



# The Billboard

50

SEPTEMBER 5, 1960  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

## Gov't Supervision Bodes New Disk Era

Payola Probe Alerts Industry to Need For Safeguards; Net Scrutiny Mapped

By MILDRED HALL

WASHINGTON — Passage of the Harris Anti-Payola Bill last week, with its related proviso to ease free record play for broadcasters, ushered in a new era in government supervision of the pop music industry. The outgoing 86th Congress has been the first in U. S. history to probe the pop music-record business, and force it to abandon or at least modify some of its oldest trade tricks.

### Industry Covered

In all, every facet of the music industry saw government action during the 86th Congress, from production thru distribution. Wise heads know that the trade will now have to take its place among other industries whose activities have come under Washington probe. Like the other industries, the popular music trade will have to join forces to safeguard its interests, and present its needs intelligently to government when the occasions arise.

The upheaval brought on by the Harris payola probe in the 86th Congress largely affected local radio play of pop singles, deejays, disk manufacturers and distributors. Even stronger quakes in the industry may result from hearings on network programming and regulation of nets, promised for the 87th Congress by members of both House and Senate Commerce Committees.

A probe of music and network relations could eventually split off music recording and publishing interests from present broadcast, movie and TV film connections. In turn, this would have repercussions on the big TV performance income from standards and show-tunes, which constitute album fare, and 80 per cent of the popular record dollar volume.

### Disk Ownership Quizzed

The whole question of net-owned record companies came up strongly during the Harris payola probe, when Rep. Moss demanded to know why a deejay like Dick Clark had to divest himself of recording interests, while his employer-network, American Broadcasting-Paramount Theaters, owns not only record companies, but is tied in with music publishing, movies and TV-films.

Promises to look further into the matter of net-ownership of pro-

gramming materials were made by Rep. Bennett, who has been promised hearings on his bill to regulate networks, in the 87th. On the Senate side, Chairman Pastore of the Communications Subcommittee, and Sen. Proxmire have vowed to look into the net programming practices if the House fails to hold hearings.

The payola probes kicked off similar questions from the Justice Department. Both the Attorney General, William Rogers, and the Harris Commerce Committee report, note that the FCC should require information on all "indirect benefits" coming to broadcast people who share in the profits of music recording and publishing houses, movie and TV film production and other program sources. Such "concentration" of interests have not as yet been dubbed harmful per se, but the pressure has begun to build.

The Supreme Court will have its first look into some of these music performance matters, in the fall, when the American Society of Composers, Authors and Publishers makes its first appearance in the high court. The hearing is a result of the plea of Fred Fox and other dissident ASCAP publishers to reopen the embattled 1960 Consent Decree amendments, to permit dissident interests a voice in the royalty distribution. The fight will be between Fox et al, and the big ASCAP standard and show-tune publishers who have virtually cornered the biggest source of music performance money — namely, TV network programming.

In the pop-singles area of music probing, a surprisingly large role was played by the Federal Communications Commission, which went on a reform rampage that rocked both the music and radio broadcast industry, and went much

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## IHFV PREXY SEES SALES RISE IN COMPONENTS

HOLLYWOOD—The high fidelity components industry is expected to hit a \$70,000,000 peak this year, despite a sales slump last spring.

This rosy forecast was made by Ray Pepe, Institute of High Fidelity Manufacturers, who told The Billboard that various strong factors have come into play counteracting the earlier sales dip. A sharp upward sales turn was noted in July, Pepe said, and is gaining momentum now to a degree that the hi-fi industry will emerge at year's end ahead by 15 per cent of the previous year's sales. Last year's gross hit \$60,000,000. Sales totals are figured at the consumer price level.

Component sales take a traditional dip during the summer, Pepe explained, but this year's downward trend started far ahead of the usual seasonal slide. Several cases were to blame for this unusual situation, the IHFM prexy said. Strong among these was the keen competitive inroads into the stereo market cut by instrument package manufacturers. Attractive pricing by package manufacturers, some going down as low as \$29.95, siphoned off a segment of the component industry's prospects who were ready to pay more for stereo in their home.

This situation, Pepe said, carries with it a blessing for the hi-fi components industry. Many consumers were first introduced to stereo via package equipment but are now starting to "trade up" to the more expensive component systems. This is a pattern which substantially was established in the monaural days. The hi-fi components industry drew its audiophile converts from the package owners.

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## Record Firms Find Movie Sound Track Terms Are Rougher

Producers Demand Cash Advances, Advertising and Exploitation, Singles

By BOB ROLONTZ

NEW YORK — Movie producers, taking their cue from show producers, are asking for more loot in front and better terms from record companies for sound track album LP's. It is understood that Otto Preminger drove a hard bargain with RCA Victor for the track to his forthcoming flick, "Exodus," getting close to \$25,000 for the track and a guarantee of a lot of money for exploitation and advertising of the album.

### Stiffer Terms

Producers have set up stiffer terms with record companies for sound tracks because they know they have a good thing, and because the competition for the track albums, as for Broadway musicals, gets tougher among record companies all the time. Today almost every label that grosses better than \$3,000,000 per year and has an album line, is anxious to land a sound track set. This applies whether the company is a so-called rock and roll firm or a large giant.

For many years sound track albums from non-musicals were not very strong sellers unless they had actual tunes in them that could be used on singles. But with the current stress on less movies, but bigger ones with big exploitation, and with every movie musical composer aware of the need of creating a pop tune or theme within the score (usually repeated again and again) sound track albums have come back as strong sellers, with assurance in many cases that a hit single can come out of the track. This has happened recently with "Theme From a Summer

Place," "Look for a Star" from "Circus of Horrors," "Theme From The Apartment" from the flick of the same name, and the theme from "Never on Sunday."

### Often Retain Rights

In other days, when movie companies made all of their own pictures and composers worked for the movie firms, scores would usually be owned by the movie firm's publishing company, and would almost automatically pass to the record company associated with the movie firm, or the diskery with whom the publishing firm was closest. Independent production, and the use of new cleffers with their own publishing firms, has changed much of that. Even the record companies owned by movie firms are not always certain that they will obtain the track from flicks that their parent company is backing or distributing. Movie producers today often retain the rights to make their own deals on sound tracks, going where the money is the best, and they often get an okay from the stars who sing in a movie — before the production starts rolling — that the track is free to be sold to whomever the producer wishes.

For sound track albums and the singles with the key song or theme are no longer merely used to exploit the flick — as was the case in other days. Today movie producers are aware of the amount of money a hit track can make, and of the money that can be made both

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## Col. Takes 'The Alamo'

NEW YORK — Columbia Records last week snagged the album rights to one of the most sought after sound tracks of the year, "The Alamo," with music by Dimitri Tiomkin and lyrics by Paul Francis Webster.

It is believed that close to a dozen diskeries were anxious to obtain the sound track, with Columbia winning out via its offer of a big promotion campaign and its promise of issuing two singles of tunes from the score. One of the singles will feature Marty Robbins, the other the Brothers Four.

The fact that Columbia had to promise singles by two top names, as well as extensive exploitation tied to the picture, indicates the current competitive battle over sound tracks. Tiomkin and John Wayne are partners in the performance and merchandising rights to the score, while Feist Music is publishing.

## NEWS OF THE WEEK

### Congress Exits on A Musical Note . . .

A summation of the work of the recently concluded 86th Congress shows that a number of bills were passed that will have an important effect on the music industry. . . . [Page 3](#)

### Major Midwestern Fairs Do Well Despite Excessive Heat, Rains . . .

Major Midwestern agricultural fairs battled the vagaries of the weather last week, but for the most part overcame the handicaps and were more than holding their own. Heavy rains struck some of the big ones and 90 and even 100-degree heat struck others, yet hardy fairgoers continued to swarm thru the gates. . . . [Pages 40-41](#)

### A.&R. Rosters in Flux; Sign New Talent; Names Switch . . .

A flock of artists—including some big names—were signed by various labels during the last couple of weeks. Upswing in pacting was

sparked in some cases by fact that many labels —particularly the majors—are pruning their artist rosters, thereby making them available to other firms. Also a factor was dissatisfaction on the part of performers and/or a desire to follow a favorite a.&r. man to another diskery. . . . [Page 2](#)

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## WANT TO BE A MINDREADER?

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# A.&R. Rosters in Flux; Sign New Talent; Names Switch

## Some Diskeries Pruning Heavily; Guarantees Generally Are Low

By JUNE BUNDY

NEW YORK — A flock of artists—including some big names—were signed by various labels during the last couple of weeks, and still others were in the final stage of negotiation.

The increase in pacts was sparked in some cases by the fact that many labels—particularly the majors—are pruning their artist rosters, thereby making them available to other firms. Also a factor was dissatisfaction on the part of some performers and/or a desire to follow a favorite artist and repertoire director to another diskery.

As always, of course, record companies are also inking their share of new names, in hopes of building their own hitmakers. The big names are still calling their shots, contract-wise, but for the average record act, guarantees are lower than ever before.

Among the top-selling stars, Dinah Washington reportedly is moving from Mercury to Roulette. Ray Peterson, heretofore with RCA Victor, is expected to sign momentarily with Big Top. Doris Day's Columbia pact expired this year, and she is currently talking contract terms with another major.

Another Columbia artist, Johnny Ray, left that label this month to join Cadence Records, and Jill Corey, long-time Columbia canary,

has also been negotiating with other diskeries.

Atlantic Records has inked Academy Award nominee Laurence Harvey and Diahann Carroll. Eydie Gorme moves from ABC-Paramount to United Artists October 1, and UA has also signed the Modernaires.

Actor Harvey will record an album, "This Is My Beloved" (from Walter Benton's best-selling book of poetry), for Atlantic against a background of original music. Atlantic, which scored with a best-selling "This Is My Beloved" package about 10 years ago, is mapping a \$50,000 promotion campaign around the LP—scheduled for an early October release.

Altho Eydie Gorme won't join UA until October, she is already set to record with her husband Steve Lawrence, the title theme of the new Bob Hope - Lucille Ball movie, "The Facts of Life," which will be released as a soundtrack album by UA. Miss Gorme follows Lawrence, who moved over to UA from ABC-Paramount after

Don Costa resigned as Am-Par's artist and repertoire director to assume the a.&r. reins at UA.

New Capitol pacts include Martha Carson (who returns to that label after a term with RCA Victor), Rene Bloch, Jud Conlon Rhythmaires, Curly Walter, Deborah Stuart, Los Churumbeles, and Bill Holman. RCA Victor has signed Marco Valente, Linda Green (Jerry Lewis' protege) and Jerry Holmes; and Jessie Lee Turner has moved from Carlton to Top Rank. Also inked by Top Rank last week were the Chantones.

Other recent pacts include Cab Calloway to Coral; Charlie Shavers, Everest; Jules Farmer (formerly with Imperial), Roulette; Bobby Troup, Dore; English thrush Pam Worthing, 20th Fox; Shep Fields, Dot; Joe, Ed and Nancy, and Larry Shane and Bobbi Martin, Maypole; King Curtis and Barry Mann, ABC-Paramount, and Liz Renay (who made headlines as Micky Cohen's girl friend), by Orchid Records.

# Hilton Credit Plan Promotes Disk Club

HOLLYWOOD — Albums at discounts ranging from 25 to 40 per cent will be offered via direct mail and charged to the Hilton Carte Blanche credit card as a result of a contract concluded last week between the Hilton Credit Corporation and the All-Label Record Club of America.

Initial announcement will be made in October Hilton's new quarterly hotel-room-distributed publication, Carte Blanche.

In straight disk sales, the Record Club of America operation differs from the other disk club plans in that it does not require its "members" to contract for a specific number of albums per year. Instead, its major pitch will be in the form of a discount available to any and all comers.

In addition to the mag pitch, Record Club of America will use the Hilton mailing list for 100,000 test mailings in October. Mail offer will give recipients a choice of (2) deals: (1) Ten albums plus a stereo portable (Symphonic line) for \$99.50; (2) a choice of several different consoles free of charge to those who agree to buy from 78 to 136 albums over a two-year period. Size of the console given away will depend upon the number of records the member agrees

to buy. Carte Blanche will bill the buyer for a monthly installment. Player equipment includes Symphonic, Columbia, a custom assembled set, among others.

Record Club of America (RCA) is operated by Audio Sales. Club is headed by George Mitzel, with Jack Douglas serving as sales manager.

Club's disk supplier is Record Enterprises, a firm which specializes in selling records via the White Front Stores here and to other discounters. Record Enterprises' principals, Charles Sims and Don Stockham, will have a 20 per cent piece of the clubs operated via the Hilton credit card. John Monroe, Hilton Credit Corporation veepee and general manager, signed on behalf of Carte Blanche. Douglas and Mitzel signed for the club.

# Seeburg Intensifies 33 Single Promotion

NEW YORK—In a further move to promote its new 33 1/2 stereo Artist of the Week merchandising plan, the Seeburg Corporation execs met here with 100 New York juke box operators and major diskery execs last Tuesday (30) at the Park Sheraton Hotel. The dinner meet was co-sponsored by Seeburg and its distributors here, the Atlantic New York Corporation.

During a sales pitch for Seeburg's stereo juke box which plays 33 and 45 stereo disks interchangeably, Seeburg veepee Jack Gordon suggested several variations on Seeburg's Artist of the Week plan.

One of the most successful innovations, he said, is Harry's Sinatra in Chicago, which was going broke as Harry's New York Bar, but which is now doing a thriving business, following installation of a

## 'BEST SELLER' NOT FOR SALE

NEW YORK — The RCA Victor - Remington Rand promotional disk seems headed to become a "best-seller," altho it is not for sale.

The disk — the six band, 45 rpm EP featuring sides by the Browns, Henry Mancini, Della Reese, Sam Cooke, Neil Sedaka and Jeanie Johnson—is being offered gratis by Remington Rand typewriter dealers to teen-agers who enter the Remington - RCA Victor "Be a Hit at School" contest. Orders already shipped to the typewriter dealers total 250,000 records, and many more are expected by the time the contest ends October 10.

Other prizes include 1,500 RCA Victor albums and 25 bonus prizes for entrants who purchase a portable typewriter during the contest period.

## Cap Offers Big Discount To Dealers

HOLLYWOOD — Capitol is extending a 12 per cent cash discount plus a 90 day deferred billing benefit to qualifying dealers on all Capitol and Angel package product (LP's, EP's, stereo and mono) purchased from September 1 thru 24. Discount is in lieu of the customary 2 per cent for prompt payment. Benefits cover all Capitol-Angel catalog items plus the labels' September release.

Open account orders placed during the 24-day program will be payable in one-third installments by the 10th of October, November and December. If a due date is missed, full balance becomes due immediately and the discount is canceled.

Qualifying dealers automatically include those who participated in the label's August merchandising drive. Those who did not take part in the August program will qualify for the September benefits by placing a single order for 100 LP albums (Capitol and/or Angel), or can enjoy the same terms only on Angel product by placing a single order for 33 Angel packages.

Similar deferred billing plan is being offered covering Capitol portable phonos to dealers placing single orders for 20 or more units, also payable in October, November and December.

## RCA Distrib Execs Switch Five Key Posts

CHICAGO — RCA Victor Distributing Corporation here reshuffled its executive personnel, with five key changes being announced by L. F. Holleran, president, last week.

A. D. Keyes, former manager in Wichita, Kan., moves to Chicago, where he will be manager of merchandising, reporting to J. A. Curl, vice-president of the Chicago branch.

W. J. Walsh moves from Chicago where he has been manager of marketing development and sales services, to Wichita as manager.

E. E. Hart moves from vice-president of the Kansas City branch to vice-president of the Davenport, Ia., branch.

L. A. Baumgartner takes over as vice-president of the Buffalo branch. He was vice-president in Davenport, Ia.

A. W. Sayers moves to Kansas City as vice-president from a vice-presidential post in Buffalo.

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**EAST MEETS WEST**

**U. S. Pop Music May Part Iron Curtain**

By OMER ANDERSON

**EAST BERLIN** — The Communist bloc is reported ready to begin negotiations for the volume importation of Western music.

Communist officials in East Berlin say the signal will be sounded by the Western pop music festival in Leipzig, November 12-19.

It is expected that Western — meaning primarily U. S. musical representatives — will turn out in force for the Leipzig festival.

From these contacts it is anticipated that bargaining will begin for the shipment of Western music behind the Curtain and that some deals will be struck.

The Leipzig meeting will be attended by the Communist bloc's top dance bands and combos. Concurrent with the music program, it is announced, there will be a series of conferences on "current questions of entertainment and dance music." Meetings that will be devoted to haggling with Western music reps.

Already, East Germany's Ministry of Culture is talking as the East-West musical co-existence were an established fact. An East German culture ministry official, after describing the planning for the Leipzig musical live-it-up, confided to me:

"All that silly business about Western music being a sign of decadence was Stalin's idea. Now we're going to buy your music if you will buy ours."

The source explained that the Communist bloc would not try to bore the Western music dealers with ideological tunes (such as "Luise the Lovely Lady Tractor Driver" or "We Fell in Love on a Collective Farm") but will stick to orthodox classical music.

"Later on, we might even be able to interest you in some of our own pop music," the source went on. "We are beginning to write some melodies with catchy tunes."

Leipzig is the home of the big annual spring and autumn trade fairs which have become the crossroads for East-West commerce. At Leipzig, whatever the temperature of the cold war, East and West come together with cool heads to assess the prospects for trade thru the Iron Curtain.

While the United States makes a diplomatic point of not recognizing Communist East Germany, American business firms nevertheless do business at Leipzig along with the British, French, Italians and other Western countries.

The source admitted that there is a big volume of Communist piracy of Western music, mainly American. But he shrugged it off. "It was inevitable as long as we stuck to Stalin's nonsense about music. But now the picture is changing, and there are other considerations — new considerations."

He pointed out that the Soviet Union recently struck a deal with a New York music firm to export Soviet music, adding: "This broke the ice of the cold war—at least as concerns music. The Leipzig music festival will finish the job of" *(Continued on page 14)*

**Wallerstein Exits Everest**

**NEW YORK**—Ted Wallerstein, pioneer record executive and chief of Everest Records, has resigned from the diskery. Bert White, head of the classical a.&r. operation, has also resigned. Everest is a division of Belock Industries, headed by Harry Belock.

It was understood that the parting occurred as a result of a disagreement on matters of policy and temperament. Wallerstein joined Everest last June.

Wallerstein, it is known, felt that existing differences of opinion made it impossible for him to build the catalog as he wished.

Wallerstein, a devotee of salmon fishing, will engage in his favorite sport in New Brunswick for the next two weeks. He is considering several propositions in the disk business.

**Joe College Target Of Capitol Promos**

**HOLLYWOOD** — Capitol is out to woo and win the giant four-million college student market this fall with a promotional drive aimed at catching the eye and ear of the campus crowd. Label will hit the top 50 college papers with three-column ads. It will blanket college radio stations and school papers with samplers composed of tracks from its campus-aimed 14 album September release. Label intends to have some phase of its promotion felt in each of the nation's 1,900 colleges.

New gimmick in the realm of disk promotion will be the free distribution of heavy-stock book covers featuring four-color reproductions of Capitol albums. In addition to package pictures on the covers, inside flaps will contain a list of its 50 albums packing the greatest collegiate appeal. Covers will be distributed from wire mer-

**\$500 REWARD: COUNTERFEITERS**

**NEW YORK** — Bill Lasley, head of Promo and Ad-dit labels, is offering a reward of \$500 for any information concerning characters who are counterfeiting his Promo disk of "A Million to One" with Jimmy Charles.

Lasley is convinced that his hot selling disk is being sold under the counter by a ring because of the sales pattern (low) of the waxing in several markets. He assures anyone in the business who supplies him with information leading to the counterfeiters, that all info received will be held confidential and that the teller's name will be kept secret.

STORE-TESTED PROFIT POINTERS FOR DEALERS

**Dealers Can Expand Sacred Music Sales**

**EAST ORANGE, N. J.** — Religious records are turning out to be best sellers at the Fellowship for Evangelism store. One reason can be attributed to the ecclesiastic interest being evidenced by large segments of the public in spiritual themes. As church attendance is growing every year, more and more people are acquiring a taste for melodies they hear sung at services and evangelical rallies.

But perhaps a more worldly reason is that Rev. Paul Anderson, who directs the store activities, is keenly aware of the sales potentialities in religious music and to that end has worked out an active promotion and merchandising program in order to get maximum results. Record dealers who inventory religious disks, even tho they do not specialize in this field, can make use of these points.

The Fellowship for Evangelism store carries a complete inventory of religious records. This includes devotionals, children's records on 10 and 12-inch LP's, talking book records on 16 speed, Bible readings in both the Old and New Testaments, as well as accessories like needles, record storage cabinets and albums.

**Home Demonstrations**

Most unique service available and a facility not offered by the average store is the home demonstration on request. Under this procedure, a store salesman will take with him a complete portable kit containing a family library of

**86th Congress Exits On Musical Notes**

Legislation & Investigation Touch on Disk, Publishing, Radio & Cabaret Industries

**WASHINGTON** — In addition to its spectacular probe activities, and the grand finale of the Harris Bill making payola a crime, the 86th Congress passed a number of bills important to the music industry.

Bills were passed which reduce the cabaret tax from 20 to 10 per cent; safeguard music publisher royalty income from coming under personal holding company tax rates; permit infringement suits against the government itself, rather

than against the employee held responsible; extend fourth class "cultural material" postal rates to printed music and sound recordings of all kinds, in spite of one attempt to exclude popular music from the privileged class.

The ancient juke box performance royalty issue saw action only in the first session of the 86th, when the House Judiciary Subcommittee on Patents and Copyrights held inconclusive hearings on the Celler Anti-Exemption Bill, Representative Celler, chairman of the full Judiciary Committee, attempted to bring about a trustee arrangement for collection of juke performance royalties, bypassing any collection by *(Continued on page 28)*

**WERE DJ's Stress 'Idea' Programming**

**CLEVELAND** —Deejays at WERE here will work from "Idea scripts" prepared by a new crew of writers, starting next month. It is tagged "integrated element programming," the plan is designed to raise WERE above the level of "formula radio."

Under the new concept, writers "who can write satire, humor and whimsy," will hold daily conference with each WERE deejay and the production department to make up a daily idea-script for each show. "Much as a stage production musical review has a theme," said programming promotion veepee Ed Stevens, "so will our broadcasting day."

The exec said individual deejay personalities will still be accented, (Bill Randle, etc.), but the complete preplanning and "theme" will carry over from program to program, with a general feeling of whimsy, satire and amusement.

First writer signed for WERE's newly formed "creative department," is Jack Hanrahan, formerly humorous editor of American Greeting Corporation's "Hi Brow Studios." During his stint with the U. S. Army's Special Services Division Hanrahan was first prize winner in the All-Army show contest with a comedy-monolog. Two additional writers will be hired at WERE shortly.

**Orfeon Wax To Be Sold In America**

**MEXICO CITY** — Orfeon Records, Mexico's largest independent record manufacturer, will produce records in the U. S. starting this month. Rogerio Azcarraga, prexy of the Mexican firm, has named Luis Adell Nadel as manager-director of the U. S. branch of the Orfeon firm. Four distributors, Record Sales of Los Angeles, Advance of Chicago, Krupp of El Paso, Tex., and Sound Sales of Miami, will be the first to be serviced from the U. S. branch. These distributors had been ordering their Orfeon wax direct from Mexico City. Distributors in Washington, Baltimore, Detroit and other major record centers are now being set.

This is the third branch that has been set by Orfeon outside of Mexico in the past year. The firm has Orfeon-Dimsa of Venezuela already in action in Caracas, and the New Orfeon firm Simsa-Argentina is due to start this week. In addition to the Orfeon label, the firm also handles the Dimsa and the Maya labels in Mexico. Orfeon execs are now eying Europe to set up a few European branches.

**Boorstein Sounds Off**

**NEW YORK** — Lou Boorstein, owner of Leslie Distributors, one of the largest one-stop chains in the East, took serious exception this week to statements by Arnold Silverman, Seeburg national promotion exec, concerning one-stops and their function (The Billboard, August 22). In the move by Seeburg to have its distributors open one-stops, Silverman claimed that one-stops were not servicing the small operators. Boorstein stated that not only do one-stops service all ops, but that "the policy of a one-stop is service — and only service."

Re Silverman's remark that one-stops were charging 5 cents more for records than dealers pay, was answered by Boorstein with the remark that, "We have been offering records at 5 cents more for 14 years, and this has remained at 5 cents in spite of the rise of all costs since then. One-stops offer service—and service you have to pay for."

**Levy Named To New Cap Pubber Post**

**HOLLYWOOD**—Jack Levy last week was appointed general manager of the Capitol Records' subsid music publishing firms, Ardmore (ASCAP) and Beechwood (BMI). Levy reports to Capitol's Eastern veepee Joe Csida, who is directly responsible for the music companies.

Levy became West Coast professional manager last March, when Capitol's former general manager (of the music firms) Joe Zerga, resigned to take an EMI publishing berth in England. In addition to his new duties, Levy will continue to function as West Coast professional manager. Kelly Camarata, East Coast professional manager for Capitol's music firms, will now report to Levy.

**M-G-M Execs Hit the Road**

**NEW YORK** — A string of M-G-M promotion execs will hit the road for a followup drive on behalf of the label's Star Power program. Both album and singles products will be emphasized in the drive, according to Sid Brandt, veepee in charge of operations. Campaign is intended to maintain the impact of the drive, which has been a successful one.

For two weeks of September, the promotion men will cover virtually the entire United States, contacting distribs, jockeys, etc. Included on the tour are Julie Rifkind, Leon Schachere, Stu Weiner, Harry Anger.



## Seeburg Forms Own Exporting Company

CHICAGO—The Seeburg Corporation has formed its own export sales company to take over all foreign marketing of Seeburg products. Seeburg's export sales were formerly handled by American Steel Export Company, a selling agent.

Seeburg's new firm, Seeburg International, Inc., will headquarter in New York. Seeburg president, Delbert W. Coleman, said that all prior commitments made on overseas distribution would be retained.

George L. H. Gilbert will head the new firm as vice-president and senior officer. W. S. Van Dorhoef has been named sales manager and assistant treasurer. They will be assisted by a staff including John J. Blaney, assistant sales manager,

and John J. Devlin, in charge of accounting. Coleman added that Jack Gordon, Seeburg's director of sales, will also take an active part in the new company's operation.

Responsibility for direction and appointment of export distributors and direction of sales and sales promotion policies will be handled by Seeburg International, Inc.

Coleman said that Seeburg International personnel will travel extensively thru Europe, and South and Central America. Particular attention will be given to countries such as England and Australia where liberalization of tariff regulations have been opened. Seeburg International will handle all of the corporation's export sales and marketing in all foreign countries except Canada.

## L.A. Distrib Guarantees All Singles Orders

HOLLYWOOD — Los Angeles distributor Sid Talmadge (Record Merchandising) notified all dealers that his firm will back up its singles lines with a full 100 per cent guarantee on all orders. Record Merchandising handles Atco, Atlantic, Cadence, Imperial, Jamie Seeco, among others. Price to dealers will remain unchanged.

Talmadge told The Billboard he was forced to take this step to combat in-roads forged by the one-stops. Area's one-stops have been offering a full guarantee on singles product but have been charging dealers a nickel more per disk.

(Continued on page 12)

## HOT 100 ADDS 15

NEW YORK — The Hot 100 chart added 15 new sides this week. They are:

47. So Sad (Acuff-Rose, BMI) — Everly Brothers, Warner Bros.
60. Let the Good Times Roll (Aladdin-Atlantic, BMI) — Shirley and Lee, Warwick
66. Lucille (Venice, BMI) — Everly Brothers, Warner Bros.
75. I'm Not Afraid (Acuff-Rose, BMI) — Ricky Nelson, Imperial
76. Three Nights a Week (Travis, BMI) — Fats Domino, Imperial
78. Save the Last Dance for Me (Rumbalero-Progressive, BMI) — Drifters, Atlantic
84. Sleep (Miller, ASCAP) — Little Willie John, King
85. And Now (Alexis, BMI) — Della Reese, RCA Victor
87. Let's Think About Living (Acuff-Rose, BMI) — Bob Luman, Warner Bros.
88. Put Your Arms Around Me, Honey (Broadway, ASCAP) — Fats Domino, Imperial
90. Move Two Mountains (Jobete, BMI) — Marv Johnson, United Artists
95. Rocking Goose (Vicki, BMI) — Johnny and the Hurricanes, Big Top
98. Alvin for President (Monarch, ASCAP) — David Seville and the Chipmunks, Liberty
99. Nobody Knows You When You're Down and Out (Pickwick, ASCAP) — Nina Simone, Colpix
100. Beachcomber (Adaris, BMI) — Bobby Darin, Atco

## 32 LP Sets In Cap, Angel Sept. Release

HOLLYWOOD — Capitol will hit the market with 32 packages, including its pop, classical, international, and Angel releases during September. Pop product will feature albums by Ray Anthony, Les Baxter, June Christy, Four Freshmen, Tony Pastor, Tommy Sands (accompanied by Nelson Riddle), debut of the Seven Teens, George Shearing, Tak Shindo, Dinah Shore (with Andre Previn), Dakota Staton (with Benny Carter), and Johnny Ukulele. All are tailored for the special college campus drive.

