands

At stake are the perennial demands of ASCAP that juke box operators be required to pay performance rights royalties in addition to the mechanical royalties which the pay for each record. The current law specifically exempts automatic phonographs from

Boardwalk Games Up for N. J. Vote

TRENTON, N. J .- AmusementBut then if it is, it can only lift, machine operators and distributors the ban in those municipalities in group that was working in favor in New Jersey will focus their at- which the majority of voters vote of having the referendum passed tention on the State election tomor- for the referendum. row (3).

On the ballot will be a refer- endum is approved in the Statedollar shot-in-the-arm for the in- palities vote againnst it, the game dustry in the Philadelphia-New ban will remain in those towns. Jersey district.

reverse a 1956 decision by the the municipality must have a "rec-State Supreme Court which made ognized amusemennt park or seasome Boardwalk games illegal. Un-

der the ban at present are "mechanoutcome."

1956 Decision

N. J. Until that time, the court mission. held only games of chance as il-

This means that even if the referendum which could mean a million- wide vote, but some of the munici-

In addition to providing a ma-

If approved, the referendum will jority in favor of the referendum, shore area."

The referendum would provide ical games on which you bet the for licenses with a one-year limit and issued only to persons of good repute; prizes limited to \$15 and This decision was handed down fees for playing to 25 cents, and the by the high court three years ago games would come under a State on a routine case in Point Pleasant, amusement machine control com-

Many church groups have been

There seemed to be only one and that was the New Jersey Amusement Owners Board of Trade headed by Mayor J. Stanley Tunney of Asbury Park.

Operators here figure there is \$10 million invested in games at the various Jersey seashore resorts. Most of the cities get the major part of their revenue from these machines.

If the referendum is approved, it means, for one thing, that free games will be able to be given on pinball machines. This is only one small example of the scope of the existing ban.

It would also permit such Boardwalk favorites as Skillo and Pokerino to return.

Bally Ships County Fair, In-Line Pin



CHICAGO-County Fair, an inline pinball game with a new "O.K." light-up feature, was shipped to distributors last week by Bally Manufacturing Company.

As the player walks up to the game he notices that one letter of the title, "County," is lit with a red light, while all other letters are lit in white. During play the red light shifts from letter to letter.

The red letter indicates type of free red-letter game that the player may obtain thru the new O.K. feature. When the O.K. feature lights by coin play, the player may move the Magic Screen to two new positions, O and K, which are in addition to the A, B, C, D, E, F and G positions, popularized in the Bally games, Carnival Queen, Sea Island and Ballerina.

The O and K positions permit (Continued on page 94)

performance rights royalties.

The Congressional committee charged with investigating the proposed legislation has recommended a token fee for a trial period. It is expected that this recommendation will be scrutinized.

Thursday evening at 8, a group representing the operators, together with representatives of juke box manufacturers, will meet with ASCAP representatives in an attempt to reach some sort of agreement.

NAMA Show

game operators who have already gone into cigarette vending are attending the NAMA exposition at the Navy Pier and taking in some tional. of the business sessions at the Conrad Hilton Hotel.

Of particular interest was the Cigarette Operators' Workshop at (Continued on page 95)

WURLITZER CO. SALES UP 18%

CHICAGO -Second quarter sales and earnings figures just released by The Wurlitzer Company, continue to run well ahead of last year, with President R. C. Rolfing pointing to a greater demand for civilian products and a backlog of defense orders as indications the trend will continue. Sales for the firm's second quarter (July, August and September) were \$9,184,487, up 18 per cent from \$7,754,242 in 1958. Net earnings were \$150,298, or 17 cents a share on 885.186 shares of common stock. This figure compares with net earnings of \$97,572, or 11 cents per share last year. Sales for the first six months (April to September inclusive) were \$16,732,265, up 23 per cent from \$13,589,-639 last year. Net earnings were \$268,346, or 30 cents a share, compared to \$16,505, or 2 cents for the same period last year.

legal.

But the new ruling took in games which until then were considered games of skill. It barred gambling with an instrument, engine, apparatus or device having one or more figures or numbers on it.

The court said one test to determine if a game was legal or chance to win. If he did, it was illegal.

Bill Vetoed

again, the referendum must be day (24) at the same location. passed by the entire State tomorrow.



FRANK MITCHELL was named director of sales for the Rock-Ola Manufacturing Corporation last week. The announcement was made by David C. Rockola, president. Prior to joining Rock-Ola, Mitchell had served as general sales manager for the Servel Corporation, general sales manager of the Remington recently national sales manager for the Fedders-Quigan Corporation in Buffalo, N.Y.

working to have the amusement machine referendum defeated. The New Jersey tomorrow and their most notable of these is the Lord's fingers crossed. It could mean a Day Alliance.

All operators have their eyes on windfall. It is up to the voters.

MONY Nominates New Slate; illegal was if the player had a Election Planned for Nov. 24

ators of New York has announced Leonard Nathan. Five will be se-Sen. Charles W. Sandman rushed its slate of nominations for officers lected from this group of nine in Meanwhile, the juke box and a bill thru the Legislature which and members of the board of direcwould have overcome the Supreme tors. Nominations were made at a Court decision, but Gov. Robert meeting Tuesday (27) in the Colon-B. Meyner vetoed it as unconstitu- ial Room of the Hotel Park Sheraton. At the same time it was noted For games to be made legal that elections would be held Tues-

> Nominations for officers were closed unopposed with the re-nomination of the incumbent Al Denver fe, president, and incumbent Ben Chikofsky as secretary George Holtzman, currently a member of the Board, was nominated for veepee while Gil Sonin will run for treasurer.

Marvin Leibowitz, Sal Trella, Al sidered.

NEW YORK-The Music Oper-|(Senator) Bodkin, Larry Serlin and the general membership balloting. Donald Shapiro will also serve on the Board, representing Suffolk and Nassau Counties.

> It was also noted by MONY spokesmen that ... meeting of a committee appointed to look into the matter of opening the MONY doors to game operators, was postponed for two weeks. An earlier discussion had taken place a week ago, with a number of representatives of both types of operators taking part, after which a smaller committee was set up to pursue the matter further.

If the MONY membership was Nominated for post: on the to become open to game operators, Board were Bob Kobler, Irv Feni- it was noted that a change of name chal, Joe Conners, Mack Pollay, and bylaws would then be con-

Rock-Ola Bows 1960 Models to Distributors

CHICAGO - Rock-Ola Manu- Dallas, November 2; San Francisco, facturing Corporation unveiled its, November 5, and Chicago, Nevemnew line of Tempo II phonographs | ber 9 and 10. in the first of a series of nationwide distributor showings begun in New York last week (26).

The line, Rock-Ola's 25th anniversary model, will officially be shown to operators with the start of National Rock-Ola Days, November 15 thru 21, in distributor showrooms thruout the country. Corporation, and was most Meanwhile, details of the line are a closely guarded secret.

> Additional distributor previews will be held in Atlanta, October 29; ager, Les Rieck.

School

Each of the regional distributor showings will be accompanied by a comprehensive service school on the new machine conducted by factory engineer Jack Barabash.

The showings themselves will be under the direction of E. G. Doris, Rock-Ola vice-president in charge of sales, accompanied by the firm's new sales director, Frank Mitchell (see separate story), and sales man-d material



International Coin News

THE BILLBOARD

86

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Communications to 188 W. Randolph St., Chicago 1, Ill.

~ NOVEMBER 2, 1959

West Germany Moves in on British Coin Market

By OMER ANDERSON

West Germany's coin machine industry is girding for a slam-bang battle to capture and sew up the British market against the hot American competition stimulated by the liberalization of British currency controls.

The Germans are: (1) Forging new British dealer relationships and strengthening old ties to the British market; (2) introducing additional German coin machine products to the U. K. market; (3) devising new ways of catering to British clientele.

Britain is fast sweeping all currency controls and import restrictions under the rug. The latest barrier to fall is the importation of games.

In this connection, the Board of Trade is freely issuing licenses for the importation of coin games. Example: U.K. distributing firms, including Phonographic Equipment, Ltd.; Ruffler and Walker, Ltd., and Northern and Midland Phonographic, Ltd., have been granted dollars and other foreign currencies totaling more than \$10,000 each for the importation of coin games over the next three months.

The decision to cancel currency quotas for holiday travel abroad is very nearly the final step toward the

freeing of the British pound. The British market soon will be wide-open for U. S. coin machines.

Moreover, the establishment of subsidiaries in Ireland by U. S. firms, notably the Shannon Airport enterprise of International Dynamic Industries, Ltd., has alarmed the Germans.

Here are typical German moves of recent weeks designed to secure the British market against the influx of U. S. equipment:

Walter Talk, of U.T.A. Coin Game enterprises of Magstadt, near Stuttgart, has licensed Maslen Electronics. of Queens Road, Brighton, to assemble its full line of children's coin games. The main game is Bimbo Box, a tape-operated, animated juke with either 52 or 200 children's music tracks, to each of which toy animals at the top of the box perform to the music.

Thomas Bergman & Sons have collaborated with Reading Automatic Machines, Ltd., to produce the Courtier coin-operated background music system incorporating the Bergmann Symphonie 80selection juke mechanism.

Beromat G.m.b.H., of West Berlin, a subsidiary of

Wulff Aparatebau, is introducing its new line of Harmonie juke boxes into the the United Kingdom thru the George Whitaker organization.

NSM has just produced its 10,000th Fanfare juke box and shipped it to Britain, which is the No. 1 export market for the Bingen concern (whose distributor in Britain is also George Whitaker).

There are now around 16,000 juke boxes in Britain. The juke box has attained such economic stature in British life that the Financial Times, Britain's leading financial newspaper, was moved recently to survey its present impact and future prospects.

The Financial Times concluded that Britain can absorb 100,000 juke boxes; that there is a similar vast market for coin games. In fact, some experts, both in Germany and Britain, believe the coin game ultimately may have a vaster future in Britain than the juke box. The coin game is regarded as a natural to spruce up and revitalize the British pub, whose dart games have been losing out to television.

The German industry's battle to stay top dog in the (Continued on page 90)

Canteen Acquires W. German Juke Box Pathe Gets North American **Rights for Italian Video Juke** Mfr. in Bid for European Market

CHICAGO - The Automatic | chines as well as hot food, gum, | with Camp Bird, Ltd., another large Canteen Company of America, the candy and pastry units. nation's largest vending machine AMI, Inc., and the Rowe Manuquired one of the leading European sion program.

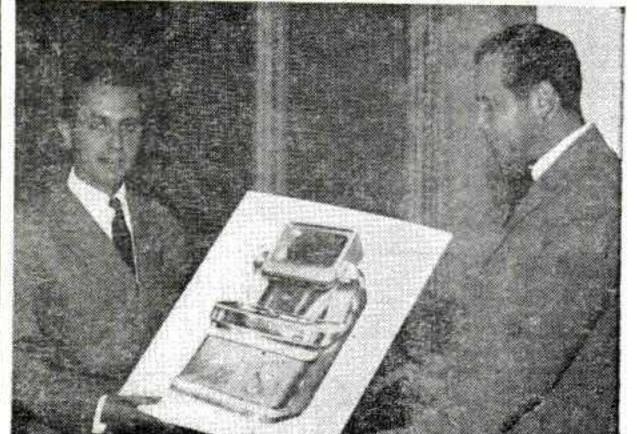
In a joint announcement last week, Nathaniel Leverone, Can- has started construction to triple Sweden. teen chairman, and Arnold M. the size of the Tonomat plant in Johnson, Canteen president, dis- Frankfurt, and it has acquired closed that Automatic Canteen has 200,000 square feet for expansion. purchased the Tonomat Company of Frankfurt, Germany, and that a large manufacturer in Turin, Tonomat will manufacture for sale Italy, has begun delivery of the in the European Common Market, AMI automatic phonographs which and for some countries outside the it has been licensed to produce. Common Market, the complete line He said that the demand has been of automatic phonographs produced in America by AMI and the complete vending machine line produced here by Rowe. Current plans call for the continued manufacture of Tonomat. a German 200-selection machine styled closely along American lines, as well as the AMI. It is considered highly unlikely, tho, that the Tonomat will be exported to the United States.

operator and parent company of mat acquisition came after Lever- are in the process of being orone and Johnson had completed a ganized. facturing Company, Inc., has ac- five-week tour of Europe. They were accompanied by J. Patrick a manufacturing operation can be juke box manufacturers as the first Lannan. Canteen's financial constep in a major European expan- sultant and a member of the board ated by setting up distributors. He and the executive committee.

