

# The Billboard



**Spotlight on**  
**C&W MUSIC and TALENT**  
 In Conjunction With WSM's Country Music Fest  
 Featuring the  
**12th Annual C&W**  
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NOVEMBER 9, 1959 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Tape 'Battle of the Cartridges' in '60?

Minnesota Mining Reported Ready for New Style, Slow-Speed Tape Magazine

By SAM CHASE

NEW YORK — The tape field has looked ahead to 1960 as a year of potentially momentous happenings, all likely to have a beneficial effect upon retail sales by virtue of the excitement created. However, there may turn out to be more excitement than was bargained for in the original estimates, as a new "battle of the speeds" shapes up in the cartridge-tape field.

As reported exclusively in *The Billboard* a few months ago, a new tape cartridge, in competition to the one brought out by RCA Victor, has been in the works at Minnesota Mining, the giant tape manufacturer. MMM, it is understood, has been helped in its research on the new tape cartridge and tape cartridge machine, by CBS Laboratories, a division of CBS. This new tape cartridge is due to shortly be unveiled by MMM. It is as different a cartridge from the Victor product as the latter is from the former reel-to-reel tapes.

**Speed Difference**

One basic difference is that of speed. Whereas the Victor car-

tridge operates at 3 3/4 inches per second (vs. the 7 1/2 ips and even 15 ips of reel tapes), the new MMM cartridge is believed to be operative at half the speed of the Victor device, or 1 3/4 ips. Should this be true and should the fidelity of the slow-speed tape approach what the MMM experts feel that they have achieved, a basic tape problem may be on the way to a solution. Reduction of the operating speed drastically reduces the amount of tape needed for a given amount of music; the less tape used the lower the selling price. Thus RCA Victor cut the price of its cartridge to about the price of a stereo LP by bringing the speed down to 3 3/4 ips. The MMM device would cut in half the amount of tape needed in the Victor cartridge by cutting the speed in half.

How MMM has been able to achieve high fidelity sound at a speed which up to now has been considered poor for good reproduction is still something of a mystery.

(Continued on page 16)

## GAC REARMS; HAMIDS QUIT OUTDOOR HELM

By IRWIN KIRBY

NEW YORK — General Artists Corporation this week unveiled widespread plans and improvements in its outdoor talent activities, on the fourth anniversary of its amalgamation with George A. Hamid & Son. The announcement came from George Hamid, president of the GAC-Hamid subsidiary, a major force in providing acts and shows for fairs, amusement parks, circuses and other outdoor operations.

The following concrete developments are released thru *The Billboard*:

1. GAC-Hamid becomes an integral part of General Artists Bureau (GAB), the "personal appearance" division of GAC. With Pat Lombard in charge of GAB the alignment is said to offer certain definite advantages to both acts and clients.

2. Frank Taylor is elevated to vice-presidency in GAC-Hamid and assumes direction of its entire national sales effort. Joe Higgins, a vice-president of both GAC-Hamid

(Continued on page 55)

## Mounting Problems Spark Alliance Of N. Y. Distribs

Wholesalers Mull Growing Local Ills; Irked by Truck Operation

By REN GREVATT

NEW YORK — Bootlegging, transshipping "and other problems of mutual interest among distributors," all were key topics of conversation at a quietly held huddle of New York distributors which took place last Monday evening (2) here. So new is the informal alliance of wholesalers, that the group has yet to be given an official name.

One of the key problems which brought on the current meeting was that posed to distributors by a newly formed so-called "truck operation," now doing business here.

**Mobile One-Stop**

According to sources which cannot be identified, the new mobile one-stop operation is reported to be selling dealers at 40 cents for singles in the top 15 bracket of current hits. A new source of supply is believed to have opened up

in the case of the new one-stop on wheels. Freebies are still at the root of the trouble but in this case it's a matter of freebies supplied by publishers. Normally, publishers will receive a substantial supply of freebies for promotional purposes. Now it is believed that in some cases at least, publishers are selling part of their allocation of free disks to this type of one-stop.

In one case of mobile one-stopping, it is known that a distributor with headquarters in Newark put a squad of private eyes on the trail of a roving one-stopper in an attempt to track down those dealers being supplied. It was reported that the merchandise would leave a central depot and at specific, apparently pre-arranged rendezvous points would be moved to a second, and then a third car, and finally to a truck, with the apparent intent of covering up the trail. Finally, it was learned the trucker phoned the party who hired the detectives with the warning: "You better get those dicks off my track. There's nothing wrong with what we're doing."

This problem, it was understood, (Continued on page 6)

## Bugs Clog The Works

NEW YORK — Sometimes the bugs in developing new recording products are as involved as those in developing new aircraft. It is estimated that it takes a plane three years, at a minimum, to get from the drawing boards into the sky, and then there are still months of test flights before the plane is operative.

It was over a year ago that RCA Victor introduced its tape cartridge. Altho the tape cartridges are available there is still only a trickle of tape cartridge players emanating from the RCA home instrument division. Part of the delay can be attributed to normal slowdowns that take place in any manufacturing process. But part can be attributed to unexpected and unexplained bugs that have impeded progress. Until cartridge players are available in quantity it will be difficult to attempt to ascertain what effect tape cartridges will have on the tape market.

## NEWS OF THE WEEK

**Capitol Consumer Ad Push To Help Dealer Business . . .**

Capitol Records is going all out on a new advertising campaign to help dealer sales this Christmas. Ads feature coupons slugged "Take Me to Your Dealer." . . . [Page 2](#)

**Singles Bootlegging on Upswing; Small Pressers, Dumpers Suspected . . .**

Bootlegging by various devices has broken out anew in New York and various markets in the nation. At least three labels are now actively on the trail of culprits. One source of supply is seen as small indie pressing plant working with so-called graveyard operators or dumpers. In other cases, tapes and mothers are made from authentic disk and counterfeit labels employed. . . . [Page 3](#)

**More Music Business Noise Over Consent Decree and TV Payolla . . .**

The music business simmered with two hot stories this week, one concerning the ASCAP dissidents and the other more revelations about alleged payolla to TV producers by big catalog publishers to perform their tunes. . . . [Page 3](#)

**Ringling Closing Quarters; Refitting Own Rail Coaches . . .**

Ringling Bros. and Barnum & Bailey Circus is doing away with its elaborate winter quarters in Sarasota, Fla. Equipment is being burned and sold to make way for a housing development. Meanwhile, the show, doing well as an indoor circus, is readying several of its own railroad coaches to replace railroad-owned cars it has used the past three seasons. A sample train of unused tent show equipment has been donated to the Circus World Museum, Baraboo, Wis. . . . [Page 56](#)

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**SENSATIONAL RCA VICTOR OFFER!** SEE PAGE

## Cap Realigns Classical A.&R.; Scott at Helm

HOLLYWOOD — Capitol Records last week realigned its classical artist - repertoire department, bestowing executive a.&r. responsibility for all Cap classical product, including the Angel label, upon Francis M. (Scotty) Scott. He holds the title, "Director of A.&R. Administration," and will continue to serve Capitol's artist and repertoire division veepee Lloyd Dunn as executive staff assistant for recording. Realignment of the longhair a.&r. department was ordered by Dunn on the heels of his recent reorganization of the pop a.&r. wing. (At that time, Dunn set up his pop a.&r. corps in a group of production units, each with its executive producer, producer and assistant producer. According to the organizational chart, assistant producers and producers report to their respective exec producers who in turn report to Dunn.)

As in the case of the new pop a.&r. set-up, the changed structure of the classical a.&r. department will free Dunn from many routine

(Continued on page 14)

## Cliburn, Jonah on NARAS Spec

NEW YORK — Latest winners signed to appear on the National Academy of Recording Arts and Sciences Awards TV show (November 29, NBC-TV) are Van Cliburn and the Jonah Jones Quartet.

Van Cliburn's recording of the Rachmaninoff Concerto No. 3 had been nominated for awards as the best solo classical performance. Jones' LP "I Dig Chicks," was nominated for best jazz group performance.

Other winners signed to appear on how include Ella Fitzgerald, Bobby Darin, Duke Ellington, Shelley Berman, Jimmy Driftwood and the Mormon Tabernacle Choir.

## Hugo-Luigi Want Cooke

NEW YORK — The hottest rumor around the trade last week was that Hugo and Luigi, the hit-making a.&r. men at RCA Victor ("Don't You Know" with Della Reese) had made a fabulous offer to Sam Cooke to join the label after his Keen pact expires. A number of companies have been after Cooke, but the report is that the Hugo-Luigi offer came equipped with a guarantee of \$100,000, a rather sizable sum.

## BATTLE REFUSES UPPED ROYALTIES

NEW YORK — Composer Edgar Battle, who spoke against the proposed Consent Decree at the hearings before Judge Ryan in October, has written a letter to Judge Ryan about a new development concerning his ASCAP earnings. At the hearings Battle claimed that his songs should have earned more money than they did in ASCAP. In his letter to Ryan he said that he had heard from a member of the Justice Department that ASCAP now was interested in making some adjustments in his earnings and would pay these to him in installments. Battle said he refused the offer since he wants to see a new system that will be fair to all, not just for himself.

## MOA Nixes All Cellar Proposals

CHICAGO — A closed door meeting was held here Thursday evening (5) between representatives of the performing rights societies and members of the board of the Music Operators of America and other juke box figures. The meet-

(Continued on page 14)

## Cliburn-Reiner Disk Mulled

CHICAGO — Pairing of Van Cliburn with the Chicago Symphony Orchestra under Fritz Reiner's baton next Spring is being mulled by RCA Victor. execs. The Billboard has learned. The repertoire for the date would be either the Beethoven Emperor Concerto or the Brahms B Flat Concerto.

Cliburn is scheduled to play both those numbers during his appearances in the symphony's subscription series. There is no plan to attempt the recording of both numbers, since the scheduling of even one session is currently presenting a problem.

An alternative known to be under consideration is a Cliburn recording of the Emperor with a leading European orchestra.

One reason RCA might hesitate to embark on an expensive session with the Chicago ork is that Cliburn has been notably cautious in approving tapes for release. He already has waxed sides with the Boston Symphony that have been held up for lack of the pianist's approval.

# Cap Unique Consumer Mag Program Packs Dealer Aid

## Novel Full-Color Inserts Pull Out for Store Buying Guides

By LEE ZHITO

HOLLYWOOD — Capitol Records is throwing its full weight behind the disk dealer this fall in two consumer mag "spectaculars." These ads mark a bold departure from the usual diskery form of using consumer space and represents a heavy ad investment. Unique ad program is the brainchild of Steve Auld, Capitol's advertising director.

"Spectaculars" consist of full-color catalog type inserts to be carried as "pull-outs" in the December issue of Esquire (for the Capitol line) and High Fidelity magazine (for Angel). Esquire's gift idea (December) issue will carry a 16-page insert switched into the magazine opposite a full-color half page Cap ad.

Angel's High Fidelity magazine splurge consists of a 24-page full-color insert, similarly enhanced by the "pull-out" device. "Pull-out" feature is achieved by perforating the tab which holds the booklet into the magazine. This permits prospective customers to tear out the insert and use it as a buying guide.

### Yule Pitch

Insert carries the slogan, "Take Me to Your Dealer." General theme of the booklet is devoted to "the gift of music" and is aimed at solving Christmas gift shopping problems by suggesting records as the answer to the customer's gift problems.

Esquire insert displays 144 Cap albums showing full color reproductions of the covers. A check

square is furnished under each album, inviting the buyers to check off the desired selections. Booklet also contains a half page of blank ruled spaces for the buyer to fill in names on his gift list along with title and number of album each individual will receive.

Bottom of the form contains reminder that Macy disk dealers "will accept phone and mail orders," and suggests that the prospective buyer check the phone book's yellow pages for number of the nearest dealer who provides such service.

Insert carries the following page headings: show music, vocal stylings, folk songs, jazz and the big bands, Dixieland, comedy, music for relaxing (i.e. background music), dance music, page headed "for stereo and hi-fi showoffs, music from around the world (i.e. International), inspirational songs, favorite classics and opera and other vocals. Inside cover pages carry reprints of the Cap original cast album, "Fiorello" with the catchline, "Broadway's newest smash musical comedy." In addition to including the album on its "show music" page.

Pull-out includes albums con-

(Continued on page 14)

# Clark Caravan Air Ties Cue Profits

NEW YORK — GAC-Super Attractions (Irv Feld and Tim Gale) quietly made promotional tie-ups with a flock of radio stations across the country to present the Dick Clark Caravan in their respective cities during the stage show unit's recent tour.

The Caravan (which carried Clark's name but traveled without the ABC-TV star) was sponsored by KXOL, Fort Worth, Tex.; KBOX, Dallas; WOKY, Milwaukee; WIL, St. Louis; WIOA, Des Moines; KTSA, San Antonio, Tex.; KOMA, Oklahoma City, and WHB, Kansas City, Mo.

It was also scheduled for sponsorship by KOIL, Omaha, and WDSY, Minneapolis. However, these dates were canceled when the show ran into trouble (fights in the audience) in Kansas City.

The station - sponsorship angle is interesting for several reasons. Earlier this year, GAC - Super

launched an elaborate plan, calling for participation by stations in promoting GAC show units on a long-term basis. The plan was carried out on an experimental basis in a few cities, but was never put into operation on a large scale.

The Caravan - indie radio tie-ups—which Gale terms "very successful" — may be the forerunner of a new kind of a station participation show plan for GAC-Super. However, the Caravan tie-ups were strictly one-shot arrangements set up on varying terms; whereas the original GAC-Super plan called for stations to sponsor a series of stagershows over a period of several months.

It's also interesting that GAC - Super was able to line up stations to present a show co-packaged by Clark, since his ABC-TV "American Bandstand" show competes for disk fan audiences in many of the outlet sponsors' markets.

## BUSTING OUT ALL OVER

# Disk Artist Dates Prime Bait for Promo Contests

NEW YORK — Any resemblance between the record promotion field and a lonely hearts bureau these days is strictly on purpose. "Win a date with your favorite artist" contests are in the works all over the country.

Prime date bait is Fabian. Dick Clark, ABC-TV, recently invited his viewers to write letters on the subject "Why I would like to have dinner with Fabian." Author of the winning letter will be flown to Philadelphia this Wednesday (11) to attend the preview of Fabian's first movie, "Hound Dog Man," and dine with Fabian and Clark the following night.

Also on the date - block last month was Gary Stites. To plug his latest record, "Starry Eyed," Stites agreed to be the "give-away" on a contest conducted by KIMN, Denver. Dialers wrote on the topic, "Why I would be starry-eyed to have a date with Gary Stites." Gals had to enclose a snapshot.

The pulling power of date-stunts,

according to Carlton Records, is illustrated by fact that during and after the contest Stites record jumped to No. 1 in the area within a period of three weeks, while sales on the disk jumped to 10,000 in Colorado alone.

The entire jockey staff at WQAM, Miami, was on a blind date kick last month via a gimmick whereby listeners won their favorite WQAM deejays as a "slave for a day." Spinner Bobbie Lyons put in a baby sitter stint. Joe Glover did one of his teen-aged fans' homework. Bob Bennett helped a non-profit organization mail 40,000 fund-raising letters. Jack Purrington subbed for a cleaning lady and Charlie Murdock filled in for a window washer.

"Popular TV" Magazine is running a "Join the Welcome Home Elvis" club. Providing there is an opportunity for 1,000 winners to be on hand for Elvis Presley's homecoming, in February. Grand prize winner will "personally greet him."

## The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.  
William D. Littleford

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B. A. Bruns, Director . . . . . Cincinnati

Send Form 3579 to

Main Advertising and Circulation Offices

2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One

year, \$15 in U.S.A. and Canada; \$30 in all

foreign countries. Subscribers, when re-

questing change of address should give

old as well as new address. Published

weekly. Entered as second class matter

June 4, 1897, at Post Office Cincinnati, Ohio, under act of

March 3, 1879. Copyright 1959 by The

Billboard Publishing Company. The Bil-

board also publishes Vend, the monthly

magazine of automatic merchandising; one

year, \$5; The Billboard International; un-

spot, the monthly magazine of amuse-

ment management, and High Fidelity, the

magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.

Vol. 71 No. 45

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## SAMPLE MUSIC LOGS ON 'PRICE,' 'CLOCK' TV-ERS

NEW YORK — Here are two sample program logs taken of the TV shows "The Price Is Right" and "Beat the Clock" in September.

### PRICE IS RIGHT

NBC-TV, Tuesday, September 1, 1959, 11 A.M.  
I'm New at the Game of Romance—Leahy (Mitchell)  
Trust in Me—Owen Vic (Advanced)  
New Sun in the Sky—Chaille Riviera (Harms)  
Wild Flower—Clegg Vic (Harms)  
American in Paris—Gould Vic (Harms)  
As Time Goes By—Owen Vic (Harms)  
You Oughta Be in Pictures—Chaille Riviera (Harms)  
For You—De Vol Col (Witmark)

### BEAT THE CLOCK

CBS-TV, Tuesday, September 1, 1959, 3-3:30 P.M.  
SIG: Subway Polka four times—Oro Music  
1. Light Industry No. 1—(Paxton)  
2. Ain't She Sweet—Cor. Reiser (Advanced)  
3. Blow Gabriel Blow—Col. Kostelanetz (Harms)  
4. Breezing Along With the Breeze—Lon. Farnon (Remick)  
5. Crazy Rhythm—Cor. Reiser (Harms)  
6. Dancing in the Dark—Lon. Farnon (Harms)  
7. I Love a Parade—HiFi. Zimmerman (Harms)  
8. New Sun in the Sky—Riv. Chaille (Harms)  
9. Wildflower—Vic. Clegg (Harms)  
10. Liza—Col. Faith (New World)  
11. 'SWonderful—Col. Faith (Harms)

## Blaine Biggest U. S. Indie Distributor

NEW YORK — Jerry Blaine became the largest independent record distributor in the United States last week with the opening of his sixth distributorship in Cincinnati. Other distributors have tried to catch up to Jerry, either by having interests in other cities, like Herb Cohen of Pittsburgh, with Chicago and New York interests and more to come, or Harry Finfer of Philadelphia, now associated with a New York outlet. But Blaine is still far ahead. Cosnat now has representation in New York, Newark, Philadelphia, Detroit, Cleveland and now Cincinnati. (Eddie Rosenblatt is in charge of the Cincy Cosnat.)

And Blaine is only started. He intends to open four more branches; in fact, had intended to open the new Cosnat branches last year, but the troubles with Jubilee Records caused a slight hitch in his plans. Blaine now has Jubilee under control and is carrying on a quiet operation until he can corral a buyer for the label. But mainly

Blaine is concentrating on his distributorships, for as he has said many times: "The distributing business is my business."

Blaine's six distributorships is the most any indie firm has had since the days when Lou Boorstein of the ill-fated Label "X" years ago. This operation fizzled out after a short time. Blaine's operation, and his method of spreading out to new cities, however, is symptomatic of much that is now taking place in the distributing end of the record business. More and more distributors are opening up additional

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## Big Stereo Singles Issue From Victor

NEW YORK — RCA Victor is issuing a flock of new stereo singles from top-selling stereo LP's. The disks, called the "Showcase Series" will feature such hot artists as Harry Belafonte, the Boston Pops, Bing Crosby, George Melachrino, Hugo Winterhalter and the Chicago Symphony Orchestra. Price of the disks will be 98 cents, and they are aimed at the consumer market rather than juke box. Records will be sent to dealers in a pre-packed counter display, containing 18 assorted singles.

## Muni Bash A Charity Bull's-Eye

NEW YORK — Deejay Scott Muni's rock and roll dance at the New York Coliseum here last month (October 25) pulled a total of 6,500 youngsters at \$1.50 per head. The count could have gone much higher, but the fire marshal stopped any more youngsters from getting in, saying that the place was overcrowded. About 3,000 more teenagers were turned away.

The rock and roll dance was held for the Greater New York Summer Camp Fund of the Catholic Youth Organizations, with all moneys, after costs, turned over to the charity. Both WMCA jock Muni and all acts donated their services. The cost involved in the show were \$2,500 for rent to the Coliseum, \$500 for the stage, stagehands, etc., and another \$500 to the Theater Authority for the Actor's Fund.

However, even with this bite of \$3,500, the show netted about \$5,000 for the CYO Fund. There was both a show and a dance at the affair, and stars Roy Hamilton, Clyde McPhatter, the Four Lads, the Poni-Tails and Teddy Randazzo stood out. This was Muni's second successful rock and roller, the first being the bash held at Sunnyside Gardens in Queens in September.

NEW YORK — Bootlegging of single records, long a more or less common condition within the industry, is blossoming in greater abundance than ever. Reports from at least three prominent indie labels this week here indicate this is so. It is recalled that the most recent instance of bootlegging which came prominently into the public print was that involving the Burkhardt pressing plant in Cincinnati in a deal which also involved Lormar distributors in Chicago.

Most - recently afflicted area appears to be New York but traders are openly connecting bootlegging operations with the vast

# Warner Tunes Swamp Goodson-Todman Shows

## 'Price Is Right,' 'Beat the Clock' Use Up to 90% MPHC Properties

By PAUL ACKERMAN and BOB ROLONTZ

NEW YORK — As the TV. Quiz scandals take over more and more space in the daily newspapers, Tin Pan Alleyites are growing increasingly bitter over another area of network programming which they feel should come under government investigation. This has to do with the use of music on network TV programs — already touched upon in The Billboard and other trade papers in recent weeks. Latest TV

programs being bruited about as giving an allegedly disproportionate amount of plugs to a publisher are "Beat the Clock" and "The Price Is Right."

A sampling of network clearance logs of these programs show an extremely heavy use of copyrights owned by the Warners music group — Music Publishers Holding Corporation.

On "The Price Is Right," for instance, carried over NBC-TV and the network, a sampling of clearance sheets from six programs in

September indicates that about 90 per cent of songs used were Warners' copyrights. More specifically, some 40 tunes were cleared, of which 36 belong to Warners.

On "Beat the Clock" a sampling of CBS-TV clearance sheets covering some 21 shows in September, also indicates a preponderant use of Warners material. Of 272 selections used, 192 are owned by Warners. This represents a figure of approximately 70 per cent of Warners material. Actually, this show's use of featured Warners' plugs is even higher than the 70 per cent indicated, inasmuch as the non-Warners material often represents fanfares, themes, etc. — most of the latter being credited to Chappell. This firm, however, runs a poor second to Warners in these logs.

### Deny Deals

These two programs are handled by Goodson-Todman Productions. Neither Goodson nor Todman were available for comment after repeated phone calls; the firm's Bud Austin, queried as to whether the company had a deal or arrangement calling for use of a publisher's material in return for a share of performance money, stated: "We do not now — and never have had — a deal with any ASCAP publisher

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## Goody Offers 48% 10-Year Pay-Off

NEW YORK — Attorneys for the Sam Goody interests have submitted to the Goody creditors committee a plan which calls for a final settlement of 48 per cent of the Goody indebtedness over a period of 10 years. The area of agreement has been reached following an initial creditor demand for a 60 per cent settlement against a Goody offer of roughly 40 per cent.

Following rough agreement on the plan, attorneys for the creditors are expected to put the plan into legal form with the expecta-

tion of a court okay by approximately December 15.

The plan must be acceptable to at least 51 per cent of all creditors and to creditors representing at least 51 per cent of the dollar indebtedness. The latter requisite has already been met within the 13-man creditors committee. The former, however, can only be achieved by submission of the plan

(Continued on page 11)

## WAIT 'TIL THE KIDS PLAY 'EM

DETROIT — Johnny Kaplan, owner of Jay-Kay Distributors, has solved the problem of what to do with dead merchandise that cannot be squeezed into his return quota. That is, his wife Marion has solved it for him.

On Halloween night, mopets who rang the Kaplan doorbell for trick-or-treat were given a choice by Marion: either a bag of candy or a 45 r.p.m. disk that almost made it.

According to Marion's independent market survey, six kids took the bag of candy, and 83 took the record. The future of disk demand, Marion opines, is sound.

## ASCAP Dissidents Into High Gear

NEW YORK — Tin Pan Alley simmered this week with several important developments and reports. The campaign by the ASCAP dissidents in opposition to the proposed Consent Order moved into high gear. Publisher Fred Fox took off for the West Coast, where he intends to address the ASCAP meeting November 11. Last week, Redd Evans visited West Coast members on behalf of the dissidents' cause. Evans stated financial contributions were coming in at an accelerated pace.

ASCAP, meanwhile, has scheduled a New York meeting on November 24. At these meetings the proposed Consent Order will be discussed. In a letter to members, ASCAP President Stanley Adams

stated that following the meetings, ballots are to be sent to members to vote Yes or No on the proposed order and the proposed amendments to the Articles of Association. Adams' note in part states that "a vote against the proposed Consent Order would in effect be a vote for a possible lawsuit by the Government against the Society, with the possibility of dissolution."

The dissidents regard the latter point of view as an old administration bogey. Some even feel that it would be beneficial for the

(Continued on page 9)

## Fisher Exits Victor for Own Label

NEW YORK — Eddie Fisher, once the hottest selling artist on the RCA Victor label — 1952 thru 1955 — has left the firm to start his own label. His new label will be called Ramrod Records, and Fisher will cut both albums and singles for the New York based diskery as well as record other artists. First singles to be recorded will be two tunes from the Mike Todd Jr., Smell - O - Vision flick, one called "Scent of Mystery," and the other "The Chase." Tunes are published by Liza Music, the firm set up by Mike Todd Sr., to handle the Victor Young score for "Around the World in 80 Days."

First album Fisher will cut for his new label is "Eddie Fisher at the Waldorf," where he opens next week (16). Fisher spent 10 years at RCA Victor, and his pact still had a few more years to run, but Victor agreed to let him go. His smash hits there included "I'm Walking Behind You," "Lady of Spain," and "Oh My Papa."

## Bootlegging Singles Burgeon; N. Y. Area Latest Sufferer

### Extra Pressings Get Back Door Marketing; Many Labels Victims

NEW YORK — Bootlegging of single records, long a more or less common condition within the industry, is blossoming in greater abundance than ever. Reports from at least three prominent indie labels this week here indicate this is so. It is recalled that the most recent instance of bootlegging which came prominently into the public print was that involving the Burkhardt pressing plant in Cincinnati in a deal which also involved Lormar distributors in Chicago.

Most - recently afflicted area appears to be New York but traders are openly connecting bootlegging operations with the vast

amount of transshipped merchandise noted as flowing between many cities and being sold direct to dealers at prices far under the normal distributor price to retailers.

According to all the evidence available, there is considerable bootlegging going on today of many, not just a few labels. This is believed accomplished by two normal means. First, in the case of an indie pressing plant, which has received an order from a manufacturer for 50,000 pressings, for example, the presses keep right on rolling after the 50,000 count has been reached. There is no telling how many extra copies it has become the practice to "run off."

At any rate, the extra copies are funnelled out thru the back door to the waiting trucks of various categories of buyers, including those in the so-called graveyard operator classification. These extra copies can then easily be slipped into packages of cut-outs in which the graveyarders normally deal. In other cases, the middleman will latently ship out complete packages of the hit item to the waiting hands of dealers thruout the country who have been intrigued by the fantastically low prices offered them over the long distance telephone. These prices can range

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## MUSIC B. O. BAIT

# Pro Basketball Books Big Names

By BERNIE ASBELL

CHICAGO—A profitable new field of big name personal appearances — professional basketball games—is being plowed by the local office of Associated Booking Corporation.

Paul Bannister, Associated's mahoff in charge of concerts and special events, has sold a raft of high tag names, all instrumental units, to each of two pro teams, the St. Louis Hawks and the Minneapolis Lakers. He is currently in negotiation with other pro league teams at Cincinnati, Detroit and Syracuse.

The St. Louis team has contracted for Sammy Kaye, November 26; Duke Ellington, January 15; Dukes of Dixieland, February 28; and are nipping at dates for Lionel Hampton, Les Brown, Maynard Ferguson and Louis Armstrong. The full-scale program results from a success last year with two appearances by Armstrong and one by Hampton.

The units are presented for a 90 to 120-minute concert after the game, or for a two-to-three-hour dance session. Because no extra charge is made for the entertainment, the units must carry their

weight in plus business at the game's box office. Basketball games are usually held in arenas holding 10,000 to 12,000. With entertainment, according to Bannister, crowds of 6,000 to 10,000 have been attracted.

Following the St. Louis pattern, Minneapolis team president Bob Short has thus far booked Kaye, Armstrong, Peter Palmer's Orchestra and Voices, and Duke Ellington and is studying possible dates for Hampton, Brown, the Dukes and Ferguson.

Units are booked at flat prices which Bannister described as "exceptionally nice."

## Stand-Out Packaging LP Must, Says Wienstroer

NEW YORK — Packaging, long recognized as a vital force in the movement of LP's, is assuming an even greater role in the success or failure of album goods. Dealers today face a hard problem in the selection of LP's to be displayed due to the amount of product available and to the fact that there is so much good packaging from all manner of labels, large and small.

Norm Wienstroer, chief of the American Top Rank Records label, put it another way in discussing packaging matters this week: "There's not a very significant difference between a dozen mood albums that may come out in a given week," says Wienstroer. "Let's face it, they're all good. Some other kind of bait has to make them stand out. And as far as covers go, we've seen enough eye-catching pretty girls, and enough cute little children. They're all great, but there are too many like that now. Somehow you have

## Weiss in Paris On WB Drive

HOLLYWOOD — Bobby Weiss, international director of Warner Records, is currently in Paris following flying visits to three-fourths of the European countries in his drive to establish licensing arrangements for the label in foreign lands. He already has discussed deals covering England, Germany, Switzerland, Austria, Sweden, Norway, Denmark, Finland, Holland, Belgium, Luxembourg, France, Monaco and Italy. He plans to visit Spain, Portugal, Greece, Turkey, Israel and various countries in Africa in the near future to discuss distribution arrangements for the WB label.

According to Weiss, several offers from overseas labels were turned down because these firms wanted to issue the WB product under their own foreign banners. The Warner firm is sticking to its basic policy of releasing its wares only under the WB trade-mark thruout the world and refuses to make any exceptions.

Weiss is keeping label prexy Jim Conkling advised of continuing status of negotiations with the foreign labels. Conkling is expected to announce soon deals which have been concluded with foreign labels, thus marking the WB diskery's initial step into the world disk market.

## RETAIL MUSIC COURSE FOR COLLEGIANS

PEORIA, Ill. — Bradley University has started the 12th year of its unique course of study in the retail music business.

The course, leading to a bachelor of science degree, includes 48 semester hours of music study, 48 semester hours in business subjects, plus 124 hours in electives and other academic requirements. In the senior year, the student serves an "internship" at no salary with a music dealer, for which he earns three to five credit hours.

Dealers interested in taking in an intern or in hiring a graduate may write to Allan Cannon, director, School of Music, Bradley University, Peoria.

to make the packaging stand out. Albums today are far more than an a.&r. man's creation. They've got to be thought thru based on a unified idea or theme. In a way, an album is the job of a production man who knows modern packaging methods."

In line with this thinking, the relatively infant American Rank wing has come up with several

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## Hip Dealers Dig Col. 75-Cent Cutout Deal

NEW YORK — In case any dealer wonders just how strong \$3.98 list albums can be sold for \$1.98, a look at the deal offered by Columbia Records in New York last month may serve to give an answer. Many other labels have or are offering similar deals. The Columbia deal, which was offered in the five boros of New York by Columbia Records Distributors, Inc., in October, offers dealers a long list of Columbia Records that are being cut out of the catalog at 75 cents each.

According to the note to the New York dealers, the cutout records are available for 75 cents provided that "a covering order for a like number of regular catalog merchandise accompanies the order for cutouts. In other words you may buy one catalog item at regular price and get one cutout for 75 cents." The minimum order must be for 100 cutouts and 100 regu-

## BMI SPONSORS PRESS BALL ACTS

WASHINGTON — Broadcast Music, Inc., will once again sponsor the entertainment program of the third annual President's Black Tie Ball of the National Press Club.

Participating in the entertainment will be Metropolitan Opera stars Robert Merrill and Dolores Wilson, and violinist Isaac Stern.

Jack Benny will be presented with the Laurel Leaf Award of the American Composers Alliance for his distinguished service to American music. Presentation will be made by Ben Weber, president of ACA.

Fete will be held in the Press Club's Grand Ballroom on November 21.

## Top Offers 16 November Packages

HOLLYWOOD — Tops Records this week will issue 16 albums, making it the largest single package release in the firm's history. Hefty release comes on the heels of an eight-package issue made in October to give the firm a total of 24 albums hitting the market at this time.

Of the current 16-album release, six are new and are being made available simultaneously in monaural and stereophonic versions. The remaining 10 are stereo versions of recently issued monaural counterparts.

The previous release contained three Kate Smith packages: one contains standards, the second is devoted to Christmas selections and the third contains hymns and spirituals.

## Atlantic Inks Kesselman

NEW YORK — Howard Kesselman joins Atlantic Records as assistant to sales manager Bob Kornheiser, effective November 16. His pacting is part of Atlantic's expanding sales activity.

Kesselman will concentrate initially on the label's new subsidiary label Trey. The exec formerly worked as producer-director at WPTR, Albany, N. Y., WKRC-TV, Cincinnati and WWTW, Cadillac, Mich. More recently he was on the Music Vendor staff.

## Roulette Sets Big Holiday LP Program

NEW YORK — Roulette Records is releasing a flock of new albums for November - December, via a special seasonal promotion tagged "A Holiday Gift of Profits."

Two of the label's key Christmas albums "It's Christmas Once Again" by Jimmy Rodgers and "St. Patrick's Cathedral Choir Sings Christmas Carols" will be offered on a 100 per cent return privilege. Roulette will also release a yule single from both albums. Both singles will be on a 100 per cent exchange privilege.

The plan, as with past monthly Roulette sales programs offers all qualifying dealers a 10 per cent discount (thru Roulette distributors) on all their album purchases, excluding only the label's new low-priced classical line, Forum Records. (See story elsewhere in this issue for new Forum release.)

Also included in the November-December album releases are new albums by Cathy Carr (thrush has two packages); Ronnie Hawkins, the Playmates, Buddy Knox, Joe Reisman, new canary Anne Phillips, the Di Mara Sisters, Valerie Carr, the soundtrack package from the forthcoming movie, "On the

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## 2 Disk Shops Bow in N. Y. Met. Area

NEW YORK — In spite of rack clubs and transshipping, there are still record men who are willing to enter the retail record business. This week two new stores opened up in the New York Metropolitan area. One, the Chesterfield Music Shop, opened at 53rd and Madison Avenue in New York. The other, Harmony House, opened on Route 22, in Springfield, New Jersey. Latter calls itself "The World's Largest Highway Music Center."

The east side Chesterfield Music Shop is a branch of Chesterfield Music Shops, Inc., large discount house that operates stores as far apart as New York and California, as well as in other sections of the country. The new Chesterfield Shop is entirely self-service and carries practically every LP line, regular and low price, but no singles. Records are sold at a discount. Manager of the store is Klaus Meyer, formerly of Elaine Music and Liberty Music Shops here. Harold Chasen is the prexy of Harmony House, which also carries phonographs in addition to a complete line of all labels.

## Kingston Trio, Hot on Wax, Hot in Person, Now Hot Pubs

NEW YORK — The Kingston Trio, now one of the hottest acts on wax, as well as in person, are fast becoming one of the hottest publishers around. Their two firms, Highridge and Flywheel Music, which are being run by general professional manager Artie Mogul, are expected to gross close to \$300,000 this year, even tho the firms were only started six months ago.

The big coin in the publishing field is accruing to the Trio because of their smash albums and singles. They are averaging from 300,000 to 500,000 sales per album, and they have had three smash hit LP's, with a new one out now, "Here We Go Again,"

that also looks like a big one. In their last album "The Kingston Trio at Large," eight of the 12 songs in the set belonged to the boys' own firm. In the new album "Here We Go Again," eight of the 12 songs are their own. And they have just had a smash hit titled "Worried Man" which they also published.

The Trio has few money worries these days anyway. Their records sell well in the Capitol Records Club; and they will pull down solid loot for their personal appearances and their TV shots. They have long been a favorite among the college set, pulling big crowds whenever they play a college gymnasium date.

## Verve Issues Fitzgerald, Gershwin Set

HOLLYWOOD—Verve Records last week issued a set of five LP's devoted to "Ella Fitzgerald Sings the George and Ira Gershwin Song Books" with Nelson Riddle's arrangements and orchestra. Albums, issued simultaneously in stereo and monaural, are available individually, as a de luxe set (\$25 for monaural, \$30 stereo), and limited edition form at a cost of \$100.

Bernard Buffet was commissioned to create the covers for each of the albums.

De luxe edition contains five full-color reproductions of the covers suitable for framing. Also included is a hard cover book, specially prepared for the release by Lawrence Stewart, titled "The Gershwins." In addition to the complete set of five LP's, this edition also includes a seven-inch LP containing instrument selections from the Gershwin "Song Books."

The limited addition contains the five LP's, the cover reproductions in a separate sleeve, the seven inch LP, the hard cover book, packaged in a solid walnut box with

(Continued on page 6)

## LOOK MAMMA! ALVIN'S BACK!

NEW YORK — The season is here again for Alvin and his fellow Chipmunks, and Liberty Records has re-issued the 4,000,000 - seller of last year again. But this year "The Chipmunk Song" has been re-issued in a brightly colored jacket and the new recoupling is "Alvin's Harmonica," another million seller for the animal combo. Liberty Records expects to have another smash this year with the Chipmunks by Christmastime. Not as big as last year perhaps, but then, what's wrong with a 2,000,000 seller?

# JOHNNY HORTON

Brand New Christmas Single:

## "THEY SHINED UP RUDOLPH'S NOSE"

Columbia 4-41522

Current Hit Single:

## "I'M READY, IF YOU'RE WILLING"

and

## "TAKE ME LIKE I AM"

Columbia 4-41502

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## N. Y. Distributors in Problem Huddle

• Continued from page 1

was the primary reason for the meeting of New York and New Jersey distributors this week. The point was also brought up at the meeting that in certain individual cases, indie diskeries had worked direct with the one-stop operation. Several distributors, when queried, volunteered the information that in such a case, they would be loath ever to take on such a line.

Another problem discussed was the matter of the line which transfers from one distributor to another in the same territory. In this connection, one attendee took another to task because as he put it: "I got stuck for quite a bit of stuff when you took over the line. Why didn't you protect me?" At this point a third party rose to tell the complainer that he had not offered any protection on the inventory "when you got it from me (the third party)."

One distributor who attended, pointedly remarked: "The manufacturers are to blame for the whole mess. If they keep up with these kinds of tactics, maybe someday they won't have distributors and they'll find they're way out on a limb. The manufacturers are being very shortsighted not to see

the handwriting on the wall." In this connection, the distributor declared that any organization which includes both indie distributors and indie labels, will never work, "because these are the very people who are undermining us with these wild deals of theirs."

Also on the subject of one-stops, another distributor remarked on the coming formation of an association of one-stops in Chicago. Referring to a Billboard story last week (November 2 issue), he asserted: "They are certainly a brazen bunch to try to tell us where we can and can't operate. Who do they think they are?"

## Seeco Set To Enter Pop Market

NEW YORK — Seeco Records is about to launch a major push into the pop market. The new direction was indicated this week by Mort Hillman, recently named general manager of the outfit. The company was launched some years back to serve strictly the Latin market, by veteran disker, Sidney Siegal, who at one time, prior to entering the manufacturing scene, operated a retail disk outlet in the Spanish section of Harlem, known as Casa Siegal.

Hillman has been busy signing up new talent, since his arrival on the scene. Among these are included such names as French chanteuse, Lilo, Teal Joy, Bette St. Claire, Gloria De Haven and comic Alan King. A single by Miss De Haven is reportedly meeting with approval at jockey levels. Chanter Sandy Solo and maestro Leon Merriam have also been signed.

Another colorful pactee is Senor Frederico Moreno Torroba, a well-known Spanish maestro. Torroba will do a series of strictly pop mood sets. It's expected that Siegal, now in Europe, will cut Torroba in Madrid during his stay overseas.

Another activity to be launched by Seeco, according to Hillman, is the distribution of a limited number of good indie lines. First of these will be the Finesse label, which is being operated by Johnny Green and Lee Osser.

## Omega Invades Singles Field

HOLLYWOOD — Omega Records will invade the singles field. Label has signed Mike Scott to an exclusive pact and is issuing its first single by the artist, "Dig" b-w "Dance the Night Away." Sides were arranged by Ernie Freeman who also provided piano backing on the date. Another single by Joe Green and His Hounds ("Brother James and Bernadine" b-w "Lover's Saxophone") is also included in the label's initial singles release. Green is remembered for his two-million-seller, "And Her Tears Flowed Like Wine," and his other multi-million hit, "Across the Alley From the Alamo."

Also signed for forthcoming singles include the Monn-keys vocal group, recently returned from a tour of England and the Continent and San Francisco vocalist Inez Jones, who has been appearing at that city's "Rainbow" for the past eight years.

## MOPPET BAIT Disneyland Lists Dozen New Kidisks

Disneyland Records has released 12 hi-fi LP's for children with colorful covers depicting the many popular Disney figures, the line contains songs from the original sound tracks of the Walt Disney classic films, party game material and two kiddie stories.

The eight recordings featuring the songs from the films including, "Snow White and the Seven Dwarfs," "Pinocchio," "Bambi," "Dumbo," "Uncle Remus," "Peter Pan," "Cinderella," and "Alice in Wonderland" will probably have the most appeal, especially in the holiday season.

The other LP's are "The Story of the Country Cousin," highlighted with the bouncy tune "Mouse Square Dance" and "Story of Goliath II," both narrated by Sterling Holloway. The "Goliath" disk is based on an upcoming Disney animated short feature. Story by Bill Peet and music by George Burns. Additional LP's are "Goofy's Dance Party" and "Fun With Music," the latter containing some clever and catchy kiddie tunes.

Snow White and the Seven Dwarfs, DQ-1201; Pinocchio, DQ-1202; Bambi, DQ-1203; Dumbo, DQ-1204; Uncle Remus, DQ-1205; Peter Pan, DQ-1206; Cinderella, DQ-1207; Alice in Wonderland, DQ-1208; Fun With Music, DQ-1209; Goofy's Dance Party, DQ-1210; Goliath II, ST-1902; Country Cousin, ST-1903.

## Starday Preps Stereo Studio

MADISON, Tenn.—Don Pierce, president of Starday Records, announces that his firm is expanding its facilities here to house a modern stereo recording studio to be known as Starday Sound Studios, Inc.

With the new facilities, Pierce says, the firm expects to capture its share of the ever-increasing recording business in the Nashville area.

The new studio is expected to be ready for full operation in about two months, Pierce reports.

## Col Adds 2 New Distributors

NEW YORK — Columbia Records has added two new distributors, one in Portland, Me., and the other in Jacksonville, Fla. The Jacksonville move is an interesting one for the firm. It is called Columbia Southeast and replaces the old Columbia distributor there. The new distributorship is owned by Heilicher Brothers of Minneapolis who also operate Columbia's Minneapolis Distributorship called Columbia Midwest. Donald C. Smith is the sales manager of Columbia Southeast.

In Maine, Columbia's distributorship has been taken over by the Boyd Corporation, which has branches in Cambridge, Mass., and East Providence, R. I. James Boyd Sr., is president; James Boyd Jr., is sales manager, and Chester Knowles and Roy Rice are the salesmen.



MEN WHO READ  
BUSINESS PAPERS  
MEAN BUSINESS

## Hot 100 Adds Eleven

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

80. Marina—Rocco Granata, Laurie.
86. Uh! Oh!—The Nutty Squirrels, Hanover.
87. Happy Anniversary—Jane Morgan, Kapp
88. El Paso—Marty Robbins, Columbia.
90. Happy Anniversary—The Four Lads, Columbia.
93. One More Chance—Rod Bernard, Mercury.
94. Don't Destroy Me—Crash Craddock, Columbia.
96. I'm Movin' On—Ray Charles, Atlantic.
98. Old Shep—Ralph DeMarco, Guaranteed.
99. There I've Said It Again—Sam Cooke, Keen.
100. Won'tcha Come Home—Lloyd Price, ABC-Paramount.

## JAMAICA MARK'T BUILDING FOR U. S. DISK IMPORTS

KINGSTON, Jamaica, WIF — A small but active disk market is developing a full head of steam in this important Island member of the West Indies Federation and the market appears to be largely for American-made disks. Going one step further, it may be said that American r.&b. material in particular is a hot commodity here. On the other hand, calypso is readily noted to be aimed mainly at the so-called "square" tourist trade.

Among the hottest selling artists in this territory where a hit single can sell over 10,000 copies, are such names as Ray Charles, Lloyd Price, Fats Domino, Little Richard and Clyde McPhatter. One Kingston disk man who recently visited the States carried with him a list of records to be picked up if possible for disk-minded friends on the Island. Among the names on this list were Wynonie Harris, Shirley and Lee, Roscoe Gordon and the Griffin Brothers and Margie Day.

### 3 Release Methods

In an exclusive interview, Christopher Blackwell, young disk executive and operator of Island Records, who speaks in cultured Oxford tones, told The Billboard of the unique methods of distribution of product here. According to Blackwell, there are three primary ways to effect release here. First, an American label can contract with one of four companies here, each of which will press on the Island and release on the American label name. In other cases, an American firm with a British tie, say with EMI or Decca, will have its product released here thru the Empire-wide ties of said company. The third method involves direct import from the States, usually from Miami.

If a diskery has a direct local pressing deal on its own label, direct import from the United States is prohibited. In other cases, however, particularly when a demand can shape up for a record without the British based company even being aware of it, the importing procedure is used prominently.

### U. S. Imports \$1.50

Normal retail prices for singles are approximately as follows. For locally pressed disks, 95 cents. For British imports, \$1.25 and for Stateside imports, \$1.50. However when a demand shapes up for a disk via local or Miami radio exposure and it is not immediately available here due to transportation delays or lack of awareness of the demand on the part of the overseas releasing company, considerably higher prices can be obtained for the disks brought in from the United States in piecemeal fashion.

Another method of exposure which can lead to a high demand is the typical Jamaican record hop. An entrepreneur will pick up a limited quantity of records in the States and play them on a phonograph at a public dance. Some records first become known in this

way, and the dance operator is ready for the demand with copies he sells right at the dance — for as high as one pound or \$2.80. With these records, the dance promoter will often scrape off the American label and give the artist and tune a new name. This is done to prevent other disk importers from catching on immediately to the new hot item. These records are often picked up in Miami disk shops or one-stops.

One such record which caused a recent flurry of demand here was the Johnny and the Hurricanes disk of "Red River Rock." Another was Ernie Freeman's "Live It Up."

## Roulette Sets

• Continued from page 4

Beach." Jack Teagarden and Turk Murphy.

New jazz packages in Roulette's Birdland Series will spotlight LP's by Count Basie, Joe Williams, the Mitchell-Ruff Duo's "Jazz Mission to Moscow," Johnny Smith Trio, Sonny Stitt. Solo Tico LP in November - December release is "Take Me Dancing" by Astor Piazzola and his Quintet.

On the consumer level, Roulette will launch a full-scale promotion on the new November - December releases, tagged "A Holiday Gift of Music." In addition to an extensive advertising campaign, the merchandising campaign will feature a large cardboard counter display highlighting nine of the November albums; while a large cardboard counter easel with the theme "Fill Your Home With the Christmas Spirit" will highlight the two key Christmas albums. The "Holiday Gift of Profits" program for dealers will close December 31.

## Hip Dealers

• Continued from page 4

distributor at 75 cents each: "Benny Goodman and His Orchestra," "The Music of Jelly Roll Morton," "Amour, Amor, Amour," with the Percy Faith ork; "Blue Light," with the Duke Ellington ork; "Mood for Love" and "Black Magic," with the Andre Kostelanetz ork; a Teddy Wilson album, Bunk Johnson and his band, a Les Elgart ork set; "Blue Rose," with Rosemary Clooney, Frankie Laine and the Four Lads; an album with Sammy Kaye, an album with the J. J. Johnson Quintet, an album with the Ray Ellis ork, an album with the Jazz Messengers, and an album with the Ted Straeter ork. There are also a number of classical sets, including "Cavalleria Rusticana"; one with the Philadelphia Orchestra and the Cleveland Orchestra in two Haydn Symphonies, an album of Liszt and Mozart played by Robert Casadesu, and Albinez' "Iberia" played by the Philadelphia Orchestra.

## Verve Issues

• Continued from page 4

the records contained in pearlized leather sleeves, plus autographs by George Gershwin (authentic Gershwin signatures taken from papers and checks he had signed; Ira Gershwin, Ella Fitzgerald and Nelson Riddle. Riddle participated in this project with the blessings of Capitol Records who has him under exclusive contract.



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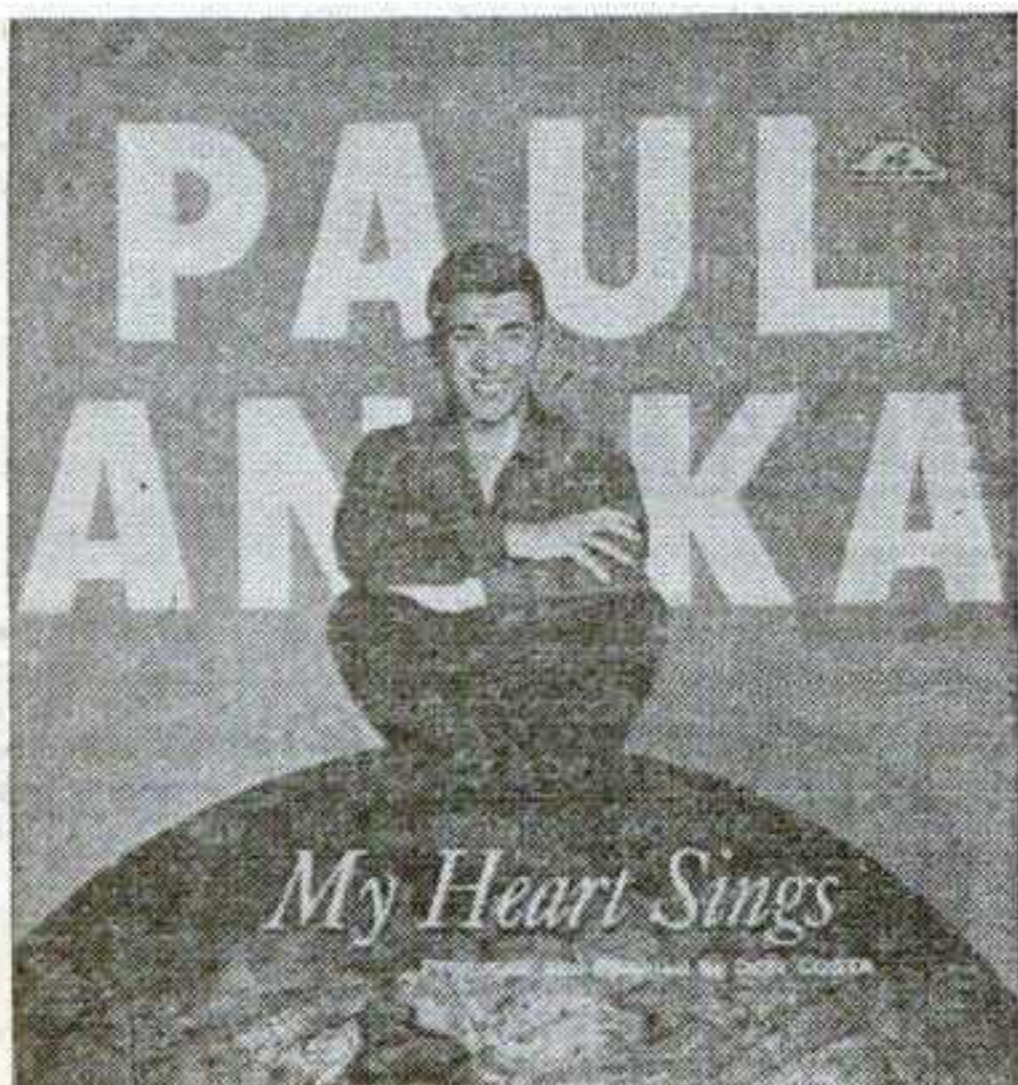
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**ABC-10064**

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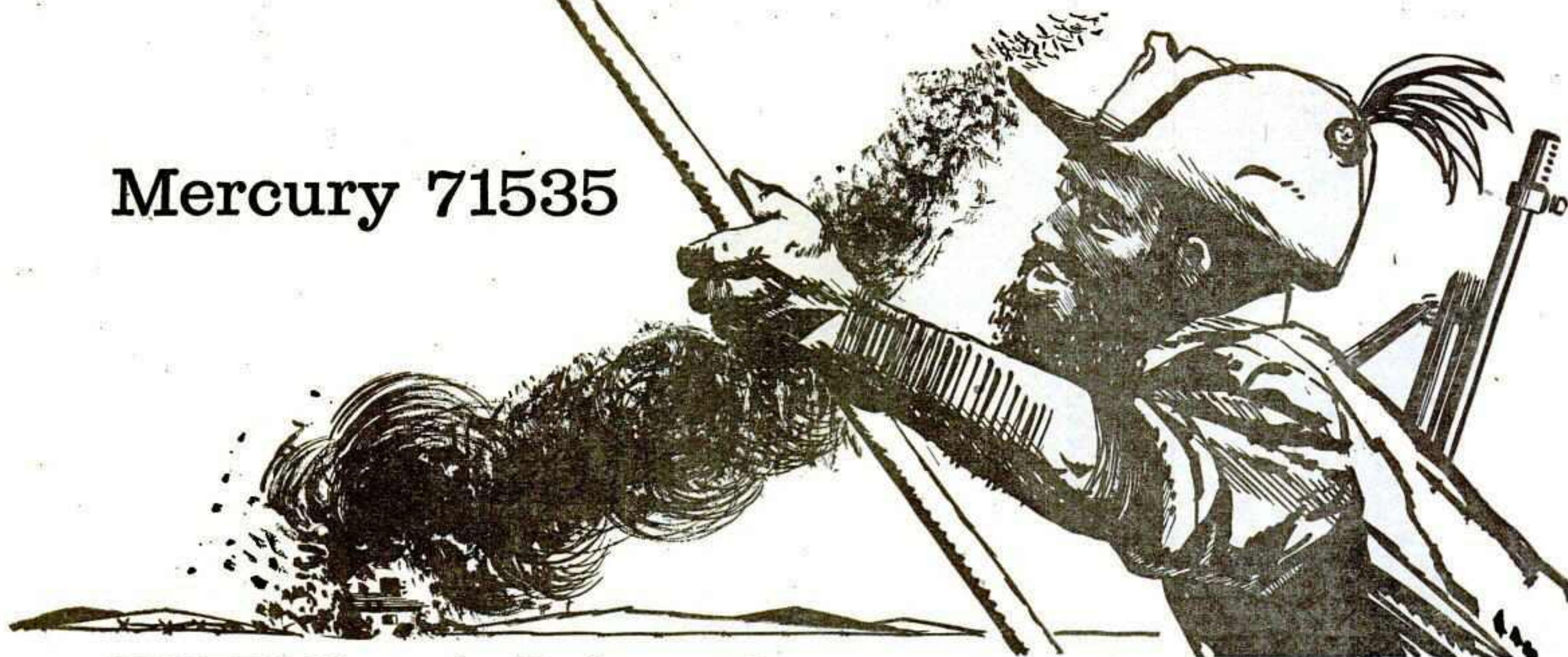
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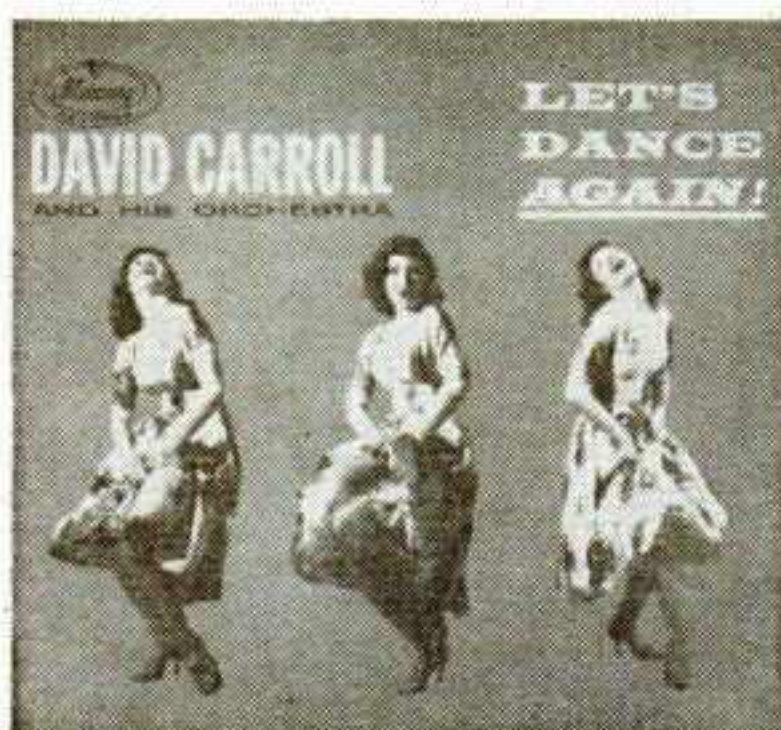
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**LEGIT REVIEW**

**'Boys Vs. Girls' Disappoints**

In spite of the name power and sock showmanship of stars Bert Lahr and Nancy Walker, "Boys Against the Grils," the new musical which opened at the Alvin Theater last Monday (2) is a distinct disappointment.

Capitol Records, which has original cast album rights, has until November 23 to decide whether it will put the show on wax. Tentative recording date set is November 16.

Meanwhile, the two best songs in an otherwise routine score (by Richard Lewine and Arnold B. Horwitt) have been cut as singles by three Capitol artists. Dakota Staton and Jonah Jones have sliced "Where Did We Go? Out!" a pretty ballad and Tommy Sands has cut the swiny "I Gotta Have You."

Verve artist Shelley Berman is okay in the sketches, but registers best with his own monology material, particularly a number tagged "Shirley," a hilarious yet poignant interpretation of a brokenhearted adolescent.

Lahr and Walker are consistently funnier than their material. Their best sketch, "Hostility," is done completely in pantomime. Second banana Dick Van Dyke has a likable puppy quality, but he too, suffers from inadequate material.

With the exception of a zestful song-and-dance stint by Richard France, "Light Travelin' Man," the choreography is not outstanding. June Bundy.

\* \* \*

**CONCERT REVIEW**

**Brahms Was Not the Winner**

The Philadelphia Orchestra is such a phenomenal musical aggregation that it may sometimes prove even too good, strange as that may be. This seemed to be the case this week when the group made its initial appearance of the season in New York at Carnegie Hall, with violinist Isaac Stern as the soloist in the Brahms concerto.

The orchestra's famed sonorousness was never better. But the Brahms proved a trap, requiring as it does a unique musical struggle between soloist and orchestra. For to make his lone instrument stand out against the fabulous Philadelphia string section Stern seemed to do everything but destroy his fiddle, so violently did he wrench the music from it in the opening and closing movements. His power made itself felt, but at the expense of tone and emotion. In the romantic second movement, this situation was improved, but a touch too much of saccharine was added by the soloist against the orchestra's suave strings. In fact, Stern's entire reading focused on the competitive aspect instead of reflecting his usual personal insight into the work.

The two numbers presented by the orchestra prior to the intermission were Stravinsky's "Le Baiser de la Fee," and the Shostakovich First Symphony. Latter received a brilliant theatrical performance, which bared the group's musical teeth in an appropriate snarl. The Stravinsky, based upon several Tchaikowsky themes, is the type of music which no aggregation can play better than the Philadelphia. Maestro Ormandy's men obliged. Sam Chase.

**Warner Tunes Swamp Shows**

• Continued from page 3

to share ASCAP royalties; and furthermore we have never approached a publisher to make a deal. We have never received any money from any publisher at any time."

Last week, one ASCAP publisher of stature stated his firm had turned down a proffered Goodson-Todman deal.

One music tradester, incensed at the heavy use of Warners music, stated that on "Beat the Clock," the Warners plugs for the week of September 1 amounted to close to \$5,000, predicated upon ASCAP distribution procedures. On a yearly basis he figures this would come to better than a quarter million dollars for this show alone; and he opined that other programs were also heavily Warners weighted.

**Pubbers' Charges**

At press time, no comment was available from the office of Herman Starr, head of Music Publishers Holding Corporation. It was stated that he had gone for the weekend.

Publishers state that a deal commonly offered is that which commits a TV program to make extensive use of a publisher's catalog, in return for which the TV producer shares in the performance income, or receives an emolument of some kind.

The legal and ethical aspects of the situation are being posed all over the Brill Building and environs. One man posed the question of whether such a deal as out-

lined in the previous paragraph constitutes payola or whether it is merely songplugging of a high pressure sort. "Or is there little difference?" he asked. Most feel it is brazen, perhaps worse, and deserves some clarification not only as pertaining to the music business per se, but as it affects the responsibilities of broadcasters who are licensed to operate in the public interest.

**ASCAP Dissidents**

• Continued from page 3

government, thru Congress, to exercise a tighter rein upon ASCAP. They argue that if this were to happen, it could prove a bonanza in that—with the government as a friend—performance income could rise far beyond the present \$28,000,000. These dissidents argue that this would follow the pattern of societies in foreign countries, where performances proportionately are bigger than here.

Meanwhile, it was reported that the Committee on Legislative Oversight, chaired by Oren Harris, has shown interest in the use of music on various network programs. The dissidents claim that acceptance of the proposed ASCAP Consent Order will make possible a continuation of what they consider to be extensive payola practices whereby big publishers gain an unfair advantage over rank and file ASCAP members.

**WE APOLOGIZE**  
to our Distributors for the delay  
in shipment last week on

**SANDY**

by  
**LARRY HALL**

#25007

The orders were fantastic!  
Thanks for bearing with us.

New York Journal-American ★ Tues., Oct. 27, 1959

**THE VOICE OF BROADWAY**

By DOROTHY KILGALLEN

... Tin Pan Alley is talking about the quick click of Strand Records, owned by Canadian Jack Kent Cooke. Only a few weeks old, the discery has come up with two hits—Ken Karen's "Nature Boy" revival and a sleeper called "Sandy" by 16-year-old Larry Hall...

**NATURE BOY**

by  
**KEN KAREN**

#25008

**WE'RE MOVING! OUR NEW ADDRESS...**



**STRAND RECORDS**

157 West 57th Street

New York 19, N. Y.

(Columbus 5-0405)

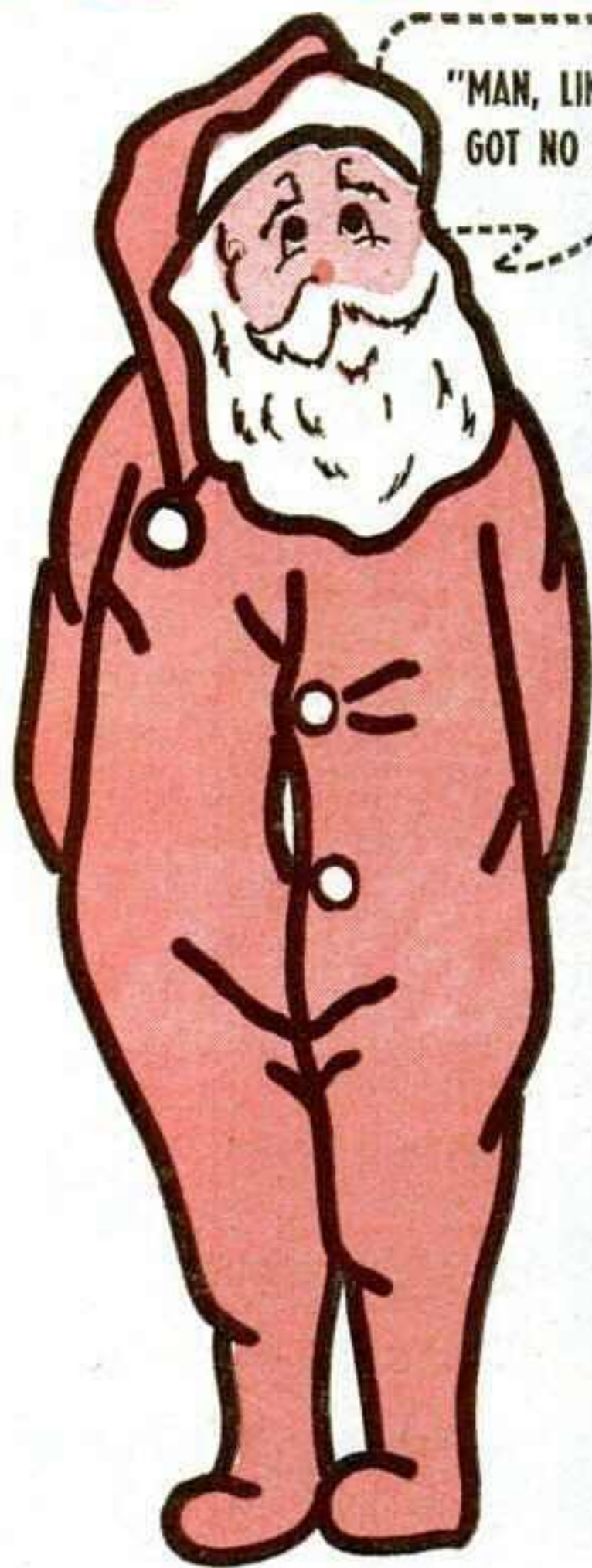
Copyrighted material

# BIGGEST SINGLE THIS CHRISTMAS

## MPI DISTRIBUTORS

- Pelican Rec. Dist. New Orleans
- Alpha Rec. Dist. New York City
- Arc Rec. Dist. Detroit
- B&K Dist. Oklahoma City
- Choice Rec. Dist. Omaha
- Commercial Music St. Louis
- Eric Dist. San Francisco
- Essex Rec. Dist. Newark, N. J.
- Garmisa Dist. Milwaukee & Chicago
- Great Western Dist. Salt Lake City & Denver
- Hoosier Rec. Dist. Indianapolis
- M. B. Krupp Dist. Phoenix & El Paso
- Bill Lawrence Dist. Pittsburgh, Pa.
- Chips Dist. Philadelphia
- Leslie Dist. Hartford, Conn.
- H. Lieberman Dist. Minneapolis
- Record Sales Memphis
- Record Merchandising Los Angeles
- Scan Dist. Buffalo, N. Y.
- Schwartz Bros. Washington, D. C.
- Seaboard Dist. Albany, N. Y.
- Stanley Rec. Dist. Seattle, Wash.
- Sterling Dist. Cleveland, O.
- Southern Rec. Dist. Miami, Fla.
- Whirling Disc Cincinnati, O.
- Daily Dist. Houston, Tex.
- Baker Dist. Dallas, Tex.
- Music Supply of N.E. Boston
- Mangold Dist. Charlotte

NATIONAL PROMOTION  
George Jay & Assocs.



"MAN, LIKE I AIN'T GOT NO CLOTHES"

# POOR OLD SANTA CLAUS

AVAILABLE IN FULL-COLOR SLEEVE MPI #1002



BY THE SENSATIONAL  
10-YEAR-OLD

# JERI KELLY



PHONE: RE 6-2536

P. O. BOX 565

COLUMBIA, MISSISSIPPI



Personal Mgt. **THURSTON WILKES**  
PIANIST: MRS. ...

## Evans Scores Alleged Pub TV Payolas

NEW YORK — Publisher Redd Evans, one of the most active members of the ASCAP dissidents, has written to Alfred Karsted of the Department of Justice and Henry Roemer McPhee, associate special counsel to President Eisenhower, calling their attention to recent trade paper stories re payola by publishers to TV producers for plugs on TV quiz shows.

In his letter to Karsted, Evans asked "What will the Justice Department do about this? Myself and other independent publishers who will not resort to bribery have their songs kept off the air. An investigation of this will produce the most fantastic things and yet the Justice Department's Proposed Order proposes to all these people to continue."

In his letter to McPhee, Evans demanded, "At what point will the Office of the President of the United States show concern or do you still believe the Justice Department has been praised for its handling of the ASCAP situation?"

## Pegboard Ups Album Sales For Dealer

DENVER — Setting up a pegboard wall display panel to offer the "Ten Best Albums of the Week" has been a steady sales booster at Lou's Music Box, here.

Located in the University Hills Shopping Center, centering south-eastern Denver's better income district, Lou Schoen, owner, reports that there is definitely an "impulse sale" factor involved in album merchandising. Many of these better income customers who buy better priced albums on nothing more than impulse, and consequently, the holding of wall space in this way to albums which Schoen guarantees "will please" has made a lot of additional sales every week.

The 10 albums which go on the board each Monday are chosen as the result of a careful survey, using the information from several sources to come up with a complete choice. The "ten best" display is pointed out to every customer who comes in for any sort of records, and constantly mentioned in weekly newspaper advertising. As a result Schoen is continuously selling albums in the moderate to better price brackets in exactly the same way as a "Top Forty" display sells 45 rpm singles.

The Denver dealer has been consistently pleased that Denver radio stations often telephone in to ask what albums he will feature on the board for the week, and play many of the same records on disk jockey shows. Schoen wastes no time in letting the public know that this is true, and every two weeks picks a "comer" album which he feels has a strong chance to reach top popularity.

**GREAT HITS!**

THEME from  
"A SUMMER PLACE"  
HUGO WINTERHALTER—RCA #47-7599  
PERCY FAITH—COLUMBIA #4-41490  
DON RALKE—WB #5108

**BOURBON STREET BEAT**  
DON RALKE WB #5108

MUSIC PUBLISHERS  
HOLDING CORPORATION

A PROGRAM FAVORITE!  
**12 O'CLOCK TONIGHT**  
by Pat Ballard  
**DORIS DAY**  
Columbia #40870  
CHARLES DANIELS PUBL. CO.

Getting Good Action!  
**LITTLE QUEENIE**  
by Jerry Lee Lewis  
Sun #330

Mills HIT REMINDERS  
**SCARLET RIBBONS**  
★ THE BROWNS  
RCA Victor 47-7614  
★ ENOCH LIGHT  
Grand Award 45-1035  
MILLS MUSIC, INC.

**SONGWRITERS**  
Get "Writing and Selling the Popular Song." A practical, valuable text by a 20-year show-business veteran. Only \$2.25, postpaid, from:  
**B-W MUSIC, INC.**  
Box #337-B, Wooster, Ohio

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

The **BELL SOUNDS**, a local New York group used to back up Frankie Avalon and Fabian on their recording dates, are in The Billboard Spotlight on their own with two smartly-produced instrumental sides: **Chili**, a colorful and relaxed side, b-w Marching Guitars, a blues-oriented theme with drive and a beat. The Chancellor recording artists took their name from the Bell Sound Studios, where they rehearsed.

**TONY BENNETT** sings his way into The Billboard Spotlight with his new Columbia single, **Climb Ev'ry Mountain**, from the forthcoming Broadway musical "The Sound of Music," b-w **Ask Anyone In Love**. Both are pretty ballads given quality vocals by Bennett. Tony will perform his million sellers, **Because of You**, **Cold Cold Heart**, **Rags to Riches**, and **Stranger in Paradise**, during his two-week engagement at the Copacabana, N. Y. C., beginning Nov. 19.

**SHELLEY BERMAN**: The success of his first album of comic monologues, **Inside Shelley Berman**, has resulted in Verve Records releasing another, **Outside Shelley Berman**. Inside or outside, Shelley's gift of humor and drama is now readily available when you need a laugh. Currently, he is appearing in the new Broadway revue **The Girls Against The Boys**.

**RAY CHARLES'** latest Atlantic wax, **I'm Movin' On**, is doing just that. It makes its first appearance on the Hot 100 chart this week. His latest albums are **The Genius of Ray Charles** and **What'd I Say**. Born in Albany, Ga., Ray's musical talents encompass singing, playing saxophone and piano, composing and writing arrangements. Spirituals and gospel songs fascinate Ray, and he spends many hours listening to them on records and in churches in the many cities to which he travels.

**BIRTHDAYS OF THE WEEK:**  
Nov. 10, Jane Froman, Nov. 11, LaVern Baker, Nov. 14, Johnny Desmond.

**NAT KING COLE's** Christmas offering is a double-barrelled treat titled **The Happiest Christmas Tree** b-w **Buon Natale**, an Italian import meaning Merry Christmas To You. Capitol Records last week released his newest album, **A Mis Amigos (To My Friends)**, which was recorded last April in Rio de Janeiro while on a concert tour of South America. In the album, Cole sings in yet another foreign language, Portuguese. He has previously recorded in French, Italian, Spanish and, of course, English. **A Mis Amigos** contains two songs sung in Portuguese, and 10 in Spanish. The international song stylist is presently delighting audiences at the Copa, N. Y., till Nov. 18.

**DUKES OF DIXIELAND:** Frankie and Freddie Assunto and the boys are playing the sounds of Dixieland at the Sheraton Jefferson Hotel, St. Louis, Mo., till Nov. 14. Their newest Audio Fidelity album, **The Dukes At Carnegie Hall**, was recorded during their 1958 concert there. The LP spotlights the group's exuberant Dixieland style on these favorites: **Muskrat Ramble**, **Royal Garden Blues**, **Moritat** and **Mack The Knife**—rates a Billboard Pick.

**PAUL EVANS** and **The Curfs** have jumped into the number 9 slot on the Hot 100 with **(Seven Little Girls) Sittin' In The Back Seat**. Guaranteed Records got off to a riding start with the versatile Paul Evans, songwriter, singer, transcription producer and night club performer. The 21-year-old native New Yorker builds and repairs hi-fi equipment for a hobby. **CONNIE FRANCIS** displays her versatile singing talent with the release of her MGM single **God Bless America**. One of the few female singers who is consistently represented on the charts at a time when male singers dominate, Connie gives an expressive and effective rendition of the inspirational **God Bless America**. Flip is **Among My Souvenirs**—both songs picked by Billboard. The young Miss from Newark, N. J., is rehearsing for her Nov. 18 appearance on the Perry Como TV Show. She opens Nov. 23 for one week at the Faison Bleu, Montreal, Canada.