Seven-album Cap classics offering is highlighted by a stereo premiere of Verdi's "La Traviata," with Victoria de Los Angeles in the soprano lead, complete in a three-LP de luxe box set. Rehearsal disk made prior to the recording session will accompany a limited number of the sets as a bonus "piggy-back" platter. Other longhair wares include a "Carmen Highlights" album, Carmen Dragon orchestral arrangements of religious favorites, plus albums featuring Leopold Stokowski, Nathan Milstein, organist Fernando Germani, and a song recital by French baritone Gerard Souzay. All are in mono and stereo.

Under the "Capitol - of - the - World" banner, label adds three albums to its international catalog with LP's recorded in Spain, Germany and Italy.

In Angel's eight new stereo album release, Otto Llemperer completes his cycle of the nine Beethoven Symphonies for the label with his performance of the Fourth Symphony. Other selections include the first stereo version of Strauss' "Fledermaus" operetta, an album featuring Britain's comic Peter Sellers, Maria Callas in "Lucia di Lammermoor" highlights, plus performances by Soviet violinist Leonid Kogan, Beethoven Piano Sonatas recorded by Hans Richter-Hasser, an LP of Wagnerian arias, and a package of Verdi orchestral selections.

## A CORRECTION

NEW YORK — In recent issue of The Billboard an incorrect writer credit was given in listing hit tune, "Theme From the Apartment."

Song is a British composition and was written by the well known British composer, Charles Williams. It was first published in 1949 under the title, "Jealous Lover." In the United States the song is published by Mills Music.

## Harris Bill Awaits Ike's Signature

WASHINGTON — Only the President's signature was needed to make the Harris anti-payola bill into law, as of The Billboard's deadline last week (1). In the wake of earlier Senate action modifying the bill's forfeiture penalty provisions and killing license suspension, the House swiftly passed the bill to make payola and quiz frauds a crime, and to ease the wording of the sponsorship identification Section 317 in the Communications Act, to permit exemption for sample free records and other incidental free items used in broadcast programs.

Prospects for hearings on network regulation, and possible moves to divest nets of interest in music publishing, recording, movies and TV film programming, were outlined by angry Representative Bennett (Mich.), ranking Re-

publican on the Harris Commerce Committee, in a last argument on the floor of the House. Bennett, spearhead of a fight to get nets under government regulation, quoted a report from Committee counsel Robert Lishman to Chairman Harris (D., Ark.), giving cogent reasons why the staff felt nets should be regulated, and why nets as well as deejays should be divested of interests in recording companies and other programming materials.

Referring to Dick Clark—ABC network section of the payola hearings, Lishman had written the chairman on July 28, 1960: "The injury to the public interest inherent in ownership by disk jockeys of recording companies and the like, also exist with respect to ownership by networks of such and other facilities. Network licensing and regulation will provide statutory means of curbing network

(Continued on page 12)

## Columbia Inks 'Camelot' Pact After Hassle

NEW YORK — Columbia Records will finally sign its contract for the original cast rights to Lerner & Loewe's "Camelot" this week. Contract was not signed sooner, even the Columbia and CBS are backing the show to the tune of \$425,000, because of the hassle between Columbia and Chappell (who are handling publishing of the score) over mechanical royalties.

Lerner & Loewe wanted more than 24 cents as the mechanical royalties on the album. This figure, of 24 cents, is about the highest royalty paid to date for mechanicals on show albums and is the price paid for mechanicals on "My Fair Lady." The 24 cent figure, it is believed, is based on a pop album recording, which usually contains 12 selections. At the statutory royalty rate of 2 cents per side this would total 24 cents. However, show scores often have more than 12 selections in the score, and thus if 2 cents a tune were paid on cast album tunes, mechanicals could come to much more than 24 cents. It is believed that the mechanicals for "Camelot" broke the 24 cent barrier, even tho it could not be ascertained at presstime exactly what the figure came to. It is understood that the mechanicals on "Camelot" are higher than "My Fair Lady" and possibly the highest ever paid on an original cast set.

## WBZ's O'Friel Slams Prescott Payola Spiel

WASHINGTON — Manager Paul O'Friel, of Boston's Westinghouse outlet, WBZ, tore into the Norman Prescott testimony given to the Harris payola probes last January, during a brief postlude to the Legislative Oversight Subcommittee hearings on payola and quiz frauds. O'Friel said Prescott was dumped by the station for his "patronizing and uninterested manner," and sagging ratings, whereas Prescott said he had resigned in "self disgust," with the station and with his own background of accepting payola.

Committee counsel Robert Lishman promptly termed the O'Friel statement "self-serving," and noted that the WBZ station manager had been "unco-operative" with staff investigators during the Harris payola probe.

Norman Prescott, allowed a rebuttal of the O'Friel testimony last week (30), reiterated his claim of having resigned. Prescott also insisted that O'Friel sent him and John Givens on the famous New York freebie trek with the clear understanding that Norm's deejay status and prospect of exposure on a "50,000 watt station, with big New England coverage," would secure the \$12,000 worth of albums. Prescott said he promised to play in exchange for the 300 joblots of records acquired from each of 10 New York firms. He

## Mercury Debs New 'Sound' Disk Series

CHICAGO — Mercury Records this week released the first in its Perfect Presence Sound series—"Latin Percussion," by David Carroll. The disks in the series are to sell for \$4.98 in monaural and \$5.98 in stereo at retail.

At the same time, Mercury also shipped to distributors 11 other packages, 10 of which are available in stereo and monaural and one of which is available in monaural only.

The Perfect Presence Sound series is aimed at the audiophile market (The Billboard, August 29). Carroll has already hit effectively with "Let's Dance Again" and "Let's Dance."

Other LP's released at the same

(Continued on page 12)

## Excise Tax Shows Gain

WASHINGTON — Excise taxes collected by the U. S. on various segments of the entertainment industry rose substantially in the fiscal year ended June 30, according to a report issued last week (30) by Internal Revenue Service. Big gains were registered in excises collected on phonographs, radio and television sets and components, and phonograph records and admissions to cabaret and roof gardens. Smaller gains were registered on coin-operated gaming devices and musical instruments. Tax on admissions to theaters and concerts dropped heavily, because of a cut in the rate, and excises collected on coin-operated amusement devices went down.

Uncle Sam's take on phonographs, radio and television sets and components was \$169,451,000 for the fiscal year ended June 30, an increase of \$16,885,000 from the previous year. Excise on records amounted to \$24,324,000, up

(Continued on page 12)

## British Decca Says Yes to 'Laura' Disk

NEW YORK—British Decca has changed its mind again and decided to release Ray Peterson's original waxing of "Tell Laura I Love Her," which the label first accepted, then refused to release on the grounds that it was "too tasteless and vulgar."

It is believed that British Decca's change of mind was sparked by the fact that Ricky Valance's cover of the E. B. Marks tune is rapidly becoming one of England's biggest sellers. In line with this, British Decca has also scheduled RCA Victor's followup answer-song to the Peterson disk — Marilyn Michaels' "Tell Tommy I Miss Him" — for a mid-October release.

Herb Marks, who had vehemently protested British Decca's previous refusal to release the Peterson disk, said he had not been informed of their change of mind, but had discovered it when the English firm ran an ad in a British music mag reading "Now available, original hit version by Ray Peterson." However, Marks said he was pleased, noting "The action vindicates our position from the beginning."

## Kellem Capitol Co-Ordinator

HOLLYWOOD — Manny Kellem, Capitol's Eastern-based single records' artist-repertoire producer, last week was named to the label's newly created post of national singles co-ordinator. Kellem will build a field staff of promotion co-ordination reps to function at the distrib level and concentrate exclusively on singles releases. In his new position, he will report to Mike Maitland, Capitol Records Distributing Corporation prexy. Kellem resigned his a.&r. slot to take his new assignment.

He will continue to head quarter at the firm's New York base and will carry out his new duties under the advice and counsel of Capitol's Eastern operations veepee Joe Csida. Csida last week assumed full direction of Capitol's drive for a greater share of the singles business. Kellem has been with the firm for the past seven years.



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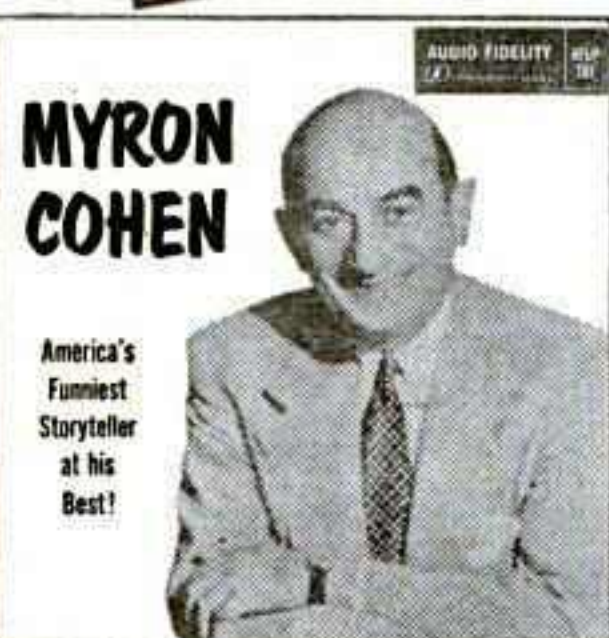
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## BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

Quite the most surprising development of a surprising week is the departure from EMI of Malcolm McGrady. He joined the firm last January, working at the Hayes headquarters of the group. Before that he had been general manager of Rank Records, responsible for launching the Top Rank label here and founding the international co-operative.

There had been speculation that McGrady might be called in to run the Top Rank label following its hand-over to EMI. But it is understood this was never seriously considered by EMI or McGrady. Lack of opportunity seems to be behind the move.

Rank's a.&r. manager Dick Rowe returns to his former firm, British Decca, September 19 following the close-down of Rank Records. During his previous 11-year spell with Decca he was responsible for producing disks by Dickie Valentine, Max Bygraves, Vera Lynn, Cyril Stapleton and other British artists which became U. S. hits. At Top Rank, where he became the highest paid a.&r. manager in Britain, he launched the Knightsbridge Strings series.

Latest British artist to move to EMI following the Rank label hand-over is Michael Cox, who had the hit version here of "Angela Jones." This was on the newly launched indie label, Triumph, whose a.&r. chief, Joe Meel, left and signed a first-option contract with Rank only a fortnight before the hand-over. Cox was included in the deal and recorded sides immediately. These will be released by EMI, but perhaps, significantly, not on the Top Rank label, but on HMV, the non-factored line.

Russ Sainty, another Top Rank artist, has gone to Decca. EMI has not yet announced who will be responsible for a.&r. work on the label under their auspices, but there seems little doubt that the work will be spread out among the existing producers. Also not announced is who will be responsible for exploitation.

The first EMI-Rank release was last weekend. It included Garry Mills' successor to "Look for a Star," "Top Teen Baby" b-w his own composition, "Don't Cheat Me Again." There were three U. S. releases: "You're Looking Good" by Dee Clark (Vee-Jay), the Viscounts' "Night Train" (Madison) and "In the Still of the Night" by Dion and the Belmonts (Laurie). Three more American disks are

scheduled by EMI for Top Rank release next weekend. They are David Gates' "The Happiest Man Alive" (Mala), the Demensions' "Over the Rainbow" (Mohawk) and "The Long Walk" by Bill Leatherwood (Country Jubilee).

Pye Records is taking over one of Rank's sponsored Radio Luxembourg air shows—the important Sunday night spot which follows the station's peak listening program based on the Top 20. It is part of Pye's ambitious plans to step up exploitation of their disks during the fall. This includes several extra programs which will be handled by deejays Alan Freeman and Don Moss, both former staffers at the station.

Pye expects to present its first Gold Disk to their top-selling artist, Lonnie Donegan, when his "My Old Man's a Dustman" reaches a million sales. Donegan has an unbroken five-year run of hits with the label, with every release entering the charts. "Dustman," issued in March, hit No. 1 spot in its first week here and has since topped the charts in Australia and New Zealand, too. The only previous example of a No. 1 in its first week was Elvis Presley's "Jailhouse Rock" in 1958.

Ian Ralfini has joined the company to look after the Pye-International label, which is devoted to releases from U. S. and other foreign indies. Ralfini will be responsible for a.&r. as well as exploitation. First release he is working on is "Pineapple Princess" by Annette from Disney's Vista label. The singer is currently in London to film "The Horsemasters" and will be available for exploiting the disk. She guests on BBC-TV's "Juke Box Jury" September 10. Vista once had a catalog deal with Pye, but has recently been releasing thru Gala and Top Rank.

Both Pye and Decca are working on the same tune by the same artists. It is a repeat of the American situation over "I Shot Mr. Lee" by the Bobettes. The original Atlantic version is issued by Decca's London label while Pye-International has the Triple-X version.

Decca has finally given the go-ahead to the release of Ray Peterson's RCA hit, "Tell Laura I Love Her." They had 20,000 copies of the disk in the warehouse which had been pressed for the initial release date. The British cover by Ricki Valance (EMI-Columbia) has now moved up to No. 16.

The copyright trouble which had prevented another RCA side, Elvis Presley's "It's Now or Never,"

(Continued on page 7)

## ITALIAN Newsnotes:

By MARIO DE LUIGI

Musica e Dischi  
Via Carducci 6, Milan

Johnny Dorelli has been approached by the American impresario Erberto Landi to make a tour of America singing a program of his own choosing. . . . The Italian Radio and Television Display, the biggest showing of these products, will be in Milan September 10-20. All major brands will be represented and will give details on their latest exhibits.

Marino Marini, noted artist with Durium, has just composed a new song, "Ho La Testa Come Un Pallone" ("I've Got a Big Head"). It has already been translated into English and will have world-wide distribution.

SIAE, the Italian office of statistics, has revealed in its latest reports that Italians have spent about 200 billion lira (approximately \$340 million) for entertainment in 1959. For radio, juke box and records alone, the figure amounts to 19 billion lira.

By SAM'L STEINMAN

Piazza S. Anselmo 1, Rome

John Dorelli, singing "I Will Steal the Breath of Flowers" ("Rubero") turned up as winner of the Verona II Musichiere Festival with a song whose words were by an amateur, Pino Tombolato, a stenography teacher from near Padua, and music by Bruno Canfora, a well-known professional conductor, sung by John Dorelli. Musichiere event attracted audiences of 30,000 each of its three nights in the ancient Roman Arena of Verona. Runner-up songs were "We Go Together," sung by Wilma DeAngelis; "Paradise for Sale," offered by Flo Sandon's, and "Moonbeam" by Betty Curtis. Mario Riva, who fell thru a cloth-covered opening in the platform, was near death before he was pronounced out of danger. Acting as emcee, he missed a danger sign and stepped thru the opening. Riva, musical comedy, film and TV star, was emcee of the "Musichiere" TV pro-

(Continued on page 8)

## Best-Selling Pop Records in BRITAIN

Week ending September 2, 1960  
(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist	Label
1	1	APACHE—The Shadows	(Columbia)	
4	2	BECAUSE THEY'RE YOUNG—Duane Eddy	(London)	
2	3	PLEASE DON'T TEASE—Cliff Richard	(Columbia)	
3	4	MESS OF BLUES—Elvis Presley	(RCA)	
5	5	WHEN WILL I BE LOVED—Everly Brothers	(London)	
11	6	EVERYBODY'S SOMEBODY'S FOOL—Connie Francis	(M-G-M)	
7	7	IF SHE SHOULD COME TO YOU—Anthony Newley	(Decca)	
14	8	AS LONG AS HE NEEDS ME—Shirley Bassey	(Columbia)	
13	9	GIRL OF MY BEST FRIEND—Elvis Presley	(RCA)	
6	10	SHAKIN' ALL OVER—Johnny Kidd	(HMV)	
14	10	LOVE IS LIKE A VIOLIN—Ken Dodd	(Decca)	
14	12	LORELEI—Lonnie Donegan	(Pye)	
9	13	I'M SORRY—Brenda Lee	(Brunswick)	
19	14	ONLY THE LONELY—Roy Orbison	(London)	
8	15	TIE ME KANGAROO DOWN, SPORT—Rolf Harris	(Columbia)	
18	16	TELL LAURA I LOVE HER—Ricky Valance	(Columbia)	
10	17	GOOD TIMIN'—Jimmy Jones	(M-G-M)	
12	18	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland	(London)	
14	19	PAPER ROSES—Kaye Sisters	(Philips)	
23	20	FEEL SO FINE—Johnny Preston	(Mercury)	
22	21	IMAGE OF A GIRL—Mark Wynter	(Decca)	
—	22	I JUST GO FOR YOU—Jimmy Jones	(M-G-M)	
30	23	IMAGE OF A GIRL—Nelson Keene	(HMV)	
20	24	LOOK FOR A STAR—Garry Mills	(Top Rank)	
20	25	MAIS OUI—King Brothers	(Parlophone)	
—	26	CARIBBEAN HONEYMOON—Frank Weir	(Oriole)	
—	27	PLEASE HELP ME, I'M FALLING—Hank Locklin	(RCA)	
—	28	LET'S THINK ABOUT LIVING—Bob Luman	(Warner Bros.)	
28	29	WALKIN' TO NEW ORLEANS—Fats Domino	(London)	
—	30	LET'S HAVE A PARTY—Wanda Jackson	(Capitol)	

## HOLLAND Newsnotes

By FRITS VERSTEEG

Fonorama, P.O. Box 26  
Amersfoort, Holland

Seven new items in this week's top 20; five of them original American recordings: "Itsy Bitsy . . ." by Brian Hyland; Brenda Lee's "I'm Sorry"; "Walkin' to New Orleans" (the fans do) by Fats Domino; Connie Francis on our hit parade again with "Everybody's Somebody's Fool" and finally—after several months bubbling under our top 20 records—Johnny Otis calling his "Telephone Baby."

Not many of the approximate 1,000 Dutch record dealers will read this column immediately when it arrives Monday afternoon. Quite a lot of them will be together in Radiocity Hilversum. For the 14th time Phonogram (sales organization for Philips, Decca, Fontana and London labels) has invited the dealers to join in its convention—Disco Dealer Dag—again. This is quite a spectacular meeting each year. The organizing team (17 members of Phonogram's publicity department under supervision of Rolf ten Kate and producer Fred Hartog) has worked out a complete scenario filled with surprises, hard selling dealer information, some mighty interesting new series and a dinner to which about 700 guests will be expected. For the first time this year there will be four internationally famous buffets: An Indonesian corner, a Spanish, Hungarian and an Italian one. Dealers can make their choice, eat and listen to music from that country which will be presented live.

During the morning several new

## DANISH Newsnotes

By TED WOLFRAM

Copenhagen, Denmark  
Denmark

Delta Rhythm Boys and the platter-mugging Bernard Brothers, sharing top billing at "Tivoli Varieteen," in Copenhagen's Tivoli. Burt Loney, singer from Jamaica, filling third engagement — two months — at the Lorry cabaret. Memphis Slim, veteran jazz pianist, with Papa Bue's Viking Jazz, at the "Chr. de IX" dance spot, for a week, then on tour of principal towns of Denmark, with the band, until September 18. Rufus Perryman ("Speckled Red"), old-time barrel-house pianist, visiting Danish jazz spots with pianist Champion Jack Dupre. Orren Keepnews and Bill Grauer's (Danish) book "From New Orleans to Modern Jazz," published by Skrifola, now on sale here. Rated as being well documented and illustrated with some rare pix. Copenhagen's High School of Music has added a jazz section, with bandleader Erik Moseholm at head of staff of top-rank jazz players.

## GERMAN Newsnotes:

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk  
Munich

The Metronome label is issuing six EP's from the Atlantic and Prestige catalogs: "Blues and Roots" by Charlie Mingus, "Workin' With the Miles Davis Quintet," Willie Dixon and Memphis Slim, Brownie McGhee and Sonny Terry, and two more EP's with "soul music." . . . Austrian singer Lolita made a hit with her disk "See-

(Continued on page 8)

Northern Germany

By BRIGITTE KEEB

News Editor, Automaten-Markt  
Braunschweig, Germany

The firm of Vox Imago GmbH, Grosskonigsdorf, near Cologne, which up to now had dealt exclusively with the pressing of the record foils (one side playable only), now wants to take up the production of normal singles under the label Roxy and a long-play series called Sechs Richtige. In order to manufacture these normal plastic records (both sides playable), the factory has to establish a new pressing department in addition to its old one, designed only for the production of foils. The use of a new press allows to press normal records directly from foil rolls.

Singer Willie Schneider will celebrate his 25th record jubilee with Polydor this month. During that time the firm has released more than 500 of his records. . . . Metronome Records has signed Europe's sprinting master, Carl Kaufman of Karlsruhe. After the Olympic games in Rome, the 24-year-old sport teacher will come to America where he will be introduced to the U. S. public on a big tour arranged by Walt Disney. . . . Austrian-born songstress Lolita has sold over 500,000 records for Polydor release, "Seemann," which has been at the top of the German juke Hit Parade for months.

Paul Siegel, of Berlin, the only American music publisher in Germany in some years, will start a program on Berlin radio at the end of September, together with Camillo Felgen of Radio Luxembourg. Title for the new radio program is "Die Goldenen Schallplatten" ("The Golden Records"). . . . Lotar Olias, composer of many successful Freddy songs, plans to go to the United States together with Freddy. Appearances on the Ed Sullivan or Perry Como shows are planned. . . . Gitta Lind is proud to celebrate her 10th record anniversary on Telefunken. Her best seller was "Weisser Holunder," some years ago, and last year she had a hit together with Christa Williams with the German version of Connie Francis' "My Happiness." . . . In October the Danish singing couple, Nina and Frederik, will come into the German cinemas together with Louis Armstrong in the pic "Warum 1st Papa Dagegen" ("Why Doesn't Daddy Allow"). The

(Continued on page 8)



# BELGIAN Newsnotes:

By JAN TORFS

Juke Box Magazine  
Mechelen, Belgium

Makadopoulos and his orchestra made the best-selling instrumental version of the multi-recorded song "Never on Sunday," called here "Les Enfants du Piree." Now Makadopoulos brings his second effort on Palette Records: "Yaso" b-w "Festival a la Greca."

Tony Sandler, local singer who became a well-known artist in Italy and Germany, and Rocco Granata of "Marina" fame, met in Italy where they were both invited to star in the same picture, "Schick Deine Frau Nicht Nach Italien." Brenda Lee's "I'm Sorry" and

different recording of "Itsy Bitsy" are getting more and more popular.

Radio Luxembourg brought rage and furor to thousands of Belgian Presley fans when they announced that Elvis recently got married!

Will Tura, most popular teenage singer in Belgium, was called for military duty September 1.

Anthony Newley, already a well-established name in England, made

his first French record titled: "C'est Pour Toi" (Do You Mind) b-w "La Montana" (If She Should Come to You). Peter Kraus, Germany's No. 1 teen-age idol, also makes his first French platter.

Belgian singers have not less than six records in the German Hit Parade. Bobbejaan Schoepen with "Ich Weine in Mein Bier," "Ich Steh' an Der Bar" and "Ein Hauschen auf der Heide" (all on Palette Records); Angele Durand with "Die Cowboys von der Silver Ranch" and "Valentino" (on Electrola) and Jean Walter with "Zuviel Tequila" (on Palette).

# BRITISH Newsnotes:

Continued from page 6

from being released here has been overcome. When the title was withheld, Decca coupled "Mess of Blues" with "Girl of My Best Friend" and this reached No. 3 in the chart. "It's Now or Never" will be the next Presley single.

Gala, Britain's leading low-price label has sold its first masters to a U. S. label. Harry Finfer of Jamie Records was the buyer. The tracks were "Ring Ding" and "Inn for Trouble," recorded and composed by pianist Steve Race, and singer Helen Thompson's "Tender and True." Gala has had a great success this year with the "Instant" series. Gala also has an imposing stand at the Radio Show, the only indie disk firm exhibiting, and is now in the catalogs of most of the big British mail-order houses, usually as the only record label represented.

Latest move on the cabaret front is the scheduling of a month for Billy Eckstine at the Talk-of-the-Town next spring. Julie London has also been asked to stay over after filming for a season at the Pigalle. . . . The Kirby Stone Four

make their British debut November 16 in Granada-TV's "Variety Show." . . . Another group set for a British bow is the Kingston Trio. In addition to their Royal Festival Hall concert November 26, they will probably be featured in ATV's "Sunday Night at the London Palladium" the previous weekend and possibly tape another TV show. . . . Five London dates and eight in the provinces have been announced for Miles Davis. His tour—also a debut—opens in the capital September 24.

Mark Wynter, the first artist to get into the charts with "Image of a Girl," will head the support during Jimmy Jones' tour, now set to open in London October 9. . . . Both the King Brothers, currently in the charts with "Mais Oui," and Lonnie Donegan, have Radio Luxembourg series in the fall. . . . BBC-TV is trying out a new format for pop music September 16 called "Sugar Beat." . . . AR-TV has switched its disk series, "Cool for Cats," back to a late evening spot. Currently on his annual talent-

(Continued on page 8)

## Best-Selling Pop Records in FLEMISH BELGIUM

Week ending September 2, 1960

Last Week	This Week	Title	Artist
3	1	KOM VAN DAT DAK AF—Poter and his Rockets	Poter and his Rockets
1	2	MY HOME TOWN—Paul Anka	Paul Anka
4	3	SAG WARUM—Camillo	Camillo
17	4	LES ENFANTS DU PIREE—Melina Mercouri	Melina Mercouri
20	5	MILORD—Corry Brokken	Corry Brokken
2	6	LEILA—Regento Stars	Regento Stars
7	7	HUTJE OP DE HEIDE—Bobbejaan Schoepen	Bobbejaan Schoepen
—	8	OL' MAN RIVER-MARIA BLENA—Jerry Angelo	Jerry Angelo
8	9	VALENTINO—Connie Francis	Connie Francis
—	10	I'M SORRY—Brenda Lee	Brenda Lee
10	11	ROMANTICA—Dalida	Dalida
—	12	HELLO, YOUNG LOVERS—I LOVE YOU IN THE SAME OLD WAY—Paul Anka	Paul Anka
12	13	SWINGING SCHOOL—Bobby Rydell	Bobby Rydell
—	14	EVEN GEDULD—Jef Burm	Jef Burm
6	15	CRADLE OF LOVE—Johnny Preston	Johnny Preston
13	16	CATHY'S CLOWN—Everly Brothers	Everly Brothers
—	17	AMAPOLA—Davy Jones	Davy Jones
14	18	JULIA-ROCCO CHA CHA—Rocco Granata	Rocco Granata
—	19	PEEL SO FINE—Johnny Preston	Johnny Preston
5	20	ADAM AND EVE—Paul Anka	Paul Anka

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# ITALIAN Newsnotes:

Continued from page 6

gram which was the springboard of this event which combines the work of amateurs and professionals in each song.

**Domenico Modugno**, who did not compete, wrote the music of the second-choice song which was actually ahead of the winner in the semi-final. . . . **Umberto Bindi**, whose music featured the third-place number, will shortly undertake a U. S. tour, with TV appearances in New York and Los Angeles. His song, "Il Nostro Concerto" ("Our Concerto"), has been the big hit of the summer and his hit of 1959, "Arrivaderci," has been placed tops among the royalty-earners in the SIAE (Italian Society of Authors and Editors). . . . The musical combo which has gained most ground at summer spots has been 21-year-old **Peppino of Capri**

and his quartet, who are now booked for Rome's Villa Floria, September 2; Rome's Club 74, October 1, and Milan's Astoria, November 1, in addition to a **Tony Dallara** film. . . . "The Great Challenge," pop music film about San Remo, is now in simultaneous release thruout Italy. Directed by **Piero Vivarelli**, jazz and record critic of Rome's Il Rempo, it features **Sergio Bruni**, **Fausto Cigliano**, **Tony Dallara**, **Wilma DeAngelis**, **Jula DePalma**, **Johnny Dorelli**, **Mina**, **Nilla Pizzi**, **Domenico Modugno**, **Joe Sentieri** and the orchestras of three groups. . . . **Dinah Shore** is due in Italy for a musical film. . . . **Fred Buscaglione**, who died in an auto accident early this year, left an uncompleted score for **Marcel Carne's** "The Bride of the Seventh Moon,"

which will be presented as a TV feature. . . . **Caterina Valente** has been signed for a series of musical TV programs to begin in January upon expiration of the current "Canzonissima" series which tied in with the national lottery. . . . **Riccione** was the scene of a seven and one-half mile bicycle race among singing stars for the "Golden Calf." Winner was **Gastone Parigi**, followed by **Dino Sarti**, **Luciano Rondinella** and **Claudio Villa**. **Villa**, recently returned from Russian, is about to begin an African tour. . . . **Anna Tebaldi**, cousin of the Met Opera's **Renata**, has been elected Miss Rome in the annual quest for a Miss Italy. . . . **Chet Baker** has once again fallen into the clutches of the law on a dope charge in Lucca, altho he protested that his injections were prescribed by a physician. He was appearing at Viareggio with **Romano Mussolini**, piano-playing son of the late dictator. . . . Biggest song of the season on the Versilian Riviera, where pop music reached new heights this summer, has been **Gino Poole's** "La Gatja" ("The Cat"). . . . New radio program presided over by **Silvana Mari** is called "Songs in Search of Words." Amateurs are invited to offer lyrics for new tunes. . . . Graz, lots!