> Johnson added that Microtecnia, heavy.

British concern. Distributing op-The announcement of the Tono- erations in various other countries

Leverone pointed out that before successful, markets miust be creadded that market tests are under According to Johnson, Canteen way in Germany, England and



Rowe Line

can juke box operators primarily as the manufacturer of a widely accepted 20-selection cigarette machine, the firm is also a leader in in the United Kingdom is the Rowe the full-line vending business, and Automatic Merchandising Com-

Background Music

Microtecnia is not the only European plant producing AMI's under license. The firm also has a licensing agreement in Great Britain for AMI background music equipment.

sale in the United Kingdom and which is virtually untapped and the sterling area, is now being made under license by the Hawker Siddley group of England, The While Rowe is known to Ameri- British firm began tooling in June. The Canteen expansion plan also includes setting up distributor organizations. Already operating it makes hot and cold drink ma- pany, Ltd., which is owned jointly he said.

Johnson said that the potential for manufacturing and distributing in France is great and that studies for lining up plants and distribution facilities there are already under way.

"The population of Common Market countries alone," he explained, "approximates that of the United States. Also, employment is high in Britain and all of Europe, and the fact is that automatic vending has not progressed nearly to the point it has in the United States.

Untapped Market

"Of special interest to us is the Rowe vending equipment, for industrial plant market in Europe, which offers excellent opportunities following the basic pattern we have successfully introduced and implemented here in America.

"I expect to see our total vending sales in Europe-both of machines and on goods sold thru our machines-reach \$25 to \$50 million annually within a very few years,"

BARNETT GLASSMAN, right, president of Pathe News, and Dr. Palo Nistri of S.I.F., agree on the use of the Pathe musical library and on North American distribution of the Cinebox.

picture juke box developed in Italy signed the agreement. The Cinebox by S.I.F. (Societa Internazionale is an automatic instrument which is Fonovisione, Via Torino, 40) and the first such device ever developed Pathe News, Inc., have signed an to have a selector for 40 different agreement here whereby American musical subjects, allowing simuland Canadian manufacture rights taneous listening and viewing on for the device will be taken over insertion of a coin or token. by the latter which will make available its 1,200 musical shorts to a TV set and instead of records for use in the boxes thruout the contains films which run from two world.

Pathe News, and Dr. Palo Nistri

ROME - Cinebox, the motion and Angelo Bottani, of S.I.F.,

It has a 17-inch screen similar and one-half to three minutes with Barnett Glassman, president of magnetic sound track on 16mm. (Continued on page 92)

Wurlitzer Lands Leading U. K. Distrib

By BINGO BEAUFORT

LONDON - Britain's biggest phonographic story of the year broke on October 26 with the announcement that Phonographic Equipment (1958), Ltd., has decided to sever its connection of five years' standing with A.M.I. (G.B.), Ltd., and the Bal-Ami juke box. They have switched to Wurlitzer had organized the first Wurlitzer as importer-distributors, with still deliveries on the Trans-Atlantic wider territory than before. Their first shipment of Wurlitzer juke boxes arrives from America by fast passenger liner in a few days.

The news was released on Monday by Cyril Shack, of Phonographic Equipment (1958), Ltd. He said: "We are severing our long association with A.M.I. (G.B.), Ltd., with some reluctance, and we are parting good friends. But owing to present-day conditions of the boxes here. Bal-Ami are so well

Wurlitzer machines direct from the and the South. U. S. at prices that will appeal to operators, large and small."

Phonographic Equipment, thru its three directors. Cyril Shack, Max Fine and Gordon Marks, wasted no time in tying with Wurlitzer. In a matter of hours they phone. A large sum of money in dollars was deposited by Fine in an American bank, and a substantial passenger shipment of Wurlitzer's 104's and 200's (monaural and stereophonic) is arriving in a few days.

Room for All

There is room for full, controlled distribution of all main American highly competitive market in Brit- established that they will soon be

ain, we have decided to import as strong as ever again in London

The three men who run Phonographic Equipment do so as tho it were a one-man show. They are Cyril Shack, Max Fine and Gordon Marks, directors of the company.

They have been in the juke box business for just over five years. Fine is 43, Marks is 34 and Shack is 31. Marks was in wholesale refrigerating and Shack and Fine were in the food business before they got together to form Phonographc Equipment, Ltd. It came about in this way: In addition to retailing food, Shack was a director of a finance house which handled H.P. for Gordon's business. When an opportunity arose for Marks to go into juke boxes, he got together with Shack, and they started in a modest way with one or two boxes. Finding the possibilities for

(Continued on page 91)

EDITORIAL

World Coin News

The fortunes of American coinmen are becoming more and more closely related with those of coinmen all over the world. What happens to collections, the price of equipment and operating procedures here will eventually effect the operator in Europe, South America and Asia. And what happens to coinmen all over the world will effect coinmen in the United States.

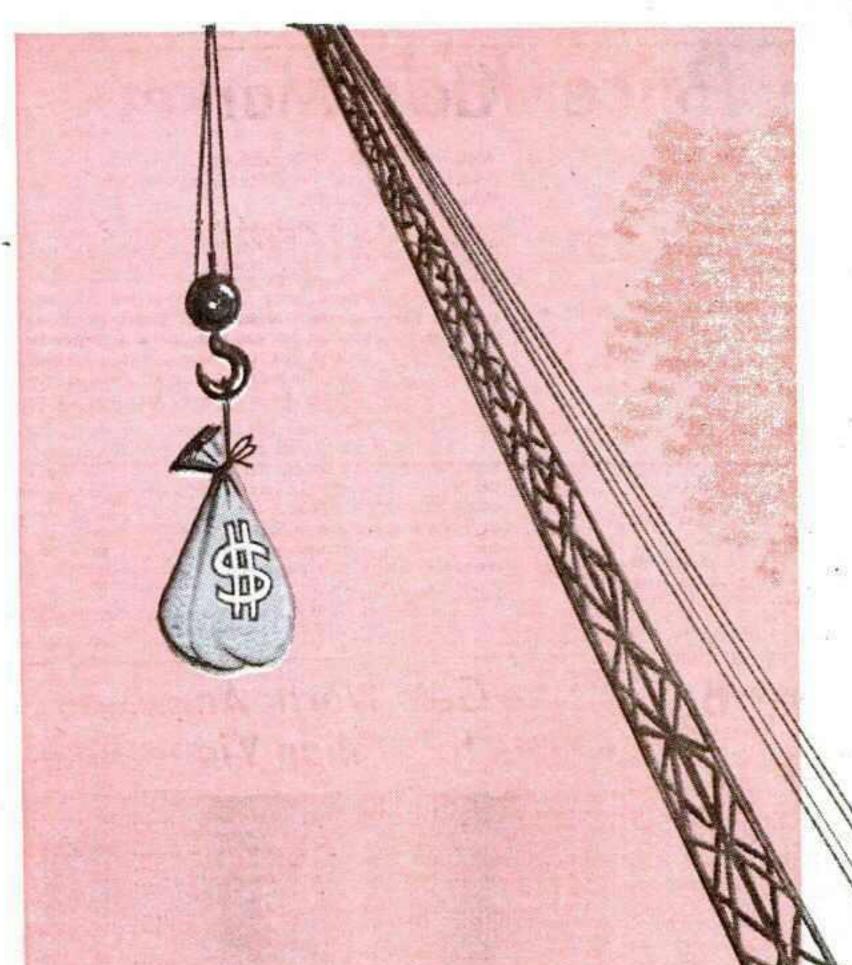
As the import-export bars go down, allowing a freer interchange of equipment and ideas, the world coin machine community is becoming a closely knit entity.

It is with these facts in mind that we publish our first International Coin News section. This section, a regular weekly feature of The Billboard, will cover the export market for American coinmen and coin news of general interest from all over the world.

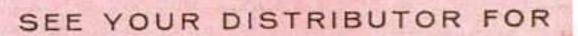
We feel that as American coinmen are faced with increased competition for the world market (see lead story at top of page). it is essential that they be informed about the activities of their counterparts everywhere. We further feel that this growing international rivalry in the coin machine business is a healthy development and that manufacturers, operators and distributors everywhere will benefit from this rivalry.

As an American publication, we welcome the entrance of people from other lands into the coin machine industry, and we are sure that this sentiment is shared by coinmen in our own country.





NOTHING WILL HOIST YOUR MUSIC EARNINGS HIGHER THAN WURLITZER Stereophonic High Fidelity Sound



WURLITZER Stereophonic-High Fidelity MUSIC

THE WURLITZER COMPANY Established 1856 NORTH TONAWANDA, N. Y.



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 26)