**KEN GRIFFIN:** Before he died in October of 1956, Ken Griffin proved that music fans, be they young or old, still enjoy good organ playing, and Columbia Records has helped in this effort thru the release of 15 LP's with Mr. Griffin at the organ. The most timely being **The Organ Plays At Christmas**, featuring a full range of Christmas tunes from **Silent Night** to **Rudolph, The Red-Nosed Reindeer**. Born in Columbia, Mo., he studied violin when he was 12, and switched his interest to the organ when he attended a movie and became fascinated by the playing of the house organ.

**THE HI-LO's**, Gene Puerling, Clark Burrough, Bob Morse, and Bob Strasen, can now be heard on Omega Records and in stereo. The boys have proven to be one of America's most popular and unique singing stylists with their wide vocal range and showmanship. Gene Puerling, who handles the arranging chores, formed the group in Hwd. in 1953.

**COLONEL BEAUREGARD JOHNSON AND THE VOLUNTEERS** are marching across the country in the form of Whitehall Records' new album release **The Sound of The Confederacy**. More than any other war in the world's history, the Civil War between the States was a singing and musical war, and Whitehall has captured the sentiment, the defiance, the optimism, the gaiety and the humor that is the spirit of the South. Included in the album are **Dixieland** (written by Daniel Emmet, a Northerner), **Boys Keep Your Powder Dry**, **Short Rations**, **O I'm A Good Rebel**, etc. Southern cities prepare yourselves for a visit from Colonel Norm Welland, Whitehall sales and a.&r. director, who will be meeting with Mayors of various Southern towns to present personal copies of the album.

**THE NUTTY SQUIRRELS** are two jazz musicians, Sascha Burland and Don Elliot, who got together on a novelty that's fast becoming a big record. The tune appears as a **Star Performer** this week on the Hot 100. The two Hanover artists consider the tune a very hip jazz theme. When not on records, Sascha creates music tracks for commercials at a N. Y. ad agency and Don is a singer and trumpet player.

**SANTO & JOHNNY**, exciting new guitar instrumentalists, could have another big one to follow their **Sleep Walk** with their latest **Teardrop**, on Canadian American Records. The two Brooklyn lads will open at the Apollo Theater, N. Y. C., Nov. 6 for one week.

**THE HARRY SIMEONE CHORALE** have made **The Little Drummer Boy** a Christmas favorite. This is the wondrous story of a little boy who, unknowingly, gave the greatest gift of all on a starry night long ago in history, which began the greatest story

ever told. The tune is from the 20th Fox album **Sing We Now Of Christmas**, Harry Simeone, the choral arranger and conductor of the Choral, has, for years, been arranging for many important radio and TV shows. **KAY STARR's** second release since her return to Capitol Records is a new version of **Riders In The Sky** b-w **Night Train**. Kay's feeling about a song is summed up in these words, "I have great love for lyrics. It's hard for me to sing a song in which the lyrics don't make sense to me. I like songs which have to do with life. After all, a singer is no more than an actor or actress set to music." She opens at the Sahara Hotel, Las Vegas, Nov. 27.

**STRINGS (and all that) JAZZ** is the title of a new Strand Records album containing the works of such noted jazz composers as **Thelonious Monk**, **Matt Denis**, **Erroll Garner**, and **John Lewis**, **Marv Meredith** and the **Orchestra** showcase this collection of great jazz ballads in a unique setting of lush strings. Scoring is by **George Romanis**, one of our most promising arranging-composing talents. Selections include **Ruby**, **My Dear**, **Angel Eyes**, **Misty**, **Midnight Sun**, and **Early Autumn**.

**TAKE ME ALONG:** The original version of this new Broadway musical hit can now be heard on the air or in living room via RCA Victor's album release. Robert Merrill's music and lyrics are handled with beauty by the stars, **Jackie Gleason**, **Walter Pidgeon**, **Eileen Herlie** and **Robert Morse**. Some of the popular tunes from this musical version of **Eugene O'Neill's Ah! Wilderness** are: **Take Me Along**, **I Would Die**, **Staying Young**, **Little Green Snake** and **That's How It Starts**.

**PROMOTION DAYS AND WEEKS:** Nov. is Marine Corps Birthday, commemorates its establishment in 1775. Nov. 11 is Veterans Day or Armistice Day. Nov. 14 is **Sadie Hawkins Day**. Nov. 15 begins **Diabetes Week** and starts the **Christmas Seal Sale**, thru Dec. 31.

Have a good week. **TOM ROLLO.**

THIS WEEK'S NEW  
**Money Records**

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

**SINGLES**

**COO-COO-U**—Kingston Trio.....Capitol  
**DANNY BOY**—Conway Twitty.....M-G-M  
**GREEN GRASSES**—Kingston Trio.....Capitol  
**I WANNA BE LOVED**—Rickey Nelson.....Imperial  
**IF I HAD A GIRL**—Rod Lauren.....RCA Victor  
**IT'S TIME TO CRY**—Paul Anka.....ABC-Paramount  
**LITTLE DRUMMER BOY**—Johnny Cash.....Columbia  
**MIGHTY GOOD**—Ricky Nelson.....Imperial  
**NO WONDER**—Rod Lauren.....RCA Victor  
**POOR OLE SANTA**—Jerri Kelly.....M.P.I.  
**WALTZING MATILDA**—David Carroll.....Mercury  
**WAY DOWN IN NEW ORLEANS**—Freddie Cannon.....Swan  
**WHY**—Frankie Avalon.....Chancellor

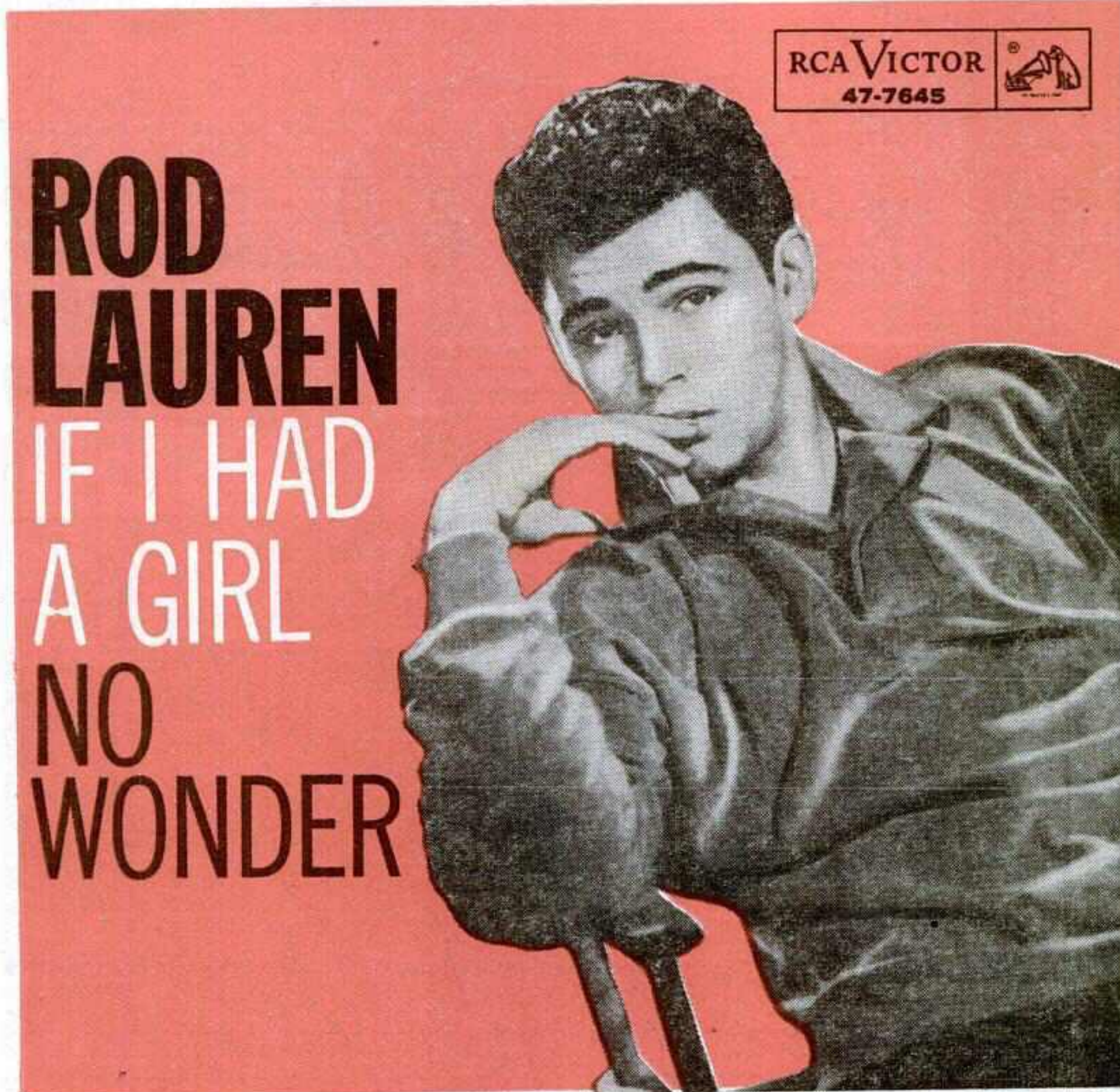
According to statistics maintained over a period covering thousands of releases... 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

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.

# FREE!

**25,000 RCA VICTOR  
ROD LAUREN RECORDS  
FREE TO DEALERS!**

**THE FIRST 1,000 DEALERS  
TO RETURN THIS COUPON  
WILL RECEIVE A FREE BOX  
OF 25 SINGLE RECORDS TO  
INTRODUCE THE EXCITING  
NEW SINGER... **ROD LAUREN!****



This glowing two-color sleeve is the most exciting packaging ever devised for selling single records. Its magnetic appeal must be seen to be fully appreciated!

**RUSH YOUR  
COUPON NOW!**

**RCA VICTOR, BOX 9B, ROCKAWAY, NEW JERSEY** RL  
 If my name is among the first 1000, please send me 25 copies of "If I Had a Girl."  
 I understand winners will be chosen by date of postmark, not by date of receipt.

DEALER'S NAME \_\_\_\_\_  
 STORE NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



# MOA Nixes Cellar Proposals

Continued from page 2

ing was held at the request of Rep. Emmanuel Celler (D., N. Y.) whose House committee has investigated various proposals advanced for the amendment of the copyrights act leading to the licensing of juke box interests as music users. Earlier in the day, the juke interests had met separately, at which time all hands took a firm, 100 per cent stand against any compromise on the matter of amending the Act. All 100 attendees agreed they would fight to the end all efforts to remove the juke box exemption from the Act. (See coin machine section.)

The evening meeting was at-

tended by Cellar committee counsel, Cyril Brickfield; ASCAP general counsel Herman Finkelstein; ASCAP prexy Stanely Adams; former ASCAP prexy Paul Cunningham; Sidney Kaye, BMI counsel; John Koshel and Evarard Prager, representing SESAC; Barney Young, repping three other small performing rights groups; and board members of MOA and heads of State, regional and local juke operators associations, as well as executives of various coin equipment manufacturers.

Committee counsel Brickfield opened the meeting with a short statement, after which he left. Following this there were separate statements from Finkelstein, Kaye and Koshel, all of which advocated favorable consideration of the subject legislation. Barney Young, who at one time had appeared in favor of the Cellar legislation, attacked the proposed amendment.

MOA prexy George Miller then addressed the gathering, making the statement that at a meeting earlier in the day, a vote had been taken indicating a unanimous stand on the part of all juke interests against any change or compromise on the bill. At this point, about one hour after the start of the meeting, performing rights representatives politely got up and departed.

# Cap Unique

Continued from page 2

tained in Cap's November release, thus up-dating the label's recently issued "400" catalog. Product line-up in the insert consists of Cap's top sellers in the various categories. Esquire's December issue is scheduled to hit the stands November 17 in giving prospective disk buyers a full six weeks for yuletide buying. Cap provided Esquire with 1,060,000 copies of that insert, indicating the circulation it intends to enjoy with this "spectacular."

It is merchandising the pull-out via distribution to dealers, providing them with additional copies of the booklet. This marks the most ambitious (and unique) ad project of any label with the express purpose of directing customers to the record retailers while showcasing its product.

# Cap Realigns

Continued from page 2

longhair responsibilities and substantially reduce the number of execs reporting to him; Dunn will concern himself with classical only from a broader standpoint, basically to long-range product planning.

Classical wing's new organizational structure calls for both director of Angel repertoire Leo Kepler and director of Capitol classics repertoire to report to Scott. Roland Fribourhouse will also report to Scott, absorbing some of the latter's administrative duties while continuing to pursue his duties in artist and publisher relations.

With classical reorganized, number of people reporting directly to Dunn will be reduced to the following: Scott, director of album packaging; Lou Schurrer and six pop exec producers.

Scott joined Capitol early in 1949, his first full-time position af-

# Bootlegging Singles Burgeon

Continued from page 3

anywhere from 12 to 40 cents per disk plus shipping (Greyhound bus) charges.

In this connection, the practice is believed largely confined to the smaller indie pressing plants. On the other hand, one exec of a leading diskery which owns its own pressing plant, admitted to The Billboard that "we have a big pressing operation and it's humanly impossible to watch everyone all the time. Overruns could happen even with us, which in turn can be sold under the table. We certainly do everything possible to keep on top of this situation."

## Duplication Method

The other method of bootlegging is the easily-performed duplication method. The disk can merely be taped off a good quality high fidelity machine. From this stage on, mothers are made for the bootleg pressing and counterfeit labels are impressed on the records.

One favorite practice which has been noted in the Manhattan area is for dealers to put the bootleg merchandise out on Saturday afternoon and evening "when all the tourists are strolling around," as one disk man put it. By Monday morning the "hot" merchandise is stowed away with legitimate copies of the hit in evidence so as not to call attention to the nefarious practices to visiting distributor salesmen making their regular calls. As late as last Friday (6), one

irritated record man was plotting a Saturday night trap for one local dealer, in which he planned to call, and buy a copy of his record, under the watchful eye of a companion for a witness. His plan was to trap the dealer with the hope of thus getting at the source of the merchandise. In this connection, it is noted that the now famous Goody decision which holds that any link in the chain of distribution from manufacturer to consumer, including the dealer, can be held liable for having for sale any pirated or bootlegged merchandise. In at least one other case, detectives were being hired to try to track down the offenders.

It goes without saying of course, that on "hot" merchandise, there are no royalties and no excise taxes paid. What has tradesters badly shaken up now is the fact that the proportion of bootlegged disks now being sold as legit, seems to be increasing steadily.

To date, it has been noted, there have been few if any convictions obtained and sentences passed on proven bootleggers. Now, many tradesters feel, it is time for somebody to go into action and prepare a strong, well-documented case to establish a precedent. Within the past two weeks, it is known, the advice and counsel of the RIAA have been sought in this matter. Many believe the time particularly ripe in view of the existence on the record of the aforementioned Goody decision.

er leaving school. He was named an a.&r. producer early in 1951 and in the fall of the same year was appointed director of album repertoire.

He is credited with spearheading Capitol's early move into stereo recording. As arranger-conductor, he recorded a number of strong selling albums.

The American Society of Musical Arrangers  
Meet at Gus & Andy's. Why Not You?  
at  
**GUS & ANDY'S RESTAURANT**  
146 W. 47th St.  
N. Y. C.  
JUdson 6-2929



**MEN WHO READ BUSINESS PAPERS MEAN BUSINESS**



**UNFORGETTABLE**  
BY  
**DINAH WASHINGTON**  
MERCURY  
**BOURNE INC.**  
(ABC MUSIC CORP.)  
136 West 52d Street New York 19

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

**ANOTHER BO DIDDLEY SMASH**

**WESTERN UNION TELEGRAM**

W. P. MARSHALL, PRESIDENT

1201

**CLASS OF SERVICE**  
This is a fast message unless its deferred character is indicated by the proper symbol.

**SYMBOLS**  
DL=Day Letter  
NL=Night Letter  
LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CAO20 54 EXTRA-LOS ANGELES CALIF 4 1017 AMP=  
CHESS RECORDS, ATTN MAX COOPERSTEIN=  
2120 S. MICHIGAN AVE CHICAGO=

DEAR MAX, ALREADY SOLD 8,600 BO DIDDLEY RECORDS ON CHECKER 936 IN FIRST TWO DAYS. THIS WILL CONFIRM MY ORDER TO MONARCH PRESSING PLANT FOR AN ADDITIONAL TEN THOUSAND RECORDS: "SAY MAN, BACK AGAIN" AND "SHE'S ALL RIGHT." BOTH GETTING ACTION. LOOKS LIKE A TWO-SIDED SMASH.

MIKE AKOPOFF JACK ANDREWS A AND A RECORD DISTRS.  
2524 W. PICO BLVD LOS ANGELES 6=

**"JUST FOR YOUR LOVE" by THE ("You're So Fine") FALCONS Chess 1743**

**"IT" by RON & BILL Argo 5350**

**"THE HUNCH" by PAUL GAYTEN Anna 1106**

**IT'S**  
**CONNIE FRANCIS**  
**TIME...**

**6** *New!*

**BIG**  
**ALBUMS**  
 5 ON MGM — 1 ON LION

**100% EXCHANGE**  
**ON THE 5 MGM ALBUMS**

**FREE!**  
**SPECIAL BROWSER DISPLAY**  
**CONTAINING 30 ALBUMS**  
 (6 each of the 5 MGM albums)



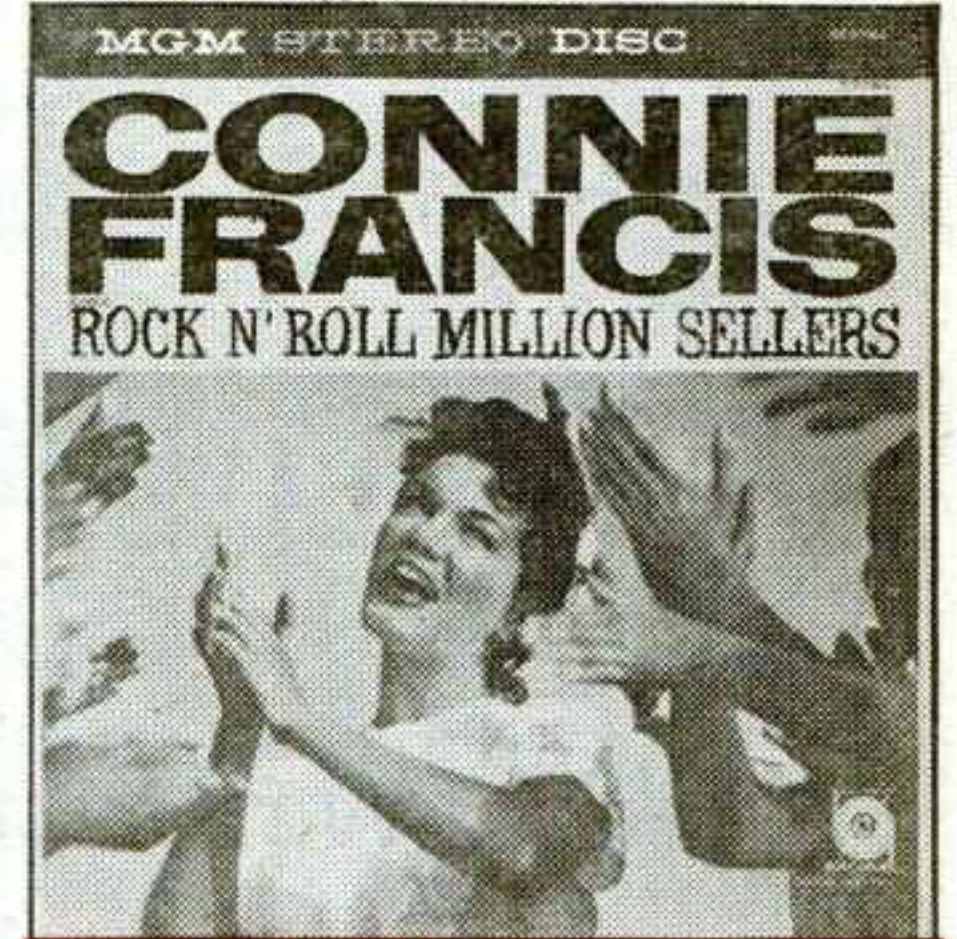
**CONNIE FRANCIS SINGS ITALIAN FAVORITES**  
 E3791 (Monaural) SE3791 (Stereo)



**CONNIE FRANCIS — CHRISTMAS IN MY HEART**  
 E3792 (Monaural) SE3792 (Stereo)



**CONNIE'S GREATEST HITS**  
 E3793 (Monaural)



**CONNIE FRANCIS SINGS ROCK N' ROLL MILLION SELLERS**  
 E3794 (Monaural) SE3794 (Stereo)



**CONNIE FRANCIS COUNTRY & WESTERN GOLDEN HITS**  
 E3795 (Monaural) SE3795 (Stereo)



**CONNIE FRANCIS SINGS FUN SONGS FOR CHILDREN**  
 L70126 (Monaural)



**MGM Records**

1540 Broadway N. Y. 36, N. Y. JU 2-3000

# More Air Hats in Stereo Ring; Promotions Increase

## Cleveland Hi-Fi Fair Cues Upped Interest; Exhibitors Demo Sound

By JUNE BUNDY

NEW YORK — Altho the National Stereophonic Radio Committee is not expected to submit proposals for stereo FM radio systems until next year, broadcasters—in co-operation with audio manufacturers across the country—continue to participate in stereo promotions at an ever-increasing pace.

Most recent station stereo tie-up took place over the weekend (October 30-31-Nov. 1) at the Fourth Annual Hi-Fi Fair in Cleveland. Local station WDOK, a co-sponsor of the fair (with the Press and Tri-State Audio Reps), staged a daily stereo broadcast from 1 to 2 p.m., wherein Wayne Mack narrated a 14-minute "History of Sound."

### Exhibit or Demonstrations

Several stereo sound (as well as mono sound) demonstrations were given by exhibiting manufacturers. British Industries Corporation demonstrated its Farrano RD 88 record changer, wired for stereo and monaural. Bell Sound held the first showing of its tape cartridge players and record. Warren Radio

## Schirmer Debts Hi-Fi Center

NEW YORK — A high fidelity music center has been opened here in the retail store operated by G. Schirmer, Inc., noted music publisher and printer.

The center is equipped with a complete control panel for mixing and matching combinations of components as well as a variety of simulated living room acoustic conditions. The department, according to Schirmer proxy, Rudolph Tauhert will operate on a personalized service basis, building home listening systems to meet individual sound and home decor problems. Carl Payne will be manager of the center, which will offer a broad selection of established lines of both pre-packaged and component lines.

## IS TAPE 'BATTLE OF THE CARTRIDGES' LOOMING?

• Continued from page 1

But their engineers claim not only to have done so, but also to have eliminated bothersome tape hiss which is present at higher speeds.

### Long Play Angle

Another revolutionary aspect of the MMM technique is that it is said to permit stacking of several cartridges on top of each other, permitting hours of uninterrupted play. This is possible because it functions on a single spindle unlike the Victor cartridge which works on two spindles. The MMM cartridge is a self re-wind type which has been in experimentation for some time; it was unable to be made foolproof without occasionally snarling at the higher speeds. At the slow-speed of 1 7/8 ips this problem is not believed to exist.

Altho CBS Laboratories helped with the MMM research, it is not known whether Columbia Phonographs or Columbia Records are connected in any way with the MMM cartridge. CBS Laboratories does work for outside companies

demonstrated its Telectro tape recorder, an all-stereo machine with three speeds, four-track and two-track stereo record and playback, dual track monaural record and playback, input monitor and public address features.

Concertone showed its new stereo four-track recorder and the University tri-dimensional speaker. Pilot exhibited its Visaphone "Curtain of Sound." Minnesota Mining featured its new "stereo quality" magnetic tape, marking the first show of the line in the Cleveland area.

Radiomobile presented the 1960 Blaupunkt FM car radio, said to

bring concert hall sound into the auto. Proceeds of the show go to the Press Helping Hand Fund."

Station WDOK, which has been broadcasting stereo since 1954, is now airing six hours in stereo each week.

Also active in stereo is KDKA, Pittsburgh, which will increase its Saturday night stereo show, "New Horizons in Sound" from one hour to two hours (8-10 p.m.), starting November 7. The stereo series has been a regular KDKA feature since November 1957.

The show is emceed by John Stewart, who henceforth will fea-

(Continued on page 20)

## Twin-Track Tape Good Liberty Shops Seller

NEW YORK—Two-track tapes may be gradually diminishing as the result of the new four-track sets, but at Liberty Music Shops in New York, twin-track tape sales are considered "most satisfactory." Part of the reason for this is due to the fact that most record shops in Manhattan have dropped twin-track tapes. This occurred when many manufacturers dumped their supplies of the twin-track sets at 50 per cent off, when the four-track tape came in and the presentation of the RCA Victor four-track cartridge was imminent.

According to a Liberty spokesman, they have continued to supply the demand for twin-track tape for the many owners of twin-track machines. They note that the price of a "My Fair Lady" album on Columbia's twin-track tape lists at \$18.95. The store has sold "a few hundred" of these sets over past months, which is a neat sales record considering that the stereo record of "My Fair Lady" retails for \$5.98.

Liberty's steady sellers on the twin-track tapes are those released by Columbia, RCA Victor, Mercury, Everest and Vox. They sell

many other labels, but the above are in biggest demand. Liberty noted that altho MGM doesn't have many twin-tracks on the market, the store has done mighty well with the twin-track version of "Gigi."

Liberty is now carrying close to 1,000 twin-track tape sets, all of them stacked neatly next to the four-track sets released by most labels. List price on Victor twin-tracks ranges from \$4.95 to \$15.95, a price range similar to most other lines. Store expects to carry these twin-track sets as long as the demand holds out. "Why not," asks Liberty, "it's good plus business."

## Hi-Fi Show Big Draw In Buffalo

BUFFALO — The three-day high fidelity music show at the Hotel Statler Hilton here last week was attended by nearly 10,000 persons. About 85 lines were displayed by 30 exhibitors, manufacturers and Buffalo area dealers. Stereo dominated the third annual show. According to show manager Harry Goldsmith, attendance and interest were better at the Buffalo show than they have been at other recent shows around the country.

## STEREO GROOVE CAN TAKE IT

KANSAS CITY, Mo.—Local dealer David Beatty recently conducted a test to find out how many times a stereo record can be played before wear becomes audible. His answer was "at least 3,000 times."

Utilizing a Shure Stereo Studio Dynetic tone arm and cartridge, Beatty placed an iron block on the turntable mounting board so the tone arm would hit it and repeat the same groove.

After 3,000 plays of only one groove in a disk he played the entire record, then reported "There was absolutely no detectable change in the sound between the new grooves and the one that had been played 3,000 times."

## Audio Feedback

By CHARLES SINCLAIR

*Editor's Note: The Billboard welcomes back with this column as a regular contributor Charles Sinclair, former TV and music editorial staff member now New York news editor of Television Digest, weekly newsletter in the TV field published by Triangle Publications. As a columnist on dealer-slanted phono, audio and component hi-fi topics, Sinclair replaces Ralph Freas, who is joining the editorial staff of our sister publication, High Fidelity, in a general expansion of music-phono-record news coverage in both publications.*

### STEREO: ONE UNIT? MULTI-UNITS?

A two-track storm was stirred last month by one of the country's biggest buyers of packaged phonos—A. T. Chameroy, supervisor of TV-radio-phono retailing of giant Sears, Roebuck. In no uncertain terms, Chameroy stated flatly that he didn't believe in single-unit stereo packages and wasn't going to handle any this season.

To Chameroy's way of thinking, wrapping up stereo in one package (both speakers, all components, etc.) just didn't give customers for Sears' house-brand stereo under the Silvertone label "real, true, well-separated stereo." Sounding more like the dedicated audiophile, Chameroy added that "at least two different sources" of sound are needed.

The real trick, Chameroy indicated, in talking customers into multi-unit stereo packages at Sears' retail outlets was just a matter of salesmanship and of training his stereo sales staff on the relative merits of both kinds of cabinet packaging. Price range of twin-unit packages at Sears runs from \$149 to \$500, with the strongest sales coming in the \$300 class.

Chameroy made his remarks at a nervous moment in the phono industry's sales plans. As any packaged phono dealer knows, the majority of the industry's larger manufacturers (Magnavox, Westinghouse, Motorola, Zenith, Symphonic, RCA Victor, etc.) are now putting most large stereo units in one cabinet, and most of their advertising-promotion emphasis behind the single-unit system, altho often stressing multiple sound channels.

Will a dealer be barking up the wrong sales tree if he stocks single-unit stereo? Or will he lose sales to his competitors if he puts his sales emphasis behind dual-unit, or even triple-unit stereo? We did some weekend and after-hours quizzing of leading New York-area retailers and came up with a pattern of sorts.

Bloomington, New York department store serving an upper-middle-class trade, has an attractive stereo salon on the sixth floor of its main Manhattan store, chiefly showing stereo consoles under the Magnavox, RCA Victor, Dynamic and AMC (house brand) label. About 75 per cent of what we saw was single-unit stereo, running mostly to contemporary models of a low-boy nature, and with light woods and walnuts predominating in the cabinetry.

"Most of our customers come in here asking for one-piece stereo," a Bloomington executive told us. "We stock both, but almost all of the demand is away from multiple units. Space seems to be the principal customer problem, even in suburban homes. It's not a question of engineering or electronics."

We heard much the same reaction at other stereo showrooms in New York department stores, and at Liberty Music Shops' chain, where one phono exec told us: "Multi-unit stereo is at a disadvantage in a big city where people live in small apartments and small houses. In an area where people have lots of living space, it might be another matter."

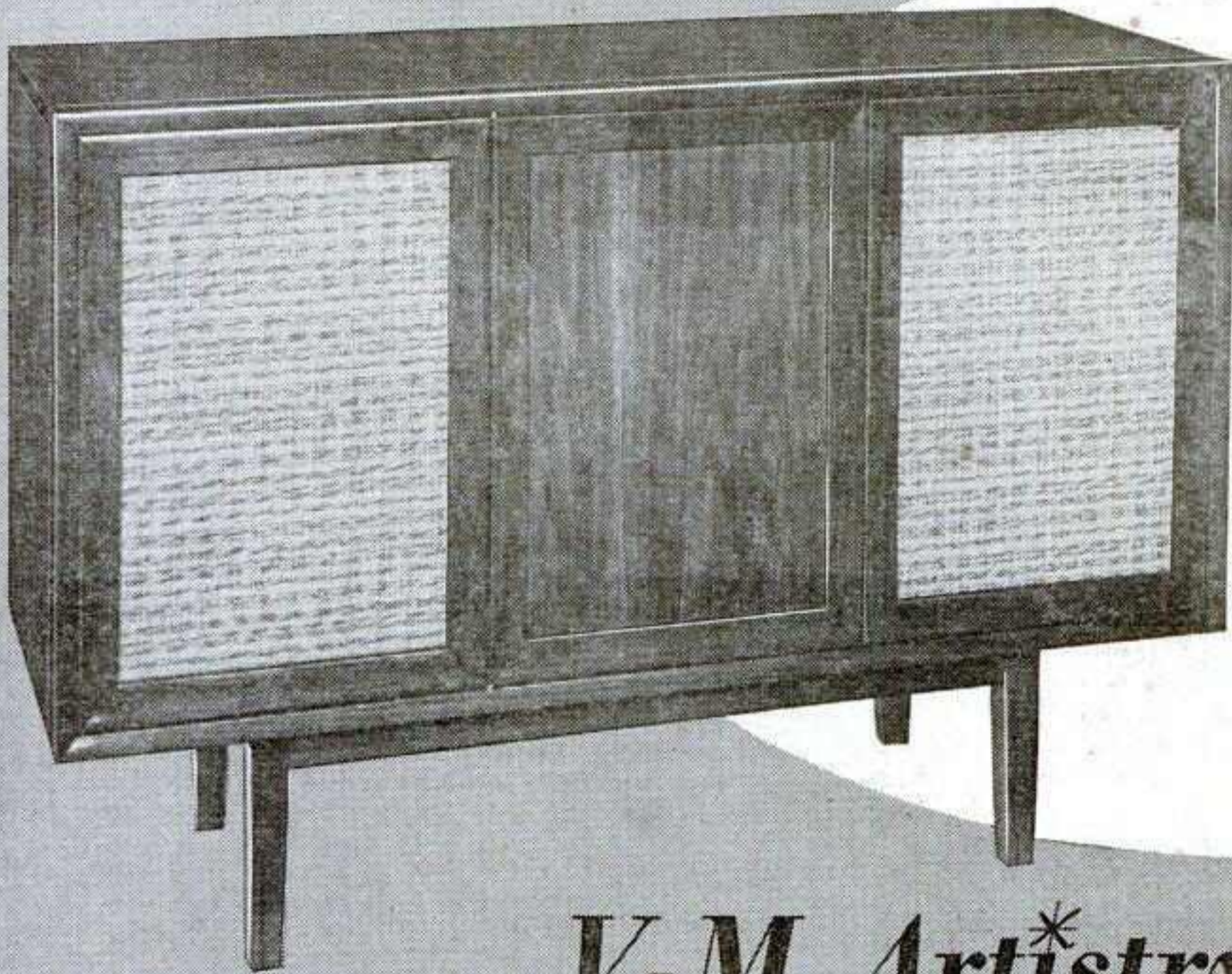
It was also "another matter" at retailers who stock audio components, as well as packaged phonos, we learned. "It's a mixed market for us," said Charlie Lore, manager of Sam Goody's audio department on West 49th Street. "We sell both kinds, single and multiple stereo units. The break between is mostly a matter of price. Under \$400 it's single unit. Above that, it's dual unit, altho they often move over into component stereo."

Actually, Goody sells a relatively even balance of both. Lore estimates that "about 60 per cent" of the firm's packaged stereo sales are in dual units (in terms of number, not dollar volume), and "about 40 per cent are single units."

Lore feels he can talk even an apartment dweller with a pint-sized domicile into dual-unit stereo "as soon as he's ready to sacrifice furniture for sound." The approach to the customer, he indicated to us, is a matter of explaining, reasonably and carefully, the advantages, from a sound standpoint, of multi-unit stereo, and trying to arrive at something that will fit into the customer's furniture arrangement at home.

What does it all add to? For the dealer, it's chiefly a case of riding the current trend set at manufacturer level in single-unit stereo. Most customers in most areas are going to start a sale by asking for it in most cases, apparently. But dealers who have time, knowledge and sales experience can score a substantial part of their larger sales in dual or triple stereo phono units.

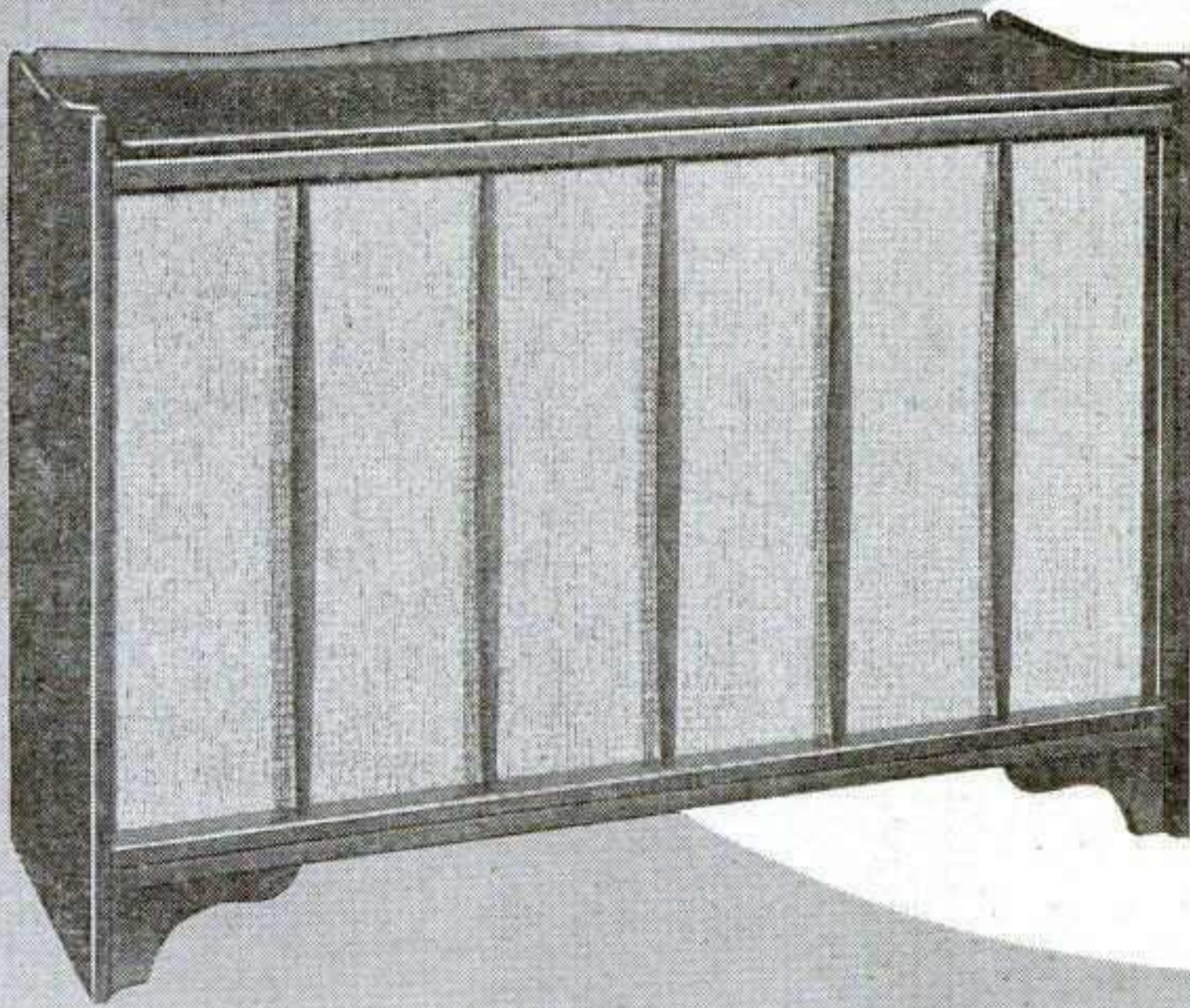




V-M High-Fidelity Stereophonic Console Phonograph, Model 812 and 912—V-M's superb new Scandinavian Contemporary design. Fashioned in magnificent, hand-rubbed Genuine Walnut or 'Sahara' Blonde. Contains famous V-M 'Stere-O-Matic'® 4-Speed Changer, Diamond Needle, Dual-Directional Speaker System; two 12" woofers, two 3.5" tweeters, 40-watts (peak) Dual-Channel Power Amplifier, AM-FM Tuner with AFC (Model 912), separate Bass, Treble and Balance Controls PLUS V-M's unique 'tone-o-matic'® Loudness Control.

- Model 812 in Walnut..... \$30995† LIST
- Model 812 in 'Sahara' Blonde..... \$29995† LIST
- Model 912 (with AM-FM Tuner) in Walnut \$40995† LIST
- Model 912 (with AM-FM Tuner) in 'Sahara' Blonde..... \$39995† LIST

## V-M Artistry\* in Cabinetry!



V-M High-Fidelity Stereophonic Console Phonograph, Model 815—All the poise, grace and warmth of American Traditional design is here faithfully reproduced. Contains world-acclaimed V-M 'Stere-O-Matic' 4-Speed Changer, Diamond Needle, Dual-'Stereo-Directional' Speaker System: two 12" woofers, two 3" tweeters, Dual-Channel Power Amplifier—40-watts (peak) output, separate Bass, Treble and Balance Controls PLUS V-M's unique 'tone-o-matic' Control.

- Model 815 in hand-rubbed, Genuine Cherry \$27995† LIST.

†Slightly higher in the West.

### EXCITING NEW V-M COMPLETE STEREO CONSOLE SYSTEMS!

**FEAST YOUR EYES ON THE STAND-OUT STYLING** of these inspired Voice of Music creations. Their obvious customer-appeal assures new customers, more prestige-building sales!

The superb cabinetry is skillfully fashioned from Genuine Selected Hardwoods that meet the rigid, high standards of the Walnut and the Mahogany Associations. This certification is the recognized Seal of Approval for America's most discriminating consumers.

**Backed by V-M selling promotions!**

The quality recognition of "Voice of Music" is now greater than ever. Creative new styling is one very important reason. And the sound of quality that stirs the imagination is, of course, another. Hard-hitting, traffic-building promotions back up the whole V-M line and tell this story. In-store, outdoor—in every way, V-M comes to your town to build your sales volume!

THESE ARE JUST TWO OF MANY SUPERB MODELS IN THIS PROFIT V-M LINE! CALL YOUR V-M DISTRIBUTOR TODAY!



# Conley Adds More Top Background Tape Fare

CHICAGO—What has been a loophole in the general expansion of tape as a media for background music units will be greatly alleviated soon, when Conley Electronics Corporation, Skokie, Ill., announces the acquisition of the Langworth transcription library. The Langworth library, approximately 5,000 different selections by a variety of name artists, would then be added to the 7,000 selections which Conley added last week when it purchased outright the entire Standard Radio Transcription Services music library from Milt Blink, president of the Chicago firm. Availability of the library of the two firms would also enhance the entire tape background music industry and especially CEC, in that the firm's MoodMaster background system now can offer a tremendous variety of name talent, including Tommy and Jimmy Dorsey, Billy May, Frankie Laine and at least 60 more top-notch names.

While the Langworth deal has not been announced as finalized, it's known that Tom Parrish, veteran music jack-of-all-trades, has been huddling with the Langworth brass in New York and deal is ready for announcement soon.

In announcing the Standard Transcriptions buy, Parrish said he anticipates the release of approximately 50 different two-hour long tape magazines of background music by names before January 1. These background music programs will be packaged with a central theme, such as romantic organ music, instrumental dance band music and Hawaiian music.

Like the MoodMaster background music unit, the tape magazines will be available for sale or lease from CEC's network of distributors.

Parrish explained that all music will be re-recorded thru a special quality control process which sets volume and determines equaliza-

tion necessary for this new type of music. Parrish's background before joining CEC was as a pioneer in the tape editing field and also in mass tape duplication, while working as an executive in both fields for Universal Recording studios, Chicago. A Bradley University music graduate, Parrish has also a background in dance band and military band music and was also in the educational department of the National Association of Music Merchants' Chicago home office.

The acquisition of the two important radio transcription libraries by CEC makes it probably the largest library available to background music users, either in the disk or tape playback field. It is definitely the first time that so large an array of name talent has ever been available for background music use.

Parrish is working with several major universities' music departments in setting up the music programming. There is a possibility that CEC may lease some of its vast catalog to other tape and disk producers in the background music field.

## New Headphone Demos Stereo

NEW YORK—"There's a serious gap in the stereo field at the dealer level," according to Maurie Eastin, an Eastern-based exec of Clevite Walco. "And we believe our special new headphone set is the answer."

A few months ago, Clevite Walco introduced a distinctive headphone set, labelled as model BA 220. The hi-fi, brushed crystal headphone unit is being made available in a new gray color. "It's a pretty sexy pair of phones I must admit," said Eastin, "and you'll have to agree that that term wouldn't ordinarily be applied to such an item. They are being made with a special cushioning on each ear piece for the ultimate in listening comfort."

"The gap that's really dragging stereo down is that people cannot really hear it properly in a store demonstration. The public still needs to be educated, and there is no more dramatic way to show stereo at its very best than by using headphones. This way you can't miss the effect. We feel it's the ideal dealer tool for selling stereo."

On other fronts, Eastin said that business on all the company's consumer accessory items including Walco needles for phonos was off for this period. The drop was attributed in large measure to the protracted steel strike. Eastin said that a number of new merchandising plans were in the works for the firm, but that these would be withheld until about the first of the year, when it was hoped that the strike might be out of the way. "We have no special Christmas promotions lined up," he indicated, "but Clevite Walco have always been active on the merchandising front anyway and we plan to keep it that way."

## Magnavox New Consolette

FORT WAYNE, Ind. — Magnavox, constantly expanding its stereo disk playback line, this week bowed its first consolette, the Symphonette, with the model listing at \$149.95 or \$50 less than Magnavox's previous low in the console field. The instrument provides directional two-channel sound thru canted sides, each of which contain extended range eight-inch speakers with coaxial tweeters, mounted at an angle. The lift-top lid gives access to a four-speed changer. The consolette, available in mahogany, cherry and either light or dark walnut, has its controls mounted on the outside of the cabinet.

# Air Promos Pitch to Tape Library Fans

NEW YORK — The stepped-up promotional campaign by tape recorder manufacturers this year — with strong emphasis on stereo broadcast tie-ups — is looked upon with increasing wariness by some disk manufacturers.

Some execs in the record industry are afraid the public will be sold on the idea of taping their favorite disks, off the air, thereby cutting down on retail sales.

For example, FM station KVFM, San Fernando, Calif., recently carried a series, tagged "You Tape It," a program of uninterrupted music for dialers with tape recorders who wanted to tape their own library. The show, aired from 10:05 to 10:30 p.m., Monday thru Saturday, was sponsored by IFA Electronics, Encino, Calif.

The tape - your - own - disk - library gimmick — which first started among classical fans — has now expanded to the pop singles field, according to deejay Dick Biondi, WKBW, Buffalo. The jock notes, "At home the kids tape the songs from format stations and even tho we try to discourage this by many times talking over the intro music they are content with a deejay on their song rather than

paying out \$1 to buy a record."

Meanwhile, Ampex Audio, Inc., has earmarked a sizable amount of its 1959-1960 promotion budget to buy time on FM-AM stereo broadcasts. Ampex is currently sponsoring "Ampex Stereo Tape Time" shows twice weekly on 10 key "good music" stations across the country — WQXR, New York; WMAQ, Chicago; KNX, Los Angeles; WCAU, Philadelphia; WJR, Detroit; WCRB, Boston; WGKA, Atlanta; KADY, St. Louis; KRLD, Dallas, and KGO, San Francisco.

All stereo tapes used on the programs are played on Ampex 960 stereo recorders. Ampex is urging dealers to tape the local stereo broadcasts, and replay them for customers to demonstrate the quality of the equipment. Ampex estimates a potential national stereo radio audience of 44,000,000 and an AM coverage potential of nearly 90,000,000.

## Tarzian Hat In Magnetic Tape Ring

BLOOMINGTON, Ind. — A major name in the field of broadcast equipment, rectifier and TV tuner manufacturing, Sarkes Tarzian, this week revealed plans for a major plunge into the making of magnetic recording tape. It's understood that the local firm will start delivering reel-to-reel type product around the first of 1960, with the trade name "Galaxy," selected from the ST brand of tape. Full details of the new tape venture could not be obtained, but it was confirmed that the firm intends to pack a full wallop behind the venture. Tom Brown, last with Oxford Components, Chicago, as vicepres and general manager of the Hudson Lamp, replacement speaker and Tempo audiophile speaker manufacturing firm, is sales manager of the Galaxy tape division. Brown, when contacted, said that the firm will appoint manufacturers' reps who in turn will appoint

(Continued on page 20)



NEW PYRAMID® DIAMOND BY FIDELITONE  
ONCE THEY HEAR IT, THEY BUY IT!

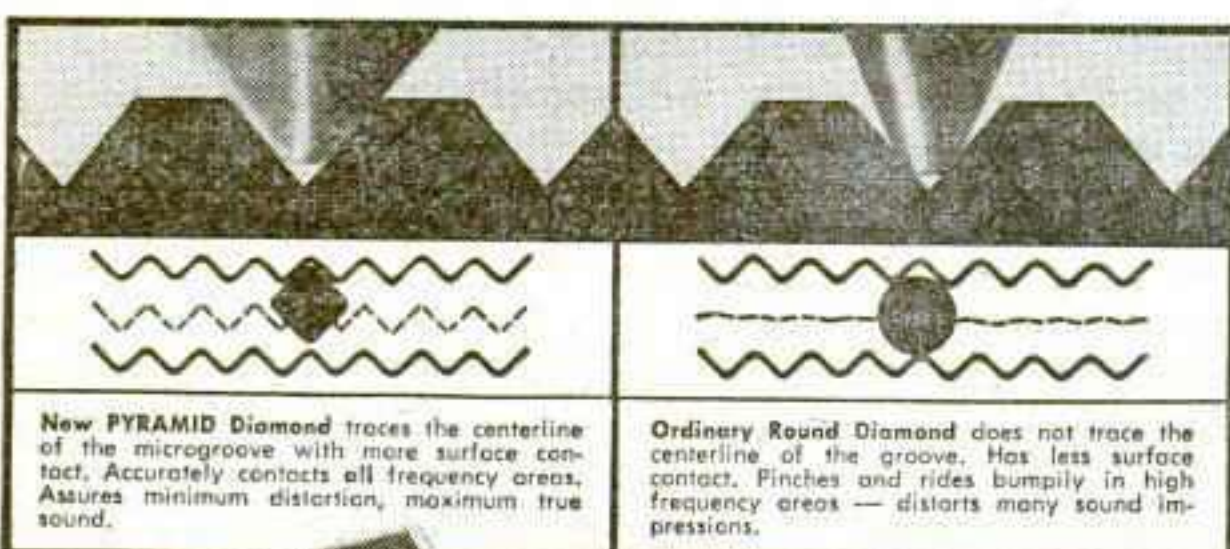
A short time ago, Fidelitone introduced their latest needle development, the all new PYRAMID Diamond. Dealers everywhere recognized the importance — the sales potential of this revolutionary new needle design. They stocked and promoted the PYRAMID Diamond by Fidelitone.

And brother, what acceptance! Thousands of Hi-Fi enthusiasts everywhere are flocking to their dealers for a demonstration. They actually hear the difference — the great improvement —

in sound quality, stereo or monophonic. This totally different shaped needle cleanly reproduces all sound, from the highest highs to the lowest lows. It lowers background noise, too. Reduces distortions as much as 85%. The full pure tones of the original recorded sound are — for the first time — faithfully reproduced.

Once a customer hears the remarkable difference in sound quality, he buys. That's why the new, exclusive PYRAMID Diamond by Fidelitone is proving a big seller, an important profit item.

Are you ready to cash in?



New PYRAMID Diamond traces the centerline of the microgroove with more surface contact. Accurately contacts all frequency areas. Assures minimum distortion, maximum true sound.

Ordinary Round Diamond does not trace the centerline of the groove. Has less surface contact. Pinches and rides bumpily in high frequency areas — distorts many sound impressions.

For over 30 years first with the newest in needles

Fidelitone

"Best buy on records" Chicago, Ill.



PRESTO MEASURES MIX TO SAVE YOUR TAKES!

It takes time and effort to capture the exact shadings you want in a recording. Why risk a session on discs of questionable quality, when you can get low-noise, groove-stable discs—consistently—from PRESTO! The lacquer mix makes the difference. PRESTO—inventor of instantaneous lacquered discs—coats with an exclusive, special-formula lacquer in PRESTO-designed machines to keep absolute control over lacquer mix and coating thickness. Do these precautions pay off? Because they know that PRESTO disc coatings do not deviate from outside to inside, more recording companies have used more PRESTO discs for more years than any others in the world. Hear the difference PRESTO's mix makes...today!

Cut the best with the best—use PRESTO STYLII too.

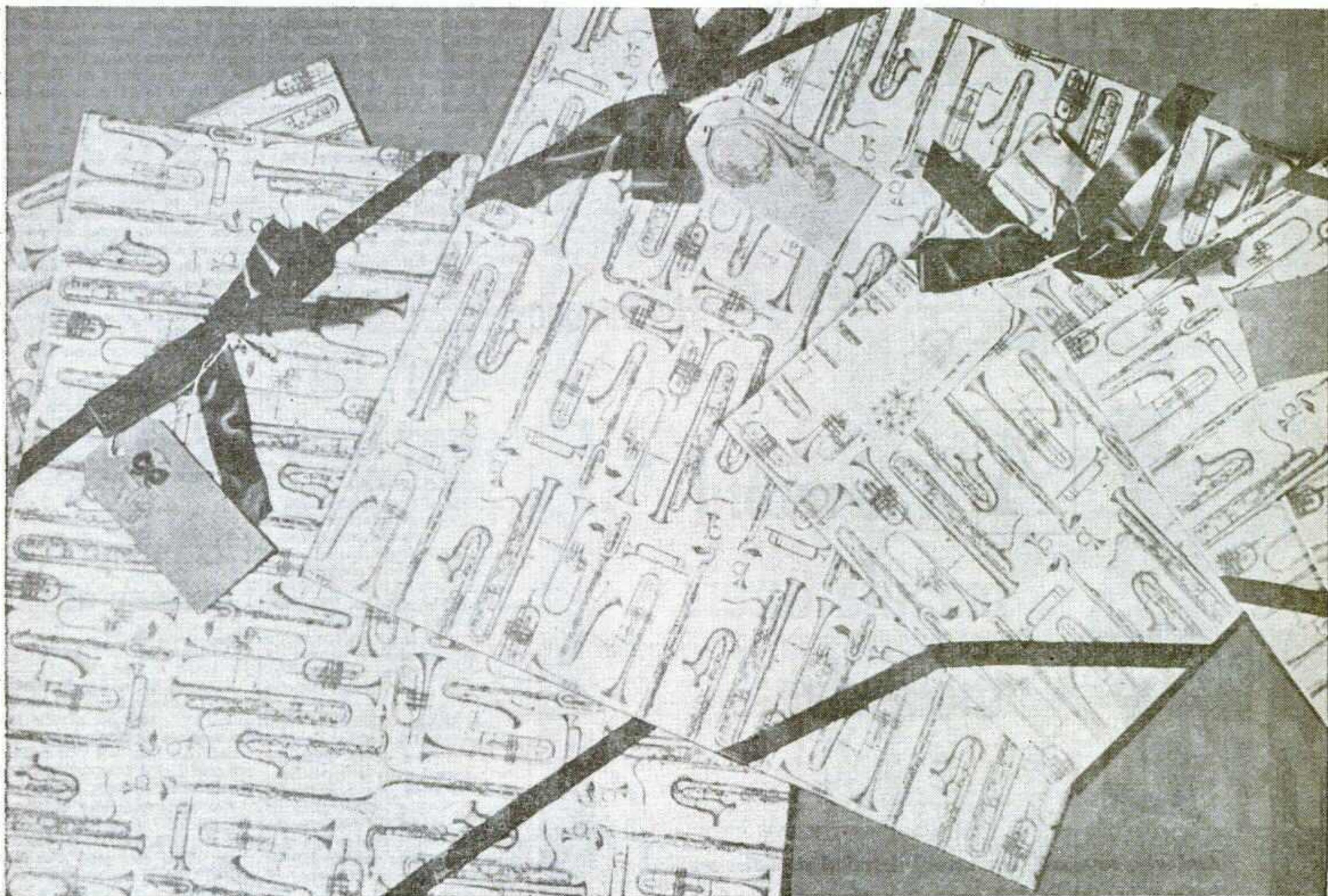


BOGEN-PRESTO, Paramus, New Jersey. A Division of The Siegler Corporation

Wrap Up Christmas Sales with

# THE COLUMBIA GIFT WRAP SERVICE

Now in its 5th year, the Columbia Gift Wrap Service offers you HANDSOME HOLIDAY WRAPPINGS, GAILY COLORED RIBBONS . . . AVAILABLE FOR BOTH 7" and 12" RECORDS. All you do is slip the record into the prepared wrapping and seal it! It's the quick, easy way to dress up your Christmas Sales — and get extra sales, too!



## ADDED GIFT ATTRACTIONS:

Announcing the all-new complete Columbia needle line with exciting introductory assortments that include Display and Inventory Case.

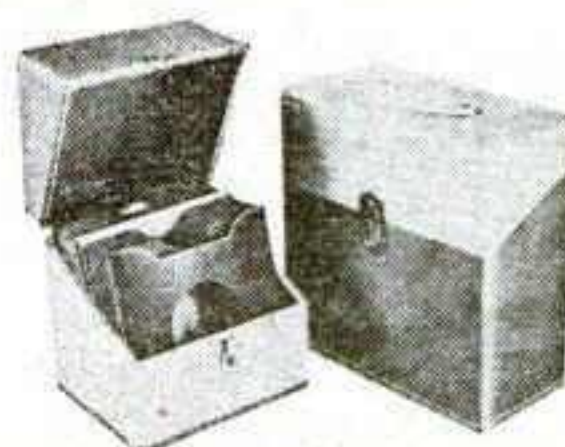


- Two new packages—one sapphire, one diamond; designed for easy inventory
- Reorder ticket on each package
- Complete installation instructions with each needle plus installation tools and extra screws

### The Columbia Needle Line also includes:

1. Best Selling Twin Point needles available with 2 @ points—in sapphire or diamond—a saving for customers who never play 78 rpm.
2. Diamond needles made from Whole Stones, no welded tips.
3. Diamond needles guaranteed for one year against defect.

Columbia accessories make ideal gifts — make plus profits for you.



**Columbia—Amfile—Record Carrying Cases—** 7", 10", 12"—Wood; Binderboard; Metal—Many color combinations.



**Columbia Spindles**  
For playing 45 rpm records automatically on multi-speed phonos.



**Columbia Groove Selector**  
Prevents scratching when selecting specific band of music. Sold on sight—terrific gimmick that works.



**Columbia Wire Record Racks**  
Hold 40-50 7" or 12" records. Supports jacketed records without warping or pinching. Also Columbia Adaptors and Brushes packaged on display cards; adaptors, brushes and cleaning cloths packaged individually on 6x6 cards for self service.

CALL YOUR COLUMBIA DISTRIBUTOR TODAY!

**COLUMBIA ACCESSORIES**

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**Q** Who helps you to spot most of Tomorrow's top 100 records in advance?



**A** The record manufacturers themselves!

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

★ 70% of the records featured in the big Billboard ads actually reach the Hot 100.

★ And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much better— if you want to get the jump on tomorrow's hits than to

**program and order from the records featured in Billboard ads each week.**

## More Air Hats in Stereo Ring

• Continued from page 16

ture pop and jazz artists during the first hour and classical works, the second hour. During the coming nine weeks the show will feature Columbia's nine Beethoven Symphonies (completely cut in stereo for the first time) via a special arrangement made (by producer Charles Klug) with the label.

Station KFJZ, Fort Worth, Tex., spotlights stereo from 3 p.m. to sign-off daily. The outlet makes an on-the-air claim to be "the nation's only station regularly broadcasting in compatible stereo." Station utilizes usual AM-FM stereo technique, but the FM portion of the signal is fed back to AM, reportedly with no AM loss to the non-stereo listener.

### 4-Track Radio Deb

Long-time stereo pioneer (since 1952) WQXR, New York, also claimed a first recently with what they "believed to be" the first radio broadcast of four-track stereo tape on a new series "Stereo Tape Time" (7:30-8 p.m., Tuesdays and Thursdays). The New York Times station presently broadcasts 11 hours of stereo sound each week.

## Webcor's Gift Delivery Promo

CHICAGO—For the first time in the field of electronics generally, an electronic manufacturer, Webcor, Inc., phono and tape recorder maker, is offering a free gift shipment of any Webcor playback unit anywhere in the U. S. if purchased from a Webcor dealer. The plan, masterminded by George Simkowski, firm's ad and sales promotion chief, tees off about November 28 and terminates December 24. Under the theme, "Webcor Delivers U.S.A.," the consumer visits a Webcor dealer and buys any Webcor instrument he wishes to send as a gift. The dealer gives the buyer a receipt for the purchase, and at the same time, makes out a special Webcor gift certificate which is sent by the dealer to the gift's recipient, notifying him that there is a Webcor unit coming his way. The dealer sends a copy of the purchase order to his area Webcor distributor, who in turn dispatches the order to Webcor's home office, which relays the order for delivery in the recipient's area. Dealers make their regular mark-up with Webcor taking the entire cost of transmitting the transaction.

Bud Letzter, national sales manager for Webcor, told The Billboard that the month-long sales promotion is a pilot study, with plans for keeping it up after Christmas if it's successful in building more sales. Program will kick off via Life ad, trade ads and co-op advertising locally. Participating stores will be serviced with a Christmas display highlighting the gift-delivery program.

## Tarzian Hat

• Continued from page 18

distributors who will deal with retail outlets.

Entrance of ST into the magnetic tape division excites trade interest, for the firm has a history of plunging into a facet of electronics with a product that is not only competitive, but also is more economically produced and offers the consumer a better price break. Early in the fifties, ST introduced a new type of TV-tuner that eventually brought down the overall production cost of TV sets.

Brown is being replaced at Oxford by Carl Sundberg, four years with the Chicago firm in expediting and production. Sundberg will assume Brown's position as sales manager for distributor sales.

"Stereo Tape Time" is sponsored on a 52-week basis by Ampex Audio, Inc., and Ampex equipment is used for the broadcasts. Other WQXR stereo shows include "Stereo Previews, a 55-minute Tuesday night show, spotlighting new stereo repertoire, with Martin Bookspan as commentator, "Frontiers of Sound" (now in its third year), "Adventures in Sound" and "Stereo Shorts."

Two new stereo shows also sponsored by Ampex, were launched by WJR, Detroit, last month. Both tagged "Ampex Stereo Tape Time," the shows are aired on Thursday from 10:30 to 11 p.m. and Sundays 5:30 to 6 p.m.

It's interesting to note that a recent survey of 410 radio stations by Granco Corporation shows 59 per cent (of the 237 respondents) currently broadcast stereo, while 21 per cent will launch stereo shows shortly. Technical preferences of the outlets were as follows: 62 per cent for FM-AM simulcast; 36 per cent FM multiplex; 2 per cent AM multiplex. Public reaction to stereo broadcast was reported as excellent, 24 per cent; good, 28 per cent; fair, 48 per cent.

In view of the fact that there seems to be less controversy about methods to produce AM stereo, some traders deem it a good possibility that AM stereo standards might be established before FM.

## Hammond Co. Earnings at Record Peak

NEW YORK — The Hammond Organ Company, for the six months ended September 30, reports record earnings amounting to 73 per cent higher than last year and 19 per cent higher than the best previous year for the same period.

According to Stanley M. Sorenson, president, earnings for the period were \$2,514,221, or \$1.68 a share. This compared with \$1,453,679, or 97 cents for the first six months of last year. The highest previous first six-month period was in the fiscal year of 1956-'57, at which time the company earned \$2,118,661, or \$1.41 a share.

Sorenson added that factory shipments for the six-month period ended September 30 set an all-time record for the company. The exec added that dealers have increased their stocks of organs to support the higher level of retail sales.

The company was in volume production on its Extravoice model by the end of the September 30 period, and early in October it was in volume on the self-contained Home model. Neither of these models contributed to first six-month earnings. Public reception will be mirrored in the last six months' figures.

Sorenson noted that production increases were being adhered to despite the steel strike.

## HI-FI EQUIPMENT RETAIL SALES UP

NEW YORK — The Institute of High Fidelity Manufacturers estimates that retail sales of high fidelity equipment should total \$300,000,000 this year—an increase of \$40,000,000 over sales in 1958.

Rising consumer interest in stereo equipment is credited by the institute as playing a major part in sparking the 1959 sales increase.

# Webcor breaks the stereo fonograf price barrier



## New Webcor Stereo Portables are priced to convert shoppers to customers — pronto!

All 1960 Webcor Stereo Portables are self-contained fonografs. The Holiday, Holiday Coronet and Holiday Imperial have "sound contact" hinges that transmit sound to the speaker wings. And, most of the new Webcor Portables have detachable speakers for even finer stereo sound. Speakers have individual cords up to 8' long.



**New Melody Stereo Fonograf—Model 1012.** Outstanding 4-speed self-contained manual. Has 2 fine stereo speakers—separate volume controls for channel 1 and 2. Plays all records. Choice of 2-tone colors.



**New Lark Stereo Fonograf—Model 1013.** Superb 4-speed manual fonograf. Has 2 wide-range PM speakers—separate volume controls for channel 1 and channel 2. Plays all stereo and monaural records. Choice of 2-tone colors.



**New Holiday Stereo Hi-Fi Fonograf—Model 1053.** Has wide-range stereo speakers—with "sound contact" hinges—dual-channel stereo amplifier—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors.



**New Holiday Coronet Stereo Hi-Fi Fonograf—Model 1054.** High Fidelity stereo speakers with "sound contact" hinges—dual-channel 8-watt amplifier—separate volume and tone controls—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors.



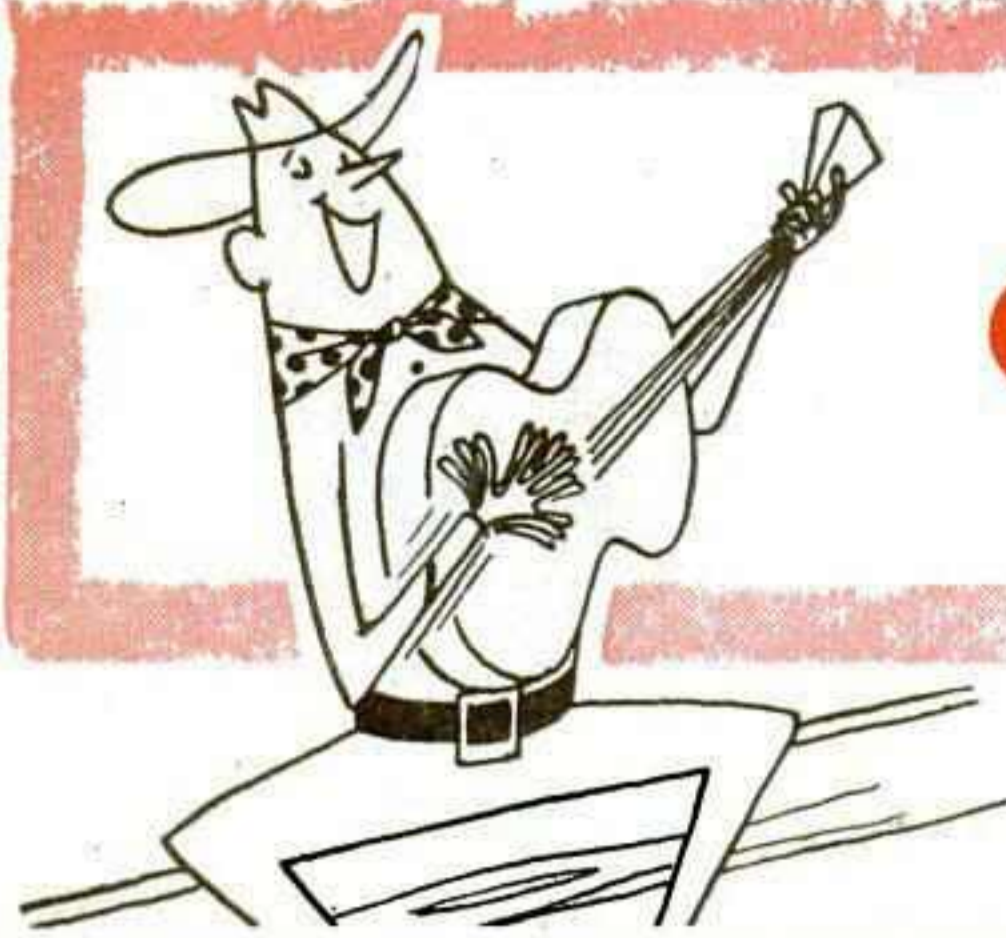
**New Holiday Imperial Stereo Hi-Fi Fonograf—Model 1063.** Has exclusive BFD—Bass Frequency Distribution for finest 3 channel stereo sound. 3 powerful speakers with "sound contact" hinges—dual-channel 14-watt amplifier—4-speed Stereo-Diskchanger. Choice of 2-tone colors.



**New President Stereo Hi-Fi Fonograf—Model 1050.** Has 4 wide-range speakers—bayonet hinges keep speakers on when open—dual-channel 18-watt amplifier—front-mounted controls—4-speed automatic Stereo-Diskchanger. In smart ebony carrying case.

\*Suggested list prices. Slightly higher South and West

**SELL THE LINE THAT SELLS THE FASTEST... SELL WEBCOR**



# Spotlight on C&W MUSIC and TALENT

## IN CONJUNCTION WITH WSM's COUNTRY MUSIC FESTIVAL

Featuring

### THE 12th ANNUAL C&W DISK JOCKEY POLL

#### POLL RESULTS

## Kitty Wells and Ray Price Capture Top Deejay Honors

- Jocks see gains for "pure" country music
- Some won't spin pop-influenced artists

By HOWARD COOK

NEW YORK — The results of The Billboard's 12th Annual C.&W. DeeJay Poll show that the nation's c.&w. jockeys are still highly in favor of the "traditional" type of country music. The winners in the various categories, as selected by these deejays, are those who have kept a traditional, country style or those who have had concurrent pop and c.&w. hits without an apparent change in style.

#### Repeat Winners

There are three repeat winners from last year. Kitty Wells was voted the favorite female artist. June Webb scored as the most promising fem artist, and the Louvin Brothers are the first-place winners in the small group category for the second year in a row.

Stonewall Jackson moved up from second place in last year's poll to cop honors as the most promising male vocalist, and Ray Price is this year's favorite male artist. Price's "Heartaches by the Number" was selected as the favorite c.&w. single, and Johnny

Cash's "The Fabulous Johnny Cash" was voted the favorite c.&w. LP.

One of the most-mentioned comments on the ballots was the fact that many stations were not being properly serviced in getting c.&w. records. Jockeys in rural areas complained that requests to the companies have not been answered. This was especially true of the smaller stations.

#### "Pure" Gains

Many of the ballots also included remarks to the effect that "pure" country music seems to have gained ground this year. Some jockeys suggested that it would be a good thing for the artists to do more personal appearance work. They stated that often when

name country artists are appearing locally, it has been difficult to get the artists to consent to interviews.

A comment that appeared on several of the ballots had to do with the lack of fem artists in the country field. Many expressed a desire to have the companies develop more female country talent.

There were also many vigorous protests against several of the artists, whose style had been in the traditional pattern, for "going pop." In some instances many of the jockeys stated they would not program disks by country artists that were too heavily pop-influenced.

#### Works Both Ways

A few of the deejays, however, mentioned that the outside influ-

(Continued on page 26)

## Don Pierce Named C&W Man of Year

Don Pierce, president of Starday Records, has been selected as the "Country & Western Man of the Year" in The Billboard's 12th annual c.&w. jockey poll. Pierce, thru Starday Records, has been and

is one of the dominant and most effective forces in helping country music maintain a traditional identity.

Pierce was born and raised in Seattle. He attended high school there and later was a student at the University of Washington. After graduating, he was in the Army for four years. When he left the service he settled in Los Angeles and began working for Four Stars Records as a salesman. During his stay with Four Star he became acquainted with country music. Pierce states that he realized that there was a need and a demand for country music. He soon left Four Star Records subsequently and joined with Pappy Daily in setting up Starday Records. Starday later became associated with Mercury Records during which time Pierce

(Continued on page 26)

## Gibson Voted Top C&W Songwriter

By BOB ROLONTZ

The winning songwriter in the balloting for Country and Western Songwriter of the Year is Don Gibson, one of the bright newer names on both the writing and recording scene. Hit tunes and hit records are all the same to Gibson, who has turned out smash tunes for both himself and other artists with ease the past few years. Gibson, who

was born in Shelby, N. C., made his debut as an entertainer at the age of 14 in his home town and a few years later was the leader of a recording band over Station WNOX, Knoxville, Tenn., where he still lives. His writing talent was discovered by Wesley Rose, who published his first songs.

Gibson's first recording contract was with M-G-M Records where he turned out a few sides that created some attention. In 1957 he was signed by RCA Victor Records and scored his first smash hit, "Oh Lonesome Me," in 1958. His second hit, "Blue, Blue Day," was actually released prior to "Oh Lonesome Day," but it actually didn't take off for hitsville until after "Oh Lonesome Day" made the charts. In addition to these songs, Gibson's list of hit tunes includes "I Can't Stop Loving You," which was big also for Kitty Wells; "Wasted Words," a Ray Price hit; "Sweet Dreams," which was waxed by Faron Young, and "Time's Runnin' Out" and "I'm Glad I Got to See You Once

(Continued on page 28)



DON GIBSON



DON PIERCE

### THE BILLBOARD 12th ANNUAL C&W DISK JOCKEY POLL

#### FAVORITE FEMALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.....	KITTY WELLS	Decca
2.....	JEAN SHEPHARD	Capitol
3.....	GOLDIE HILL	Decca
4.....	WANDA JACKSON	Capitol
5.....	MARGIE BOWES	Hickory
6.....	JUNE WEBB	Hickory
7.....	ROSE MADDOX	Capitol
8.....	BETTY FOLEY	Bandera
9.....	PATSY CLINE	Decca
10.....	WILMA LEE COOPER	Hickory

#### FAVORITE MALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.....	RAY PRICE	Columbia
2.....	JIM REEVES	RCA Victor
3.....	WEBB PIERCE	Decca
4.....	JOHNNY CASH	Columbia/Sun
5.....	FARON YOUNG	Capitol
6.....	HANK THOMPSON	Capitol
7.....	DON GIBSON	RCA Victor
8.....	HANK SNOW	RCA Victor
9.....	GEORGE JONES	Mercury-Starday
10.....	CARL SMITH	Columbia

#### FAVORITE C&W RECORDS

Position	Recording	Label
1.....	HEARTACHES BY THE NUMBER, Ray Price	Columbia
2.....	WATERLOO, Stonewall Jackson	Columbia
3.....	BATTLE OF NEW ORLEANS, Johnny Horton	Columbia
4.....	CITY LIGHTS, Ray Price	Columbia
5.....	SQUAWS ALONG THE YUKON, Hank Thompson	Capitol
6.....	PICK ME UP ON YOUR WAY DOWN, Charlie Walker	Columbia
7.....	ALONE WITH YOU, Faron Young	Capitol
8.....	BLUE BOY, Jim Reeves	RCA Victor
9.....	I AIN'T NEVER, Webb Pierce	Decca
10.....	COUNTRY MUSIC IS HERE TO STAY, Simon Crum	Capitol
11.....	THE THREE BELLS, The Browns	RCA Victor
12.....	BLUE, BLUE DAY, Don Gibson	RCA Victor
13.....	WHITE LIGHTNING, George Jones	Mercury
14.....	GOTTA TRAVEL ON, Billy Grammer	Monument
15.....	YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells	Decca



BILLY BROWN



CARL BUTLER



THE CHUCK WAGON GANG



THE COLLINS KIDS



CRASH CRADDOCK



JIMMY DEAN



"LITTLE" JIMMY DICKENS



LESTER FLATT AND EARL SCRUGGS



DAVID FRIZZELL



LEFTY FRIZZELL



HANK GARLAND



DICK GLASSER



THE THREE G'S



FREDDIE HART



HAWKSHAW HAWKINS



JOHNNIE HUMBIRD



NORMA JEAN



BOBBY LORD



JOHN D. LOUDERMILK



JOE MAPHIS



GEORGE MORGAN



CARL PERKINS



BILL PHILLIPS



MEL TILLIS



BILLY WALKER



CHARLIE WALKER



JOHNNY WESTERN



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JOHNNY CASH



JOHNNY HORTON



STONEWALL JACKSON



RAY PRICE



MARTY ROBBINS



CARL SMITH

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# Biogs of Poll Winners

## RAY PRICE

*Favorite Male Artist*



Ray Price was born January 12, 1926, on a farm 100 miles east of Dallas. His interest in music began when he was nine, when he taught himself to play his brother's guitar. In high school in Dallas he was a member of the student choral group.