## Best-Selling Pop Records in ITALY

Week ending September 2, 1960 (Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	IL NOSTRO CONCERTO—	Umberto Bindi (Ricordi)
4	2	NESSUNO AL MONDO—	Peppino di Capri (Carisch)
2	3	IMPAZZIVO PER TE—	Adriano Celentano (Jolly)
6	4	IL BARATTOLO—	Gianni Meccia (RCA)
3	5	SCANDALO AL SOLE—	Percy Faith (Philips)
12	6	PERSONALITA'-TILL—	Caterina Valente (Decca)
18	7	MULE SKINNER BLUES—	The Fendermen (Top Rank)
7	8	IL CIELO IN UNA STANZA—	Mina (Italdisc)
13	9	STUCK ON YOU—	Elvis Presley (RCA)
16	10	MORGEN—	Eddie Calvert (Columbia)
8	11	STAIRWAY TO HEAVEN—	Neil Sedaka (RCA)
5	12	MY HOME TOWN—	Paul Anka (Columbia)
9	13	MUSTAFA—	Staitfi (Voque)
—	14	VOCE 'E NOTTE—	Peppino di Capri (Carisch)
—	15	CORIANDELLI—	Mina (Italdisc)
11	16	WORDS—	Pat Boone (London)
10	17	OH, OH, ROSY—	Marino Marini (Durium), Rocco Granata (Bluebell)
15	18	PUPPY LOVE—	ADAM AND EVE (Columbia)
20	19	COCCINELLA—	Ghigo (Primary)
14	20	SERENATA A MARGELLINA—	Sergio Bruni (Voce del Padrone), R. Cori-F. Sandon (Durium)

# GERMAN Newsnotes:

Continued from page 6

## Southern Germany

mann. **Deine Heimat Ist Das Meer.** The Polydor label sold 500,000 records of this tune by **Werner Scharfenberger** and **Finl Busch** published by **Dr. Gerig and Schneider**. . . . According to a new survey, Radio Luxembourg has 10,000,000 German listeners day by day. . . . Austrian composer **Robert Stolz**, "Last of the Operetta Kings," celebrated his 80th birthday. World famous for his waltz, "Two Hearts in Three Quarter Time," Stolz came to Hollywood in the 1930's to write the music for filmicals produced by **Joe Pasternak** starring a very young **Deanna Durbin**, returned after the war to his beloved city Vienna. He is still busy after he composed 50 operettas, 2,000 hit tunes, and 100 filmicals. . . . Belgian singer **Jean Walter** and friend **Werner Mertin** came to Munich to start the German distribution of the Palette label.

Met boss **Rudolf Bing** invited German opera singers **Anneliese Rothenberger** and **Hermann Prey** and Austrian **Eberhard Waechter** to guest star in his house.

Popular American mag **Playboy** has been confiscated and banned in Munich and four other German cities on grounds of indecency. Mag's circulation here is up to 5,000. Says **Playboy** officials, "The ban violates freedom of the press." The singer who made "Lili Marleen" a success has another hit in Germany now: It's **Lale Andersen** and her recording of U. S. hit "El Paso" on the Electrola label. **Peter Kraus** had a terrific success with his first TV show. Guest star was **Connie Francis**, German TV invited Peter to continue his shows. He will get a 25-minute spot four times a year. . . . Bavarian composer **Werner Egk** will conduct his opera "The Reviser" at the New York City Center Opera next month. . . . **Isaac Stern** refused to play the concerts in Germany. . . . Tuesday, last week, the Bayerischer Rundfunk changed its program schedule to broadcast a 40-minute tribute for **Oscar Hammerstein II**. The script was written and spoken by **Werner Goetz**. The music was selected by **Werner** and this columnist.

## Northern Germany

original sound track with **Louis Armstrong, Nina and Frederik**, "The Formula for Love," is on **Metronome**.

Most-aired tunes in the American Forces Network in the first half of August were:

1. Ally-Oop (Hollywood Argyles)
2. Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini (Brian Hyland)
3. Walkin' to New Orleans (Fats Domino)
4. Cathy's Clown (Everly Brothers)
5. My Home Town (Paul Anka)
6. Please Help Me, I'm Falling (Hank Locklin)
7. Paper Roses (Anita Bryant)
8. I'm Sorry (Brenda Lee)
9. Everybody's Somebody's Fool (Connie Francis)
10. Greenfields (Brothers Four)

## British News

Continued from page 7

spotting tour of Europe is **Major Riddle** of the Dunes Hotel, Las Vegas. . . . **Frankie Vaughan** has been told that his first picture under his new contract with 20th Century-Fox will be "The Live Wire" with **Gary Crosby**. He got word shortly before the British premiere of "Let's Make Love". . . . The London stage revival of "Rose Marie" got a severe mauling from the critics. . . . **Judy Garland** had a wonderful success with her Palladium concert August 28, her first stage date in more than a year.

Decca figures in an unusual disk release, a folk-type number, "Football Crazy" performed by **Robin Hall** and **Jimmy MacGregor**. Originally recorded for Collector, a specialist indie label, Decca is releasing it, too. Altho British majors buy masters from indie producers, Decca's move is probably unprecedented, as the disk was already being—and continues to be—available from the original label. The record stands an excellent chance of making the charts. The performers collect a lot of TV and radio exposure and the side is being played on fully half of Britain's 90 major league soccer grounds.

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b/w

# HOP SCOTCH HOP

(P 1002)

## The Ramblers

# RAMBLIN'

b/w

# DEVIL TRAIN

(A 1257)

## The Spydels

# BIG McGOON

b/w

# WE'RE IN LOVE

(A 1220)

## Foster Brothers

# LET'S JAM

b/w

# LAND OF LOVE

(D 101)

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The Billboard's September 26

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## BMI GUMSHOE UNMASKS 'MR. CUSTER' WRITERS

LOS ANGELES — The writers of "Mr. Custer," the smash novelty on Era Records by Larry Verne (it jumped to the No. 13 slot of The Billboard's Hot 100 chart this week), has been un-pseudonymed by some smart detective work on the part of the West Coast BMI office. The names of the writers listed originally on the BMI-published tune (Bamboo Music), were Hal Rogers, Mark Fredericks and Al Duval. They joined BMI in January, 1960.

When the disk of "Mr. Custer" was released one of the BMI execs here became suspicious and did some careful checking. He discovered that the writers belonged to ASCAP, and therefore could not be BMI writers. Their actual names are Joe Van Winkle (Rogers), Fred Darian (Fredericks), and Al DeLory (Duval). BMI immediately stopped crediting these writers for the tune, and discontinued clearing the tune. If the writers wish, the tune can remain

in the BMI publishing firm, it is understood, but it is believed that they will realize their performance credits more readily if it is placed in an ASCAP publishing firm.

This is not the first time that ASCAP writers have used an alias to write for BMI. There are scores more writers who used pseudonyms to write for BMI publishers, altho BMI itself has been discovering these writers more often now than formerly. One of the reasons that writers who belong to ASCAP will write under an alias for a BMI firm, is that they feel that they can pick up more performance credit on a quickie hit via BMI logging. However, with ASCAP's new logging system this is probably less true today than it used to be.

## Ruskie Disks On the Way

NEW YORK — Artia Records is issuing its first group of recordings from the USSR this month. Key item in the release is Mousorgsky's "Pictures at an Exhibition," played by pianist Sviatoslav Richter, who will tour the U. S. for the first time this fall. Other records in the release feature David Oistrakh, Galina Vishnevskaya and Ivan Kozlovsky, and an album by the Sveshnikov Chorus.

On the low-price Parliament label, the firm is bringing out one LP, the Rachmaninoff Piano Concerto No. 2 played by Richter with the Leningrad Philharmonic. Artia will issue monthly releases from the USSR as well as from other Eastern European countries.

## CONNIFF TOUR TO FEATURE STUDIO SOUND

NEW YORK — The frequently voiced complaint when disk stars perform in person—"But he doesn't sound the way he does on the record"—may be solved by Ray Conniff on an in-person tour thruout the Midwest and Eastern States next month.

In an effort to capture the exact sound of his best-selling LP's, Conniff is carrying his own sound engineers and full stage crew, in addition to his complete orchestra and chorus and lighting technicians. A stereophonic sound system, specially designed by Hollywood's award-winning sound engineer, Fred Hynes, will be installed in each of the concert halls scheduled for Conniff's fall tour, which starts October 10.

The sound engineers are seated in the middle of the concert hall and multiple mikes pick up the separate sections of the orchestra and chorus on stage and transmit the sound thru an intricate system of amplifiers and speakers. The result supposedly is "three-channel stereo," which corrects any acoustical problems that may exist in an auditorium. Conniff values the specially designed stereo system at \$30,000.

Tagged "Concert in Stereo," the concerts will feature excerpts from each of his past best-selling LP's, plus selections from his newest album releases.

## Roulette Sues Over Vaughan Sound Track

NEW YORK — Roulette Records has filed suit in New York State Supreme Court against Canadian-American Records, Ltd., the 20th Century-Fox Film Corporation, Sarah Vaughan and the Princess Production Corporation charging infringement of Roulette's exclusive contract with Miss Vaughan.

The suit asks for damages and an injunction restraining Canadian-American from further manufacturing and marketing its sound track package, "Murder, Inc.," a 20th-Century-Fox film which features Sarah Vaughan. Motion papers for a temporary injunction will be argued in the New York County Supreme Court Wednesday (7).

According to Roulette, authorization was never granted for the use of Miss Vaughan's voice in the Canadian-American album or the display of her picture on the cover. Attorneys for Roulette are Halperin, Morris Grannett & Cowan.

## New Roulette Exec Posts

NEW YORK — In a move to strengthen all Roulette's ties with the individual distributor, one-stop dealer and rack jobber, Solly Solomon and Marv Helfer have been appointed to the posts of Eastern and Midwestern sales managers respectively.

Solomon, heretofore Roulette's promotion rep in Pittsburgh, will now supervise all sales and selling

## LINGUIST

## Connie Cuts Theme in 6 Tongues

NEW YORK — Connie Francis, who has chalked up six two-sided hit singles in her career, will record five different versions of the title tune from her first M-G-M movie, "Where the Boys Are."

The canary has already cut an English version of the tune, and will shortly slice Japanese, French, German, Italian and Spanish versions for release in foreign markets.

Miss Francis currently has three sides on the Hot 100—"My Heart Has a Mind of Its Own," its flip side, "Malaguena," and "Everybody's Somebody's Fool." In the past, the gal has had the following two-sided hits on the Hot 100: "Jealous of You" (flip of "Fool"); "Mama" backed by "Teddy"; "Lipstick on Your Collar," backed by "Frankie"; "Among My Souvenirs" backed by "God Bless America"; "Plenty Good Lovin'" backed by "You're Gonna Miss Me."

In addition to the six two-sided hits, the thrush's unbroken succession of chart-making singles include the following six one-sided hits—"If I Didn't Care," "My Happiness," "Fallin'" "Stupid Cupid," "I'm Sorry I Made You Cry," and "Who's Sorry Now."

activity in the Eastern portion of the U. S., including New York, Boston, Philadelphia, Baltimore and Washington. Solomon has been with the label since its inception.

Helfer, Roulette's promotion rep in Cleveland for the past two years, is responsible for the label's sales in the Midwest including Chicago, Detroit, and Cleveland.

## Jazz Fete Shows Profit

EVANSVILLE, Ind. — A net profit of \$11,400 was reported by the sponsors of the Indiana Jazz Festival held here in late July.

Renamed, the festival was switched here from French Lick after the Sheraton Hotel interests decided against continued sponsorship in apprehension of rioting.

The festival was brought to Evansville when the city's Junior Chamber of Commerce, Fraternal Order of Police and Hal Lobree, jazz enthusiast, assumed the contracts. They split the profit.

**MGM STARPOWER SALES PROGRAM...  
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## Team Makes ABC Disks

NEW YORK—ABC-Paramount Records has signed Al Nevins and Don Kirshner as independent record producers of singles for the label.

The deal is not an exclusive pact—Nevins and Kirshner also act as indie producers for RCA Victor and Top Rank Records — and Am-Par prexy Sam Clark stressed that Sid Feller remains in complete charge of ABC-Paramount's artist and repertoire department.

Nevins and Kirshner, co-owners of Aldon Music, Inc., and Nevins-Kirshner Associates (a talent management firm) will cut singles by King Curtis and Barry Mann as their first releases on the ABC-Paramount label. Both artists are under contract to Nevins-Kirshner Associates.

Curtis, whose first ABC-Paramount release will be "King Neptune's Guitar," backed by "Beatnick Hoedown," was featured sax soloist on such best-selling singles as "Charlie Brown" and "Yakety-Yak." Songwriter-singer Mann has written several chart-makers, including "The Way of a Clown" and "Footsteps."

Kirshner and Nevins, who formed Aldon Music two years ago, also manage Neil Sedaka and Tina Robin. They have had 23 tunes on the charts since then, including "Stupid Cupid," "Dream Lover," "Oh, Carol" and "Everybody's Somebody's Fool."

Aldon recently acquired publishing rights to the title tune and another song featured in Connie Francis' debut movie for M-G-M, "Where the Boys Are," and the firms first legit show score, "Christopher Fish," scheduled for a fall opening. Aldon also owns the original cast rights to the musical.

## Columbia Sets 34 Packages For September

NEW YORK — Columbia Records is issuing a total of 34 albums in September. These include 11 Masterworks sets, 17 pops, one jazz, four "Adventures in Sound" sets and the first of the firm's new "Legacy" series.

The Masterworks sets include new albums with Bruno Walter and the Columbia Symphony, Eugene Ormandy and the Philadelphia Orchestra, David Oistrakh, Eugene Istomin, an album of Carl Orff's "Carmina Burana," Charles Ives' "Second Symphony" with Leonard Bernstein and the New York Philharmonic, the Mormon Tabernacle Choir, and a new set with E. Power Biggs.

New pop sets include LP's by Johnny Mathis, Remo Capra, the Nash Family Trio, Lou Carter, Percy Faith, Andre Previn, Les Brown, Ray Price, Norman Luboff, Ray Conniff, the Four Lads, and an album called "Good House-keeping's Plan for Reducing." The jazz album features pianist Ray Bryant.

New "Adventures in Sound" sets include an album of Israeli folk tunes, a set with thrush Patachou, another with Juliette Greco, and a new LP with Yves Montand.

## Fire Destroys Miami One-Stop

MIAMI — Budisco One Stop, one of the largest in the State of Florida, burned to the ground last Friday (2) afternoon. Altho fire-trucks battled the blaze they could not save the building nor the stock. It is believed that everything in the store was destroyed.

## Epic Issues Sept. LP's

NEW YORK — Key albums in the new September releases on the Epic label include an album titled "Songs of the Congo," actually recorded in that troubled country, a new Lester Lanin waxing, a new album with Roy Hamilton and a new set with warbler Bobby Vinton. Other September pop albums include a collection of sides waxed by the late Chuck Willis, and an album of favorite songs featuring various artists on the roster.

Epic is also issuing its first "Jazz Scene" sets this month, made up of sides from jazz sets released by Epic over the years. Artists include Ahmad Jamal, Count Basie, Artie Shaw, Bunny Berigan, and Ray Bryant. In the Epic International series are new albums by Willy Alberti, and two albums of German music, one by a chorus, the other by a German band.

Classical albums on the Epic label include LP's by Clara Haskil, the Cleveland Orchestra, the Concertgebouw Orchestra, pianist Charles Rosen, and an album of Handel's "Acis and Galatea" in an abridged version.

## Columbia Inks Chi Talents

CHICAGO—Three new Chicago talents, recently signed by Columbia, come out with albums this week. Captain Stubby and the Buccaneers, currently with the ABC network, put out an album titled "Polkas."

A pair of Chicago lawyers, Ben Kantor and Jess Brown, have come out with an album titled "Old Fashioned Melody Piano." Leon Sash, accordion player, has an album titled "Holiday for Accordion."

## Columbia Sets 'Legacy' LP Series Line

NEW YORK — Columbia Records has started a new album line, the Legacy series. Produced by Columbia prexy Goddard Lieberson, series will be kicked off with the album "The Revolution." The album contains an LP record and a 62-page illustrated book. The record contains the cantata, "The Revolution," composed by Richard Bales, based on music of the Colonies during the years 1775-1800.

A group of authors were commissioned to do articles for the album book. They include Arthur Schlesinger Sr., Robert Graves, Marshall B. Davidson, Larry Rivers, and composer Bales. There are over 100 illustrations.

Altho the Legacy series is new, the idea of an album-book is not new at Columbia. About seven years ago Goddard Lieberson produced the albums "The Confederacy" for the firm, which contained music of the Southern Soldiers, as well as an elaborate book with commentary on the Civil War. Later Columbia issued an album "The Union" on the same order.

Legacy series albums will retail for \$10 for monaural, and \$11 for stereo. They will be made available to dealers this month.

HOLLYWOOD — Capitol Records art director Marv Schwartz was promoted to director of creative arts, replacing resigned Lou Schurrer in handling the label's album packaging department.

Schurrer is leaving the label after a decade in its service to become merchandising director of Sunset House, the nation's largest mail-order firm.

## All Bard's Plays To Be Waxed

NEW YORK — Caedmon Records has undertaken an extensive new project, the recording of all the Shakespeare plays, with top actors and actresses. The plays will be waxed both monaurally and in stereo. The thespians to be presented in the Shakespeare plays on wax include Claire Bloom, Richard Burton, Cyril Cusack, Dame Edith Evans, Stanley Holloway, Trevor Howard, Celia Johnson, Margaret Leighton, Anthony Quayle, Sir Michael Redgrave, Sir Ralph Richardson and Frank Silvera.

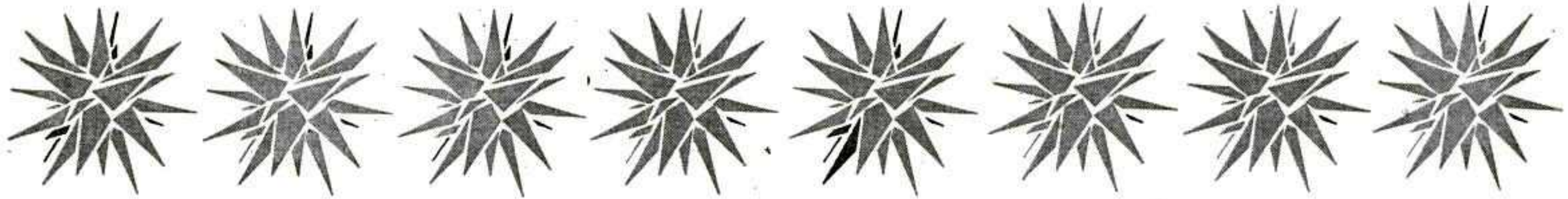
Two-record sets of the plays will retail for \$11.90 for stereo or monaural, and three record sets will list for \$17.85 for stereo or monaural. The first Shakespearean epic to be issued on the label will be "Macbeth," with Quayle, Holloway and Gwen Ffrangcon.

## Roulette Snags Hot Wye Master

NEW YORK — Roulette Records has purchased a master, "Night Theme" from the Wye Company of Rhode Island. The tune, an instrumental featuring a four-hands-on-the-piano duet, was recorded and written by the Mark II, Wayne Cogswell and Ray Peterson.

The disk has stirred some action in Washington, Baltimore and San Francisco on Wye, and Roulette is readying an all-out effort to promote it nationally on its own label. Cogswell wrote Chet Atkins' hit "Teensville."

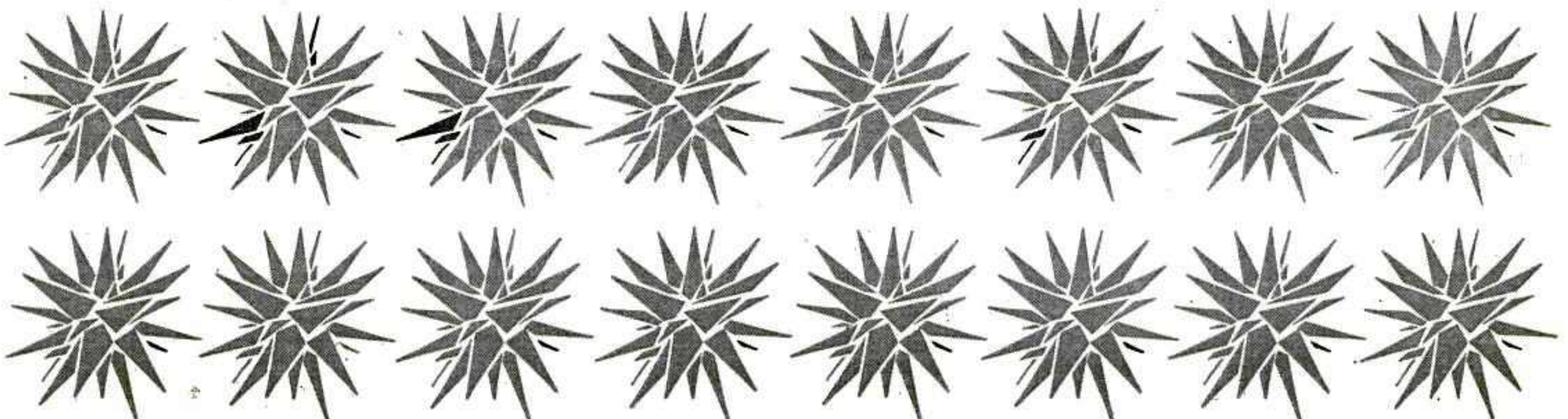
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**"LOVER  
YOU"**

Mimit #612

## Chi Cleffers & Pubbers Delay Meet

CHICAGO—Writers and publishers here have postponed to next Wednesday (7) their meeting to plan strategy against ASCAP's new secondary logging system of ABC radio net shows.

A spokesman for the group said the delay was to get greater attendance at the meeting. Meanwhile there has been no further word from ASCAP on whether they plan to make any changes in the logging system.

Previously the licensing society said that they were behind in accounting and that additional checks were to be mailed to publishers and writers shortly (The Billboard, August 29).

A spot check of writers and publishers here revealed, however, that they were dissatisfied with the answer and were planning to take further steps.

Plans included legal action with appeals to the federal courts, U. S. Department of Justice antitrust division and Senate select committee on small business. A minimum \$10,000 fund was also mentioned.

The 15 to 20 Midwestern publishers and some 150 writers have noted sharp drops in revenue—some as much as 100 per cent—following the new ASCAP system of secondary logging of ABC's radio net, started last year.

## Excise Tax

• Continued from page 3

\$3,784,000 from the earlier period. Tax on cabaret and roof garden admissions jumped \$4,488,000, to a new total of \$49,605,000.

Levy on musical instruments netted Uncle Sam \$18,023,000, a gain of \$3,433,000 from the earlier fiscal year. Excise on coin-operated gaming devices jumped \$3,983,000 to a total for the period of \$14,989,000.

Excises on theater and concerts dropped \$15,483,000 to a total of \$49,977,000. Tax on coin-operated amusement devices fell \$540,000 to a total of \$5,888,000.

For the quarter ended June 30, collections of excises were as follows: On phonographs, radio and television sets and components, \$40,386,000, an increase of \$1,392,000 from the same quarter last year; records, \$6,782,000, up \$1,272,000; on cabaret and roof garden admissions, \$12,385,000, an increase of \$819,000 from the same quarter a year earlier; coin-operated gaming devices, \$3,593,000, up \$433,000; musical instruments, \$4,390,000, up \$717,000; theater and concert admissions, \$7,952,000, down \$69,000, and coin-operated amusement devices \$1,960,000, down \$115,000.

## L. A. Distrib

• Continued from page 3

A number of dealers, Talmadge said, have been willing to pay one-stops the additional 5 cents per platter to gain the insurance of a 100 per cent guarantee of their singles purchases.

As a result, Talmadge said, one-stops have been increasingly siphoning the singles business from distributors with dealers openly admitting they'd rather pay extra and be assured their singles purchases are protected. To bring back the business to the distrib level, Talmadge is offering dealers the full guarantee without charging them the additional nickel they have been paying one-stops. After a 30 to 60-day period, Talmadge will refund dealers for all unsold singles.

Talmadge said he was making the guarantee offer on his own risk but expressed hope that the manufacturers would back him up

## Harris Bill

• Continued from page 3

broadcasting which enhances profits from their outside commercial ventures without public disclosure of the existence of their interest in such ventures. The principle that the disk jockeys should not be allowed to exploit the airwaves for their own hidden profit applies with equal directness to the same type of exploitation by the networks."

During floor discussion also, music interests and broadcasters were promised that the sponsorship identification requirements under the reworded Section 317 would be made clear to everyone, before rule-making was set by the FCC. Harris reported that the agency had promised Senator Pastore (D., R. I.) to hold informal conferences with interested parties in the near future, to discuss a reasonable approach to implementing the Harris bill by Commission rule.

Harris said: "I have every confidence that the FCC is going to proceed with these conferences prior to issuing rules and regulations under this bill, and many, if not most, of these problems (in sponsorship identification) will be worked out."

In further reassurance to broadcasters, the Harris bill, as amended by the Senate, puts a \$10,000 ceiling on the fines of "up to \$1,000 a day" which the FCC can impose, and gives the licensee right to protest, and to get a "de novo" court hearing before final action. Also, wording was changed to cover only "willful or repeated" violation by broadcasters, in place of the stricter provision in the original bill for either "negligent or intentional" violation.

## Mercury Debts

• Continued from page 3

time are "Love Themes From Great Films," with the Clebanoff Strings augmented to symphony orchestra size; "Meet Me in Chicago," with Jimmy McPartland and Art Hodes, and "Close to You," with Sarah Vaughan.

Also, "Command Performance," most requested night club stylings; "Ta-Ta," with Clyde McPhatter, backed interchangeably by Belford Hendricks; "Songs I Love to Sing," with Brooks Benton, and "The Foggy Mountain Boys," issued only in monaural, country music with Lester Flatt and Earl Scruggs.

Classical releases include Symphony No. 4 from Dvorak's "From the New World," with the Detroit Symphony, Paul Paray conducting; "Fall River Legend," Morton Gould and "Spirituals for Orchestra," Eastman-Rochester Orchestra, with Howard Hanson; "Sound Off" Sousa music, Eastman Wind Ensemble, with Frederick Fennell; Rimsky-Korsokov's "Russian Easter Overture" and Borodin's "Prince Igor Overture," with the London Symphony, under the baton of Antal Dorati.

on the move. Labels who won't support his firm's singles orders with a similar guarantee, Talmadge explained, understand that the distributor will have to exert great caution in placing large orders. Distrib would then have to make small initial orders and continue calling for small quantities of product as demand for the various releases develop. Thereby the distrib would be protecting himself against getting caught with a heavy stock of singles wares that doesn't move.

Talmadge's guarantee offer won immediate favorable response from dealers, and a salute from the Society of Record Dealers of America's prexy, Howard Judkins. Said the SORD prexy: "This is a wonderful help to all dealers and I hope all dealers will co-operate with you and your salesmen to help make this plan a success."