MUSIC MACHINES	Mean	Kin	h Low	Meen Avg.	High L	Me.		High	Low	Mean Avg	Niet	Low	Me
High Low		College Daze (8-49)\$ 1	35 \$ 135	\$ 135	Star Pool (10-54)\$ 55 \$	1000 C 100 C		Shuffle Alley			Heavy Hitter (B)\$ 42	5 \$ 425	5 \$ 43
1) del C-40\$ 125 \$ 125	\$ 125		35 35 25 25	35	Struggle Buggie (12-53)	55	55	11th Frame\$ 335 Shuffle Alley Deluxe				5 65 5 75	
del D-30 (51) 40 sel.,	AL 200	Daisey Mae (7-54)	60 60	60	Slugfest (3-52) 45	45	45	11th Frame (U) 325 Shuffle Pool (Ge)	175	225	Home Ron, 6 Player	107 B.H.	50 B
78 RPM 245 125 del E-40 (53) 40 sel.,		Diamond Lil (12-54) 6	95 95 65 65	65	Twenty Grand (12-52) 30 Times Square (4-53) 45	45	45	(11-53) 50	50	50	Hot Rods	95 95	vi 208
78 RPM 225 225	225	Dragonette (6-54) 1 Duette (3-55) 10	75 75	75 85	Thunderbird (5-54) 55 Three Deuces (8-53) 85	55 U 75 U	55 85	Six Player (CC)	45 40	45 45	(Meteor) (6-53) 48 Jack Rabbit (Amusematic)	485	5 4
el E-80 (53) 80 sel., 5 RPM 295 275	295	Duette Deluxe (4-55) 33	35 125	135	Super World Series	3259		Six Player Deluxe (U) 65 Six Player 10th	40	45	('46) 9	5 95	A
el E-120 (53) 120 sel., 5 RPM 325 215		Flying High (2-53) 4 Four Belles (10-54) 6	45 40 60 60	40	(4-51) 50	50	-	Frame (U) 75	55	70		5 95 10 100	
del F-80 (54) 80 sei.,		Four Stars (6-52) 3	30 30	30	SHUFFLE GAMES			Speediane Bowier (K) 185 Speedy (U) (8-54) 135	185 135	185 135	Jet Fighter (W)		
s RPM 395 395 el F-120 (54) sel.,		Gold Star (8-54) 7	75 75 75 75	75 75	Ace Bowler (CC) (9-50)\$ 295 \$	95 \$ 9	-	Star, 5 Player (U)	1.023655	337394	(10-54) 10 Jumping Jack	0 100	
5 RPM 425 375	395	[[슬퍼 25,5] [27] [27] 27] 27 [27] 27] 27] 27] 27] 27] 27] 27] 27] 27]	35 35 50 50	35 50	Advance Bowler			(7-52) 95 Star, 10th Frame	34	45	(G) (11-52)	5 35	
K-OLA 2 50 sel., 78 RPM \$ 85 \$ 85	\$ 85	Guys & Dolls (5-53) 5	55 55	55	(CC) (5-53) 95 American Bank (American	95 9	95	(U) (9-52)	65	65	Kicker & Catchers 2	0 20	0
2 50 sel., 78 RPM 125 125	125		95 60 95 95	95	Shuffleboard) (5-52) 250	225 23	25	Starlite (CC) (5-54) 75 Super Bonus Deluxe (U) 225	75 225	225	K O Fighter 15 Little League (W)	0 150	D
4 149 149	149	Hawaiian Beauty (5-24) 6	85 85	85	Benner (U) (8-54) 115	AIV 2.	101	Super Frame (CC) (5-54) 125 Super Match Bowler	125	125	(2-54) 12	5 125	5
5 A 120 sel., 5 RPM	215	Jubilee (5-55) 14	70 70	70	Bikini (K) (6-54) 195 Bonus Bowler (K) (3-54) 190		25	(CC) (10-52) 75	50	55	Lord's Prayer (M) (6-56) 22	5 195	5
120 sel., 45 RPM 295 250	295	Jumbo (10-54) 22 Lady Luck (9-54) 6	25 225 50 50	225 60	Bonus Score Bowler	2/04. 093		Super Six (U) (3-52) 100 Targette (U) 145	29 145	75		5 25 9 89	
2 50 sel., 45 RPM 295 245 5 Hi-Fi 120 sel.,	02323	Lovely Lady (2-54)	50 50	50		175 17 245 24	75	Targette Deluxe (U) (8-54)	05		Mercury Counter	55 MU	
5 RPM 395 325	395	Marethon (10-55) 11 Marble Queen (6-53) 6	15 115 69 69	115			25	Team Bowler (U) (1-54) 95	95 95	195 95	Grippe: 2 Midget Movles (CC) 12	5 25	
BURG		Mystic Marvel (3-54) 7	75 75	75	Shuffle Games 435		65	Team Bowler (K) (10-52) 75	49	50	Midget Racer (8)	en unate	
100 Hideaway 9-49)\$ 125 \$ 125	1 125	Pin Wheel (10-53) 6	35 35 60 40	35	Capitol (U) (6-55) 235 Carnival (K) (5-53) 125	235 23	85	Tenth Frame (K) 75	35		Midget Skeeball (CC) 12	5 125	
00 A (9-49) 100 sel.,	di Contesti		50 50 49 49	50	Cascade (U) (2-53) 75	75 7	75	Tenth Frame Bowler (CC)	- 40		Mills Scales	5 35 0 325	
8 RPM 195 195 00 (10-50) 100 sel.,	195	Queen of	seat states		Champion (8) (5-54) 300	155 15 125 19	55	Thunderbolt (CC) 200 Triple Score Bowler	200	200	Pennant Baseball (W) 7		
5 RPM 325 300	300	Rose Bowl (10-51)	55 65 50 50	65 50	Chet (U) (11-50) 115	115 11	15	(CC) (6-53)	65	65	Periscope (CC) 9 Photomatic (M) (1-50) 32	5 95 5 65	5
00 C (5152) 100 sel., 5 RPM 375 375	375	Score-Board (3-56) 6	50 60	60	Classic (U) (6-53) 140 Clipper (U) (5-55) 175	50 8 175 17	80	Triple Strike Bowler	200	200	Photomatic Deluxe		
W (9-53) 535 535 00-6	BOF I		50 150 90 90	150 90	Clipper Deluxe	9888a - 399	1	Venus Bowler 150	150		(M) (3-36) 24 Pistol (CC) (1-49) 7	5 75	5
	313	Skill Pool (8-52) 5	50 50 95 95	50	Clover Shuffle	210 21	10	Venus Deluxe (U) . (3-55)	225		Pistol Pete (CC) 12	5 125 5 15	
LITZER) (51) 48 sel.,		Sluggin Champ	234 GSTV	95	(U) (1-53) 65 Club (K) (4-53) 75		65	Victory Bowler (CC) (3-52) 155			Pitch'm & Bat'm (5) 19	5 125	5
or 78 RPM\$ 125 \$ 125	\$ 125	Deluxe (4-55) 17 Southern Belle (6-55) 9	75 175 90 75	175	Comet Target			Yankees (U) 145	153 145	145	Polar Hunt (W) 17 Pop Up 1		- C.C.
) (51) 48 sel., 5 or 78 RPM 175 150	150	Spot Rowler (10-50)	30 30	30	Convet Defuxe	125 12	25		AT NOT		Quarterbacks (G) (9-55) 9	5 95	5
(52) 104 sel.,		Sweet Add-a-Line	85 85	85	.(U) (1-54) 345 Criss-Cross	125 24	245	ARCADE EQUIPM		1	Ranger (K)	0 125	5
-78 RPM Mix 125 125 (52) 104 sel.,	125	(7-55) 10 Toreador (6-55) 12	05 105 25 115	105	(CC) (11-53) 110	110 14	10	CODE: AP-Auto Photo, B-Ball Coin, EV-Evans, Ex-Ext	ubit, G-I	Genco.	Rocket Ship 21 Round the World Trainer	5 215	
-78 RPM Mix 145 145	143	Tournamen! (8-55) 15	50 150	115 150	Criss-Cross Target	1000 100 1000 100	75	So-Gottlieb, K-Keeney,	M-Int'l	Mute-	(CC) (10-53)	0 350	
-78 RPM Mix 155 155		Twin Bill (1-55) 2 Wishing Well	75 75		Crown (CC) (4-53) 80	80 6	80	THE, M-Shipman, T-	-Telecoin.	4-	Royal Mustang Horse 27 Scientific Boat 25	6 074	
(53) 48 sel., or 78 RPM 150 150	2000	UNITED	-51 (11 74)	00	Double Score	155 15	55	unnen, w-Williams, We-	-Watting.	1	Set Shot Basketball		
A (54) 48 sel.,		Cabana (3-53)	50 \$ 50	\$ 50	(CC) (3-53) 95	49 7	50	AA Gun (K) ('48) \$ 99 ABT Challenger (5-54) 19	\$ 99 1	\$ 99	(Munves) (6-52) 19 Shoe Brush Up 9	5 95	5
i or 78 RPM 295 295) (53) 48 sel.,	273	Caravan (1-56) 9	95 45	45	Feature (CC) (7-54) 125	50 51 125 12	26	All Star Baseball (W) 125	125	125	Shoot the Bear (S) 12 Shooting Gallery (Ex)		
RPM 210 200	200	Circus (8-52) 12 Havana (2-54)	25 125 50 50	125	Fifth Inding Deluxe	9068-14 - 199		Atomic Bombers (M) 125 Auto Photo (AP) 1150	95 1050	95 1150	(6-54) 15	0 110)
RPM 295 295	2022317	Hawaii (6-54)	50 50 30 30	50	5 Player (U) (1-51) 40	40 4	40	Anti-Aircraft	99	99	Sidewalk Engineer (W)		i)
) (54) 104 sel., 5 RPM	17982	Mexico (3-54)	65 65	65	Flash (CC) (9-54) 175	145 14 175 17	76	Air nockey 125	150 125	150 125)
) (2-25) (W) 395 300	375	Nevada (8-54)	50 50 85 35	50	Gold Cup (C) (7-53) 155		15	Air Football 150 Beloonamat Capital	150	150	(11-49) 10	0 100	
PINBALL CAMES		Rio (11-53)	30 30 50 50	6.000	Hi Speed Triple Score	100020 04/1		P (1.55) 165	125		Silver Gloves (M) 12 Six Shooter (Ex) 9		
IT I	1	Stardust (4-56) 8	50 50 85 85	50 85	(CC) (8-53) 60 Holiday Match Bowler	60 6		Baseball (Sc)	85 65	95	Skee Ball (W) (8-36) 24	C	
ntic City (5-21)\$ 50 \$ 50	\$ 50	Starlet (11-55) 6 Stars (6-52)	85 40 50 50	45	((C) 9-53) 125		25	Basketball (G) 195 Basketball (CC) 175	125	175	Sky Fighter (M) (9-53) . 11	0 110	
h Beauty (1-55) 95 95 h Club (2-53) 50 50	75	Tahiti (8-53)	50 50	50	Imperial (U) (9-53) 95		75	Bert Lane	175		Sky Gunner (G) (9-53) 12		
ity Club (2-53) 50 50	20	Triple Play (8-55) 8 Tropicana (1-55)	85 85 69 60	85 60	Jet Bowler (B) (8-54) 90 League Bowler (U)		90	Merry-Go-Round 275 Big Bounce (1-51) 350	275 350		Sky Rocket (G) (5-51) 19 Space Gun (Ex) 12		
Time (1-55) 85 65 ht Lights (5-51) 60 60	60	Tropics (7-55)	50 50	50	(1-54) 250	16		Big Inning (B) (47) 325 Big League Baseball (W) (2.54)	295	325	Space Ranger (Deco) 22	5 225	
ht Spot (11-15) 145 145 dway (12-55) 115 85	145	WILLIAMS	where the state		League Bowler Deluxe 195	100 14 155 15	55	147 14-24/	145	145	Space Ship 15	0 150)
y Island (9-52) 50 50	······	Army & Navy (10-51)\$ 3 Big Ben (9-54)	35 \$ 35 75 75	\$ 35 75	Lightning Deluxe			Big Tap (G) (6-55) 250 Bingo Roll 95	195 95		Speed Boat (B) (7-53) 32		
Rench (9-51) 55 55 c (10-52) 55 55		C.O.D. (9-53)	34 34	34	Magic (B) (12-54) 145			Bonus Deluxe (U)	300	325	Sportland (Ex) (7-51) 15 Standard Metal Typer	0 135	6
ity (3-55) 67 50	00	Colors (11-54) 13 Daffy Derby (8-54)	35 135 45 45	135	Manhattan 10 Frame (U)	122		Bonus Gun (0) (1-55) 220	1	220	F. S 25		
ime (6-55) 75 50 (6-54) 50 50	00	Dealer 21 (2-54)	34 34	34	Mars (U) (1-55) 135	135 13	35	Broncho Horse	Station of the		Star Series (W) (4-49) 8	5 85	5
Frolics (1-54) 29 29 hi Beach (9-55) 85 70	27	Disk Jockey (11-52)	73 75 40 40	40	Mars Deluxe (U) 395 Match Bowl & Ball	185 24	245	(EX) (10-47) 375 Card Vendor (Ex) 50	375	375	Star Shooting Gallery (Ex) (9-54)	5 75	5
Club (3-56) 135 85	13	Dreamy (2.50) 13	35 11Q 35 35	135 35	(CC) (8-52) 75	45	45	Carnival Deluxe (U) 295 Carnival Gun	150	245	Steeple Chase 39	5 395	5
Beach (7-52) 29 29 Springs (11-52) 50 50	29	Four Corners (11-52) 3	39 39	39	Match Pool (Ge) (2-54) 60 Mercury (U) (12-54) 125	60 (125 12	00	(U) (10-54) 160	150	160	Strike a Lite (AB) 19 Submarine (K) (1-(2) 12	5 195	100
Lite (1-52) 24 24	44	Gun Club (11-53) 42	50 50 25 395	50 425	Mystic Bowler (B)			Carousel (Sc) (11-54) 140 Champion Baseball (G) 140	140		Submarine (K) (1-42) 12 Super Home Run	5 125	•
Club (3-54) 55 55 Ny (9-54) 65 35		Hayburner (6-51) 6	65 65	65	Mercury Deluxe	abatan an		Champion Hockey (46) 100 Coon Gun (S)	109	100	(CC) (3-54) 12		
t Club (6-53) 50 50	30	Jalopy (8-1)	55 55 55 65	55 65	Name Bowler (CC)	557750)		Coon Hunt (5) (2-54) 150	85 85	125	Super Jet (CC) (4-53) 19		58
ABO COIN		King of Swat 12 Lazy Q (2-54)		125	(1-54)		50	Dale Gun (Ex) 65	65	65	Super Jet (CC) (8-53) 22 Super Pennant (W) 7	200	
etball Champ 0-49) 125 \$ 125	\$ 195	Lu Lu (12-54) 12	25 125	125	Official (U) (5-52) 85 Olympic (U) (8-54) 65	60 7 65 6	65	Detender (B) ('40) 150 Derby (Ex) 125	125	125	Super Slugger (U) (7-55). 14	25	59 - L
Run 95 95	95	Nine Sisters (1-54) 7 Peter Pan (4-55) 7	75 75 75 65	75	Original 95	50 7	70	Derby 4 Players		120	Telequiz (T) (1-49) 9	5 65	14
1 (10-49) 50 50	(7)7/s	Quarterback (10-49) 6	85 85	85	Palisade (K) 55	110 11 55 £	10	(CC) (3-52) 125	125	125	Ten Strike (E) (46) 25	0 175	
le & Turf Club	85	Race the Clock (1-55) 7	75 75	75	Playtime Bowler	195 19		Drivemobile (M) (7-54) 150 500 Shooting Gattery	150	150	3-D Theater (M) (12-53) . 15 Three-of-a-kind 2	-	
le & Turf Club odel (10-53) 65 85		Rag Mop 5 Ball (11-50)	49 49	40	(0) (11-53) 125		25	(Ex) (3-55) 125	45	65	Three Way Gripper (Gb) . 2	영화 정신이	
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lle & Turf Club odel (10-53) 65 65 CO) Golden Nugget	\$ 35	Regatta (10-55) 11		115	Rocket (8) (8-54) 125	125 12	25	(Colnex) (9-54) 99 Flying Saucer	75	99	(6-55) 22 Trigger Horse (Ex)	5 225	
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THE BILLBOARD