Altho he was greatly interested in music, he gave little serious thought to making it his career. Instead, he went on to study veterinary medicine for three and one-half years at North Texas Agricultural College. It was then that he decided to try professional singing.

After serving for two years in the Marines, Ray turned to fancy roping, trick riding and other cowboy stunts, touring with various rodeos and county fairs. Gradually he expanded his activities until he had his own group and was singing again.

He was later signed by Columbia Records and joined WSM's "Grand Ole Opry" in 1952. His hobbies include fishing. He lives in Nashville with his wife and one-year-old son. His personal manager is Hal Smith, who handles most of his booking.

## KITTY WELLS

*Favorite Female Artist*



Kitty Wells was born in Nashville in 1919. Her father, a railroad employee, liked to spend his evenings singing and playing his guitar, and it was he who taught Kitty to sing. She has gone on to become one of the few women to achieve great fame as a c.&w. singer.

She started singing professionally when she was 18 on WSIX in her hometown. She has sung over several stations since then, including WNOX in Nashville and KWKH in Shreveport, La. She is now a star performer on WSM's "Grand Ole Opry," and a highly successful Decca Recording artist.

In private life she is Mrs. Johnny Wright, wife of the senior member of the popular Johnny & Jack duo. The Wrights have three children, two girls and a boy, and she never allows her professional obligations to interfere with her duties as a mother.

Her recordings are consistently best sellers, and she plays to packed houses whenever she makes personal appearances.

## STONEWALL JACKSON

*Most Promising Male Artist*



The 27-year-old North Carolina-born farmer and logger out of Moultrie, Ga., is one of the popular regulars on WSM's "Grand Ole Opry." Jackson made an unusual, tho straight-forward entrance into show business.

In October of 1956 he drove his logging truck to Nashville, and without any prior preparations, he received an audition with Judge George D. Hay, Opry originator. Judge Hay and the Opry's general manager, W. D. Kilpatrick, were impressed by his natural talent and contracted him for his first appearance at Ryman Auditorium in November of that year. The audience accepted him with enthusiasm.

Jackson has previously been composing songs since 1949. Many of the tunes he sings today are his own, and several of them have been recorded by other artists. Jackson, a Navy veteran, is married and resides in Nashville. His personal manager is Jim Denny, and he records exclusively for Columbia Records.

## LOUVIN BROTHERS

*Favorite Small Vocal Group*



Ira and Charlie Louvin were discovered and signed by Capitol's a.&r. man Ken Nelson while they were working in the

post office in Memphis. At the time they had a 30-minute show on WMP. They were born on a farm near Henegar, Ala., and music has been their primary interest since childhood.

They have come into national prominence thru their singing, their guitar and mandolin mastery and their songwriting. Their first big break was with Smilin' Eddie Hill on his show over WNOX in Knoxville. When Hill moved to Memphis' WMP, he took the Louvins with him, and they were featured on their own show.

The Louvins write songs together, each contributing melody and lyrics. Ira is the taller of the two and plays mandolin and sings either lead or tenor. Most of the solo work is done by Ira.

Most of their songs are in the sacred field, tho they have written many other songs, which have been recorded by top artists.

## JUNE WEBB

*Most Promising Female Artist*



June Webb was born in L'Anse, Mich., in 1937—an addition to a music-making family. Her parents moved to Miami when she was still very young. While living there, six-year-old June and her sister Shirley, who was four, took the name of the Harmony Sweethearts and began working in hotels around Miami.

When she was 15, the Webbs decided to go into show business on a full-time basis, working as a family unit and touring the country. After three years of professional work, the family moved to Nashville to try their luck in "The Hollywood of Country Music." With each successive performance they became more popular.

Finally June decided to go it as a single. She was subsequently signed by RCA Victor. She is currently working as a vocalist with Roy A cuff, and is now an exclusive Hickory recording artist.

# Big Brass Turnout For C&W Conclave

Top Diskery, Music Execs Sign Up For National Country D.J. Festival

NASHVILLE — Advance registrations portend a heavy representation of record and music execs at the Eighth Annual National Country Music Disk Jockey Festival to be held here Friday and Saturday (13-14).

Representing Cadence Records will be Archie Blyer, president, and Don Sanders, in charge of sales. Coming from Columbia are Goddard Lieberson, president; William Gallagher, director of sales; Chick Gregory, promotion manager; Dave Kapralik, merchandise manager of single records; Don Law, country a.&r. director; Bill Levy, manager of sales promotion; Jack Loetz,

manager of sales administration; Paul McKimmie, merchandise manager of pop albums; Bob Pampe, vice-president and manager of Canadian distribution; Art Schwartz, director of advertising; Jim Turnbull, national field and sales manager; Zim Zemarel, national promotion manager; Pat Brophy, Tom Cade, Pug Pagliara and Bob Richardson, district managers; Deborah Ishlon, Peter Freund and Don Huestein, public relations; Art Miller, branch manager, and Paul Smith, promotion manager.

D Records will be represented  
(Continued on page 26)

## THE BILLBOARD 12th ANNUAL C&W DISK JOCKEY POLL

### FAVORITE C&W ALBUMS

Position	Album	Label
1	THE FABULOUS JOHNNY CASH	Columbia
2	THE BIG ARTISTS, Various Artists	Columbia
3	OH LONESOME ME, Don Gibson	RCA Victor
4	HANK WILLIAMS SINGS 36 OF HIS GREATEST HITS	M-G-M
5	JIM REEVES SINGS	RCA Victor
6	COUNTRY & WESTERN HIT PARADE, Kitty Wells	Decca
7	HANK THOMPSON SINGS HIS ALL-TIME HITS	Capitol
8	THE ERNEST TUBB STORY	Decca
9	WEBB, Webb Pierce	Decca
10	TALK TO YOUR HEART, Ray Price	Columbia
11	THIS IS FARON YOUNG	Capitol
12	GUNFIGHTER BALLADS & TRAIL SONGS, Marty Robbins	Columbia
13	SIDE BY SIDE, The Wilburn Brothers	Decca
14	FAVORITE WALTZES, Hank Thompson	Capitol
15	SMITH'S THE NAME, Carl Smith	Columbia

### FAVORITE SMALL C&W VOCAL GROUPS

Position	Artist	Label
1	THE LOUVIN BROTHERS	Capitol
2	THE WILBURN BROTHERS	Decca
3	THE BROWNS	RCA Victor
4	WILMA LEE & STONEY COOPER	Hickory
5	JOHNNY & JACK	RCA Victor
6	RUSTY & DOUG	Hickory
7	THE EVERLY BROTHERS	Cadence
8	THE McCORMACK BROTHERS	Hickory
9	LESTER FLATT & EARL SCRUGGS	Columbia
10	DON RENO & RED SMILEY	King

### MOST PROMISING FEMALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1	JUNE WEBB	Hickory
2	MARGIE BOWES	Hickory
3	MARGIE SINGLETON	Starday
4	NORMA JEAN	Columbia
5	WILMA LEE COOPER	Hickory
6	BETTY FOLEY	Bandera
7	SKEETER DAVIS	RCA Victor
8	CONNIE HALL	Mercury
9	CHARLINE ARTHUR	RCA Victor
10	JAN HOWARD	Sundown

### MOST PROMISING MALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1	STONEWALL JACKSON	Columbia
2	FRANKIE MILLER	Starday
3	CARL BELEW	Decca
4	ROY DRUSKY	Starday
5	BILL ANDERSON	Decca
6	BILLY GRAMMER	Monument
7	CHARLIE WALKER	Columbia
8	JOHNNY HORTON	Columbia
9	MEL TILLIS	Columbia
10	BUCK OWENS	Capitol



# WSM's 8th Annual National Country Music



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MINNIE PEARL



FERLIN HUSKY



FARON YOUNG



RAY PRICE



STONEWALL JACKSON



JIM REEVES



THE COOPERS



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# C&W Booking Offices See New Prosperity Just Ahead

- Rock 'n' roll competition seen as a factor in sharpening C&W production techniques
- Country fairs considered prime target as bookings show upward turn in that area

By BERNIE ASBELL

When the popularity of rock-and-roll hit its peak two to three years ago, hard times came to the booking offices that specialize in personal appearances of c.&w. stars. R.&r. had stolen more than the youthful audiences from the c.&w. box office. It had even appropriated the hollering-from-the-heart singing style and the lively guitar sound on which c.&w. previously had enjoyed an exclusive patent. The clearly painted fences that separated country stars from all other musical performers had collapsed and their pocketbooks suffered noticeably.

But now prosperity is returning to these booking offices. Production techniques in c.&w. live shows will never again be the same as they were, but business may wind up being even bigger. As one old hand in the field, Dee Kilpatrick, now head of the Acuff-Rose booking office, told The Billboard:

"There's no denying r. & r. crowded us back there, but when you consider the long run, it's helped us too. It's made us create new musical ideas, promotional patterns, and most of all, it's made us step up the pace and showmanship of our productions. We're applying intelligence and industry instead of getting by on the brute force of presenting a line-up of top names who just had to walk out on a stage, scratch their elbows and watch the fans go wild."

### Joint Appeal

An important way that c.&w. shows have lured audiences back in greater numbers than ever is by recognizing the new cleavage in tastes between the youth and the older generation, and appealing to both simultaneously. Because the r.&r. sound was largely drawn from c.&w. styles, the appeals to young and old are musically compatible. Each provides for the other a change of pace in the same family of harmony and rhythm.

Thus, traditional singers like

Wilma Lee and Stony Cooper are combined in a package with a recent arrival like Don Gibson, whose disk hits provide youth appeal. This pairing, in fact, drew 11,000 people on a rainy night to the grandstand of the Illinois State Fair in a whopping success billed as "Grand Ole Opry Night." Also on the bill were stars of such diverse appeal as the Jordanares, Grandpa Jones, Del Wood, Margie Bowes, Billy Grammer and Ray Price.

The booking was a major accomplishment for the Opry and its parent, WSM, since it was the first time the huge Illinois fair had been cracked by the sound waves of far-away Nashville. Acuff-Rose Artists, which made the sale in cooperation with WSM, went further than making sure the talent had widespread age appeal. It went all out in promotion, too, spending \$3,000 to fortify its interest in a hefty box office. Kilpatrick, who feels that TV must also be bucked as major competition to the c.&w. box office, went to Springfield himself to supervise the advance promotion.

### Fair Circuit

On the level of county fairs, of which there are more than 2,000 in the United States, c.&w. business is on the upswing. A major reason is that the old practice of presenting grandstand revue for the run of a fair is on the way out. Taking its place is a policy of changing shows every night—auto thrill shows, animal shows, a TV star, etc. In a fast growing number of instances, one night is turned over to c.&w. entertainment. Fair talent buyers are learning, too, not to buy a selection of c.&w. names in cafeteria style, but to buy a single package of talent carefully balanced by an experienced and reliable booking office to appeal to young and old. Such a package usually is headlined by two or three top names, each with its distinct appeal.

Traditional-styled stars are not so hard to choose. A talent buyer needn't be a trend spotter to gauge

the appeal of Roy Acuff, Ernest Tubb, Hank Snow, Ferlin Husky, or say, Red Foley, whose TV show has brought him outstanding success at fairs in the past season. But the new wrinkle in the c.&w. field is the overnight celebrity like Stonewall Jackson, Marty Robbins and Don Gibson, whose sudden disk hits give them a draw that transcends the boundaries of c.&w. taste.

### Private Promoters

While fairs are a major field for growth in p.a. business, they are not its heart. Ott Devine, producer of "Grand Ole Opry" and head of WSM's artist bureau, says the bulk of the bookings still come, as they always have, from shows in school auditoriums sponsored by private promoters, civic groups and churches.

A few years ago a private promoter could be expected to take out a package for a four or five-week tour. Now he is more apt to pick his cities more carefully, cutting his list down to 10 or a dozen, but he'll tour six or eight packages a year to these towns. The most successful operators are Marlin Payne of Billings, Mont., who works the Northwest and Canada; Hap Peebles of Wichita, Kan., for the M.dwest, and A. V. Bamford of Hollywood, who roams the Southwest. Payne recently did well with a show headed by Webb Pierce and George Jones.

Since these experienced operators are thinning down their list of active cities, promotions in smaller towns are being taken over more and more by local civic groups and churches, or less experienced private promoters. Thus these promotions, if left to green hands, can be risky ventures, not only as box office risks but production risks. A badly produced show can seriously damage the status of all c.&w. music in a town. With this danger in mind, Kilpatrick has been adding an extra name to his packages wherever he can. The extra name is that of a non-performing artist, Bob Gallion, of Kilpatrick's promotion staff who serves the local sponsor as producer and advance man, to help guarantee that a professional promotion will be staged.

"When we can be sure that the promotion is run right," says Kilpatrick, "we can leave town with an assurance that we can come back."

To step up promotion further, and, not incidentally, to solidify the position of its artists in a town, Acuff-Rose Music, the publishing affiliate of Acuff-Rose Artists, conducts a vigorous deejay contact campaign in advance of a personal appearance of a recording artist. The effort is repaid in record sale royalties as well as box office.

### New Booking Areas

Two growing areas of c.&w. bookings are army bases and shopping centers. Army base shows are usually sponsored by officer's and non-com's clubs. At shopping centers, the major store tenants usually pool funds to stage a free show in the parking lot as a traffic stimulator. In these new sources of bookings, medium-priced names are usually the headliners.

The National Barn Dance, on WLS, Chicago, recently broadcast from the Meadowdale Shopping Center about 50 miles outside Chicago. Another Saturday night air opus emanated from the county fair at Kankakee, Ill. So in addition to a healthy booking business enjoyed by the WLS Artists Bureau between Barn Dance broadcasts, the air show itself has become a salable item, a symbol of the growingly healthy state of the personal appearance field.

## Don Gibson Top Songwriter

Continued from page 22

Again." The writer-singer is a star of the "Grand Ole Opry" as well as a writer-performer. He resides in Powell, Tenn., on the outskirts of Knoxville with his wife, Polly. His latest waxing is "Don't Tell Me Your Troubles" and "Heartbreak Avenue."

### Bryants Score

Boudleaux and Felice Bryant, who placed second in the Country and Western Songwriters' poll, have probably turned out more tunes together than any 10 other songwriters. Their record of hit songs is an impressive one, so impressive in fact that ever since BMI started making awards to writers, the Bryants have won a plaque every year. Boudleaux Bryant started in the music business as a symphony violinist with the Atlanta Philharmonic at the age of 17. He met Felice, then a singer, in Milwaukee in 1945, and after they were married they started writing songs together. Their list of hits, either separately or in tandem, include "Hey Joe," "Hawkeye," "I've Been Thinkin'," "Richest Man in Town," "Have a Good Time," "Little Brother," "You Thrill Me" and "Blue Boy." Practically every song

they wrote for the Everly Brothers turned into a hit, including "Wake Up Little Susie," "Bye Bye Love," "Devoted to You," "All I Have to Do Is Dream," "Bird Dog" and "Problems." The Bryants live in Hendersonville, near Nashville, with their two boys.

### Mel Tillis Third

Mel Tillis, who placed third in the songwriters' poll, is another writer who is also a recording artist. He was born in Tampa, Fla., in 1934, and early in his life he was entertaining family and friends with his singing. He was overseas for two and a half years with the Air Force and when he returned in 1955 he became a fireman on a freight train in Florida. But he went back into the entertainment field and secured a contract with Columbia Records. Since he has been with the company he has written and recorded the following tunes, "It Takes a Worried Man to Sing a Worried Song"; "Honky Tonk Song," which was also recorded by Webb Pierce; "Case of the Blues," "It's My Life," "Juke Box Man" and "If You'll Be My Love." He is married and has a little girl.

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Bob Callaway



Johnnie & Jack



Jerry Woodard



Hank Locklin



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ON QUALITY IN CANADA WITH RANK INTERNATIONALLY

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Herb Shucher and Jim Reeves have come to amicable parting, with Shucher relinquishing his personal management of the latter to devote his full time to the Browns in a similar capacity. Herb handled the Reeves reins the last four years. . . . Smiley Burnette appeared Saturday (7) at Heiser's Sharow Lake, near Seattle, Wash., with Jack Roberts' Evergreen Drifters. . . . Pee Wee King and Redd Stewart, whose "Tennessee Waltz" is enjoying a rousing revival on records, guested Saturday (7) on "Jubilee U. S. A." from Springfield, Mo., with Minnie Pearl sharing the spotlight with them.

Uncle Cyp Brasfield is again dispensing his Saturday night shenanigans on "Jubilee U. S. A." after mending from injuries sustained in a fall backstage at the Cotton Bowl, Dallas, during the Red Foley unit's recent appearance at the Texas State Fair. . . . "Boo-Boo Stick" merchant, Chet Atkins, guests this Saturday (14) on NBC Radio's "Red Foley Show." The RadiOzark-produced series, incidentally, is the subject of a lengthy feature in the current issue of Sponsor magazine. . . . Shorty Warren and His Western Rangers move into Jack Starr's Horseshoe Tavern, Toronto, Monday (9) for a fortnight's stand. . . . On November 23, Smokey Warren and His Arizona Trailblazers begin a two-weeker at Jack Fisher's Concorn Tavern, Toronto.

Red Foley and his country music troupers stop off Monday (9) in Edmonton, Alta., and then travel on for dates in Lethbridge, Alta., Tuesday (10); Great Falls, Mont., Wednesday (11), and Billings, Mont., Thursday (12). . . . Donny Young is now appearing as a regular with the Faron Young group. . . . Marty Robbins will promote the date, race his sports car and entertain in the usual fashion at the State Fairgrounds Coliseum, Nashville, November 29. . . . Carl Belew and Tommy Blake are working as a team in the Nashville sector. . . . The Glazer Brothers (Tom, Paul and Jim) and Joe Babcock have just cut their first album for Decca. Acuff-Rose and Decca recently shipped the lads to Detroit to promote their new single release, "She Likes the Love I Give Her" c.w. "Ooie Gooie," which has reportedly broken big in the Motor City.

Webb Pierce has a new release coming up on Decca next week to follow up his current pop-country success, "I Ain't Never." Gary Williams penned one of Webb's new sides. . . . Ray Scrivner, general manager of Abco Music, Nashville, is elated with the success of three of his firm's tunes on recent releases, "Family Man and Poppin' Johnny," as cut by Frankie Miller on Starday, and Jean Shepard's "Heartaches, Teardrops and Sorrow" on Capitol. Miller has a new country gospel EP slated for early release.

Johnny Arizona and the Tennessee Trailblazers, western swing band comprising, besides Arizona, Dell Wood, Tommy Jackson, Tommy Vaden, Sonny Burnet, Hank Garland, Howard Rhoden,

Jimmy Wilson, Stevie Bess, Junior Husky and vocalist Judy Bess, November 4 inaugurated a weekly Wednesday night show, 11:05-11:20, on WSM, Nashville. On November 18, the combo, augmented by "Grand Ole Opry" artists, will begin a weekly dance session at the Hippodrome Ballroom, that city. They will play from 9 p.m. to 1 a.m., doing their broadcast by remote from the Hipp. . . . Wilma Lee and Stoney Cooper's newest on the Hickory label is "There's a Big Wheel" b.w. "Rachel's Guitar."

Billy Deaton, of San Antonio, has a new release coming out this week on the TNT label, "Just for a Little While" b/w "You Are Responsible." The former was penned by Jack Newman, who wrote "After Nightfall" for Hank Snow awhile back. . . . Golden River Publishing Company, Huntsville, Ala., finds three of its tunes on the current charts, namely "I Traded Her Love," cut by Roland Johnson on Brunswick; "Old Moon," by Betty Foley on Bandera, and "Are You Willing Willie," etched by Marion Worth on the Cherokee label. . . . Jerry Cope and the Trailblazers have a new release on the Tip Top label, "You're a Bad Lover" b/w "My Only Love Is You." . . . Ferlin Husky and Randy Hughes enjoyed an elk hunt in Wyoming last week. The score is not in.

## With the Jockeys

Virge Brown, with WGRP, new radio station at Greenville, Pa., sends out an S.O.S. for country, western and sacred records, as well as back releases. Virge says the station reaches into New York State and Canada. . . . Cherokee Records, 1717 Oakwood Avenue N.E., Huntsville, Ala., is mailing deejay samples on Marion Worth's new release, "Are You Willing, Willie." A post card will fetch you a sample. . . . Mercury Records, 2019 Shepherd Drive, Houston 7, has deejay copies available on James O'Gwynn's "Bottle Talk" and "Love in an Old-Fashioned Way," both penned by B. W. Leisy.

Col. Lloyd Hart, formerly with WBGC, Chipley, Fla., is now spinning 'em at WTOT, Marianna, Fla., which serves listener in Georgia, Alabama and Florida. . . . Deejays desiring a sample of Lawton Williams' new RCA Victor release, "Lightning Jones" b/w "Moon Joe," have only to drop him a card at Station KCUL, Fort Worth, where he does a platter show from 2-5 p.m. daily. Williams also is a regular on "Big D Jamboree," Dallas, each Saturday night. . . . Deejays missed with copies of Tibby Edwards' new release, "One More Night," may obtain a sample by writing to A. Paulson at P. O. Box 653, Shreveport, La. Tibby is presently working out of Nashville with Webb Pierce's unit.

Dwight Allen Waldo, now in his fourth year as staff announcer and country deejay at KFLD, Floydada, Tex., sends out an S.O.S. for records. He says that due to the paucity of platters, he frequently has to fill in time on his show with ad libs or by playing the comb, broom or

(Continued on page 31)

# The Billboard HOT C & W SIDES

FOR WEEK ENDING NOVEMBER 8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	3	3	COUNTRY GIRL, Faron Young, Capitol 4233	17
2	1	1	1	THE THREE BELLS, Browns, RCA Victor 7555	15
3	3	2	2	I AIN'T NEVER, Webb Pierce, Decca 30923	17
4	4	6	8	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	6
5	7	10	9	SAME OLD ME, Ray Price, Columbia 41477	5
6	5	4	4	I GOT STRIPES, Johnny Cash, Columbia 41427	14
7	8	9	10	FAMILY MAN, Frankie Miller, Starday 457	6
8	12	8	6	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	27
9	9	16	29	THERE'S A BIG WHEEL, Wilma Lee and Stoney Cooper, Hickory 1107	4
10	11	18	16	THE LAST RIDE, Hank Snow, RCA Victor 7586	4
11	16	20	—	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968	3
12	6	6	12	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	13
13	10	7	5	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	13
14	13	11	11	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369	11
15	19	14	18	DECK OF CARDS, Wink Martindale, Dot 15968	4
16	14	13	7	PARTNERS, Jim Reeves, RCA Victor 7557	16
17	15	21	27	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	8
18	17	12	13	OLD MOON, Betty Foley, Bandera 1034	11
19	20	17	15	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	7
20	18	15	25	NEXT TIME, Ernest Tubbs, Decca 30952	7
21	21	28	14	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	23
22	—	—	—	AMIGO'S GUITAR, Kitty Wells, Decca 30987	1
23	25	22	20	ARE YOU WILLING WILLIE, Marion Worth, Cherokee 503	4
24	23	30	23	NINETY-NINE YEARS, Bill Anderson, Decca 30914	19
25	—	—	—	GOODBYE LITTLE DARLING, Johnny Cash, Sun 331	1
26	—	—	—	EL PASO, Marty Robbins, Columbia 41511	1
27	22	—	—	WHEN MY CONSCIENCE HURTS THE MOST Charlie Walker, Columbia 41467	2
28	30	29	17	I'M BEGINNING TO FORGET YOU, Jim Reeves, RCA Victor 7557	7
29	—	—	—	I DIDN'T MEAN TO FALL IN LOVE, Hank Thompson, Capitol 4269	1
30	—	—	—	AM I THAT EASY TO FORGET, Carl Belew, Decca 30842	20

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B. G. Records, Portland  
Music Service, Great Falls

# Schedule of Events

WSM's Eighth Annual National Country Music Disk Jockey Festival, Nashville, November 13-14

## THURSDAY, November 12

8 a.m. . . . . Registration . . . . . Andrew Jackson Hotel Lobby  
 10:15 p.m. . . . . "Opry Star Time," broadcast from Andrew Jackson Lobby over WSM; Ralph Emery, deejay

## FRIDAY, November 13

7 a.m. . . . . NBC-TV "Today" Pick-Up from Andrew Jackson Hotel and Station WSM-TV  
 8 a.m. . . . . Registration . . . . . Andrew Jackson Hotel Lobby  
 8 a.m. . . . . Breakfast . . . . . Andrew Jackson Hotel Ballroom  
 Sponsor: Cadence Records Host: Archie Bleyer  
 10 a.m. . . . . Festival Opening . . . . . War Memorial Auditorium  
 12:30 p.m. . . . Luncheon . . . . . Andrew Jackson Hotel Ballroom  
 Sponsor: Dot Records Host: Randy Wood  
 1:05 p.m. . . . . "It's Network Time," WSM-NBC Radio Coast to Coast (Two-Hour Broadcast)  
 2 p.m. . . . . Meet the Stars of "Grand Ole Opry" (Visiting Deejay Recording Session) . . . . . Andrew Jackson Room, Andrew Jackson Hotel  
 5:30 p.m. . . . . Cocktail Party . . . . . Andrew Jackson Hotel Ballroom  
 Sponsor: RCA Victor Records Host: W. W. Bullock  
 6:15 p.m. . . . . Pet Milk Recording Session . . . . . WSM's Studio C  
 7 p.m. . . . . "Friday Night Frolics" . . . . . WSM's Studio C  
 9 p.m. . . . . "Mr. Dee Jay U. S. A." . . . . . WSM's Studio A  
 Announcer: Grant Turner  
 10:30 p.m. . . . Dance . . . . . Andrew Jackson Hotel Ballroom  
 Featuring: Merl Lindsay and His Jubilee Band  
 Sponsor: D Records Host: Pappy Daily

## SATURDAY, November 14

7 a.m. . . . . NBC "Monitor" broadcast, four hours Coast to Coast  
 8 a.m. . . . . Final Registration . . . . . Andrew Jackson Hotel Lobby  
 9 a.m. . . . . Breakfast at the Opry . . . . . Maxwell House Hotel Ballroom  
 Sponsor: BMI Host: Bob Burton  
 Hostess: Frances Williams  
 12 Noon . . . . Luncheon . . . . . Maxwell House Hotel Ballroom  
 Sponsor: Columbia Records Hosts: Don Law and Zim Zemarel  
 4:30 p.m. . . . Reception and Buffet Dinner . . . . . Andrew Jackson Hotel Ballroom  
 Host: WSM and the Stars of "Grand Ole Opry" Award Presentations  
 7:30 p.m. . . . "Grand Ole Opry" 34th Anniversary . . . . Ryman Auditorium  
 Birthday Cake Presentation

## SUNDAY, November 15

8 a.m. . . . . Kaffee Klatch . . . . . Andrew Jackson Room, Andrew Jackson Hotel  
 Sponsor: Columbia Records Hosts: Don Law and Zim Zemarel

# FOLK TALENT AND TUNES

Continued from page 30

anything handy, and he'd like to get out of that habit.

Clyde Beavers, who left WRHC, Jacksonville, Fla., several months ago to take up the c.&w. deejay chores at WJAT, Swainsboro, Ga., continues to double on personals in the area with his own act. . . . Deejays may obtain a copy of Lucille Bassett's initial release on the new Val-Hill label by writing to Jesse Bassett, Val-Hill Records, 406 Lincoln Street, La Grange, Ga. Platter couples a pair of country tunes, "Naomi Wise" and "Chilly Scenes of Winter." . . . Carl Hindback, who mans the c.&w. turntables at both WHLM, Bloomsburg, Pa., and WMLP, Milton, Pa., sends out a plea for promotional copies. Carl also does a live c.&w. seg on both stations with his partner, Larue Cook, billed as the "Ole Country Boys."

Paul (Mississippi) Simpkins, featured platter spinner on the 50,000-watt WBAM, Mont-

gomery, Ala., infoes that he's been getting in some good licks on personals in the territory. He recently played City Auditorium, Columbus, Ga., with Ferlin Husky, George Morgan and June Carter, and the Peanut Festival at Dothan, Ala., with Red Foley, the Jubilee Promenaders, Shug Fisher, and Slim Wilson and the Tall Timber Boys. Simpkins says he'd like to hear from c.&w. acts working the area. . . . Dick (Old Shoe) Garst, who formerly whirled the country biscuits at WBLU, Salem, Va., is now with WKWS, new c.&w. station at Rocky Mount, Va., which takes to the air this week. Garst asks that the diskeries put him on their lists for c.&w. and gospel records.

Glenn Stepp, who holds forth with his Western Swingsters each Saturday night at the Riverbank Clubhouse, Riverbank, Calif., November 7 inaugurated a new Satur-

# Business Format Slimmed for '59 Nashville C&W Conclave

- 2,000 registrants expected as town girls for 8th Annual Country Music Deejay Festival
- Full schedule of events planned but less formal program seen as spur to more business contacts

By BILL SACHS

NASHVILLE — An optimistic country and western music industry, in all its facets, converges on Nashville Friday and Saturday of this week (13-14) for the Eighth Annual National Country Music Disk Jockey Festival held in celebration of the 34th anniversary of Station WSM's "Grand Ole Opry." The conclave is expected to chalk some 2,000 registrations from among the nation's c.&w. artists, deejays and top execs from the publishing and recording ranks. Registration begins Thursday (12) at the Andrew Jackson Hotel.

The two-day session kicks off at War Memorial Auditorium at 10 a.m. Friday (13) with Ott Devine, "Grand Ole Opry" bossman, wielding the gavel as toastmaster. Welcoming addresses will be made by John H. DeWitt Jr., president of WSM, and Gov. Buford Ellington of Tennessee. Engaged as principal speaker for the Friday morning meeting is Dr. Spencer Thornton, modern-day soothsayer who has been seen on the Jack Paar TV-er and heard on NBC's "Monitor." Well known for his predictions of recent years, many of which have come to pass, Dr. Thornton is slated to make some predictions concerning the c.&w. music industry at the Friday session.

### New Format

This year's convention program will have a somewhat different format from other years. Recent c.&w. deejay conventions have demonstrated that the artists, platter spinners and music men do not come here for an education, but rather to mix business with pleasure. And with that in mind, this year's convention planners, WSM General Manager Bob Cooper and Ott Devine have streamlined the program to hold to a minimum the so-called clinic sessions and workshops which in the past have failed to create interest or attract sufficient attendance to warrant holding them.

With this in mind, Cooper and Devine have planned a host of activities, including several informal sessions for the visiting deejays and music men, but over-all convention business will be confined to one general meeting at the Friday session, thus permitting delegates more free time for business and personal contacts.

The Friday morning session will also feature a panel discussion on the theme, "Money—And How to Make More of It Thru Country Music." Participating in the discussion will be Dave Stone, c.&w. deejay and owner of Station KDAV, Lubbock, Tex.; Jim Denny, president of the Jim Denny Artist Bureau; Cas Walker, owner of a chain of Southern supermarkets bearing his name, and Harry Stone, executive director of the Country Music Association.

The presentation of artists awards by the various trade publications and music organization, which slowed proceedings in the past, has been eliminated from this year's opening session. Instead,

day-morning platter seg, to be billed as "Glenn Stepp's Pop 'n' Country Show," on Station KFIV, Modesto, Calif. Starting at 6 a.m., Stepp will spin 45 of the top pop and c.&w. records, with the show running around five hours. Stepp will vacation in Michigan thru October and will kick off the new program shortly after his return.

BMI will make its awards at a special session Thursday night, with the various trade publications displaying and presenting their artists awards at the Friday night dance at the Andrew Jackson Hotel Ballroom.

### Radio and TV Exposure

The conclave itself will come in for considerable radio and television network exposure. On Friday morning convention shots from the lobby of the Andrew Jackson Hotel will be featured on the Dave Garroway "Today" show over the NBC-TV network. Stars of "Grand Ole Opry" will participate in a two-hour aircast from the festival over the NBC radio network, beginning at 1 p.m. Friday. On Saturday morning NBC's "Monitor" will feature another four hours of live pick-up from the convention, with "Grand Ole Opry" performers and visiting deejays holding the spotlight.

One of the surprise features of the Friday morning session, according to Cooper and Devine, will be the "Roll Call of 'Grand Ole Opry' Stars," presented in the form of a spectacular. Written and produced by Cliff Thomas, the spec will be emceed by T. Tommy Cutrer. Featured will be all the stars of "Grand Ole Opry."

As usual, there will be a continuous round of hi-jinks, fun-making and social activity. All the major record companies, in addition to holding open house, will again sponsor the various breakfast, luncheon, cocktail and dance sessions as in the past.

Thruout the convention, Station WSM will maintain a tape room for the accommodation of the visiting jocks. "Grand Ole Opry" performers will be on hand to record interviews for the deejays to take back home with them.

### CMA Banquet and Meeting

Tying in with the convention, the Country Music Association, formed here a year ago, will hold its first annual banquet at the Brentwood Country Club Friday night (13), with Leon McAuliff and His Cimarron Boys supplying the dance melodies. Ducats are pegged at \$10 a head.

What could very well develop into one of the most interesting talking points of the convention is the outcome of first annual meeting of the CMA slated to be held at the Andrew Jackson Hotel at 10 a.m. Thursday (12). Six new directors are carded to be elected at this meeting. Preceding the election, CMA President Connie B. Gay will report on CMA's accomplishments during the past year. Much discussion, pro and con, is expected to

develop following Gay's report and what evolves from the meeting can very well decide the future of the CMA. The outcome is being awaited by many in the trade who have been questioning the CMA's efforts toward stimulating interest in country music over the past year.

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# VOX JOX

By JUNE BUNDY

**GIMMIX:** Each jock at KICN, Denver, has a gimmick all his own. For example, morning man Jim Tate is offering a bourbon barrel chair to the person sending in the most gruesome thing about getting up in the morning. Arch Andrews is offering electric mixers to the housewives who send in the funniest stories about things that happen to them while doing daily chores. Tom Looney is looking for the listeners with the most off-beat reason for liking the trip home from the office. Jim Brand is offering a \$25 savings bond for the student who submits the best reason for wanting to do his homework. Night man Jerry Lee, is offering a TV night light to the "night person" who has the most unique reason for being up and about in the post-midnight hours.

**CHANGE OF THEME:** Art Brock has a new show on KPHO, Phoenix, Ariz., in the 9:10-11:10 a.m. time period. . . . New staff additions at WOLF, Syracuse, N. Y., include Larry Light, formerly with WCMJ, Huntington, W. Va., and Nelson Guyette, ex-WTLB, Utica, N. Y. . . . Newest staffer at WDSM, Duluth, Minn., is Don Mason, formerly with KDAL, same city. . . . George Cromwell, formerly program director at KTLN, Denver, has been promoted assistant to the president and national program director of the Wheeler stations. John Cave has taken over the p.d. post at KTLN.

Mike Joseph, veepee in charge of Radio Capitol Cities, reports that Garry Forrest has taken over Gene Edwards' post as program director of WROW, Albany. Edwards is now co-p.d. of WMGM, New York. Joseph notes "WROW needs all LP's of which we program 60 per cent." . . . Gene Davis, program director of KWK, St. Louis, now has the "responsibility for all matters pertaining to records both singles and albums." . . . Steve Shepart, general manager of KOIL, Omaha, has been elected a veepee of the Star chain. . . . Sonny Knight is new morning deejay and chief engineer for KRIZ, Phoenix, Ariz. Former morning man Don Lincoln retains his afternoon show.

Joel Sebastian has moved from WNHC, New Haven, Conn., to KLIF, Dallas, emceeing the "Hi Fi Club" for Coca-Cola. . . . Dick Webb has taken on the extra curricular job of staff promotion at WFDF, Flint, Mich. . . . New production manager at WBAB, Babylon, Long Island, N. Y., is John Bohannon, who also emcees a three-hour show, "Periscope." New staffer at WHLL, Wheeling, W. Va., is Bob Dorris. . . . H. Duane Wadsworth, formerly with WORL, Boston, and WOLF, Syracuse, N. Y., is currently leading a dual existence. Altho he is on active duty with the U. S. Army at Fort Bliss, Tex., Wadsworth (using the name Dave Ward) is also a full-time deejay for KELP, El Paso, Tex., from 6 p.m. to midnight. He has special permission from Fort Bliss' Commanding General to hold off-duty employment. The jock (officer in charge of TV production, U. S. Army Air Defense School during the day) is believed to be the only officer on active duty in the U. S. who also works as a full-time civilian deejay for a commercial station.

**TEEN TOWN**—That's the name of a new daily show, featuring George Christy on the ABC radio network, 8:30-8:45 p.m. across the board. Christy, a free-lance magazine writer who pens Photoplay's record column among other chores, spins three disks—two hits, one potential—on each show and interviews a "teen idol." Recent guests have included Frankie Avalon, Bobby Darin, Fabian, Paul Anka, Tommy Sands and the Lennon Sisters.

Interviews are all pegged on a topic with special teen-appeal—"going steady," etc. For example, Tommy Sands discusses "Petting Tonight." Christy is currently conducting a "Dream Date" contest, whereby listeners are asked to write and describe their ideal date. Prizes include a Polaroid camera, Revere tape recorder, six Edd Byrnes LP's and six Spike Jones albums. The new series is produced by Glenn Mann, with Clark Andrews as director.

**THIS 'N' THAT:** Clay Cole (formerly known as Al Rucker) is expanding his nightly the "Rate Records" show to include a full hour program on Saturday nights at 6 o'clock. Cole, 19-year-old, took over the show six weeks ago. . . . Phil Scott, program director of WTOA, Trenton, N. J., and Johnny Carlton, WFIL-TV, Philadelphia, are anxious to contact more record promotion men and distributors to line up talent for their weekly record hops, which the boys have presented at the Labertville Roller Rink since 1955.

Chuck Peller, WSOO, Sault Ste. Marie, Mich., is in need of wax, particularly from the smaller labels. . . . Sherm Feller, Boston deejay and operator of Roxbury Music, will have about 25 tunes on the disk market this year. . . . Red Robinson, KGW-TV, Portland, Ore., advises that the Portland Skyline, a local ballroom, is reviving a name band booking policy.

**GIMMIX:** Ray Briem and other jocks at KING, Seattle, celebrated Halloween last month, via a "Safe Halloween Pumpkin" promotion. The night before the holiday, the jocks hid 100 pumpkins in the greater Seattle area. Each jack-o-lantern contained from one to 50 silver dollars. Kids were urged (on the air) to by-pass trick-or-treating in favor of hunting for the profit-packed pumpkins.

## Cap Inks TV's Bat

**HOLLYWOOD** — Capitol Records signed Gene Barry, the actor who portrays TV's Bat Masterson character, to a long-term exclusive pact. He will be featured as a singer. His initial disk will be single, accompanied by Nelson Riddle and a nine-piece combo. Tom Morgan is the producer. Disk will be released in January.

## New Indie Label Debts

**HOLLYWOOD** — Hi-Standard Records, indie Coast label, was formed here by Joe Egner. Initial release is "Bianchi," subtitled "Music to Play in the Dark." Egner is currently setting up national distribution for his firm. Hi-Standard headquarters is in North Hollywood.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Fuller Scores With Tennessee Waltz

Jerry Fuller is a likable lad from Fort Worth, Tex. Just out of his teens, the chanter's main hobbies are all athletic and include: swimming, skiing, bowling, mountain climbing, and the riding of Brahman bulls.

On a visit to Los Angeles, earlier this year, Fuller was discovered by Challenge Records' a.&r. man Joe Johnson. His first record, "Betty My Angel," was a regional hit. His latest waxing, "Tennessee Waltz," is currently on the Hot 100.



### Hunch Pays Off For Veteran Gayton

Paul Gayton, a veteran of 25 years in the record business, was born in New Orleans. The star got his start in 1938, when he formed his own instrumental combo. The group enjoyed much success until 1942, when Gayton was called away to duty by Uncle Sam.

After his discharge in 1946, Gayton was signed to an exclusive recording contract by DeLuxe Records prexy, Sydney Nathan. At DeLuxe, Gayton recorded and also did a.&r. work with artists such as Annie Laurie and Roy Brown.

Gayton left DeLuxe in 1949 and began an association with Regal Records. When Regal went out of business, Gayton formed another combo and toured the United States.

He was signed by the Chess Brothers in 1952, and had many hits for the Chess subsid Argo. Most famous of these was his 1957 recording of "Nervous Boogie."

## YESTERYEAR'S TOPS—

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

NOVEMBER 5, 1954

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

NOVEMBER 6, 1949

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

# DISTRIBUTOR NEWS

By HOWARD COOK

**BRIEFS:** Head Distributing is handling Whitehall Records in Cleveland. . . . Seeco Records has made the following changes: Chips Record Distributors, Philadelphia; A & I Distributors, Cincinnati; Record Merchandisers, Inc., St. Louis; Arnold Records, Chicago and Record Merchandising, Inc., in Los Angeles. They have added John O'Brien, Inc., in Milwaukee and Mid-American in Des Moines.

**PHILADELPHIA:** Top singles at Chips are "Way Down Yonder in New Orleans" by Freddie Cannon on Swan, "You Are My Sunshine" by Jimmy & the Rebels on Roulette, "Swamp Fox" by Rex Allen on Disneyland, "Bagdad Rock" by the Sheiks on Trine and "You'll Never Know" by the Quentins on Andie. Other promising singles include "Where Did I Goof" by Elroy Peace and "Elsie's Dream" by Ronnie Brown on Keen, "What a Night" by the Chipendales on Andie, "Terrific Together" by Billy & Lillie and "Touchdown" by the Young Ideas on Swan and "Tear-drop" by Santo & Johnny on Canadian-American. Strongest LP's are "Count Basie & Billy Eckstine, Inc." on Roulette, "Woody Woodbury Looks at Love and Life" and "Blues for Harvey."

Chips has put into effect a Somerset 50-50 plan. Under the program dealers may purchase 50 Stereo-Fidelity disks at \$1.86 (which retail for \$2.98) and 50 Somerset albums for \$1.23 (retail value \$1.98). Dealers are then allowed to return any 50 LP's from any label for a credit of \$30.

Jerry Ross, promotion manager of Cosnat writes that Billy Vaughn's Dot waxing of "(It's No) Sin" has been picked by several local deejays, and the side looks like a winner. Other platters that are moving well are "Ebbtide" by Bobby Freeman on Jubilee, "Darling Lorraine" by the Knockouts on Shad and "I'd Climb the Highest Mountain" by Keely Smith on Dot.

**MIAMI BEACH:** Top five at Hansen Publications, Inc., are "Enchanted Sea" by the Islanders, "First Name Initial" b-w "My Heart Became of Age" by Annette on Vista, "Snake in the Garden" by Jerry Howard on Ditto, "My Little Marine" by Jamie Horton on Joy and "The Little Green Snake" by the Mello-Larks on Hansen.

**NEW YORK:** Syd Schaeffer of Mercury Records Distributors reports strong action on "Smooth Operator" by Sarah Vaughan, "Verdie Mae" by Phil Phillips, "Running Bear" by Johnny Preston, "My Darling, My Darling" by June Valli and "Waltzing Matilda" by David Carroll. Other platters that are selling well are "Little Bo Peep" by the Admirations, "Campus Cutie" by Jack Casden, "Blond Hair, Blue Eyes and Ruby Lips" by the Bye Byes, "The Chicken Scratch" by Jimmy McCracklin and "Tchaikovsky Out" by Jan August.

Top LP's are "Let's Dance" and "Show Stoppers" by David Carroll, "No Count Sarah" and "Vaughan and Violins" by Sarah Vaughan, "The Queen" and "What a Difference a Day Makes" by Dinah Washington, "Richard Diamond" by Pete Rugolo and "Hits From Great Shows" by Herman Cleganoff.

Morty Klein of Melody Records Supply company reports that promotion on the Living Language Courses has proven highly effective and that sales are running 30 per cent ahead of last year. Cricket's Playhouse Children's Series and the Vox Master Series lines are also selling strongly. Ditto the Young People's Records line. The firm has acquired Montilla Records' Toreador Latin American line for distribution.

Pete Garris of the newly-opened Cambridge Distributors has three singles showing promise. These are "Why Am I a Fool" by the Casios on Casino, "She Was My First Love," by Jerry Foster on Back Beat and "I Love the Ground You Walk On" by Donnie Boyd on Dart. Cambridge handles Panart, Bruno, Treasure Series, Peerless, and Master Seal. LP sales are good.

Lou Klayman of Action Record Distributors lists "First Love" by the Playmates on Roulette, "Where in the World" by Big Daddy on Gee and "Humorock" by Ramrocks on Roulette among his top sellers. Others that are showing well are "Don't Talk, Just Kiss" by Bobby DeSoto on Claro, "Lullaby" by Skip & Flip on Brent and "Back Beat Symphony" by 101 Strings on Somerset. Strongest albums are "Count Basie and Billy Eckstine, Inc." on Roulette, "Soul of Spain, Vol. 2" by 101 Strings on Somerset and "Joe Williams Sings About You" on Roulette.

Mac Goldstein of New York Record Distributors reports action on "Deck of Cards" by Wink Martindale on Dot, "Darling Lorraine" by the Knockouts on Shad, "Old Shep" by Ralph DeMarco on Guaranteed, "Don't You Know" by Della Reese on RCA Victor and two versions on "Marina" — the Willi Alberti on London and the Rocco Granata on Laurie. "Uh Oh!" by the Nutty Squirrels on Hanover and "Starry Eyed" by Gary Sites on Carlton are selling well. LP sales are strong. Hottest are "That's All" by Bobby Darin on Atco, "What a Difference a Day Makes" by Dinah Washington on Mercury and "Oldies, But Goodies" on Original Sound.

Walt McGuire of London Records reports heavy sales for "Marina" by Willi Alberti, "Smokey (Part II)" by Bill Black's Combo on Hi Fi, "The Great Duane" by Richie Hart on Felsted, "Mediterranean Moonlight" by the Rays on XYZ and "I've Grown Accustomed to Her Face" by Edmundo Ros on London.

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**MUSIC AS WRITTEN**

**New York**

Composer-conductor Max Marlin has started a new label, Pandora Records. First release will feature Eddy Manson... Tommy Valando has signed writers Ray Jessell and Marion Grudoff, young Canadian cleffers of the revue "Canadian Wry," which comes to New York shortly... Erroll Garner is off on a concert tour that will take him to Berkeley, San Diego and Pasadena, Calif., Seattle, Salt Lake City and Denver... The dedication exercises of the Emanuel Sacks Hematology Department of the Albert Einstein Medical Center, named in honor of the late Manny Sacks, will be held on Sunday, November 15, at the Center in Philadelphia... Milt Kramer, general professional manager of Frenk Music, has been named to the post of public relations director for the firm.

"Don't You Know," the big Della Reese hit on Victor, cannot be played outside the U. S. as the Puccini tune is still under copyright. Thrush will soon go out on a one-nighter tour with a gospel group... Larry Bamberg of Shreveport, La., has started a new label, Platonic Records... Gus Gabriel is the new professional manager of Stratford Music, the Chappell affiliate which publishes all of the music of Adolf Green and Betty Comden and Jule Styne... Golden Leaf Records, a new label out of Cleveland, by a group of radio men and woman. Execs are Ted Lawrence, I. H. Gordon of WABQ, Gerry Lee, and Don Lorenzen of WNOB. A.&r. head for the label is Hugh Thompson... Mexican bullfighter Carlos Arruza is featured on the new Riverside waxing "Bullring"... David Greenman of Joy Records, informs us that the Joy waxing of "My Little Marine" with thrush Jamie Horton, is selling well in a dozen cities... Johnny Mathis and the Ralph Flanagan Ork will be featured in a show at the Academy of Music in Philadelphia on November 25.

Dick Woods of Madison Records is visiting deejays down South to plug his waxing of "Just Another Hobo"... Bobby Comstock and the Counts have made a film short for TV use featuring the song "Tennessee Waltz" now getting big action on Blaze Records. Judy Scott opens on November 10 at Carl Hoppell's in Baldwin, L. I., New York... Gene Krupa and his combo will be at the Henry Grady in Atlanta starting November 24... Kai Winding plays the Colonial Tavern in Toronto for a week starting November 9... Nina Simone opens at Hollywood's Interlude on November 12... Tony Bennett stars at the Copa in New York for two weeks starting November 19... The Laurie Sisters start a 10-week tour with Olsen and Johnson in Houston on November 11... Silvio Scerbo and Bob Scale have started the Fransil label in Philadelphia.

Cimbalist Tone Koves is at the Voyager Room of the Henry Hudson Hotel in New York... Ferlin Husky and

Margaret Whiting will be featured in the entertainment program of the Schlitz Beer Salesmen's Meet, starting in December in Los Angeles... Air Records is sponsoring a songwriter's workshop for new writers. Air Records is located in Venice, Calif., and Gene Di Noto is the secretary of the organization... Savoy Records has pacted warbler Jimmy Barnes... Dick is now in charge of the one-nighter and band departments in the Willard Alexander Chicago office... Chuck Wayne and Ernie Furtado are backing thrush Morgana King at the Roundtable in New York these days... Fred Hertz and Leonard Lawson have become veepees of Gotham Recording Corporation.

Lennie Hodes, general professional manager of Criterion Music, notes that his firm is now the sole selling agency for the tune "Marina." He also notes that Dot Records has purchased the master he produced on the Prince label with the Scarletts titled "Stampede"... The Platters are now at the Versailles Del Prad Hotel in Mexico City... Tony Middleton has been signed for the foreign production of the play "Free and Easy"... Dorita is now playing the Diplomat Hotel in Miami Beach... Harms has published a new folio of Tony Lavelli's "All American Standard Hits."

Bob Rolontz.

**Chicago**

Al Tjader applying a jazz dressing to Hawaiian food for six weeks at Polynesian Village, Edgewater Beach Hotel... "Jazz for Moderns" is title of package at Opera House November 26 featuring Dave Brubeck Quartet, Lambert-Hendricks-Ross, Maynard Ferguson ork, Chico Hamilton Quintet, Chris Connor, and Leonard Feather as emcee. Promoter is Ed Sarkesian... "Bouncing" Ted Barbone joins deejay staff of WOHO, Toledo, taking over 8 p.m. to 12:30 a.m. slot... The Platters opened Mexico City's Versailles del Prado at the highest price, so they claim, ever paid in that capital... Ralph Marterie continues promo tie-in with Marlboro cigs for another year, adding the profitable duty of recording all of Tattoo Brand's TV commercials... Patti Page shows up tonight (9) on Bob Hope NBC-TV opus... The Diamonds currently at Montmartre Hotel, Miami Beach... Gaylors are ankle deep in Nevada sand. After current month's stay at Wagon Wheel, Lake Tahoe, they open November 19 for fat eight-weeker at Holiday Hotel, Reno.

Bernie Asbell

**Cincinnati**

The Hamilton County Diagnostic Clinic for Mentally Retarded Children last week formally dedicated its Bob Braun Room with a photo-plaque in honor of the WLW personality and deejay. The Braun Room was made possible with money from the Bob Braun Fund established last November at the Bob Braun Appreciation Day held at Cincinnati Garden before some 6,500 teen-agers. Judge Benjamin Schwartz of the Hamilton County Juvenile Court, fund trustee, contributed \$750 from the fund for the cost of the children's room. Toys and furnishings were made available thru the Christmas Fund established by Ruth Lyons, standardbearer of the "50-50 Club," beamed simulcast Monday

**GOING ALL THE WAY—**

**FREDDY CANNON**

**WAY DOWN YONDER IN ME**

**SWAN**

thru Friday, 12 noon to 1:30 p.m., over the four-station Crosley Broadcasting hook-up. All proceeds of the Bob Braun Appreciation Day, nearly \$2,000, was turned over to Judge Schwartz by Crosley Broadcasting, to use in projects concerning retarded children and juvenile programs. Recently the Bob Braun Roller Rink was dedicated at the local Longview Hospital with the donation of 40 pair of roller skates to the retarded children's ward.

Wayne Rainey, c.&w. deejay at WCKY here, who penned "Why Don't You Haul Off and Love Me," has signed a recording pact with Starday Records. . . . Buddy Killen, vice-president of Tree Music Publishing Company, Nashville, whose humility has always kept him from recording, has finally taken the long-time advice of friends and cut a session for University Records. . . . The Andrews Sisters moved into Beverly Hills Country Club, Southgate, Ky., Friday (6) for a fortnight's stand. . . . The veteran band leader, Tiny Hill, who disbanded his band in 1956, is now milking 100 cows and farming 132 acres at Fort Lupton, Colo. Friends may reach him at R. R. 1, Box 24, Fort Lupton.

Dale Stevens, columnist of The Cincinnati Post & Times Star, last week cracked the case of Fraternity Records' "All-American Boy" and "I'm Hangin' Up My Rifle," the firm's latest release. The original record, which was billed as having been written and recorded by Bill Parsons, reached the top of the charts early this year. The "Rifle" ditty was penned by Bobby Bare and recorded by him for Fraternity. There is great similarity in the two tunes, both in sound and melody. There are those who believe Bare wrote and recorded both of them. Harry Carlson, Fraternity prexy admits that deejays have asked "what's going on." Carlson says that all he knows is that he bought the master of "All-American Boy" from Parsons and his-then manager, Orville Lunsford. Parsons and Bare are bosom pals and any reference as to the similarity of the two tunes elicits from them only sweet double talk. At any rate, the leading question of who did what remains unanswered. Incidentally, however, "I'm Hangin' Up My Rifle" is meeting with the same solid early success as greeted "All-American Boy."

Bill Sachs

Nashville

RCA Victor here is excited over Eddy Arnold's "Sittin' By Sittin' Bull." They say the Driftwood-penned waxing looks as tho it's headed for bigger sales than Arnold's "Tennessee Stud." . . . Chet Atkins, RCA Victor a.&r. chief here, has what looks like a winner in his "Boo-Boo Stick Beat." Chet will take Homer and Jethro to a local country club in the near future to cut an album titled "Homer and Jethro at the Country Club." Atkin: infoes that the Browns have another potential big seller in their latest release, "Scarlet Ribbons," and that Don Gibson's "I'm Movin' On" looks like a climber. Skeeter Davis will record for RCA Victor late this month. . . . Floyd Robinson has a new release in "Let It Be Me," a French tune, backed with "Tonight You Belong to Me." Floyd is sporting a new blue Cadillac with reflector strips on the

bumpers that read, "Makin' Love." . . . Jim Reeves' new release, "He'll Have to Go" and "In a Mansion Stands My Love," was shipped November 5. Reeves reports that Hal Smith will handle his bookings in the future. He and his former manager, Herb Shucher, have ended a four-year relationship, and Reeves has bought Shucher's interest in the publishing firm of Open Road Music.

Bob Beckham flew in from Oklahoma City Sunday night (1) to record an album for Decca a.&r. chief, Owen Bradley. Beckham also cut a single for early release to follow his successful "Just as Much as Ever," still in the charts. . . . Harry Meyerson, of Decca's New York office, was in town last week. . . . Danny Dill, who has penned many hit tunes, recorded for M-G-M last week at the Bradley Studio. . . . Don Law directed a Jimmy Dickens session at Bradley's Friday (30), and also recorded a new male duo for Columbia. . . . The Jordanares recorded for Capitol Records last week at the Bradley Studio. . . . Tree Music vice-president, Buddy Killen, has cut a session for the University label. Sides are "What You Gonna Do Tomorrow" and "I'm Coming After You." Pat Twitty

Hollywood

Schlitz Beer has renewed its pact with Capitol thrush Mavis Rivas to warble the brewery's "Joy of Living" jingle. The beer that made Milwaukee famous originally signed the songstress for similar chores last May. . . . Columbia Pictures' George Sidney has borrowed Andre Previn from Metro (where he's under contract) to pen the original score for the "Who Was That Lady?" film. Previn who won the Oscar last year for his work on M-G-M's "Gigi," has just completed "The Bells Are Ringing" background scoring. Sidney's "Lady" film stars Dean Martin, along with Tony Curtis and Janet Leigh, and will feature Previn and his group, including drummer Shelley Manne, and bass Red Mitchell. In addition to writing the score, Previn and his pals will record instrumentals for the flick.

Skip Martin concluded arrangements and conducting for all music to be used in the "Mickey Spillane, Mike Hammer" TV series for RCA Victor. Gordon Music is the publisher. Liberty Records looks to the Chipmunks album to emerge as an all-time best-seller. Claims that in the short period the album has been released, it has already far surpassed the sales of the label's "Exotica" package. Liberty last week confirmed Billboard's three-month old report that Bel Canto stereophonic recordings will market tape versions of the label's releases. Initial tape issue is Martin Denny's "Exotica" packages; Julie London's "Julie Is Her Name, Vol. II," Don Swan's "Hot Cha-Cha" and Russ Garcia's "Half Time" package.

World Pacific Records inked two vocal groups: The Starlings, a teen-age group, and the Rainbeaus, a quartet recently discharged from the Marines. Acquisition is label prexy Dick Bock's latest in his drive to add singles talent to his firm's roster. Lee Zhitto

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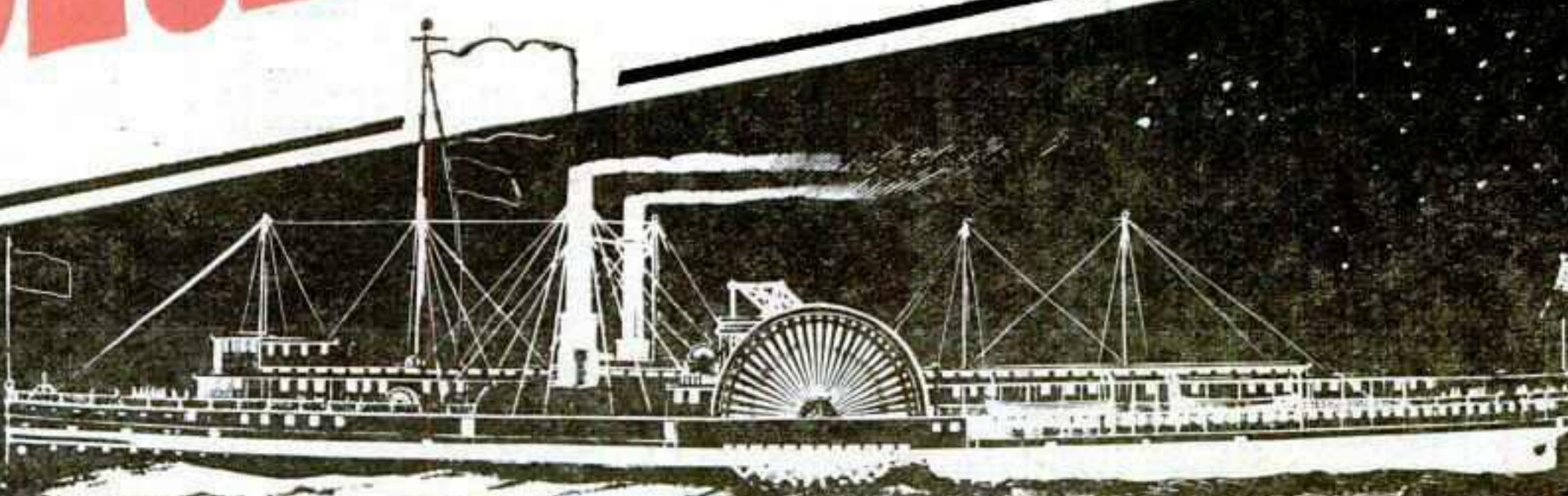
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b/w Don't Cry My Love  
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# The Billboard TOP LP'S

FOR THE WEEK ENDING NOVEMBER 8

## BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2 HEAVENLY, Johnny Mathis, Columbia CL 1351.....	8
2	1 KINGSTON TRIO AT LARGE, Capitol T 1199.....	21
3	4 INSIDE SHELLY BERMAN, Verve MG V 15003.....	29
4	3 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	85
5	5 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	39
6	8 KINGSTON TRIO, Capitol T 996.....	21
7	6 GIGI, Sound Track, M-G-M 3641 ST.....	71
8	11 THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386.....	4
9	9 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344 16	
10	7 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133..	80
11	10 MY FAIR LADY, Original Cast, Columbia OL 5090.....	188
12	12 PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	39
13	17 OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001..	8
14	13 NO ONE CARES, Frank Sinatra, Capitol W 1221.....	12
15	15 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	45
16	14 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331 11	
17	21 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	21
18	— HERE WE GO AGAIN, Kingston Trio, Capitol T 1258.....	1
19	18 PORGY AND BESS, Sound Track, Columbia OL 5410.....	17
20	19 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160....	70
21	20 THAT'S ALL, Bobby Darin, Atco LP 33-104.....	6
22	23 HYMNS, Tennessee Ernie Ford, Capitol T 756.....	122
23	16 SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	284
24	22 THE MUSIC MAN, Original Cast, Capitol WAO 990.....	89
25	24 FIVE PENNIES, Sound Track, Dot DLP 9500.....	5

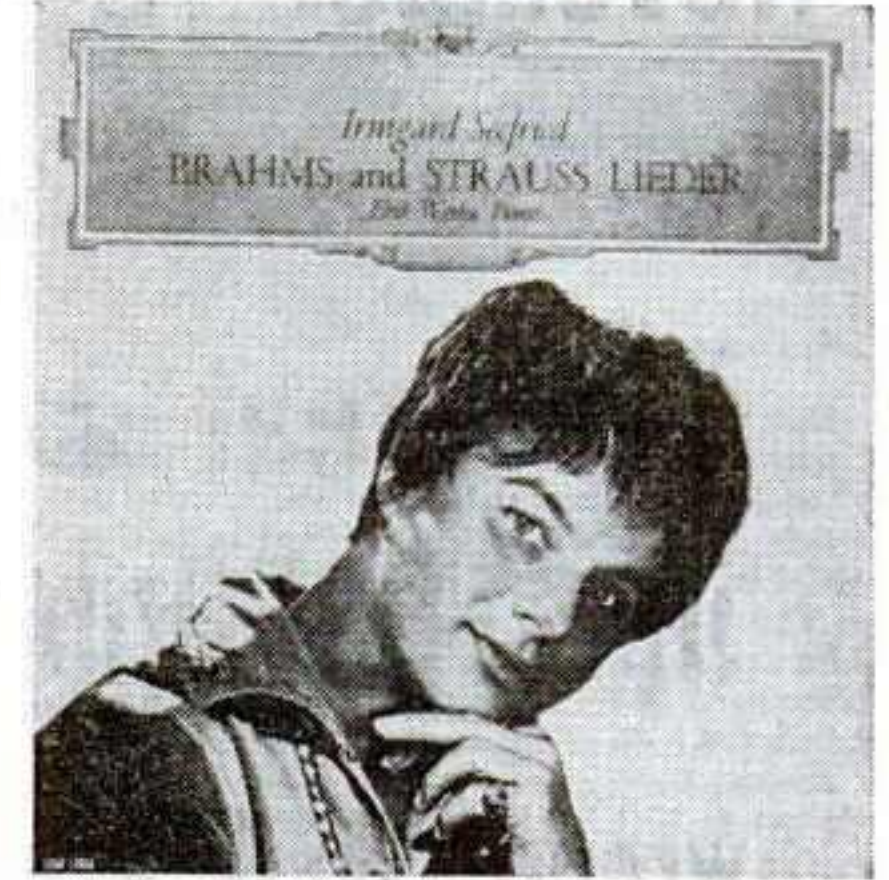
THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	25 QUIET VILLAGE, Martin Denny, Liberty LRP 3122.....	11
27	26 SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082.....	7
28	27 GYPSY, Original Cast, Columbia OL 5420.....	17
29	35 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.....	50
30	37 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	15
31	28 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	41
32	30 FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	43
33	31 THE KING AND I, Sound Track, Capitol W 740.....	160
34	33 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270..	40
35	— FOR THE FIRST TIME, Mario Lanza, RCA Victor LM 2338.....	1
36	29 FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	105
37	34 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	28
38	36 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	30
39	— STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS, Mario Lanza, RCA Victor LM 1837.....	6
40	32 ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	15
41	40 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Records R 806.....	34
42	42 OKLAHOMA! Sound Track, Capitol SAO 595.....	192
43	— BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006.....	1
44	— LATE, LATE SHOW, Dakota Staton, Capitol T 876.....	44
45	38 BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	24
46	41 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	20
47	44 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	57
48	46 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	38
49	47 PORGY AND BESS, Lena Horne & Harry Belafonte, RCA Victor 1507 18	
50	49 WITH THESE HANDS, Roger Williams, Kapp KL 3030.....	2

## BEST SELLING STEREOGRAPHIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	25
2	3 HEAVENLY, Johnny Mathis, Columbia CS 8152.....	7
3	2 MY FAIR LADY, Original Cast, Columbia OS 2015.....	25
4	5 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226..	23
5	6 KINGSTON TRIO AT LARGE, Capitol ST 1199.....	19
6	4 PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	25
7	7 FILM ENCORES, VOL. I, Mantovani, London PS 124.....	25
8	10 PORGY AND BESS, Sound Track, Columbia OS 2016.....	4
9	14 OKLAHOMA! Sound Track, Capitol SWAO 595.....	23
10	11 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	25
11	16 BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	18
12	— TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345.....	1
13	8 GIGI, Sound Track, M-G-M SE 3461 ST.....	25
14	13 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150 15	
15	15 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Records R 806.....	34

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	19 GEMS FOREVER, Mantovani, London PS 106.....	14
17	21 CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022.....	8
18	— HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258.....	1
19	12 SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004....	18
20	18 THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	23
21	24 WITH THESE HANDS, Roger Williams, Kapp KS 3030.....	3
22	— TILL, Roger Williams, Kapp KX 1081.....	1
23	22 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	18
24	23 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138.....	6
25	25 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054.....	19
26	27 NEAR YOU, Roger Williams, Kapp KS 1112.....	2
27	26 FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338.....	2
28	9 NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	11
29	17 'S MARVELOUS, Ray Conniff, Columbia CS 8037.....	17
30	18 WITH THESE HANDS, Roger Williams, Kapp KL 3030.....	2

## Album Cover of the Week



**BRAHMS AND STRAUSS LIEDER—IRMGARD SEEFRIED**, Deutsche Grammophon DGM 12018. A colorful and sensitive photograph of Miss Seefried bathed in a background of warm yellows. Cover was prepared by International Department of the label in Hamburg, Germany, and printed in the U S.

## Best Selling Low-Priced LP's on the Racks

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

1. Flower Drum Song  
Various Artists .....Design DLP 98
2. Mantovani Showcase  
.....London MS 5
3. Perry Como Sings Just for You  
.....Camden CAL 440
4. Porgy and Bess  
Mundell Lowe .....Camden CAL 490
5. Dream Along With Me  
Perry Como .....Camden CAL 403
6. Soul of Spain  
101 Strings .....Somerset P 6600
7. Golden Era of Dixieland Jazz, 1887-1937  
Various Artists .....Design DLP 38
8. Good Housekeeping Plan for Reducing Off the Record  
.....Harmony HL 7145
9. TV Action Jazz  
Mundell Lowe .....Camden CAL 522
10. Music From Peter Gunn  
Aaron Bell Ork .....Lion L 70112

## Best Selling Pop EP's

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

1. Songs by Ricky  
Ricky Nelson .....Imperial EP 162
2. Heavenly  
Johnny Mathis .....Columbia EPB 13511
3. Spirituals  
Tennessee Ernie Ford .....Capitol EAP 1-818
4. Exotica  
Martin Denny .....Liberty EPL 1-3034
5. Hymns  
Tennessee Ernie Ford .....Capitol EAP 1-756
6. It's All in the Game  
Tommy Edwards .....M-G-M EPX 1614
7. Peter Gunn  
Henry Mancini .....RCA Victor EPA 4333
8. South Pacific  
Original Cast .....Columbia EPA 850
9. Side by Side  
Pat and Shirley Boone .....Dot DEP 1076
10. No One Cares

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**THE LENNON SISTERS SING BEST LOVED CATHOLIC HYMNS**

**Lawrence Welk Presents "THE GREAT AMERICAN COMPOSERS"**

**VOICES AND STRINGS OF LAWRENCE WELK**

**LAWRENCE WELK GLEE CLUB**

**DANCE WITH LAWRENCE WELK**

**MR. MUSIC MAKER**

**SONGS OF THE ISLANDS**

**RAGTIME PIANO GAL—JO ANN CASTLE**

**Lawrence Welk Presents BETTY COX**

**\*Only *Dot* has Lawrence Welk  
in STEREO!**



**THE NATION'S BEST SELLING RECORDS**

# Reviews of THIS WEEK'S LP'S

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

### Pop

#### KISS ME KATE



Alfred Drake, Patricia Morison, Lisa Kirk and Harold Lang. Capitol STAO 1267 — Cole Porter's wonderful and melodic score is interpreted by the principals of the stage production, Alfred Drake, Patricia Morison and Lisa Kirk. The work has lost none of its charm or appeal. The stereo version gives the set new life and dimension. As such, it can once again prove a strongly salable item.

#### TAKE ME ALONG



Original Cast. RCA Victor LSO 1050. (Stereo & Monaural) — A hit musical, hot on the stem plus Gleason's name and TV spun fans combined with a good score and attractive cover make this latest original cast LP a tremendous sales bet. With outstanding warbling performances by Eileen Herlie and Robert Morse, Walter Pigeon singing a la Rex Harrison in "Lady," and Gleason adding life and merriment, the Robert Merrill music and lyrics come over beautifully. They are enhanced by the Philip Lang orchestrations and with the aid of fine liner notes, the listener is carried into the spirit of this cheerful production.

#### WHAT A DIFFERENCE A DAY MAKES



Dinah Washington. Mercury SR 60158. (Stereo & Monaural) — The "Queen of the Blues," hot off one of her biggest hits of all time, presents 12 tunes, each tastefully done with the utmost feeling and the inimitable Washington touch. The selections are such that they give the artist tremendous opportunity to prove her right to the throne of the blues world, and she capitalizes on it in the very first selection and maintains it thruout. Her pure tones, great arrangements and above all the feeling generated make this a natural for all buyers.

#### STACCATO



Elmer Bernstein. Capitol ST 1287. (Stereo & Monaural) — Elmer Bernstein has clefled a jazz-flavored background score for the TV program. It's a good, programmatic item that stands up well in its own right. The themes are nicely varied and well-executed. Similar type sets have proven best-sellers, and this appears a strong bet to move well also.

#### GOODIES BUT OLDIES



Various Artists. Warwick W 2008 — Set is composed of a collection of former hit singles by various artists and groups. Some of them are recent; others go back a year or two. Prime appeal will be to teens. Represented are the Shepherd Sisters ("Alone"), the Tune Weavers ("Happy Birthday, Baby") and Rod Bernard ("This Could Go On Forever").

#### OUTSIDE SHELLEY BERMAN



Verve MG-V 15007 — "Outside Shelley Berman" should prove just as strong sales-wise as its predecessor, "Inside Shelley Berman." The monologist exercises his sharp humor and with an ingratiating style, covering a variety of topics and themes. Good cover sketch of the artist is fine for display.

#### CLEBANOFF PLAYS SONGS FROM GREAT OPERETTAS



Mercury SR 60148 (Stereo & Monaural) — Clebanoff and his ork present a flock of well-known operetta tunes in lush, colorful fashion. The arrangements appear to have been done with stereo in mind. Wide-separation stereo is effective. Tunes include "Softly, As in a Morning Sunrise," "My Hero" and "Serenade." Good follow-up to his album of movie tunes.

### Pop Low Price

#### STEREO SHOWCASE



Capitol SKAO 1268. (Stereo & Monaural) — The set gives a representative sample of material contained in 12 LP's, the label's current release. It's predecessor proved a strong item saleswise, and this could follow suit. As a sound demonstration disk, or for a preview of things to be heard in the releases the set is ideal. There is also a booklet that lists the other selections in the various albums from which these tracks are taken. Low-price should also be a buy incentive.

### Jazz

#### THE DUKES AT CARNEGIE HALL, VOL. 10



Dukes of Dixieland. Audio Fidelity AFLP 1918. (Stereo & Monaural) — Here's another commercial package by the Dukes of Dixieland. Recorded during the group's 1958 Carnegie Hall concert, the LP spotlights the boys' usual exuberant Dixieland style, plus audience applause and comments by the group. Selections include "Royal Garden Blues," "Muskrat Ramble," "Moritat" ("Mack the Knife"), etc.

#### SON OF A GUNN!!



Shelly Manne and His Men. Contemporary M 3566 — Manne and his men serve up driving versions of the well-known, Henry Mancini TV score from "Peter Gunn." His first volume was a brisk seller, and this should sell equally well. Group includes a flock of well-known West Coast jazz artists. Zany cover and good sound will help.

#### IMPROVISED MEDITATIONS & EXCURSIONS



John Lewis. Atlantic 1313 — John Lewis, pianist of the Modern Jazz Quartet is the soloist in this album of inventive and imaginative renditions of standards and original selections. He's assisted by Connie Kay on drums, and George Duvivier and Percy Heath alternate on bass. Tempos and types are nicely varied. Striking cover photo and excellent sound are plus features. Tunes include "Yesterdays," "How Long Has This Been Going On," and Lewis' "Love Me." Quality set.

### Classical

#### HANDEL: MESSIAH



Soloists: The Handel and Haydn Society of Boston; The Zimmler Sinfonietta (Stone). Kapp K 3-8000-S. (Stereo) — Here's a solid commercial item for the holiday season with strong, quality performances and name value. Recorded at Symphony Hall, Boston, in 1955, the package includes 41 of the "Messiah's" 53 numbers. Soloists include Lorna Sydney, Adele Addison, David Lloyd and Donald Gramm. Fine stereo sound.