# BRENDA LEE

*Does it again!*

**"I WANT  
TO BE  
WANTED"**

**"JUST  
A  
LITTLE"**



**DECCA  
9-31149**







**"happy  
go-lucky"  
medley**

**JESSE**  
(JESSE LEE TURNER)  
**AND THE ROADRUNNERS**  
J-77034

FINGER SNAPPIN'  
TOE TAPPIN'  
HAPPY SOUNDIN'  
INSTRUMENTAL  
**JARO RECORDS**  
24 W. 57th St. NYC



## WBZ's O'Friel Slams Prescott

• Continued from page 4

exchange for the free donation of the record companies. He said Prescott's ratings had been slipping, which was why the station bought off his talent contract for \$3,000, at the time Prescott left to take a job with a New York movie firm. O'Friel also said Prescott gave WBZ stationery to a record distributor for "hit tune lists" used by its promotion man.

Prescott made a blanket denial. He said he used only "Norm Prescott" stationery, supplied by him—was available to any record firm in the station's library. He said O'Friel had reported only a local rating survey in his statement to the committee, whereas WBZ also took Nielsen Service, which gave Prescott top ratings in the area, as did Hooper Service.

Moss noted in connection with the stationery that lists of top-hit tunes submitted over the Norm Prescott signature might be of more value than on WBZ stationery, and Prescott agreed this was possible. However, Moss lit into O'Friel about the freebie trek, and indicated he thought O'Friel was

Johnny-come-lately with his answers to Prescott's charges because he "was afraid the station license as well as his own reputation was in jeopardy."

The WBZ manager said that no matter what a station tried to do in curbing payola, "even with the most stringent safeguards, it would always be difficult to detect payola." O'Friel complimented Chairman Harris of the House Commerce Committee for his bill making payola per se a crime.

O'Friel scored the payers of pay-

## East Meets West

• Continued from page 3

restoring musical contact between East and West."

The American tourist influx is a big factor behind the Communist about-face on U. S. pop music. Despite the storm clouds over "co-existence," the Communists continue to encourage American tourists.

At East Berlin's State-operated night club, the Melodie, I found the orchestra blaring U. S. dance music. Everybody was having a good time, including a party of East German army officers and their wives.

Several men in dark leather coats (the unofficial uniform of East Germany's secret police) were lounging at the entrance, but they were laughing and enjoying themselves.

Later, one of the Melodie's staff explained the Western music situation as it affects a Communist night club. "Obviously, you can't get people out to dance and enjoy themselves to rubbish like 'Luise the Lady Tractor Driver.' So we have had to use Western dance music for a long time.

"We had a sort of informal agreement with the culture ministry that we would more or less mask our music as originating in the Communist countries. Or, if necessary, we would use Western music and give it our own ideological twist. For example, for a long time we said jazz was originated by the Negro to protest against capitalist oppression. We also did that with the blues.

"By tricks like this we managed to get along pretty well with the authorities, many of whom liked to come here themselves."

## Seeburg 33's

• Continued from page 2

Capitol's Eastern veepee, Joe Csida; Columbia artist and repertoire chief, Mitch Miller, and Columbia's sales veepee, Bill Gallagher. Seeburg execs attending included prexy Del Coleman; exec veepee, Robert Kelly; Eastern field rep, Bill Pruting, and Atlantic New York Corporation chief, Meyer Parkoff.

During the meet, a series of Billboard stories on 33 stereo were read, including the paper's editorial urging that the record business become a "one-speed industry."

In line with this, some operators expressed surprise that RCA Victor did not attend the meet, nor was the label represented among the diskeries providing Seeburg with 33 stereo disks. However, prior to the event, RCA execs indicated off the record that the label is in favor of 33 stereo and an eventual one-speed industry.

Record companies currently supplying Seeburg with 33 stereo disks include Columbia, Capitol Decca, ABC-Paramount, Liberty, M-G-M, Brunswick, Coral, Carlton, Cadence, London, Argo, Dana, Epic, Everest, Grand Award, King, Jamie, Laurie, Prestige, Roulette, Verve and World Pacific. With the exception of Columbia, Capitol, Decca and ABC-Paramount, most of the labels are limiting the disks to one or two of their top artists.

ola as "corrupting fine young talent" among deejays and broadcast personnel. He was, later in the hearing, unhappy to be reminded that one of WBZ's deejays, Dave Maynard, still retained, had employed as his secretary one Ruth Clenotte, who happened to be promoter for two record distributor firms in the area at the time.

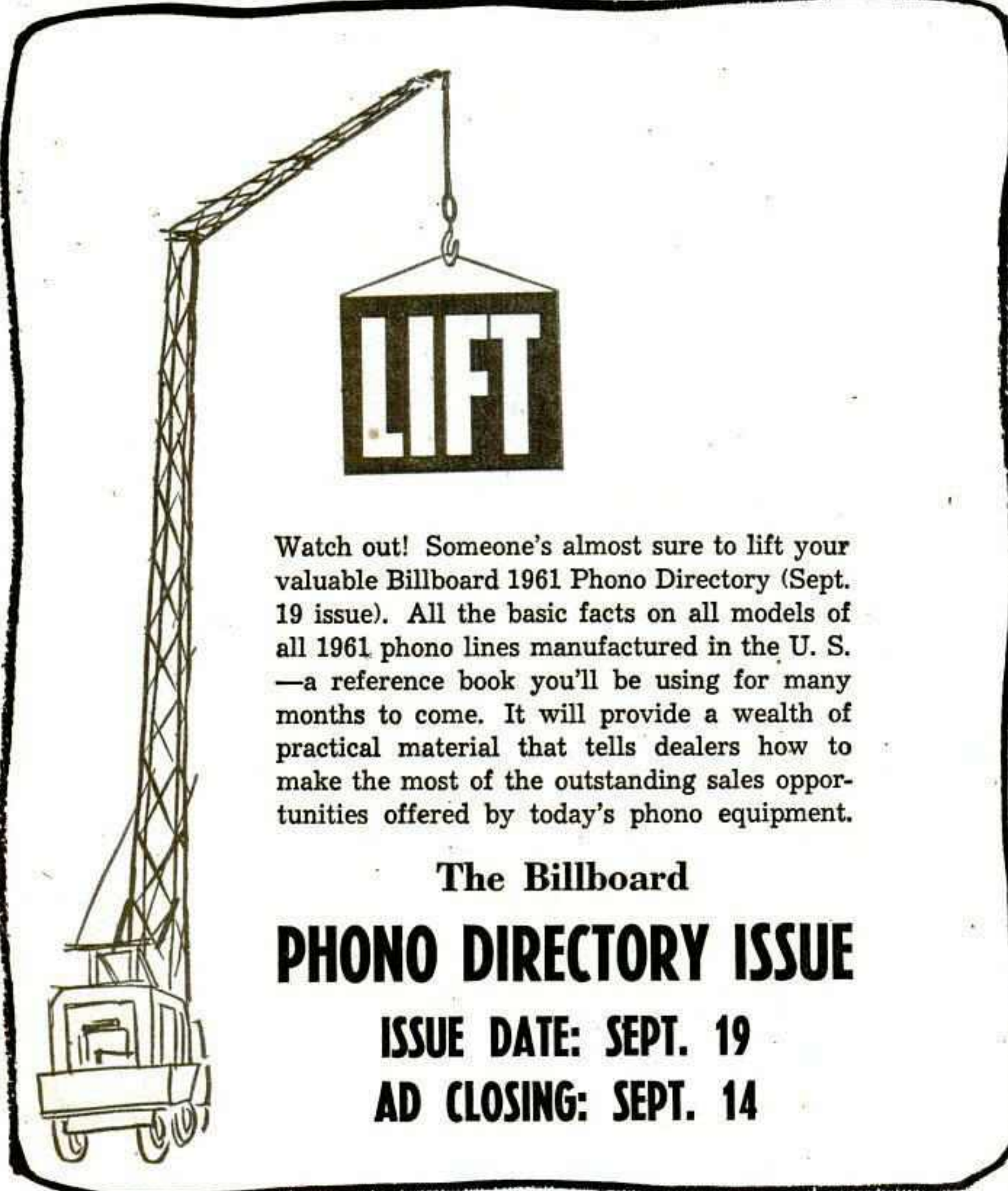
Representative Derouanian dug back into the Prescott history to point out all aspects of the payola taken by the deejay, and Prescott frankly admitted he had taken payola for two and one-half years, after seven years as a "clean" deejay.

Great New Material From:  
"B-W MUSIC, Inc.," where—  
"Good Music is Good Business"

- ① TERRIFIC TEEN TALENT  
"BLIND DATE"  
b/w  
"COOL BEAT"  
By: THE TREYTONES  
On: B-W #603
  - ② New sound in pop material:  
"SAINTS"—PARTS I & II  
By: The Collegians  
On: HILLTOP #1867
  - ③ Smooth Country-Western  
"WHY PRETEND"  
b/w  
"I DON'T CARE ANYMORE"  
By: Les & The Western Playboys  
On: B-W #605
  - ④ Traditional Rock Sides  
"NO PARKING!"  
b/w  
"DOUBLE ROCK"  
By: Bobby and the Bengals  
On: B-W #601
  - ⑤ Novelty Instrumental  
"NODOD"  
b/w  
"FRED'S BOOGIE"  
By: The Collegians  
On: HILLTOP #1866
- B-W MUSIC, INC.**  
(B-M-I)  
Box #337, Wooster, Ohio

## A Prize in Every Pack

NEW YORK—All kinds of instruments come with LP sets these days. A few months ago the Music Minus One label gave out a set of drum sticks with its drum play-along album. RCA Victor gave out two steins with its recent Boston Pops set called "Everything But the Beer." And now Epic Records is giving away a harmonica with its new album with Alan Schanker called "Anyone Can Play the Harmonica." Epic set will be issued this week.



Watch out! Someone's almost sure to lift your valuable Billboard 1961 Phono Directory (Sept. 19 issue). All the basic facts on all models of all 1961 phono lines manufactured in the U. S.—a reference book you'll be using for many months to come. It will provide a wealth of practical material that tells dealers how to make the most of the outstanding sales opportunities offered by today's phono equipment.

The Billboard  
**PHONO DIRECTORY ISSUE**  
ISSUE DATE: SEPT. 19  
AD CLOSING: SEPT. 14

**YES SIR,  
THAT'S MY  
BABY**

**RICKY  
NELSON**

Imperial

**BOURNE, INC.**  
(ABC MUSIC CORP.)

152 West 52nd St., New York, N. Y.


Climbing to the Top!

**THEME  
FROM THE  
APARTMENT**


MILLS MUSIC, INC.



headed  
for  
the  
top  
ten!



Sam Cooke  
"Chain Gang"  
47/7783



Neil Sedaka  
"You Mean  
Everything  
To Me"  
47/7781



STORE-TESTED PROFIT POINTERS FOR DEALERS

## Show 'Em Technique Adds Stereo Sales

By ROBERT SCOTT

In years gone by, the average American had only two or three stores to which he could go to buy a phonograph (in most middle-sized cities). Because he was selecting a musical instrument for home entertainment, the purchase represented considerable time and thought on the customer's part be-

fore he entered the store, and a fair amount of time on the sales floor while the dealer determined such factors as price range, customer's preference in styling, and so forth. Marketing of phonographs has changed in many ways since then. There are more customers now—with a much larger percentage of the population interested in phonograph records and reproducing equipment. The decision on the part of the customer may not be as big today as it once was. And there are more dealers and manufacturers out competing for the consumer dollar.

Phono sales can be broken down broadly into two categories—portables and consoles. The key to selling each is demonstration—especially in these days of stereo. Let your customer hear what stereo sounds like—on the phonograph he's likely to buy. Make it easy for him to tell you to "wrap it up." If he's a console customer, give him the red-carpet treatment. Have a demonstration room or a demonstration area available where he can relax in a comfortable chair located strategically between the two speakers of the stereo system you're out to sell him. Explain stereo first, then play a demonstration record. If he seems hesitant, ask him for the names of some of his favorite records—records he enjoys at home either on stereo or on his existing phono-

## M-G Debs Tape, Console Music Sets

CHICAGO — Majestic-Grundig threw its glove into the battle for reel-to-reel tape recorders and manifested greater strength in the all-in-one stereo console phonograph category in showing its 1960-'61 line this week. Leonard Ashback, prexy of Majestic International Sales, Inc., in announcing that M-G had expanded to three stereo tape recorders, said he expects to import 35,000 units this year and predicted that the M-G firm would sell 1,000,000 units internationally this year, making it the world's largest tape recorder maker.

Rounding out a previously announced tape recorder line that includes the \$99.95 transistorized mono-only Niki; a stereo tape deck, the TM60, at \$399.95, and a winged, optionally detachable stereo

*(Continued on page 39)*

## Fideltone Fall Needle Drive

CHICAGO—Fideltone kicks off its fall merchandising program with a series of six promotion packages, each containing an assortment of different brand phonograph needles.

Three of the packages are diamond, three sapphire. The packages have lyrical titles such as "Cream of the Crop," "Sugar on the Shelf," and "Hay in the Barn," for the first three diamond packages, and "Honey in the Comb," "Wheat in the Bin," and "Berries in the Basket," for the three sapphire bundles.

Each package has a total of 12 needles—three each of four different brands. The brands vary by package. Price and additional details are available from Fideltone.

## Ampex Debs New Sell Plan

NEW YORK—The Ampex Corporation has introduced a new marketing policy, which calls for the franchising of industrial distributors to handle Ampex industrial magnetic tapes; while consumer tape products will be handled by franchised consumer distributors.

All Ampex Magnetic Tape Products manufacturing and marketing operations for both Ampex and Frish brands are now centralized in Opelika, Ala. Ampex's industrial tape products include instrumentation, computer, professional audio and video tapes.

## SHURE ISSUES HI-FI BOOKLET

CHICAGO — "The Art of Selecting, Playing & Preserving Recordings," a 20-page, four-color consumer booklet, was released this week by Shure Brothers, Inc., Evanston, Ill., phonograph tone arm and cartridge manufacturer.

The booklet, written for the layman in basic terms, tells how to tell a bargain record from a dud, how to build a record collection, and how to get maximum enjoyment for minimum cost in phonograph purchases.

Also covered are the elements of musical etiquette in playing records for friends, how to handle and store records, where to find reliable record reviews, the pros and cons of record clubs, and non-technical explanations of high fidelity and stereo sound, with yardsticks to use in evaluating systems.

Copies are available from Shure Brothers, Inc., Evanston, Ill.

graph. Chances are you'll have a stereo version in your record department. If your store doesn't have a record department, it's wise to keep such favorites as the original cast albums of "Sound of Music" and "My Fair Lady"; such classical rousers as Moussorgsky's "Pictures at an Exhibition" and Tchaikovsky's "1812 Overture" on hand for just such demonstrations.

In the case of the show tunes, point out how stereo helps him visualize the stage action as well

*(Continued on page 39)*

STORE-TESTED PROFIT POINTERS FOR DEALERS

## Radios Fill Fresh Ears With Music

Taking the time to learn the names of all graduating students who will be going away to college during the fall, and writing the parents a letter suggesting either a transistor or a standard portable radio as an ideal "going away to college gift" broke all sales records for each of two summers at Aber's of Boulder, Colo., record retailers here.

Most parents want to give their youngsters a suitable gift when they trek off to college, but usually settle for such standard gift items as luggage, sports equipment, Lyle Aber, head of the store, indicated. He decided that the only reason why more radios were not being sold was simply that "nobody had suggested them."

Visiting local high schools, Aber got the names of all graduates, and their home addresses. Cross-checking with the telephone directory turned up the parents' first names or initials and provided the basis for a practical direct-mail letter to each.

In individually written letters, Aber pointed out the permanent usefulness of either a transistor or a table-top portable to the college youngster, in keeping up with world news, to provide musical entertainment in his fraternity house, or dormitory room; usefulness for social affairs away from the campus, and, of course, the always useful feature of an electric alarm clock built into clock radio types. In the body of the letter, the dealer listed the brands of portable radios regularly featured by

Aber's, with the price of each, and recommended an early visit to the store to get the gift selected and gift-wrapped before departure time arrived.

Sending out some 800 letters has resulted in a tremendously high response, actually more than 25 per cent, as parents and rela-

*(Continued on page 39)*

## Jack Winer Dies at 53

NEW YORK — All segments of the audio industry were grieved to learn of the death of Jack M. Winer, president of the Capehart Corporation. Winer, who died suddenly last week, was well known for his activities in the electronics and appliance field since 1934.

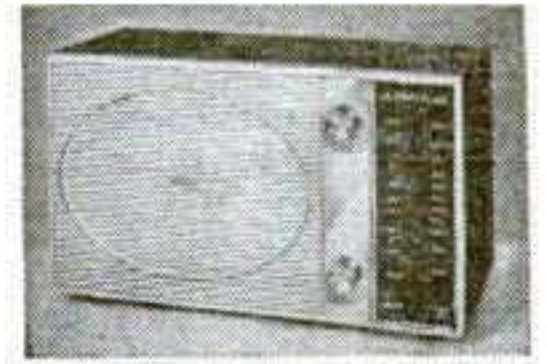
He originally entered the industry in 1934 with an audio and appliance dealership that was to become a widespread chain operation, known as the Dynamic Service Company, in the New York City area. In 1953 Winer curtailed the retail end of his operation to better concentrate on the production of electronic consumer and industrial goods. In August of 1959 this company acquired the manufacturing rights to products bearing the Capehart name.

Winer leaves his third wife, Edna; two sons, Arnold and Richard; two daughters, Susan and Shelly; two grand-children, Ellen and William, and two brothers, Lee and Julius. Julius is vice-president of Capehart.

## NEW AUDIO PRODUCTS

### FM-AM Radio Is Imperial

The Imperial is a six-tube FM-AM combination table model radio being marketed by the Admiral Corporation. It features slide-rule tuning, a six by nine-inch speaker, tone control and built-in ferroscope antenna along with a line-chord FM antenna. The cabinet is nonbreakable and comes in white and walnut grain. The unit also has an automatic volume control



to compensate for signal strength variations. It comes in three two-toned finishes and retails for \$59.95.

### Component Adds Sound Conditioning

"Reverbatron" is the trade name given to the sound of conditioning component unit being marketed by the Sargent-Raymont Company of Oakland, Calif. The new unit is a combination of reverb and echo, which is compatible with basic amplifiers. It can be added to existing component or new stereo systems.



The echo and reverb characteristics of the new device are controllable and it sells for \$47.75.

### Tape Recorder Has Tempo Tag

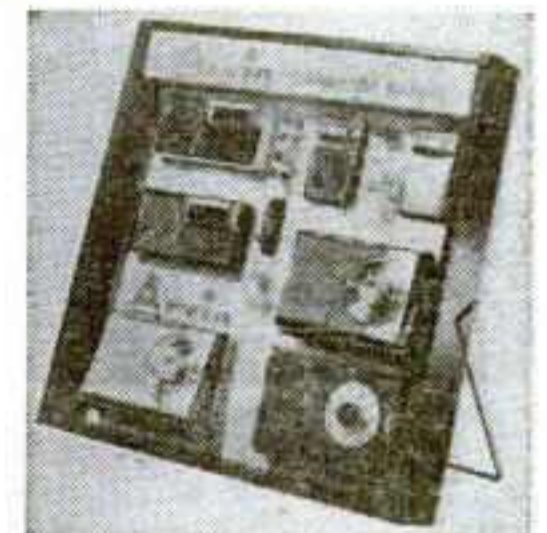
The GR-15, a new low-price tape recorder recently introduced by Pentron Electronics, has been named the "Tempo." The new unit is a dual track record-playback machine which uses the company's "Uni-lever" control. The instrument comes in either mono or stereo forms and no adjustment is necessary to play either two or four-track tapes. The "Tempo" comes in a two-tone color combination: Light fawn gray and French gray leatherette. The deck itself is off-white and charcoal. The speaker is a six-inch and the record



level is of the neon light variety. The over-all dimensions are 14 by 17 by 11 inches. The machine operates at either 7 1/2 or 3 3/4 inches-per-second speeds. The monophonic version sells for \$119.95 and the stereophonic version for \$149.95.

### Transistor Radio Display

Arvin Radio of Columbus, Ind., is currently offering this wood display case with steal-proof sliding glass front to dealers ordering 12 or more of the firm's tube or transistor radios. The case stands 20 by 18 by 2 3/8 inches. It is designed for upright, window or wall mounting.



### '3-Dimensional' Stereo Recorder

The Revere Camera Company has introduced the newest members to its line of tape recorders and playback units. It is the T-2200 in stereo version and T-2000 in mono. The unit has four-track play on 3 3/4 and 7 1/2 inches-per-second speeds and is designed to measure 14 by 14 1/2 and 7 1/2 inches and to weigh 25 pounds. It plays a maximum of four hours on 1,200-foot reels and six hours on the LP-type tape.



The T-2200 stereo model sells for a suggested list price of \$239.50; the monaural version, T-2000, for \$199.50.

The stereo version gets its so-called "Three-Dimensional" tag thru the wide-range

speaker in the recorder, which carries one channel, while the built-in preamplifier on the second channel allows connection directly to record player jack of phono or radio to reproduce the second channel.

### Recorder Cuts Disks Instantly

The Rek-O-Nut Company has debuted a new portable recording and playback instrument that cuts six to 1 3/4-inch recording disks instantaneously. The new unit is named The Imperial and will cut master recordings at 45, 33 and 78

*(Continued on page 17)*



# IHFM PREXY SEES COMPONENT SALES UP

• Continued from page 1

The hi-fi industry itself miscalculated in mapping its stereo sales campaign, Pepe said, and this in turn reflected itself in the sales slump. The problem has been solved in time to effect a sales rise. Component manufacturers, eager to grab the uninitiated package buyer for its stereo equipment before the set makers got to him, departed from their usual pattern of selling, Pepe said. Hi-fi makers, late last year and this spring decided to lock horns with the package manufacturers in the broad consumer field. They launched ad campaigns in mass circulation media side by side with the set makers.

While a certain amount of general consumer educational effort is necessary, Pepe said, a number of the hi-fi industry leaders went overboard in combating the set manufacturers to a point that they ignored their own established and time-proven methods of selling the hi-fi fraternity. For example, some hi-fi manufacturers dropped out of the audio shows and instead used budgets normally appropriated for hi-fi shows exhibiting in waging a general consumer campaign.

The results of this eagerness to sell component stereo to the general consumer are startling, according to Pepe. It paid off in bringing into component hi-fi's ranks former package owners, but this was achieved at a price of almost ignoring the hard-core nu-

cleous audiophiles. Studies show that the lion's share of stereo component sales have gone to former package owners. Only a mere 10 to 15 per cent of monaural component owners have converted to stereo, Pepe said.

This hard-core hi-fi fraternity, it is felt by some, is a natural target for stereo sales. It has proved its preference for components in the past and therefore would be a most likely prospect for conversion to component stereo. By failing to level the full force of its sales efforts on the known monaural component owner, but going out after the general consumer to woo him away from packages, the industry left the audiophile, for the most part, unconverted to stereo.

This remarkable situation has had a further negative side effect on component sales, according to Pepe. The IHFM chief exec feels that component hi-fi's best salesman is the audiophile. He is the same highly vocal sound enthusiast who was hi-fi's disciple in the past, and largely responsible for building the components industry to its present stature.

The industry's failure to convert the audiophile to stereo can be seen in areas other than its sales drive in the general consumer field, Pepe said. He pointed to the basic problem of making it easier for the monaural components owner to convert to stereo. Manufacturers, in their eagerness to lure the un-

initiated component buyer, produced equipment which would answer that consumer's need, but in so doing, turned a blind eye to the requirements of the established audiophile.

Manufacturers, Pepe said, produced such an abundance of stereo components that this tended to push from the market equipment which a monaural user would need to add on to his present system in converting to stereo. Thus, an audiophile was faced with the choice of either scrapping his highly satisfactory and costly monaural sound system to acquire the new combination stereo units, or keep what he had and not convert at all.

Simplifying the monaural audiophile's conversion to stereo, according to Pepe, is a problem which has yet to be fully resolved,

but the mere fact that industry leaders have recognized the situation already has reflected itself in a sales upturn. Sales rise has been due largely to a more intensified sales drive aimed at the audiophile.

Manufacturers are returning to the hi-fi shows (New York's show is a sellout) which they have bypassed during the previous year. More attention is being devoted to selling the stereo conversion at the component dealer's level and to utilizing the other firmly entrenched sales media at reaching the audiophile.

Another hurdle in stereo's general expansion, according to Pepe, is the growing confusion in the public's mind between "high fidelity" and "stereo." Too many buyers fail to realize that the two are one and the same, and that stereo is

merely another step toward delivering more realistic sound reproduction, Pepe said. Pepe blamed this on overeager set manufacturers in their effort to sell the public something new.

on 20th FOX

## ALL YOU HEAR IS BEAUTY

## NEW AUDIO PRODUCTS

• Continued from page 16

r.p.m. The recorder and amplifier are housed in separate carrying cases. The Imperial sells for approximately \$695 complete but the recorder alone may be purchased for roughly \$475.

### New Stereo Amplifier Added to Line

Fisher Radio, of Long Island City, N. Y., has introduced a new member to its line of basic stereo amplifiers, the Fisher SA-300B. This is a 35 to 45-watt producing component for each channel. It is equipped to handle 4, 8 and 16-ohm speakers with damping factors. There is also a provision for a third channel which, the company claims, helps to eliminate "hole in the center" effects. This added outlet, too, can, because it is a composite monophonic signal, be used with an added amplifier and speaker as a mono remote system. Also, there are two input jacks for each channel.

### Stereo-TV Divides Room

A TV-stereo combination that operates on a 180-degree swivel has been introduced by RCA Victor. And because the new unit stands 6½ feet high, 5½ feet wide and is 21 inches deep, it makes for a very convenient and well-regulated room divider. The 180-degree swivel characteristic permits television viewing from either the back or the front. The stereo divider is made of walnut veneers and solids with gold anodized aluminum. And pasted vertical panels provide dramatic accent. The back of the TV is also finished in matching walnut. The unit was originally made for demonstrations, but dealer and public inquiries led to its being added to the regular line.

The stereo playback divider unit contains a Victor changer, six speakers and a large record storage compartment. A swivel kit is provided for optional 21-inch or 23-inch television. The tentative national suggested list price is \$575 without TV, and with 21-inch black and white TV built in, approximately \$800.

### 800 Needles Make the Point

The Jenseneedlog lists 800 different kinds of special-shank needles and their matching cartridges, bringing cartridge number, needle number and illustrations directly to the point. The new catalog is, of course, issued by the Jensen Company of Forest Park, Ill.

The opening section of the catalog lists cartridges by trade name along with number, then the corresponding needle number and illustration, tip size and numbers of the Jensen units which are replacement and their list prices. This "needlog" supplements the Jensen wall chart.

### AM-FM Radio With the Time

Zenith Sales has announced the production and marketing of an AM-FM clock-radio that incorporates "drift-free" FM tuning, "dial-it" alarm-set control and "finger-touch" levers that they say simplifies operation of both clock and radio. The new set has a six by four-inch speaker, line-cord antenna and is housed in plastic cabinet that comes in three colors, charcoal, snow-white or beige. The suggested list price is \$89.95.



# FREE

## THIS NEW AMPEX 930 Demonstrator

WHEN YOU BUY 250 4-TRACK TAPES FROM UNITED STEREO TAPES!

Exclusively made for UST, the new Ampex 930 Demonstrator (equipped with a set of Koss Stereophones) puts the famous Ampex quality to work for you to sell more tape.

The 930 Demonstrator has the same master craftsmanship as the renowned Ampex Model 960 with the omission only of the recording function. This outstanding offer is available only to UST dealers—and for a limited time only!



Demonstration has always sold tape... and with the new Ampex 930, you have a complete self-demonstrating unit. But demonstration is only one part of the big, UST Fall Merchandising Program designed to help you do a better job of Displaying—Demonstrating—and Selling 4-track stereo tapes! Ask for complete details from your UST representative or write: 1024 Kifer Road, Sunnyvale, California.

UNITED STEREO TAPES



# VOX JOX

By JUNE BUNDY

**INTREPID DEEJAYS:** Bob Allen, assistant manager-program director of WWOW, Conneaut, O., writes: "I am seriously contemplating assuming a perch on top of a flagpole or telephone pole during September to try to increase donations for the United Fund. And as a grand finale, I may get married on top of the flagpole on the last day. I am having a bit of trouble convincing my proposed spouse to enter marital bliss without her feet planted firmly on the ground. She is leery about getting married on top of the pole, but she absolutely refuses to spend a honeymoon there.

Already serving time on a 50-foot pole (located in a downtown shopping center), is Ronnie Cash, WJET, Erie, Pa., who undertook the stunt for the benefit of Camp Lend-A-Hand, Western Pennsylvania's camp for crippled children. Cash, who suffers from acrophobia, volunteered to climb the pole because he himself had polio as a child. Cash is doing his regular 6 p.m. deejay show from the pole, where he lives in a pup tent mounted on a small platform.