NOVEMBER 2, 1959

Operator Solves Servicing--Holds School for Staff

SAN FERNANDO, Calif.—Juke box problems, financial and mechanical, were informally discussed at the second meeting held by Walt Hemple for his First National Music staff with several operators as guests at the Fin and Feather restaurant here Wednesday night (21).

Hemple began the meetings several months ago when he decided that the best way to cut operating costs was to have his staff instructed in efficient operation and repair of music machines. As an instructor, he brought in Nick Lanzy, of American Coin Machine, a firm which specializes in repairs.

"The best way to make money is to see that machines work efficiently and reduce service calls," Hemple said. "This year our gross is up over 1958 but the trouble is increasing operating costs."

Informal

When Hemple held his first instruction meeting, it was quite informal with his wife, Ruth, making sandwiches. Coffee and other beverages were served. For the recent meeting, Hemple took over one of the banquet rooms at the restaurant.

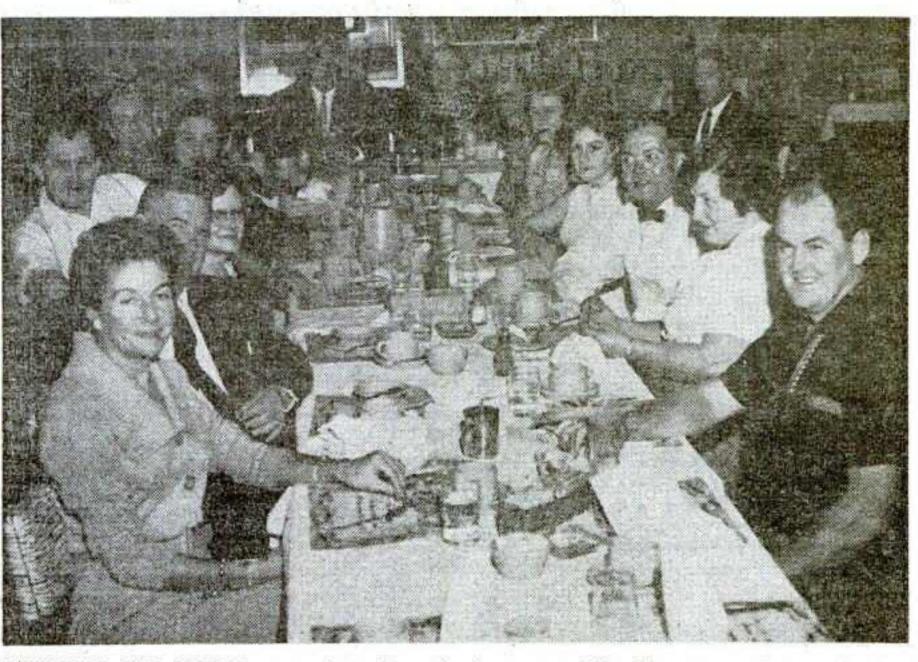
While dinner was served, Hemple introduced those attending. They included, in addition to Lanzy, Emil and Harriet Perrier, who are associated in First National; Patricia Pinero, Glenn and Wayne Wolcott, operators; Duane Butts, operator; Harry and Martha Rowe, Jim and Lorraine Young, Everett and Irma McClellan and Linda Dennison, of the service department. Mrs. Hemple and Joanne Grosskopf, of the Hemple letter shop, handle the strips and public relations mailings.

"The purpose of this meeting can be summed up in one word— Money," Hemple said. He pointed out that First National was one of the oldest in the San Fernando area. Hemple emphasized that it was the policy of his firm to hire family men for their stability.

Family Men

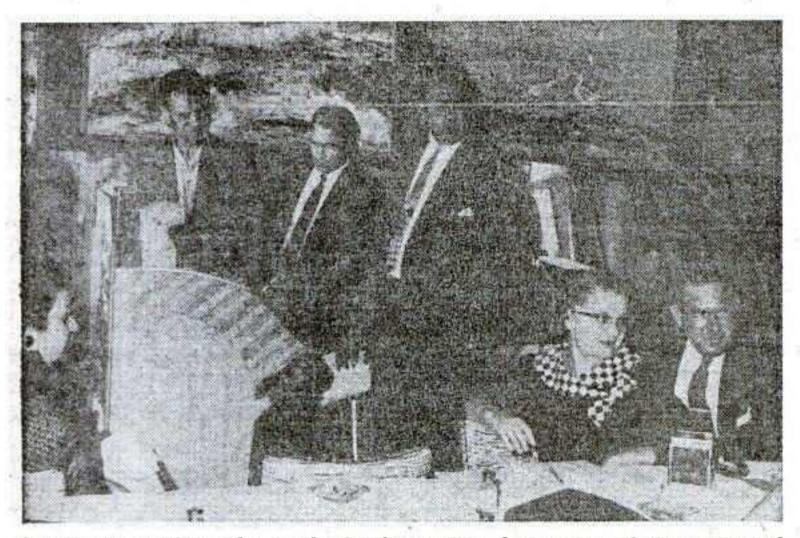
"And as we have family men, we want to set our hours to give them time to be home—yet do the job," Hemple continued. "This is our problem—to take care of the required work and yet have some time to spend with the family. Clean machines will do much in that direction."

Because of the informality, the matter of upgrading routes was almost a conversation among Hemple, Glenn Wolcott and Duane Butts. (Continued on page 94)



COIN MACHINES

ATTENDING THE SECOND annual service school sponsored by First National Music In San Fernando, Calif., were, clockwise: Pat Pinero, Harry Rowe, Irma Rowe, Duane Butts, Linda Dennison, Glenn Wolcott, Wayne Wolcott, Walt Hemple, Ruth Hemple, Nick Lanzy, Everett McClellan, Emil Perrier, Harriett Perrier, Joanne Grosskopf, Jim Young, Lorraine Young and Bob Page.





LINDA DENNISON, who works in the service department of First National Music (lower left), listens as music machine problems are discussed by Nick Lanzy (left, standing), of American Coin Machine. Looking on is Everett McClellan, while Walt Hemple, center, First National co-owner, checks a question from the table. Seated at the right are Ruth Hemple and Harry Rowe, the latter in charge of First National's vending.

WALT HEMPLE, of First National Music, expounds on a problem in the music business at the company's second service school held in San Fernando, Calif. Hemple uses a screwdriver as a pointer.



THE LADIES TOOK advantage of the service school conducted by First National Music in San Fernando, Calif. Shown here, left to right, are Pat Pinero, Joanne Grosskopf, Lorraine Young, Martha Rowe, Linda Dennison, Ruth Hemple and Harriett Perrier.



FOLLOWING THE DINNER, informal discussion of music machine repairs was held. At left, leaning over machine, is Glenn Wolcott; Jim Young, First National service man, is hidden; Duane Butts, Nick Lanzy, Everett McClellan and Harry Rowe. Seated are Ruth and Walt Hemple, the hosts.

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West Germany Moves in on British Coin Market

Continued from page 86

British market has fostered this significant development: Germany is concentrating more and more on the production of completely German-designed-and-produced equipment. In the main, this development reflects growing German confidence that this country's industry can stand on its own feet in competition with American producers; can in fact best them at anything in the electronics field.

Take Beromat's Harmonie, which underwent eight months of testing before being unveiled in Britain. Harmonie comes in 120-selection console and wall models and a 200-selection console. All models are available in stereo sound.

Harmonie is the first line of juke boxes ever produced with air conditioning for tropical countries. The air conditioning is controlled by thermostat, and the idea is to prevent disks from warping.

The Harmonie changer is vertical, as in the Seeburg machine, but with a different type of mechanism. Moreover, Harmonie comes equipped with a platter popularity meter.

Never have the Germans wooed the British trade with greater ardor. Service between the two countries is, as German coinmen boast, "almost instantaneous." Most shipments of machines and parts are now air freighted.

It pays off, as is illustrated by the history of relations between Thomas Bergmann of Hamburg and Bergmann's British distributor, Reading Automatic Machines, Ltd.

Reading was an unknown company at Bracknell, Berkshire, when, in 1958, it imported 10 of Bergmann's Symphonie jukes. Reading recently imported the 750th

Symphonie. "And we have hardly scratched the surface." insists Peter Law, who heads Reading. "altho we have a turnover of around \$3 million a year."

Law became preoccupied with the problem of juke box criticism, criticism of the juke box's garish exterior and its strident music. The Briton concluded that, for specific locations and purposes, the juke box should be toned down and dressed up. His idea was a rich console-type box, long on mahogany and shunning chrome and neon lights, a box of distinction which would play intimate background music.

The result is the Courtier, developed by Reading with assistance from the Bergmann firm.

Such Johnny-on-the-spot service pays off. The Courtier has become a big British success, and Reading is pushing the Symphonic hard.

Reading moves 36 Symphonies every week. Two aircraft arrive every Saturday, crammed with Symphonies. At Gatwick, the London commercial air freight airport, the planes are met by Reading's four-ton trucks equipped with tail-lifts. From Gatwick the German jukes are sped to the Reading plant, checked and distributed to Reading's operators every Monday morning.

How serious is the threat of American competition in the British market to the German industry? Opinion varies widely among German coinmen (and among British coinmen, too).

One school holds that American prices, plus duty, shipping and purchase tax will restrict U. S. imports despite currency liberalization. However, another school insists American producers will find ways to best German competition.

There is wide agreement that American competition in second-hand equipment is more of an immediate challenge than in new products. U. S. producers still lead the Germans comfortably, it is argued, in styling and mechanical development.