### Christmas

#### SEASON'S GREETINGS FROM PERRY COMO



RCA Victor LSP 2066. (Stereo & Monaural) — Como should have a strong Christmas package with this excellent LP. One side is devoted to pop-Christmas selections, the other features traditional carols that include a medley of six songs under the collective title: "The Story of the First Christmas." Choral and ork support from the Mitchell Ayres Ork and the Ray Charles Singers is first-rate. Good cover shot of the artist.

#### CHRISTMAS HYMNS



George Beverly Shea. RCA Victor LSP 2064. (Stereo & Monaural) — Shea has a set of warmly sung Christmas hymns that are presented over lovely and complementary ork settings by Norman Leyden. In addition to the more well-known carols, he includes several lesser-known hymns. His fans will find it an attractive item, and it appears a likely strong seller.

#### CHRISTMAS SURPRISES



Ralph Hunter Choir. RCA Victor LSP 2063. (Stereo & Monaural) — The Hunter Choir offers an attractive program of Christmas songs — some obscure and several standards. The rich-voiced stylings are backed by colorful orchestrations that are especially effective in stereo. The excellent sound and a bright cover showing several Santa Claus figures as Jacks-in-the-box are sales plus features.

#### HOLY, HOLY, HOLY,



Roger Wagner Chorale. Capitol SP 8498 (Stereo & Monaural) — Tho the material here is not strictly of a Christmas nature, the religious content can make this an important holiday item. The well-known chorus works with a stirring band, full of impressive brass sounds on such selections as "Onward Christian Soldiers," "Holy, Holy, Holy," "The Holy City," etc. An excellent, nicely balanced recording with a cover showing the Madonna and Child, which can add plenty of pre-holiday sales interest.

### Sound

#### A STEREO INTRODUCTION TO THE WORLD FAMOUS WURLITZER PIPE ORGAN



Don De Witt; Dick Scott and Johnny Seng. United Artists UAS 5059. (Stereo and Monaural) — Popular and light classical themes are interpreted and presented by organists DeWitt, Scott and Seng. The famous instrument was once owned by Paramount Pictures. It boasts four manuals with many stops that allow for almost any solo instrumental, or orchestral effect imaginable. The various artists each style their selections colorfully, taking full advantage of the wide extreme of sound offered. Stereo is highly effective in capturing the brilliance of sound.

#### VOODOO!



Richard Hayman. Mercury SR 60147 (Stereo & Monaural) — In addition to several interesting and unusual themes that are presented with verve by the ork, the standout sound in this set helps make it a highly salable item. The tempos are Afro-Cuban, and the ork's approach is fiery and colorful. A good cover drawing adds to over-all appeal.

### Specialty

#### BULLRING!



Commentary by Carlos Arruza. Riverside RLP 5501 — Carlos Arruza, one of Mexico's famous matadors (now retired) gives a narrative of the events and history of the art of bullfighting. One side of the disk is devoted to an explanation of terms, etc. The other has locale recordings of two bull fights. Crowd noises and the brass band of El Torco help give the set color. Sound is excellent, and Arruza's narration is interesting and compelling.

★ ★ ★ ★  
VERY STRONG  
SALES POTENTIAL

### POPULAR ★★★★★

#### ★★★★ GIANNI WURLITZER PIPE ORGAN VOLUME 6

Audio Fidelity AFLP 1904 & AFSD 1904. (Stereo & Monaural) — This is the sixth LP issued by the label featuring Leon Berry at the giant Wurlitzer pipe organ and like the previous releases it should interest both pop music fans and hi-fi stereo bugs. Berry performs the tunes brightly, adding rhythmic touches to "76 Trombones," "Avalon," "Moonlight and Roses" and other favorites, that make them very appealing. Stereo sound is excellent. A strong new set.

#### ★★★★ MUSIC FOR TRAPPING

Elliot Lawrence Ork. Top Rank RM 304 — Here's a smooth, tender album of standards featuring warm, lush arrangements that should please many. It spotlights the Elliot Lawrence Ork performing such tunes as "Shrine of St. Cecilia," "So Little Time," and "None But the Lonely Heart," as well as attractive originals, with strings backing top jazz soloists including Zoot Sims, Urbie Green and Hal McKusick. Mighty good listening and excellent sound too, not to mention a mighty cute cover idea.

#### ★★★★ MORE DREAM DANCING

Ray Anthony Ork. Capitol T 1252 — A creamy smooth set of slow dance items, and another in a series by Ray Anthony in this groove. It's tailored for the over-teen set and those teens who want an occasional switch from the triple beat. Fine standards for the most part, including "Small Hotel," "Blue Hawaii," "East of the Sun," etc. It's suitable for some jock segs and the set should certainly pull its weight at counters.

#### ★★★★ LET'S DANCE AGAIN!

David Carroll Ork. Mercury SR 60152. (Stereo & Monaural) — A swingin' dance package with selections suited for all to either listen to or dance to. Outstanding arrangements for each and every number. It differs in that each band features different beat, instrument(s) and approach. Tunes come to life here with fine big ork sound. Carroll undoubtedly has the touch and has built a fine rep among dancers of all ages. A potent package for all home libraries.

#### ★★★★ SONGS OF THE WORLD IN STEREO

Norman Luboff Singers. Columbia CS 8141. (Stereo & Monaural) — The Luboff "Songs of the World" dual LP package was released in monaural form some time back. Approximately half the numbers on the original two-disk set have been re-released here in stereo form under the title, Volume II. This grouping contains songs native to Zululand, England, Germany, the West Indies, etc., with complete lyrics for each printed on the back cover. Stereo is good and the Choir offers its usual fine performance.

#### ★★★★ WHAT DO YOU KNOW ABOUT LOVE

Della Reese. Jubilee LP 1109 — Della Reese's current singles hit on Victor should give this package added sales and spin appeal. Effective mood photo of canary is carried on the cover. Moving vocal performance on such wistful standards as "I'm Nobody's Baby," "I Never Knew," "I'm Thru With Love," "I Got It Bad," etc.

#### ★★★★ THE VELVET SIDE OF THE ROARING TWENTIES

Various Artists. 20th Fox 3017 — Here's a solid package with excellent spin possibilities. Nostalgic package spotlights the romantic side of the twenties, via pleasant group and duo vocal treatments of such pretty oldies as "At Sundown," "I'll See You in My Dreams," "I'll Get By," etc.

#### ★★★★ SONGS FOR AN EVENING AT HOME

Gordon MacRae. Capitol T 1251 — Deejays should find this package of particular interest around the holiday season, since it creates a warm, nostalgic feeling. MacRae warbles in his usual rich, legit style on some tender standards. He also duets with his daughter, Meredith, on the lovely "Whispering Hope." Cheerful instrumental treatment of "Three Blind Mice" is contributed by arranger-conductor Van Alexander.

#### ★★★★ SATURDAY NIGHT WITH CONWAY TWITTY

M-G-M S 3786. (Stereo & Monaural) — Twitty brings his impassioned rockabilly delivery to a varied line-up of standards, blues and r.&r. items. Selections include the hit "Danny Boy," "She's Mine," "Heavenly," "Hey Miss Ruby," "Hey Little Lucy!" etc. Solid rockabilly package.

### LOW-PRICE POPULAR ★★★★★

★★★★ PORGY & BESS

Various Artists. Lion 70095 — A good  
(Continued on page 40)

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b/w SWINGIN' ON A RAINBOW

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# FRANKIE AVALON

on

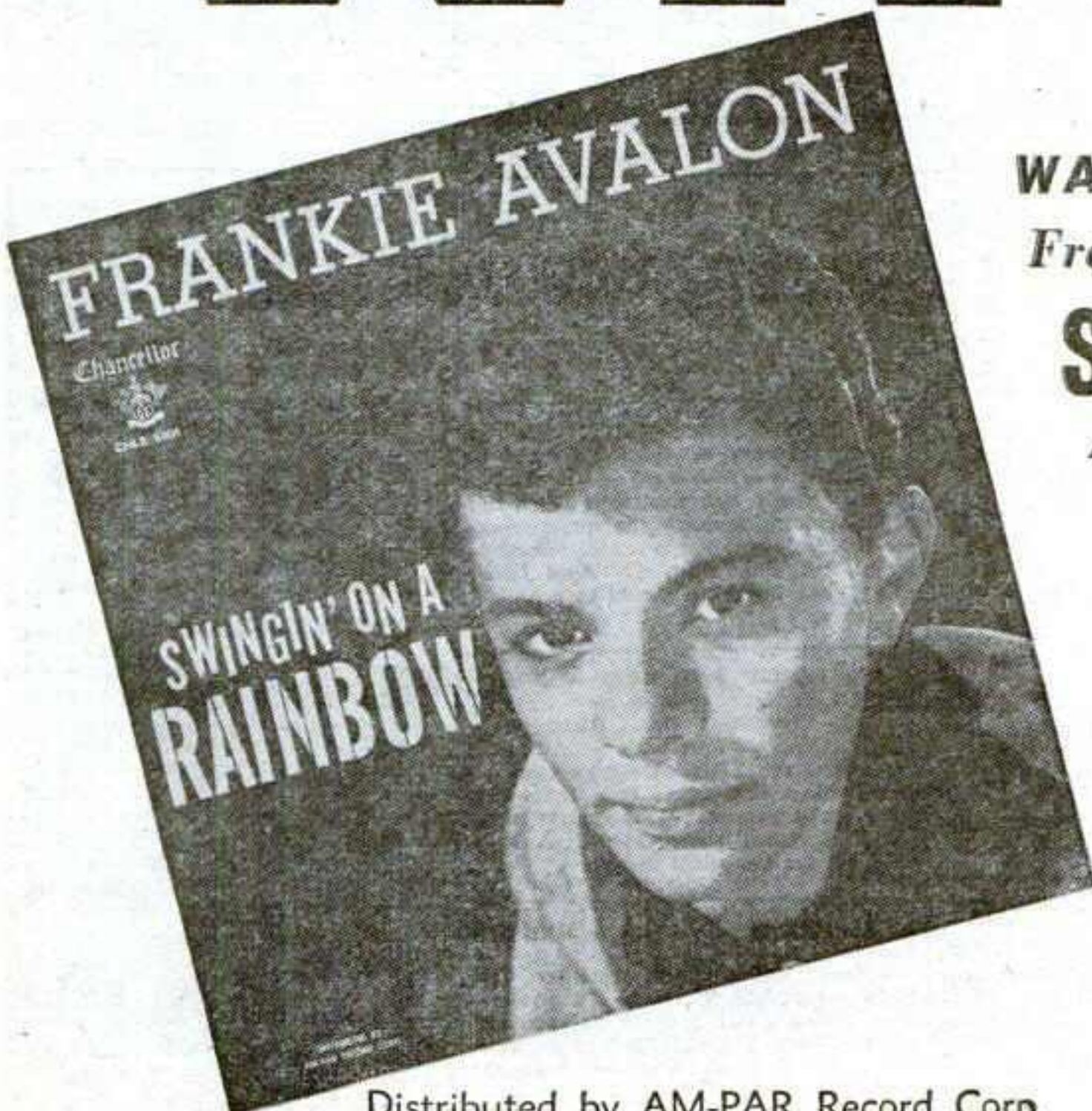


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# "WHY"



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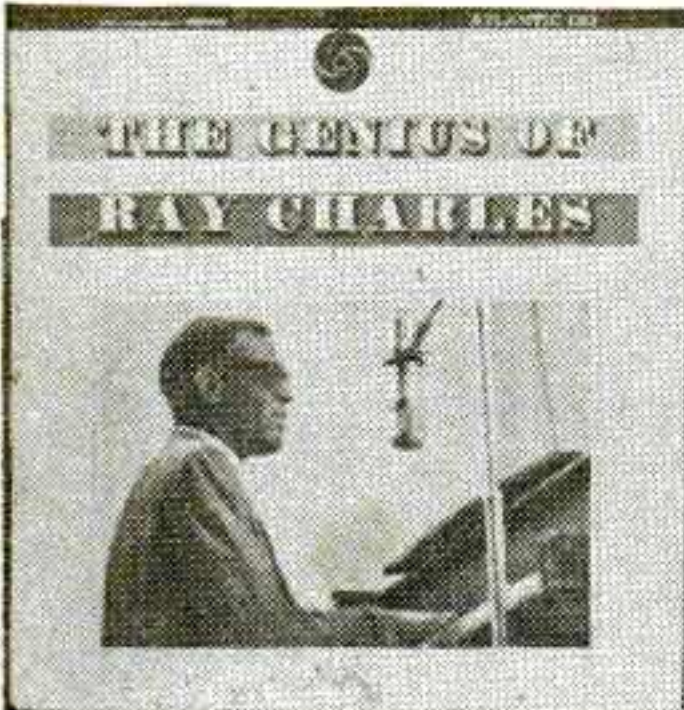
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## SPECIAL MERIT SPOTLIGHTS

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

### POP DISK JOCKEY PROGRAMMING

#### LARRY ADLER

Audio Fidelity AFLP 1916. (Stereo & Monaural)—Larry Adler, certainly one of the finest and most versatile of harmonica players, has a set of standards styled in quality renditions. He also includes some of his own material. They are played soulfully over excellent piano, trumpet, bass and drum support. It's a highly programmable item. Tunes include "My Funny Valentine," "Little Girl Blue" and "Grisbi." His wide range of expression includes overtones of jazz, pop and classical influences.

### CLASSICAL

#### MOUSSORGSKY: PICTURES AT AN EXHIBITION

Vladimir Horowitz. RCA Victor LN 2357 — This is the actual Carnegie Hall performance of the piano version of the Moussorgsky "Pictures at an Exhibition," as played by Vladimir Horowitz in April, 1951. Altho the sound does not quite match today's, the performance still has the compelling power it had when performed eight years ago by the pianist. This will certainly become a collector's item, and the appealing cover will help sales, too.

#### IRMAGARD SEEFRIED

Deutsche Grammophon DGS 712017. (Stereo & Monaural) — The German soprano is supreme in this lovely program of lieder by Brahms and Richard Strauss. Her warmth and clarity of tone and her effortless delivery are a joy to hear. She is accompanied thruout by the sensitive piano of Erik Werba. In truth there is little real or obvious difference between the stereo and monaural versions. This criticism however is a minor one in view of the splendid performance of the artist. Cover contains a fine photo of the singer.

#### STRAUSS: PARERAGON TO THE SINFONIA DOMESTICA

Paul Wittgenstein, Piano; The Boston Records Orch. (Simon). Boston B 412 — This is a remarkable recording. It features Paul Wittgenstein, now in his early 70's, coming out of retirement to play the "Pareragon to the Sinfonia Domestica," written for him by Richard Strauss over three decades ago. The pianist plays it with an intensity that belies his years, accompanied by the Boston Records Orchestra led by Eric Simon. The second side features transcriptions for piano left hand. A notable performance by the pianist here.

### OPERA

#### BOITO: MEFISTOFELE

Soloists: Cesare Siepi; Renata Tibaldi; Mario del Monaco. Orch. of Accademia di Santa Cecilia, Rome (Serafin). London OSA 1307. (Stereo & Monaural) — This one can't miss. It has exciting performances, rich stereo and outstanding name value in Tebaldi, Siepi and del Monaco. Set has a striking cover and is handsomely packaged. There is also a booklet, featuring complete, Italian-English libretto.

#### LUCIA DI LAMMERMOOR

Maria Callas. Philharmonic Orch. (Serafin) Angel S3601 (Stereo & Monaural)—Miss Callas offers a thrilling reading of "Lucia." Her fans will be pleased (and justly so) by the excellent performance. Other contributing principals, the chorus and orchestra are complementary in every respect. A handsome booklet is included gives the text in English and Italian. There are also several background photos. Sound is excellent.

## • Reviews and Ratings of New Albums

• Continued from page 38

★ ★ ★ ★

### VERY STRONG SALES POTENTIAL

entry in the low-price category, despite the rash of Porgy albums already on hand. Performance is an enjoyable one with the singers bearing repeated listening. A sincere attempt at a quality performance should prove especially salesworthy as rack merchandise.

#### ★ ★ ★ ★ ORIGINAL SOUND TRACK HITS

Various Artists. Lion 70122 — A flock of old but memorable soundtrack excerpts have been packaged in this set for admirable results. Scenes from four of the pics represented, depicted in color with names on the cover will alone generate attention. Inside buyers will find the original versions of "Hill Hi-Lo," "Abba Daabba Honeymoon," "There's No Business Like Show Business," "Baby, It's Cold Outside," and others just as good. This should move off racks briskly.

#### ★ ★ ★ ★ THE BROADWAY PARTY SING ALBUM

Various Artists. Rondolette 857 — This album should have wide appeal. It features tunes from the top Broadway musicals of the last few years, including items from "My Fair Lady," "South Pacific," "Carousel," and "Oklahoma!" all sung well by a spirited chorus with a soloist featured on many of the tunes as well. It has a

good sound in addition to strong performances and an attractive cover.

★ ★ ★ ★ GREAT MOVIE HITS, VOL. 1  
Cyril Stapleton & Ork. Richmond S 30060. (Stereo & Monaural) — The English orkster presents lush treatments of several popular movie themes. The arrangements are effectively captured in stereo. Selections include "A Certain Smile," "April Love" and "Secret Love." It should be a healthy rack item.

#### ★ ★ ★ ★ PORGY AND BESS — SHOW- BOAT

Frank Chacksfield Ork. Richmond S 30059. (Stereo & Monaural) — Attractive cover gives this LP good display value on racks. Chacksfield offers lush, richly melodic ork treatments of two great show scores. Excellent stereo sound. A solid entry for the low-priced market.

#### ★ ★ ★ ★ THE KING AND I — MY FAIR LADY

Various Artists; Cyril Stapleton Ork. Richmond S 30065. (Stereo & Monaural) — Good stereo sound and pleasant performances make this a solid buy in the low-priced market. Stapleton also gives package name value. The most popular tunes from the two best-selling Broadway scores are

handed thoro attractive vocal and instrumental interpretations.

★ ★ ★ ★ THE BEST OF COLE PORTER  
Frank Chacksfield. Richmond S 30066. (Stereo & Monaural) — Frank Chacksfield's tasteful, tuneful arrangements make the best of Cole Porter sound even better. Top notch stereo and stylings with a sheen do nice things with "Easy to Love," "Begin the Beguine," "Night and Day," and "Just One of Those Things," are included. Wide appeal, to Porter fans and

(Continued on page 45)

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<h2>JERRY KELLER</h2>		<p><b>NOW, NOW, NOW</b> AND <b>THERE ARE SUCH THINGS</b></p> <p>K-310</p>
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<h2>HERB COLEMAN</h2>		<p><b>MARRY YOUNG</b> AND <b>LOOK OUT FOR LOVE</b></p> <p>K-308</p>
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**NEW FEATHERS IN OUR KAPP\***

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending October 31

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Mack the Knife</b> By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) <b>BEST SELLING RECORD:</b> Bobby Darin, Atco 6147. <b>RECORDS AVAILABLE:</b> Louis Armstrong, Col 40587; Owen Bradley, Deo 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.	1	10	<b>6. Lonely Street</b> By K. Sowder-W. S. Stevenson-C. Belew—Published by Four Star (BMI) <b>BEST SELLING RECORD:</b> Andy Williams, Cadence 1370. <b>RECORD AVAILABLE:</b> Carl Belew, Four Star 1701.	7	7
<b>2. Mr. Blue</b> By Dwayne Blackwell—Published by Cornerstone (BMI) <b>BEST SELLING RECORD:</b> Fleetwoods, Doyton 5.	2	8	<b>7. Primrose Lane</b> By Callender-Shanlin—Published by Music Productions (ASCAP) <b>BEST SELLING RECORD:</b> Jerry Wallace, Challenge 59047.	8	8
<b>3. Put Your Head on My Shoulder</b> By Paul Anka—Published by Spanka (BMI) <b>BEST SELLING RECORD:</b> Paul Anka, ABC-Paramount 10040.	3	9	<b>8. Teen Beat</b> By Nelson Egnoian—Published by Drive-In (BMI) <b>BEST SELLING RECORD:</b> Sandy Nelson, Original Sound 5.	5	9
<b>4. Don't You Know</b> By Bobby Worth—Published by Alexis (ASCAP) <b>BEST SELLING RECORD:</b> Della Reese, Vic 7591.	4	6	<b>9. Poison Ivy</b> By Leiber-Stoller—Published by Tiger (BMI) <b>BEST SELLING RECORD:</b> Coasters, Atco 6146.	11	9
<b>5. Deck of Cards</b> By T. Texas Tyler—Published by American (BMI) <b>BEST SELLING RECORD:</b> Wink Martindale, Dot 15968. <b>RECORDS AVAILABLE:</b> Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Williams, Dec 28809.	6	6	<b>10. Seven Little Girls (Sittin' in the Back Seat)</b> 16 5 By Hilliard Pockriss—Published by Sequence (ASCAP) <b>BEST SELLING RECORD:</b> Paul Evans & the Curls, Guaranteed 200.		

### Second Ten

<b>11. Danny Boy</b> By Weatherly—Published by Bossey & Hawkes (ASCAP) <b>BEST SELLING RECORD:</b> Conway Twitty, M-G-M 12826. <b>RECORDS AVAILABLE:</b> Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Slim Whitman, Imp 8201.	17	4	<b>16. In the Mood</b> By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) <b>BEST SELLING RECORD:</b> Ernie Fields, Rendezvous 110. <b>RECORDS AVAILABLE:</b> Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29449; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.	14	4
<b>12. ('Til) I Kissed You</b> By Don Everly—Published by Acuff-Rose (BMI) <b>BEST SELLING RECORD:</b> Everly Brothers, Cadence 1369.	9	11	<b>17. So Many Ways</b> By Bobby Stevenson—Published by Brenda (BMI) <b>BEST SELLING RECORD:</b> Brook Benton, Mer 71512. <b>RECORD AVAILABLE:</b> Varetta Dillard, Savoy 1153.	19	2
<b>13. Heartaches by the Number</b> By H. Howard—Published by Pamper (BMI) <b>BEST SELLING RECORD:</b> Guy Mitchell, Columbia 41476. <b>RECORD AVAILABLE:</b> Ray Price, Col 41374.	18	4	<b>18. Misty</b> By Burke & Gardner—Published by Vernon-Octave (ASCAP) <b>BEST SELLING RECORD:</b> Johnny Mathis, Col 41483. <b>RECORDS AVAILABLE:</b> Georgi Auld, Coral 65513; Chris Connor, Atlantic 2037; Erroll Garner, Mer 30037; Jane Harvey, Dot 15885; Bill Shepherd, Signet 12012; Sarah Vaughan, Mer 71477.	27	2
<b>14. The Enchanted Sea</b> By Metis-Starr—Published by Volkwein (ASCAP) <b>BEST SELLING RECORDS:</b> Martin Denny, Liberty 55212; Islanders, May Flower 16.	29	2	<b>19. Battle Hymn of the Republic</b> By Wilhousky—Published by Carl Fischer (ASCAP) <b>BEST SELLING RECORD:</b> The Mormon Tabernacle Choir, Columbia 41459.	13	8
<b>15. Just Ask Your Heart</b> By DeNota-Ricci-Damata—Published by Rambled (BMI) <b>BEST SELLING RECORD:</b> Frankie Avalon, Chancellor 1040.	10	8	<b>20. Oh, Carol</b> By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) <b>BEST SELLING RECORD:</b> Neil Sedaka, Vic 7595.	21	3

### Third Ten

<b>21. Unforgettable</b> By Irving Gordon—Published by Bourne (ASCAP) <b>RECORD AVAILABLE:</b> Dinah Washington, Mer 71508.	28	2	<b>26. We Got Love</b> By Kai Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) <b>RECORD AVAILABLE:</b> Bobby Rydell, Cameo 169.	-	1
<b>22. Dance With Me</b> By Lebish-Glick—Published by Tredlew-Tiger (BMI) <b>RECORD AVAILABLE:</b> Drifters, Atlantic 2040.	-	1	<b>27. Be My Guest</b> By Domino-Marascalco-Boyce—Published by Travis (BMI) <b>RECORD AVAILABLE:</b> Fats Domino, Imperial 5629.	-	1
<b>23. Woo-Hoo</b> By G. D. McGraw—Published by Shapiro-Bernstein & McGraw (ASCAP) <b>RECORD AVAILABLE:</b> Rock-A-Teens, Roulette 4192.	23	2	<b>28. You Were Mine</b> By Paul Gialcalione—Published by Dara & Good (BMI) <b>RECORDS AVAILABLE:</b> Fireflies, Ribbon 6901; Rudy West, King 5276.	30	3
<b>24. Sleep Walk</b> By Farine-Farine—Published by Trinity (BMI) <b>RECORDS AVAILABLE:</b> Betsy Blye, Canadian-American 106; Santo & Johnny, Canadian-American 103.	12	12	<b>29. The Three Bells</b> By Dick Manning and Jean Villard. English lyric: Bert Reisfeld—Published by Southern (ASCAP) <b>RECORDS AVAILABLE:</b> J. T. Adams & the Men of Texas, Word 686; Browns, Vic 7555; Dick Flood, Monument 408.	15	14
<b>25. Hey Little Girl</b> By Blackwell & B. Stephenson—Published by Roosevelt-Tollie (BMI) <b>RECORD AVAILABLE:</b> Dee Clark, Abner 1029.	-	7	<b>30. Red River Rock</b> By King-Mack-Mendelsohn—Published by Vicki (BMI) <b>RECORDS AVAILABLE:</b> Johnny & the Hurricanes, Warwick 509; Gene Redd, King 5250.	20	12

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# Billboard's famous year-end Programming and Talent Buying Guide



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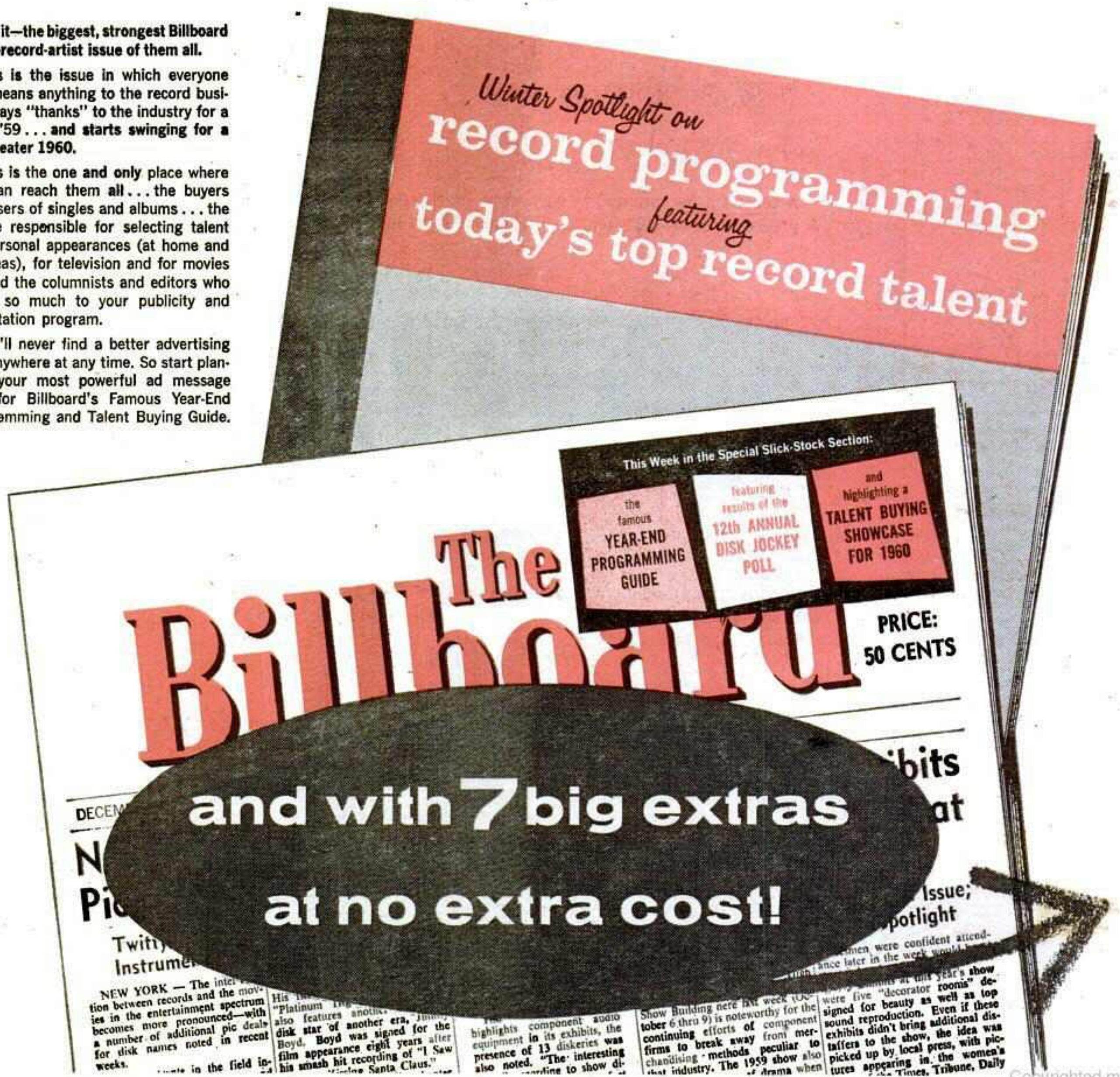
very special for recording artists in the December 14 issue

This is it—the biggest, strongest Billboard music-record-artist issue of them all.

This is the issue in which everyone who means anything to the record business says "thanks" to the industry for a great '59... and starts swinging for a still greater 1960.

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• **Reviews and Ratings of New Albums**

• Continued from page 40

★ ★ ★ ★  
**VERY STRONG SALES POTENTIAL**

buyers of Chacksfield's many previous albums.

**JAZZ ★★★★★**

★★★★ **HAMP'S BIG BAND**  
Lionel Hampton, Audio Fidelity AFLP 1913. (Stereo & Monaural) — A 20-man ensemble makes up the Hamp band on this swinging and jumping set, which includes a number of the versatile cat's better known feature numbers like "Flying Home," "Hamp's Boogie Woogie," "Hey, Baba Re Bob," and "Airmail Special." The sound is exceptionally good and the cover with a bank of brass framing the maestro himself, is an eye-catcher. Solid stuff for the swing band fans.

**CLASSICAL ★★★★★**

★★★★ **BRAHMS: SYMPHONY NO. 1 IN C MINOR; SYMPHONY NO. 4 IN E MINOR; ACADEMIC FESTIVAL OVERTURE**  
Concertgebouw Orch. of Amsterdam (Van Bienum). Eple BSC 103. (Stereo & Monaural) — Van Bienum paces the orchestra thru fine interpretations of the two Brahms symphonies. The "Academic Festival Overture" is an attractive bonus. Stereo enhances the appreciation of the interpretations. Set is handsomely packaged in a hard cover with a good photo of the conductor. Strong potential.

**LOW-PRICE CHILDREN'S ★★★★★**

★★★★ **LEARNING THE ABC'S & HOW TO COUNT**

Rosemary Rice, Harmony HL 9509—Prominent TV actress Rosemary Rice turns her talents to the pre-kindergarten market in this enjoyable game of learning numbers and ABC's. It's based on the "repeat after me," method and with the charm and appeal of Miss Rice's way with the spoken word and sung word, it can develop good reaction from moms and gift givers for the post-diaper set. Cute cover sells the idea of the package well and can attract attention.

**CHRISTMAS ★★★★★**

★★★★ **THE BELLS OF CHRISTMAS**  
Eddie Dunstedter, Capitol T 1264—The well-known organ virtuoso has one of the better holiday albums in this offering of a number of the great and familiar carols. Dunstedter is joined by a colorful array of instruments consisting of glockenspiel, chimes, xylophone, celeste, marimba and vibraharp, making for an even richer sound quality. In the unending parade of Christmas merchandise, dealers can place this among those slated for a good push. Buyers will not be disappointed.

★★★★ **A YULETIDE SONG FEST**

Rosalind Elias, Giorgio Tozzi, Lehman Engel Orchestra and Chorus, RCA Victor LSC 2350 (Stereo & Monaural)—A classy performance of familiar Christmas Carols sung in first-rate fashion by Metopera stars Rosalind Elias, and Giorgio Tozzi, with orchestra and chorus under the direction of Lehman Engel. The carols are handled flawlessly and the set, with its attractive cover, should have strong appeal during the holiday season.

**LOW-PRICE**

**CHRISTMAS ★★★★★**

★★★★ **CHRISTMAS WITH KATE**  
Kate Smith, Tops 9677-S (Stereo & Monaural) — The golden voice of Kate Smith singing some of the best-known and best-loved Christmas carols adds up to a potent disk, especially at the price. The carols include "Deck the Halls," "White Christmas," "Silent Night" and "Jingle Bells." There should be a large audience for this waxing during the holiday season.

**INTERNATIONAL ★★★★★**

★★★★ **BESAME**  
Sara Montiel, Columbia WL 149—Sara Montiel, one of Spain's (and now Hollywood's) brightest young stars, turns in a delightful group of performances on this collection of Spanish pop tunes. The waxing was made in Spain on the Hispavox label. The thrush sings the songs with feeling and warmth over good arrangements. Tunes include "Besame Mucho," "Quien si no tu," "Lamento" and "Amore, Dulce Amor."

★★★★ **AUSTRIA REVISITED**

The Vienna Boys Choir, Capitol T 10217—Concertizing around the world has won the Vienna Choir Boys a host of friends. This collection should delight all who enjoy their fresh and appealing voices. Included are four Strauss waltzes, featuring Blue Danube and Vienna Woods, plus three traditional numbers, a Bach aria, the Brahms Cradle Song and three others. The music is all familiar, and the treatment a happy one.

★★★★ **TAKARAZUKA DANCE THEATRE**

Various Artists, Columbia WL 163. (Stereo & Monaural)—Part of the extraordinary program offered by the all girl Takarazuka Dance Theatre on their tour of the United States. Extremely fresh and colorful selections run the gamut from the lovely "Iwato Kagura," a myth based on sacred Japanese music and the delicate lullaby "Itsuki No Komoriuta," to "Ya Kyu Ken," a popular song about baseball

and "Miyazaki No Usu Daiko," an exciting offering based on an ancient dance of warriors. All the Oriental themes are given a Western treatment with a complete lush orchestration. Good item here.

**POLKA ★★★★★**

★★★★ **POLKAS AND WALTZES**  
"Whoopie" John Wilfahrt & Ork. Decca DL 8907 — The well-known maestro leads his band thru a finely recorded set of solid danceable items. Folk dance fans will find the band, with its typical accordion and horn lead sounds in top form with side one given over entirely to polkas and the flip to the waltz and the landler, a variation of the three-beat tempo. Good sound and name value in this field can help the package do good business.

**RELIGIOUS ★★★★★**

★★★★ **WITH HEARTS AFLAME**  
J. T. Adams and the Men of Texas.

Word WST 8017 LP — Adams and the Men of Texas offer an attractively varied program of religious material that includes spirituals, traditional hymns and a few new, inspirational themes. The renditions are sincere and warm. Sound is good. It should move well in this market.

**SPECIALTY ★★★★★**

★★★★ **SQUARE DANCING MADE EASY**

Slim Jackson, Epic BN 543 (Stereo & Monaural)—Jackson serves up simple, easy to follow "calls" on a group of square dances, set to familiar country themes and standards. Selections include "Captain Jinks," "Hinky Dinky Parley Voo," "Marching Thru Georgia," etc. Terp directions for each side are also included on back of album cover.

★ ★ ★ ★  
**GOOD SALES POTENTIAL**

**POPULAR ★★★**

★★★ **DANCE, EVERYONE DANCE**  
Phil Bennett Ork. Top Rank RM 302 — In the welter of society band sets around, this has several advantages. The sound is tops, with a 20-man crew playing in constantly varying combinations to add interest. The songs are exclusively of the show tune school and they are taken from 33 different Broadway hits of this and other years. Repertoire, sound and rhythm should please the dancers very well.

★★★ **PING PONG!**

Alvino Rey, His Guitars & His Ork. Capitol T 1262 — Rey and his various guitar voices go on a sort of sonic holiday with this interesting production, which includes in addition to the Alvino Rey console electric guitar, a brace of trombones and trumpets, plus rhythm. Tunes of vari-

ous tempos, all danceable, form the showcase here for the Rey band, including "Peanut Vendor," "Begin the Beguine," "Twelfth Street Rag," and "Aloha Oe." Pleasant, listenable wax, also suitable for dancing.

★★★ **DOUBLE BARREL MARCHING DIXIE**

The Bourbon Street Barons, Top Rank RM 300 — Good looking cover marks this exuberant Dixieland package. An augmented band provides a bright, happy, full sound with a strong beat on such familiar march themes as "Stars and Stripes Forever," "Washington Post March," and "Semper Fidelis."

★★★ **PRESENTING THE SONGSTERS**

Top Rank RM 305 — The Songsters, a very good choral group from Rochester. (Continued on page 54)

**EXTRA!**

Advertisers (recording artists only) using a page or more to get **FREE picture and caption** in addition to regular full biographic listing in the important "Today's Top Record Talent" section.

...at **NO extra cost!**

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**EXTRA!**

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...**BIGGEST BARGAIN OF THEM ALL!**

**The Billboard Record Programming and Talent Buying Guide**  
dated December 14 • advertising deadline, December 7

FOR THE WEEK  
ENDING NOVEMBER 15

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	1	1	1		MACK THE KNIFE Bobby Darin, Atco 6147		12
2	2	2	3		MR. BLUE Fleetwoods, Dolton 5		10
3	3	3	2		PUT YOUR HEAD ON MY SHOULDER... Paul Anka, ABC-Paramount 10040	S	11
4	4	5	13		DON'T YOU KNOW Della Reese, RCA Victor 7591	S	8
5	6	6	7		LONELY STREET Andy Williams, Cadence 1370		10
6	5	4	4		TEEN BEAT Sandy Nelson, Original Sound 5		10
7	7	10	15		DECK OF CARDS Wink Martindale, Dot 15968		9
8	8	8	11		PRIMROSE LANE Jerry Wallace, Challenge 59047		13
9	15	17	23		7 LITTLE GIRLS (SITTIN' IN THE BACK SEAT) Paul Evans & the Curls, Guaranteed 200		9
10	12	24	29		HEARTACHES BY THE NUMBER Guy Mitchell, Columbia 41476		6
11	19	26	26		DANNY BOY Conway Twitty, M-G-M 12826	S	7
12	13	28	60		SO MANY WAYS Brook Benton, Mercury 71512	S	4
13	14	15	28		IN THE MOOD Ernie Fields, Rendezvous 110		8
14	10	9	8		POISON IVY Consters, Atco 6146		12
15	9	7	9		JUST ASK YOUR HEART Frankie Avalon, Chancellor 1040	S	11
16	17	25	41		OH, CAROL Neil Sedaka, RCA Victor 7595		5
17	29	34	49		UNFORGETTABLE Dinah Washington, Mercury 71508	S	6
18	30	33	37		THE ENCHANTED SEA The Islanders, May Flower 16		7
19	11	11	5		('TIL) I KISSED YOU Every Brothers, Cadence 1369		13
20	18	30	39		MISTY Johnny Mathis, Columbia 41483		6
21	22	38	48		WE GOT LOVE Bobby Rydell, Cameo 169		5
22	51	80	—		BE MY GUEST Fats Domino, Imperial 5629		3
23	34	46	77		DANCE WITH ME The Drifters, Atlantic 2040		5
24	16	13	16		BATTLE HYMN OF THE REPUBLIC... The Mormon Tabernacle Choir, Columbia 41459		10
25	24	35	35		WOO-HOO Rock-A-Teens, Roulette 4192		6
26	21	21	31		YOU WERE MINE Fireflies, Ribbon 6901		10
27	31	23	25		HEY LITTLE 'GIRL Dee Clark, Abner 1029	S	12
28	23	14	14		RED RIVER ROCK Johnny and the Hurricanes, Warwick 509	S	15
29	20	12	6		SLEEP WALK Santo and Johnny, Canadian-American 103		16
30	25	22	20		WORRIED MAN Kingston Trio, Capitol 4271		9
31	36	43	45		LIVING DOLL Cliff Richard & the Drifters, ABC-Paramount 10042		7
32	26	20	24		SAY MAN Bo Diddley, Checker 931		8
33	35	42	43		LOVE POTION #9 Clovers, United Artists 180		9

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
34	33	18	17		MORGEN Ivo Robic, Laurie 3033		13
35	27	27	22		THE ANGELS LISTENED IN The Crests, Coed 515		13
36	78	94	—		I'VE BEEN AROUND Fats Domino, Imperial 5629		3
37	41	40	32		JUST AS MUCH AS EVER Bob Beckham, Decca 30861		14
38	49	51	97		HIGH SCHOOL U.S.A. Tommy Facenda, Atlantic 51 to 78		4
39	44	44	47		IF I GIVE MY HEART TO YOU Kitty Kallen, Columbia 41473		6
40	37	37	46		SOME KIND-A EARTHQUAKE Duane Eddy, Jamie 1130	S	6
41	65	81	—		THE ENCHANTED SEA Martin Denny, Liberty 55212	S	3
42	42	39	42		TORQUAY Fireballs, Top Rank 2008		7
43	46	52	—		BELIEVE ME Royal Teens, Capitol 4261		3
44	55	88	—		COME INTO MY HEART Lloyd Price, ABC-Paramount 10062	S	3
45	95	—	—		REVEILLE ROCK Johnny and the Hurricanes, Warwick 513	S	2
46	48	56	64		JOEY'S SONG Bill Haley & His Comets, Decca 30956		6
47	38	45	38		TUCUMCARI Jimmie Rodgers, Roulette 4191	S	8
48	53	60	66		TALK TO ME Frank Sinatra, Capitol 4284		4
49	58	74	98		CLOUDS The Spacemen, Alton 254		4
50	47	41	30		MAKIN' LOVE Floyd Robinson, RCA Victor 7529		16
51	52	65	78		POCO LOCO Gene & Eunice, Case 101		10
52	32	16	10		THE THREE BELLS Brown, RCA Victor 7555	S	16
53	40	36	34		MARY LOU Ronnie Hawkins, Roulette 4177	S	13
54	56	53	44		YOU BETTER KNOW IT Jackie Wilson, Brunswick 55149	S	10
55	50	47	50		SHOUT (I) Isley Brothers, RCA Victor 7588	S	8
56	75	—	—		ALWAYS Sammy Turner, Big Top 3029		2
57	77	—	—		(IF YOU CRY) TRUE LOVE, TRUE LOVE Drifters, Atlantic 2040		2
58	63	91	—		FIRST NAME INITIAL Annette, Vista 349		3
59	28	19	12		I'M GONNA GET MARRIED Lloyd Price, ABC-Paramount 10032	S	14
60	54	48	36		FOOL'S HALL OF FAME Pat Boone, Dot 15982	S	9
61	45	32	19		BROKEN-HEARTED MELODY Sarah Vaughan, Mercury 71477		17
62	62	58	53		BOO BOO STICK BEAT Chet Atkins, RCA Victor 7589		7
63	39	31	21		I LOVES YOU PORGY Nina Simone, Bethlehem 11021	S	15
64	64	73	76		I DON'T KNOW Ruth Brown, Atlantic 2035		5
65	60	66	69		FIRST LOVE, FIRST TEARS Duane Eddy, Jamie 1130	S	7
66	66	72	—		PRETEND Carl Mann, Phillips International 3546		3
67	59	62	91		IT HAPPENED TODAY The Skyliners, Calico 109		7

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
68	90	96	99		MIDNIGHT STROLL Revels, Norgolde 103		4
69	43	29	18		BATTLE OF KOOKAMONGA Homer & Jethro, RCA Victor 7585	S	10
70	67	55	40		I AIN'T NEVER Webb Pierce, Decca 30923		14
71	76	76	86		RUNNING BEAR Johnny Preston, Mercury 71474		5
72	94	—	—		YOU'VE GOT WHAT IT TAKES Mary Johnson, United Artists 185		2
73	81	—	—		YOU WENT BACK ON YOUR WORD... Clyde McPhatter, Atlantic 2038		2
74	74	99	—		MY HEART BECAME OF AGE Annette, Vista 349		3
75	89	—	—		SCARLET RIBBONS Browns, RCA Victor 7614	S	2
76	57	68	87		TENNESSEE WALTZ Bobby Comstock, Blaze 349		4
77	85	—	—		STARRY EYED Gary Stites, Carlton 521	S	2
78	83	87	—		THE HUNCH Bobby Peterson, V-Tone 205		3
79	82	71	83		THERE COMES A TIME Jack Scott, Carlton 519	S	5
80	—	—	—		MARINA Rocca Granata, Laurie 3041		1
81	73	79	—		TENNESSEE WALTZ Jerry Fuller, Challenge 59057		3
82	93	—	—		TINY TIM LaVern Baker, Atlantic 2041		2
83	88	97	—		THE HUNCH Paul Gayten, Anna 1106		3
84	87	92	95		JUST TO BE WITH YOU The Passions, Audicon 102		4
85	96	—	—		FANCY NANCY Skip and Flip, Brent 7005		2
86	—	—	—		UHI OHI The Nutty Squirrels, Hanover 4540		1
87	—	—	—		HAPPY ANNIVERSARY Jane Morgan, Kapp 305		1
88	—	—	—		EL PASO Marty Robbins, Columbia 41511		1
89	99	—	—		SMOOTH OPERATOR Sarah Vaughan, Mercury 71519		2
90	—	—	—		HAPPY ANNIVERSARY Four Lads, Columbia 41497		1
91	100	—	—		WHEEL OF FORTUNE The Knightsbridge Strings, Top Rank 2014		2
92	—	89	—		I'LL BE SEEING YOU Poni Tails, ABC-Paramount 10047		2
93	—	—	—		ONE MORE CHANCE Rod Bernard, Mercury 71507		1
94	—	—	—		DONT DESTROY ME Crash Craddock, Columbia 41470		1
95	98	—	—		HONESTLY AND TRULY Tommy Edwards, M-G-M 12837	S	2
96	—	—	—		I'M MOVIN' ON Ray Charles, Atlantic 2043		1
97	97	100	—		THERE'S A GIRL Jan and Dean, Dore 531		3
98	—	—	—		OLD SHEP Ralph De Marco, Guaranteed 202		1
99	—	—	—		THERE I'VE SAID IT AGAIN Sam Cooke, Keen 82105		1
100	—	—	—		WONT'CHA COME HOME Lloyd Price, ABC-Paramount 10062	S	1

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

\*REVEILLE ROCK ..... Johnny & the Hurricanes  
(Vicki, BMI) Warwick 513

\*YOU GOT WHAT IT TAKES ..... Marv Johnson  
(Jobet, BMI) United Artist 185

JUST TO BE WITH YOU ..... The Passions  
(Audiocon, BMI) Audicon 102

\*MIDNIGHT STROLL ..... The Revels  
(Calvert, BMI) Norgolde 103

### C&W

\*AMIGOS GUITAR ..... Kitty Wells  
(Cedarwood, BMI) Decca 30987

### R&B—No selections this week

The correct publishers for "My Heart Became of Age," a Best Buy selection in last week's issue of The Billboard, is Music World-Wonderland, BMI.

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

## BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength 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 ..... Don Costa, United Artists
2. GILLEE ..... Sonny Spencer, Memo
3. SANDY ..... Larry Hall, Strand
4. MEXICAN JOE ..... Mitchell Torok, Guyden
5. I DON'T KNOW WHAT IT IS ..... The Bluenotes, Brooke
6. GOD BLESS AMERICA ..... Connie Francis, M-G-M
7. THE BEST OF EVERYTHING ..... Johnny Mathis, Columbia
8. MARINA ..... Willy Alberti, London
9. SHADOWS ..... The Five Satins, Ember
10. GROWIN' PRETTIER ..... Johnny October, Capitol
11. SUNRISE SERENADE ..... Roger Williams, Kapp
12. (NEW IN) THE WAYS OF LOVE ... Tommy Edwards, M-G-M
13. HOUND DOG MAN ..... Fabian, Chancellor
14. GOODNIGHT, MY LOVE ..... Ray Peterson, RCA Victor
15. AMONG MY SOUVENIRS ..... Connie Francis, M-G-M

## HOT 100: A TO Z

Always	56
Angels Listened In, The	35
Battle Hymn of the Republic	24
Battle of Kookamonga	69
Be My Guest	22
Believe Me	43
Boo Boo Slick Beat	62
Broken-Hearted Melody	61
Clouds, The	49
Come Into My Heart	44
Dance With Me	23
Danny Boy	11
Deck of Cards	7
Don't Destroy Me	94
Don't You Know	4
El Paso	88
Enchanted Sea, The (Denny)	41
Enchanted Sea, The (Islanders)	18
Fancy Nancy	85
First Love, First Tears	65
First Name Initial	58
Fool's Hall of Fame	60
Happy Anniversary (Four Lads)	90
Happy Anniversary (Morgan)	87
Heartaches by the Number	10
Hey, Little Girl	27
High School U. S. A.	38
Honestly and Truly	95
Hunch, The (Gayten)	83
Hunch, The (Peterson)	78
I Ain't Never	70
I Don't Know	64
I Loves You Porgy	63
If I Give My Heart to You	39
(If You Cry) True Love, True Love	57
I'll Be Seeing You	92
I'm Gonna Get Married	59
I'm Movin' On	96
In the Mood	13
It Happened Today	67
I've Been Around	36
Joey's Song	46
Just as Much as Ever	37
Just Ask Your Heart	95
Just to Be With You	84
Living Doll	31
Lonely Street	5
Love Potion -9	33
Mack the Knife	1
Makin' Love	50
Marina	80
Mary Lou	53
Midnight Stroll	68
Mr. Blue	2
Morgen	20
My Heart Became of Age	74
Oh, Carol	16
Old Shep	98
One More Chance	93
Poco Loco	51
Poison Ivy	14
Prefend	66
Primrose Lane	8
Put Your Head on My Shoulder	3
Red River Rock	28
Reveille Rock	75
Running Bear	71
Say Man	32
Scarlet Ribbons	75
7 Little Girls (Sittin' in the Back Seat)	9
Shout (I)	55
Sleep Walk	29
Smooth Operator	89
So Many Ways	12
Some Kind-A Earthquake	40
Starry Eyed	77
Talk to Me	48
Teen Beat	4
Tennessee Waltz (Comstock)	74
Tennessee Waltz (Fuller)	81
There Comes a Time	79
There I Said It Again	99
There's a Girl	97
Three Bells, The	52
(Til I Kissed You	19
Tiny Tim	82
Torquay	42
Tucumcari	47
Uhl! Oh!	86
Unforgettable	17
We Got Love	21
Wheel of Fortune	100
Won'tcha Come Home	108
Woo-Hoo	25
Worried Man	30
You Better Know It	54
You Got What It Takes	73
You Want Back on Your Word	34
You Were Mine	26

## REVIEWS OF

# THIS WEEK'S SINGLES

The pick of the new releases:



## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

### FLOYD ROBINSON



**TONIGHT YOU BELONG TO ME (Mills, ASCAP)—LET IT BE ME (Leeds, ASCAP)**—Robinson styles "Tonight You Belong to Me" attractively over good fem chorus backing. "Let It Be Me," a pretty ballad, is delivered in talk-sing style. Both sides are strong, and either could follow "Makin' Love." **RCA Victor 7637**

### JIM REEVES



**HE'LL HAVE TO GO (Central Songs, BMI) — IN A MANSION STANDS MY LOVE (Dandelion, BMI)**—Jim Reeves turns in flawless performances on two likely clicks. Both sides have strong pop and c.&w. appeal. "He'll Have to Go" is a plaintive love ballad. "In a Mansion" is a medium-beater with philosophical lyrics. **RCA Victor 7643**

### DODIE STEVENS



**MAIRZY DOATS (Miller, ASCAP)—STEADY EDDY (Le Bill-Campbella-Fairway, BMI)**—The young thrush has her strongest sides recently. Her fine reading of "Mairzy Doats," could mean a hit revival of the oldie. "Steady Eddy" is a rocker that is done in happy, swingin' style, and this can also score. **Dot 16002**

### THE BELLNOTES



**WHITE BUCKSKIN SNEAKERS—AND CHECKERBOARD SOCKS (Clefton, BMI) — NO DICE (Drexall, BMI)**—The group comes across with two solid readings on strong bids. "White Buckskin Sneakers" tells about the latest teen fad in dress. "No Dice" is an infectious rocker. Both can be winners. **Time 1017**

### THE KNOCKOUTS



**RIOT IN ROOM 3 C (Brent, BMI)—DARLING LORRAINE (Westbury, BMI)**—The Knockouts deliver a frantic version of "Riot in Room 3 C." It's done to swampy, twangy guitar backing with hand-clapping and occasional conversation. "Darling Lorraine" is a rockaballad that is appealingly presented. **Shad 5013**

### KING CURTIS



**RESTLESS GUITAR (Progressive, BMI) — HEAVENLY BLUES (Tiger, BMI)**—Curtis has two bright sides that can go well with juke and jocks, and they should also pull plenty of coin in stores. "Restless Guitar" is danceable rocker sort. "Heavenly Blues" is a pretty theme that is handed a lush interpretation. **Atco 6152**

### ILSE WERNER



**BACIARE (Southern, ASCAP)**—The snappy Italian ditty is given a smart reading in German by the lark. She has a charming, infectious style, and she could have a winner with the appealing side. Flip is "A Love Without End." **(BIEM). Top Rank 2023**

### BO DIDDLEY



**SAY MAN, BACK AGAIN (Arc, BMI)—SHE'S ALRIGHT (Arc, BMI)**—"Say Man, Back Again" could prove a hit follow-up to "Say Man." It's a similarly done side, and Bo Diddle's sly rendition could generate the same appeal. "She's Alright" is a wild, revival-styled item that should also figure. **Checker 936**

### FRANKIE AVALON



**WHY? (Debmar, ASCAP)—SWINGIN' ON A RAINBOW (Debmar, ASCAP)**—Avalon can have a chart side with either of these potent efforts. "Why" is a charming ballad on which he registers strongly. "Swingin' on a Rainbow" is a rhythm number that he also presents solidly. **Chancellor 1045**

### TOMMY SANDS



**YOU HOLD THE FUTURE (Central, BMI) — GOTTA HAVE YOU (Saunders, ASCAP)**—"You Hold the Future," a pretty ballad receives a warm, quality reading from the singer. "Gotta Have You" is a listenable tune from "The Girls Against the Boys," a current Broadway revue. He handles both smoothly and he can click with either. **Capitol 4316**

### PAT BOONE



**BEYOND THE SUNSET (Robbins, ASCAP) — MY FAITHFUL HEART (Robbins, ASCAP)**—Boone sings the two ballads warmly over pretty ork support. "My Faithful Heart" is one of the tunes from his coming flick. "Beyond the Sunset" is a lovely inspirational-type song. **Dot 16006**

### RICKY NELSON



**I WANNA BE LOVED (Hillard, BMI)—MIGHTY GOOD (Hillard, BMI)**—Nelson has two hot sides that should keep him on the charts. "I Wanna Be Loved" is a catchy rhythm effort that he sings with verve. "Mighty Good" is also a spirited performance on a swinger. Both can make it. **Imperial 5615**

### THE CRESTS



**A YEAR AGO TONIGHT (Winneton, BMI) — PAPER CROWN (Winneton, BMI)**—The group can keep their hit string alive via these powerful offerings. "A Year Ago Tonight" spotlights the crew on a fine reading of a ballad with beat. "Paper Crown" is a rockaballad that is nicely handled by the lead with excellent group and ork assistance. **Coed 521**

(Continued on page 49)

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**GREEN GRASSES**


Record No. 4303







# Reviews of THIS WEEK'S SINGLES (continued)


Continued from page 47


**PAUL ANKA**  
 **IT'S TIME TO CRY** (Spanka, BMI)—**SOMETHING HAS CHANGED ME** (Spanka, BMI)—Anka has two strong ballad efforts that he reads in hit style. Both are nicely chanted over lush chorus and ork backing, and he can score with both. **ABC-Paramount 10064**

**THE KINGSTON TRIO**  
 **COO COO-U** (Highbridge, BMI) — **GREEN GRASSES** (Highbridge, BMI)—The trio scores well on two fine outings. "Coo Coo-U" is a rhythmic calypso tune that is sung over conga drum backing. "Green Grasses" is a pretty folk item. Both have the sound. **Capitol 4303**


**JIMMY CLANTON**  
 **GO, JIMMY, GO** (Wills-Ace, BMI)—**I TRUSTED YOU** (Ace, BMI)—"Go, Jimmy, Go" is a swinging side that finds Clanton in fine form. The rocker has lots to attract teens, and the side appears a likely winner. "I Trusted You" is a ballad with beat, and the singer is helped by a chorus on his salable rendition. **Ace 575**

Country & Western

**CARL STORY**  
 **I HEARD MY MOTHER WEeping** (Starday, BMI)—**I'LL BE A FRIEND** (Starday, BMI)—Story has two strong sides—both of which should attract heavy c&w loot. "I Heard My Mother Weeping" is the story of a man on trial who hears his mother weeping, as his sentence is pronounced. "I'll Be a Friend" is an inspirational type song. **Starday 465**

**JAN HOWARD**  
 **THE ONE YOU SLIP AROUND WITH** (Jat, BMI)—The thrush tells about the failure of her marriage due to the fact that her husband is slipping around with someone else. It's a fine rendition of a good tune, and it should register strongly with devotees of country music. Flip is "I Wish I Could Fall in Love Again," (Jat, BMI). **Challenge 59059**

Rhythm & Blues

**BOBBY BLAND**  
 **THAT'S WHY** (Lion, BMI)—Bland, one of the top r.&b. chanters, has a record that should command strong pop and r.&b. appeal. It's a slow ballad, and it's handed a solid performance. Flip is "I'll Take Care of You," (Benton-Lion, BMI)— **Duke 314**

## 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

**BOBBY GEE**  
**BLUE JEANS** (Conley, BMI)—**JULIE IS MINE** (Claridge, ASCAP)—Gee registers strongly on two salable efforts. "Blue Jeans" is a catchy medium-beater with teen appeal lyrics and a listenable melody. "Julie" is a lovely rockaballad that is sincerely warbled. Backing on both is first-rate. He can have a two-sider. **Stacy 922**

**BARRY DARVELL**  
**HOW WILL IT END** (Potomac, BMI)—Darvell handles the ballad attractively over an excellent ork assist. He has an impressive wax debut with the pretty side, and with plugs it can easily create interest. Flip is "Geronimo Stomp," (Potomac, BMI). **Colt 45 107**

POP DISK JOCKEY PROGRAMMING

**ANITA KERR SINGERS**  
**THE STRANGE LITTLE MELODY** (Schuberth, SESAC) — **MY LOVE IS A KITTEN** (Pickwick, ASCAP)—The Kerr Singers turn in standout readings of two attractive themes. Top side is a pretty medium-tempo folk-flavored tune, while "My Love Is a Kitten" is a slowish song. Both get quality renditions. **Decca 31002**

**PORTER WAGONER**  
**THE GIRL WHO DIDN'T NEED LOVE** (Wonder-Marlowe, BMI)—Wagoner, a well-known c.&w. artist, has a spinnable side for pop and c.&w. deejays. He tells the story of a girl who thought she didn't need love. It's an interesting side and it's read strongly over good backing. Flip is "Your Kind of Poepel," (Rondo, BMI). **RCA Victor 7638**

**THE VISCOUNTS**  
**HARLEM NOCTURNE** (Shapiro-Bernstein, ASCAP)—The group presents an imaginative treatment of the oldie. It's given a sparkling and colorful approach. It allows for fine programming, and it should show strongly sales-wise. Flip is "Dig," (Matrick, BMI). **Madison 123**

### ★★★★ VERY STRONG SALES POTENTIAL

**JOHNNY NASH**  
**★★★★ TOO PROUD**—ABC-PARAMOUNT 10060—Nash turns in an expressive and warm vocal on a slow ballad with a pretty guitar backing with building chorus. This can score if pushed. Watch it. (Kellem, ASCAP)

**★★★★ THE WISH** — A slow and pretty ballad set to a gentle triplet backing. Nash hands it a classy reading full of emotion. The artist can pull coin with this one. (Livingston & Evans, ASCAP)

**JIMMY & THE REBELS**  
**★★★★ THE SHEIK OF ARABY** — ROULETTE 4201 — Unusual organ sound highlights this interesting off-beat r.&r.-styled treatment of the oldie. Something different for jocks. (Mills, ASCAP)

**★★★★ YOU ARE MY SUNSHINE** — Another oldie is wrapped up in unusual instrumental treatment. Both sides are good off-beat jockey items. (Peer Intl., BMI)

**NINA SIMONE**  
**★★★★ DON'T SMOKE IN BED**—BETHLEHEM 11055—"Don't Smoke in Bed" is from the chick's LP. She gives the oldie an attractive torch reading over excellent combo support. Strong side bears watching. (Oriole, ASCAP)

**★★★★ AFRICAN MAILMAN**—Tune was clefted by the artist. It's an inventive melody that is accorded a jazz piano treatment with good combo support. Afro-Cuban rhythm makes for a danceable side. (BMI)

**JERRY KELLER**  
**★★★★ THERE ARE SUCH THINGS**—KAPP 310—Fine rockaballad reading of the oldie by Keller could mean a hit side. It's nicely read over smooth guitar and chorus support. (Dorsey Bros., ASCAP)

**★★★★ NOW, NOW, NOW**—Latinish rocker gets a strong outing from the chanter. Again the chorus and ork come thru to strong effect. Also one to watch.

**GEORGE CATES**  
**★★★★ COME A-WALTZING MATILDA**—SIGNATURE 12016—The familiar Australian ditty is handed a good go by the Cates Ork and chorus. Good wax. (Rojan, ASCAP)

**★★★★ MY DARLING LAURA LEE**—The folk effort is sold with spark by the Cates crew and chorus. A strong side that can get coins. (Anvil, ASCAP)

**JO STAFFORD**  
**★★★★ IT'S BEEN SO LONG** — COLUMBIA 41517 — A fine Lieber and Stoller production with Miss Stafford. It's done to a slow rock and roll beat with a chorus and the gal gives it a stylish touch. This can score. (Quintet, BMI)

**★★★ Just Tell Me You Love Me** — A nice, medium rhythm effort by Miss Stafford. This, too, is done to a mild rock backing. (Valient, BMI)

**JOHNNY RESTIVO**  
**★★★★ OUR WEDDING DAY** — RCA VICTOR 7636 — Restivo hands this ballad a good, listenable reading. It's a ballad with a Latinish touch to the rhythm. Strong teen appeal to this. (Roosevelt, BMI)

**★★★ Come Closer** — Restivo invites the chick to get cozy. It's an interesting treatment, full of tigerish sounds with fems in background. (Roosevelt, BMI)

**THE RIPTIDES**  
**★★★★ MACHINE GUN** — CHALLENGE 59058 — Frantic rocker is wrapped up in fast-moving pounding instrumental treatment. (Jat, BMI)

**★★★ Deep Blue** — Okay vocalizing on exotic-flavored theme with effective backing. (Jat, BMI)

**MEMPHIS BELLS**  
**★★★★ SNOW JOB** — PHILLIPS INTERNATIONAL 3537 — Shirley is the featured performer on this strong instrumental by the Memphis Bells that really moves. A good waxing that has a chance. (Hi-Lo, BMI)

**★★★ The Midnight Whistle** — Happy and corn-ball styled effort receives a bright reading from the instrumental combo on this down-home waxing. Two good sides. (Knox, BMI)

**THE MERRILL STATON CHOIR**  
**★★★★ WALTZING MATILDA** — EPIC 9344 — The Australian tune is handed a solid reading by the Merrill Staton Choir on this exciting recording. It is from the "Glee Club" album by the group. This could get action. (Fisher, ASCAP)

### ★★★ GOOD SALES POTENTIAL

**COMPO VERDE**  
**★★★ Chanson De Bleu** — TOP RANK 2022 — The combo handles this European novelty sweetly with a nice touch. (Esther, BMI)

**★★★ The Carillon** — Very attractive instrumental treatment of a pretty Christmas item, with bells sounding out all over the place. Jockeys will spin it for the holidays. (Esther, BMI)

**DEWEY PHILLIPS**  
**★★★ Beg Your Pardon** — FERNWOOD 115 — Deejay Dewey Phillips bows on the label with a pleasant reading of the oldie. It will get plays in many areas. (Robert, ASCAP)

**★★★ It Had to Be You** — The fine oldie is sung with feeling by the chanter over a semi-rock arrangement. It could get spins. (Remick, ASCAP)

**BARBARA EVANS**  
**★★★ A Game of Poker** — RCA VICTOR 7634 — New ditty from the forthcoming Broadway musical "Saratoga," receives a big-voiced reading from petite Barbara Evans. It deserves many spins, as it's a strong song. (Morris, ASCAP)

**★★★ Beatnik Daddy** — Saga of a real Beatnik with a wrinkled suit and a beard is sung spiritedly by the thrush over a Hugo Winterhalter backing. (Delmore, ASCAP)

**THE THREE G'S**  
**★★★ BARBARA** — COLUMBIA 41513 — Feelingful blend work by boys on an okay r.&r. item. (Camarillo, BMI)

**★★★ Don't Cry, Katy** — Folk-flavored ditty is handed a pleasant group warbling stint. (Camarillo, BMI)

**THE ROCKETS**  
**★★★ Gibraltar Rock** — COLUMBIA 41512 — Infectious rhythm item is wrapped up in a strong, instrumental treatment. Both sides are dual market. (Camarillo, BMI)

**★★★ Walkin' Home** — Pounding instrumental treatment of catchy rocker. (Camarillo, BMI)

**JEANETTE BAKER**  
**★★★ Moonbeam** — CLASS 260 — Tender reading of romantic rockaballad. Merits spins. (Recordo, BMI)

**★★★ He Really Belongs to Me** — Pert piping on an amusing tune about a gal who stakes a claim on a boy. Catchy tempo. (Recordo, BMI)

**RONNIE DEAUVILLE**  
**★★★ Heaven in Hawaii** — DOT 16005 — Rockahula side is presented for listenable results in the pretty, multi-track go. It has a chance. (Talisman, ASCAP)

**★★★ Honey Hill** — Smooth reading of a mild rocker. Bright orking assists on the pleasant warble. It can attract. (Talisman, ASCAP)

**SAMMY KAYE ORK**  
**★★★ Deep Purple**—COLUMBIA 41508—Interesting mildly r.&r. type treatment of the lovely oldie. (Robbins, ASCAP)

**★★★ I'll Tomorrow** — Kaye wraps up pretty theme from forthcoming Broadway musical "Fiorello" in pleasant instrumental treatment. (Sunbeam, BMI)

**RONNI BROWN**  
**★★★ When It's Springtime in the Rockies** —KEN 82107—Crisp piano solo work on infectious instrumental treatment of the oldie. Both sides are good wax for hip jocks. (Robbins, ASCAP)

**★★★ Elsie's Dream** — Swingy non-lyric-styled vocalizing by chorus on catchy rhythm theme. Solid piano work. (Arcadia, ASCAP)

**TEDDY HUMPHRIES**  
**★★★ Constantly**—KING 5278—The triplet arrangement makes a good backing in this case. Humphries' vocal registers strongly. (R-T, BMI)

**★★★ You Were Meant for Me**—The oldie in an attractive arrangement. Humphries sings it with style. (Robbins, ASCAP)

(Continued on page 53)

(Continued on page 50)

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**Reviews of New Pop Records**

Continued from page 49

★ ★ ★  
**GOOD SALES  
POTENTIAL**

**JANE HARVEY**  
★ ★ ★ **The Love I Have for You**—SIGNATURE 12017—Jane Harvey sings this pretty song with a world of heart. Tune is reminiscent of a Hungarian folk melody, and goes well with the violins used in the arrangement. (Bloom, ASCAP)

★ ★ ★ **The Ship Sailed**—Unusual treatment of a ballad, with Miss Harvey phrasing very expertly. Unusual arrangement. (Rosemeadow, ASCAP)

**DICK STABILE**  
★ ★ ★ **Mack the Knife**—DOT 15996—Dick Stabile and his ork turn in a smart, slick performance of the current hit here. The arrangement is by Billy May and the ork handles the tune solidly. (Harms, ASCAP)

★ ★ ★ **Nola**—The familiar oldie is performed sweetly here by the Stabile crew with Stabile handling the tenor lead. Should get spins. (Fox, ASCAP)

**LAWRENCE WELK**  
★ ★ ★ **Thank the Lord for Thanksgiving Day**—DOT 15995—Lawrence Welk and his ork and the Lennon Sisters perform this Thanksgiving song with sincerity. Should get spins around holiday time. (Von Tilzer, ASCAP)

★ ★ ★ **Every Night When You Say a Prayer**—Another touching effort is sung with feeling by the girls, over simple backing by the Welk crew. (Von Tilzer, ASCAP)

**BOBBY CHRISTIAN**  
★ ★ ★ **JUMPIN' JACK**—STEPHENY 1839—Bobby Christian and his group turn in a spirited reading of an exciting rocker. Could get spins. (Gil, BMI)

★ ★ ★ **English Toffees**—Here's a happy, swinging side, that has a cute melody and receives a good performance by the band. Two listenable cuttings. (Pincus, ASCAP)

**THE MELODY MATES**  
★ ★ ★ **Autumn Love**—DECCA 31000—Pretty new tune is performed sweetly here by the combo with the organ alternating with guitar on lead. Pleasant side. (Champion, BMI)

★ ★ ★ **Just Plain Guit**—The title of this one might have been meant to be "Just Plain Guitar" for that's what it is, an instrumental guitar wailing, featuring good work by the Melody Mates. (Champion, BMI)

**PETE ALLEN**  
★ ★ ★ **Such a Temper**—GLORY 300—The chanter sells a happy rocker with some excitement helped by a group and a smart arrangement. A good debut by the lad. (Bryden, BMI)

★ ★ ★ **Sweet of You**—Pete Allen bows on a label with a potent version of a tender rockballad that has a sound. If exposed this could get some coins. (Bryden, BMI)

**DAN HIGHTOWER**  
★ ★ ★ **Goodnight Sweetheart**—ABC-PARAMOUNT 10063—Dean Hightower and combo come thru with a listenable instrumental reading of the standard here. Guitar is featured and the beat is rock and roll. Could get coins. (Robbins, ASCAP)

★ ★ ★ **Twangin' Fool**—Another instrumental, this time of an original rocker. It moves brightly and Hightower's guitar swings. Two good sides. (Pamco, BMI)

**TOMMY ZANG**  
★ ★ ★ **Nashville Blues**—HICKORY 1109—Tommy Zang, who earlier had sides out on Canadian American Records, turns in the blues-styled effort written by the Bryants. The artist has a good sound on the side, and he's assisted by high fem voices. (Acuff-Rose, BMI)

★ ★ ★ **I Wonder When We'll Ever Know**—The late Fred Rose wrote this pretty inspirational tune and Zang handles it with sincerity. Some jocks may like this one. (Milec, ASCAP)

**MIKE SHAWN**  
★ ★ ★ **Shamrock in the Sky**—PALETTE 5033—Lovely folk theme is nicely wrapped up by Shawn in a lovely choral-backed reading. Fine side for jocks, and it has a chance with exposure. (Compton, ASCAP)

★ ★ ★ **Sleep All the Way Home**—Light, mild rock ballad treatment of a pretty theme Shawn acquits himself well on the tune with a good chorus and ork assist. Playable side. (Zodiac, BMI)

**GORDON TERRY**  
★ ★ ★ **A Lotta Lotta Woman**—RCA VICTOR 7632—Terry has a country sound on this good rocker. There's a good piano man on this date who backs the rocking effort in good fashion. This side merits exposure. (Case, BMI)

★ ★ ★ **Lonely Road**—Terry Sounds good here, too. It's a medium beat rocker with strong country touches. The piano man is heard to advantage here, too. Two good sides. (Sigman, ASCAP)

**SYLVIA SYMNS**  
★ ★ ★ **Big Tree Tall**—COLUMBIA 41509—Calypso effort with island-type backing gets a verveful reading from Miss Symns. It has a counter melody on the reprise. Side is her strongest recently. (Morris, ASCAP)

★ ★ ★ **Never a Day Goes By**—Warm reading of a lovely ballad by the thrush. Quality side can create jockey interest. Fine ork backing helps. (Bourne, ASCAP)

**REX STEWART & DICKIE WELLS**  
★ ★ ★ **Little Sir Echo**—RCA VICTOR 7620—The trumpeter and trombonist combine forces to offer a cute reading of the oldie. The instruments are used as voices in the musical dialog. (Bregman, Vocco & Conn, ASCAP)

★ ★ ★ **Let's Do It**—Spinnable reading of the oldie. The artists again use the instruments like voices. Tune is taken at a leisurely clip. (Harms, ASCAP)

**THE TRAPP FAMILY SINGERS**  
★ ★ ★ **Waltzing Matilda**—DECCA 30997—The familiar Australian folk tune is handled smartly here by the Trapp Family Singers. A fine recording that could get a lot of attention with the tune now being revived. (Fisher, ASCAP)

★ ★ ★ **Carol of the Drum**—The carol about the little drummer boy who plays on his drum for the infant Jesus is sung mighty sweetly here by the Trapp Singers, two good sides. (B. F. Wood, ASCAP)

**THIS GOES with C & W REVIEWS — WHITEY FULLEN**  
★ ★ ★ **I'm Begging Your Pardon**—SAGE 303—Traditional sound by Pullen on a country medium-beater. Dual track warble can attract. (Sage & Sand, SESAC)

★ ★ ★ **Let Your Left Hand Know**—Sprightly effort is given a salable rendition. It should move as well as the flip. (Sage & Sand, SESAC)

**BONNIE GUITAR**  
★ ★ ★ **Come to Me, I Love You** (Akaka Falls)—DOLTON 10—Rockahula side is

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**LAURIE 3041**  
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warmly sung in a dual-track reading by the thrush in her first effort on this label. Strong chorus and ork support help all the way. (Miller, ASCAP)

★★★ **Candy Apple Red**—Bluesy side gets a smart reading by Bonnie Guitar. This is also done multi-track with one of the voices in a pretty counter-melody. (Cornerstone, BMI)

**THE ANDREWS SISTERS**

★★★ **I've Got to Pass Your House to Get to My House**—KAPP 309—The gals debut on this label on a peppy reading of an oldie. It has a mild rock beat. The gals sound as great as ever. Spinnable jockey side. (DeSylva, Brown & Henderson, ASCAP)