Another daring young deejay is Pat Patterson, KSTT, Davenport, Ia., who recently chalked up nine days and over 213 hours atop a 100-foot tower in behalf of the Iowa Lion's Eye Bank Program. A contest was held with listeners invited to guess the time Patterson would "return to earth." Winner received a stereo set. Only two months ago, Patterson set what KSTT claims to be a "national record" for continuous broadcasting from a news cruiser—201 hours.

**THIS 'N' THAT:** Hard working Rege Cordic and company (Bob Trow, Karl Hardman) KDKA, Pittsburgh, recorded some 66 comedy routines for use on their show while they are abroad (visiting London, Paris and Istanbul) this month. John Stewart is conducting the 6-10 a.m. program during their absence. A portion of the trip will be devoted to the filming and recording of commercials for Olde Frothinslosh ("The Pale Stale Ale With the Foam on the Bottom"). Originally a Cordic spoof on beer commercials, Olde Frothinslosh was first marketed by the Pittsburgh Brewing Company six years ago. It is now sold in six States each Christmas-New Year season.

**CHANGE OF THEME:** Joe Phipps, formerly news director of WWDC, Washington, has rejoined that station. . . . New director of programming for WMCA, New York, is Ruth Musser. . . . Guy Harris, formerly with WERE, Cleveland, has been appointed program manager of WONE, Dayton, O. . . . Jim Mack has left WJBW, New Orleans. . . . Jobe Martin, WOKJ, Jackson, Miss., owns a record store in Jackson. . . . Norma Nottenson has joined WMCA, New York, as public relations assistant to p.r. director Michael Laurence. . . . New staffer at WWOW, Conneaut, O., is Ed Gates, formerly with WETZ, New Martinsville, W. Va.

Lee Allen has left WJIM, Lansing, Mich., to join WKMJ, Detroit. . . . Johnny Fairchild, formerly with KEZY, Anaheim, Calif., has returned to KELP, El Paso, Tex. . . . Also new at KELP, is Morton Downey Jr., formerly with KROD, El Paso; while Al Lee Kinsey Jr. has left KELP after six weeks to join WLPO, Atlanta. . . . A new jazz show, "Conversations in Jazz," featuring anthropologist-jazz authority Dr. Richard Waterman as emcee, will be aired on Friday nights at 8 p.m. over Detroit's new FM station, KDTM, starting October 7. Planned as an exploration of the style of jazz, the program will have within its scope historical developments as well as analysis of current trends.

**FEM DEEJAY DEPT.:** Still another all-girl — or almost all-girl — station operating today is WDEB, Pensacola, Fla. The entire staff — with the exception of Manager Carl Daniels and Les Woodruff of sales — is female. Deejays include Miss Max Dee, Margaret McDonell, Pat McFarlane, and Peggy McCraw. Wonder if any of the all-fem stations scheduled any special programming last Friday, August 26, the 40th anniversary of the day U. S. women were granted the right to vote. Prejudiced? Absolutely.

**OPERATION LEAKY ARM:** Al (Flat Top) Daly, spokesman for "Operation Leaky Arm" (a blood donor group organized at Michigan State Penitentiary) is again asking deejays and recording artists for help on their forthcoming October 1-14 campaign. He wants taped 30 or 60-second spots on 7½ or 3¾ speed tapes, which will be played daily on his "Blues, Ballads and Bop" show. "The main point to stress (in the taped messages)," notes Daly, "is that the deejay supports the O. L. A. program and for each of the boys to be sure and extend the 'leaky arm' during the October campaign . . . and wish them luck!" Last February, Daly reports, his group "recaptured the title of world's champion blood donors, with 2,046 pints donated during a six-day drive." He needs the taped messages by September 25.

**THIS 'N' THAT:** Jerry Marshall, Norm Stevens and Mike Laurence of WMGM, New York, originated their respective deejay shows from New York's Freedomland (the Disneyland of the East) September 1. The amusement center tagged the date "WMGM Radio Day." . . . Ex-deejay Sherm Feller supervised the birthday party celebration for Hugo Winterhalter August 24 at Boston's Logan International Airport Motel. Edward McLaughlin, city council president and acting mayor of Boston, made the presentation and welcomed Winterhalter to the city. Another ex-Boston deejay, Ed Penney (who now does record promotion in New England), was in charge of the invitations. Boston deejays in attendance included Carl Desuze, WBZ; librarian Jane Land, WBZ; Steve Smith, WLYN; Donna Buswick, WHDH; Ted Baer and Chuck Johnson, WEEI; Johnny Towne, WLYN; Al Merrill, WBOS; music director Marvin Tabolsky, WBZ; Jim Dixon, WNAC; librarian Leon Day, WHDH; Mel Miller, WMEX; Bob Edgerly, WNAC; John Scott, WCOP; Frank Teas, WSMN, Nashua, N. H., and Jerry Linnick, WSPR, Springfield, Mass.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Comedian Gardner Has Two LP's on Charts

Comedian (Brother) Dave Gardner was born in Jackson, Tenn., June 11, 1926.

Altho Gardner's early interests were in drumming and art, these were soon forgotten when the young man discovered that he could break up an audience by just standing out front and talking. With his natural wit and sure style, Gardner covers such subjects as politics, religion, and "social phenomena of our times." He and his wife, Millie, write the material, altho much of it is ad-libbed depending on the audience.

Colonel Tom Parker became interested in Gardner and arranged for his audition with RCA Victor VP, Bill Bullock, who signed him to a recording contract.

Both of his LP's, recorded live in a night club, "Rejoice, Dear Hearts" and his newest, "Kick Thy Own Self," are climbing rapidly on the "Top LP Chart."



### Checker Climbs Chart With 'The Twist'

Eighteen-year-old Chubby Checker hails from Philadelphia where he has recently graduated from high school.

Kal Mann, the writer of Chubby Checker's first big hit on the Parkway label, "The Class," has been a successful guiding hand to the young singer. Mann arranged the audition with Parkway Records that led to a long-term recording contract.

Checker's latest disk, "The Twist," has skyrocketed to the top of the "Hot 100." He has made a number of personal appearances and will soon begin an extended nationwide tour.

## YESTERYEAR'S TOPS—

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

### SEPTEMBER 10, 1955

1. Yellow Rose of Texas
2. Ain't That a Shame
3. Rock Around the Clock
4. Seventeen
5. Wake the Town and Tell the People
6. Learnin' the Blues
7. Hummingbird
8. Hard to Get
9. Bible Tells Me So
10. Maybellene

### SEPTEMBER 9, 1950

1. Goodnight, Irene
2. Mona Lisa
3. Play a Simple Melody
4. Sam's Song
5. Tzena, Tzena, Tzena
6. Bonaparte's Retreat
7. Count Every Star
8. I Wanna Be Loved
9. La Vie En Rose
10. Third Man Theme

# MUSIC AS WRITTEN

## New York

Ivan Mogul returned to New York this week after visiting publishers in Europe concerning foreign recordings of "Itsy Bitsy," which he handles over there. . . . Shep Fields will cut an album for Dot Records. . . . Aaron Schroeder started his own label, Musicor. First release will feature Gene Pitney, the songwriter, whose latest tunes are "Blue Heartaches," "Harmony," "Today's Teardrops" and "Lookin' at the World." "One Step Down" was penned by Pitney and Schroeder. . . . Bill Black of Orchestra, Inc., Chicago, is recovering from an ulcer attack. He'll be back at work soon. . . . Carmel Quinn opens at the Roosevelt Hotel in New Orleans September 15. . . . English thrush Pam Worthy has signed with 20th Fox Records. . . . Maypole Records has signed Bobbi Martin, country singer. Label also signed Larry Shane and Joe, Ed, and Nancy, also country warblers.

Top Rank has started a newsletter for jocks, DJ News, which will be sent out monthly to disk jockeys in the U. S. and Canada. . . . Freddie Fields left MCA last week to operate independently in the TV and theatrical fields. . . . Red Garland is now at the Prelude in New York. . . . Monte Bruce, who has a big one in "Shortnin' Bread" on the Harper label, is starting his own label, Independent Records, which will be distributed by Laurie Records.

George Benson of Music & Equipment, Ltd., in Trinidad, informs us that Cook Caribbean, Ltd., is issuing calypso LP's by Sparrow, the "king of the calypso singers," as well as disks by the Steel Band of Port-of-Spain. . . . Rose Murphy opened at the Downstairs at the Upstairs last week. . . . Gene Krupa opens at Curo's in Milwaukee September 20. . . . The Casa Grande, Don-Mar, and Shawmut labels are being distributed by Bobby Heller's firm in Philadelphia. . . . Connie Francis opens at the Sahara in Las Vegas September 6 for four weeks. . . . Esquivel will handle the musical chores on the new Barry Sullivan TV series, "The Tall Man." Bob Rolontz.

## Chicago

Arnold Records, year-old distributorship here headed by Morrie Price and Jerry Yablon (both formerly of Mercury), now carries the full Bobby Shad line, having added the Time and Brent labels last week. Arnold already had the original Shad label. . . . Barry Lind, 22, son of WAIT's Phil Lind, is following in his father's footsteps with a record hop series for Henry's Drive-In chains. . . . Evie Eraci, new on the vocal scene, opens at the Sheraton-Blackstone's Cafe Bonaparte, September 6. Franz and his romantic music furnish the dinner interlude. On Monday and Tuesday Romeo Meltz and his orchestra will be featured.

James H. Martin, Inc., record distributor here, hosted a cocktail party in honor of Pat Boone last Monday (29) at the Ambassador West Hotel. . . . The Bob Fine's (he's chief of Fine Recording, New York; she's Wilma Cozart, veep and director of Mercury's classical division) are expecting child number two soon. . . . The Jimmy Martins (he's the distributor, she's Jean Strange, one-time Dot vocalist) adopted their second child, Melissa, recently. Martin's manager at Music Distributors here, Jack Salinger is the proud father of a son, Jeff David, born last week.

Frank Berry, one-time manager of Mercury's Cleveland branch and veteran in record distributing there, has opened his own operation, Alert Distributors, there. . . . Sammy Dyer, long-time producer here and for many years at the South Side Club De Lisa, major spot now shuttered, died Sunday (21) in Washington.

Tommy Schlesinger, co-producer of the Saugatuck (Mich.) jazz festival recently, reports an overwhelming success for the three-day weekend bash. . . . The Fendermen are working concert and ballroom dates in the Western States thru September 14. . . . Herman Clebanoff, the Mercury violinist, in town for the golden wedding celebration of his parents, Mr. and Mrs. Jerome Clebanoff. . . . Martz Landau and F. X. Cosse, the West Coast country and western talent promoters, are eying a Chicago base and possible merger with another booking outfit.

Frank Helzfeind, formerly of the Blue Note, long-time jazz citadel here, has gone into the public relations field with veteran Jerry Fields. First account is the Cloister, near North Side bistro which converted to jazz recently with Buddy Rich's quintet. Following Rich is Coleman Hawkins in a rare local appearance, starting September 15. Spot is now owned by Bernie Nathan. Helzfeind will assist in booking the spot. . . . Harvey Fuqua, once with the Moonglows and an artist in his own right with Chess, is a &c.r. man for Anna Records, the Detroit label.

Radio station WAIT here devoted its entire Sunday afternoon feature spot to a three-hour memorial for Oscar Hammerstein II. . . . Tyree Glenn, Roulette artist, brought his quartet to the London House, last Tuesday (30) for a three-week stint. Glenn is backed by Tommy Flanagan, piano; Tommy Potter, bass, and Eddie Locke, drums. . . . The Sutherland Lounge starts a seven-day continuous jazz entertainment fest. The bistro is now featuring J. C. Heard, Ira Sullivan and Roland Kirk until September 13. Lambert, Hendricks and Ross are slated September 14-18; Ray Bryant, September 21 thru October 2; Dizzy Gillespie, October 5-16, and Gerry Mulligan, October 19-23.

Lil' Wally, the Jay Jay recording ace, just returned from an Eastern one-nighther tour that took him into Ohio, Pennsylvania and West Virginia. After cutting a session here last week, he left during the holiday weekend for similar dance dates in the Northwest. . . . Ted Kender, comptroller for Chess Producing Corporation, lost his dad Wednesday (31). . . . Lorez Alexandria, Argo jazz thrush, opened Friday (2) at Lake Meadows Lounge. Her next stop is the Monterey (Calif.) Jazz Festival.

Nick Biro.

(Continued on page 20)



# Blasting Off For Big Future Sales!



**Alabam**  
**BOBBY**  
**KENT**

71684



**Lipstick On**  
**Your Lips**  
**BENNY**  
**ATKINS**

71686



**Love In**  
**Bloom**  
**AND**  
**Flittin' And**  
**A-Flirtin'**

**JUNE**  
**VALLI**

71688



**Going**  
**Out With**  
**The Tide**  
**JIVIN'**  
**GENE**

71680

**4 New Hits**  
**Rocketing Toward**  
**The Charts!**





# 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.

**DORSEY BURNETTE:** On the Era label out of Hollywood comes a dramatic saga by Dorsey Burnette titled *The Ghost of Billy Malloo*, a Billboard Spotlight Winner. Previous hits for the young man from Memphis include *Tall Oak Tree*; *Hey, Little One*; *Blues Stay Away From Me* and *Your Love*.

**RAY CHARLES** packs a powerful emotional wallop on *Georgia On My Mind* b-w *Carry Me Back To Old Virginny*, his new ABC-Paramount release. Equally at home with varied song material of the pop variety, Ray sings, plays saxophone and piano, composes and writes arrangements for his own crew of handpicked musicians.

**HANNAH DEAN** is a new name on the scene via the release of her first Columbia record, *So Little Time* b-w *Itty Bitty Love*. Until two months ago she was a Los Angeles housewife whose only singing outlet was the L. A. Baptist Church. She was heard at the church by a talent scout who encouraged her to make a demonstration record that found its way to Columbia Records and resulted in a contract. Irving Townsend, Executive Producer for Columbia in Hollywood, describes Miss Dean's style as "a mixture of rhythm and blues and rock 'n' roll sung with the feeling and unbuttoned phrasing of a gospel singer."

**BIRTHDAYS OF THE WEEK:** September 9, Maurice Chevalier (M-G-M Records), September 10, Raymond Scott — latest for Top Rank, Uncle Willie's Tune b-w *Twilight Zone*.

**ANTOINE "FATS" DOMINO** is well-represented on Billboard's Hot 100 this week. His *Walkin' to New Orleans* is still in the top 30 and the latest from the piano-playing kingpin of rhythm and blues looks like a two-sided smash. Titles are *Three Nights A Week* b-w *Put Your Arms Around Me Honey* — both fast-climbing Star Performers. The Imperial recording artist has accounted for 13 million-seller records — second only to Bing Crosby and Elvis Presley.

The **FOUR PREPS** wrap up Hank Williams' great old novelty hit, *Kaw-Liga*, in a solid vocal offering. *Flip Is The Sand And The Sea*, both picked by Billboard. The sad story of pore ole Kaw-Liga, a cigar store Indian, never before got the kidding it gets now from the Preps. Aided and abetted by their ever-fresh arranger-conductor, Lincoln Mayorga, Ed Cobb, Glen Larson, Bruce Belland and Marvin Inabnett provide ear-pleasing harmony. Recent hits by the boys include *Got A Girl*, their million-seller, 26 Miles, and *Down By The Station*, the latter also being the title of their latest Capitol album.

**ROLF HARRIS**, Australian singer, offers an original sound on the 20th Fox release, *The Me Kangaroo Down, Sport*. Written, composed, and recorded in Sydney, the tune features "The Wobble-Board" that "Whulps" out the kangaroo rhythm. Rolf discovered the "wobble-board" in a rather off-beat manner: "I just finished a portrait I had been working on (Rolf is an aspiring artist) and because it was cheaper and easier to get hold of, I used building board instead of canvas. I was in a hurry, and the board just wouldn't dry. So I put it on top of the stove to dry out. Next thing I knew, the board was almost red hot. I picked it up by two edges and started flapping it to cool it off. That's when I heard the strange musical noise the board makes when it wobbles. I wobbled it once and it went Whoong. I wobbled it again and it went Gloop. The third time it went "Whulp."

**JOHNNY HORTON** comes thru with a bright rendition of *North To Alaska*, title tune from the coming film. Should be a big one from the man who won *The Battle Of New Orleans* and brought the sinking Bismarck to the top. *Flip Is The Mansion You Stole*, a country tune with a true country story sung smartly by Horton, as he tells of a girl who wanted his

gold rather than his love. Johnny is currently appearing at many County Fairs.

## HERE'S A LIST OF ARTISTS AND PLAYDATES FOR GAC'S "BIGGEST SHOW OF STARS FOR '60 — FALL EDITION."

DJ's be on the look for them when they play in your territory. **BOBBY RYDELL, DUANE EDDY, CHUBBY CHECKER, SAM COOKE, BO DIDDLEY, THE OLYMPICS, DION AND THE BELMONTES, MARY JOHNSON, THE BOBBETTES, PAUL WILLIAMS & HIS ORK.** September 11, the Mosque, Richmond, Va.; 12th, Municipal Aud., Norfolk, Va.; 13th, Coliseum, Charlotte, N. C.; 14th, Greenville Memorial Aud., Greenville, S. C.; 15th, Memorial Coliseum, Winston-Salem, N. C.; 16th, Coliseum, Baltimore; 17th, Philadelphia Arena; 18th, Forum, Montreal, Canada; 19th, Maple Leaf Gardens, Toronto, Canada; 20th, Detroit; 21st, Civic Aud., Grand Rapids, Mich.; 22nd, Veterans Memorial Aud., Columbus, O.; 23rd, Syrian Mosque, Pittsburgh; 24th, Fairgrounds, Louisville; 25th, Sports Arena, Toledo, O.

**MARY JOHNSON:** In the short time Marv Johnson has been exposed on the music scene via United Artists Records, he has made a lasting impression that started with his hit *You Got What It Takes*, followed by *Come To Me, I'm Comin' Home*, *Let Me Love You* and *I Love The Way You Love*. His newest, *Move Two Mountains*, makes its appearance on Billboard's Hot 100 Chart as a Star Performer this week.

**BOBBY KENT** is on the scene with his first for Mercury, *Alabam*. Altho this is the first for the young man from Oklahoma City, he is not new to show business. He has backed many artists at recording sessions in Oklahoma City, and performed in New York on the guitar.

**PEGGY LEE**, accomplished in several fields (songwriting, acting and verse writing), displays her carefully crafted delivery on her latest Capitol album, *Pretty Eyes*. She will sing some of the selections from the album (*As You Desire Me*, *It Could Happen To You*, *Pretty Eyes*, *Moments Like This*) during her performance at the Hollywood Bowl, September 16-17.

## 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

**EE-IEE-IOH!**—Jimmy Jones .....Cub  
**I WANT TO BE WANTED**—Brenda Lee .....Decca  
**I'M NOT AFRAID**—Ricky Nelson .....Imperial  
**JUST A LITTLE**—Brenda Lee .....Decca  
**RAMBLING**—The Ramblers .....Promo

### ALBUM

**WILD IS LOVE**—Nat King Cole .....Capitol

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!

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

**JOHNNY NASH** contributes his usual expressive, class delivery on an appealing tune titled *(Looks Like) The End Of The World*. Tune has a good beat and strong backing. Billboard rates it a Spotlight Winner. Johnny is set to appear at the Safari Club, College Point, L. I., September 23 for two days.

The **SAFARIS**, Jim Stephens, Rich Lee, Marv Rose and Shel Briar, who scored with *Image Of A Girl*, are getting action on their latest, *The Girl With The Story In Her Eyes*. All born and raised in L. A., the boys are expected to have an album out soon on the Eldo label.

**SHIRLEY & LEE**, known affectionately to many record fans as "The Sweethearts of the Blues," will probably be adding greater numbers to their following as a result of their newest single, *Let The Good Times Roll*, a Billboard Spotlight Pick and a fast entry on Billboard's Hot 100 this week. The Warwick Records artists began their singing career in their home town of New Orleans.

**CONWAY TWITTY** sings his new ballad release, *What A Dream*, with intense feeling and heart. *Flip* is a swingin' rocker, *Tell Me One More Time*. The M-G-M recording artist is currently doing one-niters thru the Midwest.

**PROMOTION DAYS & WEEKS**  
 September 5 is, of course, Labor Day. September 7 begins National Child Safety Week. September 9 is Admission Day in California. On this day in 1850 California became a State. September 11 begins Constitution Week, by Presidential Proclamation.

See you in seven swingin' days.

Tom Rollo

## MUSIC AS WRITTEN

Continued from page 18

### Hollywood

Capitol Records will go on location to record Tennessee Ernie Ford at his four-show run at the Indiana State Fair. This is believed to be the first attempt at recording an artist during a fair date performance, and will require the label to airlift approximately three tons of electronic equipment from Hollywood to Indianapolis. According to Cap Recording Director William Robinson, this will be the most technically difficult assignment tackled by the diskery to date.

Disneyland and Buena Vista labels last week moved their Southern California distribution from their owned-and-operated branch here to Hart Distributing. This was the only market area in which the Disney firms handled their own distribution.

According to exec veepee Jimmy Johnson, the move to Hart Distributing was prompted by an increasing demand for the labels' releases which required faster servicing than the branch could provide. The branch is being converted into a warehousing facility which will service distribs in the West and Midwest territories.

Capitol Records artist and repertoire veepee Lloyd Dunn last week re-signed Martha Carson to a long-term pact after a five-year absence from the label's roster, and signed three new disk attractions.

New talent acquisitions include arranger-conductor Rene Bloch, formerly with the Perez Prado aggregation, whose sessions will be handled by producer Curly Walter; 24-year-old vocalist-comedienne Deborah Stuart, whose first sides were cut last week by producer Fred Grimes; European vocal-instrumental act, Los Churumbles (formerly on the RCA Victor label) with producer Kent Larson supervising. Lee Zhitto.

### Cincinnati

M-G-M Pictures vice-president and sales manager, Bob Mochrie, and the veteran motion picture promotion expert and press agent, Terry Turner, in town Thursday (1) for a meeting with Bob Dunville, Crosley Broadcasting chief, relative to the promotion on the upcoming M-G-M flicker, "The Village of the Damned." Dunville hosted area M-G-M execs and theater chain reps and the local press at a luncheon at the Cincinnati Club Thursday noon. . . . Gil Sheppard, former popular deejay hereabouts, has been appointed director of special services for the Capitol Theater here. In recent years, Sheppard has been doing free-lance promotion and announcing in the territory. His wife, Kay, is personal manager to Carl Dobkins Jr., Decca recording talent. . . . John Gary, whose new one on the Fraternity label is "The Bell Rings" b.w. "Forget It," opens Tuesday (6) in the Embers Room of the McCurdy Hotel, Evansville, Ind., for a two-week stand.

Spurred by the report that the recent Evansville, Ind., Jazz Festival (shifted from French Lick, Ind.) netted a profit of more than 11G, Alex Sinclair, manager of Cincinnati Gardens, is mulling plans to promote a similar fest here next summer. . . . The Kingston Trio is tentatively set for an October 29 stand at Cincinnati Gardens, with the Coldstream Guards inked for November 25. . . . Davey Herbert, who made a TV rep as Mr. Banjo and formerly on the staff of WKRC-TV here, leaves soon for Miami to set up a new kiddie show for the L. B. Wilson TV station slated to go on the air there in the near future. . . . Radio and TV singer Carmel Quinn, whose waxings are heard on the Columbia label, does her canarying at the Roosevelt Hotel, New Orleans, for two weeks beginning September 15. On October 14, she moves to Eddy's Restaurant, Kansas City, Mo., for a like stand.

WSAI-FM officially inaugurated its exclusive classical music programming Thursday (1) under the Hermitage Music format. Under the new arrangement, the station will be on the air with classical music 18 hours a day (7 a.m. to 1 a.m.), seven days a week. The Hermitage firm will program the station, making WSAI-FM one of the 25 stations in the nation to share the company's vast music library. The commercials will be limited to four one-minute shots per hour, with loud, raucous plugs and singing jingles banned.

The Limelitters, during their fortnight's stand at the Racquet Club, Dayton, O., just concluded, made two guests shots on the Ruth Lyons "50-50 Club," beamed daily in color over Crosley's four city network via WLW-T here. The folk-singing trio plugged their new Elektra album on their two appearances to hefty returns. Song shops in the four-station area reported numerous phone calls on the album following the telecasts, with the result that the local Decca distrib, who handles Elektra in the area, immediately phoned New York and ordered 1,000 LP's flown in, with another 1,000 to follow. Other platter artists have experienced similar results in the past as a result of their appearances on the Ruth Lyons TV-er. Bill Sachs

### Nashville

Eddy Arnold had a single session Friday (27) at the RCA Victor studio. . . . The Browns are due in for another session in the near future. . . . Skeeter Davis is skedded for the Dick Clark show soon, and her new album, "I'll Sing You a Song and Harmonize Too," is due out in October. . . . Harvie June Van's "A Little Wooden Man," her current release, was penned by Jimmy Driftwood.

Bradley Studio had a heavy schedule of sessions recently, including one by Frank Devol, who recorded "Cee Cee Joy." Brenda Lee recorded Tuesday (30) and Ferlin Husky waxed for Capitol on the same date. Former members of Dave Brubeck's group, Joe Morello and Joe Benjamin, also recorded at Bradley's recently. . . . The King Sisters, directed by WSM-TV's Charlie Cash, were at the Bradley Studio Thursday (25) and Billy Grammer cut a session for Everest Record at Bradley's Monday (22). . . . Mr. and Mrs. Benny Martin have a new daughter at their house. Pat Twitty

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.