Some of the more astute figures in the German coin machine field anticipate still another development-the development of a British coin machine industry eventually challenging both the German and U. S. industries.

It is too much to hope for, they argue, that the British will sit back and permit the virtually virgin British coin machine field to be carved up between the German and Americans.

In fact, the first completely British-manufactured juke-the Chantal-has just gone into production at the Bristol factory. The Chantal has a revolutionary space-ship design. It is being produced by Franchay, Ltd., a firm doing precision engineering for the aircraft and nuclear energy fields.

The Chantal 200 is a naturalized British box. Its inventor, Jean Foufoufon, a Greek born in Marseilles, first built the juke in Paris in 1954 as a 120-selection machine.

In 1957 he moved to Britain and began development of the Chantal 200 with English measurements. Some 100 Chantals are now operating in the London area, and the factory has increased output to 100 a month.

Op Tries Stereo Background Music

tributing Company, one of the first P. & P. Distributing Company act- show promise? tem installation field.

juke box operating firms here to ing as the installing contractor. jump or the stereo band wagon is Carl Betz and four P. & P. staffers now pioneering in selling and instal- worked on the job during the time operator," Betz claims. "But, there lation of background stereo music they could spare from their regular need today for diversification in- complete the work. Most of the spired its interest in the sound sys- time was put in during midafternoon hours when the restaurant was not busy serving customers. Alioto's restaurant, says Carl Betz, is too huge to properly accommodate a juke box. Management does not want a juke box in the cocktail lounge adjoining the up the chance to do the installation dining room. The lounge is used primarily as a place for patrons to wait for a table opening in the restaurant.

MILWAUKEE-P. & P. Dis- material cost agreement, with the juke box operators? Does the field

Growing

are a growing number of progres-

tors who have gained valuable ex- | constantly working with owners of work. They can put this knowledge and experience to profitable use." have at least four factors in their favor to help them gain a strong "Not for the average juke box foothold in background music in- from manufacturers and distribustalling.

systems. The firm claims that the route duties. It took two weeks to sive, well-trained juke box opera- in the sound business. (2) We are able to do the work.

perience with their own stereo public places. Our close contact with taverns and restaurants open up a lot of leads. (3) Equipment Juke box operators, says Betz, for commercial installations is made readily available to juke box operators at competitive prices, tors. (4) We have skilled, trained (1) "We are basically grounded manpower on our payrolls avail-

TAKE YOUR BLOOD PRESSURE

"After all, we're basically all in the commercial sound business in the juke box industry" explains Carl Betz, P. & P. Distributing Company's foreman. "If a location can't use a juke box and won't rent a background music set-up, why pass work and sell the equipment?"

Carl Betz and his bosses Bob Puccio and Joe Pelligrino, are especially proud of their first major background music stereo installation. It was recently completed at Alioto's, Milwaukee's newest quality dining and drinking spot. Alioto's boasts the largest privately operated dining room in the State.

Experience

Says Carl Betz, who masterminded the P. & P. installation at Alioto's: "We landed this deal bethe job originally didn't do it properly. Our experience with stereo juke box installation problems in our own juke box locations gave us confidence. The Alioto installation was a big challenge, and a thrill to have it work out so well."

The installation, says Carl Betz, to the location. It was a time and

AMERICAN CANCER SOCIETY

Complaints?

The restaurant owners had received numberous complaints that their original monaura background music coverage was inadequate. Diners just a few tables away from wall speakers heard nothing; the sound carried only a short distance before getting lost in the big place.

The problem was solved, says Carl Betz by a "chandelier" speaker arrangement hooked up in indecause the sound company that did perdent areas. This arrangement permits management to provide music for private groups in a corner-or jurn off the music at their request while keeping it on fo: the rest of the room.

The job required a total of 1,800 feet of wire. Here are the material specifications: Garrard LP Record was handled strictly as a direct sale Changer; Sure Stereo. Pickup unit; Scott 130 Stereo Pre-Amplifier; two Seeburg High Fidelity Amplifiers: 20 full range Electro-Voice 12-inch speaker and two 8-inch speakers of the same make. David baffles were used.

Workhorse

Betz cautions juke box operators faced with the prospect of making a complicated background music installation to become thoroly acquainted with commercial stereo equipment on the market. "Background installations are intended to give a location continuous use. Any equipment you use must stand up like a workhorse" he warns.

A preliminary check of available equipment before starting an installation will save hours of searching once the job is in progress, he adds.

What about the prospects of branching into background music installation work as a sideline for

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THE BILLBOARD

COIN MACHINES



South

MEMPHIS NOTES: A husband-wife team have, over the past several years, built a nice coin machine business in the Greyhound



STANLEY

WERNER

Bus Company and other locations. They are Stanley Werner and his wife, Rose. Stanley is a Greyhound bus driver. Rose does a major part of the overseeing of the route. They started small and have expanded well, increasing the size of their route each year, and have music, games and cigarette machines out.

Milo Solomito, owner of Ace Music Company and other interests, was ill recently with a kidney ailment. He was in grave condition in the hospital for several days. His operator friends were happy to hear last week that he had pulled thru the crisis and is recovering.

Johnny Novarese, who operates Poplar Tunes Music Service, opened another branch record shop recently with his partner, Joe



JOHNNY NOVARESE Cuoghi. It's the third record shop for them. Their main one, Poplar Tunes Record Shop, is a popular one-stop where operators in Memphis and the Mid-South buy 75 to 90 per cent of their records. They sell to the operators at wholesale and their volume is tremendous. The two branch record shops cater to home trade.

Robert L. Harbin Jr., partner in Harbin Amusement Company with his brother, William, and their father, Robert L. Harbin Sr., was mighty proud of his teen-age son, Robert E., last week. Young Harbin is doing well as a student at Columbia Military Academy at

Columbia, Tenn. He also plays football and basketball.

Robert Goad, president of Game Sales Company, reports a big upswing in game sales in the past few weeks. Reason is the



always prosperous fall season in the Mid-South, when cotton crops bring a lot of money into circulation. Game operators use this time of year, Goad reports, to add new pieces of

Wurlitzer Lands U. K. Distrib FOR SALE- Continued from page 86 expansion tremendous, they called aural in both 104 and 200-selection in Shack's brother, Max Fine, who models. Stereo is the coming thing

sold out his chain of food businesses and therw in the big money needed to give the business its head

In Other Lines

In addition to having one of the biggest distributing-operating-servicing businesses in Europe, the three

young men now control neon, refrigeration and finance companies at their Ladbroke Grove, London, premises, and Shack also runs the nearest thing to an American-style record one-stop there is in this country.

Shack, who also runs the leading one-stop business in Britain and has TV, record and showbiz ties, will be attending a Wurlitzer meeting in San Francisco in about three weeks. He will also be visiting leading games factories and distributors in New York and Chicago. Phonographic Equipment, Ltd., is also the main importer of new Gottlieb and Williams games in Britain and has an extensive amusement machine network. Shack will also make arrangements to import American stereo single records into Britain and set up the first real stereo records for service operators here.

The firm is also sending a leading mechanic to the Wurlitzer factory to go thru every department, learn everything possible about the equipment and pass on his information to other mechanics and operators in training courses on his return.

Picked Up Territory

In August, 1958, Ruffler & Walker, who handled Bal-Ami from South London, split with AMI's Phonographic Equipment and took over its agencies and territory and established a large depot at Coulsden, Surrey, for customers South of the Thames. Territories fully covered by Phonographic Equipment for Bal-Ami included London, Kent, Sussex, Surrey, Middlesex, Berkshire, Oxfordshire, Buckinghamshire, Northamptonshire, Bedfordshire, Hertfordshire, Essex, Suffolk, Cambridgeshire, Huntingdonshire, Norfolk and Lincolnshire. As stated, their territory for Wurlitzer will be even more extensive. The appointment in no way affects the Wurlitzer distributorship of Messrs. Philip Woolfson, Ltd., which has already been a big success in Scotland and which was last week extended to take in Northern Ireland and the four Northern counties of England. The two organizations will work closely together.

in Britain." Phonographic Equipment will continue to service and maintain the Bal-Ami's it has already sold and will keep up its stocks of spares. Good relationships will be maintained.

All four Wurlitzer models will be on show in their extensive Ladbroke Grove, London, premises for operators to try and price before they buy. Machines will be available in quantity from next week.



CLEVELAND COIN

ROBERT GOAD

equipment to their routes because the machines get their top play at this season.

Goad also reports the \$250 federal stamp for in-line games has not hurt operators in Tennessee or Mississippi, because none had those games out, except in private clubs, because of local laws. They affected only Arkansas operators. The large operators are buying the stamps and the small ones are, generally, picking up their machines because of the high price tab on the stamp, he re-Elton Whisenhunt ports.

OUT MIAMI WAY: Oscar Garcia, Garcia Music Company, Key West, visiting Miami to look over some new equipment for the reopening of some of his winter locations. Oscar broke his foot recently, but says he hurried the removal of the cast because it interfered wth his work. He reports that business is still under par. . . . Al McClarty, Al's Music Company, Key West, back in the hospital. "Mac" has been in and out of hospitals both here and in Key West, but no doctor has yet come up with the answer.

Ozzie Truppman, Bush Distributing Company, off to the West Coast to make the rounds with Billy Whittcomb, Tampa office manager of Bush Distributing Company. Ozzie says he hopes to convince some of the West Coast music operators of the many advantages of the Rowe products that Bush Distributing Company handles. He says it is just as easy to operate a cigarette machine or other vending machine as it is to operate music.

Vernon Marshall, veteran routeman for Deale Automatic Company, says collections still way off in South Dade County. Marshall blames the heavy rains for the poor business. . . . Vic Levine, routeman for Advance Music Company, Miami, is hoping that he has at last found relief from his arthritis. His doctor has tried something new, and Vic says for the first time in months his joints are not swollen to double their size. . . . Milton Adler, for many years a shuffleboard operator, now servicing a game route for Marino Music Company.

Doris Shapiro, gal Friday at Music Makers, Inc., back from a visit to New York and in time to see the opening of the dog racing season in South Florida. Routeman Legs Bigger and Doris have already doped the winners. Here we go again. . . . Dave Engel, Venders, Inc., says business is fine. Art Gerhardt, Lauderdale Amusement Company, Fort Lauderdale, is another who says business is picking up. Art says that tho the past summer has been quiet, all signs point to a good winter season.

Elton Sewell, veteran record salesman, has joined forces with Budisco One-Stop. Sewell will be in the Jacksonville office and is making a swing around the Northern end of the State to acquaint his many friends in the juke box business with the fact that he is ready to take care of their record needs. . . . Preston Dettman, of the Miami office of Budisco One-Stop, says that more and more operators are coming in for set-ups, indicating that they are setting machines back in locations that had been closed for the summer. . . . Ed Russell, Decca branch manager in Atlanta, visiting for a few days with Manny Brookmire, Florida Decca outlet. Ed says business is fine. Raoul Shapiro

Quantity Sales

Said Shack, Phonographic Equipment's director, "We will pursue our established policy of selling to large operators in quantity and of only passing location sales thru operators. We will push stereo for all we are worth as well as mon-



Operators throughout the coun-try report that the hidden magnets, which appear under the playing surface after each game or when time expires, deflecting or stopping the pucks, deflecting or stopping the pucks, has increased their profits. Cheating is prevented, since the insertion of additional coins is required before the magnets will allow the continuation of undis-turbed play. Write, call or wire for more complete details. Available in 15', 18', 20' and 22' lengths. AMERICAN SHUFFLEBOARD COMPANY UNion 5-6633 210 Paterson Plank Road, Union City, New Jersey



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NOVEMBER 2, 1959

Are Juke Programs in for Change?

By REN GREVATT

NEW YORK - Juke box programming patterns of today and the future may be in for a careful and gradual reappraisal in view of what many music tradesters have noted as the changing status of the single disk in today's record market.