★★★ **One, Two, Three, Four** — Pretty waltz is given a quality reading by the gals. Gimmick is to speak the title in various languages. It should move as well as the flip. (Garland, ASCAP)

**JOHN ASHLEY**

★★★ **I Want to Hear It From You**—SILVER 1002—Mild rock tune is given a good stint by the artist over a slight, Latin arrangement with backing by a chorus (American, BMI)

★★ **Serious! in Love**—Ballad with beat is chanted to okay effect by Ashley with a male group assist. Moderate appeal. (American, BMI)

**DON SARGENT**

★★★ **St. James Infirmary** — WORLD PACIFIC 806 — Showmanly rendition of the great oldie. A dual market side, with good backing. (Mills, ASCAP)

★★ **Gypsy Boots** — Dramatic ditty is sung in okay fashion by the artist. (West Coast, ASCAP)

**EDDIE CRANDALL**

★★★ **Silver Slippers** — SCARLET 4001 — Based on the oldie "Golden Slippers," Crandall gives a distinctive rock treatment to the tune. Untrained vocal chorus helps

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along with a tenor sax. Side has a sound and it could catch attention. (Ballcran, BMI)

★★ **Lover's Leap** — A novelty gimmick, tune done in good style by Crandall — almost in spoken technique. It rocks in slower tempo. Flip should be the initial action side. (Ballcran, BMI)

**GEORGIE AULD**

★★★ **Hawaiian War Chant** — JARO 77010 — An upbeat arrangement of oldie which features a dual lead by the steel guitar and Auld's tenor sax. Good programming material. For boxes, too. (SESAC)

★★ **Sleepy Lagoon** — A gimmicked, high-pitched guitar starts this slow, triplet-backed rendition of the oldie. Auld moves up front with nice tenor solo work. Possibility for the romantic dancer set. (Chappell, ASCAP)

**DICK D'AGOSTIN**

★★★ **It's You** — LIBERTY 55218 — The singer sells this driving rocker with spirit. The side has a spiritual touch. This could pull some action. (McSwinger, BMI)

★ **I Let You Go** — So so reading of a countryish ditty. (McSwinger, BMI)

**THE BYE BYES**

★★★ **Do You** — MERCURY 71530 — Melodic ditty is wrapped up in pleasant group vocal. Merits spins. (Grand, ASCAP)

★★ **Blonde Hair, Blue Eyes, Ruby Lips**—Bouncy item is warbled with personable showmanship by group. Bright jockey side. (Miller, ASCAP)

**JIMMY McCRACKLIN**

★★★ **Georgia Slop** — MERCURY 71516—Effective rhythm-blues warbled with solid showmanship. Both sides are dual market items. (Actual, BMI)

★★ **Let's Do It (The Chicken Scratch)**—Swing rhythm item is handed exuberant vocal by McCracklin. (Actual, BMI)

**DONNY FARMER**

★★★ **A Boy, a Girl and a Breeze**—ROULETTE 4193—Latin-flavored ballad is sung with sincerity by Farmer. Nice backing. (Penkay-Patricia, BMI)

★★ **My Bride** — Wistful ballad is sung pleasantly. (Cranford, BMI)

**AN AUGUST**

★★★ **Cumana** — MERCURY 71528 — The keyboard artist and his musicians do a fast, Latin-flavored instrumental. Plenty of color and a good one for dancing. (Martin, ASCAP)

★★ **Tschaikowsky Out**—A classical melody gets an imaginative and sometimes spoofing treatment. (CPM, BMI)

**JERRY BYRD**

★★★ **Torn Sarong**—MONUMENT 411—The steel guitar here essays the Polynesian flavor on an upbeat item with pounding jungl type drums. Harmony then comes in to produce a bright sound. Spinnable. (Criterion, ASCAP)

★★ **China Night**—This starts with a chorus intro, then becomes a sparkling effort highlighting a guitar in an Oriental groove. Chorus assists in spots. (Combine, BMI)

**RICK AND THE RANDELLS**

★★★ **Honey Doll** — ABC-PARAMOUNT 10055—Rick, the lead man, handles this medium tempo job with gusto, with interesting vocal support from the group. (Pamco, BMI)

★★ **Let It Be You**—A ballad with more dedicated chanting by the lead man. (Pamco, BMI)

**VIC WILDER**

★★★ **Hey, Little Girl**—DCCA 31001—Wildier asks a pretty little girl to be his girl on this happy rocker that has a good beat. (Acuff-Rose, BMI)

★★ **My Love For You**—The chaner sells this rockballad neatly over good backing. (Acuff-Rose, BMI)

**FRANKIE ERVIN**

★★★ **Blessing in Disguise** — RENDEZ-VOUS 112—Ervin sings this ballad fervently. The message is that the breakup with his gal is a secret blessing. It's done to heavily accented triplets with fiddles and a fem group in support. (Mardon-House of Fortune, BMI)

★★ **The Story**—A slow ballad done in devoted style by Ervin. Chorus again assists in the ethereal effort. (House of Fortune, BMI)

**TOMMY DISHAW**

★★★ **Sweet Dreams** — GLORY 299 — A slow and dedicated ballad treatment done to clink clink rhythm in the piano. Dishaw gives it a pleasant dual track vocal, followed by a spoken dissertation. (Bryden, BMI)

★★ **Angela**—A medium-beat rocker which features a tribute to a gal. Dishaw hands it an okay vocal. (Bryden, BMI)

★★★  
**MODERATE SALES POTENTIAL**

**KENNY LORAN**  
★★ **Top Man** — CAPITOL 4305 — Loran performs this in Elvis Presley style over thin support. (Central Songs, BMI)

★★ **Look Who's Lonely** — Kenny Loran sells this effort nicely over blues support. (S. G., ASCAP)

**DAVID CAMPANELLA & THE DELL CHORDS**

★★ **Everything's That Way** — KANE 25593 — Son of the baseball star bows on wax with a rhythmic reading of a rocker. Group backs in okay style. Fair chances. (Palace, ASCAP)

★★ **Somewhere Over the Rainbow** — The standard is handed a pleasant rockballad reading by the singer. Potential appears similar to that of flip. (Feist, ASCAP)

**ERNE HECKSCHER**

★★ **Limehouse Blues** — VERVE 10193 — From a recent album, society maestro Er-

(Continued on page 53)

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• **Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart	Title
1		8	MACK THE KNIFE (Harms)
2	10	2	PUT YOUR HEAD ON MY SHOULDER (Spanka)
3		3	MR. BLUE (Cornerstone)
4		11	THE THREE BELLS (Harris)
5		12	BROKEN-HEARTED MELODY (Mansion)
6		2	PRIMROSE LANE (Music Productions)
7		6	(TIL) I KISSED YOU (Acuff-Rose)
8		10	I LOVES YOU PORGY (Gershwin)
9		9	MORGEN (Sidmore)
10		1	MISTY (Vernon-Octave)
11		1	LONELY STREET (Four-Star)
12		14	TILL THERE WAS YOU (Frank)
13		8	SLEEP WALK (Trinity)
14		7	LIKE YOUNG (Robbins)
15		2	DECK OF CARDS (American)

• **Best Selling Sheet Music in Britain**

(For week ending October 31)

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

Only Sixteen—Ardmore & Beechwood (Kags)	Treble Chance—Henderson (Kassner)
China Tea—Mills (Mills)	Lipstick on Your Collar—Joy (Joy)
Living Doll—World Wide (Maurice)	Mack the Knife—Arcadia (Harms)
Three Bells—Southern (Southern)	Mona Lisa—Famous-Chappell (Famous)
Side Saddle—Mills (Mills)	Trudie—Henderson (Kassner)
High Hopes—Barton (Maraville)	Someone—Johnny Mathis (Cathy)
Here Comes Summer—Mills (Jaymar)	I Know—Feldman (Roncom)
One More Sunrise (Morgen)—Dominion (Skidmore)	Travelling Light—Aberbach (—)
Heart of a Man—Toff (Shapiro-Bernstein)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Roulette—Mills (Mills)	Lonely Boy—Bron (Spanka)

• **Best Selling Pop Records in Britain**

(For week ending October 31)

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

BEST-SELLING POP RECORDS IN BRITAIN

This Week	Last Week	Title
1		TRAVELLIN' LIGHT—Cliff Richard (Columbia)
2		MACK THE KNIFE—Bobby Darin (London)
3		SEA OF LOVE—Marty Wilde (Philips)
4		(TIL) I KISSED YOU—Everly Brothers (London)
5		RED RIVER ROCK—Johnny & the Hurricanes (London)
6		HIGH HOPES—Frank Sinatra (Capitol)
7		THREE BELLS—The Browns (RCA)
8		HERE COMES SUMMER—Jerry Keller (London)
8		WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?—Emile Ford (Pye)
10		PUT YOUR HEAD ON MY SHOULDER—Paul Anka (Columbia)
11		MAKIN' LOVE—Floyd Robinson (RCA)
12		BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)
13		ONLY SIXTEEN—Craig Douglas (Top Rank)
14		MONA LISA—Conway Twitty (M-G-M)
15		ONE MORE SUNRISE—Dickie Valentine (Pye)
16		I WANT TO WALK YOU HOME—Fats Domino (London)
17		LIVING DOLL—Cliff Richard (Columbia)
18		SOMEONE—Johnny Mathis (Fontana)
19		CHINA TEA—Russ Conway (Columbia)
20		DYNAMITE—Cliff Richard (Columbia)

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# The Billboard HOT R & B SIDES

FOR WEEK ENDING NOVEMBER 8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2		POISON IVY, Coasters, Atco 6146	11
2	9	26	23	SO MANY WAYS, Brook Benton, Mercury 71512	4
3	4	9	14	DON'T YOU KNOW, Della Reese, RCA Victor 7591	5
4	3	2	1	YOU BETTER KNOW IT, Jackie Wilson, Brunswick 55149	7
5	8	28	29	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	4
6	6	4	4	I LOVES YOU PORGY, Nina Simone, Bethlehem 11021	20
7	17	—	—	DANCE WITH ME, Drifters, Atlantic 2035	2
8	2	3	7	HEY LITTLE GIRL, Dee Clark, Abner 1029	9
9	5	6	6	SAY MAN, Bo Diddley, Checker 931	9
10	14	21	21	I DON'T KNOW, Ruth Brown, Atlantic 2035	4
11	10	10	25	MR. BLUE, Fleetwoods, Dolton 5	4
12	—	—	—	ALWAYS, Sammy Turner, Big Top 3029	1
13	25	—	—	THE CLOUDS, Spacemen, Alton 254	2
14	—	—	—	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	1
15	12	15	13	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614	26
16	7	8	19	MACK THE KNIFE, Bobby Darin, Atco 6147	8
17	11	11	9	RED RIVER ROCK, Hurricanes, Warwick 509	12
18	—	—	—	MISTY, Johnny Mathis, Columbia 41483	1
19	21	17	12	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040	8
20	22	—	—	MIDNIGHT STROLL, Revels, Norgolde 103	2
21	—	—	—	DANNY BOY, Conway Twitty, M-G-M 12826	1
22	16	16	17	THE ANGELS LISTENED IN, Crests, Coed 515	6
23	—	—	—	UNFORGETTABLE, Dinah Washington, Mercury 71508	1
24	13	7	11	MARY LOU, Ronnie Hawkins, Roulette 4177	8
25	23	12	5	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477	11
26	24	13	3	SEA OF LOVE, Phil Phillips, Mercury 71465	13
27	29	—	—	SHADOWS, Five Satins, Ember 1056	2
28	30	—	—	IS IT REAL, Bobby (Blue) Bland, Duke 310	2
29	15	5	8	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032	13
30	—	—	—	YOCKY DOCK, Bill Doggett, King 5256	1

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★ ★ ★ ★  
**VERY STRONG SALES POTENTIAL**  
• Continued from page 49

★★★ **Strawberry Roan** — This is from the choir's album "Movin' West," and it shows off some more good work by the chorus. Two sides that deserve exposure. (Fisher, ASCAP)

**KENNY ROSSI**  
★★★★ **BUT I DO** — GEE 1050 — Teen-slanted rocker about a kid who's graduated and will miss his sweetheart who is still in school, gets a good vocal outing from the singer. Bright chorus backing helps. (Planetary, ASCAP)

★★★ **Watch Your P's and Q's** — Light rocker effort is nicely handled by the talented new artist. He's advising his chick to walk the straight and narrow. Cute tune. (Kahl, BMI)

**TENNESSEE ERNIE FORD**  
★★★★ **LOVE IS THE ONLY THING** — CAPITOL 4302 — A most attractive novelty with a smart arrangement receives a first rate performance from Ernie helped solidly by the chorus backing. This could break out. (Snyder, ASCAP)

★★★ **Sunny Side of Heaven** — The Tennessee barefoot boy handles this attractive effort sweetly over Hawaiian-type backing. The song is about the Union's 49th State. Good wax. (Ardmore, ASCAP)

**THE TWINS**  
★★★★ **BUTTERCUP** — LANCER 203 — Bright rocker receives a happy reading from the Twins, and the dishing has a chance to move out, if exposed. (Rumbalero, BMI)

★★★ **Heart of Gold** — A pretty, new ballad is sold in sweet style by the boys on their debut slicing for the label. It could get spins. (Aberbach, BMI)

**THE SPARKS**  
★★★★ **GEE THAT'S BAD** — CARLTON 522 — A listenable story song is told in bright fashion by the boys here, and the backing has a solid beat. This could take off. Watch it! (Morris, ASCAP)

★★★ **The Genie** — The boys sell this Coasters-styled dishing with spark as they tell about the Genie who offers them many different items. (Morris, ASCAP)

**ROBIN LUKE**  
★★★★ **WALKIN' IN THE MOONLIGHT** — DOT 16001 — Snappy rocker gets a rhythmic belt from Luke. Bright chorus and ork backing assist on the listenable side. (Jat, BMI)

★★★ **Make Me a Dreamer** — Pretty rockaballad is nicely presented by the artist. It's his best recently, and it could create interest. Good chorus and ork supporting help. (Southern, ASCAP)

**ABIE (AVAILABLE) BAKER**  
★★★★ **THE WEB** — LAUREL 1010 — Sultry bluesy theme from forthcoming movie, "The Head That Wouldn't Die," is wrapped up in strong instrumental treatment. Fine sax solo stint. Should pull play. (Bryden, BMI)

★★★ **Moccasin Rock** — Effective flute solo work on an unusual instrumental theme. Nice jockey side. (Nagy, BMI)

**THE BARRONS**  
★★★★ **BIRGITTE** — WHITEHALL 30008 — A rocking, swinging side with a Bo Diddley rhythm is intoned now and then by the Barrons, but it's the rhythm that does it. A good waxing that has a chance. (Ken Rick, BMI)

★★ **Song of Songs** — The Barrons handle this rocker with spirit over routine backing. (Ken Rick, BMI)

**THE RAYS**  
★★★★ **MEDITERRANEAN MOON** — XYZ 605 — A cute, novelty-styled effort by the boys, done to a sprightly rhythm. The boys give it a solid whirl which could move nicely. Watch this one. (Conley, BMI)

★★ **It's a Cryin' Shame** — A slow, ponderous ballad reading by the group. (Conley, BMI)

**DOROTHY COLLINS**  
★★★★ **BACIARE** — TOP RANK 2024 — Good version of the classy Italian ditty by the thrush over happy backing by the ork. Could get action. (BIEM)

★★ **In the Good Old Days** — On this side the lass comes thru with a cornball reading of a new novelty tune over appropriate old-fashioned backing. (Knollwood, ASCAP)

★ ★  
**MODERATE SALES POTENTIAL**  
• Continued from page 51

nie Heckscher chooses this bright instrumental arrangement that makes pleasant dance fodder. Good juke item for certain locations, which could help push the album, "Let's Dance With Ernie." (Harms, ASCAP)

★★ **Mack the Knife** — The old tune from "Three Penny Opera," now enjoying its greatest revival of all, gets the society band instrumental treatment, which can appeal to dance fans. Also taken from the same album (Harms #5742)

★★ **Drums** — A tribal, primitive rhythm song is heard here again voiced in the ork lead over drums in the background

Similar commercial appeal to the flip. (Von Tilzer, ASCAP)

**KIMM CHARNEY**  
★★ **She's Gonna Catch You** — DOT 16003 — A medium rocker, done in breathless, hiccupy style by Charney. Good sound with moderate sales chances. (Weiss & Barry, BMI)

★★ **I Would If I Could** — Charney gets overly dramatic in spots here which results in a catch-in-the-voice style. The message is one of frustration that he can't get over the chick. Chorus assists here. (Sapphire, ASCAP)

**JERRY FOSTER**  
★★ **I'm Here to Tell You** — BACKBEAT 529 — A tune in which the cat dedicates himself to his chick. It's a snappy rockin' tempo. (Lion-J.D.A., BMI)

★★ (She Was) **My First Love** — A harmony chorus introduces this profound thought, which is expressed in cuddling tones by the artist. Fair chances. (Lion-J.D.A., BMI)

**KAY MARTIN**  
★★ **No More Tears to Cry** — UNART 2025 — Bright thrashing stint on bouncy rhythm ditty. (Knollwood, ASCAP)

★★ **Come By Sunday** — Okay reading of swiny oldie. (Aimanac, ASCAP)

**LARRY BUTLER**  
★★ **13th Notch** — ALLSTAR 7193 — Jaunty folk-flavored ditty is warbled in okay fashion by Butler. Good lyric. (Allstar, ASCAP)

★★ **Stay Out of My Life** — Plaintive multi-track vocalizing on heartfelt lament. (Allstar, ASCAP)

**VELTONES**  
★★ **Fool in Love** — MERCURY 71526 — Catchy r.&r. tune is wrapped up in okay reading by lead singer and group. Dual market sides. (East, BMI)

★★ **Someday** — Lead singer is suitably dramatic on moving rockaballad. (East, BMI)

**THE UNIQUES**  
★★ **Come Marry Me** — FLIPPIN' 202 — A rocker. Chanting is competent, with a beat that moves right along. (Village, BMI)

★★ **Do You Remember?** — This side is a ballad, with conventional triplet figure. Lyric is sugary. (Village, BMI)

**AL MORGAN**  
★★ **I'll Take Care of Your Cares** — REN-DEZVOUS 113 — A pretty ballad chanted in spirited style by Morgan. It's a straight, non-triplet effort. For Morgan, it's the first disk in quite a spell. (Remick, ASCAP)

★★ **Me and the Moon** — The oldie is turned out in pleasant fashion by Morgan. The side has a nostalgic touch and some jocks might go for it. (Joy, ASCAP)

**THE LUXEMBOURG SINGERS**  
★★ **Love, Life and Dreams** — PLAY ME 3518 — The singers, a mixed group, team with an alto sax to carry the load on this mostly instrumental side. It's in medium rhythm side which builds to quite an intensive finish. (Maxwell - Moorpark, ASCAP)

★★ **Dot Diddle Lum Pum** — This side is a rocker with the lyrics by the singers consisting mainly of the title phrase. Moderate interest here only. (Maxwell-Moorpark, ASCAP)

**THE PARIS SISTERS**  
★★ **Someday** — IMPERIAL 5487 — This is the old "Someday you'll want me to want you" tune and the gals do it in hamony, hiccupy style. Fair chances. (Duchess, BMI)

★★ **My Original Love** — Another hiccupy effort by the gals on a tune that's been cut by others recently. Similar prospects to the flip (Post, ASCAP)

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# Reviews and Ratings of New Albums

Continued from page 45

## GOOD SALES POTENTIAL

N. Y., bow on the label with a delightful collection of waxings of well-known show and movie tunes on this new set. They handle their chores most satisfactorily and the set should have strong appeal to aural collectors. Tunes include "Whistle Happy Tune," "Hi Lili Hi Lo," and "September Song."

**WESTERN SONGS**  
Johnny Puleo & His Harmonica Gang. Audio Fidelity AFLP 1919. (Stereo & Monaural) — Puleo presents another fine harmonica concert with his supporting group. The sound is fine and virtuoso Puleo manages to pull some great tones from his instrument. As the title suggests, the repertoire includes such items as "Red River Valley," "Eyes of Texas," "Home on the Range," and other of that ilk. Fans should like.

**EDDIE JACKSON**  
Audio Fidelity AFLP 1909 — Jimmy Durante's well-known strutting sidekick has a go on his own in this, his first LP. Jackson works with a Dixieland combo on tunes of an earlier day, many of which he is identified with. These would include "Bill Bailey," "Ain't She Sweet," "When My Sugar Walks Down the Street," etc. Set has the vaudeville sound and should appeal to fans of this genre and of the artist himself.

**THE MELODY LINGERS ON**  
Georgie Auld & The Meadowlarks. Top Rank RM 306 — Veteran tenor man, Auld, teams up with the three-man, one-girl vocal group in a pretty grouping of pop tunes which are based on classical melodies. "Moon Love," "The Lamp Is Low," "Our Love," and "If You Are But a Dream," are examples. Results are pleasantly restful.

**MUSIC TO PLAY IN THE DARK**  
Bianchi & The Jungle Sextet. His Standard LP 101 — Intriguing experiment in sound performed by an unusual combination of instruments. The sextet consists of Bianchi or Bob Romeo, flutist; Laurindo Almeida, guitarist; Sylvain Stoller, timbales; Eddie Cano at the piano; Rafael Vasquez Jr. on the bass, and Carolos Videl with the bongos. Result is a stimulating program of exotic music for those who desire off-beat entertainment. Provocative cover in black & white should spark sales.

**MISSISSIPPI MELODY**  
Knightsbridge Ork (L.Her). Cub 8007 — Package has an interesting concept — tunes associated with the Mississippi — such as "O! Man River," "Gal From New Orleans," "Beautiful Dreamer," etc. Some of the tunes are not too well known (and this adds a filip) such as "Dapper Dan" and "Sunset on the Mississippi." Lush orchestration.

### MY KIND OF BLUES

**Debbie Moore. Top Rank RM 301** — Miss Moore has considerable talent as is shown on a number of these bands. She has an exuberant, free and easy style with a quality which ranges from bold and brash to delicate. The good selection of tunes includes "Hallelujah, I Love Him So," "I'm Travelin' Light," "See Sea Rider," and "Five Months, Two Weeks, Two Days." Gal also whistles in spots. Worth programming.

### SEMPRINI'S PIANO

**Albert Semprini. Capitol T 10218** — English pianist Semprini brings his fine classical touch to a group of top standards; while the Abbey Ork provides a rich symphonic-sized backing. Selections include "No Other Love," "Three Coins in the Fountain," "Rooftop Rhapsody," etc. Excellent mood wax for good music stations.

### THE VOICE IS RICH

**Buddy Rich. Mercury SR 60144 (Stereo & Monaural)** — Drummer man Buddy Rich, who has fronted various sizes of orks and combos in recent years, turns to the vocal department solely on this handsomely waxed set, which features a sizable band and a mixed vocal group in support. Some five tunes are included like "Down the Old Ox Road," "You've Changed" and "I Don't Want to Walk Without You," all of which have their nostalgia value. The Rich has no great vocal assets, he has a way of selling the tunes nicely. Makes for good, easy-listening material from which jocks can cull programming bands.

### AN AFFAIR TO REMEMBER

**Hal Mooney. Mercury SR 60093 (Stereo & Monaural)** — Movie and show tunes form the vehicle here for Hal Mooney and his danceable, big band stereo sound. "An Affair to Remember," "But Not for Me," "I Could Write a Book," are among the listenable selections offered. The band has big brass and sax sections in the classic swing vein but the Mooney arrangements give it all a fresh up-to-dateness. Stereo focuses on separating the various ensemble segments. Pleasing wax, nicely packaged, for terpers or listeners.

### LET'S DANCE WITH ERNIE

**Ernie Heckscher. Verve MG-V 4033** — Heckscher's Fairmont Hotel ork from San Francisco has its third set for the Verve people, and it's another salable entry in the society rhythm groove. As is usually the case with the cotillion type of dance music, the selections are limited primarily to standards on songs of a more recent vintage that have the ring of standards (as from "Gigi"). The Heckscher group is smallish in number but they turn out a pleasing terperable brand of music.

### OH JOHNNY!

**Johnny Restivo. RCA Victor LPM 2149** — Restivo scores pleasantly on a collection of rockers and rockaballads that can create teen interest and appeal. Backing by the Ray Martin ork helps. Tunes include "Last Night on the Back Porch," "Boy Crazy," and "Come Closer." Good cover shot of the young chanter should also help attract.

### LOW-PRICE POPULAR

**OKLAHOMA! — CAROUSEL**  
Various Artists. Richmond S 30062. (Stereo & Monaural) — Songs from the twin Broadway smashes, "Oklahoma!" and "Carousel" are given fine performances by Rosalind Page, Bryan Johnson, Eula Parker, and the Mike Sammes Singers with the London Theater Company Ork, batoned by Eric Rogers. A real buy at the low price. Strong item for the racks.

### OKLAHOMA!

Various Artists. Lion 70034 — Hits from the long-running Broadway hit musical "Oklahoma!" Tunes include "People Will Say We're in Love," "Kansas City," "Out of

My Dreams," and others. Vocals are by Kenneth Robert, Edward Elmer & Steven Donald. Particular bow to Jody Kim for top performance. Prime rack material.

### THE MUSIC MAN

Various Artists. Lion L 70091 — Highlights from the Broadway musical hit featuring vocals by Marla Cole, Roy Miller, Frank Patrick, and the Iowa City Four. Good performance, salable material, strong rack material.

### THE GREAT KATE

**Kate Smith. Tops 9672-S. (Stereo & Monaural)** — Those who remember Kate when she was as much an institution as Amos and Andy and the WPA should be attracted to this package. Most of the numbers are evergreens dating from the artist's heyday, including "Ghost of a Chance," "Who's Sorry Now," "Getting Sentimental Over You," "So Nice to Come Home to." Sweet, slightly swinging accompaniment is appropriate.

### TV THEMES

**Richard Gleason Ork. Tops 9661 S. (Stereo & Monaural)** — Theme songs from 10 of the most popular TV shows are given an appropriate going over by the Richard Gleason ork. The music from the mysteries gets a jazz approach, while the westerns' themes tend toward a string-heavy folk quality. Album can benefit from popularity of such video stanzas as "Mike Hammer," "Wells Fargo," "Alfred Hitchcock," "Restless Gun" and, of course, "Peter Gunn."

### MY FAIR LADY

Various Artists. Lion 70092 — Pleasant, straightforward, if undistinctive, performances, spotlighting John Ruark and Anna Marie Pallys. May be late for a new album of this score in view of near-saturation sales of the past three years, but it should have merit as a rack item.

### A TRIBUTE TO THE BIG BANDS

**Russ Williams Ork. Tops 9660 S. (Stereo & Monaural)** — Russ Williams and the ork have reincarnated many of the typical sounds of the bands of an earlier era, some of the swing school and some just plain dance bands. Arrangements include "Woodchopper's Ball," "Nightmare," "Heartaches," "I'm Getting Sentimental Over You," and other associated with specific bands. Good sound content in general. Set has nostalgia value for the rack buyer.

### THEMES FROM THE MOVIES

**James Verity Ork. Tops 9642 S. (Stereo & Monaural)** — Verity helms a 110 string complement in this airing of 10 famous movie themes, including "Spellbound," "The Quiet Man," "The Third Man," "The Moon Is Blue," etc. The large ork also contains woodwinds in addition to the massed strings. Stereo does not much enhance the effort over the monaural version, but the quality of sound is good and the listening is fine for setting a relaxed mood.

### THE MUSIC OF RODGERS AND HAMMERSTEIN

**Frank Chacksfield Ork. Richmond S 30064. (Stereo & Monaural)** — Still another version of the tunes from two of Rodgers and Hammerstein's great musicals, "Oklahoma!" and "Carousel." The selections are performed with taste and care by the Chacksfield crew, and the stereo separation is good. An appealing album.

### PIANO ROLL

**"Fingers" O'Leary. Tops 9674 S. (Stereo & Monaural)** — Bright bouncy piano-roll-styled treatments of such nostalgic oldies as "Put On Your Old Gray Bonnet," "Red River Valley," "Skip to My Lou," etc. A good stereo buy in the low-priced field.

### JAZZ

#### MAINSTREAM

**Vic Dickerson & Joe Thomas. Atlantic LP 1303** — Vic Dickerson and Joe Thomas, two great names from the days of swing, lead their combos happily thru a group of standards here, featuring their own fine solo work, and that of some of the country's top jazzmen. Soloists include Buck Clayton, Hal Singer, Dickie Wells, Buster Bailey and Buddy Tate. Those who like mainstream jazz will enjoy the performances of "Undecided," "The Lamp Is Low," and "Crazy Rhythm," as played here.

#### COLTRANE & QUINICHETTE

**John Coltrane & Paul Quinichette. Prestige 7158** — This meeting of John Coltrane, with his driving tenor work, and Paul Quinichette, with his cooler, more controlled tenor sax, is not quite as wild a blowing session as might have been expected. Neither performer really gets off the ground. But even with that loss the album makes for good listening, for both tenor men have ideas and the ability to put them over. The tunes include originals as well as standards, with the title tune "Catin'" and "Exactly Like You" the best.

#### OTHER SOUNDS

**Yusef Lateef. New Jazz 8218** — The Lateef Quintet with Lateef on flute, tenor and argol, paces six tunes thru inventive stylings. Hard bop fans will appreciate the set. It boasts several fine solos and a serious approach. Tunes include "Anastasia," "Taboo," and "Lambert's Point."

#### THE SHAPE OF JAZZ TO COME

**Ornette Coleman. Atlantic LP 1317** —

Ornette Coleman is one of the controversial new artists to spring from the modern jazz scene. By some he is considered an important new innovator and creator; by others too far out for serious consideration. He is heard here, with Donald Cherry on cornet, Charlie Hadden on bass and Billy Higgins on drums, performing a group of selections written by himself. Coleman's alto work is self-consciously original and won't have mass appeal. But its uniqueness will interest many avant garde jazz buffs. Best sides are "Peace," and "Lonely Woman."

#### EMILE CHRISTIAN AND HIS NEW ORLEANS JAZZ BAND

**Southland LP 223** — Emile Christian dates back to the very beginning of jazz, starting in Storyville in the second decade of the 1900's, and as a member of the Original Dixieland Jazz Band in New York in 1918. Since then, Christian has played throughout the world, and is now back performing in New Orleans, the heartland of jazz. On this new album, Christian leads a group of top New Orleans jazzmen in rousing readings of "Mardi Gras Parade," "Rhythm Kings Lament," and "San Sue Strut." The recording is good and the sounds are exciting.

#### TAYLOR'S TENORS

Various Artists. New Jazz 8219 — This is a happy session. It features the fine drummer, Art Taylor, sparked by the tenor work of Charlie Rouse and Frank Foster, who have a good blowing time. All of the tunes are originals, and they move. Best in this hard-bop collections are "Little Chico" and "Cape Millie." A good waxing.

#### DIXIELAND BANJO

**Dave Wierbach. Audio Fidelity AFLP 1910. (Stereo & Monaural)** — Dixieland, with the featured banjo sound contributing a touch of minstrelsy. Solid performances of 14 selections — and the choice of material is very interesting, including "Hindustan," "Bye Bye Blues," and marches such as "Under the Double Eagle," etc. Engineering and sound is in keeping with the product of this label.

### LOW-PRICE JAZZ

#### ALL TIME JAZZ HITS

**Ronnie Aldrich. Richmond S 30058. (Stereo & Monaural)** — Ronnie Aldrich and his Quadcats, one of the better English crews, swings some of the classic jazz hits here with spirit. The collection includes such well-known items as "South Rampart Street Parade," "At the Jazz Band Ball," "Royal Garden Blues," and "Basin Street Blues." They all have that authentic sound and the recording is first rate. A good buy for the money.

### CLASSICAL

#### SCHUBERT: SYMPHONY IN C MAJOR

**Royal Philharmonic Ork. (Kubelik). Capitol SG 7193 (Stereo & Monaural)** — Schubert's ninth symphony gets a warm sensitive reading from the London Orchestra. Kubelik draws a competent etching of the romantic work. Set will face competition, but the label's excellent sound and attractive packaging for the set can prove buy incentive.

#### LUCERNE FESTIVAL STRINGS

**Deutsche Grammophon DGS 712016. (Stereo & Monaural)** — The string ensemble presents a nicely balanced and performed selections of works. Represented are Mozart (the Concerto No. 12 with Margot Weber as pianist); Bartok's "Roumanian Folk Dances," and five pieces for string orchestra by Hindemith. Because of the variance in periods and styles of the composers, the set could have wide appeal. The sound is attractive.

#### BEETHOVEN: SYMPHONY NO. 6

**The Vienna Symphony Ork. (Dorati). Epic BC 1038. (Stereo & Monaural)** — Dorati presents a handsome reading of the "Pastoral" symphony. The programmatic work lends itself very well to stereo version. The interpretation is light. It will face rough competition, but the Dorati name can prove a buy incentive.

#### A HARMONICA RECITAL

**John Sebastian. Deutsche Grammophon DGS 712015. (Stereo & Monaural)** — John Sebastian, one of the few harmonicaists, performs some difficult classical transcriptions here with uncanny skill and musicianship. One side of the waxing contains baroque music by Vercini, Telemann and Bach; the second side contains music by 20th century composers Milhaud, Hovhanness and Ravel. This is a remarkable performance that will interest the serious collectors.

### LOW-PRICE CLASSICAL

#### TCHAIKOVSKY: PIANO CONCERTO NO. 1

**New Symphony of London (Cundell). Richmond B 19060 & S 29060. (Stereo & Monaural)** — Peter Katin presents a sensitive performance of the popular piano concerto. For the price, the set is a bargain. The competent performance is abetted by the fine orchestral accompaniment. Economy buyers will find it an attractive item.

#### RACHMANINOFF: PIANO CONCERTO NO. 2

**Katin, Piano; New Symphony Ork. of London (Davis). Richmond S 29059. (Stereo & Monaural)** — Excellent stereo sound and performances mark this LP a fine buy in the low-priced field. Pianist Peter Katin provides feelingful, tasteful solo work of popular work. Attractive cover.

#### ROSSINI OVERTURES

**New Symphony Ork. of London (Alwyn). Richmond B 19058. (Stereo & Monaural)** — Spirited and colorful readings by Kenneth Alwyn and the New Symphony Orchestra of London of four Rossini opera overtures. Program includes "Barber of Seville," "William Tell," "Semiramide" and "The Silken Ladder," or "La Scala Di Seta." Popular classical program at low price provides for strong rack material.

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

**Symphony Ork. of the Belgian National Radio (Andre). Telefunken TCS 18008** — Popular classical themes are accorded pleasant ork treatments in okay stereo. A good buy in the low-priced field. Selections have strong commercial appeal.

### CHRISTMAS

#### THE SPIRIT OF CHRISTMAS

**Ken Darby. Decca DL 8939** — Interesting Xmas item. A musical pageant in song based on Dickens' "Christmas Carol." Introduction of the spirits of Christmas Past, Present & Future are followed by segments of unusual ancient and medieval carols, popular Xmas songs and traditional carols. Ork and chorus under direction of Ken Darby. Should be one of the better sellers in Xmas fare.

#### JOY TO THE WORLD

**Columbus Boychoir. Decca DL 8920** — This boy's choir is a noted group—the organization having been in operation more than 20 years and having had considerable promotion and exposure. Their work here is excellent, the vocal sound being pure and fresh. Twenty-one selections are included, as "Silent Night," "O Come All Ye Faithful," "Carol of the Birds," etc.

#### CHRISTMAS IN SCANDINAVIA

**Alex Stordahl. Decca DL 8933** — Axel Stordahl's ork gets a fine assist from a chorus which renders with solemnity or joy, as warranted, a group of hymns predominantly of Scandinavian origin. While most are unfamiliar here, they are simple and melodic, and easily appreciated. Should get particular attention in Scandinavian communities.

#### CHRISTMAS SONGS FOR CHILDREN; MARTY GOLD CHILDREN'S ORK

**Kapp KS 3037. (Stereo & Monaural)** — A children's chorus backed by liting arrangements by Marty Gold, styles a group of pop-Christmas selections. They are slanted for tot appeal, and the results are effective. Selections include "Santa Claus Is Coming to Town," "The Chipmunk Song" and "Rudolph the Red-Nosed Reindeer." Cute cover shot of two youngsters adds to the over-all appeal.

#### CHRISTMAS WITH GISELE

**Gisele MacKenzie. RCA Victor LPM 2006** — The thrush offers pleasant readings of standard Christmas songs and carols, and the set also contains three French carols. It's a nicely balanced and programable item that should please her fans and collect coin during the coming holiday season.

#### HAPPY BIRTHDAY JESUS

**Larry Caton. Mark MLP 1000** — Set boasts renditions of 20 different Christmas and seasonal selections and a medley of two numbers. Organist Caton styles the pop tunes with the proper seasonal spirit, and the hymns are gracefully rendered. It has a chance to move well.

#### THE MERRIEST OF CHRISTMAS POPS

Various Artists. RCA Victor LSP 2032. (Stereo & Monaural) — The featured artists in this bright package of Christmas selections are Mimi Hines, the Skip-Jacks, and the Esquivel and Ray Martin orks. Included are most of the pop-Christmas standards and some more recent items that have become seasonal favorites. Sound is a factor, and the cheerful cover will help attract.

### LOW-PRICE CHRISTMAS

#### CHRISTMAS CAROLS

**Charles Cronham. Wing MGW 12173** — Mostly traditional carols given a lush treatment with chimes and Charles R. Cronham at the organ. Lovely version of "Angels We Have Heard On High," and not-often-heard "O Sanctissima" and "Here a Torch, Jeanette Isabella." Colorful Xmas cover plus popular program at low price provides for prime rack material.

#### MUSIC FOR A MERRY CHRISTMAS

**Frank Chacksfield Ork. Richmond S 30056** — Instrumental readings of notable Xmas repertoire, including "O Come All Ye Faithful," "Silent Night," "White Christmas," "Greenleaves," etc. Lush sound and excellent performance.

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# Louisiana State Fair Pulls 574,521 Despite Weather

## Total Gate 23,000 Below '58; Royal American Gets Big \$\$

SHREVEPORT, La.—The 10-day Louisiana State Fair, which closed Sunday (1), pulled 574,521 persons as compared to 596,341 for the nine-day run last year.

Rain and threatening weather during the last six days cut into attendance, wiping away increases registered in the early days and pruning the final count about 23,000 under that for the one-day shorter run last year.

Outstanding was the showing of the Royal American Shows on the midway in the face of reduced earning possibilities because of the weather the last six days. Rides and shows of the Carl Sedlmayr organization finished with a 12 per cent higher gross than last year.

Down were receipts for the Barnes-Carruthers revue, in nightly in the fair's coliseum, the Youth Center. Auto races presented by Frank Winkley held to last year's levels and turnouts per performance for thrill shows by the Tournament of Thrills were slightly under those for last year.

### Space Sales Big

Commercial exhibit space sales and concession income was up, Joe Monsour, fair secretary, reported.

The fair presented several new features, chief among them an international photo salon, which drew much attention. The medical progress exhibit again scored big with fairgoers. This show, as per practice, was revamped sharply from the previous two editions and will be further changed and improved next year, according to present plans.

# N. Y. Fair's Delegation Visits Paris

NEW YORK — New York's delegation to the Bureau of International Expositions has returned from Paris in a happy mood, after conferring with Leon Barety, the bureau's president.

The group is not bound to seek approval by the bureau since the United States is not one of its members. Thomas Deegan, chairman of the New York World's Fair Corporation, said the group had decided to sit down with the bureau "in the interest of international good will."

Deegan said he returned with definitions of standards maintained by the bureau for international expositions, for application to the New York fair.

Also making the trip were City Administrator Charles F. Preusse, fair corporation counsel Abraham K. Kaufman, and Richard C. Patterson Jr., commissioner of the Department of Commerce and Public Events.

The junior livestock show was a notable success. The junior stock sale recorded total sales of \$98,513, up more than \$2,000 over last year. The champion lamb brought \$26 a pound, the No. 1 hog \$14 a pound and the prize steer \$5.75 a pound.

A highlight of events attendant to the fair was the annual school band parade on Children's Day. Ninety-three bands were entered. Inclement weather reduced this total by only 10 bands and a total of about 6,000 young musicians participated.

# ALLAN HERSHELL CLOSED BY STRIKE

## Walkout Halts Ride Production; Company Hopes for Early Solution

NORTH TONAWANDA, N. Y.—A strike of 88 employees halted production at the Allan Herschell Company, Inc., Monday (2). Picket lines were set up at the three plants of the amusement ride maker here.

A contract with the International Association of Machinists, Local 2108, expired Saturday (October 31). The day before employees had voted 69 to 12 in favor of a strike. This followed about three weeks of negotiations between the union and company.

In a prepared statement, company president Lyndon Wilson, said that all issues in a new contract were resolved except for that of wages. Friday afternoon the company offered a three-year wage package calling for increases of 6.5 cents the first year, the same the second year, and 7 cents the third year.

On Sunday (1) Federal Mediator William Buch met with the company and union representatives. At that time the company offered 8.5 cents for each of the first two years and a wage reopening clause for the third. This was turned down by the union and it was understood that the union wanted 2.5 cents more per hour than the company has offered.

A company spokesman said Friday (6) that the strike was continuing but that he hoped for an early solution. He said the plant was unionized only two years ago and this was the first time for

NEW YORK — In outlining the Hamid - Morton Circus route for next season the vital Syria Temple date in Pittsburgh was omitted. Largest Shrine temple in the world, it is scheduled for Easter week beginning April 18 for Hamid-Morton's 14th year under the same auspices. Jim Allen is veteran circus chairman for the temple. Also omitted was Baltimore, Md., which follows Wilkes-Barre, Pa., and preceder Pittsburgh on the route.

# Hamids Quit Agency Helm As GAC-H Shifts Operations

• Continued from page 1

and GAC, resumes his executive duties with the parent organization while continuing to serve major fair accounts he has developed. Maintaining the firm's Midwestern strength, Stu McClellan, a former Barnes-Carruthers Agency vice-president, will be working with Ernie Young for GAC-Hamid. Taylor was formerly headquartered in Chicago.

### Withdraw From Leadership

3. George Hamid Sr. and George Hamid Jr., vice-president of GAC-Hamid, hereafter are to function in an advisory capacity rather than exercising direction. George Jr. will concentrate on management of the Steel Pier and other Atlantic City holdings, and his father's efforts will be devoted to the Hamid-Morton Circus, New

Jersey State Fair, and the Greensboro (N. C.) Fair.

Hamid detailed steps leading to this current circumstance as originating in 1955 when the amalgamation was effected. At that time a six-year agreement was undertaken, calling for the Hamids to remain active in GAC-Hamid activities for three years. At the end of that period, while retaining their financial interest, they were to finish out the term of the agreement on a consultative, rather than an active, basis.

The three-year active period was extended last fall for another season, 1959, which turned out to be the agency's most successful in terms of bookings and revenue. The over-all expiration date was extended another year, meaning that termination or renewal will occur on October 31, 1962.

"I feel now," Hamid said, "that the organization is on very solid ground and is more efficient than ever, permitting me to devote more time to my other pressing business interests."

An organizational meeting was held Wednesday (21) and attended by both Hamids, Higgins, Larry Kanaga, GAC president, and Cy Donner, GAC treasurer, at which time these plans were finalized. A later meeting disseminated the results to key persons in the organization. In stepping aside, Hamid reported, "The efforts of the past four years were for the benefit of my many friends among acts and clients. It has happily produced an organization which is the finest

in the history of outdoor show business. The new alignment gives all parties the best service obtainable."

On a structural basis GAC-Hamid Inc. is headed by Taylor, a long-time member of GAC and his father's Frank Taylor agency in Chicago. He has been in charge of all field representatives of the office. His outdoor co-workers are Dorothy Packman and Henry Hamid in New York, Young and McClellan in Chicago, and a West Coast sales representative to be announced.

Dorothy Packman has been Hamid's secretary for 33 years and will be in charge of co-ordinating talent as well as functioning as a booker. Henry Hamid, who has been in charge of Eastern sales, has been with the Hamid office five years, making solid strides servicing accounts developed by his uncle and attracting new clients. His contracts in 1959 included a clean sweep of all fairs in Virginia, with substantial talent budgets. He will also have "many new duties," the announcement said. Young is one of the best known outdoor bookers in the Midwest

(Continued on page 65)

# No. Florida Fair Hit by Heavy Rains

TALLAHASSEE, Fla.—Torrential rains thru four of the five days of the 1959 North Florida Fair cut into total admissions but failed to hold down Gooding midway receipts which edged 3 per cent over 1958.

The Fair closed Saturday night (31), after five hectic days which saw portions of the permanent grounds turned into a quagmire by continuing rains.

Paid admissions were down about 3,000 from the 1958 figure, and total admissions—including school children admitted free—dropped some 10 per cent under the 69,678 persons who toured the Fair in 1958.

# York Keeps Wirth; 1959 Gate 272,819

YORK, Pa. — Grandstand promotion for the 1960 York Interstate Fair has been awarded to Frank Wirth of New York, it was voted last week. Wirth had held the contract for 40 years and is expected to provide another revue

fronted by major theatrical names for his 41st show.

Attendance for 1959 was reported as 272,819 in a report submitted by the ticket committee of which John Dempwolf is chairman.

Dempwolf is also manager of concessions and machinery. He said there are contracts to date totaling

(Continued on page 65)

# NEW ROOM PLAN WORKING OKAY, GROUP REPORTS

CHICAGO — Officers of the fair, park and showmen's organizations that are operating the new system for room registrations at the coming show business conventions declared last week the system is working well.

Applicants for rooms should not be alarmed if confirmations are not received at once, according to John S. Bowman, speaking for the three groups. He said that acknowledgment of the application from the Chicago convention bureau is "reasonable assurance" that the rooms are forthcoming. He said it takes about 10 days for the Sherman or Bismarck hotel to get confirmation to an applicant.

# DAVENPORT NAMES ACTS FOR KANSAS CITY DATE

CHICAGO — Orrin Davenport has announced the talent line-up for his Kansas City, Mo., Shrine date, November 17-22. The program lists Paul Kelly's Wild Animal Act; the Aero Stylites; Freddie's teeterboard; Joanides, slack wire juggling; the Fossetts, Risley; Tony and Inga Smaha, dressage horse; Bob Nelson's Pigs; Allen's Bears; Antonucci's Chimpanzees; Les Blue and Yvette, the Golden Kids and K. Caprice, unicycle juggling; Victor Julian, dogs; aerial ballet featuring La Norma, Craighton and Juanita, Michele and Michael, and the Moo Goddess; the Gutis, gorilla parody; intermission: the Del-Rays, flying return; Hubert Castle, wire; Franklin and

Astrid, novelty balancing; the Haslevs, casting; Noble Trio, parallel bars; the Dorchesters, riding; Ed Widaman's Elephants and the Les Kimris Duo, aerial.

Clowns will include Francisco, Jimmy Davidson, John Toy, Frankie Saluto, Jimmy Armstrong, Bill Bentlage, Carl Marx, Henry Boersl, Bill Alcott, Lawrence Anderson and Dick Lewis. Staff will have Orrin Davenport, producer; Francis Brann, assistant to Davenport; Harry Thomas, equestrian director and announcer; Merle Evans, band director; Charles Marine, master of properties; Clarence Marine, master of transportation, and Mille Dolores, costumes.

# Ringling to Quit Quarters; Will Use Own Baggage Cars

## Land Sold; Equipment Burned, Sold; May Build R-B Auditorium, Museum

By TOM PARKINSON

SARASOTA, Fla. — Ringling Bros. and Barnum & Bailey Circus is disposing of its winter quarters here and is refitting several of its railroad coaches so as to provide its own transportation again.

The show expects to use at least three of its own cars, equipped as baggage cars and decorated with the Ringling name. These will replace the Pennsylvania Railroad's balloon-topped baggage cars in which the show now moves horses, elephants and equipment. In quarters here a number of the show's coaches have been switched out to be refitted, and the interior of one already is being rebuilt.

There will be no flat or stock cars in the proposed new train. Nor is it certain how many cars will be used. Top management of the show said here several days ago that three cars will be used and that the show would not carry more circus cars as coaches for personnel. However, on the scene it seemed fairly definite that five cars were being prepared for new use, and there were rumors in quarters of more being used.

### May Keep Arena

Announcement Tuesday (3) that the Arvida Corporation is buying the quarters land confirmed what had been apparent earlier. Arvida bought much real estate from John Ringling North during the summer, and last week it announced the additional purchase of the 160-acre quarters site for \$340,000. In early August the Ringling board of directors okayed sale of all circus equipment at quarters. Since the board's decision it has been a foregone conclusion that the quarters would be vacated. In Sarasota it has been

known that the Arvida purchases would eventually be shown to include quarters.

Ringling-Barnum feels that it no longer needs much of a home base. As an indoor show, it is traveling most of the year. It probably will continue the practice of laying off a few mid-summer weeks as it did

building will be called Ringling Auditorium and it will be used for rehearsals, TV shows and perhaps for openings.

There also is a possibility that a Ringling museum will be set up at the same location. This would include some relics from the railroad show, but such relics now are

## SAMPLE RINGLING TRAIN GOING TO BARABOO CIRCUS MUSEUM

SARASOTA, Fla.—A four-car circus train has been loaded at the Ringling Bros. and Barnum & Bailey Circus quarters here for shipment to the Circus World Museum at Baraboo, Wis. The show cars, and wagons will be used in the museum to display how circus trains were equipped and operated.

The train includes two flat cars purchased from Ringling for the museum. There also is a stock car and a coach, both donated by the Ringling show to the museum. On the flats are eight wagons, including a stake driver, giraffe den, cage wagon and baggage wagons used by the Ringling show for ring stock, elephant department, front door, concessions and other purposes. Equipment for the "show train" was selected by C. P. Fox, Deane Adams and Tom Parkinson for the museum and Arthur M. Concello for the show.

Loading was directed by Lloyd Morgan and P. J. McLain for the show. Shipment was expected to start rolling from Sarasota to Baraboo in a few days. Bill Perry, quarters office manager, and Fred Ware assisted.

in 1959, but this will be done at various locations.

For a short time each year the show will need a place to rehearse new productions. Expectations now are that Ringling will retain use of the former quarters car barn that has been converted into an arena-like building. The plan is to knock out the present sides and expand the building so seat wagons can be placed on either side of the present area. Then the enlarged

fewer, and fewer. A carved air caliope wagon, one of the gorilla cages, a couple of Al G. Barnes baggage wagons and a number of Ringling baggage wagons are among the items that might be used.

(Continued on page 61)

## Citrus Expo Switches for Cannery Meet

WINTER HAVEN, Fla. — An advance in dates of seven weeks has been effected by the Florida Citrus Exposition, putting it in the novel position of pre-dating the fairs in both Orlando and Tampa.

The circumstance results from Miami Beach's hosting of the National Cannery Association convention. Under its original date pattern, Winter Haven would have run March 5-12, but this winter its dates are January 16-23 because of the convention, manager Robert Eastman reports.

Some 125,000 people visit the exposition annually. So far there are 7,500 registered for the cannery convention alone. Eastman said the show, which has the citrus industry as its theme, will go all out in displays for the cannery, since the canning business utilizes more than 75 per cent of Florida's citrus crop.

Television will also be used. Last year there was a national network showing by Peter Lind Hayes. This time Eastman sees visits by Jan Murray's "Treasure Hunt" program and Jack Linkletter's show, "On the Go."

The citrus fair pulls patrons from the Tampa-Orlando-Lakeland area. About 70,000 turn out for the parade, held on Monday instead of Saturday this season and based on the theme, "Then and Now," in the citrus business. This will be the first departure from Chicago or Atlantic City for the cannery convention.

Rides and shows of the James E. Strates Shows will provide the midway.

## TALENT ON THE ROAD

### Betty Grable, Harry James Sign Up for 1960 Fairs

Latest Hollywood folks scheduled to hit the fair and outdoor trail next year are Betty Grable and her orchestra leader husband, Harry James, who are being booked for 1960 by E. O. Stacey's Music Corporation of America crew. Betty has an act that includes six other performers and the two have framed a show that can go one hour or can be expanded to a complete two-hour stanza. A full ork will be carried. . . . Sally Rand is currently holding forth at Chicago's Brass Rail on Randolph Street, a return engagement for the gal who made fans popular. . . . Roger ("Autumn Leaves") Williams, has his piano packed for a long string of one-nighters at auditoriums and arenas thruout the country. The trek reads something like this: Evanston (Ill.) Township High School Auditorium, November 28; Civic Auditorium, San Jose, Calif., December 5; Symphony Hall, Boston, January 15; Music Hall, Troy, N. Y., 16; Bushnell Memorial Auditorium, Hartford, Conn., 17; Veterans' Memorial Auditorium, Providence, R. I., 19; Constitution Hall, Washington, 28; Mosque Auditorium, Richmond, Va., 30; Aycock Auditorium, Greensboro, N. C., February 3; Township Auditorium, Columbia, S. C., 5; City Auditorium, Savannah, 6; Sidney Lanier Auditorium, Birmingham, Ala., 11; Dade County Auditorium, Miami, 12; Music Hall, Houston, 18; Muhlenberg Memorial Hall, Rochester, N. Y., 19; Lincoln Memorial Auditorium, Syracuse, 23, and Carnegie Music Hall, Pittsburgh, 27.

TV SHOWCASE: Fabian, teen-age singing idol, will be Red Skelton's guest on his November 10 program via CBS. . . . Shari Lewis, ventriloquist-puppeteer, will share billing with Averill Harriman on the November 13 "Person to Person." . . . A list of names will grace the bill on the Timex Special on November 11, including Jerry Lewis, Jane Morgan, Bobby Darin, Xavier Cugat and Abbe Lane. . . . Cliff (Charlie Weaver) Arquette and thrush Julie London are inked for the November 15 Dinah Shore Chevy Show. . . . Tennessee Ernie Ford will court Minnie Pearl on his November 12 Ford Show just to give both cars a break. . . . And then there's the Plymouth Show on November 9, third of the low-priced field, where Steve Allen will host Chuck Connors, Peggy Lee, George Jessel and Billy Eckstine. . . . Tommy Sands, viewed by a lot of fairgoers this past season, will guest on the November 10 Garry Moore Show along with the Mary Kaye Trio. . . . Record-maker Jimmie Rodgers added to the guest roster of the Jimmy Durante December 6 video stint. He'll join Ray Bolger, Jane Powell and Eddie Hodges. . . . Dance team Marge and Gower Champion are on the November 20 "Bell Telephone Hour." . . . Duke Ellington, Shelley Berman, Bobby Darin and Ella Fitzgerald set for the November 29 telecast by the National Academy of Recording Arts and Sciences. . . . Connie Francis on Perry Como Show November 18.

Guy ("Wild Bill Hickock") Madison and his wife, Sheila Connolly, singer-dancer, celebrated their fifth wedding anniversary at the 28th annual Texas Prison Rodeo, Huntsville. To mark the occasion the 10,989 inmates of the prison gifted them with a set of 12 hand-tooled leather monogrammed glass jackets made in the prison craft shop. Roberta Sherwood, thrush who started on carnivals, made a surprise appearance at the rodeo, taking time off from the International Club in nearby Houston. An estimated 20,000 rodeo fans caught the final performance of the event.

Charlie Byrnes

## Packs Sets Mexico, New Orleans Talent

ST. LOUIS—Tom Packs' Circus has announced details for its upcoming engagements in New Orleans and Mexico City. New Orleans, a 14th annual for Packs, will be November 21-29, and the five-week engagement in Mexico opens December 4.

Heading the New Orleans performance will be Clyde Beatty with his wild animals.

C. W. Hoeber and Jack Leontini will be with Packs on both dates. William Pruyt will front the bands on both dates and will have Bill (Boom-Boom) Browning as drummer in Mexico City. Dick Ware and Henry Dupree, of WWL-TV, will be the announcers in New Orleans, while a Spanish-speaking announcer will handle the Mexico date. Karl Wallenda will be the aerial director in Mexico.

Show is expected to enter Mexico at Laredo on December 1, with some acts arriving earlier. Since Mexican law requires that valid passports be presented before the necessary working permits are issued, efforts will be made to have as many as possible expedited by the Mexican Consulate in New Orleans, where a majority of the acts will appear.

The Mexico City circus will be staged in the downtown Nueva Arena Mexico, and reportedly is the first circus to be granted a permit for performances in the heart of the city.

The New Orleans program will have a 16-girl cloudswing and web number; Clyde Beatty's Animals; Paroff Trio and Pedro and Gerda, aerial acts; Marvel Trio and Craston-Bonnelys, acrobats; Great Barton, equilibrist; the Pedrolas, Miss Diana and Connie Welde, tight and slack wires; Jordan Trio, Kelroys and Eddie Trio, trampoline; Diano's Elephants; Miss Rietta, swaying mast; Gretha Frisk single trap; Flying Zacchins and Flying La Vals; Lacy Troupe, globe act; the Borjevas 32-plate spinning act; Frielanis, cycling; Wilnows' Collies; Welde's Bears; Howards' Shetland Ponies, worked by Edward Akins, with da capo with Liberty horses; Stanek Troupe, teeterboard; Great Beckett, self-propelled loop-swing; Rudy Sisters and Rudy, aerial.

In clown alley will be Bozo Harrell, Harry Dann, Eddie Dullum, Jim Snell, Teto Flint and Bill Brickle and partner.

In the Mexico City circus will be a 16-girl cloudswing and aerial ballet display, featuring Andrex Solis on "loop-less" cloudswing; Hawthorn's Animal Fantasy, presented by Patricia Jamison; Gretha Frisk, single trap; Jordan Trio, Eddie Trio and the Four Esquedas, trampolines; Ascot Troupe, Risley; Miss Yolanda, foot juggler; Arturo Mendez, tight wire; Esquedas, juggling; Whimsical Fossett, comedy bounding rope; Paramount Bears; Royal Inca Llamas; Snyder's Box

(Continued on page 62)

## Charleston, W. Va., Fair Site Denied

CHARLESTON, W. Va. — Indications are that the fair here, operated by the West Virginia Southern Fair Association, has been discontinued after 43 years of existence. This much is held in common by reports of Charles Hur, fair manager, and S. Grover Smith Jr., of the three-member County Court.

The court is an administrative rather than a judicial body and as such controls the fairgrounds, which is county-owned. Smith told The Billboard that permission to use the grounds has been denied to the association, which is free to run an event in 1960 if it can obtain a location.

Hurt said the fair, which ran September 2-7, showed a slight loss but that the accounting came much later than the court's announcement, issued the day after the fair. During the week the Cetlin & Wilson Shows provided the midway and there was a GAC-Hamid grandstand show, featuring Tex Ritter and singer Jennie Smith, a local product. The show was free to the public.

Total attendance was around 80,000 for paid and free combined, about a 15 per cent increase over

last year altho the run was one day shorter. Rain fell the first day. The fair used about 54 acres of county property, excluding the one-mile track and parking areas.

Smith said a number of disagreements caused the court's action one of which was the predominance of entertainment rather than agriculture and industry. "If they come up with an agricultural and industrial fair," he said, there might be a reconsideration.

JACKSONVILLE, Fla. — The Army "Cavalcade of Progress" display is one of the leading attractions of this year's Greater Jacksonville Agricultural and Industrial Fair, which opens an 11-day run on Wednesday (11). Closing day is Saturday, November 21.

Information specialists will be on hand to answer questions on such units as the Hawk, the fantastic surface-to-air guided missile whose radar eye ignores stationary objects but sends it speeding toward low-level aerial targets. The 16-foot missile and other units will be shown by the Army Exhibit Unit of Cameron Station, Alexandria, Va.



## FAIR-EXHIBITION MANAGEMENT

### Canada B Circuit Elects Monty Adolphe

REGINA, Sask.—A. J. (Monty) Adolphe, Weyburn, Sask., was elected president of the Western Canada Fairs' Association at the annual meeting in the Hotel Saskatchewan Tuesday (27).

Adolphe, who was first vice-president last year, succeeds Keith Stewart, Portage la Prairie, Man., who will relinquish the office December 31.

Other officers of the Western Canadian Class B fairs loop are J. Morton, Red Deer, Alta., first vice-president; N. W. Symonds, North Battleford, Sask., second vice-president, and E. L. McGill, Carman, Man., third vice-president. George K. Ross, Prince Albert, Sask., continues as secretary.

Class B fairs should try to stress the community aspect of their shows rather than allow the public to feel that the directors are the only ones concerned, said Maurice Hartnett, of Calgary, in a convention address.

Hartnett is president of the International Association of Fairs and Expositions and general manager of the Calgary Exhibition and Stampede.

He emphasized the need for each of the 12 fairs on the Class B circuit to develop a regional or local theme.

"A successful fair is not measured by gate receipts but by the way in which it reflects the life of the community no matter where the fair is located," he said.

Much of his discussion centered about fair problems and how to overcome them. "But every exhibition has different local problems and none of us has all the answers," he commented.

One of his recommendations was that fairs bring service clubs and other community organizations into various activities of the exhibitions.

### PNE Elects Directors

VANCOUVER, B. C.—Nine directors of the Pacific National Exhibition were elected to the board by membership vote Monday (2) for the two-year term of 1960-61.

Only one new director was chosen by the 200 members of the PNE. He is D. H. Collister of W. S. Collister, Limited, New Westminster. T. F. Orr, former Vancouver alderman who had been an appointed director, became an elected one thru the secret ballot poll. Collister served the PNE for several years as a director but declined nomination last year.

The nine new directors, along with nine more not up for re-election this year, comprise the number of elected directors of the PNE. Also charged with directing its policy are several appointed and advisory directors and the Vancouver City Council.

Directors elected for the upcoming two-year term were: Orval Cook, Harold A. Renwick, J. J. Grauer, George S. Powell, J.S.C. Moffitt, Charles W. Jaggs and G. Mort Ferguson.

Other elected directors are: J. F. Brown, PNE President, Dr. J. C. Berry, Vice-President; W. J. Borrie, Past President; Thomas A. Steeves, Honorary Treasurer; Dorwin Baird, M. L. Barr, Hedley Fairbank, T. R. Fyfe and H. W. Mulholland.

### 16 Big Mobile Homes Major Draw for Horseheads, N. Y.

HORSEHEADS, N. Y.—The East's largest display of mobile homes, and probably the largest over a wide part of the country, was displayed at the Chemung County Fair here. There were eight trailers shown in 1958 but this year 16 of the big units, most of them 55-footers, stretched down the street in back of the fair office and swung around to create a courtyard effect. Originally there were just two of the trailers, Bob Turner reported, shown for a \$50 exhibit fee at instigation of the local trailer association. The agreement this year called for a provision whereby the trailer dealers had to reciprocate with advertising plugging the fair. More than an acre of space was jammed with mobile home displays.

### Hoover Joins Ind. Board

DEMOTTE, Ind.—Floyd Hoover of Kentland was elected Thursday (29) to represent Indiana District 1 on the Indiana State Fair Board. Representatives of agricultural organizations in Lake, Porter, Newton and Jasper counties chose Hoover over Carold Bledsoe, who has been a member of the board for four years. Bledsoe held the position of director of concessions at the fair.

### PNE Plans New Ag Bldg.

VANCOUVER, B. C.—The Pacific National Exhibition will start work immediately on plans for a new agricultural building at Exhibition Park, President Joe Brown announced.

His announcement followed a decision by the city council to have outside experts do a survey on whether a coliseum should be located downtown or at the PNE.

The decision placed no restriction on the PNE in regard to the construction of an agricultural building. "We now feel free to go ahead with our plans. Our planning committee will proceed with the drawing of plans, which they will place before the PNE board of directors," he stated.

Brown explained that the PNE does not require city council approval on expenditures providing it is spending its own funds.

### Georgia State Fair Turnouts Decline 20%

MACON, Ga.—Despite a drop of about 20 per cent in attendance, due to two days of heavy rains, the Georgia State Fair had a highly profitable six-day run here ending Saturday (24), General Manager Robert Wade reported.

Wade estimated total attendance at about 125,000. While the official audit has not been completed he said preliminary reports indicate a profit of close to \$20,000, a decrease of several thousand dollars below 1958.

While gate attendance decreased about 20 per cent, the fair set a new three-hour record between 6 p.m. and 9 p.m. on Friday, (23), when the rains let up for the first time in about three days. During those three hours the gates grossed \$9,000.

### Clyde Closes To Good Crowds

MOLINE, Ill. — Clyde Bros. Circus completed its fall season here Saturday (31) and is now in winter quarters at Edmond, Okla. The two-day stand (30-31) included two capacity houses among the four performances. The show was not booked for October 28 and 29, so the physical equipment was parked at McClain's Wild Animal Farm near here. Capt. Eugene Christy is the wild animal superintendent at the animal farm.

Earlier at Burlington, Ia., the circus pulled two capacity houses at the 1,000-seat Memorial Auditorium Friday (23). Jaycees were the auspices. It was the first time any circus had performed inside the auditorium. Eloise Berchtold and her African elephant were added to the show at Burlington.

Henry Brunk was the manager of Clyde Bros. for the latter part of the season. Jack LaPearl is general agent and Howard Suesz is owner.

### Macon Circus Pulls 3,000 Kids

MACON, Ga.—A crowd estimated at 3,000 children saw the 10th annual Halloween Circus presented by the Moose Club at the Macon Auditorium Saturday (31). A. Mack Dodd was emcee.

Acts included Nicolini's Chimps; Angelo Winlow and her Collies; the Two Linares, tight wire; Gaudier's Steeplechase; Chia and Somay, acro; Jeanette and Meyand, unicycles and juggling, and Mabel and Jack, plate spinning. Music was by Ernie Daulton at the electric organ.

In addition to the acts, there were several Halloween costume contests. All that was required for admission was a signed pledge to refrain from Halloween vandalism. Officials say this unique circus has practically eliminated Halloween pranks here.

At Fort Pierce, Fla., Tuesday (3) the weather was sunny and the matinee drew a three-quarter house after being delayed until 3:30 p.m. so the school kids could attend. The evening performance was near capacity. Shrine club was the auspices.

### Ariz. Fair Manager Dies During Run

Thunderstorms, Cold Cut Turnouts; Siebrand Show, TV Names Featured

By SAM ABBOTT

PHOENIX—The Arizona State Fair pulled an estimated attendance of 61,088 thru Tuesday (3), fourth of the 12-day run which ends here Wednesday (11). A comparison with 1958 for the same time was unavailable due to the sudden death of George N. Goodman, State Fair Commission executive secretary at his home on Tuesday (3).

Funeral services were held Thursday (5) in Mesa where he had been a druggist and mayor for 18 years. At the time of the services a squadron of bombers flew over the fairgrounds as a Marine color guard paid tribute during three minutes of silence.

Appointment of Ralph Watkins Jr. to succeed him was confirmed Thursday. Watkins will serve the unexpired term until January 2. He was assistant executive secretary and was appointed to the post in 1956 when Goodman was named secretary.

Despite delays caused by thunderstorms that flooded the area and brought hail only two days before, the opening day was cool but the warming Sunday brought out 33,000 people. Rain set in again Sunday night late and continued until almost opening time on Monday. Attendance on Monday and Tuesday (2-3) was said to have been about 5,000 each day.

A strong well-paced show is being featured in the plaza. It is presented by Siebrand Bros. Circus and Carnival which is featured on the midway for the fourth consecutive year. The line-up for the free

attraction includes the Karrells, Roman ladder balance; Golden kids, cyclists; Boginos, Risley; Joanides, wire; Robertis, acrobats, and the Wallendas, high wire. Jimmy Troy, traps, joined Sunday (1).

In addition to the Siebrand attractions, Bobby Darin was added for three days starting Monday (2) with the Mills Bros. and Tito Guizar, Los Flemencos, booked by Jerry Perincio of Hollywood MCA. Bobby Diamond, Joey of the television "Fury" series was the highlight on Friday (1). His appearance was arranged by Clyde Baldschun, Van Nuys, Calif. The Atterbury girls performed daily over the grounds from a helicopter for Blakely Oil. They were booked thru John Billsbury, Hollywood. Bandleader Ted Fio Rito appeared on the "Avenue of Flags" bandstand to conduct a massed group playing his compositions on Monday (25).

Harrald Harper was again in charge of public relations and welcomed visiting dignitaries. Ken Baker directed special events. Phil and Emerald Arden were in charge of the Miss Arizona contest and publicity was directed by the John S. Turner Agency with Bob Williams and Mickie Doyle on the grounds.

### SWEET SALES

### Sutters Score Biggest Day, Best Season

DALLAS—The biggest season and the biggest single-day's business was registered this year by Sutter Candy Company, purveyors of salt water taffy at fairs. The middle Saturday (17) at the Dallas fair was the biggest one day and the season as a whole was 20 per cent up, according to Sutter officials.

The firm, which bases in Ashland, O., is operated by Edward W. Sutter, Charles R. Sutter and Alex (Coke) Kolikohn. This year, with Ed operating primarily at Midwest fairs and Charles in the East, the operation played 17 State and 29 county fairs. The Sutters had 12 outfits this season, seven on the road and five at permanent locations. A new unit is being constructed at their Hayesville, O., factory and a new candy manufacturing plant is being built in Mansfield, O., replacing one destroyed by fire several years ago.

In addition to their retail business, the Sutters make candy for many charitable events, including the Boy and Girl Scouts and other organizations.

### Toledo Shrine Show Attracts 31,000 Paid

TOLEDO, O. — The Toledo Shrine Circus, which appeared at the Toledo Sports Arena October 21-24, played to 31,844 paid admissions, an increase of 5,300 over last year. The results set new records for the eight-year-old annual Shrine show. Another record reportedly broken was that for the highest number of people to come to the Sports Arena on a single day for a show giving two performances.

Al Dobritch was the producer of this year's show and he was contracted to repeat in 1960. There was a possibility that the Sports Arena management and Dobritch might work an arrangement with the Shrine to run the circus a week, including four days for the Shrine and three for Dobritch and the Sports Arena, next October.

### Aut Swenson Contracts Fair at Monroe, Wis.

SPRINGFIELD, Mo.—A combination of harness races and thrill shows proved successful at a couple of fairs this season and the combination again will be used in 1960, Aut Swenson, owner of the Swenson Thrillcade, pointed out here last week.

Swenson reported that he had signed to put his stunter into the Green County Fair, Monroe, Wis., on that basis on Sunday, July 31. Harness races will get under way at 1 p.m., with a thrill presentation at both 3 and 8 p.m.

This proved successful at Illinois fairs in Oregon and Pecatonica the past season, Swenson said.

### Polack Plays Florence, Ala.

FLORENCE, Ala. — Polack Bros. Circus pulled a total of 4,900 people in four performances at the 4,000-seat Coliseum here Monday and Tuesday (26-27). Attendance count showed crowds of 700 and 900 Monday (26) and much improved houses of 1,400 and 1,900 Tuesday (27). Date was under Shrine auspices.

# NAAPPB Leaders Predict Top-Flight Convention

CHICAGO — Officers of the National Association of Amusement Parks, Pools and Beaches are forecasting that the November 29-December 1 convention will be one of their most productive.

NAAPPB President William Muar, of Roseland Park, Canandaigua, N. Y., predicted record attendance at this and concurrent show business conclaves.

Larry Stone, Paragon Park, Nantasket Beach, Mass., program chairman, stressed the importance of intensified kiddieland and beach-pool sessions. Jimmie Thompson, Alexandria, La., is kiddieland chairman for the three morning sessions. Heading the beach and pool program will be John Philipps, Dayton, O. Among the speakers for the regular park sessions of the convention will be not only those announced last week but others still to be named. John C. Ray, Belmont Park, San Diego, Calif., is an

additional member of a panel named last week to discuss "Living Tomorrow," a commentary about life in the 1970's.

Social affairs at the convention are under the direction of Robert Plarr, Dorney Park, Allentown, Pa. Plarr is in charge of arrangements for the December 1 banquet and ball. He has announced he plans to come up with a fully revised format for the entertainment, and he is working with a committee of bookers on line-up of the talent.

## King Moves Inside

UNION SPRINGS, Ala.—King Bros. Circus moved into the Armory here Thursday (29) after heavy rain made the proposed lot a quagmire. There was a near-full house at the matinee and a straw house at night. The Exchange Club auspices reported a \$568 advance sale.

# Re-Elect Schott At Coney Island

CINCINNATI — Edward L. Schott was re-elected to his 25th term as president of Cincinnati's Coney Island at the annual directors' meeting held here Monday (2). Also re-elected were Fred E. Wesselmann, vice-president and board chairman; Ralph G. Wachs, secretary-treasurer, and Robert B. McClure, Charles Sawyer, Charles Sawyer Jr., John M. Towle and John P. Williams, directors.

In his annual report, Schott stated that Coney had one of its best seasons in history; this year, attracting more than 1,250,000 patrons. The weather was warm and dry and did not reach excessively high temperatures, he said. Most of the season's rain fell on Mondays, when the park was closed.

Among attractions scoring well were the Shooting Star, Turnpike, swimming pool and Land of Oz. Some new attractions are planned for the park's 74th season in 1960.

# AMUSEMENT PARK OPERATION

## NAAPPB Program of Work Studied by Committee

MEETING IN CHICAGO last week was the National Association of Amusement Parks, Pools and Beaches' Program of Work Committee, headed by Ed Schott, of Cincinnati's Coney Island, and formed to schedule and steer the NAAPPB's activities in the future. The day-long session at the Sherman Hotel Thursday (5) was devoted to analysis of the survey which was made of NAAPPB members this summer. While results of the survey were not immediately announced, it was known that returns were considered good and that scores of ideas were offered. All suggestions were being sifted at the committee meeting. Up for further discussion were the NAAPPB's proposed activities in fields of safety, group insurance, public relations and convention format. Schott's committee will report to both the board of directors and the open session of the NAAPPB convention at the Sherman November 29-December 2. At the committee meeting were Schott; John Bowman, NAAPPB secretary; William Schmidt, Chicago; Harry Batt, New Orleans; Ed Carroll, Agawam, Mass.; Ferd Clemen, Cincinnati; Carl Heninger, Pittsburgh, and William Muar, NAAPPB president, Canandaigua, N. Y.