# ANOTHER BIG HIT! **EE-IEE-IEE-I OH!**

and **ITCHIN' FOR LOVE**

# JIMMY JONES

EXCLUSIVELY ON CUB RECORDS

K9076





FOR WEEK ENDING SEPTEMBER 4

# The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>BUTTON-DOWN MIND OF BOB NEWHART</b> ... 17 Warner Bros. W 1379	
2		2. <b>STRING ALONG</b> ..... 4 Kingston Trio .....Capitol T 1407	
3		3. <b>SOLD OUT</b> ..... 20 Kingston Trio .....Capitol T 1352	
4		6. <b>NICE AND EASY</b> ..... 3 Frank Sinatra .....Capitol W 1417	
5		4. <b>THE SOUND OF MUSIC</b> ..... 38 Original Sound .....Columbia KOL 5450	
6		11. <b>BRENDA LEE</b> ..... 3 .....Decca DL 4039	
7		8. <b>EDGE OF SHELLEY BERMAN</b> ..... 7 .....Verve MGV 15613	
8		5. <b>ELVIS IS BACK</b> ..... 18 Elvis Presley .....RCA Victor LPM 2231	
9		7. <b>PAUL ANKA SINGS HIS BIG 15</b> ..... 10 .....ABC-Paramount LP 323	
10		12. <b>REJOICE DEAR HEARTS</b> ..... 11 Brother Dave Gardner .....RCA Victor LPM 2083	
11		9. <b>LANZA SINGS CARUSO—CARUSO FAVORITES</b> .. 16 Mario Lanza-Enrico Caruso .....RCA Victor LM 2393	
12		25. <b>KICK THY OWN SELF</b> ..... 2 Brother Dave Gardner .....Columbia LPM 2239	
13		14. <b>CAN CAN</b> ..... 19 Sound Track .....Capitol W 1301	
14		18. <b>MR. LUCKY</b> ..... 24 Henry Mancini .....RCA Victor LPM 2198	
15		19. <b>MY NAME IS JOSE JIMENEZ</b> ..... 6 Bill Dana .....Signature SM 1013	
16		23. <b>THEME FROM A SUMMER PLACE</b> ..... 25 Billy Vaughn .....Dot DLP 3276	
17		17. <b>ITALIAN FAVORITES</b> ..... 31 Connie Francis .....M-G-M E 3791	
18		20. <b>LAUGHING ROOM</b> ..... 13 Woody Woodbury .....Stereoditties MW 2	
19		10. <b>FAITHFULLY</b> ..... 34 Johnny Mathis .....Columbia CL 1422	
20		16. <b>PERSUASIVE PERCUSSION, VOL. I</b> ..... 21 Terry Snyder and the All Stars..Command LP 800	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		26. <b>JOHNNY'S MOODS</b> ..... 2 Johnny Mathis .....Columbia CL 1526	
22		15. <b>SENTIMENTAL SING ALONG WITH MITCH</b> ..... 11 Mitch Miller .....Columbia CL 1457	
23		24. <b>THE FABULOUS STYLE OF THE EVERLY BROTHERS</b> 3 .....Cadence CLP 3040	
24		13. <b>ENCORES OF GOLDEN HITS</b> ..... 26 Platters .....Mercury MG 20472	
25		22. <b>WOODY WOODBURY LOOKS AT LOVE AND LIFE</b> 27 .....Stereoditties MW 1	
26		21. <b>LOOK FOR A STAR</b> ..... 4 Billy Vaughn .....Dot DLP 3322	
27		— <b>THE WONDERFUL WORLD OF JONATHAN WINTERS</b> ..... 20 .....Verve MGV 15069	
28		27. <b>SONGS TO REMEMBER</b> ..... 7 Mantovani .....London LL 3149	
29		36. <b>RAY CHARLES IN PERSON</b> ..... 6 .....Atlantic LP 8039	
30		29. <b>YOUNG AT HEART</b> ..... 4 Ray Conniff .....Columbia CL 1489	
31		30. <b>BEN-HUR</b> ..... 20 Rome Symphony Orch./Savina .....M-G-M IE1	
32		40. <b>BYE, BYE, BIRDIE</b> ..... 5 Original Cast .....Columbia KOL 5510	
33		35. <b>NEW ORLEANS</b> ..... 10 Pete Fountain .....Coral CRL 57282	
34		32. <b>MORE SONGS BY RICKY</b> ..... 2 Ricky Nelson .....Imperial LP 9122	
35		33. <b>GRAND CANYON SUITE</b> ..... 8 Morton Gould .....RCA Victor LM 2433	
36		31. <b>CONNIE'S GREATEST HITS</b> ..... 17 Connie Francis .....M-G-M E 3793	
37		38. <b>THIS IS DARIN</b> ..... 27 Bobby Darin .....Atco LP 33-115	
38		— <b>PROVOCATIVE PERCUSSION, VOL. I</b> ..... 3 Enoch Light and the Light Brigade .....Command RS 806	
39		— <b>BROTHERS FOUR</b> ..... 19 .....Columbia CL 1402	
40		37. <b>FIRESIDE SING ALONG WITH MITCH</b> ..... 30 Mitch Miller .....Columbia CL 1389	

## ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>INSIDE SHELLEY BERMAN</b> . . . Verve MGV 15003..... 72	
2		2. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LOC 6006 ..... 44	
3		3. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LOC 1032.....128	
4		4. <b>HEAVENLY</b> , Johnny Mathis, Columbia CL 1351..... 51	
5		6. <b>SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1160.113	
6		9. <b>MY FAIR LADY</b> , Original Cast, Columbia OL 5090..... 231	
7		8. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol T 1258..... 44	
8		5. <b>SIXTY YEARS OF MUSIC AMERICA LOVES BEST</b> , Assorted Artists, RCA Victor LM 6074..... 41	
9		7. <b>FROM THE HUNGRY I</b> , Kingston Trio, Capitol T 1107..... 82	
10		14. <b>GIGI</b> , Sound Track, M-G-M 3641 ST.....114	
11		13. <b>SOUTH PACIFIC</b> , Original Cast, Columbia OL 4180..... 327	
12		12. <b>PARTY SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1331 ..... 42	
13		21. <b>KINGSTON TRIO</b> . . . Capitol T 996..... 64	
14		10. <b>OUTSIDE SHELLEY BERMAN</b> . . . Verve MGV 15007..... 41	
15		15. <b>JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CL 1133 ..... 123	
16		16. <b>KINGSTON TRIO AT LARGE</b> . . . Capitol T 1199..... 64	
17		19. <b>THE MUSIC MAN</b> , Original Cast, Capitol WAO 990.....132	
18		17. <b>STILL MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1283 ..... 66	
19		25. <b>GYPSY</b> , Original Cast, Columbia OL 5420 ..... 51	
20		18. <b>HYMNS</b> , Tennessee Ernie Ford, Capitol T 756.....165	
21		11. <b>OLDIES BUT GOODIES</b> , Assorted Artists, Original Sound 5-001 51	
22		20. <b>COME DANCE WITH ME</b> , Frank Sinatra, Capitol T 1069.... 76	
23		22. <b>MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1243 ..... 86	
24		23. <b>MORE JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CL 1344 ..... 59	
25		— <b>BUT NOT FOR ME</b> , Ahmad Jamal, Argo LP 628..... 80	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>STRING ALONG</b> ..... 3 Kingston Trio .....Capitol ST 1407	
2		2. <b>SOLD OUT</b> ..... 19 Kingston Trio .....Capitol T 1352	
3		6. <b>CAN CAN</b> ..... 7 Sound Track .....Capitol SW 1321	
4		3. <b>GRAND CANYON SUITE</b> ..... 8 Morton Gould .....RCA Victor LSC 2433	
5		11. <b>NICE AND EASY</b> ..... 2 Frank Sinatra .....Capitol SW 1417	
6		4. <b>THEME FROM A SUMMER PLACE</b> ..... 23 Billy Vaughn .....Dot DLP 25276	
7		5. <b>MR. LUCKY</b> ..... 24 Henry Mancini .....RCA Victor LSP 2198	
8		19. <b>LOOK FOR A STAR</b> ..... 2 Billy Vaughn Ork .....Dot DLP 25322	
9		9. <b>LANZA SINGS CARUSO—CARUSO FAVORITES</b> .. 17 Mario Lanza-Enrico Caruso .....RCA Victor LSC 2393	
10		16. <b>BONGOS</b> ..... 2 Los Admiradores .....Command RS 809 SD	
11		13. <b>FLOWER DRUM SONG</b> ..... 26 Original Cast .....Columbia OS 2009	
12		10. <b>SENTIMENTAL SING ALONG WITH MITCH</b> ..... 7 Mitch Miller .....Columbia CS 8251	
13		8. <b>PERSUASIVE PERCUSSION, VOL. II</b> ..... 3 Terry Snyder and the All Stars .....Command RS 808 SD	
14		14. <b>TILL</b> ..... 23 Roger Williams .....Kapp KX 1081	
15		20. <b>IT'S THE TALK OF THE TOWN</b> ..... 19 Ray Conniff .....Columbia CS 8143	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		23. <b>PORGY AND BESS</b> ..... 29 Sound Track .....Columbia OS 2016	
17		7. <b>BEN-HUR</b> ..... 16 Rome Symphony Orch./Savina .....M-G-M IE1	
18		22. <b>'S AWFUL NICE</b> ..... 23 Ray Conniff .....Columbia CS 8001	
19		21. <b>CONTINENTAL ENCORES</b> ..... 29 Mantovani .....London PS 147	
20		17. <b>NEW ORLEANS</b> ..... 28 Pete Fountain .....Coral CRL 7-57282	
21		26. <b>LATIN A LA LEE</b> ..... 11 Peggy Lee .....Capitol ST 1290	
22		27. <b>KINGSTON TRIO</b> ..... 25 .....Capitol ST 996	
23		— <b>AMERICAN SCENE</b> ..... 21 Mantovani .....London PS 182	
24		29. <b>THIS IS DARIN</b> ..... 18 Bobby Darin .....Atco SC 115	
25		— <b>BILLY VAUGHN PLAYS MILLION SELLERS</b> ..... 26 .....Dot DLP 25119	
26		— <b>LET'S DANCE AGAIN</b> ..... 24 David Carroll .....Mercury SR 60152	
27		— <b>WITH THESE HANDS</b> ..... 21 Roger Williams .....Kapp KS 3030	
28		— <b>MUSIC FOR BANG, BAA-ROOM AND HARP</b> ... 16 Dick Shory's New Percussion Ensemble .....RCA Victor LSP 1866	
29		— <b>JOHNNY'S MOODS</b> ..... 1 Johnny Mathis .....Columbia CS 8326	
30		— <b>STEREO CONCERT</b> ..... 1 Kingston Trio .....Capitol ST 1183	

## ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>PERSUASIVE PERCUSSION, VOL. I</b> , Terry Snyder and the All Stars, Command RS 800 SD..... 33	
2		4. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LSC 1032..... 68	
3		2. <b>SOUND OF MUSIC</b> , Original Cast, Columbia KOS 2020..... 35	
4		3. <b>PROVOCATIVE PERCUSSION, VOL. I</b> , Enoch Light and the Light Brigade, Command RS 806 SD..... 33	
5		5. <b>MY FAIR LADY</b> , Original Cast, Columbia OS 2015..... 68	
6		6. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LSO 6006 ..... 42	
7		— <b>OKLAHOMA!</b> Sound Track, Capitol SWAO 595..... 53	
8		8. <b>GIGI</b> , Sound Track, M-G-M SE 3461 ST ..... 68	
9		13. <b>TABOO IN HI FI</b> , Arthur Lyman, Hi Fi SR 806..... 38	
10		9. <b>BLUE HAWAII</b> , Billy Vaughn, Dot DLP 25165..... 49	
11		7. <b>HEAVENLY</b> , Johnny Mathis, Columbia CS 8152..... 50	
12		10. <b>KING AND I</b> , Sound Track, Capitol SW 740..... 55	
13		16. <b>SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CS 8043.. 39	
14		12. <b>FAITHFULLY</b> , Johnny Mathis, Columbia CL 8219..... 31	
15		15. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol ST 1258..... 44	
16		— <b>PETER GUNN THEME</b> , Henry Mancini, RCA Victor LSP 1956.. 62	
17		19. <b>EXOTICA, VOL. I</b> , Martin Denny, Liberty LST 7034..... 33	
18		18. <b>TCHAIKOVSKY: PIANO CONCERTO NO. 1</b> , Van Cliburn, RCA Victor LSC 2252 ..... 56	
19		14. <b>STILL MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CS 8009 ..... 32	
20		— <b>ONLY THE LONELY</b> , Frank Sinatra, Capitol SW 1053..... 30	

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S



BASED ON SALES

# IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

1. SCHUMANN CONCERTO IN A MINOR . . . . . Van Cliburn, RCA Victor LM 2455
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. GROFE: GRAND CANYON SUITE . . . . . Morton Gould, RCA Victor LM 2433
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
5. RODGERS: VICTORY AT SEA, VOL. 1  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
6. LANZA SINGS CARUSO—Caruso Favorites  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
7. ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (EVERYTHING BUT THE BEER) . . . . . Boston Pops Orchestra (Fiedler), RCA Victor LM 6082
8. RACHMANINOFF: PIANO CONCERTO NO. 3  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
9. RAVEL: BOLERO . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
10. THE LORD'S PRAYER . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386

## STEREOPHONIC CLASSICAL ALBUMS

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

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

#### MONOPHONIC

1. Soul of Spain, Vol. 1  
101 Strings . . . . . Somerset P 6600
2. Good Housekeeping Reducing Off the Record  
Harmony HL 7143
3. Ebb Tide  
Frank Chacksfield . . Richmond M 20078
4. 101 Years of Familiar Songs  
101 Strings . . . . . Somerset 2 RS
5. Soul of Spain, Vol. 2  
101 Strings . . . . . Somerset P 9900
6. Huckleberry Hound  
Daws Butler and Don Messick . . . . . Colpix CP 202
7. Perry Como Sings Just for You  
RCA Camden CAL 440
8. Concerto Under the Stars  
101 Strings . . . . . Somerset P 6700
9. 101 Strings Play the Blues  
Somerset P 5800
10. You Do Something to Me  
Mario Lanza . . RCA Camden CAL 450

#### STEREOPHONIC

1. Soul of Spain, Vol. 1  
101 Strings . . . Stereo Fidelity SF 6600
2. 101 Years of Familiar Songs  
101 Strings . . . Stereo Fidelity 2 RS
3. Soul of Spain, Vol. 2  
101 Strings . . . Stereo Fidelity SF 9900
4. Ebb Tide  
Frank Chacksfield . . Richmond S 30078
5. Silver Screen  
101 Strings . . . Stereo Fidelity SF 7000
6. Hawaii in Stereo  
Leo Addeo Ork . . . . . RCA Camden CAS 510
7. Backbeat Symphony  
101 Strings . . . Stereo Fidelity SF 11500
8. 101 Strings Play the Blues  
Stereo Fidelity SF 5800
9. Concerto Under the Stars  
101 Strings . . . Stereo Fidelity SF 6700
10. East of Suez  
101 Strings . . . Stereo Fidelity SF 11200

### BEST SELLING POP EP'S

1. Sing Along With Mitch  
Mitch Miller . . . . . Columbia EPB 11601
2. He'll Have to Go  
Jim Reeves . . . RCA Victor EPA 4357
3. More Songs by Ricky  
Ricky Nelson . . . Imperial EP 1-9122
4. Hymns  
Tennessee Ernie Ford . . . . . Capitol EAP 1-1818
5. Nearer the Cross  
Tennessee Ernie Ford . . . . . Capitol EAP 1-1005
6. For the First Time  
Mario Lanza . . . RCA Victor EPA 4344
7. Because They're Young  
Duane Eddy . . . . . Jamie J-304
8. Faithfully  
Johnny Mathis . . . Columbia EPB 14221
9. Spirituals  
Tennessee Ernie Ford . . . . . Capitol EAP 1-818
10. Kingston Trio at Large  
Capitol EAP 1199

## Reviews of THIS WEEK'S LP'S

### SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

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

#### Pop

#### THE RHYTHMS AND BALLADS OF BROADWAY (2-12")



**Johnny Mathis, Columbia C2L 17 (Stereo & Monaural)**—This double-LP Johnny Mathis set is a power-packed item, from the chanter's pretty vocalizing, and smart Ralph Burns-Glenn Osser backings, to the attractive, eye-catching cover. Mathis tackles songs from Broadway shows, the rhythm tunes and the ballads, and gives them solid, commercial readings. The liner notes are by Gil Millstein and the photos by Richard Avedon.

#### SAY IT WITH MUSIC



**Ray Conniff, Columbia CL 1490 (Stereo & Monaural)**—Here's another album that looks like a big seller for the Ray Conniff crew. It features the Conniff orchestra and chorus singing a group of standards with the usual Conniff sound and polish. Tunes include "Besame Mucho," "Summertime" and "Softly as in a Mountain Sunrise." Strong wax here for the fall buying season.

#### ON THE SUNNY SIDE OF THE STRIP



**George Shearing and the Quintet, Capitol ST 1416 (Stereo & Monaural)**—This recording with the George Shearing Quintet (and every so often his sextet) was recorded at the Crescendo in Hollywood. The audience applause adds a lot to the record, plus the fact that the Shearing crew plays here in a fine, relaxed style. Among the selections are "Bernie's Tune," "Confirmation," "Jordu" and "Joy Spring." A very strong new Shearing LP for pop and jazz fans.

#### 100 STRINGS AND JONI ON BROADWAY 100 STRINGS AND JONI IN HOLLYWOOD



**Joni James, M-G-M E 3839, E 3840**—Joni James has two albums here that could be strong sellers. The Broadway set features the winsome thrush singing top songs from Broadway musicals, including "Hey There" and "I've Grown Accustomed to Her Face." The Hollywood set features the lass in tunes from the movies, ranging from "Tammy," to "Over the Rainbow." She handles them all in her own familiar style, and the backing by the 100 Strings is lush.

#### CONNIE FRANCIS SINGS SPANISH AND LATIN-AMERICAN FAVORITES



**M-G-M E 3853**—Here's another sock foreign language album by Connie Francis, who has enjoyed considerable sales success with her previous Italian package. The thrush is in rich, warm vocal form on a group of familiar Spanish and Latin-American favorites—including her current singles hit "Malaguena," "Granada," "Amor," "Siboney," etc.

#### Semi-Classical

#### GERSHWIN: RHAPSODY IN BLUE; CONCERTI IN F



**Andre Kostelanetz & Andre Previn, Columbia CL 1495**—Andre Previn and Andre Kostelanetz join forces here for one of the most potent packages of the new season. The performances by both Previn and the orchestra are fine, and the recording itself is excellent. A set that should interest both classical and pop buyers, and even a sprinkling of jazz fans.

#### Jazz Talent

#### EASTERN EXPOSURE



**Fred Kaz (Piano), Atlantic 1335**—Fred Kaz, a Chicago pianist who is popular in Windy City jazz clubs, shows off some intriguing Turkish-oriented jazz work here. It is a combination of American blues and jazz with Eastern melodies, and the pianist plays these tunes, all of which he composed, with agility and style that should interest both jazzmen and fans. "Fez," "Tassel," "Turkish Blues" and "Salaam" are among the best sides, but all of the selections are worth a listen, and Kaz is a musician worth watching.

#### Latin American

#### TRIO SAN JOSE



**Capitol ST 10243 (Stereo & Monaural)**—The Trio San Jose, consisting of three young Spanish musicians, are a stylish combo, who handle a group of serenatas, or courtship ballads with charm and persuasiveness. The tunes include "Cielito Linda," "La Paloma," "Besame Mucho" and "Amor, Amor, Amor." Their fine guitar work and warm vocalizing add up to mighty pleasant listening. A strong wax for the L-A market.

(Continued on page 24)

#### ALBUM COVER OF THE WEEK




**THE RHYTHMS AND BALLADS OF BROADWAY**—Johnny Mathis, Columbia C2L 17-C2S 803. Attractive double cover LP by the popular chanter in shades of gray on a white-and-red background. Unusual pic by noted photographer, Richard Avedon.



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Argo 5368

**"I HEAR MY BABY"** **LARRY WILLIAMS**  
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**WHAT BROADCASTERS WILL RECEIVE:**

Each week you will receive the 10 records selected by the Music Staff of the Billboard as being the BEST OF THE NEW RELEASES.  
(Note: An average of 110 new records are submitted each week for review)

**How Records Are Selected:** Records are selected by the Music Staff of The Billboard based on public acceptance of the artist, musical content, arrangement, promotional efforts of the record company as well as the artist and the music publisher, plus the overall creativeness of the record. Records are selected for both their program and sales appeal.

**How Records Are Procured:** RSI is advised each Friday of The Billboard's selections. Each Manufacturer is contacted and our order is placed for delivery to us by the following Wednesday. The records appear in print as "Spotlight Winners" in the same week we ship them to our subscribers.

**When Records Are Shipped:** We ship singles service on Thursday of each week following their publication in The Billboard. Our weekly calendar of performance is as follows:

Friday — Billboard advises RSI of ten best selections  
Monday — Billboard publishes showing selections  
Thursday — RSI ships records to Subscribers


The pick of the new releases:


**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

Continued from page 23

**Spoken Word**

**WHY NOT!**  
 Dayton Allen. Grand Award GA 424—Dayton Allen, the comic who received a lot of exposure on the Steve Allen TV show, has his first album here and it looks like a good one. He comes thru with his expressive monologs concerning doctors, crime, Congressmen, and many other assorted characters, and it adds up to some hilarious comedy. Strong cover and routines could help this be a big seller.

**OUT OF MY HEAD**  
 George Crater. Riverside 841—George Crater, who is in reality Ed Sherman, has been breaking up jazz fans and insiders with his comments in Down Beat for the past year. On this first album, Sherman comes thru with some wild, hip monologs on jazz, jazz clubs, jazz performers, jazz on TV, etc., that are occasionally hilarious and often fun. Delivered in a straight, Lenny Bruce type voice—but without the barbed social comments—Sherman expounds on "Wind-Up Dolls," "The Jazz Concert," "The Arthur Murray Show," "Sports Cars Records," "The T-Shirt Inspector," etc. For insiders and outsiders.

**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.

**Classical**

**BEETHOVEN: THE NINE SYMPHONIES, COMPLETE**  
London Symphony Orch (Krips). Everest SDBR 3065-68 (Stereo & Monaural)—The second complete stereo set of the Beethoven symphonies features Everest's brilliant sound and the warm and lyrical approach of Joseph Krips in the interpretations. A renowned Beethoven specialist, Krips has produced memorable performances not dissimilar in approach from those of Bruno Walter, his competition. Beautifully packaged, this set is certain to have its proponents. Excellent comment on each symphony is provided by Krips himself in the attractive booklet which accompanies the package.

**Jazz**

**RAGS AND BLUES**  
Jelly Roll Morton. Riverside RLP 140—This disk is Volume III of the noted Library of Congress recordings, and the material was recorded by the legendary Jelly Roll in 1938. The sides are part of Riverside's 12-disk set; but the documentary material has been pruned away, leaving sides of musical interest. Jelly plays piano and sings here. It is loaded with flavor, and merits prime display. The cover, too, has an arresting quality.

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

**POPULAR ★★★★★**

★★★★ THE ORIGINAL HITS PAST AND PRESENT  
Liberty LRP 3178 — This is a nostalgic package for rock and roll fans. Liberty has packaged a group of old single hits — most of them fairly recent — in a spinnable album for jocks with teen audiences. Line-up includes Johnny Burnette's "Dreamin'," Fleetwood's "Runaround," Garry Miles' "Look for a Star," "Western Movies" by the Olympics, and other old hit singles by Harold Dorman, Jody Reynolds, Larry Williams, Bobby Freeman, the Champs, Crescendos, Ventures and Joiner Ark ork.

★★★★ NELSON EDDY AND GALE SHERWOOD  
Everest SDBR 8002. (Stereo & Monaural) — Here's a finely produced set, devoted to the pure glory of operetta schmaltz. Eddy and his partner have been doing well on the night club circuit with their act which consists almost solely of operetta and musical comedy favorites — the kind of duets that build all the way and wind up in a crashing climax of voices and ork. This is the sort of thing included here — "Wunderbar," "One Night of Love," "You Are My Love," "You and the Night and the Music," and fans of this genre will enjoy the performances. Both are in fine vocal fettle.

★★★★ DIAHANN CARROLL — THE ANDRE PREVIN TRIO  
United Artists UAS 6069. (Stereo & Monaural)

(Continued on page 26)

**SENOR!**  
My name is SCHNAPPSIE. and I have just made an LP record album for CHANCELLOR'S new label-SEA HORSE RECORDS FOR CHILDREN. Distributed by AM-PAR RECORD CORP. The title of the album is "SCHNAPPSIE" CSH 7001. Once the children in your area hear my delightful adventures and see my irresistible photo in full color on the album cover, plus the FREE 15-inch "SCHNAPPSIE" that always lands on its feet. I guarantee that you'll have a hard time keeping up with the demand—so ORDER NOW!



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**TRADE NEWS**



SEPTEMBER 19  CAPITOL DEBUTS  
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CARLA & RUFUS

'CAUSE I LOVE YOU

b/w

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DON JOHNSON KING OF Organ with a Beat! from STEREO Hi-Fi 3 Pop-Variety Volumes STEREO/MONO • CHICAGO 1.

Reviews and Ratings of New Albums

Continued from page 24

Monaural) — Miss Carroll is surely versatile and she gives a variety of performances here: some are bluesy, some sophisticated, others torch-like. "The Party's Over," "Spring Is Here," "Why Can't You Behave" are included. The thrush's approach is fresh, with much thought given each song. The trio's work lends much to the album.

DINAH SINGS — PREVIN PLAYS

Dinah Shore and Andre Previn. Capitol ST 1422. (Stereo & Monaural) — The coupling of Dinah Shore and Andre Previn was a good idea, and the album should have some appeal by virtue of the two names. Dinah's singing is not what it used to be, but she handles most of the tunes in this set with the ease of an old pro, and Previn's piano work adds much. Selections include "The Man I Love," "That Old Feeling," "My Funny Valentine" and "I'll Be Seeing You."

THE GIRLS AND BOYS ON BROADWAY

Billy May and His Orchestra. Capitol ST 1418. (Stereo & Monaural) — A swinging new album by the swinging Billy May crew. Set features familiar standards from Broadway shows played in big band style, and just as good to listen to as to dance to. The tunes include "My Darling," "If I Were a Bell," "Heart" and "Till There Was You."

SOFTLY

Dakota Staton. Capitol ST 1427. (Stereo & Monaural) — This is a finely produced package. The thrush weaves a dreamy spell with her interpretations of "You're Mine," "Solitude," "Body and Soul," etc. The arrangements are by Benny Carter, who has used strings, harp, French horns, flutes and rhythm.

FIRST AFFAIR

The Four Freshmen. Capitol ST 1378. (Stereo & Monaural) — The Four Freshmen are still one of the best vocal groups in the country and they come thru with some bright, sharp readings here on a group of standards. The tunes include "I'm Beginning to See the Light," "Long Ago (and Far Away)," "At Last" and "Be Careful, It's My Heart." On each of the tunes the boys get a chance to show off some fine harmony. Strong wax.

JAZZ

THE MOST—VOL. I

Various Artists. Roulette R 52050 — Here's a standout bunch of gems taken from various Roulette albums by top jazz stars, both vocal and instrumental. On the former side, there are individual efforts by Sarah Vaughan, Joe Williams; Lambert, Hendricks and Ross, with Joe Williams and Billy Eckstine, Basie, Maynard Ferguson, Johnny Smith and Joe Newman make up the blowing complement. This one can achieve sales impact with name power alone.

NEWPORT SUITE

Maynard Ferguson. Roulette R 52047 — This package can cause considerable action because of the inclusion of "Newport," a rather dissonant, Kentonesque opus which Ferguson and the boys used to gas the Newport crowds in '59. Also included are some rip-roaring Ferguson big band modernisms like the gospelish "Got the Spirit," "Foxy" and "Three More Foxes." A well-recorded production that gets quite exciting in spots. Good cover shot of the maestro.

SHELLEY MANNE AND HIS MEN AT THE BLACK HAWK (Vol. 2)

Contemporary M 3578 — This is volume two of a four-part set of LP's recorded at San Francisco's Black Hawk niter. It's an imaginative, tasteful jazz package featuring spontaneous sounding interpretations of three originals and the oldie "What's New." Manne's sock drum solo work is ably backed by Joe Gordon on trumpet, Richie Kamuca, tenor sax, Victor Feldman, piano, and Monty Budwig, bass.

LIKE PREVIN

Andre Previn's Trio. Contemporary M 3575 — Previn is strictly in a jazz groove on this package, which spotlights his artful piano solo stints, Red Mitchell's sensitive bass work and Frankie Capp on drums. The varied line-up of eight originals includes two expressive ballads, a hard-driving up-tempo item, a swinging rhythm tune, and an interesting 12-bar blues.

BLUE VIBES

Johnny Lytle Trio. Jazzland JLP 922S. (Stereo & Monaural) — Johnny Lytle is a young vibist who is making his debut on records. He has a wealth of ability and is a musician from whom much more will be heard. He shows off his fine technical ability on a group of standards and originals, with the outstanding among the former "Over the Rainbow" and "Autumn Leaves." "Movin' Nicely." A strong new talent here.

TWO FOR THE MONEY

The Brothers Candoli Sextet. Mercury SR 60191. (Stereo & Monaural) — The Brothers Candoli, two of our finer jazz trumpet men, get together on this new set and turn out some virtuoso blowing. Pete performs in his assertive manner, Conte in his thoughtful and tasteful style, to make for some fine contrasts. The brothers are backed by Jimmy Rowles on piano, Max Bennett on bass, Howard Roberts on guitar and Frank Capp on drums, all of whom get a chance to be heard. But it's the Candoli solo and duo trumpets that make this a cookin' set, on "Splanky," "A-Lue-Cha," "Caravan" and "Take the A Train."

COUNTIN'

Joe Newman in Concert. World Pacific 1288. (Stereo & Monaural) — Recorded during concerts in Sweden about two years ago, the six musicians in this combo include four from Count Basie's band (Joe Newman, trumpet; Frank Wess, tenor; Al Grey, trombone, and Sonny Payne, drums), plus Nat Pierce who sounds like Basie at the piano, and Eddie Jones on bass. The result has all the earmarks of Basie music, and the Scandinavian audience seemed to appreciate the fine musicianship and splendid solo efforts heard here. For jazz fans of the Basie school, this will be attractive.

LES McCANN LTD. PLAYS THE SHOUT

Pacific Jazz PJ 7. (Stereo & Monaural) — The music made by Les McCann's piano, Leroy Vinnegar's bass and Ron Jefferson's drums is highly imaginative stuff from a talented trio which works as a perfectly co-ordinated group, yet gives each man ample opportunities for solo brilliance. And brilliant is the word for McCann, whose virile and individual attack at the keyboard sparks the group. McCann's first LP, "The Truth," stirred up some excitement among jazz buffs, and this one should do even better aided by the pianist's growing repute and a cross-country personal appearance tour.

LOW PRICED POPULAR

LET'S ALL SING WITH THE HUGO AND LUIGI FAMILY SINGERS

Forum F 16013 — This package should please community sing fans. It's a bright, happy group vocal album featuring exuberant vocal treatments of nostalgic oldies and standards. Line-up includes "Shanty in Old Shanty Town," "Margie," "Sweet Adeline," "Cuddle Up a Little Closer," etc.