The juke box was born and nurured on singles and for many years after the inception of the coin-operated box, singles constituted virtually 100 per cent of the record business. Today, long-play albums in their first decade of existence, have grown to the point where they occupy approximately 70 per cent of the total record market in terms of dollar volume.

Juke ops may be wise to note what is happening with the singles field. For months, various elements of the trade, from the manufacturer to the retailer have complained bitterly about singles. Some say that the Top 40 or formula radio programming, wherein a given disk may be aired as many as a dozen times a day, has helped cut the heart out of the singles market.

Others say it's strictly a matter of pricing. "Why should the teenagers buy a single for 98 cents is nothing deader than a pop hit when they can buy any number disk which has run its course. of good low-price albums for as little as \$1.98 or less and for that matter, any number of full-price albums at sensational discounts," is a typical remark these days.

Still others point out that the influx of pocket protable radios with ear plugs has had an adverse effect on single record sales, because kids for \$10 can get a radio they can listen to wherever they are and wherever they go.

that there will be likewise less interest in singles in terms of juke box plays, a possibility worth pondering on the part of operators.

One-stop opinion here differs as to the status of the single on the juke box. In at least one case, it was stated that more operators are thinking of the juke box as a provider of background music for a location. Along these lines, there is a tendency to program more standard actists (Frank Sinatra for example) and more standard instruexample).

Longevity

artists, many of whom are considered as being in the one-shot, flash-in-the-pan variety, get less attention. One aspect of this is the relative longevity of a pop hit as opposed to standard merchandise such as that cited above. When is reasoned, he has bought some- appeared on the singles. thing with almost indefinite value, and a unit which can be switched from one box to another. On the othe hand, it's pointed out, there

Recent stories in The Billboard have also noted the increased use of EP's taken from hit show and movie albums, on jukes. There have been found to be successful items in a varity of locations.

Album Hypo

Oddly enough, the very changes noted in singles, may result in the juke box becoming a more important exposure factor for record man-

it follows in the view of some, prominent local one-stop holds this view. The opinion is that singles are becoming a prime promotion device for albums. The diskery makes an album immediately with an artist, and then takes a single out of the album material. The appearance of the single on the juke can become an important sales plug for the album.

Therefore, even tho there may be less total sales of any given single, the juke box remains a vital market for singles, which are plugged mentals (Glenn Miller Band, for i. many cases to build album sales for the same artist. In this case, some say, there will be less out-By the same token, the hot pop and-out, raucous type rock and roll with more release of material of album calibre. Recent singles by Nina Simone and Bobby Darin, and even the Mormon Tabernacle Choir, all promenently programmed on jukes, have had a singularly healthy effect on the sales of alan operator buys a Sinatra EP, it bum containing the material that

Pushing Stereo Units

Another factor which may ultimately have the effect of diminishing the box program of the leftfield pop hit artist, is the matter of stereo. All major juke phonograph manufacturers are pushing stereo units practically 100 per cent today. Many operators have already invested in the new equipment. Yot there appears to be a curious reluctance on the part of many record companies, both majors and indies, to issue stereo versions of pop hits. In last week's Eillboard Hot 100 chart, for instance, less than 30 of the top hits

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COIN MACHINES

W. Germans Plan Juke for **Family Auto**

FRANKFORT, Germany-West Germany's juke box producers are experimenting with a phonograph for the family car.

The theory is that a miniature juke box can be sold to the automotive "carriage trade" as a substitute for a record player.

A prototype is now being tested by C. Maulmann, a juke box operator in Wuppertal. Maulmann has an NSM Fanfare 60 installed in the trunk of his Ford Taunus M 17 sedan.

Maulmann has played the auto juke box over several hundred hours of driving, and he says it functions perfectly. The operator has the disk selection board built into the automobile's dashboard.

He says he has no trouble playing his car juke box on any normal road, even secondary roads. It is superior, Maulmann claims, to a record player because it eliminates the problem of storing and shuffling platters in the car.

NASHVILLE - Marty's Music, Inc., 713 18th Avenue, S., has been granted a State charter to make and sell records and deal in phonographs, dictating and transcribing machines. The principals include Richard Frank Jr., Margaret Green Operators just aren't buying maand Barbara Thomas.

PHILLY COUNTS THE DAYS

Steel Strike Hurts Most Operators, **Distribs; But Some Collections Up**

By GEORGE METZGER

PHILADELPHIA — The almost four-month-old steel strike is affecting many businesses thruout the country. The amusement machine industry is no exception, especially in the Philadelphia area.

Altho the city is not a steel producer, many towns nearby are, and operators here have routes in those towns and the distributors deal with many operators from the steel regions.

It is the consensus that as the strike grows longer, the collections will drop even more.

Off 40 Per Cent

"We have routes going right into the steel area," said Bill Witsen, of the Scott Crosse Company. "And collections have fallen off considerably, about 40 per cent, especially in the Levittown-Morrisville-Fairless Hills area."

Joe Ash, head man at Active Amusement Machine Company here, said things are very slow.

"We are in the strike area probably just as much as anybody," he said, "and it is starting to show up. chines because the ones they have

SPECIAL!

CHROME SIDE RAIL MOLDING FOR

BINGO GAMES \$5 PER SET OF 2.

aren't earning. When you don't earn, you can't buy."

Recovery Time

"Even then, this thing will contitue for a while," Ash went on. 'It takes them almost 30 days to warm up the ovens. Besides, the strike put the men in a financial hole and it is going to take them a while to get out of it.

"I don't know what's going to happen," he concluded. "I guess wo'll just have to wait and see."

Ash reminded that not only is the stee! strike affecting up-State Pennsylvania, "but some towns over in Jersey, too."

Food Money

As Hank Grant, of International Amusement Company, points out: "What little money the strikers have, they will spend on food."

Marv Stein, a partner in Eastern Music Systems, expounded that it takes a lot of steel to make vending machines and even some amusement pieces.

"It is too early yet to feel any affects along this line," he said, "but if the strike keeps going I can see where things can get bad."

Stein brought out an interesting theory about steel workers playing amusement and music machines during the strike which is the opposite of other opinions voiced.

Aided Collections

"Strangely enough," he said, "the strike has helped collections in some places. It is the case of the striker hanging around with nothing

"Then, too," he went on, "the striker has to provide some enter-What if the strike ends shortly? tainment for his wife. So he takes her to the corner taproom for a cheap night. While he's there he plays the machines."

Witsen said weathering strikes is nothing new to the amusement machine industry in this area.

Glass Makers

"Why we just had a glass makere strike over in New Jersey that hurt us," he said, "and no sooner did that get over than along came this steel trouble."

Mort Silver, general manager of Max Brown's Philadelphia Coin Machine Exchange, sums it up pretty good: "Men can't spend that extra dollar if it isn't there," he said. "It's bound to hurt."

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THE BILLBOARD

COIN MACHINES



94



Florida Op Sticks to His Standards

By BOB LATIMER

PENSACOLA, Fla. - Applying the same methods to a combined phonograph, amusement machine and vending machine business as have proven successful with national sales organizations has helped Jack Horne, of Horne's





life," has not only become one of cation owners. No matter what the North Florida Gulf 'Coast's time a call is received, no matter largest operators, but is one of the how busy the firm may be with few who has managed to straddle other operations, everything is all three facets of the business with equal success.

Same for All



Horne, "a businessman all my which is bound to impress his lodropped until the service call has been performed.

Dual Role

At the very beginning, Horne found a practical means of insuring that all of his phonographs get will be made on the spot. This he did by training mechanics to act as collectors as well-so that in the every machine on the route than the usual firm, and have been given carte blanche to stop and repair any equipment which needs it, letting the collections go until later.

Horne, who does all of his own location spotting, dresses conservatively, carries business cards, makes a formal business appointment with every prospective location owner, the subject thoroly.

When he arrives at the bar, tavern or restaurant, etc., Horne brings along a briefcase full of details on his business, including, of course, complete case histories on the earning capacity of phonographs, vending machines and amusement machines in similar spots.

Summary Sheets

One of the most important elements of his approach is a summary of "What we can do for you." This is a series of sheets which give the background of Horne's Vendcapabilities. Not at all reticent about his equipment, its earning power, etc., Horne is usually a pleasant surprise to location owners who are accustomed to semi-furtive meetings with men who have deals to offer. The straightforward, wellauthenticated approach which Horne uses usually gets the contact off to a worth-while start. Horne doesn't mind at all taking a potential location owner around to visit a going spot which is using all three types of machines which the Pensacola operator favors. Usually, location owners are more than glad to chime in with Horne's selling claims, and it isn't unusual for a spot owner to make up his mind then and there to work with Horne's Vending Service.

NOVEMBER 2, 1959

only six or so operators in Pensacola, many of them having trouble in finding good mechanics, almost any location owner can recall instances in which service was a definite disappointment. Now, however, there is no such problem with Horne Vending Service, and this counts as heavily as the amount of the split, Horne believes.

The Pensacola operator gives his location owner a choice of many opinions, in the matter of selectng the equipment, in the way their percentage is paid, in choosing music menus and in making suggestions.

Horne goes out of the way to make every location owner feel like a partner in the operation, whether amusement machines, phonographs or vending machines are concerned. Not infrequently, this leads to the start of pleasant cooperation and mutual respect which Horne thinks is necessary to extract full returns from his spots.

Game Operation

Operating primarily five-balls, shuffleboards and bowlers, the amusement machine division has grown rapidly in recent years. Horne uses a depreciation system which he developed himself to cover all of his equipment, keeps his amusement machines cycled often enough that there is little likelihood of collection-destroying obsolescence, and gets a lot of good will from this source.

He uses accountants to audit his books regularly, and their sworn statements go a long way to back up the "solid citizen" impression which he carries to his customers.

While Horne has been in other businesses, of course, in his lifetime, he believes that the coin machine field is the most fascinating, ing Service, the type of machines shows the greatest opportunity to it operates, the investment involved, expand, and believes that the methservice personnel and equipment, ods he has followed to date "will totaling up to an impressive list of work out as long as there is a coin machine industry."

Shop Visit

As a final clincher Horne will quite often take the prospective associate on a tour of the Horne headquarters building, in mid-town Pensacola. Here the well-equipped shop, separate business and executive offices, an impressive line-up on the dotted line.

always given top emphasis. With patrons.

Bally Ships • Continued from page 85

scoring in a new orange section, and any two numbers lit in the orange section permits the player to, first, register replays for red, green, yellow or blue in-line or section scores, then to start new red-letter game with guaranteed features.

The score card lists six different types of red-letter games, each identified by letter C, O, U, N, T or Y. The player who scores two in the new orange section receives red-letter game corresponding to red-lit letter in title. Each redletter game is rich in guaranteed features and advanced scores.

According to Bill O'Donnell, Bally general sales manager, the play appeal of being able to ring up in-line and section scores in all colors, then press the button to of trucks and equipment go a long start a new free game with guaranway toward getting the signature teed features, is expected to make County Fair one of Bally's most Service, as pointed out above, is popular games with operators and

Solves Servicing With School

Continued from page 89

They have the largest routes in their histories in the business. Each declared that in the past few months attempts had been made to consolidate into a given area to save on travel time and truck expense.

After the dinner, Lanzy took over. He distributed manuals and talked at length on such matters as record cancellations and dirty contact points. To create hypothetical problems, Lanzy blocked off contacts with bits of paper and explained the procedure step by step for getting at the seat of the trouble. Lanzy advised installation of new bulbs thruout when one or two burned out and the use of new starters each and every time fluorescents were replaced.

Truck

Glenn Wolcott suggested that a service truck be used. His contention is that a service man does not have the time, the tools or the parts to make proper adjustments when collecting. One truck with all needed equipment would reduce inventory and cut the number of trips to a single location.