## Ferris Wheel Sullivan Puts TV Panel Into Spin

AMUSEMENT PEOPLE THRUOUT the nation were one up on the panel of television's "What's My Line" Sunday (1) because they knew what Lee Sullivan does. The Ferris Wheel maker, head of Eli Bridge Company, Jacksonville, Ill., appeared on the TV show and stumped the panel of guessers. . . . A village of pioneer buildings put up in Denver to mark the Colorado centennial this year was on the market again last week after being thought sold once. A Denver businessman put up \$1,000 toward buying the buildings and said he expected to move them to a new amusement park. However, later his deal fell thru and the buildings remain at the Denver Civic Center. . . . Traveltown in Los Angeles was started in 1952 when Charles Atkins, an employee of the city maintenance department, noticed two small steam locomotives that were about to be scrapped by the city. He suggested that they be placed in Griffith Park. Today thousands of children and adults swarm to Traveltown to view the many locomotives, cabooses, diners, freight stations, streetcars, coaches and signals. About 110,000 paying customers have ridden the three-foot gauge miniature train which travels thru Traveltown. . . . Biloxi & Gulfport (Miss.) Amusement Park will have 12 rides next season, reports Owner-Manager Ken Davis. He is buying a larger Kiddie Airplane ride and a Roll-o-Plane. Also on the program for winter work is a new Scooter floor. . . . Zoorama Limited, miniature train, travels a half-mile road thru the Zoological Playground south of New Market, Va. Four former Norfolk and Western Railroad men scoured a 500-mile radius to find the track in abandoned coal mines in West Virginia. The engine was formerly used in the Cherokee National Park, Asheville, N. C., and was built by Miniature Train. *Tom Parkinson*

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# Parkmen Trade Show Names 90 Exhibitors

CHICAGO—Names of 90 firms which will have exhibits at the International Outdoor Amusement Exposition at the Sherman Hotel, November 29-December 2, have been announced by John S. Bowman, NAAPPB executive secretary.

Exhibitors will include A.B.T. Manufacturing Corp., Rockford, Ill.; Anchor Supply Co., Inc., Evansville, Ind.; Albany Machine and Supply Co., Albany, Ore.; Animated Display Creators, Inc., Miami; Ansell-Simplex Ticket Co., Chicago; Arrow Development Co., Mount View, Calif.; Auto Photo Co., Los Angeles; Billboard Publishing Co., Chicago; Capitol Projector Corp., New York; Carpenter Amusements, Omaha; R. E. Chambers Co., Inc., Beaver Falls, Pa.; Champion Knitwear Co., Inc., Rochester, N. Y.; Chicago Coin Machine, Chicago; Chicago Dynamic Industries, Inc., Chicago; Coca-Cola Co., Chicago.

Concession Supply Co., Inc., Toledo; Commando Machine Gun Division of Chicago Dynamic Industries, Inc., Chicago; Cramore Fruit Products, Inc., Point Pleasant Beach, N. J.; Crown Metal Products Co., Wyano, Pa.; Custer Specialty Co., Dayton, O.; Dalason Products Manufacturing Co., Chicago; William de L'horbe Jr., Vandalia, O.; Dodgem Corp., Exeter, N. H.; Dudley Sports Co., New York; Eli Bridge Co., Jacksonville, Ill.; Enquirer Printing Co., Cincinnati; Erickson Pool Supplies, Inc., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; Fable Toy Co., Inc., Brooklyn; Fairway's Miniature Golf, Margate, N. J.; Fascination, Beverly Hills, Calif.; Feltman Products, Inc., Brooklyn, and the Flexible Co., Loudonville, O.

Also C. R. Frank National Supply Co., St. Louis; J. F. Frantz Manufacturing Co., Chicago; Gold Medal Products Co., Cincinnati; Hammer Bros.' Manufacturing Co., New York; Hampton Amusement Co., Portage Des Sioux, Mo.; Heart Distributing Co., Chicago; Allan Herschell Co., North Tonawanda, N. Y.; Hodges Amusement & Manufacturing Co., Indianapolis; Holmes Cook Miniature Golf Co., New York; Hollywood Servemaster Co., Kansas City, Mo.; Hot Rods, Inc., New York; Frank Hrubetz & Co., Salem, Ore.; International Mutoscope Corp., Long Island City, N. Y.; Irving Kaye Co., Inc., Brooklyn; J. H. Keeney & Co., Inc., Chicago; King Amusement Co., Mount Clemens, Mich.

Krispy Kist Corn Machine Co., Chicago; Lincoln Park Merry-Go-Round, Inc., Los Angeles; Link Belt Co., Chicago; Lodi Tent & Awning Co., Lodi, Calif.; Lusse Bros., Inc., Philadelphia; Macken-

(Continued on page 59)

# ARENA, AUDITORIUM NEWSLETTER

## Ice, Boats and Bonds

By TOM PARKINSON

WHEN "HOLIDAY ON ICE" played the Allen County War Memorial Coliseum at Fort Wayne, Ind., recently, it registered an increase of about 20 per cent. The exceptional business was second only to the first appearance of the ice show when the building was brand new. It did this year's business in nine performances, compared with 11 for the first year. The 1959 gross was \$128,000, an increase of \$20,000 over 1958. A price increase accounted for part of the difference, but attendance was up, too. Crowds for the nine shows include a near-full house the first day, a capacity crowd of 7,000 the second, 4,800 the third, S.R.O. the fourth, and Saturday houses of 5,400, 4,600 and 7,200, while Sunday pulled 6,700 and 4,900. Promotion was handled by Phil Olofson, of Tri-State Promotions, Inc. This year's increases are all the more significant when it is known that this year's 20 per cent hike comes on top of a 15 per cent improvement last year.

**Land O'Lakes Boat, Travel and Sportsmen's Show at St. Paul's** Municipal Auditorium has announced earlier dates for its next showing, March 18-27, 1960. And show manager Noel Van Tilburg reports that there also will be news in the entertainment presentation. This time, WCCO Radio will broadcast a series of shows direct from the boat show's stage. There will be a broadcast of the "Randy Merriman Matinee" each afternoon plus nighttime programs by headliners still to be announced. Result will be both crowd-appeal and wider publicity in the territory that the show pitches to and the radio station is heard in.

**Tuesday's voting in several cities brought some good and some not so good news in the auditorium-arena financing field.** At San Francisco, a \$7,575,000 bond issue was approved for the improvement of the Civic Auditorium, and another \$1,800,000 was allowed for rebuilding the Palace of Fine Arts. At Hot Springs, Ark., the voters approved a \$1,350,000 bond issue to finance a new auditorium. Philadelphians voted approval in their referendum for a \$39,330,000 bond issue, part of which is for the renovation of exhibition and convention halls. But at Hartford, Conn., where auditorium-arena debates are becoming a constant thing, a bond issue was defeated. Three other Hartford bond proposals were approved, but the proposed auditorium's \$4,000,000 issue was lost. The San Francisco projects include providing an additional 60 meeting rooms at the Civic Auditorium, and the Palace of Fine Arts job is to remodel the interior so as to include two theaters, a music hall, exhibit space, offices and a restaurant.

## IAAM Committee Sets Dates For New Orleans Convention

EXECUTIVE COMMITTEE of the International Association of Auditorium Managers, meeting in New Orleans recently, has set the 1960 convention dates. New Orleans was confirmed as the site at the 1959 convention. Dates will be July 26-30. The committee also decided to locate it at the Roosevelt Hotel. . . Glenn C. Moore informs that his K-Bar-M Rodeo, of Gaffney, S. C., is booked for Greenville (S. C.) Memorial Auditorium November 18-21. The event will be sanctioned by the Rodeo Cowboys Association, he reports. . . When Ice Capades puts its 19th edition into the Butte (Mont.) Civic Center it will be the show's first time in the State. Heretofore, Butte has been played by Holiday on Ice. Capades will be in the building managed by Rene Rouleau for December 15-20, and then it goes on to Spokane Coliseum. . . Meanwhile, from Bozeman, Mont., Manager Bud Purdy advises that Sam Snyder's Water Follies played to light crowds at the first of a three-day stand but word-of-mouth advertising brought in near-capacity crowds for the second and third days. A week later the building housed a show headed by Bob Hope and Marilyn Maxwell. This was for the homecoming celebration of Montana State College and it set new records for the Fieldhouse. Both for money and for attendance, the Hope appearance was the best the building has had, with the exception of some basketball games. Mark Anthony booked the show.

**Miami Beach Exposition Hall has been busy with the American Bankers Association convention.** There was a ladies' luncheon and fashion show for 3,000 people and the next day the same hall had a crowd of 7,500 for a variety show. Manager Claude Ritter was in New York recently to work out details for the December 10 TV show on which CBS will feature the Ringling circus. Ringling will return to the convention hall for nine days of regular performance in January, and the TV showing is special. The Ringling stand will be followed shortly by "My Fair Lady" in February.

## Asbury Park Charts Big-Name Tie-In Shows as Beach Lure

ASBURY PARK, N. J. —An entertainment program featuring top performers is planned here as a stimulant for resort tourist and hotel business. City, hotel and general business figures are developing a \$100,000 fund to underwrite the talent which will be showcased in city-owned Convention Hall on a five-nights-a-week schedule, starting in June. The Boardwalk structure with full stage and equipment has a 4,100-plus seating capacity.

The committee originally planned the talent promotion as a package deal for hotel guests, but now has broadened its scope to include admissions to the general public. Two methods of obtaining funds are being mulled. One involves a "per room" commitment for a 10-week period, by hotel operators controlling some 3,500 hotel and motel rooms. With this plan admission to shows would be limited to their guests. The other plan calls for general underwriting by hotels, restaurants, taverns, entertainment places and retail stores, in which the plan would be used also as a booster for special retail days in the business section. Under each plan the city would contribute the facilities of Convention Hall and its staff, as well as promotion services.

## INSIDE JOB GIVES HAMID 40TH SEASON

NEW YORK — It was 39 years ago that George Hamid started booking talent at fairs, but his stepping into an advisory capacity with GAC-Hamid did not stop him from extending the string to an even 40. He has already signed contracts with two fairs for next year — Trenton, N. J., and Greensboro, N. C. There was no opposition for these dates, since he is president of both fairs.

## Parkmen's Show

Continued from page 58

zie Electronics, Inc., Inglewood, Calif.; Mid-East Sales Co., Lockland, O.; Mike Munves Corp., New York; NAAPPB Insurance Plan, Chicago; National Amusement Device Co., Dayton, O.; National Pool Equipment Co., Florence, Ala.; Natural Color Co., Inc., Boston; Oarco, Columbus, O.; Ottaway Amusement Co., Wichita, Kan.; Pepsi-Cola Co., New York; Percy Turnstile Co., New York, and Philadelphia Toboggan Co., Philadelphia.

Others include Phillips Amusement Co., Bloomington, Ill.; Poppers Supply Co., Inc., Philadelphia; Pretzel Amusement Ride Co., Bridgeton, N. J.; Harry E. Prince, Boston; Sabin China Co., McKeesport, Pa.; San Antonio Roller Works, San Antonio; B. A. Schiff & Associates, Inc., Miami; J. B. Sebrill Co., Los Angeles; Sellner Manufacturing Co., Inc., Faribault, Minn.; Seven-Up Co., St. Louis; Standard-Harvard Metal Typer, Inc., Chicago; Lowell Staf Amusement Co., Inc., Amarillo, Tex.; Streifhau Manufacturing Co., Middletown, O.; Thunderbird Products Co., Chicago; Tusko Manufacturing Co., Thousand Oaks, Calif., and Tyson-Caffey Corp., Wayne, Pa.

Also United Manufacturing Co., Chicago; Weldon, Williams & Lick, Fort Smith, Ark.; Eric Wedemeyer, Inc., New York; Williams Manufacturing Co., Chicago; E. B. Wilson Co., Detroit; Zimmy's Pool, Dallastown, Pa., and C. J. Zone Manufacturing Co., St. Louis.

## Boston Car Show Attracts 87,000 In New Location

BOSTON — The third annual International Foreign and Sports Car Show set a record in its five-day stand at the Commonwealth Armory which closed Sunday (25). A crowd of 87,000 attended compared with last year's 50,000. This was the more remarkable since the show ran eight days last year.

The increase was attributed to the burgeoning interest in foreign cars. More than 200 cars were on display, representing 43 manufacturers and nine countries. Sherman Expositions, Inc., which ran the show, reported that more than \$1,000,000 in sales was chalked up, and all models on the floor were sold.

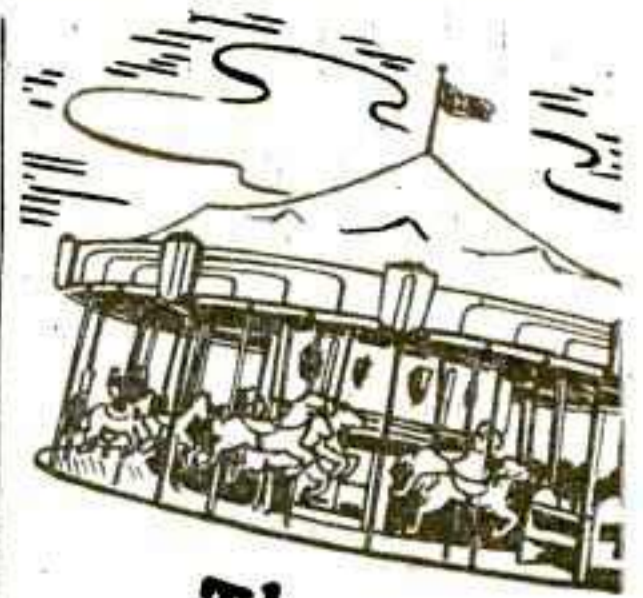
Tickets were \$1, as against 90 cents last year, with children's admission 50 cents. All of the 125,000 square feet space was sold. The Armory was used in the absence of Mechanics Building, now torn down to make way for the \$100 million project. The Armory is well served by transit lines and is located two miles from the center of the city. The Sherman firm is to stage its second annual International Foreign and Sports Car Show in Miami in January.

## New Castle, Ind., Opens New Arena With Marine Band

NEW CASTLE, Ind.—Formally opened Saturday (31), New Castle High School's new 9,500-seat fieldhouse will fill this community's needs for a civic auditorium.

Principal purpose of the structure is to provide an arena for Chrysler High School basketball games.

Other uses will be made of the fieldhouse. The first even to be conducted in it was a concert by the United States Marine Band Sunday (8). Construction began in December, 1957, but was halted June, 1958, with the collapse of a steel framework. Construction was resumed last February. A fund drive, which netted \$200,000 and a bond issue of \$875,000, was the method of financing.



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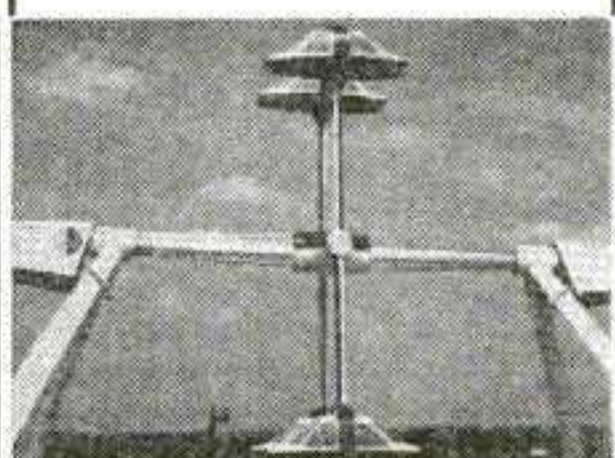


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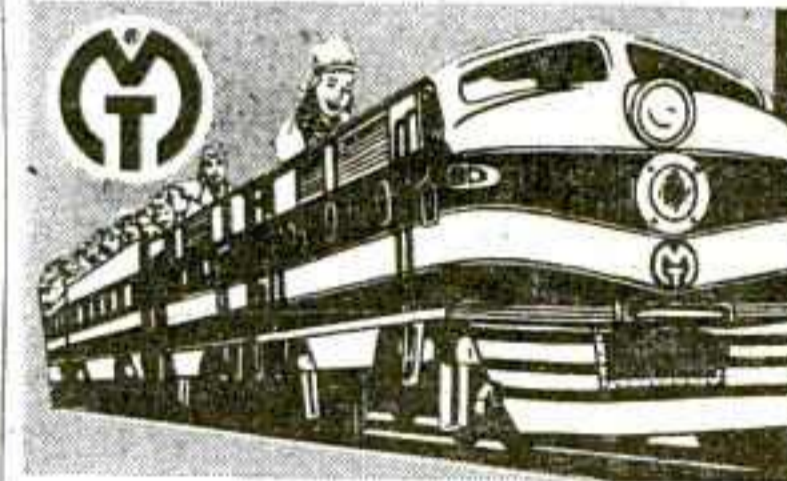
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# Beatty-Cole Seeks New York Arena

NEW YORK — Walter Kernan and Frank McClosky, of the Clyde Beatty-Cole Bros. Circus, have returned to Florida after a round of negotiations here to locate an arena in the New York area for an April 15-24 run. Most intensely sought is the big Kingsbridge Armory in the Bronx. Another armory in Northern New Jersey also is under consideration, as is an arena on Long Island. General Agent Floyd King revealed that the show will open indoors on April 15, whether or not Kingsbridge Armory is obtained.

The 1959 tour of the circus ended Sunday (8) at St. Petersburg,

Fla. The show is wintering at De Land, Fla. The swing thru Florida concluded a generally satisfactory season.

At Daytona Beach, Fla., Monday (26), the circus was sponsored by the Optimist Club which reported a half house at the matinee and a strong three-quarters house at the evening performance. At Fort Lauderdale, Fla., Thursday (29), the show pulled a three-quarters house to the afternoon performance and entertained a straw house at night. The Downtown Lions sponsored the show and fine weather was an added asset.

# Ringling Draws 52,000 In 11 Shows at Dallas

DALLAS — A total of 52,000 Texans caught Ringling Bros. and Barnum & Bailey Circus at the 10,000-seat Memorial Auditorium here October 28-November 1. Friday and Saturday (30-31) were rainy, and the SMU-Texas football game was an extra deterrent. The door count started slowly and built during the five-day run. Figures ran at 2,000 and 4,000 Wednesday (28), 3,000 and 4,500 Thursday

(29), 3,000 and 7,500 Friday (30), 5,000 (morning show), 5,000 and 4,500 Saturday (31) and 8,000 and 5,500 Sunday (1) at two afternoon performances.

The show pulled 18,237 patrons at San Angelo, Tex., October 23-24 in its first appearance there in 13 years. The attendance figures in the 5,128-seat Coliseum were 3,500 and 5,000 Friday (23) and 4,735 and 5,002 Saturday (24). A civil defense group was the sponsor.

At Lubbock, Tex., October 19-21, some 27,980 attendees were counted in the 7,500-seat Municipal Auditorium. Rundown by days showed 3,200 and 5,500 Monday (19), 3,450 and 6,800 Tuesday (20) and 3,540 and 5,490 Wednesday (21). At the final performance 13-year-old Ilona Fredona suffered minor injuries as she slipped to the floor during the Risley number. Civic Lubbock, Inc., was auspice for the stand.

## ARRIVES HOME

# Kelly-Miller Starts Building '60 Equipment

HUGO, Okla.—Al G. Kelly & Miller Bros.' Circus made the home run of 166 miles from the closing stand at Prescott, Ark., to quarters here Monday (26). Winter work has begun and construction of new equipment is under way to conform to plans originated in 1958 and 1959 by D. R. Miller.

During the final week of the 1959 season, Poteau, Okla., Sunday (18) drew a three-quarter house. Arkansas dates at Mena (19) drew one-third and three-quarter houses in cold weather, Nashville (20) pulled one-third and three-quarter houses in good weather; Arkadelphia (21) drew a one-third house at the first matinee, a half-house at the second matinee and a capacity house at night; Camden (22) pulled one-third and one-half houses, Magnolia (23) drew one-third and one-half houses, Hope (24) pulled one-third and one-half houses in cold and windy weather, and Prescott (25) produced a three-quarter house at the matinee-only performance.

EDMOND, Okla.—Upon closing its 35-week 1959 season at Couchatta, La., Saturday (7) and making the 414-mile jump to home base here, Hagen Bros.' Circus came up with some interesting statistics. The show played 225 cities in 19 States during the 1959 season, which included 11,068 miles of highways.

Hagen gave three shows in Vienna, Va., May 4, and Manteno, Ill., August 20. The only two-day stand of the season was Grand Rapids, Mich., August 5-6. The longest jump was from DeFuniak Springs, Fla., to Hattiesburg, Miss., October 18, 227 miles. The shortest jump was from New Brighton to North Sewickley, Pa., May 24, six miles.

Howard Suesz is owner and Joe McMahon is general manager of the show.

# CIRCUS TROUPEING

By JON FRIDAY

BILL BALLANTINE, circus artist and writer, has an article on high divers Henri La Mothe and Vic Zoble in the December issue of Cavalier magazine. It is entitled "From 72 Feet Up—Into a Wet Handkerchief." . . . For the first time in 17 years, Happy Kellems is not playing the Houston and Fort Worth Shrine circuses. He was at Coney Island, Cincinnati, for the summer season and just completed a string of dates for the Humpty Dumpty stores with Hubert Castle for M.C.A. Kellems has the Evansville, Ind., Shrine Circus and Hetzer Christmas dates for Ashland Oil of Cincinnati coming up next. . . . Charles Hoffman, expert circus cinematographer, will screen his movies November 27 at the Marquette Park Fieldhouse, Chicago, for the South Side Cinema Club.

As the 1959 Fort Worth Shrine Circus shuttered, announcement was made that Dr. A. Ward Hicks will succeed Barney B. Parker as circus chairman for 1960. Parker was a leader in setting up the system by which several Texas temples work together in producing their own shows and hiring acts. . . . As season's routes are reported, Hagen Bros. Circus shows a tour of 11,068 miles in 35 weeks of one-day stands, with the lone exception of two days in Grand Rapids, Mich., while Cristiani Bros. Circus racked up about 12,984 miles in 28 weeks that included a large number of multiple-day stands, with 11 days in Los Angeles as a stand-out. . . . Jack S. Smith has published a 1959 Al G. Kelly and Miller Bros. Circus route sheet. . . . The Atayde Circus extends an invitation for all fans and show people to visit them during their Mexico City engagement over the holidays.

E. K. Fernandez has signed the Wallendas to play his February dates in Honolulu and Hilo, Hawaii. . . . It appears likely, tho no announcement has been made, that Mel Koontz will have the wild animal act at the Detroit Shrine Circus. . . . Nick Bengor closed with Cristiani Bros. and is joining Tom Packs Circus. . . . Volume two of R. Toole Stott's bibliography, "Circus and Allied Arts," is being published now in England. Volume one came out a year ago. A third volume next year is to complete the listing of brief information about all books on the circus. His lists cover books in 11 languages. . . . Paul Kelly's elephants will make several winter dates in Michigan. . . . Bill Morris has been with Henson Bros. Circus.

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Billy H. Mack (Silver Dollar Bill) of the Beatty-Cole Circus was hit by an auto Halloween night and is recuperating from head lacerations, compound fracture of his right ankle and bruises in Jackson Memorial Hospital, Miami. He would appreciate mail. He and George Scott, Tom Attaberry, John Goode and Junior Stevens were assistants to Clyde Beatty on the steel arena this season. . . . James M. Parker, Navy third class yeoman, stationed at Pearl Harbor, was the subject of a recent Navy press release which describes his miniature truck circus and collection of circuses. . . . The W. S. Jacksons visited King Bros. Circus at Cleveland, Tenn., while returning to Louisville from the Gil Gray Circus and talked with Red Dingler and the Cristianis. . . . Don C. MacIver, magician and lecturer formerly with Ringling Bros. and Barnum & Bailey Circus, Clyde Beatty Circus and Pete Kortjes side shows, has retired after trouping for nearly 70 years. Mr. and Mrs. MacIver will divide their time between Tunnelton, W. Va., and Arizona where they own mining property.

Dover's mother has been with the show for all the Texas stands. . . . Koko and Yoni, Japanese dancers, and Shirley Coombs, English show girl, have left for the holidays but will return in January. . . . Florence and Diana Stephenson, Robert Keck, Gene Lewis, Dennis Stevens and Chuck Burnes entertained 200 children at the Dr. Pepper plant in Dallas. . . . Jackie Bostock was awarded a new camera. . . . Dallas visitors included Gene Randow, Cleo Plunkett, the Wong Troupe, Gil Gray, La Norma, Andre Fox, Billie Burke, the Dorchesters, Harold Simmons, Betty and Benny Fox, Gus and Betty Bell, Alberto Zoppe, Elsie Jung, Bill Moore, Bobbie Peck, Bill and Shirley McGough, Sam Alexander, Jack Korie, Tom Bowman, Arden Beecher, Bob Stevens, Al Butler, Hubert Castle, Carl Marx, the Clayton Chases, Myles Bennett, and Max and Ursulla Frimberger.

The Nocks, swaypoles, and the Goetichs, unicycles, both natives of Switzerland, staged a reunion when they played the Austin (Tex.) Shrine Circus recently. . . . Visiting the Nocks at Austin were Bob Dover and the Charles Moroski, of Ringling-Barnum. . . . Trevor Bale, now equestrian director with R-B, has been making TV dates. His daughter, Gloria, is doing her single trapeze act and also working production numbers with her mother, Rene, and sister, Nita. . . . Pvt. William Rice recently caught Circuses Williams, Franz Althoff, Carl Busch, Busch-Berlin, Friederike Hagenbeck, Adolph Fischer, Sararani and Willy Hagenbeck in Germany on a three-week leave.

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TURNING BACK THE PAGES: 10 years ago—Ringling Bros. and Barnum & Bailey Circus was playing the St. Louis Arena in competition with the Firemen's Circus and Thrill Show. . . . Anita Nelson died at Waterbury, Conn. . . . Houston Shrine Circus opening was hampered by a city bus strike. . . . 20 years ago—Acts skedded by George A. Hamid for the American Legion National Convention Committee Circus in the Boston Garden included Lucky Teter and his Hell Drivers the first five days and Clyde Beatty and his wild animals the final five days, the George Hanneford Family, Flying Ortons, Christy's Liberty Horses, Doris Christy's Elephants, Great Peters, Les Kimris, Les Romas, Shorty Flemm, Billy Rice, Rice-Davidson Trio, Demnati Troupe, Flying Arlens, Arlen-Bersoni Troupe, Kinko, Cook's Comedy Ford, Houston's High School Horses, Monticello's Ponies, George's Liberty Stallions and the Five Waldos.

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# THE FINAL CURTAIN

**BEROSINI—Mike,** high act and sway pole performer, where he was working his act. Survivors include a brother, Joseph and a niece, Josephine Berosini. Burial was at Miami, October 29. His wife, Rachel, died in Central America in early August of a heart attack.

**GOODMAN—George N.,** 64, Arizona State Fair Commission executive secretary, Nov. 3 in Mesa, Calif. (Details elsewhere).

**GUNDRY-WHITE, Frederick S.,** 71, chief comedian of the famed Calgary Stampede parade, October 24 in Calgary. Dressed as Charlie Chaplin, he had appeared in the parade for 19 consecutive years. Survived by his widow and two sons.

**KIMMER—Marvin L.,** 50, concessionaire, recently in Loris, S. C. In recent years he had been associated with the W. E. Page, Mighty Interstate, Wolfe, Beam's, All American and Palmetto Exposition shows. Survived by his widow, Ruth; three sons, Marvin Jr., Bubba and Donald Lee, and his parents in Salisbury, N. C. Services and burial in Salisbury.

**PERRY—Clayton A.,** 70, veteran orchestra leader, October 29 in Detroit following a long illness. For many years he batoned the orchestra that played for square dances at Michigan State Fair. Perry was in vaudeville for years and also played on excursion boats on the Great Lakes. In the 1920's he led an oldtime dance band sponsored by the late Henry Ford. Survivors include his widow and four children.

**ROBBINS—Henry (Hank),** 50, former catcher for many flying return acts, October 21 of a heart attack at his home in Bloomington, Ill. At one time he had his own act, the Flying Robbins. Survived by his widow, three sons and four daughters. Burial in Park Hill Cemetery, Bloomington.

**SKIPLEY—Harold Olaf,** 55, concessionaire and ride operator on Western Shows, owned by his stepson, Frank Robinson, and Browning Amusements in Orgeon, October 30 in Everett, Wash., following a brief illness. A native of Wilmer, Minn., he had resided in Snohomish County most of his life. He was a member of Alpha Lodge, No. 212, Free and Accepted Masons, Everett Consistory Scottish Rite of Freemasonry, Nile Temple and the Snohomish County Shrine Club, Everett Lodge 479 of the Elks, and the Pacific Coast Showmen's Association. In addition to his widow, Katherine, he is survived by a brother, Lawton, and two sisters, Mrs. Fred Nelson and Mrs. Charles Francy. Masonic funeral in Everett Monday (2).

**SPRAGUE—Paul,** 51, publicity agent and concessionaire, November 1 in Detroit following a long illness. He had been in the carnival business for 30 years, the past 12 with Happyland Shows. He was a member of the Michigan Showmen's Association and a vice-president of the Greater Tampa Showmen's Association. His widow, Olive, survives. Burial in Tampa.

**STAPLETON—Russell,** 65, head of the Fanchon & Marco office in Hollywood, October 29 in Huntington Memorial Hospital, Pasadena, Calif., following a brief illness. He had lived in the Los Angeles area since 1903 and was a producer of shows at fairs for a number of years. He was a Past Exalted Ruler of the Pasadena Elks Club. Survived by his widow, Bernice; a son, daughter, three sisters and four grandchildren. Burial was in Mountain View Memorial Park, Pasadena.

**THORBURN—Alexander,** 81, superintendent of the industrial department at the Los Angeles County Fair from its founding until his retirement in 1948, in Claremont, Calif., November 1 following a long illness. An alumnus of Syracuse University, he was also a past president of the Claremont Kiwanis Club. Survived by his widow, Marguerita; a son, Alexander Jr., and two grandchildren. Private funeral services in Pomona.

**SVENDSON—Frances,** 40, partner in the comedy juggling act known as Lee Marx and Billie, in a head-on collision at Dallas November 1. Her husband, Leo Carl Svendson, was injured in the accident. They had come to Dallas from Youngstown, O., to play holiday dates. Leo Svendson's father is Carl Marx, clown.

**VILLEPONTEAUX—Louise,** 51, wife of Harry Villeponteaux, retired circus performer, October 18 at Concord, N. C., of pneumonia. She had trouped with the late Col. E. M. Williams, Steven Bros., Earl Hammond's Christmas unit, Gil Gray, Ayres and Kathryn Davies, Roger Bros., Hagen Bros., Kelly-Morris and Purcell's Stage Circus. She assisted her husband in his aerial act and at one time clowned with him at fairs as the French Duo. Survivors include her husband, mother, two sisters and three brothers. Burial at Concord, N. C., where she and her husband had operated a general store and service station.

## MARRIAGES

**HILL-HALBROOK—** Forrest Hill Jr. and Bobbie Jeane Halbhook, concessionaires, recently in Chetopa, Kan.

**ZACH-LOROW—** Ralph L. Zach and Joan Laura Lorow, daughter of Mr. and Mrs. Bert (Snookie) Lorow, formerly of the Royal American Shows, October 31 in Resurrection Episcopal Church, Miami.

## Newfoundland, Pa., Fair Re-Elects

NEWFOUNDLAND, Pa.—Carroll Fetherman was re-elected president of the Greene-Dreher-Sterling Community Fair Association for the fifth consecutive term. Also re-named were George Schmalzle, first vice-president; Samuel De-Frehn, second vice-president; Robert Stapl, secretary; Clayton Northrup, assistant secretary, and Leon Schelbert, treasurer.

Next year's dates were set for August 31-September 3. The Bill Goodman unit of Reithoffer Shows has been signed to again provide the midway attractions, Staph disclosed.

## R-B Exits WQ

Continued from page 56

The quarters now presents a far different picture than in past years. Offices are set up in ticket wagons by the car shed at the entrance. Private railroad cars are spotted there, and these are to be retained. The biggest quarters building, with animal dens downstairs and canvas loft upstairs, now holds much wardrobe, horse blankets and uniforms. But all that is to be cleared out and undoubtedly the building will be torn down.

It now is certain that the other stucco and frame buildings also will be razed or burned. Several of them already are empty or nearly so. Machines out of various shop buildings are being sold to Sarasota welding shops and others. Some of the woodworking machines being disposed of now were brought here from the show's old Baraboo, Wis., and Bridgeport, Conn., quarters.

There is little doubt but that such structures as the elephant kraals, stables and other frame buildings will soon be gone. Some of the ancient coaches that were converted to offices and shop uses already have been burned.

Remnants of burned show equipment are seen at several places around the quarters. Some of the oldest wagons have been burned and more will go soon. However, there is a chance that some of this old equipment will be offered to museums before it is destroyed.

There are perhaps 70 usable wagons around quarters now. Included are the Concello seat wagons, Side Show bannerline wagons, dining department units, several power plant wagons and a good number of general baggage wagons.

### Wagons, Cars Going

The show says it has prospects for selling some of the remaining wagons. Others have been sold and a number are going to the Circus Hall of Fame and the Circus World Museum. The Museum of the American Circus also expects to acquire some.

Only animals here are about six burros and eight head of the beautiful King Ranch horses bought several years ago. There are peacocks everywhere, but no wild animals.

Of railroad equipment, some stock cars already are being cut up for scrap. More will be junked soon. There is continued talk about the coaches being sold in Central America, but so far that has not developed, and the show has decided to use some itself.

Flat cars reportedly were of interest to several railroads for piggyback service, but the best prospect right now seems to be the International Car Leasing Corporation at Buffalo. They have shown interest in buying the flats.

Bales of canvas, stacks of poles, bundles of wardrobe remain to be disposed of. The picture now at quarters is one of mechanics offering to buy tools, farmers dickering for pieces of canvas and an occasional showman offering to buy special equipment.

The deserted shops and storehouses remind one of stories about Pompeii. But by spring there will be new ranch houses on this land.

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# ROLLER RUMBLINGS

By AL SCHNEIDER

MINEOLA (N. Y.) Roller-Rink, of which the late Earl Van-Horn was a co-owner, will remain in operation, it was announced last week by Mrs. Inez Van Horn, former wife of the operator who died October 19, of shotgun wounds allegedly inflicted by his wife, Jean, during an argument. Operations will be continued by Harry Bickmeyer, Van Horn's partner, and Inez Van Horn, who owned a portion of the establishment and who will assume managerial duties. Staff personnel remains much the same and includes Florence McHahon, formerly of the Robbins Trio, skating act, assistant manager; Phil Reed, organist; Steve Warner, floor manager; Frank Brock, Tommy Busch, Rudy Fikar, Charles Snyder, Bob Tuebner and Tom Williams, floor-men, and the following professionals headed by Edward O'Donnell, gold medal dance skater and Trudy Bisco McDermott, and Marge Hanford, gold medal dancers and Warren Colozzo, who was national junior pairs champion in 1951, national senior pairs champion in 1955 and 1956 and who holds the gold medal for dancing and the gold bar for free-style skating.

The Bowlerskate of Norwalk, Conn., conducted Halloween costume skating parties on October 30-31 at regular price both days. Youngsters participated in games Friday and Saturday, 2:30 to 5:30 p.m., and the adult session was held Saturday, 7 to 11 p.m. Everyone received souvenirs. . . . Members of St. Bridgett's three drum corps conducted their annual roller skating party October 30 at the Hartford (Conn.) Skating Palace.

Playland, major Detroit ice rink opened about two years ago with Saul Kalt as president, has been closed and the building converted into a discount-type department store under the name of Miracle Mile.

Melody Skating Rink, Groton, Conn., conducted its fourth anni-

**MOUNT PLEASANT, Tex.—** The Carson & Barnes Circus closed its 1959 season here Tuesday (27) with a one-quarter house at the matinee and a half house at the night performance as a sudden cold snap hit the area. The Volunteer Fire Department was the auspices. From here the show traveled 75 miles to its winter quarters at the Carson Ranch near Hugo, Okla. At San Augustine, Tex. (24), the circus drew a half house at the afternoon show and a three-quarter house at night in clear, cool weather. The Cattleman's Association was the sponsor.

versary party recently, featuring exhibitions by 1959 Connecticut champions, plus games, prizes and races. All guests received gifts. . . . Free roller skating has been added to the Mayor's Recreation Commission program in Springfield, Mass., thru arrangements by Mrs. Vera Zytkevicz, owner of Rialto Skating Rink. Mrs. Zytkevicz is making the commercial rink's facilities available weekly on Mondays, from 3:30 to 5:30 and 7 to 9:30 p.m., the program offered to the commission including free instruction and clamp-on skates.

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## Sigmund Romberg

(November 9, 1951)

HARRY D. SQUIRES

## CARNIVAL ROUTES

Amusements of America: \*Pop Akers; (Fair) Charleston, S. C. Bee's Old Reliable: \*E. S. Van Hooser; Hawkinsville, Ga. Big State: \*Joseph Sima; Kingsville, Tex., 9-16. Crystal United: \*Mrs. Earl Miller; Wauchula, Fla. Deggeller Show of Shows: Smyrna, Ga., 11-22. Deggeller Funland: Birmingham, Ala., 11-22.

### NOTICE

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Drew, James H., No. 2: \*James Drew; Augusta, Ga. Greater Kastl: \*Nobie Hammock; Dexter, N. M. Hammond, Bob: \*Mrs. Keith Chapman; Houston, Tex., 9-15. Harris, Bess: \*Wesley Clark; Sinton, Tex., 9-16.

Hottle, Buff, No. 2: \*William Brooks; Baton Rouge, La., 9-16. Motor State, No. 1: \*M. Frederick; Aberdeen, Miss. Page Combined: \*Blackey Jones; (Fair) Brooksville, Fla.; (Fair) Mulberry 16-21. Palmetto Expo., No. 2: \*Milton McNeace; (Fair) Bennettsville, S. C.; (Fair) Georgetown 16-21. Penn Premier: \*Richard Gilman; Warsaw, N. C. Reid's Golden Star: \*Elmer Reid; Wrightsville, Ga. Siebrand Bros.: \*Don Hanna; Phoenix, Ariz., 9-11. Southern States: \*Jack Carpenter; (Fair) Williston, Fla. (Season ends.) Sugar State: (Fair) Franklin, La. Turner, Scott, Rides: (Edgewater & Rugby) Orlando, Fla., 9-Jan. 2, 1960.

### Circus Routes

Davenport, Orrin: Kansas City, Mo., 17-22. King Bros.: \*Eva Hinckly; Fernandina Beach, Fla., 9; Brunswick, Ga., 10; Baxley 11; Swainsboro 12; Dublin 13; Vidalia 14; Lake City, Fla., 16. Polack Bros.: (Armory) Springfield, Ill., 13-15; (Aud) Charleston, W. Va., 19-22. Ringling Bros. and Barnum & Bailey: Birmingham, Ala., 11-15; Louisville, Ky., 19-22; Cleveland, O., 25-29.

### Arena Routes

Ballet Espanol: (Community) Berkeley, Calif., 9-10; (Sunset School Aud) Carmel 11; (Civic Aud) San Jose 12; (Memorial Aud) Fresno 13; (Municipal Aud) Long Beach 14; (Ritz) Los Angeles 16-21; (High School Aud) Phoenix, Ariz., 23. Benton, Brook Rock & Roll Unit: (Aud) San Antonio, Tex., 9; (Coliseum) Lubbock 10; (Aud) Amarillo 11; (Coliseum) San Angelo 12; (Aud) Oklahoma City, Okla., 13-14; (College Park Aud) Jackson, Miss., 16; (Blue Note Ballroom) Wichita, Kan., 19; (Rainbow Ballroom) Denver, Colo., 21; Omaha, Neb., 23. New York Opera Festival: Eugene, Ore., 9; Yakima, Wash., 10; Lewiston, Idaho, 11; Billings, Mont., 13; Omaha, Neb., 15; Davenport, Ia., 17; Charleston, Ill., 18; Lexington, Ky., 19; Columbus, O., 20; Louisville, Ky., 22; Asheville, N. C., 23. Polish State Folk Ballet: (City Center) New York 9-22; (Forum) Montreal, Que., 26-27.

### Ice Shows

Holiday on Ice of 1960: (Coliseum) Indianapolis, Ind., 9-15; (Aud) Grand Rapids, Mich., 16-22; (Arena) Toledo, O., 23-Dec. 1. Ice Capades, 19th Edition: (Coliseum) Odessa, Tex., 10-16; (Coliseum) El Paso 17-22; (Aud) Albuquerque, N. M., 23-29. Ice Capades, 20th Edition: (Gardens) Toronto, Ont., 9-13; (Forum) Montreal, Que., 15-22; (Aud) Syracuse, N. Y., 23-29. Ice Follies of 1960: Detroit, Mich., 10-22; Hershey, Pa., 24-Dec. 5.

### Legitimate Shows

Dark at the Top of the Stairs: (Alumni Aud) Knoxville, Tenn., 9; (Memorial Aud) Greenville, S. C., 10; (Ovens Aud) Charlotte, N. C., 11-12; (WRVA Theater) Richmond, Va., 13-14; (Center) Norfolk, Va., 16-18; (American) Roanoke 19; (City Aud) Asheville, N. C., 20; (Duke Aud) Durham 21; (Tower) Atlanta, Ga., 23-26.

(Continued on page 65)

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## FAIR MEETINGS

Idaho State Fair and Rodeo Association, Hotel Washington, Weiser, November 13-14.

Central New York Association of Agricultural Societies, Hotel Syracuse, November 21. Robert S. Turner, Horseheads, N. Y., secretary.

Canadian Association of Exhibitions, Lord Simcoe Hotel, Toronto, November 24-26. Emery Boucher, Exposition Park, Quebec, Que., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

West Virginia Association of Fairs, Tygart Hotel, Elkins, January 2-3. Mabel C. Hetzer, P. O. Box 589, Huntington, secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 3-5. Robert L. Barnett, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 4-6. Hubert Ransom, St. James, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 11. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 13-14. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

Missouri Association of Fairs, Governor Hotel, Jefferson City, January 14-15. Victor M. Gray, Box 630, Jefferson City, secretary.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 14-15. Corbin Green, Hickory, secretary.

West Canada Association of Exhibitions, Bessborough Hotel, Saskatoon, Sask., January 15-17. Mrs. Letta Walsh, P. O. Box 10, Saskatoon, Sask., secretary.

South Dakota Fair & Exposition Association, St. Charles Hotel, Pierre, January 17-18. Ray Urrah, Hurley, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 17-19. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 18-19. C. W. Summers, Box 972, Jasper, secretary.

Massachusetts Agricultural Fairs' Association, Wendell - Sherwood Hotel, Pittsfield, January 18-19. Paul Corson, Topsfield, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 20-21.

### Packs Sets

• Continued from page 56

ers and Pony; Jamieson and Carlos troupes of five each. Wallenda-produced high-wire acts; Bonnellys, comedy acrobats; Lacy Troupe, globe act; Flying Zacchinas, aerial carousel number; Nine Karrells, Roman ladders; Diano's Elephants; Frielanis, cycling; Miss Rietta, swaying mast; Rudy Sisters and Rudy, aerial; Edmondo Zacchini Double Cannon, with Ruth and Zacchini; Four Flying Esquedas; Ricardo Castillo, wire, and Five Ayalas, Risley. Clowns in Mexico City will include Leonardo del Castillo, producing, plus Perrine, Toni, Baby, Pepin, Rabano, Melin, Chayito, Bubito, Cara Sucia, Tobi, Juanillo, Oscar Ayala, Chaparritos, Juaregin, Davito and Tavo.

As all clown numbers will be in the European entre format, only Spanish-speaking clowns, most of them natives, will be used.

William Arthur Morris, 2924 North Fifth Street Highway, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 21-22. L. Doe Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

North Dakota Association of Fairs, Hotel Graver, Fargo, January 21-22. A. D. Scott, Box 68, Fargo, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 25-26. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 27. William C. Lynn, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Noel & Maxwell House, Nashville, January 28-29. Mrs. Malinda Granberry, Box 3808, Mid-South Fair, Memphis, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary-treasurer.

Arkansas Fair Managers' Association, Lafayette Hotel, Little Rock, February 8-9. Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock, secretary.

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Shreveport Fair Tops '58 Count; Claxton Show Leads Back End

TAMPA—The Royal American Shows, which Sunday (1) wound up its season at Louisiana State Fair, Shreveport, returned to winter quarters here Wednesday (3), with their return sparking considerable space in the local press. The show train made the move in here from Shreveport in two sections, with the second following closely behind the first.

The closing stand at Shreveport was another of the many this season at which the Royal notched up better than '58 grosses. The ride and show receipts at the Louisiana fair were 12 per cent higher than last year, even tho the show bucked bad weather and a lower attendance caused by the weather.

Leon Claxton's Harlem in Havana Show was the No. 1 money-

getter among the shows at Shreveport, with Ricki Covette second, Dick Best's Side Show third and Johnny Mack Brown fourth. The Mouse ride and the Kiddieland finished almost even for leading honors in the ride line-up.

Sedlmayr already has a large crew at work in winter quarters and will further enlarge the staff on January 1.

## FRANK CONKLIN MARES SOLD FOR \$134,600

LEXINGTON, Ky.—Frank R. Conklin, Canadian midway biggie and one of the dominion's top breeders of racing thoroughbreds, racked up a big score at the recent Keeneland sales of racing stock.

Seven of his mares were sold for a total of \$134,600 or an average of \$19,228. The sale was a move on Conklin's part to make a temporary reduction of his brood mare holdings in the United States.

Top price was \$32,000 paid for the imported mare, Royal Respect, a five-year-old.

# Charleston Rehash Surprises A. of A.

CHARLESTON, S. C. — A surprisingly good result for a re-hashed fair date was captured by Amusements of America last week.

First week at the Coastal Carolina Fair suffered from a muddy lot and sporadic rainfall, and a second week was decided on.

Monday thru Wednesday (2-4) were good, more profitable in fact than 1958, with ladies' night on Wednesday drawing a live crowd. Business was thus far better than the usual blank predicted for re-hashed fairs. It turned drizzly on Thursday.

Opening week featured a free Monday due to the lot conditions. Friday (30) was very good but it turned rainy on Saturday. The

projected jamboree for Eastern show clubs was cancelled the first week and John Vivona was planning to hold it Thursday or Friday (5-6).

Charley Taylor joined with his Minstrel Show after playing the Dallas (Tex.) State Fair. Jimmy Ferrenzi and Nate Feinberg had cook-houses. Tony Mason revamped the Latin Casino revue. The show announced it would be represented in strength at the two Thanksgiving week banquets in New York.

The Negro Farmers' Fair, also a Vivona date, was set back one week because of the Coastal Carolina Fair replay. It will wind up the season and enable the show to head for winter quarters at Sumter, S. C.

# Miami Charts 1st Meeting

MIAMI — First meeting of the Miami Showmen's Association will be held Monday, November 16, president John Vivona announces. Starting time is 8 p.m. at the clubhouse, 1799 Northwest 28th Street.

# CARNIVAL CONFAB

LOUIS J. BERGER, general agent of Olson Shows and dean of the L railroad agents, arrived back in the Windy City last week after wrapping up his tour at the South Texas State Fair, Beaumont. The veteran showman rated a feature story with a photograph in The Beaumont Journal while in that Texas metropolis, which chronicled his 55 years in the business. It pointed out that he started in the business in 1904 with Meyer & Berger Shows, of which he owned a half-interest. . . . Harvey D. Drew, brother of James H. Drew, owner of the shows bearing his name, reports that for the first time he stayed on the Drew organization all season with his concessions and had the best run yet. Usually Harvey has done his share of hop-scotching. . . . James L. Reed, reports from Dyersburg, Tenn., that he's off the road after a winning tour with Byers Bros.' Shows. He plans to rest there for a while before going to the show's winter quarters where he'll pursue his winter occupation, show builder. Next year Reed will again handle the mail and The Billboards on the show while his wife will have the popcorn.

Frank Winchell, former press agent for Rubin and Cherry and Royal American, has been named executive secretary for both the National Conference of Greyhound Race Track Operations and the American Greyhound Track Operators' Association. For the past 19 years Winchell has been manager of the Jacksonville (Fla.) Tourist and Convention Bureau. . . . Al J. Duffy, former publicity agent for the Sunset Amusement Company, who suffered a stroke early this year and lost his sight, is at the Wiegand Nursing Home, Muscatine, Ia. Duffy was recently the subject of some personal publicity in the newspapers when the Muscatine Junior Chamber of Commerce and the Sunset Amusement Company presented him with a new wheel chair that enables him to get around in style. Duffy was formerly a clown. . . . Chick Schloss, girl show op who bases in Chicago, is still wearing a cast as the result of a back injury suffered in Canada a couple of months ago. Says he'll retain the cast until April when the M.D.'s will shoot new X-rays.

Charlie Byrnes

Notes from Prell's Broadway Shows: Illness forced Ann and Paul Williams to leave the show at Wilson, N. C., for their home in Miami. Bea Prell is in Bronx Hospital on 169th Street, the Bronx, New York. Despite rainy weather in Rock Hill, S. C., grosses were well ahead of last year's. In the line-up were Weiss' bingo; Red Adams, grab; Harry Stevens, custard and apples; Sleeman, apples; Anderson, popcorn; Poplin, 2; Lane; Sylvester, 3; Sharp, 3; L. Stevens, 3; Schmidt, 1; Cannon, 3; Gross, 2; Ward, 2; Roth, 2; J. Taylor, 2; Brewhaker, 2; Medlow, 2; Johnson, 1; Swika, 3; Wolpert, 2; Silverberg, 3; Andes, 1; C. Headmore, 1; Auction Gambino, girl show and grab; Miller, diggers; Barros' Motordrome, Dempsey's Wildlife, Wiggins' Minstrel Show, Tinsley's Mad Mouse, Lew Alter's Side Show, Thompson's Twister and Scrambler, Swika's Helicopter and Miller's Scooter and Rolacoaster. Ben and Abe Prell are in charge while Sam Prell is in Sumter, S. C.

Mary McLaughlin is recuperating from a siege of pneumonia at the home of her brother, 715 34th Street, Newport News, Va., and would like to hear from friends. . . . Joe and Vie Shirkey, former mug joint operators, are off the road and living in Port Barre, La., where Shirkey has a sewing machine shop. Recently taking delivery on a 35-foot General house trailer, the Shirkeys broke in the new mobile home by entertaining Mr. and Mrs. Ed Black, Wellington, Kan., brother-in-law and sister of Mrs. Shirkey; Joe Brenner, of New Mexico, the week of October 18, and Dion Baker, New York, formerly of the Broadway Shows, October 25.

Johnny Leonard had a terrific stand with his Greyhound at the New York armory date with Reithoffer Shows. So did Henry Vonderheid with his Wild Life, but it cost him six suits, a tape recorder

and animal-skin jacket, all of them lifted from his car outside the armory. . . . John Weisman, Northern bingo man and past president of the National Showmen's Association, has been chosen for president of the Waterbury (Conn.) Club of New York. Wife Eileen is named to the board of directors. . . . Phil Cook is fully recovered from his illness and back on the road for Lenz Insurance and the Miami Showmen's Association, for which he is membership chairman. . . . His co-chairman Jimmy Stabile has gone into the hospital for a check-up. It's McKinley Hospital in Trenton, N. J., not Newark, as reported previously. . . . Henry Vonderheid bought a zebra from Henry Trefflich at New York's Central Park, ran it down himself with brother Phil and crated it for shipment. . . . Warren (Billy) Wilson, former circus and outdoor show advance man, is singing and drumming around Northeast Mississippi.

Irwin Kirby

Concessionaire Myer Cohen is visiting his brother and showbiz friends in Cincinnati after a successful season with the William T. Collins Shows. Cohen also reported that he did well while working for Chuck Moss at the Memphis fair and with Joe Murphy at State Fair of Texas, Dallas. . . . It's reported that George (Squangie) Wasko, concessionaire, will soon undergo surgery in St. Mary Hospital, Galveston, Tex. . . . After a honeymoon trip thru New York, Maine and Canada, Mr. and Mrs. Ralph L. Zach will reside at 1307 Dillon Avenue, Cincinnati. Mrs. Zach is the former Joan Laura Lorow, daughter of Mr. and Mrs. Bert (Snookie) Lorow, formerly of Royal American Shows. They were married October 31 in Miami. . . . Mr. and Mrs. Walter E. Hood and sons are in White Castle, La., after a season with the Drew and Heth shows.

Al Schneider

FLASHBACKS: 10 Years Ago—Ray Marsh Brydon's line-up of back-end shows at the State Fair of Texas, Dallas, grossed a record \$154,000 after taxes. . . . Lone Star Showmen's Club of Texas received a fat check from a jamboree held in the Sally Rand top at the Dallas fair. Over 1,500 attended the big event. . . . Mike Krekos presented \$1,050 to the Pacific Coast Showmen's Association, the profits from a jamboree held on West Coast Shows. . . . The Hot Springs Showmen's Association announced its first annual banquet and ball would be held November 17 at the Belvedere Country Club. . . . Dick and Irene Best headed for Mobile following their close on the Johnny J. Jones Exposition Shows.

# LAST CALL!

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# 1959 OUTDOOR CONVENTION SPECIAL

DATED NOVEMBER 23

The past season has seen a marked upsurge in attendance at Carnivals, Parks, Fairs, Kiddielands and other outdoor celebrations and 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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Your ad in the Outdoor Convention Special will sell these buyers whether they come to the Chicago Convention or not and since each and every one of them is a prospect for your equipment, products or service, you want to

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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.

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1959'S TERRIBLE OCTOBER

# Showmen Survive Deluges in South

By IRWIN KIRBY

NEW YORK — With only a couple of gasps of action remaining, the Eastern carnival season has ended on a sodden, discouraging note. The South, which at times has produced heartening weeks for the midway brethren, did not come thru this time.

There were isolated examples of success but generally speaking, the shows struggled along on a diet of rain and mud while waddling toward winter quarters country. Only the bravest of them could smile and say business hasn't been too bad. It is, the Weather Department has proclaimed, the wettest October of this century.

If anything was accomplished, the month of October served to establish a reference point for moisture. Without stretching the imagination to extremes, it is easy to envision showmen of the 1970's peering up from their barkott sessions, studying the rain and then observing that "this is worse than 1959" or, conversely, "this is nothing, 1959 was worse." But since the clan loves to argue it will provide a different subject for discussion than its coffee, which to some is always cold when served.

**Three Torrential Days**

The rough month was kicked off by Hurricane Gracie, which inundated virtually every midway on the Eastern Seaboard. It came down in torrents on a Tuesday and most shows didn't even bother to open for at least one day. In some cases, as with the World of Mirth at Greensboro and Cetlin & Wilson at Richmond, the skies remained open for three solid days.

An extreme of another sort was experienced by Amusements of America. While other shows were marking time for the rain to stop, the Vivona midway was practically floated into the Rivanna River at Charlottesville, Va. Set in a depression, the midway saw river banks overflow and the water level rise over its truck engine hoods. Elsewhere there were record scrambles for hay and shavings to make lots suitable for patronage. (World of Mirth had this situation beat,

for a change, playing on a completely paved area.)

Following the hurricane week came more weeks of precipitation and with virtually no Southern fairs being adequately paved, the inescapable result was more mud.

Unfortunate recipients of these conditions have been showmen's clubs, whose finances depend in large measure on the benevolence of carnies during the latter part of the year. Success of jamborees, auctions, bingos and subsidiary fund-raising activities obviously depend on the degree of green in the showfolks' kicks. Not too much green was in evidence as October ended.

The winter off-season is nigh, and with it the traditional rounds of banquets, conventions and clubroom jackpotting. Wherever carnies of stout heart congregate, there will be comparisons of the Terrible October of '59. Everyone was in 'the same boat, for a change. Hardy Southerners did their best to help showmen salvage a couple of good weeks, trudging around in ankle-deep water, barefoot with shoes dangling around their necks. Chivalrous males carried their dates thru the deeper mudholes.

At one big fair, watching a Ferris Wheel turning, carrying umbrella-toting customers, one show owner put it concisely: "Look at those idiots riding in the rain. God bless 'em, I wish we had a thousand more like that!"

## Bill Kaplan Heads SLA Legion Post

CHICAGO — Bill Kaplan has been elected commander of the Al Sopenar American Legion Post of the Showmen's League of America. He succeeds Hubert (Chick) Schloss in the top spot. Other officers are Harry (Blackie) Cherniak, senior vice-commander; Al Rossman, junior vice-commander; Bernie Mendelson, adjutant; Hank Shelby, finance officer, and Petey Pivor, chaplain. The post will hold its annual bingo on January 23 in the League's clubrooms.

## GOODING SHOW RAISES \$8,394 AT JAMBOREES

SAVANNAH, Ga. — The state fair unit of the Gooding Amusement Company raised a total of \$8,394 for show clubs at three jamborees this season, Hal Eifort, manager of the big show, disclosed here last week.

The fund-raising activities took place at fairs in Sedalia, Mo., Atlanta and here in Savannah. The total will be divided between four clubs as follows: Showmen's League of America, Chicago, \$4,067; International Association of Showmen, St. Louis, \$3,000; Greater Tampa Showmen's Association, \$827, and the Miami Showmen's Association, \$500.

## Rome, Ga., Fair Re-Signs Heth

ROME, Ga. — The 1960 contract for the midway at the Coosa Valley Fair was awarded to Al Kunz' Heth Shows here last week marking the second year for the show.

George Harr represented the show in the negotiations with the Exchange Club, sponsors of the fair. Dates for next year are September 19-24. The Heth organization, in its first appearance here this past season racked up a 9 per cent increase on rides and shows.

## Denton Repacts Lawrenceville, Ga.

PANAMA CITY, Fla.—Johnny Denton's Gold Medal Shows have re-signed to provide the midway attractions at the 1960 fair in Lawrenceville, Ga., it was announced here.

# Olson Goes to W.Q. After Good Finale

HOT SPRINGS — The Olson Shows was back at its winter base here last week after closing its 1959 season at the South Texas State Fair, Beaumont.

Despite rain on the final two days, Friday and Saturday (30-31), the rides and shows topped business done last year at the event. Prior to leaving Beaumont, Paul Olson, show's general manager and co-owner, signed to return for the 1960 run.

The Young Men's Business League, sponsors of the fair, hosted Olson at a birthday party held on the fairgrounds, made him an honorary key member of the organization and an honorary citizen of Texas.

The two other co-owners of the Olson organization, Maurice

# Ontario SLA Names Committee Members

TORONTO—The board of governors of the Showmen's League of America, Ontario branch, held its first meeting here recently and mapped a meeting schedule and made a number of appointments.

J. W. (Patty) Conklin, new president, announced that meetings would be held on the second Sunday of each month until the end of April. During November and December, however, the chair was granted the privilege of calling one additional meeting in each of the months.

William DeCosimo was named club steward, and Chagnon & MacGillivray, of Hamilton, Ont., were named auditors for the fiscal year. Temporary arrangements were to be made by Conklin for funerals and burials. He was also requested to appoint a committee to revise the bylaws of the parent organization to fit the branch requirements and to invest \$7,000 in dominion or provincial bonds. It was also decided that the flag of the United Nations be displayed at all official functions, in addition to the flags of the United States and Canada.

Several other appointments were made, with Louis Herman, Q.C., named counsellor; Leo Albert, tyler; Dr. F. A. Lang, physician-surgeon, and J. Forbes, chaplain.

The following committees were named: Finance—J. Silverman, S. Sherman, R. J. Dixon, F. Kressman, Bert Murray. Press—Al Brown, Herb Dotten, J. F. Conklin, John Parks. Membership—H. Shore, K. Rifkin, W. Lish, Ab Greenaway, Tom Green, Jules Racine, Pete Marsh, W. Baker, Max Herman, Pate Walker. Directory—Al Brown, Al Waldman, Dave Acks, Carl Herman, H. Shore, M. Scott, H. Fagan. House—H. Cleaver, Pat Marco, H. Shore, W. E. Martin Sr., George Sellmer. Entertainment — H. Jones, Lou Herman, Bill Carsky. Christmas

Party—Leo Alberts, A. Hassam, Joe Bula, J. Anderson, Dave Murray, Alex Adams, Jerry Mansfield, Ted Prockin, Cy Hardy, Art Thompson, Jack Strachan.

President's Party—J. P. Sullivan, F. R. Conklin, Lou Dufour. Grievances: H. Jones, A. Somerville. Cemetery—Don Pitcher, K. Rifkin. Welfare and Sick—S. Higgins, Tom Green, W. DiCosimo, Leo Alberts, W. E. Martin Jr. Ways and Means—W. G. Harding, S. Arrigo, M. Scott, H. Jones, H. Fagan, Ray DiCosimo, W. Waldman, Sam Ganz, L. Silverman, Dave Murray, Phil Cronin, B. Arent. Charter Member Plaque—J. W. Conklin, J. F. Conklin.

## Groscurth Biz Up Despite Shorter Tour

TAMPA—C. C. (Specks) Groscurth, owner of Blue Grass Shows, was in a relaxed mood here last week at his Tampa home after a banner season that brought the show the largest gross on record.

The total increase was registered despite a season that was seven weeks shorter than in '58. Show opened its summer tour in June and closed two weeks earlier than in recent years.

Final stand of the season was at the Inverness, Fla., fair where rides and shows topped business of a year previous. Equipment is stored at the fairgrounds in Largo, Fla., being readied for the winter fair trek which starts January 6 and includes eight stands. The Largo fair is one of the big ones on the winter route. Many of the Northern fairs played this past season have been re-signed for '60, Groscurth disclosed.

The Groscurths, accompanied by Earl Backer, show's general agent, will be on hand at the Chicago conventions. The Groscurths will spend Thanksgiving in their old home town of Owensboro, Ky., and then head for Chicago.

## SHOW GIRLS WANTED

ALL WINTER'S WORK IN TAMPA, FLA.

CONDITIONS GOOD

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MR. SOUTH or MR. BEASLEY

ECHO LOUNGE, 1014 Franklin St., Tampa, Fla.

## FOR SALE

### 40 FOOT MERRY-GO-ROUND

3-Abreast Herschell-Spillman, 36 Horses, All Jumpers.

ALL NEW Sweeps, Platforms, Outside Scenery and blue Anchor Top. Horses all complete and in very best condition.

This is a tremendous value, priced for quick sale, \$5,000.00.

Write P. O. Box 811, Indianapolis, Ind., or phone Victor 6-8173.

## PAGE COMBINED SHOWS

WANT FOR MULBERRY, FLA., FAIR, NOV. 16-21

Two Big Kids' Days—Well Promoted

Want Stock Concessions of all kinds, also Eating and Drinking Stands. Want sober and capable Bucket Store Agents. SHOWS: Want one up-to-date Girl Show with own equipment. RIDES: Want Scrambler and two or three Kiddie Rides. Want Free Act for this date. Price must be right. All replies to

BILL PAGE, Brooksville, Florida.

P.S.: Now booking for 10 winter fairs starting Jan. 15, 1960.

## MURPHY-PUGH-LINDSEY MARK 25TH DALLAS YEAR

DALLAS—The Murphy-Pugh-Lindsey operation of attractions at the State Fair of Texas and the fair's year-round amusement park marked its 25th year in '59 and the silver anniversary season was a good one. Revenue from the park operation showed a 12 per cent increase over last year's record takes, and receipts during the 16-day fair went well ahead of 1958.

The operation is conducted by Joe and Sally Murphy, Mrs. Margaret Pugh and Jack and Kedda Lindsey.

The trio noted last week that most of their key personnel have been with them for years, and some of them also celebrated their 25th year in 1959.

(Left) Ohren and Norman Schlossberg, visited at Beaumont. Other visitors included Clyde Reeves, Kentucky State Fair manager; Jack Ruback, W. A. Schafer, John R. Ward, E. D. McCrary and Harry and Alice Hennies.

KANSAS CITY, Mo. — First regular meeting of the fall and winter season was held Friday (16) in the renovated clubrooms. Past President George Gordon presided in the absence of President Jess C. Wrigley. The annual banquet and ball will be staged December 11 in the Georgian Rooms of the Hotel Continental. Many of the members are still on the road but will return to the clubrooms soon.

Al C. Wilson

## PEPPERS ALL STATES SHOWS

Want Foremen for Allan Herschell 2-Abreast Merry-Go-Round (C. R. King, get in touch with me), Choo-Choo Train and Auto Ride. Second Man on Octopus. Want Rides for Mardi Gras Week, Mobile. Have two lots and one pending. Want 2 Rock-a-Planes and 2 Whirly Birds.

(Lee Moss or Rocco, call me, Greenwood 7-6122 after 7:00 p.m., Mobile, Ala.)

ADDRESS: P. O. BOX 337, Mobile, Ala.

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# CLUB ACTIVITIES

## Pacific Coast Showmen's Association

LOS ANGELES — John Norman was made a life member of the Pacific Coast Showmen's Association at its regular meeting which was conducted by President Arthur E. Andersen with Ben Morrison, Michigan Showmen's Club past president, on the rostrum. Assisting Andersen were Steve Vaughn, first vice-president, and Al Flint, executive secretary.

A life membership for Larry Benner was voted by the members. It is expected to be approved at a meeting of the board of governors in the near future. Three new members, Jesse J. McLean, Larry Davis and Albert Lippman, were accepted.

Moe Levine reported that things were moving along for the banquet and ball to be held in the Ambassador Hotel here on December 8. J. B. (Red) Dauer is acting as co-chairman.

Work on the clubrooms is nearing completion. Partitions have been ripped out and a new entrance made. The lounge is carpeted wall to wall and furnished thruout with new leather furniture. President Andersen presented the club with a new television set.

Steve Vaughn reported J. Ed Brown has been discharged from the hospital and is now recuperating.

## Hamids Quit

Continued from page 55

and formerly operated his own agency.

The explanation states that the integration into GAB gives GAC-Hamid access to the parent corporation's booking wing in all fields. This is heralded as an important benefit for outdoor clients since, while still functioning independently, GAC-Hamid will be able to avail itself directly of GAB's vast sales and publicity force. Also, all GAB representatives will become GAC-Hamid spokesmen. Clients will always be within easy reach of such men as Lombard in New York, Art Weems in California, Bob Weems in Chicago, Frank Hanshaw in Miami, Phil Brown in Dallas, and Lew and L-slie Grade in Europe.

Lombard, GAB head, is no stranger to the outdoor field. For many years he has booked major fairs like Indianapolis and Du-Quoin, Ill., serving their needs for top - name presentations. Higgins has been the key GAC representative in its outdoor show effort from the outset. He has worked closely with many major accounts and will continue to give them his personal attention. Fourteen years with the parent organization, he now resumes his post as staff vice-president.

## York Keeps

Continued from page 55

\$36,738.38 for the 1960 fair, an increase of \$10,715 reported at this time last year for the 1959 event. Total contracts number 80 compared to 66 at this time last year.

Occasion for the announcements was the November meeting of the board of managers. Joseph M. McGraw of Washington, Pa., was retained as presiding judge of harness races, and H. H. Butler of Waverly, O., starter judge. L. T. Ritter of Ellicott City, Md., was retained as rabbit judge.

The fair is sending York County's outstanding 4-H Club member, Connie Quesenberry, of Stewartstown, on an expenses-paid trip to the International Livestock Exposition in Chicago, November 27 to December 5.

ating at his home in the Elks Club; Jack Hargis is at home for a rest, and Joe Mead is also resting at his home. Lou Manly was reported on the sick list.

Norman presented the club with \$200 for the cemetery fund.

## New England Showmen's Association

BOSTON — A string of new members was announced at the November 3 meeting, as well as the receiving of \$72 from Bill Gross of Continental Shows for the general purpose fund. Larry Carr, newly elected president, presided.

Attending were 59 members plus Frank Allen, vice - president, Charles Tampone, Issy Gross, Milton Emerson, treasurer, and Joe Freedman, secretary. The clubrooms at 276 Tremont St., have been improved and new furniture acquired. It was the season's second meeting.

New members announced included Joseph Shiner, Danny Dell, John Pino, Roger Shaheen, Moe Brown, Philip Kirkpatrick, Col. Israel Brayton, Joe Raimondo, Al Colby, James Green, Vincent DeCarlo, John Lagasse, Chester Ford, Philip Ray, Leo Litchfield, Larry Gallant, Donald Sinclair, Chester Batchelder, Jack Synrex, Joseph Delliago, Edward DeSilva, Robert Julian, Donald Bourget, George Finneral, C. M. Hamilton, Armand Doucette, Harry Brewer, Gerald Doucette, Norman Bourget, George Saucier, Bob Jordan, Jack Goldman, Robert Butts, William Tara, Ed O'Dell, John Costa and Gustave Morberg.

## Reid's Sons Assume Reins Of Happyland

DETROIT—The operation and policy of Happyland Shows will continue unchanged in the hands of the Reid family following the death of owner John F. Reid, it was announced by Robert A. Reid, who has succeeded his father as president of the organization. The usual basic route in Michigan, with some stands in Ohio, including fairs, will be followed for 1960, with some minor changes and the possible addition of two new dates.

Another son, John G. (Jerry) Reid, continues as vice-president, and it is planned that the brothers will alternate titles each year. Both have been associated with the shows for some seasons, and Robert Reid will continue to function as advance man, while Jerry Reid will be primarily in direct charge of operations on the lot. No changes in personnel are contemplated and Virgil L. Dickey will remain as general manager. The show closed at Allegan, Mich., and is now in winter quarters at Webberville, Mich.

Three new major rides are to be added to the show next season—a new Zacchini Dark Ride, already ordered by Dickey, a Flying Coaster, built by Lowell Staph, and a Glass House, both to be show-owned.

No appointment has been made to succeed Paul Sprague, concession manager for Happyland for years, who died here Sunday (1). His wife, Olive Sprague, who went to Tampa for the funeral, will remain with the show in charge of her own concessions.

## Joint Session Given N. Y. Banquet Plans

NEW YORK—Women and men mingled at the Wednesday (4) meeting at which regular National Showmen's Association business was set aside in favor of banquet discussions. With only 17 days remaining before the annual festive week, it was brought out that year-book ads, award books and banquet tables are being disposed of at a pleasant clip.

Al McKee, president, presided over the meeting at which Mildred Peterson, president of the Ladies' Auxiliary, was invited to the dais. Also on the dais were Charles Rubeinstein, secretary, Louis D. King, chaplain, and Dr. Herman Cohen, physician. Attendance was about 75.

George Hamid Sr. expressed confidence that the testimonial dinner in his honor on November 23 and big banquet on November 25 will be heavily attended.

## Detroit Club Pays Tribute To Deceased

DETROIT — The Michigan Showmen's Association paid tribute to its deceased members at memorial services held here Sunday (1) in the clubrooms.

Speaker of the day was Rev. Thomas Cain, of the Church of Christ the King. On the platform were Calvin Lovejoy, club president; Jack Dickstein, chairman of the memorial; Leona Bennett, president of the Ladies' Auxiliary, and Grace Zeigler, acting chaplain.

Members who passed on during the year included Cameron D. Murray, Morris Mentzel, Rene Boudreau, Harry Alkon, John F. Reid, Paul Sprague and Robert Gould.

At the Monday night (2) meeting plans to revamp the meeting schedules were discussed. It was proposed that business sessions be held on two Mondays per month, with social events on alternate Mondays.

## Legitimate Shows

Continued from page 62

Gay '90's Nite: (Keith) Huntington, W. Va., 9; (Civic Aud) Charleston 10; (Aud) Bluefield 11; (Memorial Aud) Johnson City, Tenn., 12; (Civic Aud) Lexington, Ky., 13; (Taft) Cincinnati, O., 14; (South High Aud) Lima 16; (Stambaugh Aud) Youngstown 17; (Music Hall) Cleveland 18; (Raja) Reading, Pa., 19; (Community) Hershey 20-21; (Memorial Aud) Worcester, Mass., 23.

Look Forward, Angel: (Nixon) Pittsburgh, Pa., 9-14; (Regent) Grand Rapids, Mich., 17-18; (Murat) Indianapolis, Ind., 19-21; (Keith Albee) Huntington, W. Va., 23.

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

Odd Man In: (Lanier) Montgomery, Ala., 9; (Royal) Columbus, Ga., 10; (City Aud) Savannah 11.

Two for the Seasaw: (Aud) San Antonio, Tex., 9-10; (Aud) Harlingen 11; (Municipal Aud) Austin 12; (New Downton Aud) Dallas 14-15; (Miller) Wichita, Kan., 17-18; (High School) Topeka 19; (Music Hall) Omaha, Neb., 20-21; (Stuart) Lincoln 23.

# LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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- |                                     |                               |  |   |
|-------------------------------------|-------------------------------|--|---|
| Adams, W. J. (Candy)                | Cucco, John J.                | Gray, Stash                              | La Breeche, Charles                             |
| Alcandro, Anita                     | Cunningham, Marth             | Griffith, Leroy C                        | LaCardo, Harold                                 |
| Allen, David                        | Curtis, Ivan S.               | Gross, Charles                           | Lail, Benny                                     |
| Anderson, John E.                   | Cuncan, Joe L.                | Gutnick, Kenneth M.                      | Lamar, Eddie (Pete)                             |
| Apple, Sammie                       | Cyrus, James & Mrs.           | Hackett, Edw. J.                         | Lankford, Lester                                |
| Austin, William Ray                 | Dairymple, Marceyn            | Hale, Tige                               | Laury, Red                                      |
| Baggett, Mrs. J. W.                 | Darrett, Martin W.            | Hall, Mary Etta                          | Lanther, W. E. & Gloria                         |
| Bain, C. A. (Bain Shows)            | Daubenspeck, Al               | Hall, Pearl                              | Lawrence, Mrs. Shirley                          |
| Baker, Joseph Henry                 | Davis, Koke                   | Hamid, Alice H.                          | Lee, Gilda                                      |
| Balam, Vangel                       | Decker, Joseph (Bud)          | Harley, Lee                              | Lehman, Herb                                    |
| Barker, Mrs. Billie                 | Delgrasso, Louis              | Harrison, Frank                          | Leib, Rodrick H.                                |
| Barker, L. E.                       | Del Mar, Lisa                 | (Greater Shows)                          | Leahy, Charles                                  |
| Barley, Fred                        | Denet, Louise                 | Harsh, Lois                              | Levine, Max                                     |
| Barnes, Barney                      | Demoga, Mrs. Ann              | Harvey, Carl                             | Levy, Mrs. Shirley                              |
| Barnes, Roscoe R.                   | Derrick, Jerry                | Hauk, Harry                              | Lewis, Jack                                     |
| Barnowski, Jacco                    | Derriller, Ann                | Hawkins, Ralph                           | Lewis, Neva                                     |
| Basanette, Jean                     | Doherty, Wm.                  | (Whitey)                                 | Lewis, Rev. W. J.                               |
| Baxevanes, Kistas                   | Donnelly, George              | Heller, Ervin                            | Linquist, Harold                                |
| Bess, James R.                      | Drake, Darlene                | (Organ Man)                              | Lombardi, Robert                                |
| Biggs, Dortha                       | Duane, Bob J.                 | Hendersholt, Duane                       | Loter, Dick                                     |
| Bishop, John                        | Duggan, Wm. F.                | Henley, Bill                             | Loveless, Betty                                 |
| Blackhal, Thomas S.                 | Duncan, Myrtle M.             | Herman, A. H.                            | Loveless, Wm. H.                                |
| Bloom, David                        | Duncan, Oscar                 | Herrriott, John M.                       | Lowrey, Grace                                   |
| Bodin, John M.                      | Duncan, P. L.                 | Hoffman, J. G.                           | Lowrey, Louise                                  |
| Bonner, Ernest R.                   | Duncan, W. R.                 | Holliday, Jack                           | Lusson, Leo                                     |
| Bordonaro, Samuel                   | Dunn, Betty                   | Hollis, Chas. Robert                     | Lyons, Ross                                     |
| Boston, Joe                         | Dunn, J. D.                   | Holman, Sam                              | McCain, O. C.                                   |
| Bowes, Jerry                        | Dwyer, Thomas                 | Holmes, Mrs. Helen                       | McCormick Buttons                               |
| Boyd, Bill                          | Eddels, Harry F.              | Hood, Mary Eunice                        | McDonald, Betty                                 |
| Bramlage, Byron G.                  | Edens, Mrs. Marion            | Horton, R. & Helen                       | McDonald, Mrs. K. J.                            |
| Brennan, E. C.                      | Edwards, R. C.                | Houser, W. P.                            | McIntyre, Arthur                                |
| Bruce, Leonard C.                   | Elkins, William C.            | Howey, Fred                              | McNaadden Jr., Richard M.                       |
| Burdine, Roy O.                     | Evans, Clarence S.            | Howey Jr., John                          | Mahaffey, J. W.                                 |
| Burkett, F. A.                      | Ezslas, Bela (Rose Gold Trio) | Hoyte, Dan Emory                         | Majors, Harold                                  |
| Bush, Mrs. Burleese                 | Flood, Wm. W.                 | Huckelberry, Bobbie                      | Majors, Tom                                     |
| Butler, Gil                         | Floyes, Woodrow W.            | Huckelberry, William                     | Marks, Frank (Gypsy)                            |
| Byrd, Melba                         | Fowler, Mrs. Loretta          | Hunter, August & Mrs. (Hustrel) (Tronue) | Marshall, John                                  |
| Byrne, Lynn                         | Frank, Jack                   | Imes, Warren                             | Marshall, Thomas G.                             |
| Caigle, Mrs. M.                     | Fresesene, Reggie             | Jackson, Eli H.                          | Marshall Jr., Walter G.                         |
| Canwell, Charles                    | Frey, Mrs. Dotty              | Jackson, Lawrence                        | Martin, Bill                                    |
| Carawan, Lee                        | Friend, J. Donald             | Jamison, Patricia                        | Masiello, Loretta                               |
| Carroll Jr., Clifford D.            | Galleway, Leon                | (Cuneo Animal Fantasy)                   | Mathis Jr. Edward D.                            |
| Castner, Virginia                   | Gallup, Jack                  | Jaxon, Jay                               | Meade, Tom                                      |
| Chunas, Mrs. Mae                    | Garvin, Marvin                | Johnson, Johnny                          | Providence                                      |
| Colburn, John                       | Gilchrist, Allan              | Johnson, Bernard                         | Miler, James A.                                 |
| Cole, B. B. (Brownie)               | Gillespie, Edw. A.            | Johnson, Pete Louis                      | (Wild Animal Circus) (Attention, Robert Miller) |
| Conceda, Justin V.                  | Gilmet, Herb                  | Johnson, Shirley Ann                     | Miller, Paul G.                                 |
| Conklin, Lola                       | Givens, Joe L.                | Johnson, Mrs.                            | Miller, Paul (Paul Miller Shows)                |
| Cook, Frank A.                      | Glass, Ervin                  | Juliano, Mrs. Mildred                    | Miller, Robert B.                               |
| Cook, J. M. (U. S. Reptile Exhibit) | Glazier, James                | Kane, Maxwell                            | Miller, Walter R.                               |
| Cooper, Billie                      | Glickfield, Marjorie          | Kaufman, Elmer L.                        | Mink, Mrs. Mary Elizabeth                       |
| Cooper, Bobby                       | Glickfield, Peter             | Kay, Mrs. Bill                           | Minor, L. N.                                    |
| Cox, Clifford                       | Golden, Joan                  | Kelly, Jack (Tommy Scott Show)           | Mohr, C. E.                                     |
| Cox, L. E. (Doe Boy)                | Goodwin, L. O.                | Kelroy, Mrs. L. M.                       | Mohr, Donna                                     |
| Coy, William R.                     | Goude, James E.               | Kessler, Harper                          | Moore, James Guy                                |
| Cropper, R. C.                      | Granger, Jack                 | Kilonis, Mrs. John                       | Moore, Roy                                      |
| Crosson, Joe                        | Gray, Carol                   | King, Jack & Mrs.                        | Moran, Billy                                    |
|                                     | Gray, Clifford H.             | Kingsley, Wayne W.                       | Moran, Eddie                                    |
|                                     |                               | Kirby, Rhea                              | Morhouse, Dax                                   |
|                                     |                               | Korman, Carroll                          | Hawley  |
|                                     |                               | Kovaz, King                              | Morgan, Robert H.                               |
|                                     |                               | Kriel, Lowell                            |   |

(Continued on page 69)

Billboard **SWEEPSTAKES** "SHOW NEWS"

## LOOKING 'EM OVER



The Billboard

### SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. BLACKKEY JONES, Page Combined Shows
3. DON HANNA, Siebrand Bros. Shows
4. C. C. LEASURE, Gold Medal Shows
5. MRS. AL KUNZ, Heth Shows
6. C. C. MILLER, Capital City Shows
7. TONY LEWIS, Cetlin & Wilson Shows
8. MILTON McNEACE, Palmetto Exposition Shows
9. POP AKERS, Amusements of America
10. JOSEPH SIMA, Big State Shows



## Show Folks of America

SAN FRANCISCO — The annual homecoming party was held Monday (26) with Earl Leonard in charge. Members mourned the passing of Past President Harry Seber in Los Angeles last week; John W. Henry, a member of only a month, and Arthur Mahler, who joined the organization last year. Mahler was buried in Showfolks Rest.

Charlotte Porter is vacationing in Dallas on a visit to her son. She has promised to put all of her effort into the Ladies' Bazaar to be held

November 21. New members this month include Albert E. Lamb, A. R. Ball and H. T. Watz.

## Miami Showmen's Association

MIAMI—Members are trickling into town as shows close in the South and elsewhere, with some 25-30 being in regular attendance now. Lois Weiss report that Marty Weiss, executive secretary, is able to maneuver on crutches regularly and that the outlook for his recovery is exceptionally bright.

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**SLUM . . . Greatest Line Ever Assembled**  
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**FLASH . . . Superb Values**  
**NEWS ITEMS** When They Are New  
 If you have not dealt with us in the past, ask those who have.  
**BERNY NOVELTY CO.**

**WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS**  
 • TIP BOOKS • BASEBALL BOOKS  
 at very, very reasonable prices.  
 Phone: Wheeling—Cedar 34282  
**Columbia Sales Co.**  
 303 (4-1) CO. HIGHWAY 101 K.

# THE MARKET PLACE FOR BUYERS and SELLERS

## Acts, Songs, Gags

**NEW! GIANT PROFESSIONAL GAG FILE.** Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15 Calif. **1fn**

**SEND FOR FREE PRICE LIST, NEWEST** Comedy Material, or send \$10 and get \$50 worth of Gags, Sketches, Monologues, Dialogues, Parodies, etc. Money back guarantee. Laughs Unlimited, 108 W. 45 St., New York, N. Y. **no30**

**25,000 PROFESSIONAL COMEDY LINES,** Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. **de28**

## Agents, Distributors Items

Did This Ad

### ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results. **RATE: \$14 PER INCH** Rule border permitted when using one inch or more.

**CHRISTMAS CARDS WITH MUSIC** Designs, 5¢ to 25¢. Free samples. Williams, 19 Hudson St., New York 13. **no30**

**CLOSEOUT—BAT MASTERSON TYPE TV** Cans, 15¢ gr. lots cash, FOB Express Collect. No COD. Send \$2 for 1 doz. samples. ppd. Slight imperfection. Easy 50¢ retail. Randall Products, Hampton, N. H. **no23**

**DECALOMANIA TRANSFERS NOW OFFERED** in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. **ch-np**

## MERRY CHRISTMAS

**TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US.**

With every purchase of \$15.00 or more of our regular goods, listed below, we will give you FREE 3 dozen pair of earrings for Christmas. Here's our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

## FAMOUS MFR. CLOSEOUTS

Asst. Earrings ..... \$1.75 & \$3.00 Dz.  
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.  
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.  
Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz.  
Cultured Pearl Tie Slides, carded \$2.00 Dz.  
Asst. Boxed Sets ..... \$4.50 to \$6.00 Dz.  
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.  
Eng. Pearl Sets, Boxed 1, 2 & 3 Strands to doz. sets. \$6.00 Dz.  
Box Crosses, Ind. Boxed ..... \$2.50 Dz.  
Rosary Beads, Boxed \$6.00 & \$9.00 Dz.  
Children's Neckties, Boxed ..... \$3.00 Dz.  
Pins, Asst. ..... \$1.75 & \$3.00 Dz.  
Cameo Neck & Earrings, Boxed \$3.00 Dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.  
**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**EARRINGS—ASSORTED STONE AND TAILED,** carded, \$6 gross. Plastic Wallets, assorted colors, \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island. **no30**

**FREE FUN CATALOG! HILARIOUS GAG** gifts, party items, novelties. House of Fun, Suite 216B, 6715 Hollywood, Hollywood 28, Calif.

**HOSIERY—LOW PRICES LADIES' MEN'S.** Children's Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. **no30**

**KOHLER NOVELTY SIGNS OR JUMBO** postcards sell everywhere. They are comic, witty, illustrated, brilliant colored 7 x 11 inch money makers. Cost 6¢, sell 50¢. Koehler, 12 Caldwell, Cincinnati 16, Ohio. **np**

**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**

**NEW ITEM—BEAUTIFUL WALL** Plaques. Ideal Christmas gift. Hot \$1.98 retailer; sample dozen, \$6. American Mfg. Co., 2729 E. 9th, Wichita, Kan.

## JEWELRY CLOSEOUTS

### FREE CATALOG

E5—Stone E/rigs, etc., asst. Gr. .... \$12.00  
E1—Tailored E/rigs, asst. Gr. .... 18.00  
E2—Stone & Pearl E/rigs, asst. Gr. .... 21.00  
E130—Rhinstone E/rigs, asst. Gr. .... 30.00  
O1—Odd Lot Brace & Neckls Gr. .... 15.00  
L2—Men's Chrome Lighters Dz. .... 4.35  
L5—Zippo-Type Lighters Dz. .... 6.00  
R'—Ladies' Birthstone Rings Gr. .... 11.00  
P4—E/rigs, 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** stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.  
**GENERAL PRODUCTS**  
Dept. BB-96, 189 State St. Albany, N. Y.

## REGULAR CLASSIFIED ADS

Set in usual want-ad style one paragraph, no display First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. **RATE: 20c a word, minimum \$4 CASH WITH COPY.**

**IMPORTANT:** In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

## ● DISPLAY CLASSIFIED ADS ●

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

**RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.**

### FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

### LAST CALL!

### DEADLINE DATE

**WEDNESDAY, NOV. 18**

For Classified Ads in the

### BIG OUTDOOR

### CONVENTION ISSUE

dated November 23.

**DON'T MISS IT!**

### LAST CALL!

### DEADLINE DATE

**WEDNESDAY, NOV. 18**

For Classified Ads in the

### BIG OUTDOOR

### CONVENTION ISSUE

dated November 23.

**DON'T MISS IT!**

### NEW TINSELED CHRISTMAS SIGNS, 7" X

11" and 11x14" 50¢ to \$1 sellers. Make Christmas Money! 10 samples, \$1. Catalog free. Lowy, 812 Broadway, Dept. 125, New York 3. **ch-np**

**REAL DIAMOND RINGS, NATIONALLY** advertised. Sell direct. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleam-light, 111-512 N. Columbus, Mount Vernon, New York. **np**

**SPECIAL SAMPLE ASSORTMENT, 15 DIFFERENT,** \$1 sellers; \$7.50 postpaid. Dale Imports, 1959 Clays Mill Road, Lexington, Kentucky. **np**

**YOUR OWN BUSINESS—SUITS, \$15.00;** Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. **ch-np**

## Animals, Birds, Snakes

**FREAKS ALIVE! 6 LEGGED COW, 5** legged Bull, 4 legged Chicken, hermaphrodite Pig, midget Cow, new Banners. Boswell Shows, Wilson, N. C.

**TRAINED DOG, \$60; TAME PATAS MON-** key, \$50. Details, stamp. Wanted: Mouse Circus Props, Book. John Levy, 4535 Werner, New Orleans 22, La.

**50 ADORABLE BABY SKUNKS, DE-** scented. Spotted Skunks. Also baby Raccoons, Bobcats, Monkeys, African Porcupine, Green Monkeys, Java Monkeys, Badger, Snakes, Turtles, Otters. Wild Animal Farm, Clewiston, Fla. **no16**

## Business Opportunities

### Bingo Agent or Operator

PC, permanent, capable of taking care of small game—in Sunny California. Give club or organization affiliations, references, salary expected. Write

**K. A. MUMM**

21 Lindero Ave. Long Beach 3, Calif.

### FOR SALE SHOOTING GALLERIES AND SUPPLIES

Fully stocked, equipped and established business since 1927. Priced to sell, by owner.

**H. W. TERPENING**

137-139 Marine St. Ocean Park, Calif.

**HOW TO MAKE MONEY WITH CARNIVAL** Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29, Calif. **no23**

**LARGEST WHOLESALE SUPPLY SOURCE** in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesalers, Box 2068-BB, Sioux City, Iowa. **ch-np**

### LAST CALL!

### DEADLINE DATE

**WEDNESDAY, NOV. 18**

For Classified Ads in the

### BIG OUTDOOR

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dated November 23.

**DON'T MISS IT!**

**LEARN SIGN PAINTING—HAVE YOUR** own shop or make money on the road. Straley Lettering, 410 So. Western, Springfield, Ohio.

**SHOWFOLK'S WATCHMAKER SINCE 1935.** Same prices, too. Overhaul most watches like new, only \$4. Insured, guaranteed. Leo Beresh, 1501 Broadway, Detroit 26, Michigan.

**SIGNS! SIGNS! SIGNS! OVER 2,000 DIFFERENT** signs. All kinds of signs. 10¢ for sample or 100 hottest 7x11" \$6 p.p. Koehler, 335 Goetz, Lemay 25, Mo. **no30**

### SKATING RINK FOR SALE, LOCATED IN

prosperous Ohio city. Building, steel and block; over-all size, 140'x74'. Fully equipped. \$65,000. Must sell due to health. Write: Box C-558, c/o Billboard, Cincinnati, Ohio. **no23**

### UP TO \$300 WEEKLY—ONLY 4 ORDERS A

day means \$15,000 per year. No Experience, just demonstrate and take orders for the Revolving Golden Beacon. The fastest selling traffic builder and customer attraction. Send for details and free demonstrator plan. Golden Beacon Sales, 251 South 5th St., Philadelphia 6, Pa. **ch-1fn**

**YOUR OWN BUSINESS—WITHOUT INVESTMENT!** Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-119A, Chicago 32. **no23**

## Food and Drink Concession Supplies

**ABOUT ALL MAKES OF POPPERS, CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. **jall**

## Formulas and Plans

**MAKE, SELL PITCHMAN'S PRODUCTS.** Cleaners, polishes, perfumes, cosmetics, battery additives, anything. Work home. Three Formula Catalogs, dime. Chemical, Park Ridge 25, Ill.

## For Sale—Secondhand Show Property

**BUILD GROUP ATTRACTIONS, COMPLETE** plans. Funhouses, \$10; Pit Show (Spidora), \$8; Panel Front Shows, \$7. Free 104-page catalog. Brill, Box 875, Peoria, Ill.

**COMET ADULT RIDE WITH 24-FT.** trailer. Ready to operate. Can be converted into Paratrooper Ride. Price \$3,200 cash. Box C-558, c/o The Billboard, Cincinnati 22, Ohio.

### LAST CALL! DEADLINE DATE

**WEDNESDAY, NOV. 18**

For Classified Ads in the

### BIG OUTDOOR

### CONVENTION ISSUE

dated November 23.

**DON'T MISS IT!**

**FACTORY RECONDITIONED KIDDIE 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—ONE DRY POPCORN POPPER.** Manufactured by Long Eakins Co. Used very little. \$60 F.O.B. Richmond, Va. Allen & Smith Co., Inc., Box 1200, Richmond, Va.

**FOR SALE REASONABLE—KIDDIE RIDES.** Bartlett Rodeo Ride, King Speed Boat Ride, King Rocket Ride; King Miniature Electric Train, Mangels Roto-Whip, Herschell Auto Ride. Write Deer Park, Lakewood, New Jersey. **no9**

**JUST THE THING TO START IN THE** ride business. Three Rides and Box Office, King Trailer mounted Kiddie Wheel, 24 passenger Rocket Swing Ride, jr. size Chairplane; all rides in A-1 shape with new paint. P&J Amusements, P. O. Box 45, Massillon, Ohio. Phone: Temple 29487.

**LIST YOUR RIDES NOW. NATIONWIDE** service, prompt, fast, reasonable by only company of our kind in America. Young's Park Sales, 716 4th Ave., Two Harbors, Minnesota. **no16**

**NICKELODIANS, ALL IN PLAYING CON-** dition. 3 "G" and 6 "A" machines; 1 Tonawanda Military Band Organ in excellent condition. Further inquiry at P. O. Box 766, Petersburg, Va.

**MERRY-GO-ROUND HORSES, ALL SIZES,** at low prices. Kiddie Rides wanted, also coin-operated Single Rides. J. W. Landl, 323 Sanford, Upper Darby, Pa.

**SHRUNKEN HEADS, SHRUNKEN BODIES,** strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz. **no30**

**SUPER AND STANDARD ROLLOPLANES.** Flyoplans, Planes for Kid Ride. Trade for AH Boat Ride, Scrambler, Rockoplane. F. Shafer Washington, Ind.

**TRAINS—ALL SIZES, GAUGES, TYPES;** new used, custom built. Photos, details \$1 bill (refundable). Miniature Trains. 33-B Winthrop, Rehoboth, Mass. **no23**

**TWO MERRY-GO-ROUNDS, LITTLE DIP-** per, Flying Scooter, Chairplane, 3 Kid Ferris Wheels, Roto-whip, Airplanes. Phone 34010, Williamsport, Pa.

**8 X 8 FOOT LONG, GRAB, LEMON SHAKE** Concession, with freezer, refrigerator and dependable transportation, \$350. Carter, 2101 Broad, Lake Charles, La.

**170 PAIR ROLLER SHOE SKATES, ALL** sizes, ladies, gents, miscellaneous parts. Skate Rack, 6600, L. Jordan, 13413 So. Indiana, Chicago 27, Ill. **no9**

**3 ABREAST MERRY-GO-ROUND, \$1,000;** Boat Ride, \$795; 10 KW Generator, \$795; Chevy Rack Truck, \$295; 28' Fruehauf Trailer (Aluminum), \$1,000; Ford Tractor, \$495, cash deal only. Esso, 485 Passaic Ave., Kearny, N. J. WYman 1-0900. **no23**

## Help Wanted

Did This Ad

### ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

Rule border permitted when using one inch or more.

**RATE: \$14 PER INCH**

**EXPERIENCED PHONE WOMEN, ADS &** Tickets. Connecticut only. Booked solid thru 1960. No layoffs. Write: Sunderland's, 721 Main St., Hartford, Conn. **de7**

**GIRL WANTED WITH OR WITHOUT EX-** perience to teach and manage Rock and Roll strip school. Box C-551, c/o Billboard, Cincinnati, Ohio.

**MIDGET FOR SUPERMARKET SANTA** Helper Nov. 26 to Dec. 24. Manpower, Inc., 2346 N. Foster Dr., Baton Rouge, La.

**PIANO MEN, MUSICIANS DOUBLING** vocals. Dave Brumitt Agency, 3030 Peachtree Rd. N.W., Atlanta, Ga. **no23**

## Magical Supplies

**NEW 148-PAGE ILLUSTRATED CATALOG.** Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 338-B South High, Columbus, Ohio. **no16**

## Miscellaneous

**PLASTIC JUGGLING CLUBS, BALANCED** and easy to juggle. 4"x19", \$5 each; \$15 per set of three. Al Nichols, Animal Farm, Fairlee, Vt.

**YOU CAN ENTERTAIN WITH CHALK** Talks and Rag Pictures. Send 10¢ for 32 page catalog. Balda Art Service, Oshkosh, Wisconsin. **no16**

## Motion Picture Films and Accessories

**16MM. FEATURES, \$15 UP; SHORTS, \$5** All guaranteed perfect to new. Minot Films, Inc., Milbridge, Me. **no16**

## Partners Wanted

**GIRL FOR ACRO-TRAPEZE ACT. WILL** train for trapeze if necessary. Must be very strong. Write: Marc Zoffero, 690 Sherbrooke St. W., Montreal, Canada.

## Personal

**MEN—NOVELTY ASSORTMENT, \$10 EX-** press only. Prices included with order. No samples or lists. Bower, P. O. Box 787, Gary, Ind.

## Photo Supplies and Developing

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. **ch-1fn**

## Ponies

**16 PONIES, 3 TO 6 YRS. OLD. ALL SOUND.** All for \$1,090. This is a real bargain. Truck available for delivery. Phone day or night 9317. P. L. Cobb, Amite, La.

## Printing

**ALWAYS FASTEST SERVICE—QUALITY** nonbinding postcard 14x22 size 3-color window cards up to 50 words copy \$9 hundred; 17x26 size, \$13.50 hundred. Daylo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind. **no23**

### LAST CALL!

### DEADLINE DATE

**WEDNESDAY, NOV. 18**

For Classified Ads in the

### BIG OUTDOOR

### CONVENTION ISSUE

dated November 23.

**DON'T MISS IT!**

**200 NO. 10 ENVELOPES AND 200 8 1/2 X 11** letterheads, \$3.50; 100 2-color business cards, \$1.25. Hunter Printing, 413 Elwood, Irving, Tex.

**200 8 1/2 X 11 LETTERHEADS, 200 6 1/2 X** envelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. **no23**

**5,000 COLORED CIRCULARS, \$39 COM-** plete. Art, copy, layout, printing. Offset printing, 8 1/2 x 11, 1,000, \$5.50; 5M, \$17. Fast! Promotion-B1, 385 Broadway, New York City 13. **ch-1fn**

## Salesmen Wanted

### LAST CALL!

### DEADLINE DATE

**WEDNESDAY, NOV. 18**

For Classified Ads in the

### BIG OUTDOOR

### CONVENTION ISSUE

dated November 23.

**DON'T MISS IT!**

**YOUR FREE COPY OF WORLD'S BIGGEST** Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. **ch-1fn**

**\$300 FIRST WEEK OR MONEY BACK—AD** Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 40. **ch-np**

## Talent Wanted

### WANTED

For National Tour of Movie Theatres with "Lights, Camera, Action," Units #2 & #3. Stunt Actors, Cowboy (Quick-Draw & Whip), Actress (Glamour Starlet Type), Dwarf Comic, Novelty Acts (Trick Make-Up, Judo, etc).

Long-term contracts available. Send picture and resume.

Would like to hear from: Johnny Kirk, Miss Kim "Quick-Draw" Athas, "Spanky" McFarland.

## L. STROCK RUPERT

United Stage Arts Units

299 Taylor Rd. Mansfield, Ohio

## Tattooing Supplies

**TATTOO DESIGNS, 50¢; SHEET 9 X 12,** black and white color, \$1 sheet; 6 for \$5. Prof. W. Grimshaw, 210 King St., Charleston, South Carolina.

**WHEREVER MEN WALK THE EARTH OR** sail the seven seas you will find them wearing Zeis Tattoo designs. Zeis, 728-A Leslie, Rockford, Ill. **np**

## Wanted to Book

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EARRINGS, \$5 gross. Heart Pendants, \$5 gross. Solitaire Rings, \$6 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. no9

Wanted to Buy

WANTED: 1/4 ACORNS, 1/4 VICTOR STANDARD and Delux Toppers and Northwestern Delux 49, Silver Kings. All machines must vend ball gum and merchandise, must be good condition. Give full information and cash price wanted. Beard, 108 Mansfield St., Brunswick, Ga.

Used Equipment

COIN OPERATED HORSE, IN PERFECT condition and working order. Made by Capital Projectors. Contact M. Dentz, 3237 Hone Ave., Bronx, N. Y.

FIFTY ARCADE MACHINES, ALL ANTIQUES, the kind that make real Penny Arcade material. Stored near Rochester. Price, \$3,000. Write: Box C-557, Billboard.

FOR SALE—COMPLETE ARCADE OF 120 machines including Panoramas, Photomatic, Ray Guns. Would like to sell in one group. Write for list. Priced cheap for quick sale. Norman Hesterberg, 616 West 19th, Hutchinson, Kan. no9

SCALES—PRICE SLASHED. WATLING 500 Guessers, \$30 each. Renewed-reconditioned, used inside only. Send deposit, balance sight draft. Gaycolin Distributors, 4866 Woodward Ave., Detroit 1, Mich.

SELL SKILL PARADES OR TRADE FOR Circus. Vern Raw, Box 23, Seaside, Ore.

SHIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn. no23

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

USED EQUIPMENT—USED MODEL V VICTORS, \$5 each. Confection Specialties, 606 S. Kilbourn, Chicago, Ill.

27 COLUMBUS, B.G., \$4.50 EA.; 4 SILVER Kings, B.G., \$7 ea.; 3 Baby Grands, \$6 ea. Also 70 Nut Vendors. Want Candy Machines. Sherman Smith Vending Ser., Allegheny, N. Y. Tel. 237-J2.

100 PENNY AMUSEMENT GAMES, \$14.95 each; 25 Counter Games, \$4.95 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AVAILABLE - ORGANIST, M.C., CLOWN: Union. Finest equipment and wardrobe for shopping centers, circuses, etc. Wilson's, 222 E. 5th St., Bloomsburg, Pa. Phone ST 4-1681 no23

EXPERIENCED LADY WOULD LIKE JOB managing Popcorn Concession for next season or now. Write: P. O. Box 303, Valparaiso, Ind.

GENERAL CLOWN AVAILABLE. TEE-totaller. Years in showbiz experience. Prefer this vicinity. Vincent Spooner, 355 Stockholm St., Brooklyn 37, N. Y.

OPERATION SANTA CLAUS - A JOLLY, realistic Santa and Sleigh drawn by real reindeer for Christmas parades and shopping centers, etc. Contact Unit, 422 W. High Ave., New Philadelphia, Ohio. no16

VIRGINIA DARE WISHES CRASH DRIVING or what have you. Virginia Dare, c/o Byron Hotel, 958 S.W. Broadway, Portland, Oregon.

WESTERN AGENTS, PLEASE NOTE. ONE of the top Dog Acts in show business today. 12 clean, well-mannered dogs doing fast circus routine. Beautiful wardrobe and props. Also have beautiful well-trained Horse Act. Mabel Carlson, 1110 Blackwood Road, Clementon, N. J.

Musicians

DRUMMER - VOCALIST DESIRES LOCATION spots with combo. Neat, dependable. John Bonino, 224 State St., Madison, Wis. ALpine 6-2958. no23

ORGAN-DRUM DUO. SMART BOY-GIRL cocktail unit; solo-harmony vocals. Metropolitan New York-New Jersey only. Pictographs on request. Matt Thomas, 422 So. 10th St., Newark 3, N. J. Bigelow 2-2516.

TENOR SAX, CLARINET, FLUTE AND Violin, good tone, appearance. Twenty years' experience; read, fake anything. Bedford Brown, 104 W. Mineral St., Hot Springs, Ark.

PIANO VOCALIST. STEADY WORK. CALL Mrs. Nora McCarthy, McCarthy's Lounge, 5666 West Madison, Chicago, Ill. Phone ES 90022 after 5:00 p.m. no16

TRUMPET AVAILABLE NOVEMBER 18. Commercial, jazz and combo experience. Write: Musician, 702 W. Live Oak St., Coleman, Tex.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. no30

HIGH AERIAL ACTS FOR OUTDOOR Presentation. Rigging illuminated. Visible for miles. Stunt men extraordinary. Mac Productions, 456 Lamphier, Warren, Ohio. del4

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

Continued from page 65

Mosher, Geo. Mulkey, Clifford Murphy, E. J. (Spud) Naramore, Mrs.

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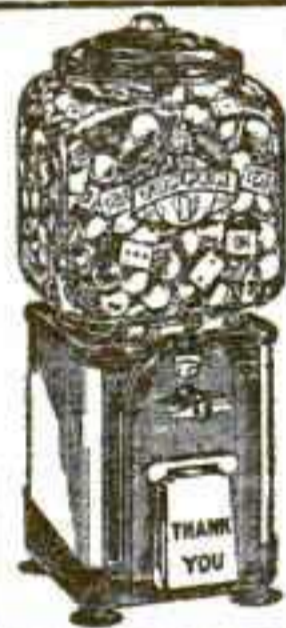
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## MOON FIRE RING . . .

a new satellite in orbit at only \$8.95 per M for 5M or more. Less than 5M, \$11.50. Big as the moon stone.

**SURE LOCK**, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

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World's Largest Selection of Miniature Charms

ATLAS MASTER . . . the proved 1¢-5¢ vender

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# BULK VENDING

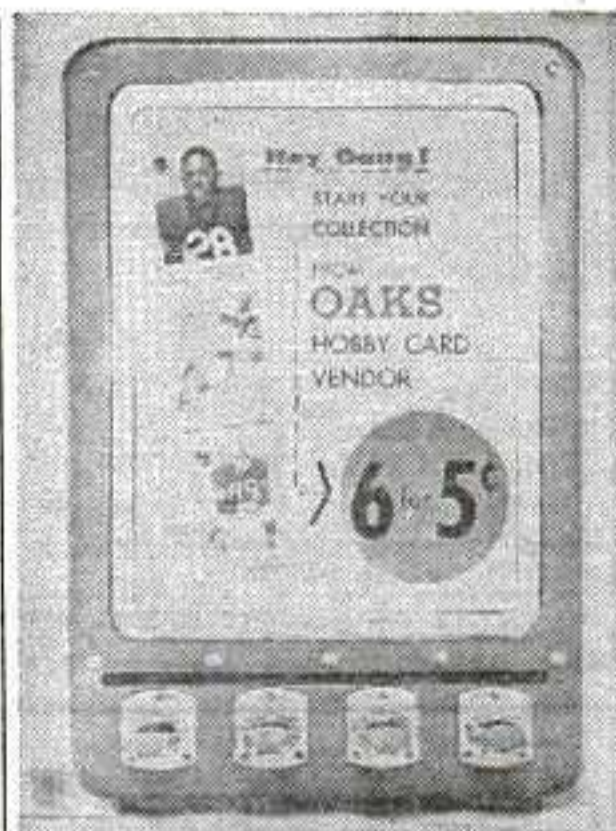
Communications to 188 W. Randolph St., Chicago 1, Ill. NOVEMBER 9, 1959

## Oak Shows 4-Col. Card Unit, Mechanism & Vitamin Vender

CHICAGO—Three new items—a four-column card vender, a penny-nickel tab gum machine and a 10-cent vitamin capsule vender—were featured at the Oak Manufacturing Company exhibit during the National Automatic Merchandising Association conclave here last week.

All three are in full production and available now to the operator trade, said Sid Bloom, president.

The Hobby Card Vendor, as it is called, vends 448 packages of small hobby cards, 112 packages per column, six cards per package. The unit is available in all colors, and uses four nickel A.B.T. coin chutes with separate coin box. It can be mounted on a counter or bolted to a wall. The vender is made of drawn steel in a one-piece case and is priced \$39.50, f.o.b., factory.



The 10-cent vitamin capsule machine is an adaption of Oak's standard 400 model, with interior

modifications and a special point-of-sale vitamin promotion sign attached to the top of the machine.

Oak also offers packaged Vim or Rybutol vitamins to be used in the machine with corresponding point-of-sale display tops. The vitamins are priced \$22 per 1,000.

The new penny-nickel tab gum machine is actually a modification of the firm's 1-cent tab unit with the new coin change mechanism. The penny-nickel coin mechanism has been available previously for other machines, but is now first available for the tab unit.

Oak also featured a special wall mounting attachment that could be used to mount bulk venders on major equipment machines. Two of the Oak machines were mounted on a large packaged candy vender in the exhibit.

## Northwestern Bows 2 Globes at NAMA

CHICAGO—The Northwestern Corporation bowed a new half-cabinet and a new large-capacity plastic globe at the National Automatic Merchandising Association convention exhibit held at Navy Pier here last week.

The firm also showed its full line of venders and stands as it participated in the major equipment vending show that attracted upward of 7,000 vending traders during its four-day stay.

The new items are the Golden '59 Half-Cabinet and the Golden '59 Super-C, a 10½ pound capacity plastic globe. Both are interchangeable and both fit on top of any of the current Golden '59 machines.

Northwestern official W. R.

Hamilton said the firm is in production on the items and deliveries will be made shortly.

The half-cabinet is made of sheet steel, squared off on three sides with a heavy gauge plastic front. It is adaptable for all types of bulk vending merchandise.

The Super-C is a large, rounded globe made of the same heavy gauge plastic. Price of the Golden '59 with either the Super-C or Half-Cabinet globes is \$17.45.

CHICAGO—New candy-coated mints for bulk venders were shown by the Hershey Company at the NAMA convention last week. The mints come in pastel colors, 489 count, priced 42 cents per pound.

The firm also exhibited a football shaped coated candy with milk chocolate center. The candy comes in two sizes and in multiple colors. The "98" size is 705 count and the "92" size is 368 count. Both are priced 42 cents per pound.

## New King-Sized 8-Col. Stamp Unit by Hilsum

CHICAGO — An eight-column postage stamp vender, patterned after the familiar U. S. mail box, was introduced at the NAMA convention last week by Hilsum Sales Corporation, a newly formed subsidiary of American Sumatra Tobacco Corporation.

The firm also showed a line of display stands, carrying cases, stamp trays and vanalized stamp folders.

Possibly the outstanding characteristics of the unit are its size, shape and color. It's about twice the size of most present-day stamp venders, shaped along the lines of the familiar mailbox with rounded top and painted brightly in red, white and blue.

The vender has eight selection columns, holding 200 packs each, with a total capacity of 1,600 stamp packets. Each column can be individually priced and will accept 10-cent, 25-cent or 35-cent coin combinations. The vender also has a National Rejector's "6,000 Series" slug rejector. Operation is by mechanical push-buttons.

The device is constructed of steel, weighing 34 pounds, and is adaptable for either mounting on a counter or stand. Price to operators is \$139.75 for the vender and \$34.75 for the stand.

Hilsum also offers stamp folders at \$16.75 per 20,000; stamp trays at

(Continued on page 72)

## NVA Directors Meet; Plan Convention, New Insurance

CHICAGO — The National Vendors' Association laid the groundwork for its forthcoming spring convention at a special directors' meeting held here last week. The group also set the stage for a broader products liability, personal liability and property damage program for association members.

The meeting, one of the association's largest, was attended by some 50 directors and members of National Vendors' Association. It was

held at Chicago's Conrad Hilton Hotel Sunday (1) simultaneously with the National Automatic Merchandising Association conclave, which was also being staged there with exhibits at Navy Pier.

The NVA convention, set for April 21-24 at the Balmoral Hotel in Miami Beach, will be a blend of vending business and recreational activity for members.

### Business Sessions

Plans include a new forum-type business session along with packaged vacation tours that are being

arranged for such spots as Nassau, Havana and Puerto Rico.

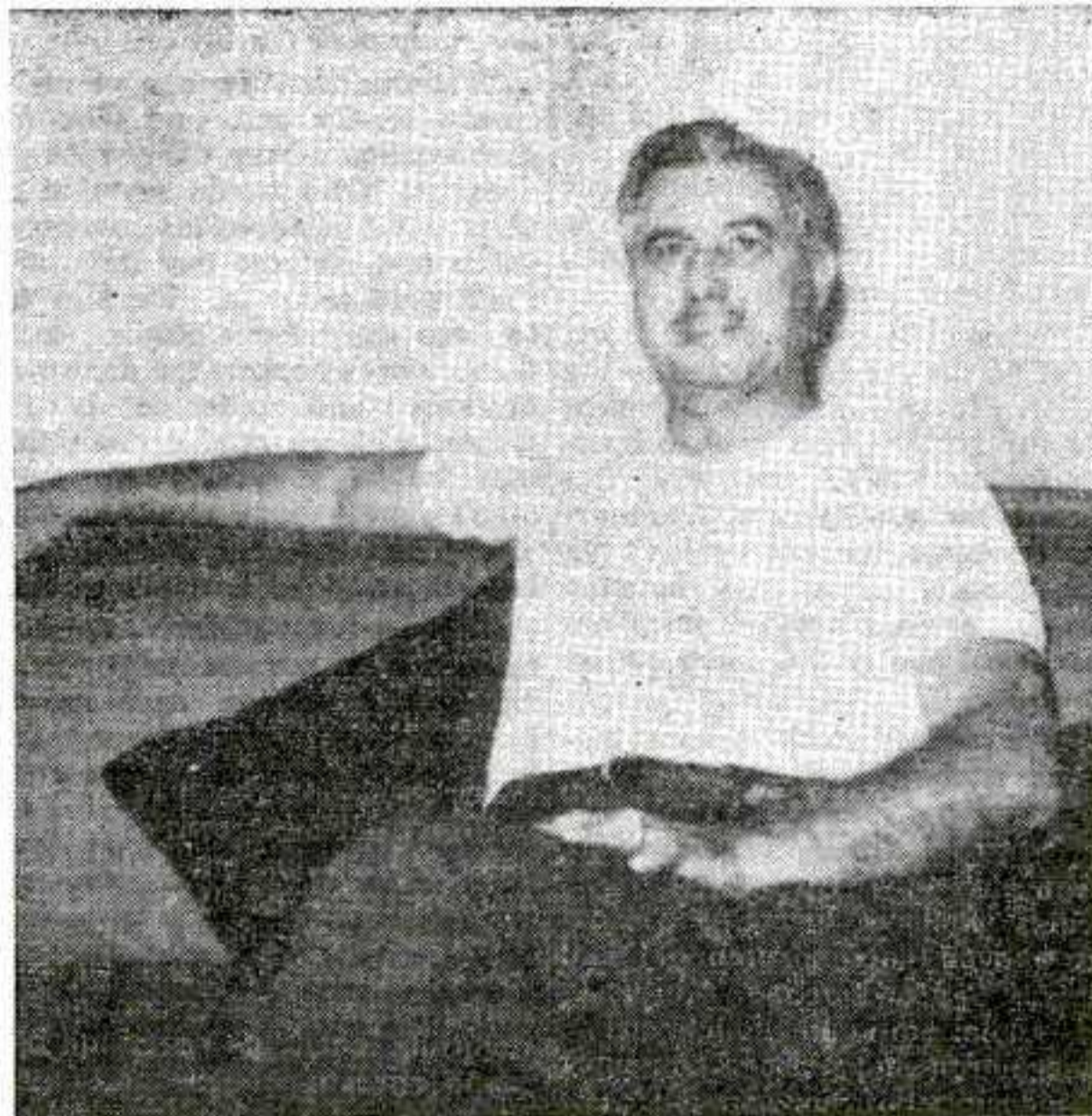
There will also be a women's program plus special jet flights to take members to the convention from New York, Chicago and possibly Los Angeles.

The business sessions, according to association officials, are being planned along entirely new lines. Details will be announced later.

The group also plans to have additional information shortly on the new insurance program in the works.

'NO GOLD FIELD'

# N.Y. Op Looks Hard Work in Eye, Wins



NEW YORK — Brooklyn-born Michael Goldberg, president of the A & G Gum Vending Corporation, located at 755 Franklin Avenue, Franklin Square here, is a 20-year veteran of the bulk vending business. However, Mike, the son of a garment trade worker, got a comparatively late start in the industry. He was almost 31 years old when he first became an operator.

Prior to his entry into the bulk vending industry, and soon after his graduation from Brooklyn's Thomas Jefferson High School, Mike took a part-time winter job in the garment industry. During the summer months, when the garment trades were slow, Mike traveled up to the Catskill Mountains, where he owned and operated concessions in resort hotels. He sold cigarettes, cigars, candy, food and sometimes liquor at these locations.

His years as a concessionaire, selling many of the same items he uses to fill his stands today, proved to be very helpful when he finally entered the bulk vending business. For one thing, he learned how to gauge trends and provide for the wants of customers who didn't necessarily come to the resort hotel with the intention of buying anything. Rather, they come for relaxation. Their impulse buying habits came along just for the ride, Mike commented.

**Joined Father-in-Law**

Altho the education gleaned from behind the concession stand proved profitable, concessionaireing was found to be a poor job choice for a married man. So after giving his late father-in-law's proposal of entering the bulk vending business with him careful consideration, Mike gave up his part-time summer

and winter jobs and went into his father-in-law's firm. Pop Adler—the "A" of A & G Gum Vending—was an able teacher, and Mike was a quick student. Under his father-in-law's direction, Mike helped to make a somewhat small business into what Mike calls "very well established."

One of the lessons Mike learned was to be a diplomat. "This," the quick-smiling businessman said, "is the only way to protect your locations." Mike learned, too, that the business demands constant attention. "I didn't expect to walk into a gold field when I became a bulk vender," he said. "Building a business takes a lot of hard work, as everyone knows. You must keep thinking of new and better ways to entice the public to buy your items. Further, you must keep up with the times. My latest items, for example, are 'Kookie Saying' buttons."

These lessons paid off, for soon after he joined his father-in-law, Mike was given the opportunity to buy his own equipment and place it. When his locations equaled those of his father-in-law, the two merged operations and the A & G Gum Vending Corporation was born.

**In Metropolitan Area**

This business, which encom-

passes the New York metropolitan area and a national mail-order vending service, takes up most of Mike's time. He is, however, very active in community affairs. He is a member of the local Norwood Park Civic Association and a member of the Lions' Club.

A strong believer in the positive approach to combatting juvenile delinquency, Mike has been on the Parent-Teachers Association committee on Boy Scouts for three years. His experience with scouting has enabled him to help young boys enjoy a healthy, rewarding and excellent outlet. "It has," he said, "even made the relationships between my young son and me a closer one."

With his wife, Sally, and his two unmarried children, Sheila and Ira, Mike enjoys attending the local temple. As a matter of fact, his daughter proudly pointed out, "Dad recently became a member of the temple's choir."

Life is not without rough spots, Mike mused, but for the 28 years he has been married, he said his life has been extremely rewarding. He was introduced to his attractive blond wife at a dance. After a year's courtship they married. Besides his two unmarried children, Mike has a married son, Norman. In addition, he is the proud grandfather of a 10-month-old boy. His grandson was born a few minutes after the new year, Mike said.

**MULTIPLE VENDING**

Means **LARGER PROFITS**

With

*Northwestern*

**GOLDEN 59**

And HI-LO MULTIPLE STANDS



Just try this money-making combination on your route and see for yourself.

Wire, Write or Phone  
**THE NORTHWESTERN CORPORATION**  
29112 Armstrong St., Morris, Ill.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- EASTERN ELECTRIC CIGARETTE, 10-Col., all coin, 25c & 30c... \$75.00
  - NATIONAL 9-M CIGARETTE, 25c & 30c... 85.00
  - 8-COLUMN CRUSADER, 25c & 30c... 57.50
  - 8-COLUMN PRESIDENT, 25c & 30c... 50.00
  - 8-COLUMN DIPLOMAT, 25c & 30c... 65.00
  - CONVERSIONS, (30c to 35c)... 7.50
  - 8-COLUMN STONERS (pre-war & post-war)
  - 6-COLUMN STONERS (pre-war & post-war)
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**  
46 Fulton St., Brooklyn 1, N. Y.  
Triangle 5-1857

**FAST DRAW GUN & DAGGER RING FAST ACTION TOY! FAST MOVING RING! ... all in one!**

1,000 to 4,000 ..... \$16.50  
5,000 and up ..... 13.50

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**Karl Guggenheim INC.**  
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N. Y. C. 3, N. Y. • AL 5-8393



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE**

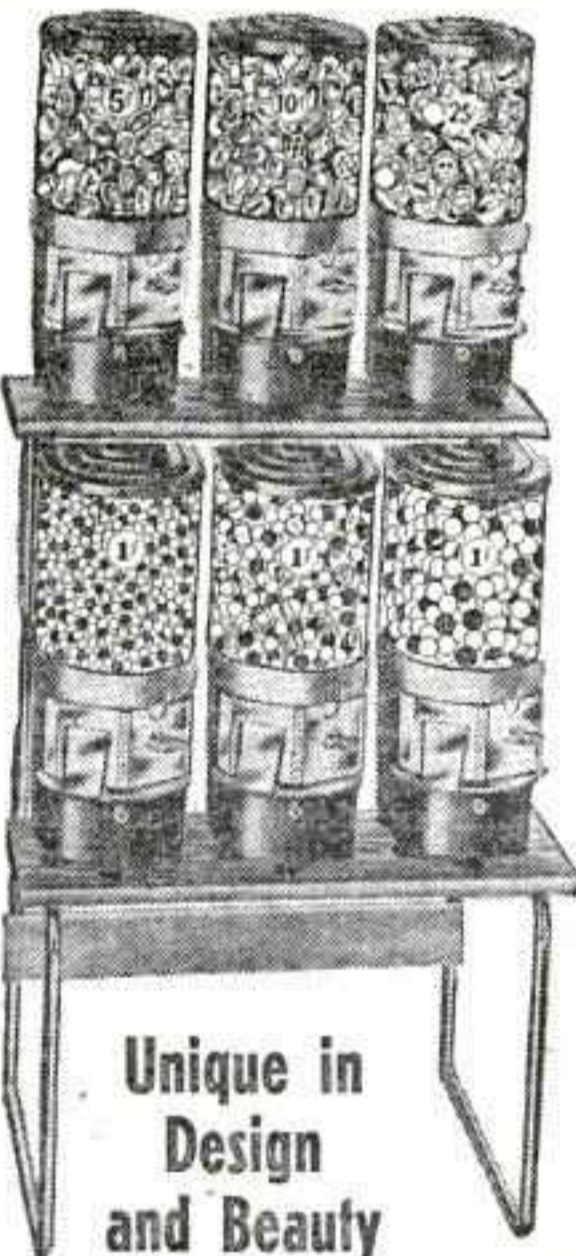
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... saving specialties. Come aboard now... earn while you learn a trade of the future.

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**\$ 5.00 per M** (Plastic, unplated without jewels)  
**\$11.50 per M** (Plastic, unplated with jewels)  
**\$ 9.50 per M** without jewels (vacuum plated faceted eyes that sparkle)

Order individually.  
SKULL AND BEAR RINGS ALSO AVAILABLE.  
Copies of letters available.

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**MANDELL GUARANTEED USED MACHINES**

- N.W. Model 49, 12 or 5¢ ..... \$14.50
- N.W. DeLuxe 1¢ & 5¢ Comb. .... 12.00
- N.W. #39 1¢ Porc. .... 7.95
- N.W. Model #33 1¢ Porc. Com. .... 6.50
- verted for 100 ct. B.G. .... 8.50
- Silver King 1¢ B.G. or Mds. .... 30.00
- ABT Guns ..... 12.00
- Mills 1¢ Tab Gum ..... 10.00
- Acorns, 1¢ or 5¢ B.G. or Mds. .... 10.00

**MERCHANDISE & SUPPLIES**

- Golden Non-Pareil Almonds, 5-lb. vac. pack fms, per lb. .... \$ .85
- Pistachio Nuts, Jumbo Queen, Red. .... .71
- Pistachio Nuts, Jumbo, Queen, White. .... .66
- Pistachio Nuts, Large Tulip ..... .68
- Pistachio Nuts, Vendor's Mix ..... .54
- Pistachio Nuts, Sheik ..... .64
- Cashew Whole ..... .64
- Cashew Butts ..... .58
- Peanuts, Jumbo ..... .42
- Spanish ..... .32
- Mixed Nuts ..... .67
- Baby Chicks ..... .30
- Rainbow Peanuts ..... .32
- Boston Baked Beans ..... .32
- Jelly Beans ..... .28
- Licorice Gems ..... .28
- M & M, 550 Ct. .... .89
- Hershey-ets ..... .47

- Rain-Blo Gum, 60 ct. .... \$ .30
- Mail-offe, 100 ct., per 100 ..... .32
- Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct. .... .30
- Rain-Blo Ball Gum, 100 ct. .... .32

200 lb. minimum, prepaid on all Rain-Blo Ball Gum.

- Adams Gum, all flavors, 100 ct. .... .45
- Wrigley's Gum, all flavors, 100 ct. .... .45
- Beech-Nut, 100 ct. .... .45
- Hershey's Chocolate, 200 ct. .... 1.40

Minimum Order, 25 Boxes assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

**IMMEDIATE DELIVERY**

**VICTOR**  
Globe Style  
**TOPPER DELUXE**  
1c or 5c

For ball gum and charms. Also available for peanuts and bulk candies.

**\$15.50** Each

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MOE MANDELL  
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**BERNARD BITTERMAN SAYS:**

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit!"

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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25¢ CAPSULE  
VENDOR

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Available as a PENNY-NICKEL MACHINE



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WE HAVE  
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IMPRONTO VENDING MACHINE  
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PLaza 3-5010

Available as a PENNY-NICKEL MACHINE



WE HAVE  
**oak's**  
"PREMIERE"

SAMUEL J. PHILLIPS COMPANY  
4372 Lindell Boulevard  
St. Louis 8, Missouri



**oak's**  
LI'L LEAGUER  
a sure hit!

AND:  
**GOLD MINE**

Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!

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**oak** MANUFACTURING COMPANY, INC.  
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

STARTED WITH 20 MACHINES

Bianco Route Serves Bronx's Three Million

NEW YORK — Twenty years ago, just before the war, a small businessman got his start in the Bronx. The business was bulk vending and the name of the entrepreneur was Arthur Bianco. "I started with maybe 20 machines out altogether. Then came World War II and like a lot of other fellows, away I went into the service.

"When I came back I found most of the machines down in the cellar. It was a tough problem for my brother who tried to operate for me while I was away. But during the war, you couldn't get the machines and you couldn't get the globes. I started building slowly again, buying machines piecemeal and getting them out on location.

"We started with peanut machines exclusively. Then very gradually we got into cashews and almonds, and finally candies. Today it's variety that counts. You've got to offer them all kinds of things or they'll pass you up. For instance now we carry ball gum, century gum and chicks in addition to the candies."

Probably the biggest single change that has come over the bulk vending industry in recent years, according to Bianco, is the so-called multiple installation. "When I started in the business more than one machine in a location was a rarity. Today, you could almost say that a single unit location is just as much of a rarity. Many of my spots have four machines and many more have at least two. That's the business today.

"I'm always buying new equipment. I think that's the life blood of the business. My take is maybe 15 to 20 per cent ahead of last year and the reason, pure and simple, is more machines out. You've got to give them a lot to choose from."

Some operators lately have been in the process of moving further afield to get new locations. Not Bianco. "I'm confining myself strictly to the Bronx like I always have. There are three million people in the Bronx market and that's a pretty healthy number of customers. We're always on the lookout for new locations and we find them. My nephew, John, and I make the regular calls during the morning up till about 1 p.m. With every machine, we'll fill it, check it, and service it every two weeks. We carry spare guts and spare heads in our service car at all times. I count out the money

and pay out the commission to the location man while John checks the equipment thoroly.

"Then in the afternoon we make special service calls and look for new locations. Any likely spot we consider, but I would say that of all types of locations the supermarket is best and the one we would most want to be in. We also try to keep away from outdoor locations. That's because the danger of breakage and pilferage is far greater with an outdoor unit that may be in a spot where there aren't a great many people around. The temptation for stealing and breaking a globe is much greater.

"We use many different types of machines on our locations. Principally, I'd say we have mostly Northwestern 49ers, Topper Deluxe and Acorns. They give good service.

"For the future? Well, I'm happy with the business I've got. I don't plan any big expansion moves. As I said, the secret of success as I see it is not to spread yourself too thin. Concentrate on your area. More sales and profits come from more locations and more units per location. That's what we're always trying to do. As far as changes are concerned, I would estimate that we have probably less than 2 per cent turnover in location a year. That must mean that we keep our locations satisfied, and that's what we always aim to do thru the best of service."

Stamp Vender

Continued from page 70

\$7.75 each and carrying case at \$19.75.

Distributors

Hillsum is currently in the process of setting up a distributor network for the unit and has already appointed Nicholas Vanech,



Washington; Harry Bernard, Chicago; Jacob Schoenbach, Brooklyn; William Staloff, Miami Beach, and Warren F. Backer, Minneapolis.

Representing Hillsum at the NAMA exhibit booth were William Keats, sales manager; Donald Chaplin, partner with Bernard, the Chicago distributor; Sidney and Harry Schwartz, of U. S. Postomatic Corporation, manufacturer's representative for 13 Southern States; Jim Hill, inventor of the unit, Miami; Bernard & Backer, distributors, and Max Furman and Wilfred Seitzmeier, of U. S. Sumatra Tobacco Corporation, the parent firm in Quincy, Fla.



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WORTH its WEIGHT  
in Plastic or Plated

Prices—\$5.00 and up

PLASTIC .....\$5.00 per 1,000  
PLATED .....\$7.00 per 1,000

F.O.B. Jamaica, N. Y.  
SAMUEL EPPY & CO., INC.  
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**VICTOR'S VENDORAMA**  
The New All Purpose Bulk Vendor  
The One Machine for Vending All Types of Bulk Merchandise.

1c  
5c  
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25c

- Easy to Service
- Large Capacity
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\$17.95 each

Write for Lowest Prices on our complete line of

- CHARMS • BALL GUM
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Order Now From Victor's South-eastern Distributor.  
**H. B. HUTCHINSON, JR.**  
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**AMCO SANITARY VENDOR**  
The Finest for Vending Flat Pack Products  
1c, 5c, 10c or 25c Operation

Vends flat packs up to 1/8" x 2" x 3 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

**J. SCHOENBACH**  
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices  
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PResident 2-2900



WEIGHT 1¢ AND HOROSCOPE 5¢

No cards, capsules, or tickets to buy.

FULLY AUTOMATIC  
All you do is collect the money

Guaranteed for 5 years  
\$20 deposit puts it to work for you

Order or write for details.

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Send more details  Send scale   
\$20 deposit enclosed

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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 November 2)

Main table containing columns for Machine Type (e.g., MUSIC MACHINES, SHUFFLE GAMES, PINBALL GAMES, ARCADE EQUIPMENT), Model, High price, Low price, Mean price, and Manufacturer (e.g., AMI, SEEBURG, WURLITZER, BALLY, CHICAGO COIN, GENCO, GOTTIEB).

The  
**ROCK-OLA MANUFACTURING CORPORATION**  
 and its  
**ROCK-OLA DISTRIBUTORS**

Cordially Invite You to Attend  
 the Premier Showing of the  
*Tempo II*

Twenty-fifth Anniversary Model

The All-Purpose Stereophonic Phonograph  
 at Your Local Rock-Ola Distributor's Showroom  
 November 15th to November 21st

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 928-930 Market St.  
 Wheeling, West Virginia

**A. M. A. Distributors, Inc.**  
 601 South Broad Street  
 New Orleans, Louisiana

**Amusement Distributors, Inc.**  
 1615 St. Emanuel  
 Houston, Texas

**M. Anderson Amusement Co.**  
 314 E. 11th Street  
 Erie, Pennsylvania

**Automatic Games Supply Co.**  
 1934-38 University Avenue  
 St. Paul 4, Minnesota

**Automatic Music Company**  
 1214 West Archer Street  
 Tulsa, Oklahoma

**B & G Sales Company, Inc.**  
 1395 South Main Street  
 Salt Lake City, Utah

**Badger Novelty Company, Inc.**  
 2546 No. 30th Street  
 Milwaukee 10, Wisconsin

**H. M. Branson Distributing Co.**  
 811 East Broadway  
 Louisville 4, Kentucky

**H. B. Brinck**  
 825 East Front Street  
 Butte, Montana

**Calderon Distributing Co., Inc.**  
 433 Alabama  
 Indianapolis, Indiana

**Capitol Music Distributing Co.**  
 135 East Amite Street  
 Jackson 1, Mississippi

**City Music Company**  
 4502 N. 32nd Street  
 Phoenix, Arizona

**Coin Automatic Distrib. Co.**  
 241 West Main Street, P. O. Box 364  
 Johnson City, Tennessee

**Commonwealth Music Corp.**  
 237 Washington Street  
 Newton 58, Massachusetts

**Victor Conte**  
 1001 Lansing Street  
 Utica 3, New York

**Fabiano Amusement Company**  
 109 Liberty Avenue  
 Buchanan, Michigan

**Fabiano Sales & Service Co.**  
 7001 Fenkell  
 Detroit 38, Michigan

**Franco Distributing Co., Inc.**  
 24 North Perry Street  
 Montgomery, Alabama

**General Music Sales Co., Inc.**  
 245 W. Biddle St., Corner Howard  
 Baltimore 1, Maryland

**Graco Bros. Amus. Co., Inc.**  
 Main Street—Box G  
 Glasco, New York

**H. Z. Vending & Sales Co., Inc.**  
 1205 Douglas Street  
 Omaha, Nebraska

**J. M. Novelty Co.**  
 5555 Mahoning Avenue  
 Youngstown, Ohio

**Koepfel Distributing Co.**  
 607 10th Avenue  
 New York 36, New York

**Lake City Amusement Co., Inc.**  
 4533 Payne Avenue  
 Cleveland 3, Ohio

**Paul A. Laymon, Inc.**  
 1429-31 Pico Blvd.  
 Los Angeles 15, California

**B. D. Lazar Company**  
 1835 Fifth Avenue  
 Pittsburgh 19, Pennsylvania

**Le Sturgeon Distributing Co.**  
 2828 South Boulevard  
 Charlotte, North Carolina

**Modern Distributing Company**  
 3222 Tejon Street  
 Denver 11, Colorado

**Henry Nelson**  
 St. Ignace, Michigan

**Overland Music, Inc.**  
 6309 Mountain Boulevard  
 Oakland, California

**Pan American Sales Co., Inc.**  
 812 South Presa Street  
 San Antonio 3, Texas

**Patton Music Company**  
 611 Eye Street  
 Modesto, California

**Robinson Distributing Co.**  
 335 Edgewood Avenue, S. E.  
 Atlanta, Georgia

**Ross Distributing Company**  
 3401 N. W. 36th Street  
 Miami, Florida

**Ross Distributing Company**  
 90 Riverside Avenue  
 Jacksonville, Florida

**S & H Novelty Company**  
 1550 Bolinger  
 Shreveport, Louisiana

**S & M Distributing Co., Inc.**  
 1074 Union Avenue  
 Memphis 4, Tennessee

**Sanders Distributing Co.**  
 415 Fourth Avenue, South  
 Nashville 10, Tennessee

**Scott-Crosse Company**  
 1423 Spring Garden Street  
 Philadelphia, Pennsylvania

**Scott-Crosse Company**  
 1101 Pittston Avenue  
 Scranton, Pennsylvania

**Seacoast Distributors, Inc.**  
 1209 North Avenue  
 Elizabeth 4, New Jersey

**N. J. Steinke Company**  
 1668 Main Street  
 Buffalo 3, New York

**Gordon Stout Company**  
 Pierre, South Dakota

**Uni-Con Distributing Co., Inc.**  
 3410 Main Street  
 Kansas City 11, Missouri

**Waibox Distributing Company**  
 3909 Main Street  
 Dallas 1, Texas

**Western Distributors**  
 1226 Southwest 16th Ave.  
 Portland 5, Oregon

**World Wide Distributors, Inc.**  
 2330 No. Western Avenue  
 Chicago 47, Illinois

**CANADA**

**Jack L. Howey**  
 Bay Cliff Inn  
 Milford Bay Ont., Canada

**Lawrence Novelty Company**  
 540 Boucher Street  
 Montreal, Que., Canada

**New-Way Sales Company**  
 1266 Queen Street, West  
 Toronto, Ontario, Canada

**William Pound Agencies, Ltd.**  
 St. John's, Newfoundland, Canada

**Select Music Company**  
 1893 Commercial Drive  
 Vancouver, B. C., Canada

**Van Dusen Brothers**  
 10528-123rd Street  
 Edmonton, Alberta, Canada

**Van Dusen Brothers**  
 723-10th Avenue West  
 Calgary, Alberta, Canada

**Winnipeg Coin Machine Co.**  
 788 Notre Dame Avenue  
 Winnipeg, Man., Canada

**DOMESTIC DISTRIBUTORS**

## Chi Dynamics 4 Game Bowler In Production



4 GAME BOWLER

CHICAGO—Chicago Dynamics Industries last week released its 4 Game Bowler, a bowling game which gives the player the option of four methods of scoring. A selection panel at the side of the machine is pressed to determine which of these four scoring methods is used.

The first scoring method is reg-  
*(Continued on page 82)*

## MOA, Song Groups Agree to Disagree

CHICAGO — Leaders of the Music Operators of America met briefly at the Morrison Hotel here Thursday afternoon (5) with representatives of performance rights societies, and the two camps concluded that there was little ground for any agreement.

The meeting had been requested by Congressman Cellar as a means for both sides to air their arguments and seek some measure of agreement.

Earlier in the day, as reported in the accompanying story (this page), MOA officials and music machine industry leaders had

## Standard Financial Names Field Men For Coin Industry

CHICAGO—The Standard Financial Corporation, a public-held financial house which discounts distributor paper and makes direct operator loans in the coin machine field, has intensified its field coverage of the automatic phonograph industry.

Arthur F. Silbert, in Chicago for the annual convention of the National Automatic Merchandising Association last week, announced that the firm now has five field men to cover the coin machine industry, investigate credit and work out discount and direct loan deals.

The field staff is headed by Mark Kaufmann, who works out of New York under Silbert's supervision. Field men are Clifford V. Kilfoyle, Michigan and Ohio; Dave Reinach, Illinois, Indiana, Wisconsin and Minnesota; Steven A. Haut, New England, and Ed Wallace, New York and New Jersey. Silbert said that more field men will be added until the entire nation is covered.

## Ops Dead Set Vs. Compromise

By AARON STERNFIELD

CHICAGO—While members of the Music Operators of America and the various State and local operator associations are willing to sit down and talk with representatives of performance rights licensing societies, they are firmly and unalterably opposed to any compromise to the existing juke box exemption.

Some 100 members of the music machine industry—MOA board men, officers of State and local associations and representatives of phonograph manufacturers—agreed to a man that they would fight to the end all efforts to remove this exemption.

The meeting, called by MOA, was open to all engaged in the juke box industry, MOA members or not. It followed MOA board

meetings Wednesday (3) and preceded the meeting between operators and representatives of ASCAP, BMI, and SESAC that evening (4) (see separate story).

### Location Support

John Haddock, AMI president, told delegates that support has been received from an unexpected quarter—the National Licensed Beverage Association, the national tavern-owner trade association.

Haddock said the location owners now realize that if performance rights payments are to be made on coin music, these locations must pay part of the freight. He added that their position is that the operator and location owner have a common interest in this matter.

And Haddock added that the NLBA will give MOA active support to defeat any change in copy-

right legislation on the Congressional level.

### No Deals

"Don't quit or make deals," he warned, "we can defeat this legislation; there is no necessity or justification for compromise; we will support MOA all the way on this matter."

George Miller, MOA president, said, "This is no time to think of compromise. The congressmen are now aware of the plight of small business. They are sympathetic to the small businessman and alert to the ASCAP monopoly."

Miller assured the operators that the evening's meetings with the licensing societies was not to be interpreted as a sign of weakness. He explained that the meeting was requested by Congressman Cellar

*(Continued on page 84)*

## Interest in Vending Runs High Among Music and Game Ops

CHICAGO—Interest in merchandise vending among automatic phonograph and amusement game operators is at an all-time high, if the annual convention of the National Automatic Merchandising Association, which ended its four-

day run at the Navy Pier and Conrad Hilton Hotel Tuesday (3) is any criterion.

While no official figures are available, the juke box and game people among the 7,000 at the convention probably numbered in the hundreds. Some of them made the trip to attend the Music Operators of America open meeting Thursday (5) (see separate story) and came a couple of days earlier to take in the vending show. But in the main, the phonograph and game people who attended did so because they are already in merchandise vending, or because they expect to be in the near future.

Most of the juke box and game operators already in vending operate cigarette machines in street locations. In most cases, the juke box or game operator has placed a cigarette machine on the stop to make sure he is the only operator servicing the location. Hence the situation of a juke box operator with 50 to 100 music machines and a dozen or so cigarette units is not an unusual one.

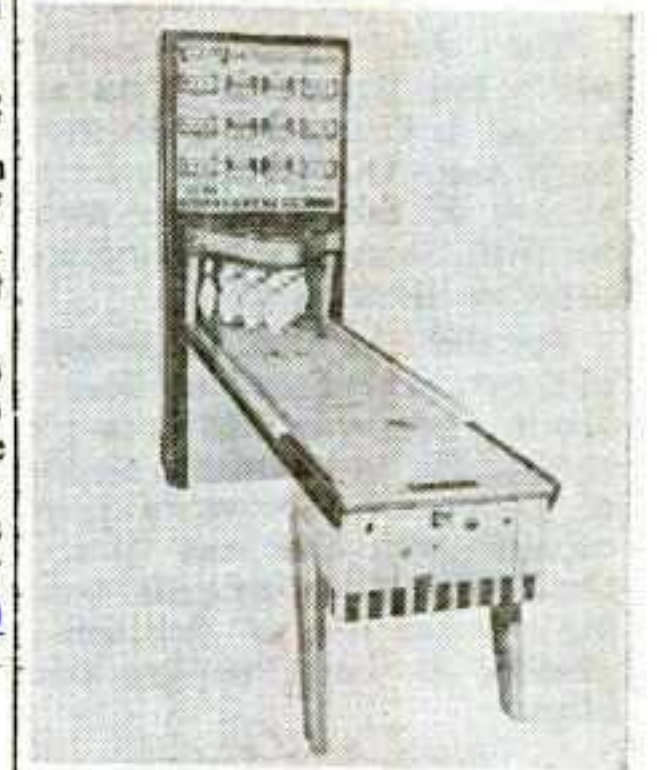
### Picture Changes

But the picture seems to be changing rapidly. The Seeburg Corporation, exhibiting at NAMA for the first time, displayed cigarette, hot drink and cold drink machines in addition to its background music

unit, and while NAMA does not permit coin-operated phonographs to be displayed at its convention, the showing of the 1,000-selection background unit is a first of sorts.

At the Seeburg hospitality suite, major juke box distributors from  
*(Continued on page 83)*

## Bally Preems Monarch, New Shuffle Bowler



"MONARCH-BOWLER"

CHICAGO — Monarch-Bowler, a new shuffle game that can be played four different ways, was shipped to distributors last week by Bally Manufacturing Company.

Monarch gives players a choice of official scoring with or without the Lucky Strikes feature, or super-scoring with or without Lucky Strikes.

With super-scoring selected, a  
*(Continued on page 83)*

## Trend to Fewer Cig Brands Predicted at NAMA Cig Panel

CHICAGO—The avalanche of new cigarette brands has about stopped, and the trend may well be toward fewer brands, according to Charles Mangold, Arthur F. Schultz Vending Company, Erie, Pa., a member of the Cigarette Operators' Workshop at the National Automatic Merchandising Association convention here last week.

Mangold predicted that within a few years the 14-to-16-column cigarette machine may be enough to satisfy the public, altho he added that it does not do the job now. Mangold explained that eventually all of the major brands will have full lines of regular, hard and soft pack kings and filters, but that the public will eliminate some brands.

He pointed out that at one time nearly 50 brands had been on the

market, but that only seven years ago the five best sellers accounted for virtually all sales. Mangold argued that cigarettes are like ice cream in one respect—the public may go for exotic flavors, but chocolate, vanilla and strawberry will always prevail.

### More Volume

But, added Mangold, the battle of the brands has been beneficial to operators, because it has meant increased cigarette volume, and the operator has shared in this increase.

Another panelist, Tom Eakens, City Wide Vending, San Antonio, discussed methods of cutting down inventory losses in the warehouse. His firm uses a two-door system, with the cashier having the outside key and the warehouseman the in-

*(Continued on page 83)*

## AMI Bows New Background Music Unit at Vending Show

CHICAGO—A new background music unit with a custom-recorded record library and special leasing plan for operators was unveiled for the major equipment vending trade by AMI, Inc., last week.

The unit was shown by AMI, together with Rowe Manufacturing Company, at the National Automatic Merchandising Association convention at Chicago's navy pier. Both firms are subsidiaries of Automatic Canteen Company of America, the nation's largest operator of vending equipment.

Altho still under wraps for the general public, a company official said the unit will be unveiled to AMI's juke box distributor network shortly.

### Retains Hideaway

The background music unit retains the traditional AMI hideaway mechanism, but with several modi-

fications. Also new is the custom-recorded library, which is produced for AMI by RCA Victor, and the leasing arrangement for both background mechanism and library. Neither machine nor library will be available for purchase.

The library is recorded at 33 r.p.m. on seven-inch disks and provides approximately 36 hours of music without interruption. Each library has 100 records with approximately 600 different selections. The playing mechanism is non-selective, differing from the traditional hideaway concept.

AMI also will have different libraries suitable for different location types with additions to each coming out at regular intervals. One of the distinguishing characteristics of the music is the elimination of the introduction to each tune, which research showed

tended to slow workers down as they waited to hear what the tune would be, AMI officials said. Additional details on the library will be announced later.

### Amplifier

The playing mechanism is mounted in the standard hideaway cabinet, which also contains the unit's 20-watt amplifier accommodating from four to 60 speakers. Additional line amplifiers can be added outside the unit to accommodate a greater number of speakers.

Two special timers also located in the cabinet regulate the playing time of the music, which can be adjusted down to 15-minute increments. One timer regulates minutes and another timer regulates days. Thus the unit can be shut  
*(Continued on page 82)*

## German Coin Industry Fears Blocs to Free Trade

By OMER ANDERSON

BONN—West Germany's coin machine industry is putting pressure on Chancellor Konrad Adenauer's government to break the deadlock between France and Britain over the free trade area.

The Anglo-French deadlock, which has Europe at "sixes and sevens," is threatening a disastrous trade war. One of the principal victims of this trade war would be West Germany's booming coin machine industry.

For the first time, the majority of German coin machine industrialists are becoming fully aware of some of the least attractive features of Chancellor Adenauer's preoccupation with European "integration." What Adenauer calls "building a united Europe" threatens in practice to build warring trade blocs.

### Single Bloc Theory

The developing situation alarming the German coin machine industry is this: Adenauer's political moves promise to weld the six nations of the European Common Market (West Germany, France, Italy and the Benelux States) into a single, tightly organized trading bloc which would, in theory, be dominated by the German coin machine industry.

At first glance this seems indeed an entrancing outlook: A market of 160 million population which would abolish all tariffs and export-import controls among the six-member States, but which would erect barriers against imports from the outside.

In fact, this vision still entrances the French, whose industry is demanding that Gen. Charles de Gaulle hold firm against concessions to Britain. France's coin machine industry, which has no appreciable market beyond the six-nation pool, is supporting the general French industrial demand for protectionism.

### German Awakening

But not so with West Germany's coin machine industry. The Germans are awakening—belatedly, fear some industry leaders—to the fact that a trade war could damage

the industry critically, perhaps irreparably.

West Germany's principal markets are outside the Common Market, principally Britain and the free trade area countries. This situation prevails for German industry generally, which does 73 per cent of its foreign trade with the free trade area, including the Common Market, but only 32 per cent with the Common Market six alone.

Moreover, there is great dissatisfaction in the German coin machine industry with import controls maintained by France and

Italy. There is skepticism that a single U. S.-style market ever will be achieved in the Common Market despite the treaties and optimistic pronouncements.

### Herbosch Opinion

The situation is summarized by Henry Herbosch, export manager for Loewen Automaten, world representative for the Fanfare juke and general representative in Germany for Seeburg and Bally. Herbosch said:

"Referring to the fact that certain German and Italian machines are more expensive than cor-

responding French types, it should be pointed out that this is due to the high protectionist policy which France has been following even up to the present with regard to the importation of machines.

"Some highlights of this policy are:

"1. Altho France has liberalized imports to a total amount of 94 per cent, machines are still subject to import licenses.

"2. The French are issuing few licenses for imported machines. Total allocations for 1959 amount to less than \$10,000.

"3. If and when the French issue an import license, the total amount of duties and taxes leveled upon a machine amounts to an average 60 per cent of the f.o.b. value."

### Decrys French Position

Herbosch concluded: "For all of these reasons we flatly state that the French are in no position to talk about European integration, as they have been artificially maintaining their high protectionist tariff walls. This is indeed a sorry state of affairs."

Herbosch is not alone in this view. It is shared by German industry generally and is expressed forthrightly by some of German industry's most eminent figures. For example, Dr. Fritz Koenecke, chairman of the board of Daimler Benz, admits to his total disenchantment with the Common Market as it is being translated from theory into unpalatable economic fact.

Koenecke's criticism parallels that of Loewen-Automaten's export manager: That France and Italy are manipulating the Common Market concept to gain a free hand in the German market while denying their markets to the Germans via the device of import quotas.