SEMI-CLASSICAL

GERSHWIN: RHAPSODY IN BLUE

Jesus Maria Sanroma. Piano; Pittsburgh Symphony Orchestra (Steinberg). Everest SDBR 3067. (Stereo & Monaural) — Gershwin's two most noted pieces — wherein he departs from the show or Broadway idiom — receive a glittering performance here. Sanroma is noted for his interpretation of the Rhapsody and it is a treat to hear him coupled with the dramatic and colorful reading by the Pittsburgh Symphony.

COUNTRY & WESTERN

AMERICA'S GREATEST COUNTRY COMEDIANS

Lonzo and Oscar. Starday SLP 119 — Londo and Oscar, popular "Grand Ole Opry" stars, are in lively comedy form on this package. Their fans should be pleased with this collection of amusing novelties, "I'm My Own Grandpa," etc., and attractive country ballads and sacred items.

(Continued on page 32)

THE ORIGINAL NBC-TV—BAT MASTERSON



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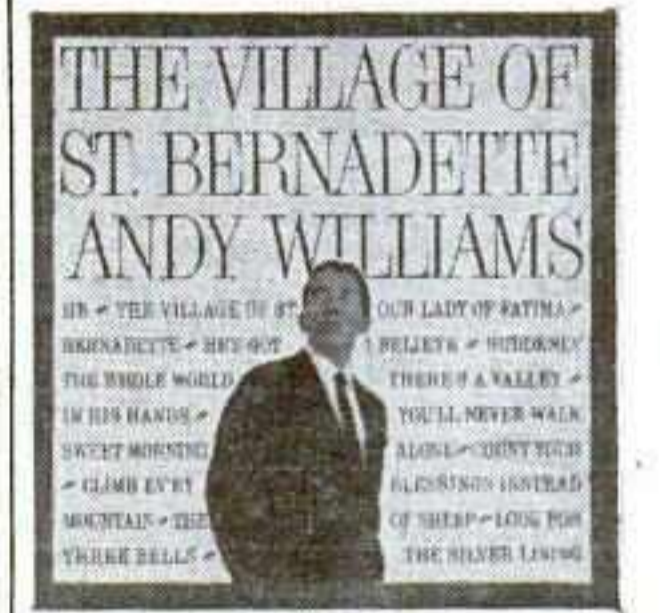
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**THEME FROM "THE SUNDOWNERS"**  
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# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING SEPTEMBER 11

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	7
2	3	TWIST	By Hank Ballard—Published by Lois Music (BMI)	5
3	4	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	6
4	2	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	9
5	6	VOLARE (NEL BLU DI PINTO DI BLU)	By Modugno-Parish—Published by Robbins (ASCAP)	4
6	5	I'M SORRY	By Self—Published by Champion (BMI)	13
7	12	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	4
8	8	MISSION BELL	By Michael—Published by Bamboo (BMI)	8
9	9	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	8
10	7	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	11
11	13	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	5
12	26	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	2
13	11	PLEASE HELP ME, I'M FALLING	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	11
14	20	HOT ROD LINCOLN	By Charlie Ryan-Stevenson—Published by Four Star Sales (BMI)	2
15	23	YOGI	By Jacobson-Stallman-Kottelman—Published by Saxon (BMI)	2
16	—	MR. CUSTER	By Fredericks-Rodgers-DuVal	1
17	19	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	5
18	22	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	6
19	27	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	3
20	—	A MILLION TO ONE	By Charles—Published by Sunflower (BMI)	1
21	—	THE SAME ONE	By Brook Benton and Clyde Otis—Published by Play (BMI)	1
22	—	CHAIN GANG	By Sam Cooke—Published by Kags (BMI)	1
23	15	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guery—Published by Travis (BMI)	9
24	16	IMAGE OF A GIRL	By Clasky-Rosenberg—Published by Eldorado (BMI)	9
25	14	DREAMIN'	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	4
26	29	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	2
27	—	HELLO, YOUNG LOVERS	By Rodgers and Hammerstein—Published by Williamson (ASCAP)	1
28	17	TELL LAURA I LOVE HER	By Bany-Raleigh—Published by Marks (BMI)	10
29	30	TA-TA	By Oliver-McPhatter—Published by Olimac (BMI)	3
30	—	YOU MEAN EVERYTHING TO ME	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	1

## RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. IT'S NOW OR NEVER—Elvis Presley, Vic 7777.
2. TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
3. WALK, DON'T RUN — Ventures, Dolton 25.
4. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland, Kapp 342.
5. VOLARE (NEL BLU DI PINTO DI BLU) — Pier Angeli, Roulette 4104; Pat Boone, Coral 62021; Dalida, Verve 10146; Barney Kessel Trio, CTP 365; Rosa Linda, Challenge 59016; Mort Lindsey Ork, Dot 16102; Charles Magnante, Grand Award 1019; Domenico Modugno, Dec 30677; Bobby Rydell Cameo 179.
6. I'M SORRY—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
7. THEME FROM THE APARTMENT —Ferrante and Telcher, United Artists 231; Jack Lemmon, Epic 9399.
8. MISSION BELL — Donnie Brooks, Era 3018.
9. FINGER POPPIN' TIME — Hank Ballard and the Midnighters, King 5341.
10. ONLY THE LONELY—Roy Orbison, Monument 421; Johnny Western, Col 41500.
11. IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Carlton 530.
12. MY HEART HAS A MIND OF ITS OWN—Connie Francis, M-G-M 12923.
13. PLEASE HELP ME, I'M FALLING —Rusty Draper, Mer 71634; Hank Locklin, Vic 762; Rose Maddox, Cap 4347; Gale Storm, Dot 16111; Jimmy Wakely and Jeanne McManus, Shad 137.
14. HOT ROD LINCOLN — Johnny Bond, Republic 2005; Charlie Ryan, Four Star 1733.
15. YOGI—Ivy Three, Shell 720.
16. MR. CUSTER—Larry Verne, Era 3024.
17. OVER THE RAINBOW — Valarie Carr, Roulette 4038; Perry Como, Vic 0107; Dimensions, Mohawk 116; Echoes, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vic 7628.
18. (YOU WERE MADE FOR) ALL MY LOVE—Jackie Wilson, Brunswick 55167.
19. KIDDIO—Brook Benton, Mer 71652.
20. A MILLION TO ONE — Jimmy Charles, Promo 1002.
21. THE SAME ONE—Brook Benton, Mer 71652.
22. CHAIN GANG—Sam Cooke, Vic 7783.
23. WALKIN' TO NEW ORLEANS—Fats Domino, Imperial 5675.
24. IMAGE OF A GIRL—Safaris, Eldo 101.
25. DREAMIN'—Johnny Burnette, Liberty 55258.
26. NEVER ON SUNDAY—Don Costa, United Artists 234; Marty Gold Ork, Vic 7769; Pete King Ork & Chorus, Kapp 344; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Ray Martin Ork, Vic 7769; Nico Papadopoulos Ork, Atlantic 2070.
27. HELLO, YOUNG LOVERS — Paul Anka, ABC-Paramount 10132; Australian Jazz Quintet, Bethlehem 11023; Lovelace Watkins, M-G-M 12875.
28. TELL LAURA I LOVE HER—Ray Peterson, Vic 7745.
29. TA-TA — Clyde McPhatter, Mer 71660.
30. YOU MEAN EVERYTHING TO ME—Neil Sedaka, Vic 7781.

## 86th Exits on Musical Note

Continued from page 3

ASCAP. It went nowhere with the juke box interests who cling to their 1909 copyright statute exemption from performance royalty. Celler may revive the attempt in the 87th Congress.

On the Senate side, in the juke hassle, songwriters lost one of their strongest battlers for juke payment of royalty, when Senator O'Mahoney suffered a stroke, and retired from political life.

Also traditional were exchanges between American Society of Composers, Authors and Publishers, plus the songwriters (AGAC), and their arch foe Broadcast Music, Inc. The two swapped payola accusations during Federal Communications Commission program hearings. None of the government agencies, nor the hill committees cared to get into this particular free-for-all, which will undoubtedly resume with accusations and counter accusations in the 87th Congress.

Tied in with payola was the fight by Senator Clark to outlaw entertainment from deductible status on business expense accounts, leaving only food and liquor deductible. The swindle sheet items were a frequent source of payola to deejays, when record firms picked up the tab for vacations, or stays at plush social and sport clubs. But show business cried "murder" and business pressure defeated the Clark legislation.

The Clark bill was replaced by a resolution to study the whole swindle sheet problem, under guidance of a special joint committee representing both Houses. Internal Revenue Service will cooperate, and has already begun to require full itemizing of all business entertainment expenses on tax forms. Nevertheless, Clark and his co-sponsors say they'll re-introduce legislation to kill the items in the 87th Congress.

In a pleasanter tax outlook, songwriters and performers have been promised a study of tax-spread for creative artists, to help

them cushion the lean years.

On the music labor front, the National Labor Relations Board rocked musicians back on their heels by a decision virtually knocking out the time-honored quota system for sidemen in recordings, set up by the American Federation of Musicians.

Also on the labor front, a strong pitch was made on the hill — and will be made again — to outlaw foreign tracks on American film and TV film programming. Sen. Wayne Morse has called for a probe of the situation, and AFM prexy Herman Kenin will go right on fighting what he calls "wet-back" tracks, during the 87th Congress.

Revision of the outmoded and confusing 1909 copyright status was given incentive by the highly unpopular Supreme Court decision in the "Moonlight and Roses" case. Basing decision on the exact wording of the renewal provision in the copyright law, the majority decision killed an author's right to assign his renewal rights to a publisher at any time before the expiration of his first 28-year copyright term. The court's decision knocks out author's ability to get substantial advances from publishers for renewal assignments, and puts existing arrangements in jeopardy.

The four dissenting judges called the decision "unjust and unsettling." Correction of the situation would seem to have to come thru revision of the act. The overall revision, in the planning stage for the past three years in the Library of Congress, may get moving in the 87th Congress. Some 24 preparatory studies plus comment by a panel of industry's copyright experts, are being forwarded to copyright subcommittees in House and Senate.

Music publishers hope that a revised law will provide heavy damages for disk piracy, which incurs only negligible penalty under the old 1909 statute.

## Dealers Can Up Sacred Sales

Continued from page 3

These early morning listeners are folks who might not be reached at any other time, consisting of factory workers and other early risers, people driving home after weekends and the stay-uppers. Commercial mentions the package offering and automatic player gift for complete library sale and while identifying store, does not give prices.

So many leads were obtained in this manner that the idea was extended to another station, WMTR, Morristown. But here the broadcast was at the more conventional time of mid-morning once a week during a weekly musical program. Same type of script was employed, however.

### Congregation Used

**Utilizing sub-salesmen:** By arranging part-time work for people who come readily in contact with congregational members such as pastors and deacons, Sunday School teachers and church committee chairwomen. They are offered a generous commission on sales they turn in. If they live some distance from the store they are provided with a portable kit to use as demonstrators. Intensifying this idea further, these authorized representatives can offer their own customers a gratuity ranging from \$5 to \$10 for any leads they bring in which result in sales. Thus the store's own trading radius is considerably extended and it is virtually able to "beat the bushes" in reaching prospective buyers.

**Church and religious rallies:** With a player and beloved records provided at such timely assemblages to work up interest and advertise the store. For example,

when Stuart Hamblen, converted cowboy singer, actor, author and composer of "It Is No Secret," was the speaker at a rally in a nearby high school, the store found a ready listening audience there. Samples and catalogs were distributed and some records sold right on the spot.

**Syndicated art color church bulletins:** For these ready-print program covers arrangement is made for an imprint to advertise the business and prominently mention the religious record stock available.

**National advertising:** In Sunday School weeklies, religious magazines, denominational organs of all kinds with orders filled by mail.

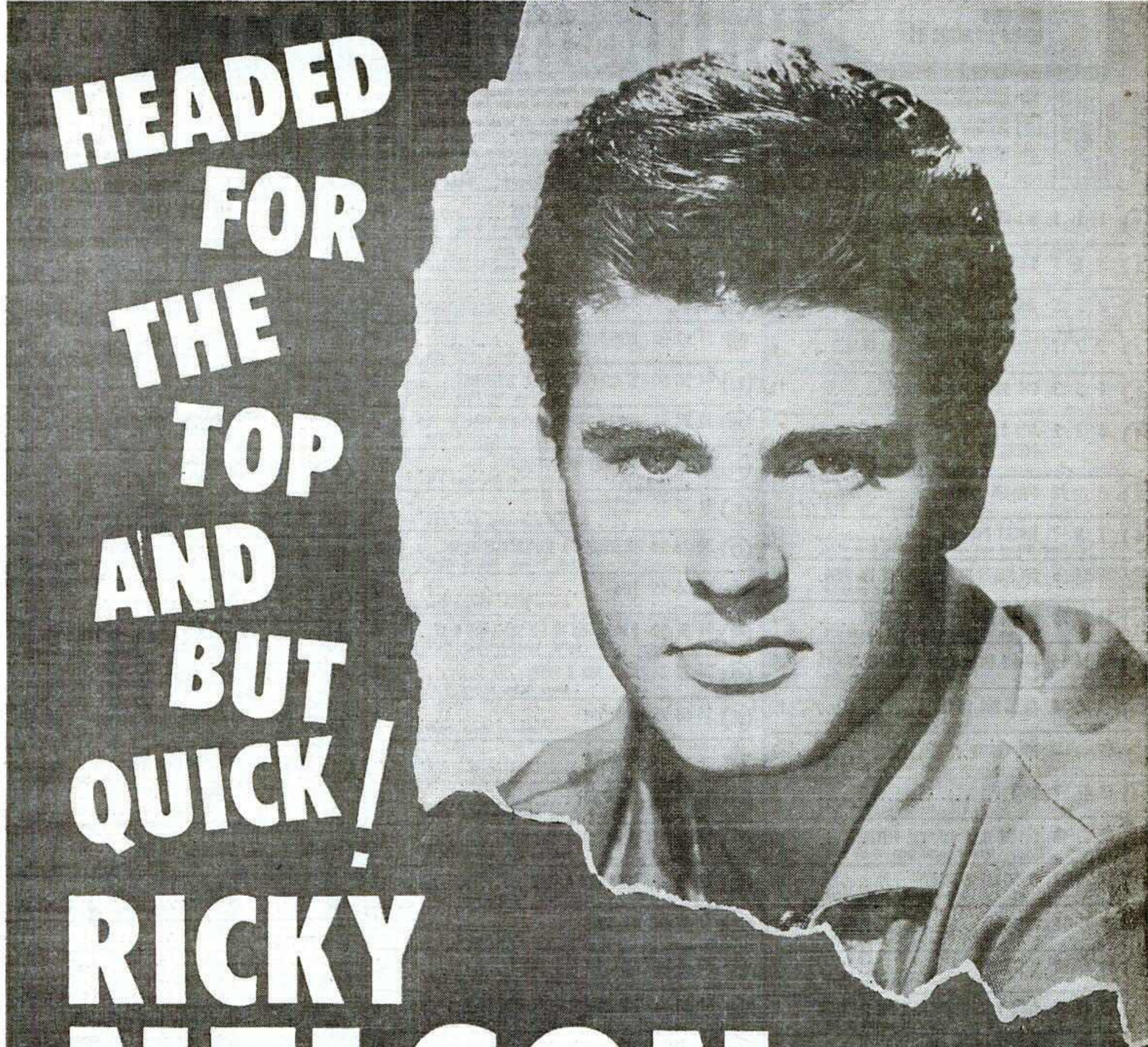
**Direct mail promotion:** Including not only distribution of publishers' promotional literature and order blanks, but frequently pieces worked out by the store to emphasize timeliness. For example, when a Christmas album of George Beverly Shea (who sings with Billy Graham's Crusades) was being pushed, it was necessary to get out a mimeographed circular for mailing since none were ready yet by the publisher. An extensive mailing list was made up of store customers and names picked up at church meetings and rallies sponsored by the Fellowship for Evangelism.

**Trained personnel:** Store clerks are made thoroly familiar with these records and can readily advise customers.

All the news of your industry every week in The Billboard . . .

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**HEADED  
FOR  
THE  
TOP  
AND  
BUT  
QUICK!**

**RICKY  
NELSON**

**"I'M NOT AFRAID"**

(Written by Felice Bryant)

**b/w "YES SIR, THAT'S MY BABY"  
#5685**



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FOR WEEK ENDING SEPTEMBER 11

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	WEEKS ON CHART
1	1	1	1	IT'S NOW OR NEVER	Elvis Presley, RCA Victor	7777	8
2	3	4	8	TWIST	Chubby Checker, Parkway	811	6
3	2	3	5	WALK, DON'T RUN	Ventures, Dolton	25	8
4	5	7	11	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo	179	8
5	4	5	3	I'M SORRY	Brenda Lee, Decca	31093	15
6	6	2	2	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Kapp	342	10
7	8	9	12	MISSION BELL	Donnie Brooks, Era	3018	13
8	7	8	7	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King	5341	17
9	16	34	56	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M	12923	4
10	12	27	23	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists	231	7
11	10	14	15	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton	530	9
12	9	6	4	ONLY THE LONELY	Roy Orbison, Monument	421	13
13	65	—	—	MR. CUSTER	Larry Verne, Era	3024	2
14	15	47	57	YOGI	Ivy Three, Shell	720	5
15	14	13	13	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor	7692	16
16	17	20	27	OVER THE RAINBOW	Demensions, Mohawk	116	10
17	27	31	41	KIDDIO	Brook Benton, Mercury	71652	5
18	11	17	28	DREAMIN'	Johnny Burnette, Liberty	55258	7
19	19	12	14	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick	55167	9
20	52	95	—	A MILLION TO ONE	Jimmy Charles, Promo	1002	3
21	39	61	—	THE SAME ONE	Brook Benton, Mercury	71652	3
22	33	54	79	CHAIN GANG	Sam Cooke, RCA Victor	7783	4
23	23	35	51	HELLO, YOUNG LOVERS	Paul Anka, ABC-Paramount	10132	6
24	25	25	47	TA-TA	Clyde McPhatter, Mercury	71660	8
25	13	11	6	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial	5675	12
26	28	60	65	NEVER ON SUNDAY	Don Costa, United Artists	234	5
27	18	10	10	IMAGE OF A GIRL	Safaris, Eldo	101	14
28	36	57	69	YOU MEAN EVERYTHING TO ME	Neil Sedaka, RCA Victor	7781	5
29	20	19	18	FEEL SO FINE	Johnny Preston, Mercury	71651	12
30	21	15	19	A WOMAN, A LOVER, A FRIEND	Jackie Wilson, Brunswick	55167	9
31	40	58	61	TWIST	Hank Ballard and the Midnighters, King	5171	8
32	45	76	93	DEVIL OR ANGEL	Bobby Vee, Liberty	55270	6
33	38	53	50	HOT ROD LINCOLN	Charlie Ryan, Four Star	1733	15

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	WEEKS ON CHART
34	32	18	17	MULE SKINNER BLUES	Fendermen, Soma	1137	16
35	26	16	9	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor	7745	13
36	29	32	42	HOT ROD LINCOLN	Johnny Bond, Republic	2005	5
37	57	91	95	PINEAPPLE PRINCESS	Annette, Vista	362	4
38	44	50	64	IT ONLY HAPPENED YESTERDAY	Jack Scott, Top Rank	2055	6
39	42	74	—	(I CAN'T HELP YOU) I'M FALLING TOO	Skeeter Davis, RCA Victor	7767	3
40	35	26	21	TROUBLE IN PARADISE	Crests, Coed	531	13
41	31	23	16	ALLEY-OOP	Hollywood Argyles, Lute	5905	15
42	30	24	20	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M	12899	18
43	58	56	55	LISA	Jeanne Black, Capitol	4396	7
44	41	51	59	I LOVE YOU IN THE SAME OLD WAY	Paul Anka, ABC-Paramount	10132	6
45	24	22	22	LOOK FOR A STAR	Garry Miles, Liberty	55261	12
46	54	63	75	ANYMORE	Teresa Brewer, Coral	62219	5
47	—	—	—	SO SAD	Everly Brothers, Warner Bros.	5163	1
48	34	29	26	QUESTION	Lloyd Price, ABC-Paramount	10123	11
49	37	33	33	DON'T COME KNOCKIN'	Fats Domino, Imperial	5675	11
50	22	21	31	LOOK FOR A STAR	Billy Vaughn, Dot	16106	12
51	47	49	62	MY LOVE	Nat King Cole, Capitol	4393	6
52	69	—	—	LET'S HAVE A PARTY	Wanda Jackson, Capitol	4397	2
53	64	84	—	MY SHOES KEEP WALKING BACK TO YOU	Guy Mitchell, Columbia	41725	6
54	51	59	72	BIG BOY PETE	Olympics, Arvee	595	10
55	63	45	32	A MESS OF BLUES	Elvis Presley, RCA Victor	7777	7
56	46	36	44	RED SAILS IN THE SUNSET	Platters and Tony Williams, Mercury	71656	12
57	60	82	—	WE GO TOGETHER	Jan and Dean, Dore	555	5
58	59	71	83	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King	5373	4
59	67	86	—	MALAGUENA	Connie Francis, M-G-M	12923	3
60	—	—	—	LET THE GOOD TIMES ROLL	Shirley and Lee, Warwick	581	1
61	79	75	81	YOU'RE LOOKIN' GOOD	Dee Clark, Vee Jay	355	4
62	62	64	78	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess	1760	6
63	43	42	35	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca	31093	14
64	49	37	24	THIS BITTER EARTH	Dinah Washington, Mercury	71635	12
65	61	55	37	ONE OF US (WILL WEEP TONIGHT)	Patti Page, Mercury	71639	14
66	—	—	—	LUCILLE	Everly Brothers, Warner Bros.	5163	1
67	87	—	—	A FOOL IN LOVE	Ike and Tina Turner, Sue	730	2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	WEEKS ON CHART
68	93	—	—	NICE AND EASY	Frank Sinatra, Capitol	4408	2
69	77	88	94	HONEST I DO	Innocents, Indigo	1055	4
70	84	93	90	KOOKIE LITTLE PARADISE	Jo Ann Campbell, ABC-Paramount	10134	4
71	71	—	—	I WALK THE LINE	Jaye P. Morgan, M-G-M	12924	2
72	95	—	—	MY LOVE FOR YOU	Johnny Mathis, Columbia	41764	2
73	68	70	71	WRECK OF THE "JOHN B"	Jimmie Rodgers, Roulette	4260	6
74	66	68	—	DELIA GONE	Pat Boone, Dot	16122	3
75	—	—	—	I'M NOT AFRAID	Ricky Nelson, Imperial	5685	1
76	—	—	—	THREE NIGHTS A WEEK	Fats Domino, Imperial	5687	1
77	80	93	97	NO	Dodie Stevens, Dot	16103	5
78	—	—	—	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2071	1
79	48	43	36	IS THERE ANY CHANCE	Marty Robbins, Columbia	41686	12
80	81	99	—	DIAMONDS AND PEARLS	Paradons, Milestone	2003	3
81	75	73	98	KOOKIE LITTLE PARADISE	Tree Swingers, Gudyen	2036	4
82	88	—	—	THIS OLD HEART	James Brown and the Famous Flames, Federal	12323	2
83	82	—	—	SHORTNIN' BREAD	Paul Chaplain, Harper	100	2
84	—	—	—	SLEEP	Little Willie John, King	5394	1
85	—	—	—	AND NOW	Della Reese, RCA Victor	7784	1
86	91	96	100	HOW HIGH THE MOON	Ella Fitzgerald, Verve	10220	4
87	—	—	—	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros.	5172	1
88	—	—	—	PUT YOUR ARMS AROUND ME, HONEY	Fats Domino, Imperial	5687	1
89	78	89	—	KOMMOTION	Duane Eddy, Jamie	1163	3
90	—	—	—	MOVE TWO MOUNTAINS	Marv Johnson, United Artists	241	1
91	72	80	—	CANDY SWEET	Pat Boone, Dot	16122	3
92	85	90	—	COME BACK	Jimmy Clanton, Ace	600	3
93	86	—	—	MANY A WONDERFUL MOMENT	Rosemary Clooney, RCA Victor	7754	2
94	73	87	—	OLD OAKEN BUCKET	Tommy Sands, Capitol	4405	3
95	—	—	—	ROCKING GOOSE	Johnny and the Hurricanes, Big Top	3051	1
96	96	—	—	SHORTNIN' BREAD	Bellnotes, Madison	136	2
97	—	—	—	A TEENAGER FEELS IT TOO	Denny Reed, Trey	3007	2
98	—	—	—	ALVIN FOR PRESIDENT	David Seville and the Chipmunks, Liberty	55277	1
99	—	—	—	NOBODY KNOWS YOU WHEN YOU'RE DOWN AND OUT	Nina Simone, Colpix	158	1
100	—	—	—	BEACHCOMBER	Bobby Darin, Atco	6173	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

- MR. CUSTER ..... Larry Verne  
(Bamboo, BMI) Era 3024
- \*SO SAD ..... Everly Brothers  
(Acuff-Rose, BMI)
- LUCILLE  
(Venice, BMI) Warner Bros. 5163
- LET'S HAVE A PARTY ..... Wanda Jackson  
(Leeds, ASCAP) Capitol 4397

- \*MY SHOES KEEP WALKING BACK TO YOU . . . Guy Mitchell  
(Copar, BMI) Columbia 41752
- \*LET THE GOOD TIMES ROLL . . . Shirley & Lee  
(Aladdin-Atlantic, BMI) Warwick 581

C&W —No selections this week.