THE BILLBOARD

COIN MACHINES

11111111111

Ask Extra Help Against Burglaries

Association President Parker Henderson last week appointed a committee to compile representative losses of local coin machine operators from burglaries, in an effort to get special help from law enforcement officials.

To be submitted in the committee report is the total taxes paid by four companies to city, county and State governments.

With the report, the committee will call on the mayor-elect, sheriff and police commissioner to present the facts.

Special Squad

The operators' committee will ask for a special squad to work with them to help wipe out the burglaries which have been increasing tremendously in recent months.

The committee appointment was made on recommendation of Drew Canale, owner of Canale National Tobacco Distributors, Inc., after continued alarm had been voiced by different operators at the rate with which some of their machines were being broken into-often the same machines over and over.

Canale was appointed chairman. Other committee members are Parker Henderson, general manager of Southern Amusement Company; Alan Dixon, former president of Memphis Music Association and general manager of S & M Sales Company, and Louis Barsotti, partner in Tennessee Tobacco Company, a large cigarette vending machine operation.

The four companies working up their figures on taxes paid and losses in burglaries are owned by the committee members.

NAMA Meeting

six companies, three of them oper- a private patrol service either. ated by Canale. But he will total all three into one grand total on losses and taxes for one report. Largest losses are on cigarette

machines, said Canale, who has completed reports on his companies and is awaiting reports from the other three.

All Equipment

One of Canale's operations is a cigarette route and the other two are music and game routes. Henderson's company is music and games, as is Dixon's, and Barsotti's is a large cigarette vending route.

Canale estimated that the taxes paid yearly by the 20 or more operators in Memphis would run from \$150,000 to \$200,000 or more; the loss from burglaries is \$40,000 or more and repair costs on machines damaged by burglars \$20,000 to \$30,000. This would include parts and labor.

Canale said these are preliminary estimates.

One Location

He said the burglar usually hits all machines at one location. The usual pattern is that machines burglarized are hit again in about two weeks. He said that when a burglar is caught, police usually find out he has committed 10 to 15 or more burglaries on coin machines.

Canale gave the following breakdown on burglary losses for his cigarette route:

Loss of \$1,200 to \$1,500 per year in money and cigarettes.

Cost to repair machines, \$1,500 10 \$1,650.

Canale said he vends 95,000 packs a month and paid a total tax, including all special city, county, State and federal taxes, of \$70,965.25 last year.

MEMPHIS - Memphis Music |. The report, actually, will be of | hand, we don't want to have to hire

"We want to show police that this is no longer a small thing and has become a mass violation which needs attention.

Curfew

"Another thing we are working on is this: All locations in Memphis close by 1 a.m. A lot of the burglars are juvenile delinquents. If there was a 1 a.m. curfew, the teenagers wouldn't have the temptation or the opportunity to rob. Clarence A. Camp, president of Southern Amusement Company, has been doing some good work on this in conferences with Juvenile Court Judge Elizabeth McCain.

"We intend to follow up on it in our conference with Mayor-Elect Henry Loeb, Police Commissioner Claude Armour and Sheriff M. A. Hinds."

Canale said he expected the committee to have all figures by the next meeting of the Memphis Music Association, November 17.

OPERATE

Williams

NEW and DIFFERENT

GUN GAME

* Super Hole triples score

* Red Button transfers score

Williams

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Continued from page 85

the Hilton Saturday night (31).

Among the exhibitors well known to game and music people were the Seeburg Corporation and the Bally Vending Corporation. Both firms exhibited their full line of vending machines.

Cigarette machines were shown chines. by Seeburg, Continental, DuGrenier, Lehigh, Rowe, Stoner and Automatic Products. A complete line-up of new machines will be published in the next edition of The Billboard.

In the financial world, Arthur F. Silbert, vice-president of the Standard Financial Corporation, and Jack Hopson of Vending Industries, exhibited. Standard is a major company in the handling of automatic phonograph paper, and cigarette machine while Vending Industries has a long-term loan and lease program for equipment.

Typical of the interest shown by game and music operators in cigarette and full-line vending is the case of Lou Casola, MOA director from Rockford, Ill., and prominent game and music operator.

Full-Line

Casola is going into full-line vending, and he spent a busy weekend looking over equipment and dence of actual payoffs must be placing orders.

Also at the NAMA show were several bulk vending distributors se, are not considered gambling dewho were in town for the meeting vices. of the National Vending Machine Distributors Association.



Music & Games

On Canale Amusement Company, music and game operation, there were an estimated 45 to 60 breakins last year with loss of \$900 to \$1,200 cash from games and phonographs and costs of \$850 to \$1,000 to repair burglarized ma-

Canale said he paid city, county and State taxes (not including the \$10 federal tax) of \$2,324 on phonographs and \$2,668 on games.

Losses to Service Amusement Company from 30 to 40 burglaries were \$600 to \$750 in cash, plus \$550 to \$650 in costs to repair damage by burglars.

"We're not asking for the whole police department. On the other

IRS Ruling

• Continued from page 85

On the State level here, the attorney general's office has recommended legislation which closely parallels the language of the IRS ruling with regard to pushbuttons for releasing free plays or provisions to increase the odds with multiple coin insertion.

Under existing Kansas law, evipresented to make a case in a gambling action. The machines, per

The outcome of the Kansas test case could be of paramount importance to coinmen in all 50 States. This is the first direct challenge of the recent IRS rulings, and the final decision could either limit the authority of that agency in interpreting the law, or it could give legal blessing to its actions.

More important, State and municipal lawmen often depend on rulings by federal courts and agencies for their local policies with regard to coin machines. A rebuff to the IRS could well herald the relaxation of restrictive laws and ordinances. At any rate, the outcome could set the pattern of municipal attitudes toward coin games for some time to come.







COIN MACHINES

REDD's

SUPER BUYS

Cypress Garden 195 Bally Jumbo & Sportsman Phone

NOVEMBER 2, 1959



DETROIT ITEMS: Robert E. Fitzpatrick and Paul W. King have teamed up to form the Spartan Vending Company on the West Side, starting with coffee vending. They may add other vending lines, including bulk vending, at a later date. Both are newcomers in the field. Fitzpatrick is in public relations with an industrial clinic and King is in the insurance business.

James L. Burwell has registered the new C. M. E. Vending Company, located on the West Side on Edward Street. . . . Ray Bodinus, assistant treasurer of the Prophet Company, major vending operator, has been elected to the board of directors, succeeding Harry G. Benford, retired. Announcement was made by Henry A. Montague, president. . . . Ben Rosen, manager of Confection Cabinet Corporation, ABC Vending subsidiary, is spending much of his time on the road traveling.

Maurice J. Feldman, veteran head of the Central Coin Machine Exchange, has returned to the job after being on the sick list with a bad chest cold. Feldman reports business in the games field in which he specializes still holding its own, and says "I'd like to see the steel situation straightened out" because of its serious economic impact upon business in this area. Hal Reves

OUT MISSOURI WAY: Several outstate Missouri and Illinois operators visited the J. Rosenfeld Company in St. Louis recently. Among them were Marvin Buescher of Buescher Wholesale Company's coin machine division at Washington, Mo.; Leo Weke, also of Washington; Ted Key, Farmington, Mo.; Roy McGowan, Taylorsville, Ill.; Val Cravens, Decatur, Ill.; Art Huddelston, West Plains, Mo.; Nick Sasyk, Madison (Ill.) Amusement Company, and Charley Creekmur, Maroa, Ill.

Another visitor who spent some time at the Rosenfeld Company was a St. Louis operator, Kermit Neel, partner in Vending Machines Sales. Altho he was talking about how good it would be to spend about 10 days hunting in the Dakotas, Neel contented himself with playing gin rummy with Jack Gorelick, sales manager of the Rosenfeld firm.

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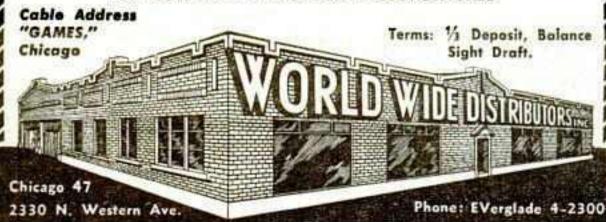
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KEENEY SHAWNEEWRI	
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GAMES' DOUBLE SHOT	5
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GAMES' SKEET SHOOT 32	5
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	Bolly SKILL PARADE	225
	Bolly SKILL ROLL	
ł	ChiCoin EXPLORER	210
	Genco 2-PI. BASKETBALL	125
	Bally ALL-STAR BOWLER	125
	ChiCoin ROCKET SHUFFLE	175
	ChiCoin 2-Pl. ROCKET SHUFFLE	195
	ChiCoin CRISS CROSS HOCKEY	\$295

ALL EQUIPMENT THOROUGHLY RECONDITIONED



GIVE TO DAMON RUNYON CANCER FUND

Friends of Jack Beckman, office manager of Coin Craft Corporation, operating division of J. Rosenfeld Company, are wishing him a speedy recovery. Beckman has been a patient at Lutheran Hospital in St. Louis for the last two weeks.

Ted Key, Farmington, Mo., also called on friends at Central Distributors on his regular visit to the St. Louis area. Other Southeast Missouri operators who came to see friends at Central were Lyle Goff, Hoyt Meyer and Marion Politte.

Jerry Schoen, of the George Schoen Musc Box in St. Louis, has recovered from a long illness and is back on the job. Schoen has been in and out of the hospital for about nine months.

Fred Pieper, of Duplay Novelty Company, recently returned from a three-week hunting trip at McCusky Bay, Ont. His prizes were a bear, a moose and a deer.

In the three-man party were two of Pieper's location owners. The combined game bagged by the trio was three moose, three deer and the bear. Pieper said the weather was typically Canadian-it snowed at McCusky the entire time they were there except for two days. The party flew to Canada and included in their trip a little pheasant hunting in North Dakota and some fishing.

Buddy Black, of Mexico, Mo., was in to see partners Joseph McCormick and Dan Tabbachi, of Musical Sales. Black said the 16 members of the Missouri Association of Music and Coin Machine Operators had a swell party at their October meeting at Moberly, Mo. Meetings of the association are held the first Tuesday of every other month, rotating in cities where members live. John Fling, Kansas City, is secretary.

Ray Thomas, Johnston City, Ill., went on a fishing trip to Reelfoot Lake, Tennessee, after attending the World Series. His catch was 15 to 20 fish, but the number is considered below par for Reelfoot Lake, he said. John Hicks

Geraldine Nikodemski, former employee of Miller-Newmark Distributing Company, Grand Rapids, Mich., recently married James F. Gallahue Jr., of Massachusetts. They are now living in Braintree, Mass., following a honeymoon in Northern Michigan.

Milwaukee

IN AND AROUND MILWAUKEE: Ronald Puzia, son of Eddie Puzia, Triple A Amusement Company, is being mustered out of uniform following six months of duty in the Air Force. He is due to take over responsibilities on the Triple A music and games routes on his return. Another brother, Jack, is currently also helping out on the routes. Woody Johnson, United, Inc., informs that he is loaded down with work at the Wurlitzer distributor headquarters. He is keeping busy checking in the big inventory of used equipment coming in from trade-ins on new Wurlitzer juke box sales. Stopins at the United, Inc., headquarters last week included Harold Fortney, Tri City Music, Cuba City, and Jules Mattei, Hurley, Wis.