### Auto Picture

Koenecke complained that France and Italy, taking full advantage of the "spirit of the Common Market, this year are export-

## COIN MACHINE EXPORTS

August, 1959

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	382	\$ 262,813	18	\$ 7,495	473	\$267,716	873	\$ 538,024
Belgium	217	127,719	209	76,060	830	118,804	1,256	322,583
Canada	93	70,085	—	—	659	113,840	752	183,925
Venezuela	78	72,979	—	—	358	29,275	436	102,254
U. Kingdom	12	8,858	—	—	113	55,419	125	64,277
Switzerland	74	58,426	—	—	15	4,878	89	63,304
Netherlands	10	7,500	49	13,120	108	11,460	167	32,080
Sweden	14	11,282	—	—	144	20,028	158	31,310
France	—	—	1	900	42	30,264	43	31,164
Ireland	—	—	6	1,650	92	24,500	98	26,150
Kor. Rep.	—	—	—	—	49	24,500	49	24,500
Nan. Isl.	14	13,340	15	6,856	—	—	29	20,196
Norway	15	10,549	—	—	213	9,265	228	19,814
Mexico	7	6,800	10	8,000	—	—	17	14,800
Chile	20	13,662	—	—	—	—	20	13,662
Austria	—	—	10	9,070	—	—	10	9,070
Other Countries	84	41,391	115	25,659	246	49,389	445	116,439
Totals	1,020	\$ 705,040	433	\$148,810	3,342	\$759,338	4,795	\$1,613,552

## Juke Export Slow—But Games Climb

CHICAGO—U. S. amusement game exports continued their climb in August while juke box exports remained behind their usual level, marking up another month slightly behind the 1958 pace.

U. S. Department of Commerce reports for August showed that total U. S. game and juke box exports ran to \$1,613,552, slightly behind the July total and behind last year's monthly average of \$1,781,494.

For the second straight month, new juke box exports, usually riding over the \$1 million mark, dipped well below. A total \$705,404 on 1,020 machines shipped was registered for August. This compares with a \$847,448 July run and consistent marks of over \$1 million in previous months and thru most months of 1958.

### Used Jukes Low

Export of used jukes fell even farther off the 1958 level, dropping to a mere \$148,810 volume in August. July's level was \$206,

671, and in 1958 the level was exceedingly higher.

Games showed a climb of from \$634,008 to \$759,338 from July to August, and began to show signs of taking over where juke box exports left off. If the game climb continues, it could reach the \$1 million-per-month volume mark before the end of the year.

It's too early to give a clear explanation of the current decline of U. S. juke box exports to Europe, but a likely strong reason is the increase of foreign manufacturing in this field, both of domestic and American-styled phonographs. The domestic models have improved, and the American-style models can be made more cheaply and sold for less than the imported product.

West Germany retained its lead as the top importer of U. S. machines in August, taking a volume of \$538,024. It topped the line-up in July with a \$576,648 run.

Well behind were runners-up Belgium (\$322,583); Canada

(\$183,925) and Venezuela \$102,254).

No other markets topped the \$100,000 level in total volume.

West Germany also came out on

(Continued on page 78)

## BRITISH EASE BARRIERS ON COIN EXPORTS FROM U. S.

CHICAGO—Outlook for an unabated increase in export potential was enhanced this past week when Great Britain indicated that it would shortly do away with practically all import restrictions on U. S.-made goods.

Complexities of international trade are not easily sorted out, but in essence, the major reason for the move on the part of Great Britain, which may be followed by other countries, stems from the recent drain on U. S. gold. What has happened is that there has not been enough currency values in U. S. exports to permit the U. S. to keep up its commitments for purchases of foreign-made goods.

The British move is expected to find many goods which have been restricted since the early '40's moving back onto the British market. The "first crack in the dike" came in Britain's move to currency convertibility, the easier exchange between dollars and pounds, which came within the past year. Immediate reaction may well be noted in such lines as automatic phonographs and phonograph records, which did gain on the currency convertibility move. Currency convertibility was, in part, Britain's answer to the European Common Market arrangement which became effective June 1. Britain is not a member.

### The Months Ahead

Full response on the part of U. S. companies in obtaining better sales in Britain may take many months to accomplish, however, since it will require recontact with the British market. Knowledge of many products and desire for them has dwindled in the nearly 20-year hiatus. Setting up of advertising, sales and distribution will be necessary in order to take full advantage of the new trade opportunities.

U. S. trade officials hail the action, since it will probably have an effect on other countries, notably Japan, who have likewise restricted U. S. product entry.

West Germany, which has taken much of the phonograph record and coin industries' products, has virtually removed all barriers. In recent months France has made headway in a similar direction.

The moves are expected to ease economists' fears of a U. S. gold drain and, more importantly to the individual trading company, to make 1960 a banner year for foreign sales.

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# COINMEN

in the **news**

## Midwest

**WISCONSIN DOINGS:** A long list of Milwaukee coinmen took time out to visit the NAMA show at the Navy Pier in Chicago. The list includes **Jerome (Red) Jacomet**, Red's Novelty Company; **Harry Jacobs Jr.**, United, Inc., and **Herb Wagner** and **Glenn Geadtke**, partners in G. & W. Novelty.

**Arnie Cutter**, ace routeman for Hilltop Coin Machine Company, is back on the job following a brief hospitalization. More items from Hilltop Coin: **Bob Grams** recently left the firm. He now lives in Iron Mountain, Mich. **Rick Kobylarz** is readying for his annual deer hunting trip up north. Two new staffers are doing well, says bossman **Doug Opitz**. They are **Walter Assmann** and **Robert Knoedel**.

According to **Otto Hadrian**, Otto's Amusement, route action in the past month has been spotty. He blames the steel strike for the dip in takes. Hadrian this year marked his 20th anniversary in the coin machine business. He started out two decades back with the old General Novelty Company and spent some time in partnership with **Eddie Tarman** before going for himself in 1948.

Stop-ins at Badger Novelty last week included **Milton Hone**, Rhinelander, and **Cliff Bookmeier**, Green Bay, notes sales boss **Orville Carnitz**. According to Orville Carnitz, invitations are being mailed to all ops in the territory to attend the Rock-Ola unveiling. The showing is set for the week of November 15.

Used equipment sales, following a strong summer season, have begun to fall sharply, says **Sam Hastings**, Hastings Distributing Company. The Hastings premium goods division is being reactivated. "But not as big as it used to be," says Hastings. "We are just taking care of some of our good coin machine customers' needs for prizes."

**Barney Kuehn**, now heading up the Lieberman's Wisconsin One-Stop at 2205 West Vliet, reports business at a fair level. Stop-ins included **Dick Zimmerman**, Klein Novelty, and **Bob Sommerfield**, Southern Novelty Company, both of Milwaukee, and **Fred Schmidt**, Westfield.

Deer hunting season, which starts November 15, is expected to bring a big boost in takes for Northern Wisconsin operators. Among the thousands of nimrods due to head for the northwoods will be dozens of coinmen from all over the State. **Bob Lax**, Green Bay operator, notes that he expects to go deer hunting. Others from Milwaukee include **Orville Carnitz** and his son, **Jimmy**, Badger Novelty Company.

**Jim Blank** recently left his job with S. L. London Music Company to join the G. & W. Novelty Company staff. Blank is filling the vacancy left at G. & W. when **C. B. Ross** joined the Wurlitzer field service engineering department.

**Ray Lax**, Ray's Amusement Company, just celebrated another birthday. According to Mrs. Lax, who handles the disk programming for the routes, top item nowadays is **Patti Page's** "Goodbye Charlie." . . . **Harry Jacobs Jr.**, United, Inc., is hunting for two good men to add to the staff. Primarily needed is a good service manager to take over some of the chores that prevent **Woody Johnson** from getting out in the field.

**Harry Jacobs Sr.**, is again taking over a more active role in the coin machine business. He is working closely with a son, **Donald**, who operates Angel Enterprises. Emphasis is on coffee and cigarette vending and a few music and games pieces.

**MICHIGAN TOPICS:** **Richard V. O'Meara**, formerly manager of Music Systems, Inc., now resident in Dearborn Township, advises that Music Men of Michigan, an organization of operators formed last winter to improve the standards of the music industry, has ceased operations. O'Meara favors the projected plan to institute dime play in the area on a sectional basis as a tryout, and comments that "if it is a feasible and workable program, they will come up with some startling results."

**James J. Abdella**, who was a jobber as well as operator of nut vending machines and distributor for Northwestern, has discontinued his vending activities and is now strictly a wholesaler in the specialty food field, including nuts. His firm now sells exclusively to jobbers.

**Thomas Tanase** and **John Tuharsky**, who operated the Ace Recreation, Inc., with a route of pinballs in the Mount Clemens area, are now with a Detroit firm as draftsmen and have dropped all coin machine activity.

**Mrs. Grace Ziegler**, head of Ziegler Music Company, Ferndale, served as acting chaplain for the Ladies' Auxiliary of the Michigan Showmen's Association at the annual memorial service in the clubrooms Sunday (1).

**Herbert Payne** of Contemporary Music, Inc., reports excellent reception for the new Seeburg background music in the Detroit area. His company is both distributor and operator in this field. Payne himself is devoting much of his time to his duties as Potentate of Moslem Temple of the Shrine, which stages the famed annual Shrine Circus.

The father and son team of **Leo and Vito Scavone** have teamed

## VICTORY

# New Jersey Voters Okay B'walk Games

TRENTON, N. J. — New Jersey voters have overwhelmingly backed amusement machine operators and distributors in their fight to reinstate the legality of certain classifications of amusement and board-walk games. In final unofficial Statewide returns, voters approved a reversal of a 1956 State Supreme Court ban on the games by a count of 884,464 to 611,604, for a plurality of more than a quarter million votes.

Following the Statewide voting, lifting the ban in individual communities depends on balloting by the local citizenry in those specific areas. It was noted that there was a heavy majority for the lifting of the ban in all towns of Ocean and Monmouth counties, the most affected areas, except for Upper Freehold Township, an area that does not actually border on the sea. In order to qualify for the advantages offered under the vote, municipalities must have "a recognized amusement park or seashore area." There would be a maximum charge of 25 cents per game and a top prize of \$15 in merchandise.

The games will eventually come under the supervision of a specially constituted State game commission, which would likely be headed by a games czar. Pending appointment of a commission and its head.

(Continued on page 81)

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# Eastern Pa. Ops Join State Group



AMOA OF PENNSYLVANIA ADDS NEW MEMBERS as Samuel Daub (seated right), of Eastern Pennsylvania Amusement Machine Association, receives from Felix Kadel, president of the Amusement Machine Operators' Association of Pennsylvania, a plaque noting the merger of the Eastern group into AMOA. Standing (left to right) are William Sharbaugh, Penn State Phonograph Owners' Association, Johnstown; Mrs. Majorie Fetter, AMOA's secretary, and Leon Taksen, AMOA manager. The Eastern (Johnstown) group has been highly active and is sure to further strengthen AMOA. According to Taksen, over 200 Pennsylvania operators are now AMOA members. All State operators are eligible to join, with membership fee of \$5 per month the only requirement.

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Continued from page 79

up with Gilendo (Jerry) Trevisan to form the Ajax Ice Cream Vending Company. All are newcomers to the coin machine field. They plan to expand their vending operations thruout the Detroit area.

Mrs. Betty Eddy, who operates Arcades on Detroit's Woodward and Cass avenues as the House of Fun, has been visiting in Muskegon. Her husband, Frank, works for Lynn Amusement, coin machine company of suburban Wyandotte. Sandy Knotts has recently been appointed manager of the Cass Avenue House of Fun and has been busy running it in Mrs. Eddy's absence.

Fred W. Chlopan, longtime executive secretary of the Detroit Shuffleboard Association, was in Grand Rapids last week for a meeting of the Table Top, tavern owners' association in which he is also active. Hal Reves

## East

EASTERN COINMEN ATTEND NAMA: The East Coast coin machine delegation to the annual convention of the National Automatic Merchandising Association in Chicago last week was the heaviest ever. From New York were Barney Sugarman, Runyon Sales; Al Simon, Simon Sales; Tiny Weintraub, New York Cigarette Merchandisers Association; Meyer Parkoff, Atlantic-New York, and Oscar Parkoff, Atlantic-New Jersey.

From up-State New York were Johnny Bilotta, Bilotta Distributing; Tommy Greco, president of the New York State Coin Machine Association, and Harry Wertheimer, Herb Buff and Tom Ferrar, all of Davis Distributing Company.

In the Philadelphia contingent were Nat Solow, Bill Adair and Marvin Stein, of Eastern Musical Sales. . . Ed Burg, of Runyon's Newark, N. J., office, was also at the show, as was Leon Tasken, Harrisburg, Pa., operator. Mack Perlman, of Atlantic-Connecticut, represented the Nutmeg State.



Barney Sugarman

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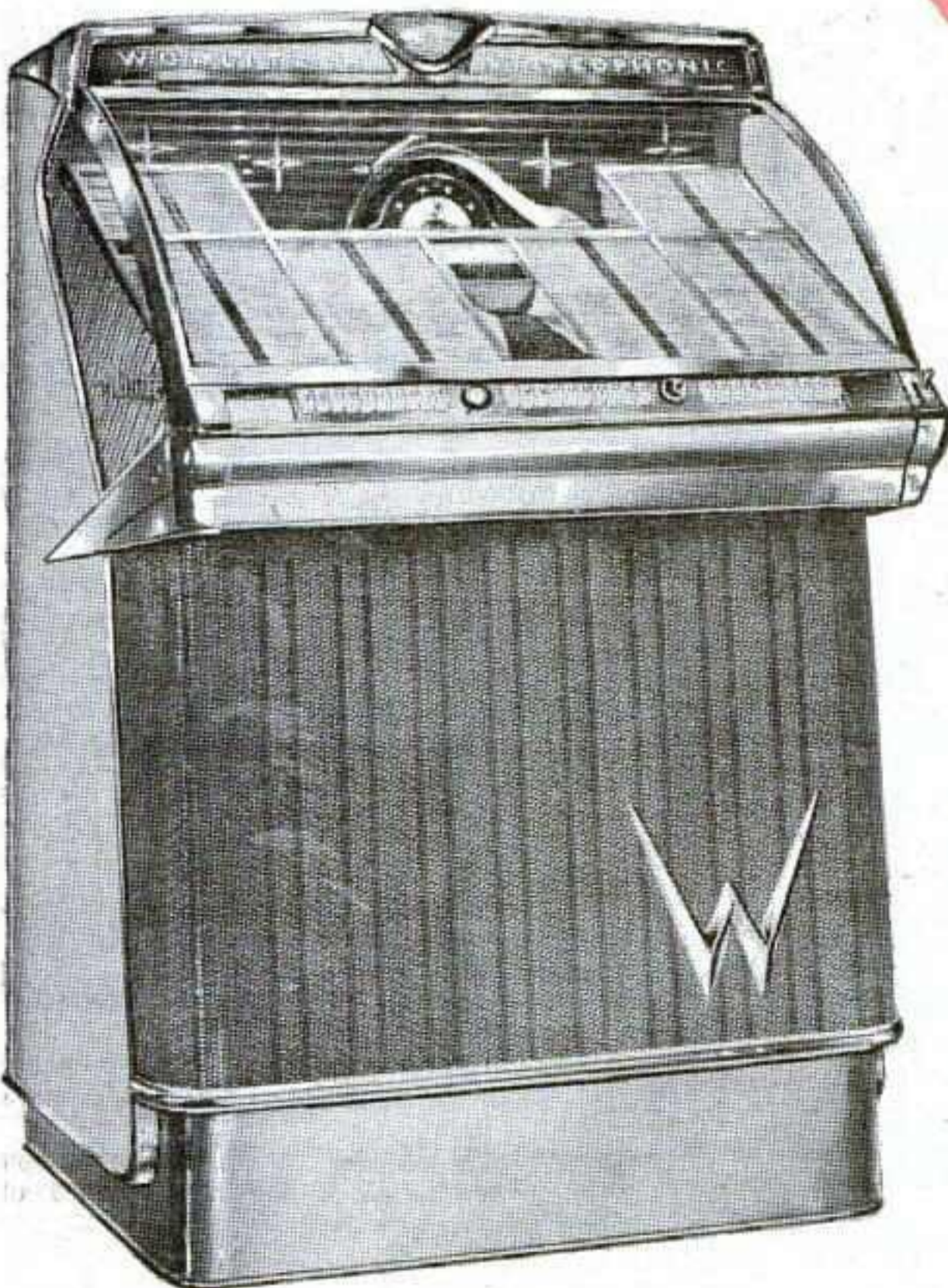
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# German Coin Trade Fears

Continued from page 76

ing a total of 130,000 automobiles into West Germany, mainly small cars. The two nations, however, have restricted German automobile imports to 15,000 units for the two countries.

To Koenecke, this is only the storm warning. He fears January 1, 1962, the date the Common Market begins erecting a tariff wall against outside nations, including Britain and its free trade area partners.

On that date, points out Koenecke, tariffs on small cars will jump to 29 per cent as against the present 13 per cent for West Germany. The tariff will go even steeper for larger cars.

### Compares Coin Trade

Thirty-two per cent of West Germany's automobiles go to the "Outer Seven" nations of the British-led free trade area. The percentage is about the same for German coin machine production.

What will happen is all too evident to Daimler Benz's boss: Britain, the U. S. and other countries outside the Common Market will retaliate against the Common Market six with tariffs equally onerous.

The result foreseen by German industry is a bitter trade war between the Common Market and the rest of the world. They fear that West Germany will wind up with the six-nation market, but with a considerably restricted world market.

### Britain Lush Market

This will damage the coin machine industry more than any other single branch of German industry. For Britain is West Germany's lush coin machine market, and a market of even lusher prospect. For example, Britain, which has only 16,000 jukeboxes, is calculated to have a market for 100,000 jukeboxes alone. An even rosier future is seen for coin games.

Just now West Germany is competing furiously for the British market against growing American competition characterized by the establishment of subsidiaries and manufacturing facilities. But German moves in the British market consist mainly of increased dealer links and licensing arrangements.

Such arrangements are a poor substitute for production facilities if the Germans are caught in a trade war between the two developing trade blocs. This, at any rate, is the reasoning of Koenecke. Daimler Benz's boss urges the establishment of production facilities in the free trade area.

### Politics His Forte

What chance does German industry have with Adenauer? Apparently not much. The Chancellor is the first to admit that "I am not an economist." Adenauer is masterminding Germany's moves between France and Britain in the Common Market dispute solely from the political perspective.

The chancellor has just given a candid statement of his position in the Anglo-French trade dispute. He said he viewed the Common Market as a predominantly political instrumentality for the forging of a united Europe. The economic implications of the Common Market, with Adenauer, are secondary. The chancellor spelled out his view:

"To the six countries united in the European Economic Community (the Common Market), this community is primarily of political, not economic, value. Thru the EEC

we wish to achieve political integration in Western Europe, since this seems the only possibility of protecting Western Europe against pressure from the East.

"There are circles in Great Britain that consider the EEC to be primarily of an economic nature. Very well, in the economic sphere we are prepared to meet Great Britain regarding the EEC as far as it is possible to do so without injuring or encroaching on the political goals of the EEC. I hope that on this basis it will be possible to come to an understanding."

### Erhard's Thinking

Adenauer's economics minister, Dr. Ludwig Erhard, is in the opposite corner—the British corner. He is gravely concerned by the trade-war threat. Erhard is saying openly that Adenauer is going too far in conciliating General de Gaulle in the hope of winning the general and the French to Adenauer's political dream of a united Europe.

Erhard is buying advertising in the nation's leading newspapers and magazines to propagandize for a "bridge" connecting the Common Market and the Free Trade area. Erhard is plugging the enigmatic formula: Six plus 7 plus 5 minus 1—which means that the Common Market six and the Free Trade area "Outer Seven" should not only merge but should also take in the five peripheral nations, Greece, Turkey, Switzerland, Spain and Portugal.

Adenauer dares not entirely ignore the pressure being placed on him to accommodate the British. Erhard remains his dominant political rival with their Christian Democratic Party. But Adenauer is still the boss—the father in the fatherland. And General de Gaulle is politically more important to the chancellor just now than is Harold MacMillan if the situation deteriorates to a choice of alternatives.

That is the situation as Adenauer prepares for his meeting in London with MacMillan November 17 thru 19, and after this meeting the chancellor will go to Paris for talks with General de Gaulle.

## Exports

Continued from page 76

top in the new phonograph category (\$262,813) and in the game category (\$267,716).

Ranking behind her in new phonographs was Belgium (\$127,719), with Canada and Venezuela trailing in the \$70,000 bracket.

### Three Game Leaders

Two markets in addition to top-ranked West Germany did better than \$100,000 in game imports. Belgium took \$117,804 in games and Canada did \$113,840. Next highest was the United Kingdom's \$55,419.

Belgium cornered the used phonograph market with a moderate \$76,060 volume, with no other market strong in this category.

The United Kingdom and the Korean Republic continued to show new strength as importers of U. S. amusement games. A year ago neither was listed among the top 15 game markets. France, too, has bounded back in recent months as a regular market for U. S. games.

Surprise market in August was Ireland, which took \$24,500 in U. S. games. In former months this market seldom appeared among the top importers. The fact that U. S. games are now being made in Ireland may have converted the country to coin game play.

Vending machine shipments (not shown on chart) hit \$230,013 for 3175 machines in August, compared to \$259,686 the previous month for 7,547 units shipped.

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## South

### NOTES ON MISSISSIPPI AND ARKANSAS OPERATORS:

At the big game of the South recently at Memphis a number of Mississippi and Arkansas operators were in the packed stadium rooting for their respective teams. Seen were **Grady Wallace**, of Wallace Novelty Company, Columbus, Miss., with his son, **Don**; **J. Earl Gill** and his wife from Hot Springs, where he operates Gill Amusement Company; **Pat Harrington**, Harrington Amusement Company, Houston, Miss.; **Mrs. R. L. Eblin**, owner of Eblin Amusement Company, Paragould, Ark., and her son, **Joe**, 12, and her route manager, **Dillman Jones**; **Smokey Weaver**, owner of Weaver Amusement Company, Jackson, Miss. (Weaver, a 350-pounder, was a football player in his younger days); **Cecil Hill** and **Harold Dunaway**, of Little Rock, partners in Twin City Amusement Company, and **Dominic Fratessi**, route manager of LeFlore Music Company, Greenwood, Miss.

There were no doubt others, but these were all The Billboard scout saw, due to the crush of the crowd. Naturally, all the Mississippi operators went home happy (and the Arkansas operators sad) after Ole Miss walloped Arkansas, one of the powers of the Southwest Conference, 28-0.

**George Sammons**, president of Sammons-Pennington Company, Memphis distributor, last week called on a number of factories and other prospective locations in the Mid-South who are interested in his background music system. Sammons has the franchise for the Seeburg system. His travels took him into West Tennessee, North Mississippi and East Arkansas. He placed the system at the Garan Sports Wear, Inc., plant at Adamsville, Tenn., reports he expects to sell some of the other 15 prospects he called on. Sammons has background music in some 2000 locations about the Mid-South.



George Sammons the Mid-South.

Elton Whisenhunt

**MIAMI NOTES:** Sol Tabb, of M&M Service and chairman of the entertainment committee of the coming AMOA annual affair, is seeking more recording artists to appear at the dinner. Sol says that any artists who appear will earn the support of the juke box operators in the area. Sol pledges that he will use at least 50 records on his music route of any artist appearing. Most of the other AMOA members questioned feel the same way. The affair is December 5 at the Dupont Plaza Hotel.

With vending equipment attracting more and more interest, the annual NAMA convention in Chicago had as visitors from this area **Mr. and Mrs. John Saxon**, John Saxon Cigarette Service; **Sam Taran**, Taran Distributing Company; **T. T. Bush** and **Ozzie Truppman**, Bush Distributing Company, and **Willie Blatt**, Music Makers, Inc.

**Jack Dunwoody**, general sales manager for Rowe Cigarette Manufacturing Company, viewed the Navy-University of Miami game at the Orange Bowl with **Ozzie Truppman**, general manager of Bush Distributing Company, Rowe distributors in the Southern Georgia and Florida area.

**Willie Levey**, Mellow Music Company, cut short his visit in the North to relieve **Eddy Leopold** from his route duties. Eddy stopped to let a car back into a space when another car hit him from behind. Eddie suffered severe whiplash to his neck and entered a hospital for traction. Another operator who entered the hospital last week was **Morris Diamond**, Diamond Amusement Company. Morris, too, is there for traction, but he has been suffering with a bad back.

**Doris Shapiro**, prima donna at Music Makers, celebrating her 30th wedding anniversary. Helping her celebrate were her two sons, **Eddie**, of Florida Music Sales, and **Ronny**, of Broward Music Company. Of course, her daughter-in-law, **Gail**, and several close friends were there, too, including this writer, without whom there would have been very little celebrating.

**Bill Turner**, of Florida Music Company, Homestead, visiting Miami. Bill, a veteran in the coin machine business, is hoping that with the end of the heavy rains in this area farmers may still salvage most of their crops and business will show an upswing.

**Manny Brookmier**, Brooke Distributors, and **Sol Tabb**, M&M Service, back in their homes after many months. Both Manny and Sol, next door neighbors in their new homes, saw them destroyed by last summer's cyclone. Now they can spend evenings again fishing off their docks.

Good to see **Joe Issenberg**, of the company bearing the same name, back on the job full time. Joe recently recovered from a heart attack, and tho he says he feels fine, he vows he never again will work as hard as he did. He says that when you are flat on your back for months, you realize the futility of it all.

Raoul Shapiro

# Camp Asks Curfew for Teens To Halt Memphis Coin Thefts

By ELTON WHISENHUNT

**MEMPHIS** — A leader in the coin machine industry last week called for a 1 a.m. curfew on teenagers to cut down the alarming number of juke box break-ins and by week's end had the public widely discussing the issue.

Clarence A. Camp, president of Southern Amusement Company, Music Systems, Inc., and other enterprises, said break-ins of cafes where juke boxes, pinball games, cigarette machines and other coin machines are looted, "is three to four times greater now than ever before."



CAMP

The increase in such burglaries is "alarming," he said, and are committed after the cafes close at 1 a.m.

Camp said if youths are home by 1 a.m., the number of burglaries would decrease sharply. Some are committed by adults, he said, but a great number are by teenage boys.

Camp's views were published in an article in the Memphis Press-Scimitar, the afternoon newspaper, and widely read. After the edition was out, Steve Warren, news director of WMCT, a television station, had Police Chief James C. Macdonald, on an evening news broadcast to discuss the question of curfew for teen-agers.

Chief Macdonald expressed opposition to it because "you can't put the burden of raising children on the police department's shoulders. We've got enough to do already. The place for the curfew to be set is in the home by the parents."

But Camp's side of the question is still being debated. Three other major cities in the State, Nashville, Knoxville and Chattanooga, all have curfews because of increased juvenile crime in recent years.

In an interview with The Billboard correspondent, Camp said that break-ins of machines had increased so much in the past year that "we have got to do something or we'll be burglarized right out of business."

"One of my juke boxes has been broken into so much we had to take it out of the location."

Camp showed a list of cafes and restaurants which had been broken into and in which Camp has machines. There were 55 burglaries of coin machines in an 11-month period. Camp estimated his loss on these break-ins at about \$10,000 in cash and repairs.

Most of the loss is in repairing the machines, he said.

Camp said he is now sending a monthly report of break-ins to Juvenile Court Judge Elizabeth McCain and Chief Macdonald. They are also reported at the time of discovery, of course, to police.

The increase in burglaries has been so great in the past year, he said, that his company had to have forms made up on which to record information on the break-ins—time occurred, where, estimated amount lost, damage to machine, etc.

Memphis Music Association, the organization of juke box operators, is behind Camp in his views. The president, Parker Henderson, general manager of Southern Amusement Company, has appointed a committee to deal with the problem (The Billboard, November 2).

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Bally SKILL PARADE	225
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### Victory

• Continued from page 79

local municipalities have the option of issuing special temporary licenses.

It is generally held that slot machines, roulette wheels and dice games will continue to be banned both at boardwalk areas and at fairs. Despite this, operators gleefully see a multimillion-dollar windfall in the favorable outcome of the referendum, which was supported in pre-election campaigning by practically nobody on a State-wide basis, except operators and municipal officials of affected communities.

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E-120 ..... 225  
H-200 ..... 595

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1432, 45 RPM .....\$ 85  
1434 ..... 145

#### BINGOS

Miss America .....\$200  
Beach Time ..... 295  
Key West ..... 125  
Show Time ..... 165  
Cypress Gardens ..... 265  
Big Time ..... 65  
Big Show ..... 95

#### UPRIGHTS

Circus, Remote Control .....\$125

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Turf Champ .....\$195  
Dragonette ..... 75  
Star Pool ..... 55  
Smoke Signal ..... 70  
Ball & Poppin' ..... 85  
4 Star ..... 30  
Guys & Dolls ..... 55  
Hawaiian Beauty ..... 85  
Peter Pan ..... 75  
Brite Star ..... 255

#### ARCADE

C.C. Rocket Shuffle .....\$115  
C.C. Rebound Shuffle ..... 65  
Voice-O-Graph ..... 125  
Seeburg Bear Gun ..... 85  
Telequiz ..... 65  
Bally A.B.C. Lane ..... 325  
C.C. Bowler ..... 325  
United Chief Shuffle Alley ..... 55  
Williams Ten Strike ..... 145  
C.C. Red Pin Shuffle ..... 495  
C.C. Ski Bowl ..... 85  
Un. Imperial Shuffle ..... 95  
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## Ruling Due on Ark. Law Banning Out-State Ops

LITTLE ROCK — Chancellor Murray O. Reed said last week he expects to render a decision soon in a case in which the State's new law prohibiting out-of-State residents from operating games and juke boxes in Arkansas has been attacked as unconstitutional.

The law was passed in the spring by the Legislature.

The law states that no one not a resident of Arkansas can operate "coin-operated amusement devices" in the State. The bill also provides that residents must have lived in the State one year before applying for an operating license.

#### Stock Provisions

The statute further provides that if a corporation applies for a license, and all who operate coin machines in Arkansas must have the license, at least 50 per cent of the stock must be owned by Arkansas resident.

As a revenue measure, the bill also fixes a \$250 tax to be paid the State with the issuance of each license. Payment of the tax and receipt of the license authorizes, under the law, the operator to have any number of juke boxes and games on location.

This tax is in addition to the \$5 State privilege tax on each juke box and game. In addition, city and county taxes are \$5 each and the federal tax is \$10.

#### \$3,000 Bond Required

Moreover, the law requires each person to whom a license is issued to post a \$3,000 bond to insure faithful performance. In addition, a State sales tax of 3 per cent is assessed against gross revenue from the machines.

The lawsuit challenging the constitutionality of the law was filed in the summer by Lynn Farr, of

Texarkana, Ark.-Tex., as a non-resident, and W. Jake Brown, of Little Rock, as a resident.

Farr is a music and game operator in Arkansas, and operates many juke boxes. He owns Central Music Company. Brown is owner of the Tia Wanna Club at 9210 West Markham Street in Little Rock, a night club, and operates one juke box there.

#### Cites Constitution

Their attorney, D. D. Panich, Little Rock, contended in his bill that the law violates Article II of the Arkansas Constitution and the XIV Amendment of the U. S. Constitution.

Panich's contention is that the new law restricts free enterprise, restrains lawful trade and is an unwarranted attempt by the Legislature to create a monopoly for one group of citizens—Arkansas residents who are coin machine operators.

He further contends that the law will drive the small operator out of business and that the \$250 tax and \$3,000 bond requirement is confiscatory.

The bill was filed against Orville Cheney, State revenue commissioner, whom the law empowered to collect the new tax and administer the provisions of the bill.

#### Freedoms

Article II of the Arkansas Constitution sets forth the many freedoms of the citizen, equal rights of all before the law, freedom of press and speech, jury trials, redress of grievances and other rights.

It states, with regard to restraint of trade and free enterprise, that the General Assembly (Legislature) "shall not grant to any citizen or class of citizens privileges or immunities which upon the same terms shall not equally belong to all citizens."

The XIV amendment to the U. S. Constitution is:

"No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty or property without due process of law; nor deny to any person within its jurisdiction the equal protection of the laws."

#### Two-Way Contention

Panich avers that in Brown's case the new law violates the Arkansas Constitution and in the case of Farr it is a violation of the XIV Amendment to the U. S. Constitution.

Hearn Northcutt, chief attorney for the State Revenue Department, filed a demurrer (legal pleading asking the bill be dismissed), contending that Brown should not, as an Arkansas resident, be a party to the lawsuit.

Chancellor Reed denied the demurrer. At the hearing in September, both sides to the lawsuit agreed to try it on the law. No witnesses were heard. Several weeks later the attorneys submitted legal briefs, citing authorities in the law backing up the contention of each.

#### Case Studied

Chancellor Reed has been studying the case and the law for several weeks now.

Whichever way Chancellor Reed rules, both sides have stated they intend to take the case on appeal to the Arkansas Supreme Court. It may be a year before the issue is finally decided.

The law states that it governs the "owning, operation and leasing of coin-operated amusement devices." Some question has arisen as to what specifically it covers, but the majority of attorneys are in general agreement that it covers juke boxes, amusement games and any coin-operated amusement equipment.

## ARK. COIN LAW CONSTITUT'NAL, SAYS OFFICIAL

LITTLE ROCK—The Bill-board learned late last week that the Arkansas law which imposes strict regulations on persons in business with coin-operated amusement machines, has been held constitutional by Pulaski County Chancellor Murray O. Reed. (See earlier detailed story.) The law had been challenged by coin machine and location owners as arbitrary, capricious, discriminatory and confiscatory. They had asked a declaratory judgment construing constitutionality of the law. As described in the corresponding story, the law places heavy tax requirements on coin machine operations, and sets restrictions on out-of-State parties who operate machines in Arkansas. The case is expected to be appealed to the Arkansas Supreme Court.

### New AMI Unit

Continued from page 75

off for a weekend or holiday without affecting the daily playing time setting.

Heart of the unit, which incidentally provides its chief adaptability to modern day background music needs, is the control panel located remote from the playing mechanism.

#### Panel

The panel control features include: (1) On and off switch; (2) cancel button; (3) volume control; (4) three-microphone input (high or low impedance), and (5) radio tuner input.

The microphones can be used to page either with or without the music playing.

The unit also has a number of supplementary features, including remote volume control device; special microphones for use with the set and a line of 16-oz., eight-inch magnetic speakers. The speakers, incidentally, are the only part of the unit available for sale.

They're available in two models, standard ceiling speakers and a circular-cylinder styled speaker for corners. Both have the same basic insides.

### Chi Dynamics

Continued from page 75

ulation scoring, or straight bowling. The second is Flash-o-Matic, with lights flashing across the scoreboard. The player must time his shots with the flashing lights to get the highest point value.

Lite-o-Matic scoring is similar to Flash-o-Matic, except that the lights begin flashing after the puck is released and the player does not know in advance which lights will go on.

#### Red Pin

On Red Pin scoring, the head pin lights up on the third, sixth and ninth frame, with extra points awarded for hitting the head pin on these frames. An extra bonus is awarded for strikes on these frames.

In all four games, the first puck locks the scoring mechanism in place and determines the scoring for the balance of the game. The game is available in a double coin chute for 10-cent and three-for-25-cent play, or with a single 10-cent coin chute.



## BEST OF ALL

Wurlitzer 2204 .....\$775.00  
Wurlitzer 2104 ..... 675.00  
Wurlitzer 1900 ..... 550.00  
Wurlitzer 1700 ..... 395.00  
Seeburg M-100C ..... 375.00  
Seeburg V-200 ..... 335.00

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3 Bally Heavy Hitter  
Baseballs .....\$265  
5 Bally Gun Smokes ..... 295  
5 Bally All-Stars ..... 95  
1 Ring-A-Ball ..... 95  
United Star Slugger ..... 85  
Chi Coin Explorers ..... 175  
Chi Coin Rebound Shuffles.. 95  
Chi Coin Super Home Runs.. 85  
Chi Coin Basket Ball Champs 85  
Chi Coin Hockey ..... 65  
Chi Coin Bull's-Eye Baseball. 75  
Chi Coin Goalee ..... 85  
Genco Motorama ..... 165  
Genco Official Skill Ball... 100  
Genco Sky Rocket Rifle..... 100  
Genco Quarterback ..... 65  
Wms. Ten Strikes ..... 95  
Wms. 4 Baggers ..... 125  
AMI F-120 ..... 375  
Seeburg V-200 ..... 350  
Seeburg KD-200 ..... 625  
Playtime ..... 135  
Broadway (like new)..... 75  
Miss America (like new).... 125  
Variety ..... 35  
Star Light ..... 50  
Hi-Fi ..... 35

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Kiddie Rides (Like New)..... Phone  
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Beach Time ..... 295  
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Miss America ..... 195  
Bally Batting Practice..... Phone  
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#### MUSIC

SEEBURG V/VL 200 ..\$495  
SEEBURG 100-C ..... 395  
SEEBURG 100B ..... 295  
WURLITZER 2104 ... 545  
WURLITZER 2000 .... 495  
A. M. I. E-120 ..... 295  
A. M. I. E-80 ..... 275  
ROCK-OLA 1475 (200) 695  
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Reconditioned—Refinished

#### USED CIGARETTE VENDORS

9-Col. DUGRENIER .....\$ 65  
30-Col. CONTINENTAL ..... 245  
12-Col. EASTERN ..... 85  
10-Col. EASTERN ..... 65  
8-Col. EASTERN ..... 35  
9-Col. NATIONAL ..... 95  
22-Col. EASTERN ..... 145

Exclusive Seeburg Distributors

## Interest in Vending High

• Continued from page 75

every section of the country were represented, with nearly half of the Seeburg distributors present. While the talk was largely about juke boxes, the distributors showed more than a passing interest in the line of vending machines they are distributing.

Virtually every distributor present was accompanied by operators from his area, and these operators, most of whom are already in cigarette vending, are now thinking in terms of more extensive industrial locations.

### Move to Cigarettes

While it is unlikely that there will be any great rush of music and game operators into diversified vending, there seems little question that most of those who are not already in cigarette vending will eventually get in.

With game and music profits off due to higher operating costs, operators are seeking ways to make each of their locations more productive. Virtually every juke box and amusement game location is also a cigarette location, and the

operator who already has the stop feels that the addition of a cigarette machine makes sense.

To date, most of the amusement game and phonograph operators who have cigarette machines run them all in the same operation. However, as the operator's number of cigarette machines grows, he discovers that the most efficient method of running the cigarette operation is to set up a separate route, and in many cases to set up a separate company.

### Bridge Gap

If some game and music operators do enter diversified vending, the cigarette machine will help bridge the gap between amusement units and full-line feeding. The cigarette machine is a unit the game or juke box man can operate without too much inconvenience. Once he makes this first step in merchandise vending, he is apt to begin thinking in terms of drink and food machines, and in terms of industrial operations.

Notable among the large game and music firms who have already entered full-line industrial vending is Banner in Philadelphia. In these cases, the vending operation is invariably a separate company.

This marriage between games and music, on one hand, and merchandising vending, on the other, has been bridged successfully on the manufacturing level. The Automatic Canteen Company of America, the nation's largest operator, is parent company of Rowe, a leading vending machine manufacturer, and AMI, a leading automatic phonograph maker.

The Bally Manufacturing Company, long a blue-chip firm in the game field, has set up as a separate company the Bally Vending Corporation. Bally exhibited its line of hot and cold drink machines at NAMA.

### Keeney Showing

Keeney, a leading game manufacturer, held showings of its new popcorn machine at the LaSalle Hotel during the NAMA show.

The trend runs the other way as well. Continental Industries, a leading full-line vending machine manufacturer and the nation's second largest cigarette operator, has for some time successfully operated juke boxes.

Two prominent New Jersey vending operators at the show have begun operating juke boxes. One is Ed Dierickxx, one of the largest cigarette operators in the State. The other is Ed Rubin, a major full-line operator. Rubin, who began operating juke boxes only two months ago, has built up a 40-machine route in that time.

### All Stereo

Rubin probably has the only all-stereo route in the nation. Entering a new field, he felt that he might

## Bally Preems

• Continued from page 75

player can score up to 60 for a strike, up to 30 for a spare.

Super-scoring offers a strong challenge to the player, who builds up the value of a strike from 30 to 60 by shooting successive strikes.

After the strike score is built up to 60, strikes continue to score 60 until the player fails to shoot a strike. Then the strike score drops back to 30.

Spare scores are built up by shooting successive spares.

### Handicap

The Lucky Strikes feature may be switched off and on before or during the games as a handicap, equalizing players' chances in competition.

Monarch-Bowler is equipped with high-speed totalizers, dime coin mechanism, and measures 25 inches wide by 8½ feet long. One to six players can compete at the game.

## Trend to Fewer Cig Brands

• Continued from page 75

side key. Routemen sign out inventory at the retail price, with all shortages withheld from pay.

A perpetual inventory is kept on each machine, and each machine contains a route control sheet, with the number of packs of each brand marked to check sales.

Ralph Emmett, ROWCO Cigarette Service, Chicago, outlined his firm's security methods. A polygraph test (lie detector) is given to each new employee on the basis of information in the job application. Emmett said that the test costs \$25 to \$30 per employee, but that it is worth it in that it eliminates potential trouble-makers.

### Insurance

ROWCO has insurance on thefts from the truck. Insurance is paid on all thefts of more than \$250, but no money is paid on lesser thefts. According to Emmett, as virtually all thefts are in excess of \$250, the premium savings of this coverage as against a \$250 deductible policy is considerable.

as well start off with the most recent equipment available rather than buy units he might have to replace in a year or two.

The exhibits of prime interest to game and music people at the show were the new cigarette machines. Rowe came out with a manual model of its Twenty 700, a 20-column, 700-pack-capacity unit which is also available in an electric model.

Continental displayed its 30-column machine, and Du Grenier bowed its 20-column Consolette, with a 720-pack capacity. Smoke-shop exhibited 27 and 36-column machines. National, Stoner and Lehigh, too, all bowed their latest models.

Another form of insurance carried by ROWCO covers all suits against the location involving ROWCO equipment and products. This coverage, he explained, makes it easier to get locations.

### Incentive Plans

George Terris, Stacy Bros., Milwaukee, spoke on employee incentive plans. Before the firm was unionized, he said, routemen were given a base pay of \$90, plus a fifth of a per cent of gross sales.

Now the firm gives monthly prizes to the routemen who keep their machines the cleanest and cash prizes for ideas which will cut costs and improve route efficiency. Uniforms are bought and cleaned by the company, and men are periodically informed how they are doing.

### Tax Problems

Also on the panel was Bill O'Flaherty, of the Tobacco Tax Council, Richmond, Va. O'Flaherty pointed out that with the 8-cent federal tax, State taxes of from 2 to 8 cents, city taxes of from 1 to 4 cents, and occasional sales taxes, the tax cost of a pack of cigarettes often is more than the pack costs to produce.

He added that increased taxes means less profit to the operator, changes in equipment and coin mechanisms, and new contracts with the location based on increased prices.

O'Flaherty advised cigarette operators to get into politics, to plan legislative programs thru their associations and to refuse to compromise on tax issues. He told the operators to let the legislators know they are businessmen and demand the same consideration given other businessmen.

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### WURLITZER

1500	.....	\$ 99
1550A	.....	139
1600	.....	149
2000	.....	395
2150	.....	449
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### AMI

G200	.....	\$375
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with conversion unit

### WALL BOXES

AMI WQ120	.....	\$79.50
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120 selections

AMI WQ200	.....	89.50
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Terms: 1/3 deposit required

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## Disagree

• Continued from page 75

that no further discussion was possible until MOA officials had time to hold further seminars with rank-and-file members. Miller said the subject will next be discussed at the MOA convention May 9-11 here — before the entire MOA membership. "Every member will be notified in advance of this discussion," Miller added.

### Convention Line-Up

At another conference, Friday morning (6), arrangements for the 1960 Convention were completed, and committees appointed. Miller said the scope of exhibits will be "considerably enlarged" with many types of amusement and vending devices of all types to be displayed. Committee chairmen appointed, in addition to General Chairman George Miller and Co-Chairmen John Wallace and Lou Casola, were:

Clint Pierce, chairman of committees; Howard Ellis, banquet chairman and nominating chairman; Larry Marvin, exhibit chairman; Les Montooth, registration; Martin Britz, finance; Ted Nichols, membership; Al Denver, reception; Harry Snodgrass, program and entertainment; Willie Blatt, attendance; and Tom Withrow, security.

The full list of committee members will be published in a later issue.

## VETERAN JUKE FOREMAN ADDS HUSTLE TO SHOP

PENSACOLA, Fla. — Few phonograph operators can lay claim to anything like the experience in a shop which Horne's Vending Company can. Jack Horne, who operates phonographs, amusement machines and vending machines, points with pride to the presence of John McDonald, as shop foreman, who has spent more than 50 years in the amusement machine repair field. McDonald, 77 years old, works a full schedule every day, enjoys an active life in the phonograph and amusement machine repair field, and thinks he would "rust away if I retired." During his off-work hours, McDonald lives with his older brother!

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Gottlieb UNIVERSE  
Keeney BIG "3"  
Keeney BIG DIPPER  
Keeney TOUCHDOWN  
United 3-WAY SHUFFLE  
United LEAGUE BOWLER  
Wms. CLUB HOUSE  
Valley 6-PKT POOL  
Kaye 6-PKT POOL  
Bally 6-PKT. POOL

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QUEEN BOWLER 16 Ft.

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PLAYLAND Rifle Gallery w/Moving Targets

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Rocket Shuffle	.....	\$195
Rocket Shuffle, 2-Pl.	.....	225
Explorer	.....	225
Batter-Up	.....	245
Rebound Shuffle	.....	110
Rocket Ball	.....	175

### GUNS

Exhibit SIX SHOOTER	.....	\$ 95
Genco CIRCUS GUN	.....	295
Genco STATE FAIR	.....	240
Un. CARNIVAL GUN	.....	160
Keeney SPORTSMAN	.....	135
Genco RIFLE GALLERY	.....	135
Exh. SHOOT'G GALLERY	.....	125

### ARCADE

Gen. GYPSY GRANDMA	.....	\$195
C. C. GOALEE	.....	25
Keeney LEAGUE LEADER	.....	235
C. C. SUPER H.R.	.....	115
BASEBALL	.....	130
Genco FOOTBALL	.....	110
Wms. CRANE	.....	115
C. C. STEAM SHOVEL	.....	115
Bally ALL STAR BOWLERS	.....	165
Genco MOTORAMA	.....	215
C. C. TWIN HOCKEY	.....	215
Williams TEN PIN	.....	160
Wms. SIDEWALK ENGINEER	.....	105

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Seeburg M100B	\$300	Seeburg 201	Write
Seeburg M100C	355	AMI D-80	\$225
Seeburg HF100G	445	AMI F-120	395
Seeburg M100W	445	AMI G-120	475
Seeburg HF100R	510	AMI H-120	625
Seeburg L100	675	AMI H-200	625
Seeburg 161	Write	AMI I-200	750

## SMALL BALL BOWLING ALLEYS

United, 14' long	\$275
United, 9'-10'-11' long	300
RECONDITIONED LIKE NEW.	

## BASEBALLS AND ARCADE

Wms. Pinch Hitter	\$405	Wms. Ten Pins	\$125
Bally Heavy Hitter	405	Bally All Star Bowler	125
Bally Batting Pract.	445	Sidewalk Engineer	85
Wms. Shortstop	295	Standard Metal Typewriter	275
Bally Big Inning	295	Cris-Cross Hockey	295
Chicoin Batter Up	225	Genco Space Age	195
Chicoin Twin Hockey	195	Exhibit Bronco Horse	395
Round the World Trainer	250	Sky Gunner	125

## UPRIGHTS

Auto Bell Galloping Dominoes	Write	Skeet Shoot	\$295
Auto Bell Play Ball	\$295	Midway Red Ball	375

## NEW EQUIPMENT

United 13' and 16' League Bowling Alley	Dodge City Counter Gun
United 3-Way Shuffle Alley	Bally Lotta Fun
Williams Club House 5 Ball	Bally DeLuxe Club Bowler
Midway Joker Ball (Upright)	Bally Target

Cable Address: EMCOMACH, Chicago

# Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

DETROIT BRANCH—7743 Puritan, Detroit, Mich. Tel.: Diamond 1-5800

## Oakland Mayor Cites CMMA on 30th Anniversary

OAKLAND, Calif.—The California Music Merchants' Association last week was cited on its 30th birthday by Oakland Mayor Clifford E. Rishell for "its growth and progress, and its successful operation during the 30-year period in California under the inspiring leadership of State President and Managing Director George A. Miller.

Miller, who is better known as president of the Music Operators of America, is an executive member of the Citizens' Capital Improvement Commission, composed of Oakland businessmen and civic officials.

According to Miller, a lot of the industry's public relations problems would be solved if members of local music machine associations would let their local or State administrative bodies know that they are interested in public service.

## Mass. City Boots Out Stamped Pins

GLOUCESTER, Mass.—One of the first Massachusetts cases involving the application of the \$250 federal gambling tax stamps for pinball machines turned out badly for the operator. Two of the devices were ordered removed last week from the lodge rooms of the Tribe of Redmen.

The police chief acted after receiving verification from the Boston office of the Internal Revenue Service that the Redmen had purchased two \$250 federal tax stamps this year. This automatically made the machines gaming devices, prohibited by city ordinance.

## Ops Set Against Compromise

Continued from page 75

and was being conducted so that both sides could hear each other's arguments and to keep the door open. But, he added, there is no thought of compromise.

### Own Agency

Miller said that if the exemption ever is removed, the juke box operators have in readiness their own licensing agency and record labels. He added that with 600,000 juke boxes in the nation, such a licensing agency would have much to offer artists, composers and publishers.

Barney Young, who heads the juke box licensing agency, said that the organization could begin with public domain material and could succeed with solid juke box operator support.

He pointed out that ASCAP is the organ of the motion picture company, BMI the organ of the broadcasters, and that the juke box operators are the only major music users without their own major licensing society.

Herb Oettinger of the United Music Corporation assured the operators that United is behind them in their fight to continue the juke box exemption on performance rights payments.

Among the operators who pledged all-out support against any compromise were Bob Manville, Cedar Rapids, Iowa Music Operators Association; Sam Hastings, Milwaukee Coin Machine Association; Dick McClanathan, Kansas Operators Association; John Bush, Peoria, Ill., Central States Phonograph Operators Association; John Mahaz, Detroit Operators Association; Bill Wortham, West Virginia Music Operators Association; Paul Brown, Chicago, Recorded Music Service Association; Howie Freer, Auto-Bell, Chicago; John Plain, Missouri Operators Association,

and Tom Greco of the New York State Coin Machine Association and the New York State Operators Guild.

Hastings said his group passed a unanimous resolution opposed to any concession. Greco said flatly "no deals."

Wortham cited a no-deal resolution passed by his group, and he quoted West Virginia Congressman Arch Moore who said "You don't need to make a deal until your backs are against the wall, and this is certainly not the case."

At the MOA board meeting Thursday, Miller announced that the group's National Life Insurance Plan now has more than 600 members, with more than \$5,000,000 of insurance in force.

Red Wallace, Oak Hill, W. Va., board member in charge of naming committees for the 1960 convention here May 8-11, announced the following committee heads:

### Committee Heads

General chairman, George Miller; banquet tickets, Howard Ellis; exhibits, Larry Marvin; registration, Les Montooth; finance, Martin Britz; membership, Ted Nichols; reception, Al Denver; program, Harry Snodgrass; attendance, Willie Blatt, and security, Tom Withrow.

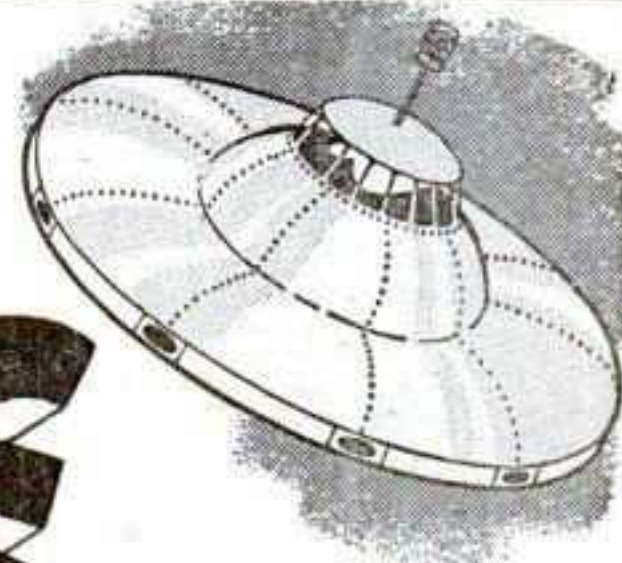
Chairman Lou Casola of the public relations committee told of the work being done in fund raising and in selecting a public relations council. Proposed was a method of collecting \$3 from each machine sold—\$1 each from operator, distributor and manufacturer.

This and other proposals will be considered by the committee. Under the proposed \$3 assessment, the money would go directly to the bank acting as trustee, so that production and sales figures would be kept confidential.

## GOTTLIEB'S

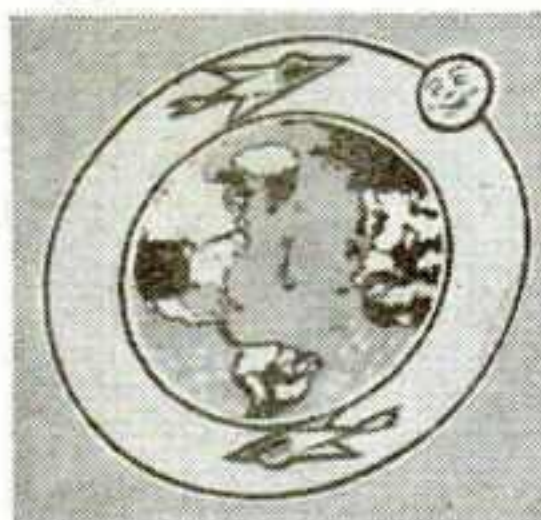
# UNIVERSE

### Light Box Animation Means More Player Appeal!



### SPACE SHIPS ORBIT THE EARTH

Two space ships blast off into outer space and orbit the earth. Each ship advancing to the moon scores one trip. Specials are scored as space ships complete trips to the moon.



See these other terrific features at your distributor today!

- New Coin-box with locking cover
- 10 rollovers and 2 targets score space ship advances
- Dropping ball in center hole when lit scores 100 to 300 points
- Hitting rollovers numbered 1 to 8 awards special and lights hole for additional specials
- Pop bumpers and cyclonic kickers light for extra high score
- Single player panel scoring
- 4 flippers
- Match feature



1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

Dime play is here to stay—buy Gottlieb Games and keep it that way!



Amusement Pinballs  
as American as Baseball and Hot Dogs!

# Central Service Pool Pays in Dallas

DALLAS—Where the problem of service personnel in the coin machine industry becomes a serious one, the solution lies in a free-lance service pool to serve all operators, according to Leo Smith and Jim Hickman, who operate Leo Smith Coin Machine Repair Company here.

For the past six years the partners have been servicing phonographs and games for more than 50 operators in the Dallas area, all of them so pleased with the service that most have closed up their own shops to rely entirely on Smith and Hickman.

The spark plug of the firm is Leo Smith, a veteran of two decades in phonograph repairs, who often works a 14 or 16-hour day. Partner Hickman, already thoroly experienced in electronics, came along a year or so after Smith set up the organization, and between them, the partners have handled as many as 20 phonograph service calls in a single day.

### Support

An enthusiastic supporter of this form of service arrangement is J. Fred Barber, a partner with Phil Weinberg in Walbox Distributing Company, major phonograph distributors. Barber has been so pleased with the free lance set-up that Smith and Hickman have been given carte blanche where all Walbox Distributing Company's phonographs and amusement machines are concerned.

Smith doesn't touch vending machines, which he feels are relatively more simple to repair, and consequently can be handled by personnel already on the job with vending firms.

He prefers to concentrate his talents on more complex amusement machines and phonographs.

"It used to be that a simple working knowledge of how a machine was built was enough to do the repair work," he said, "but now there are so many schematics necessary that a repairman almost needs to be an electrical engineer."

Operating from ordinary pas-

senger cars with handy parts and tool compartments built into the trunks, the partners admit that they could better things substantially if they could use short-wave radio to contact a central dispatcher.

Many hours and much gas and oil go to waste every week as service calls develop on the east edge of Fort Worth, 30 miles away, for example, and in East Dallas, both of which are considered equally important.

The partners simply drive at break-neck speed on the new 75-mile-an-hour expressway which has

been built between Dallas and Fort Worth in order to handle as many service calls as possible, but it is discouraging to finish a call in Fort Worth, return 30 miles to Dallas, only to have the next call from Fort Worth again.

Both men are thoroly satisfied to concentrate on phonograph repair work, and have no intention of becoming operators, altho there have been, of course, plenty of opportunities for each. "We'd just as soon keep all the equipment running for everybody instead of specializing," Hickman summed up.

**BUY OF THE WEEK!**

**BALLY STRIKE BOWLER**

(LARGE BALL) . . . . . **\$265**

**14 Ft. Bowlers . . . \$245**

**PURVEYOR** Better Buys

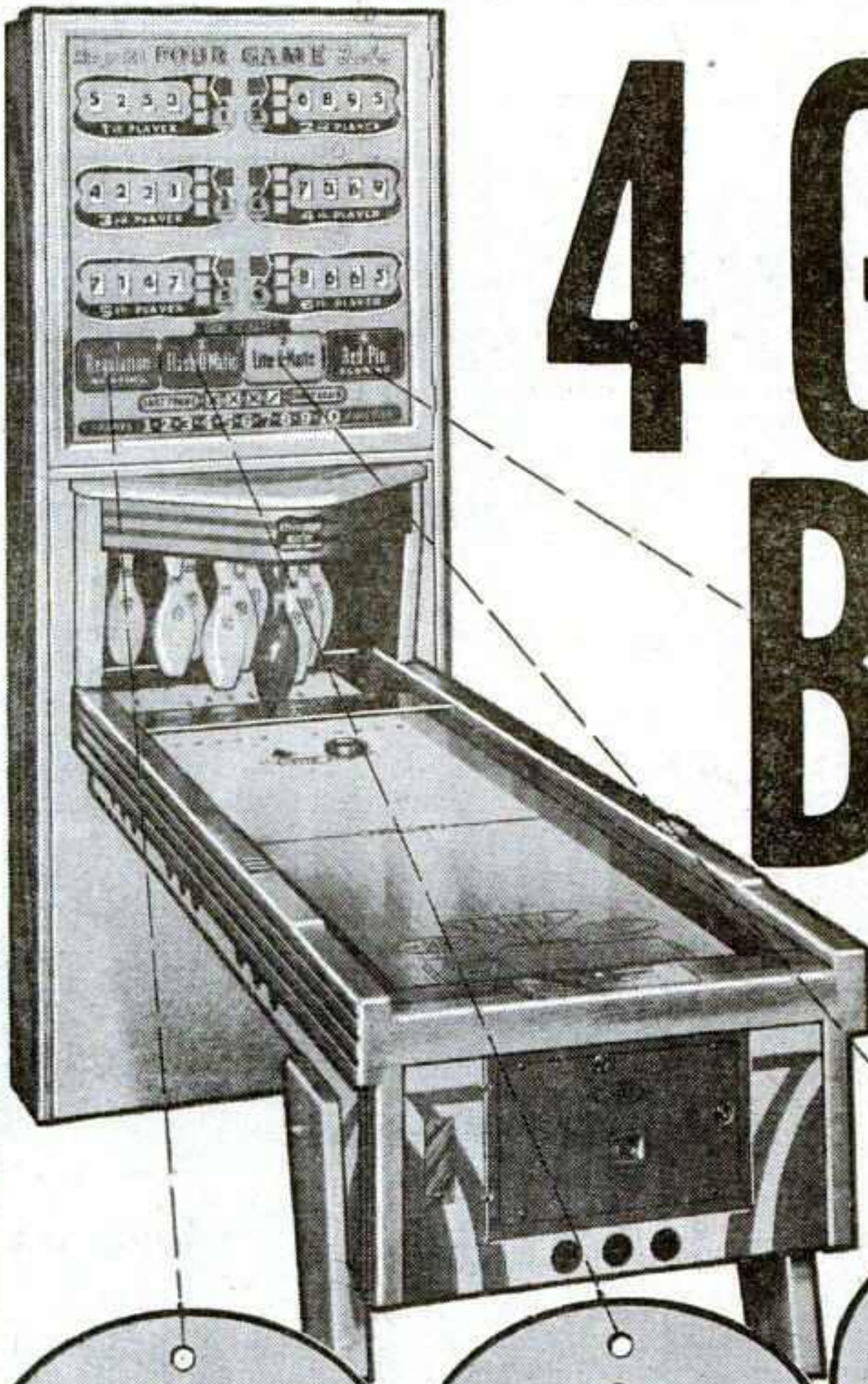
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CHICAGO, ILLINOIS  
JUNIPER 8-1814

## chicago coin's

NOW! Player Has Choice of 4 WAY Scoring in ONE Bowling Game!

# 4 Game Bowler



1. REGULATION SCORING!

2. FLASH-O-MATIC SCORING!

3. LITE-O-MATIC SCORING!

4. RED PIN SCORING!

Double Coin Chute 10c and 3 for 25c or Single 10c Chute

### DEAL TO BOOST TAPE MUSIC AVAILABILITY

CHICAGO — Availability of 5,000 added selections of taped music for background music use was forecast last week with the expected announcement of the acquisition of the Langworth transcription library by Conley Electronics Corporation, Skokie, Ill. Conley had added 7,000 selections last week, when it purchased the entire Standard Radio Transcription Services music library. CEC, with the new additions, would probably rate as the largest library available to background music users. (See details in Audio News section.)

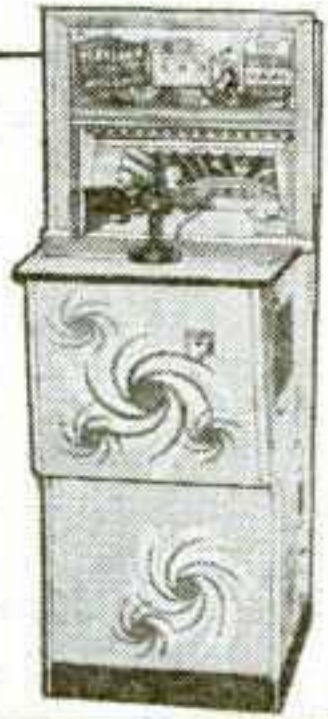
**GIVE to Conquer CANCER**

AMERICAN CANCER SOCIETY



chicago coin's  
**QUEEN BOWLER**

Featuring  
HIGH SCORING with BONUS BALLS!  
Plus . . . OFFICIAL REGULATION SCORING!



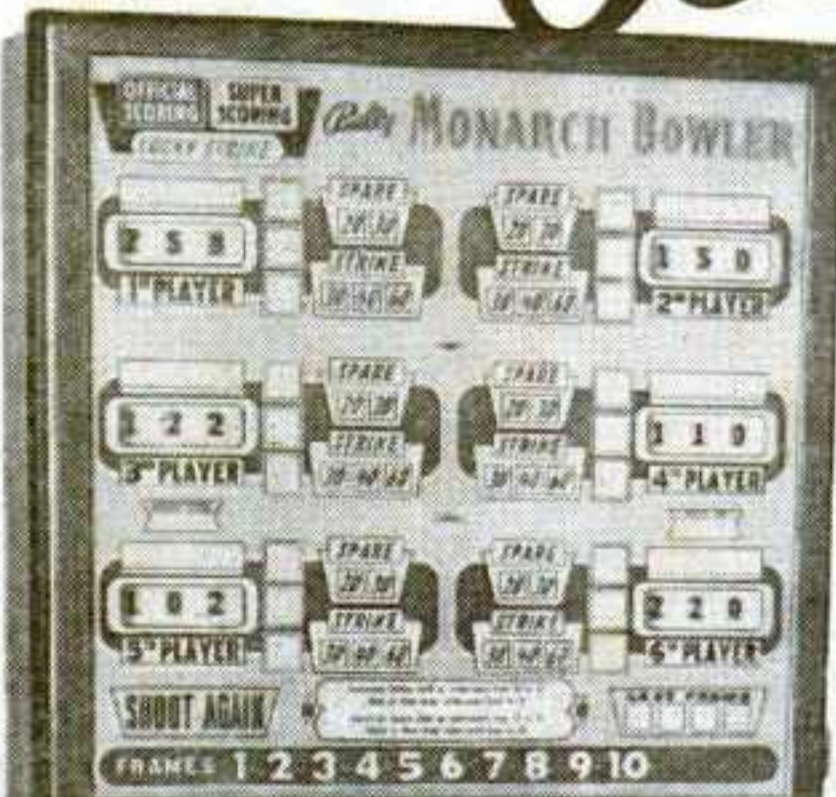
chicago coin's  
**PLAYLAND RIFLE GALLERY**  
with MOVING TARGETS

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

# 4 WAYS TO PLAY MONARCH-BOWLER

## NEW *Bally* SHUFFLE-ALLEY



**NEW**  
**\$UPER-\$CORING**  
**WITH OR WITHOUT LUCKY STRIKES**

Exciting build-up of Strike-scores from 30 per Strike to 60 per Strike by shooting successive Strikes. After Strike-score climbs to 60, each Strike continues to score 60 until player fails to shoot Strike, when Strike-score drops back to 30. Spare-scores are built up from 20 to 30 by shooting successive Spares.

**OFFICIAL SCORING**  
**WITH OR WITHOUT LUCKY STRIKES**

Lucky Strikes may be switched on and off before or during game as a skill-equalizer handicap.

**HIGH-SPEED  
TOTALIZERS**  
—  
**1 TO 6 CAN PLAY**  
—  
**DIME-PLAY**  
—  
**8½ ft. by 25 in.**

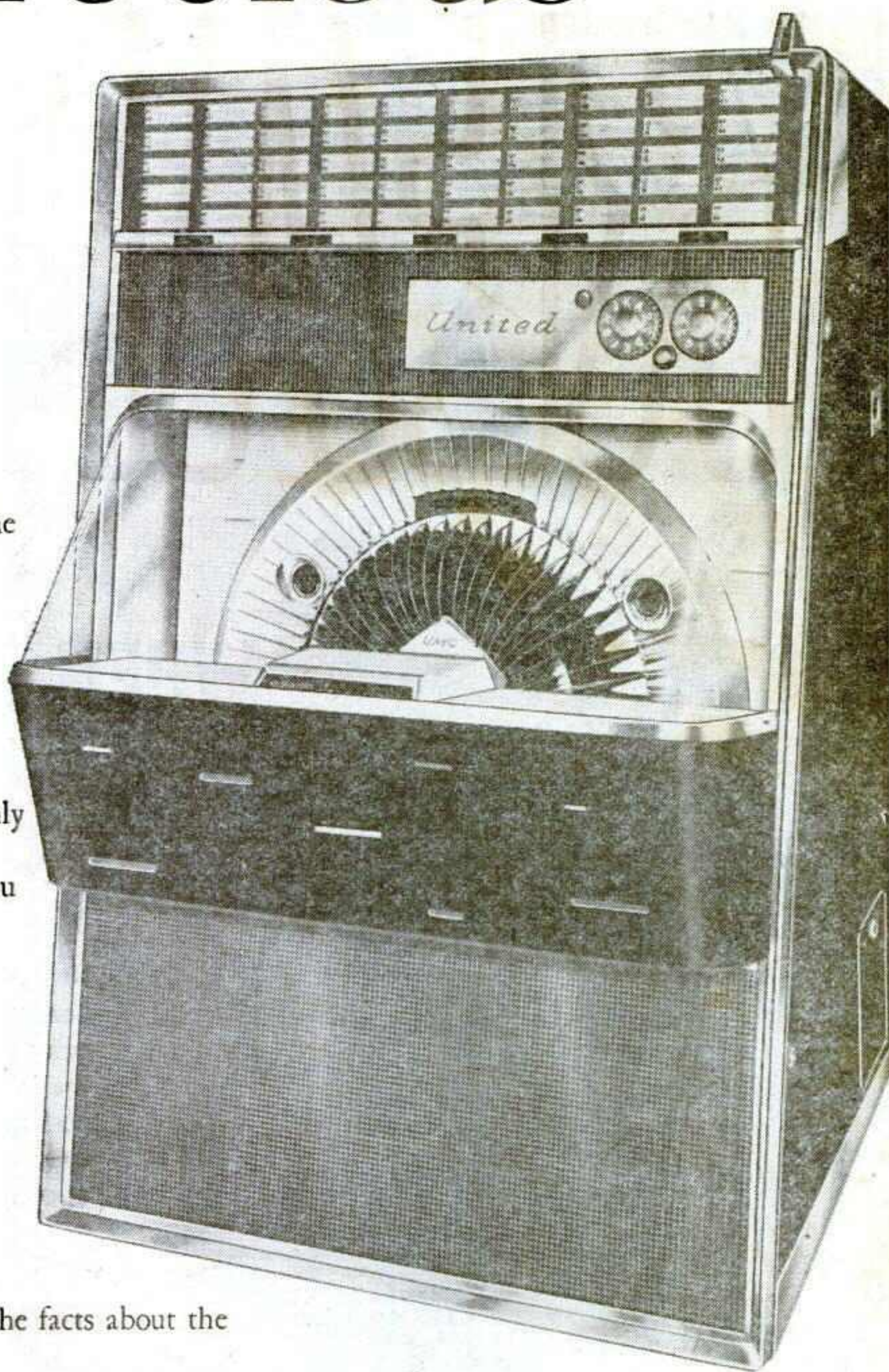
Popular 4-way play insures continuous play, increased group-play, top earning-power month after month, and highest re-sale value.

# the pause that is precious

● The shorter the  
pause between selections the greater your  
income. It's as simple as that.

And when you operate United you get the  
shortest pause of all. Actually, with the  
exclusive high-speed record-changer in the  
United Phonograph, you *reduce costly silent time*  
*between selections by more than half.*

This means more money for you, and only  
a United Phonograph can give you  
this important money-making short pause. Why  
waste valuable playing time with  
slow equipment when United  
can pump more money into the cash-box  
much faster? Why be troubled  
with annoying, costly service calls? Get all the facts about the  
sensational United Phonograph... a marvel of mechanical simplicity  
and reliability... gracefully styled in five beautiful colors. Write today!



A COMPLETE MUSIC SYSTEM  
*Stereophonic—Monaural*

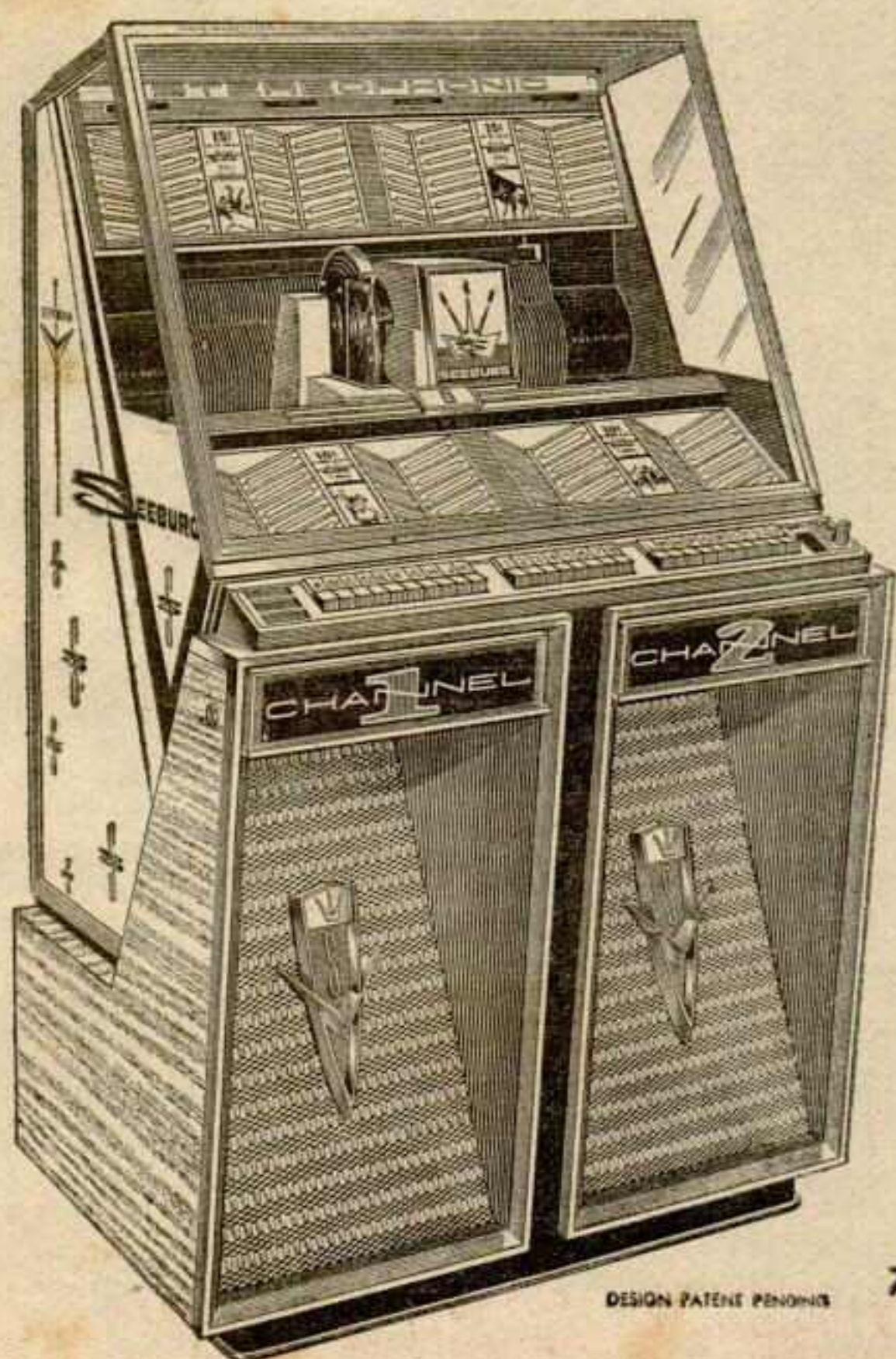


**THE DYNAMIC SOUND OF STEREO  
HAS NEW BRILLIANCE AND**

**REALISM**

**WHEN PLAYED ON A**

**SEEBURG SYSTEM**



DESIGN PATENT PENDING

New realism! New brilliance! New depth! Seeburg Stereo is completely integrated to give every listener, wherever seated in a location, the impression of being present at a "live" performance of the recording musicians. It's completely flexible to satisfy the requirements of every location regardless of size.

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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
THE SEEBURG CORPORATION  
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