"Stereo music has helped get us more dime play," says Les Reder, L. R. Distributing Company, "but collections haven't shown (Continued on page 97)



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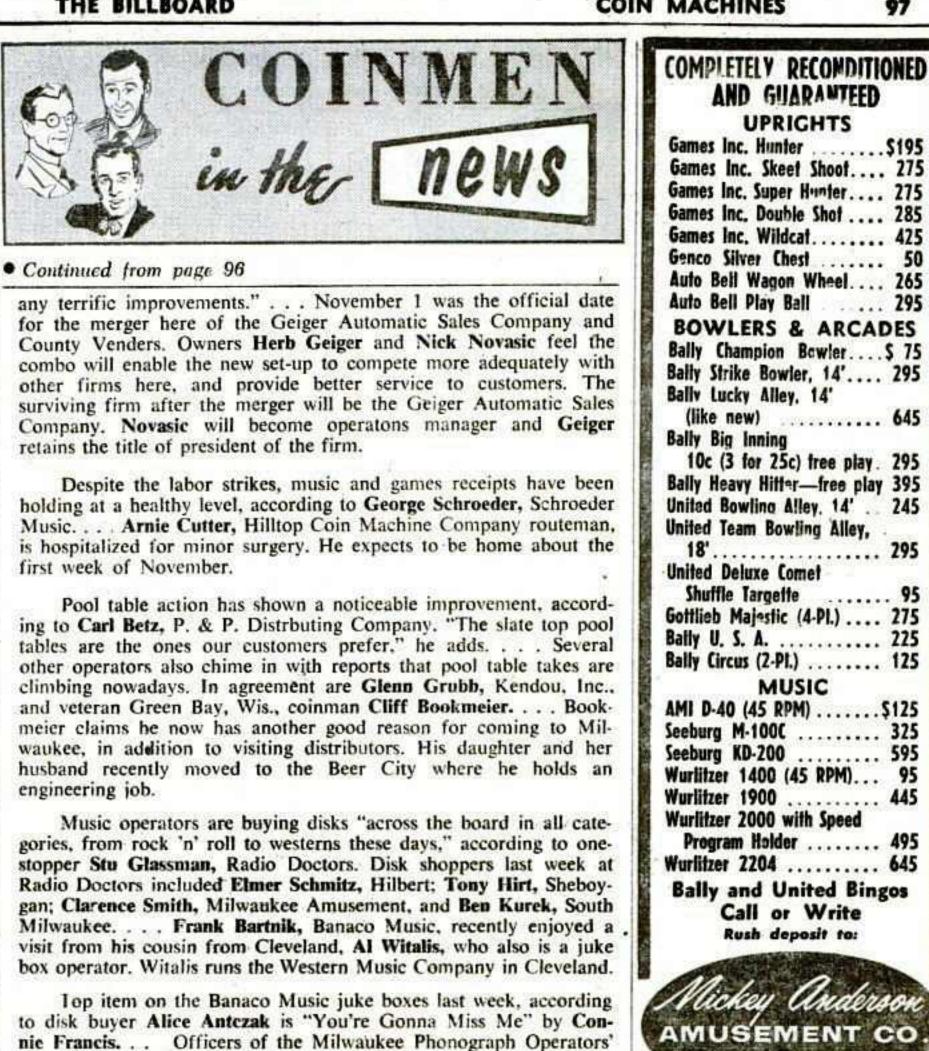
THE BILLBOARD

first week of November.

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COIN MACHINES

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Wm. J. Newman Moves SAN FRANCISCO-William J Newman Company, Inc., is moving from its Howard Street location to new and larger quarters at 2360-64 Third Street here, Ted Essad, vice-president and general manager, announced. George Bennett, who heads the sales force, said that a formal opening will be

Co)

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, Amusement Pinballs)

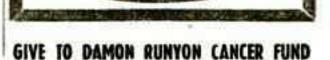
POST OFFICE

CID

Sam Hastings, Hastings Distributing Company; Joe Stecher, Novelty Service Company and Jerome (Red) Jacomet, Red's Novelty Com-Benn Ollman pany.

Association are planning to journey to Chicago November 5 to at-

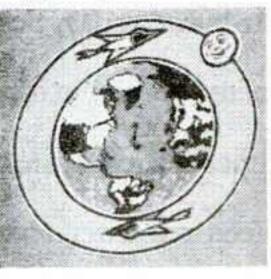
tend the MOA-ASCAP meeting. Expected to attend are president



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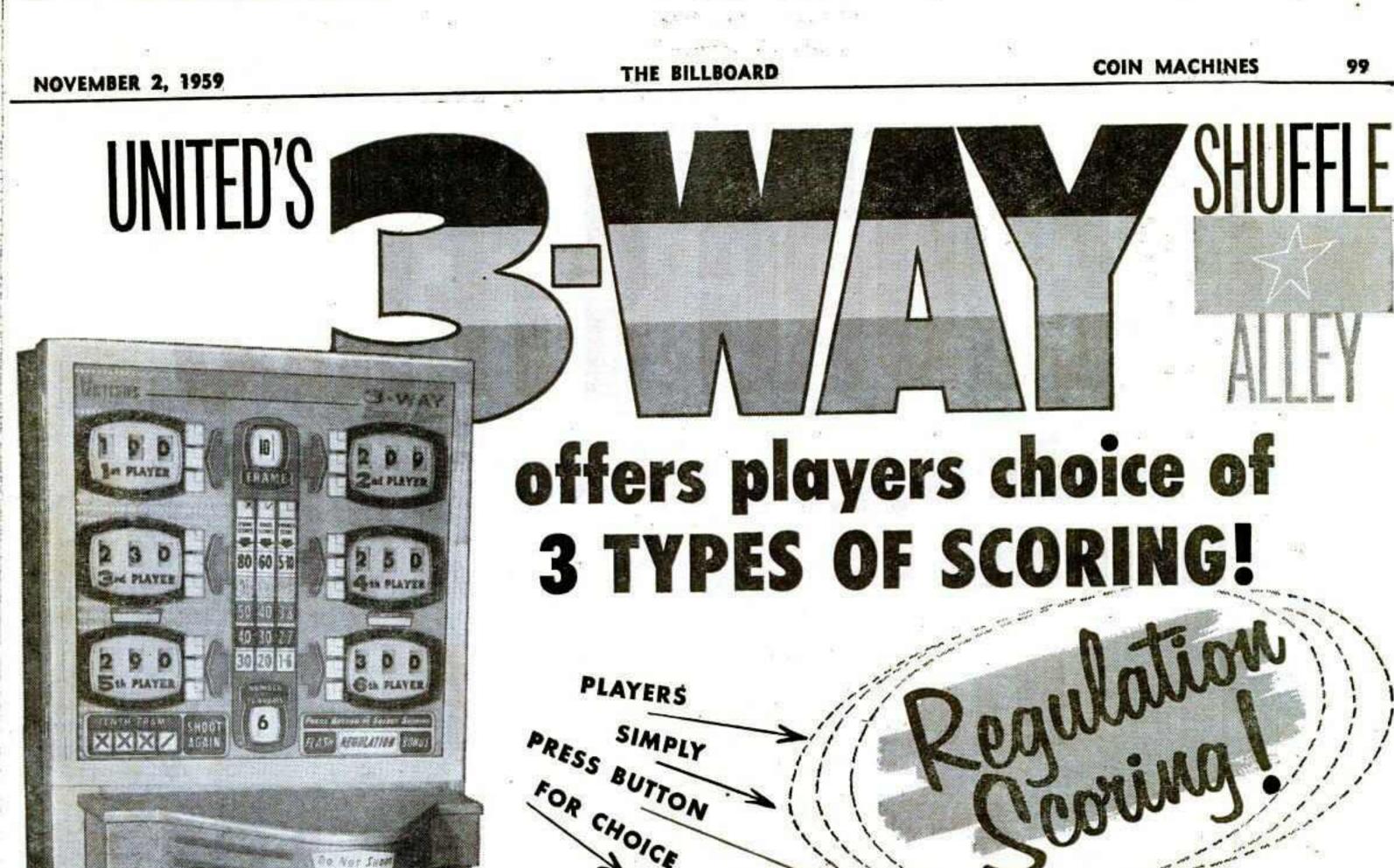
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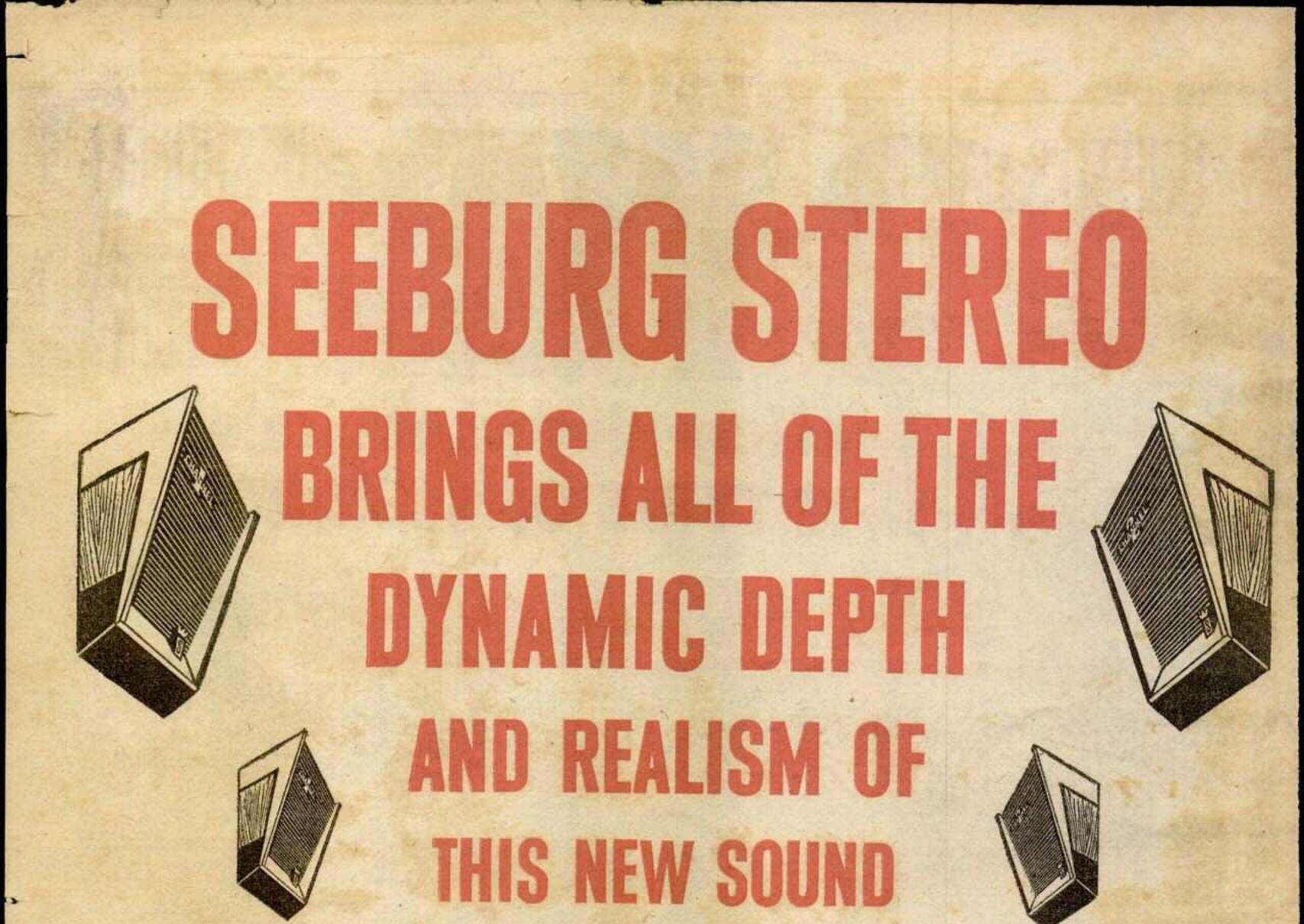
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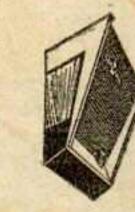
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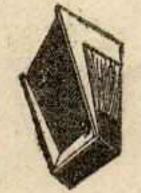






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