R&B —No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. YES, SIR, THAT'S MY BABY ..... Ricky Nelson, Imperial 5685
2. JUST CALL ME . . . Lloyd Price, ABC-Paramount 10139
3. TIME MACHINE ..... Dante & The Evergreens, Madison 135
4. TONIGHT'S THE NIGHT . . . Shirelles, Scepter 1208
5. TWISTIN' U. S. A. . . . Danny & The Juniors, Swan 4060
6. SHIMMY LIKE KATE . . . Olympics, Arvee 5006
7. BLUE ANGEL . . . Roy Orbison, Monument 425
8. DRIFTING TEXAS SAND . . . Webb Pierce, Decca 31118
9. GEORGIA ON MY MIND ..... Ray Charles, ABC-Paramount 10135
10. TELL TOMMY I MISS HIM . . . Marilyn Michaels, RCA Victor 7771
11. THE GHOST OF BILL MALLOO . . . Dorsey Burnette, Eva 3025
12. WHO COULD'A TOLD YOU . . . Lloyd Price, ABC-Paramount 10139
13. BRONTOSAURUS STOMP . . . Piltown Men, Capitol 4414
14. ALABAM' . . . Cowboy Copas, Starday 501
15. JOURNEY OF LOVE . . . Crests, Coed 535

### HOT 100: A TO Z

A Mess of Blues	55
A Million to One	20
A Teenager Feels It Too	97
A Woman, A Lover, A Friend	30
Alley-Oop	41
Alvin for President	98
And Now	85
Anymore	46
Beachcomber	100
Big Boy Pete	54
Candy Sweet	91
Chain Gang	22
Come Back	92
Della Gona	74
Devil or Angel	32
Diamonds and Pearls	89
Don't Come Knockin'	49
Dreamin'	18
Everybody's Somebody's Fool	42
Feel So Fine	29
Finger Poppin' Time	8
Fool in Love	67
Hello, Young Lovers	23
Honest I Do	69
Hot Rod Lincoln (Bon)	36
Hot Rod Lincoln (Ryn)	33
How High the Moon	86
(I Do the) Shimmy, Shimmy	58
(I Can't Help You), I'm Falling Too	39
I Love You in the Same Old Way	44
I Walk the Line	71
If I Can't Have You	62
I'm Not Afraid	75
I'm Sorry	5
Image of a Girl	27
In My Little Corner of the World	11
Is There Any Chance	79
It Only Happened Yesterday	38
It's Now or Never	1
It's Bitzy Teenie Weenie	6
Yellow Polka Dot Bikini	4
Kiddie	17
Kommotion	59
Kookie Little Paradise (Campbell)	70
Kookie Little Paradise (Tree Swingers)	81
Let the Good Times Roll	60
Let's Have a Party	52
Let's Think About Livin'	87
Liss	43
Look for a Star (Miles)	45
Look for a Star (Vaughn)	50
Lucille	66
Malaguena	59
Many a Wonderful Moment	93
Mission Bell	7
Mr. Custer	13
Move Two Mountains	90
Mule Skinner Blues	34
My Heart Has a Mind of It's Own	9
My Love	51
My Love for You	72
My Shoes Keep Walking Back to You	53
Never on Sunday	26
Nice and Easy	68
No	77
Nobody Knows You When You're Down and Out	99
Old Oaken Bucket	94
One of Us (Will Weep Tonight)	55
Only the Lonely	12
Over the Rainbow	16
Pineapple Princess	37
Please Help Me, I'm Falling	15
Put Your Arms Around Me, Honey	88
Question	48
Red Sails in the Sunset	56
Rocking Goose	95
Same One, The	21
Save the Last Dance for Me	78
Shortnin' Bread (Bellnotes)	96
Shortnin' Bread (Chaplain)	83
Sleep	54
So Sad	47
Ta-Ta	24
Tell Laura I Love Her	35
That's All You Gotta Do	63
Theme From The Apartment	10
This Bitter Earth	64
This Old Heart	82
Three Nights a Week	76
Trouble in Paradise	60
Twist (Ballard)	31
Twist (Checker)	2
Volare (Nel Blue Di Pinto Di Blu)	4
Walk, Don't Run	3
Walkin' to New Orleans	25
We Go Together	57
Wreck of the "John B"	73
Yogi	14
You Mean Everything to Me	28
(You Were Made For) All My Love	19
You're Looking Good	61

## REVIEWS OF THIS WEEK'S SINGLES

### SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

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

#### Pop

#### RAY PETERSON

**TEEN-AGE HEARTACHE** (Rumbelero, BMI) (2:24)—Peterson sells this wild rocker with gusto aided by some mighty attractive backing. Watch it. Flip is "I'll Always Want You Near" (Ben-Ghazi, BMI) (2:41) RCA Victor 7779

#### FRANKIE AVALON

**TOGETHERNESS** (Debmar, ASCAP) (2:32) — **DON'T LET LOVE PASS ME BY** (Rambled, BMI) (2:45)—"Togetherness" is a pleasant ballad chanted pleasantly by Avalon. Flip, a pretty theme, is wrapped up in a warm vocal with big-stringed ork backing. Chancellor 1056

#### MARTY ROBBINS

**FIVE BROTHERS** (Marizona, BMI) (2:10)—This is the story of five brothers who set out to find the man who killed their father. It's a wild, rousing side with a sock vocal stint by Robbins. Flip is "Ride, Cowboy Ride" (Marizona, BMI) (3:12). Columbia 41771

#### PLAYMATES

**WAIT FOR ME** (Planetary, ASCAP) (2:50)—The boys sing out with style and charm on appealing song with teen-styled lyric. Strong wax. Flip is "Eyes of an Angel" (Elsa, ASCAP) (2:12). Roulette 4276

#### THE FLEETWOODS

**THE LAST ONE TO KNOW** (Cornerstone, BMI) (2:37)—**DORMILONA** (Cornerstone, BMI) (2:30) — The group sells "The Last One to Know," a tender ballad with moving sincerity. Flip, an attractive theme, is sung smoothly in Spanish and English. Either side could make it. Dolton 27

#### DEAN HAWLEY

**LIKE A FOOL** (Travis, BMI) (2:17)—**STAY AT HOME BLUES** (Hillary-Mighty, BMI) (2:03)—The chanter sells "Like a Fool," a tender weeper, with solid emotion over lushly stringed backing. "Stay at Home Blues," a pleasing item, is handed an ingratiating reading by the lad. Strong follow-up to his "Look for a Star" hit. Dore 569

#### BRENDA LEE

**I WANT TO BE WANTED** (Leeds, ASCAP) (3:00)—**JUST A LITTLE** (Champion, BMI) (2:23)—The petite thrush has two more tremendous sides here, the top one a ballad, and the second side a rhythm tune. On each she comes thru with a heartfelt vocal. Decca 31149

#### JIMMY JONES

**EE-I-EE—I OH!** (Sheldon, BMI) (2:45)—**ITCHIN'** (Sheldon-Homefolks, BMI) (2:19)—Two more sock sides by Jimmy Jones that should keep him on top of the charts. Top side is based on "Old MacDonald," and the flip is a swingy ditty, too. Cub 9076

#### BILL BLACK'S COMBO

**DON'T BE CRUEL** (Shalimar-Presley, BMI) (2:00)—A fine instrumental version of the old Presley hit by the swinging Bill Black Combo. Strong wax for boxes, too. Flip is a blues, "Rollin' (Jec, BMI) (2:15). HI 2026

#### BOBBY BARE

**LYNCHIN' PARTY** (Briarcliff, BMI) (2:45)—This grisley item tells about a lynchin' in which an innocent man is hung. Bobby Bare (the real "All American Boy") sings it with persuasive power. Flip is "No Letter From My Baby" (Bare, BMI) (1:45). Fraternity 871

(Continued on page 33)

### MUSIC PUBLISHER INFORMATION:

Data naming the publishers of recorded tunes is provided by The Billboard in four different stages of a record's life: (1) All new single record reviews each week show the names of the publishers of each tune. (2) When a record is listed on The Hot 100 for the first time, publisher information is included in the special box which appears in the news section each week. (3) The week's Best Buys, naming the hottest breaking records on The Hot 100 in the box which appears at the top of this page, also provides publisher data. (4) The top 30 tunes each week are listed in The Honor Roll of Hits, which also gives full publisher information.



# Reviews and Ratings of New Albums

Continued from page 26

★★★

## GOOD SALES POTENTIAL

**★★★ A NEW WAY TO TRAVEL**  
Dorothy Collins, Top Rank RM 340—Dorothy Collins is warmly sincere and attractive vocally on a group of oldies, with strong backing by Manny Albam. Jocks should find many spinnable sides here. Selections include "Let's Do It," "You've Changed," "Blame It on My Youth" and "Lady in Red."

danceable, but also of interest to jazzophiles. Performances have a modern quality, and there are solos by fine jazzmen, including Zoot Sims, Yusef Lateef and Eddie Costa. Selections include "Ernie's Blues," "Satin Doll," "Canadian Sunset."

**★★★ SHAKIN' UP VEGAS**  
Tony Pastor, Capitol ST 1415 (Stereo & Monaural)—Recorded live at the Stardust Hotel in Las Vegas, this is a package for those who like noisy excitement of the floorshow. Pastor's act is here — songs

**★★★ THE BIG BAND OF THE '60'S**  
Ernie Wilkins, Everest SDBR 1104—This is Wilkins' second Everest album. It is

by Guy and Tony Jr., and girl singer Penie Pryor. They do singles, duets, quartets, with such material as "Oh Marie," "Smile, Darn Ya, Smile," etc.

**★★★ POPULAR PIANO CONCERTOS OF THE WORLD'S GREAT LOVE THEMES**  
George Greeley, Warner Bros. WS 1387 (Stereo & Monaural)—Romantic piano, accompanied by lush orchestrations giving a big sound. "Love Is a Many-Splendored Thing," "Our Love," "Be My Love" are typical. All the titles speak of love. Throbbing stuff, and a good gift idea for the loved one.

**★★★ SCANDINAVIAN SHUFFLE**  
The Swe-Danes, Warner Bros. W 1388—Here are 12 sides by one of the most popular music hall groups in Scandinavia. They've also scored on the American nitery scene. The singing is done in vocalese, or scat style. Much ebullience and charm here, to accompaniment of guitar and jazz violin. Unusual. Material includes "Scandinavian Shuffle," "You're Driving Me Crazy," "Muskrat Ramble."

**★★★ RUSS MORGAN AND HIS WOLVERINE BAND**  
Everest SDBR 1095 (Stereo & Monaural)—Here's a nice blend of the familiar "music

in the Morgan manner," with a mild and relatively smoothed-off Dixieland approach. Some well-known names, including Nick Fatool, Matty Matlock, Eddie Miller and Dick Cathcart are included in the nine-man ensemble, with maestro Morgan as usual heard on piano and the wah-wah trombone. Repertoire is standard—"Baby, Won't You Please Come Home," "Heebie Jeebies," "Just Because," etc. Morgan fans will like.

**★★★ THE ULTIMATE IN PERCUSSION**  
Milt Rogers and his Ork, Dot DLP 3319—Here's another in the now crowded field of "sound" albums. It features some pleasant work by the Milt Rogers crew, spotlighting a dozen different percussion instruments. The selections are performed in Latin-styled arrangements and will interest the large group of hi-fi bugs. Tunes include "Amapola," "In a Little Spanish Town" and "Laura."

**★★★ PLAYBOY'S PENTHOUSE**  
Cy Coleman, Everest SDBR 1092 (Stereo & Monaural)—The label missed a bet here display-wise. The seemingly unretouched cover photo makes Coleman and a bevy of should-be-beauties look remarkably unattractive. Contents, tho, are listenable. Coleman plays his relaxed brand of lightly

swinging bluesy piano on a group of originals and a few standards. Nice jockey wax for hip spinners.

**★★★ IVORY AND BONE**  
Al Lerner, Roulette R 24124—Here's a tasty package that borders somewhere between jazz and pop, with perhaps a bit more inclined to the latter. Al Lerner (piano) and Frank Flynn work closely on the arrangements with tromboneman Hoyt Bohannon providing nice fills and occasional solo passages. Set is comprised of nine standards and three Lerner originals. Nice listening and pleasant for dancing.

**★★★ PHIL NAPOLEON IN THE LAND OF DIXIE**  
Capitol ST 1428 (Stereo & Monaural)—Phil Napoleon is a veteran of the two-beat genre. Here, with his Memphis Five, he delivers fast-moving and flavorful items, many of them associated with the early days of traditional jazz, such as "Memphis Blues," "Tin Roof Blues" and "Fidgety Feet." Napoleon's trumpet is prominent.

**★★★ THE BEST OF EVERYTHING LATIN**  
Johnny Conquet, Everest SDBR 1105—Conquet and his ork bring a swinging modern touch to the Latin-American instrumental field with buoyant treatments of some interesting originals and a few oldies, including "Best of Everything," "Misty" and "Linda." Effective deejay wax.

**★★★ INVITATION TO PARIS**  
Roger Roger and his Ork, Everest SDBR 1093 (Stereo & Monaural)—Here is much of the flavor of Paris captured musically. The Roger ensemble features the familiar musette accordion sound as a lead but this is well backed by a larger than usual ork, featuring strings and horns. Some of the tunes are strictly Parisian—"Reine de Murette" and "La Seine," while others like "Beer Barrel Polka," are thrown in for contrast. All told, an engaging program of background music with the Continental flavor.

**★★★ THE COOL SCHOOL**  
June Christy, Capitol ST 1398 (Stereo & Monaural)—This misses being a strong album for June Christy. The reason it misses is not due to the thrush's singing, which is still outstanding, but due to selections that are pretty far out for a jazz singer. Where the material is in her groove, she handles it smartly. This includes such tunes as "Baubles, Bangles and Beads," "Aren't You Glad You're You," and a few others. The Joe Castro Quartet backs her well, but she could have used a larger band.

**★★★ YOUNG POPS**  
Les Baxter, Capitol ST 1399 (Stereo & Monaural)—This is an interesting album featuring the Les Baxter crew playing instrumental arrangements of some of the big pop hits of the past six months. Tunes include "Venus," "Running Beat," "The Battle of New Orleans," "Mister Blue," "El Paso," etc. The arrangements are delightful, but some of the material contained in this set loses its appeal when performed without the lyric.

**★★★ THE KNIGHTSBRIDGE STRINGS**  
Top Rank RM 341—This orchestral group with its lush sound captures the mood of Hawaii—waving palms, sighing winds and whispering waters. The songs are not necessarily strictly Hawaiian, but all have in common that tropical languor. "Red Sails in the Sunset," "South Sea Island Magic," "Sweet Lileani," "Down Among the Sheltering Palms" are typical. A cut-out cover with a tropical scene makes a good display.

**★★★ TONIGHT AT 8:30**  
Carol Lawrence, Chancellor CHL 5015—A first album by the very talented thrush from the Broadway stage ("Maria" in "West Side Story"). The material and the performances are typical of the Broadway musical stage—bright, charmingly stylized, with sophisticated instrumental backing. Included are "Something's Coming," "Sleepin' Bee," "Warm All Over," "You'll Never Get Away From Me."

**★★★ ADVENTURES IN PARADISE**  
Charles K. L. Davis, Everest SDBR 1106 (Stereo & Monaural)—The golden-throated tenor from the Islands, addresses himself to a group of well-known tunes, all with a sort of Island's Pacific, or Polynesian orientation. "Love Song of Kalua," "Moon of Manakooro," "Now Is the Hour," "Hawaiian Wedding Song," are all included. Davis sings them in clear, cultured tones against a pleasant orchestral backdrop. Good cover shot of the artist.

**★★★ DREAM WITH ME**  
Tommy Sands, Capitol ST 1426 (Stereo & Monaural)—Tommy Sands tries very hard on this new album to handle a group of standards in a relaxed, romantic style, but it doesn't quite come off. He handles the tunes in fair fashion. Backing by the Nelson Riddle crew is excellent. Selections include "Dream With Me," "When I Fall in Love," "Far Away Places" and "Lying in the Hay."

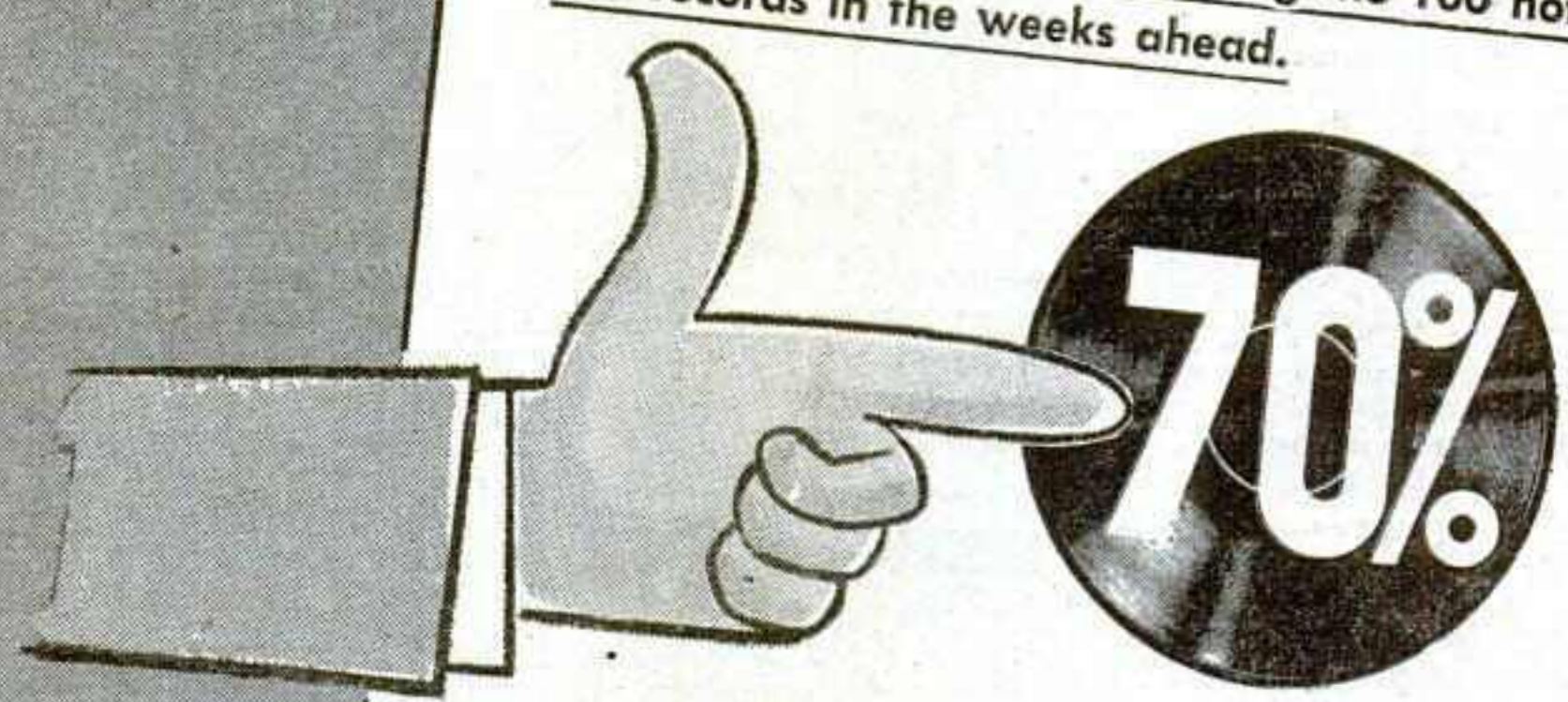
**★★★ ROBERT MERRILL AND VIVIENNE DELLA CHIESA SING VINCENT YOUMANS AND COLE PORTER**  
Everest SDBR 8001 (Stereo & Monaural)—Some pop packages by formally trained singers are disappointing. This one is a pleasant surprise, and indicates how charming such an album can be when the trained voices really understand the genre. And the songs, of course, are terrific, as "Sometimes I'm Happy," "I Love Paris," "So in Love," etc.

(Continued on page 38)

# 7 out of 10 of tomorrow's 100 hottest records are advertised in Billboard TODAY

—and four of them will soon reach the top 50!

A detailed study of the actual statistics over an extended period of time proves this incontrovertible fact: the record manufacturers themselves put the finger—in advance—on 70% of the records which will be among the 100 hottest records in the weeks ahead.



Where do they expose these successful picks?  
Right in the pages of The Billboard each and every week. Yes, it's here that the manufacturers feature from among their complete weekly releases—those records which they themselves feel have the best chance of making it.

The fact that they are buying a full page or better in The Billboard is, in itself, a clear-cut indication that the featured record is one that they're really getting behind—and backing with cold dollars-and-cents promotion money!

What does this mean to you? Just this: if spotting the hits in advance is important to you

**... make it a "must" to program and order from the records featured in Billboard ads each week**



# Reviews of THIS WEEK'S SINGLES

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 31

### MAURICE WILLIAMS

**STAY** (Windsong, BMI) (1:50)—Williams comes thru with a potent vocal on a saucy rhythm effort with lots of excitement, abetted by a shouting thrush. Flip is "Do You Believe" (Windsong, BMI) (2:17). **Herald 552**

### CANDY ANDERSON

**CALL ME LUCKY** (Pambill-Miglo, ASCAP) (2:06)—A sock hunk of material is handed a bright, snappy vocal by the thrush. Arrangement is cute and full of happy gimmicks. Flip is "I'll Always Be in Love With You" (Shapiro-Bernstein, ASCAP) (2:39). **Guaranteed 214**

### JOHNNY HORTON

**NORTH TO ALASKA** (Robbins, ASCAP) (2:46)—**THE MANSION YOU STOLE** (American, BMI) (3:05)—"North to Alaska," film title tune, has a strong melodic quality and Horton sells it with gusto. Flip is tender country saga with effective warbling by Horton. **Columbia 41782**

## SPECIAL MERIT SPOTLIGHTS

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

### Pop Disk Jockey Programming

### KAY STARR

**OUT IN THE COLD AGAIN** (Joy, ASCAP) (2:20)—**JUST FOR A THRILL** (Leeds, ASCAP) (2:27)—Kay Starr shows again that she is one of the best singers in the business with two strong vocals on two fine standards. And the backings are outstanding, too. **Capitol 4419**

### KATYNA RANIERI

**UNO ATE UNO AME (THEME FROM "NEVER ON SUNDAY")** (Esteem-Skidmore, BMI) (2:50)—Neapolitan thrush Katyna Ranieri does a fine job in Italian of the theme from the Greek film, "Never on Sunday." Flip is "La Mia Felicita" (Southern, ASCAP) (2:28). **M-G-M 12937**

### Pop Talent

### NINO TEMPO

**LIPSTICK ON YOUR LIPS** (Mansion, ASCAP) (2:08)—An appealing teen-styled tune (also waxed by Benny Atkins) is sung with a great deal of vocal magnetism and showmanship by Tempo. With exposure, the side might take off. Flip is "What Is Love to a Teen-Ager" (Trio, BMI) (2:25). **United Artists 256**

### Pop Song

**THEME FROM "THE DARK AT THE TOP OF THE STAIRS"** (Witmark, ASCAP)—**ROBERT HOLIDAY ORK** (2:23)—"The Dark at the Top of the Stairs," starring Robert Preston, should be a big box-office movie. Its attractive, sentimental theme has similar audience appeal. Holiday offers an effective instrumental treatment of the tune on Everest, and there are bound to be more spinnable versions available. Flip of the Holiday disk is "Theme From 'The Sundowners'" (Witmark, ASCAP). **Everest 19381**

★★★★

## VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

**ELLA FITZGERALD**  
★★★★ **I Can't Give You Anything But Love** — VERVE 10222 — The fine oldie is handed a fine, fine reading by the queen of them all, Ella. There isn't much else to say. (Mills, ASCAP) (3:25)

★★★★ **Reach for Tomorrow** — New tune from the flick "Let No Man Write My Epitaph" is intoned sweetly by Ella. Could get spins and spins. (Columbia Pictures, ASCAP) (2:22)

**CARLA & RUFUS**  
★★★★ **Deep Down Inside** — ATCO 6177 — The duo bow on the label with real down home reading of a real down home tune. They have a style and the disk could take off. Watch it. (East-Progressive, BMI) (2:20)

★★★★ **Cause I Love You** — The pair handle this wild rocker with spirit, aided by some gummy backing. It features some enthusiastic performances from the duo. Two sock sides. (East-Progressive, BMI) (2:45)

**JON THOMAS**  
★★★★ **Buffalo Blues** — ABC PARAMOUNT 10140—Fine relaxed blues, penned by Thomas, is accorded interesting non-lyric "vocal" treatment by Thomas, who hums expressively thruout. (Pamco, BMI) (2:32)

★★★★ **Hey, Hey, Hey** — Spirited chanting by Thomas on lively r.&t. item with infectious tempo, and exuberant backing. (Jurny, BMI) (2:11)

**BILLY BROWN**  
★★★★ **Just Out of Reach**—REPUBLIC 2007—The old hillbilly tune is powerful,

and it gets a strong reading here. Brown does it with a chorus and simple backing. Watch it. (Four-Star, BMI) (2:55)

★★★★ **Lost Weekend**—This side is in the rockabilly groove. It's a change of pace from the flip, and a good performance. (Cedarwood, BMI) (2:27)

### LITTLE JOE AND THE THRILLERS

★★★★ **Stay** — OKAH 7136 — Little Joe comes thru with a bright performance on a wild rocker about young love. It has a beat and a sound and a chance for coins. (Windsong, BMI) (2:30)

★★★★ **Please Don't Go** — The chanter comes thru with an emotional reading of a Sam Cooke-type ballad. It, too, has a chance for some action. He talks the second chorus. (J. Little, BMI) (2:13)

### BOBBY SWANSON

★★★★ **Tom and Susie**—DONNA 1326—A tender love story about two juveniles, eight and 10, who are reunited in later life—proving the old story that marriages must be made in heaven. (Maravilla, BMI) (3:07)

★★★ **China Doll**—Flip is an easy-riding vocal by Swanson that glorifies the attributes of his pretty girl. (Maravilla, BMI) (1:58)

### MAHALIA JACKSON

★★★★ **Onward Christian Soldiers** — COLUMBIA 41779 — Once again Mahalia comes thru with a moving performance of another familiar hymn. She is again backed by a large chorus and orchestra and the record is exceptional. (PD) (2:49)

★★★ **My Country 'Tis of Thee** — The great Mahalia sings the familiar anthem with all the reverence of a hymn, in her best and most moving style. The backing, big band and chorus is superb. A side that should get spins and spins. (PD) (2:32)

### HANNAH DEAN

★★★★ **Itty Bitty Love** — COLUMBIA 41768 — Hannah Dean bows on the label with a mighty strong performance of a gossamer ditty that swings. It has a sound and so does the lass. Watch it. (Duchess, BMI) (2:23)

★★★ **So Little Time** — The thrush handles this rockballad with warmth over very attractive backing. It's her first record for the label and more will be heard from the thrush. (Duchess, BMI) (2:25)

### VIC DAMONE

★★★★ **Never Like This** — COLUMBIA 41783 — Damone sells this pretty ditty with spirit helped by a strong string backing. It's one of Damone's best in many moons and could be a big one for him. (Frank, ASCAP) (2:16)

★★★ **What Fools We Mortals Be** — A new ballad is sung warmly by the chanter, and once again the backing is very attractive. Two listenable sides for Damone. (Mills, ASCAP) (3:00)

### RED RIVER DAVE

★★★★ **The Trial of Francis Powers** — SAVOY 3023 — This is the follow-up to the first disk about Francis Powers, which was a hit for Red River Dave. It, too, could grab coins and sales quickly. (Medallion, ASCAP)

★★ **Nobody's Future Somebody's Past** — Dave sells the country-styled tune with emotion over pop support. Flip is stronger. (Medallion, ASCAP)

### JESS AND THE ROAD RUNNERS

★★★★ **Happy Go Lucky Medley**—Bright hunk of material is played smartly here by Jesse and his group. It swings and could collect coins. Tune is based somewhat on old folk items. (Soho, BMI) (1:55)

★★ **Sentimental**—Tune penned by Jesse Lee Turner is handled warmly here by the group. Worth spins. (Soho, BMI) (2:00)

### THE OMEGAS

★★★★ **Falling in Love**—DECCA 31138—The Omegas come thru with a bright performance on a cute hunk of material about guys who are hot in school but not so good in love. (Acuff-Rose, BMI)

★★ **No One Will Ever Know**—The boys handle this tender weeper with feeling over backing with strings. Listenable, but flip is stronger. (Milene, ASCAP)

### THE ROY (LITTLE JAZZ) ELDRIDGE QUARTET

★★★★ **Sweet Sue, Just You** — VERVE 10223 — Tasteful jazz instrumental treatment of the standard, with standout trumpet solo by Eldridge. (Shapiro-Bernstein, ASCAP)

★★★ **Bossa Nova** — Bluesy theme is wrapped up in effective instrumental ork treatment, with infectious tempo. (Stormont, ASCAP) (2:44)

### POPULAR ★★★★★

#### BILL DOGGETT

★★★ **Trav'lin' Light** — KING 5387 — Relaxed instrumental, featuring organ and horn. Good adult programming. (Bregman-Vocco-Conn, ASCAP) (2:51)

★★★ **A Lover's Dream** — Similar in mood to the flip, but the horns here are not so prominent. A soulful tenor takes a passage. (BMI) (2:59)

#### GERARD CALVI

★★★ **Coral Flower (Fleur de Corail)** — JAMIE 1165 — Interesting instrumental side by French ork, with lively continental flavor and mildly r.&t. tempo. (Overbrook, ASCAP) (2:30)

★★★ **Our First Dance** — R.&t. flavored instrumental treatment of moody theme. (Overbrook, ASCAP) (2:30)

#### FOY WILLING

★★★ **Six Feet of Earth** — 20TH FOX 210 — The folk-touched song is done here with touches of blues and occasional march tempo, which changes as the disk goes along. (Randy Smith, ASCAP) (2:43)

★★★ **I Care No More** — The Bob Wills tune gets a tasteful performance. There are strings behind the vocal, used unobtrusively. (Bob Wills, BMI) (2:12)

#### BARBARA McNAIR

★★★ **Kansas City** — SIGNATURE 12049 — Smart thrashing stint on catchy blues item with swinging backing. Merits exposure. (Lois, BMI) (2:53)

★★★ **Love Talk** — Personable chirping by gal on smart ballad. Another spinnable side. (Rojan, ASCAP) (2:02)

#### PLAS JOHNSON

★★★ **Don't Let the Sun Catch You Crying** — CAPITOL 4436—The wonderful oldie is played with warmth by the sax man on this pretty side. It has a fine arrangement and it has a chance for a lot of spins. (Northern, ASCAP) (3:19)

★★★ **Tanya** — Plas Johnson and his ork sell this attractive instrumental in down home style even tho strings back the horn man. Could get juke wax. (Liggins, BMI) (2:29)

#### JOHNNY OCTOBER

★★★ **My Baby Just Cares for Me** — CAPITOL 4417 — The fine oldie is handed a good rendition by the chanter and the backing by the Glenn Osser band is strong all the way. This side has a chance. (Bregman, Vocco & Conn-Kahn, ASCAP) (2:34)

★★★ **Uh-Huh** — Johnny October sings this listenable item with charm and the arrangement is catchy. Worth spins. (Haverford, ASCAP) (2:11)

#### CINDY DEVEREAUX

★★★ **A Penny a Kiss, a Penny a Hug** — MERCURY 71682 — The oldie is sung with sparkle by the thrush over a smart Belford Hendricks arrangement. Should grab many spins. Watch it. (Shapiro-Bernstein, ASCAP) (1:55)

★★★ **Time Is Not for Lovers** — The thrush belts out the lyrics to this big ballad with feeling over a big-stringed backing from the ork. Good wax. (Music, BMI) (2:35)

#### THE VOYAGERS

★★★ **The Traveling Salesman** — 20TH FOX 219 — This instrumental might have the capacity for being a sleeper. Tune is easy to follow as it is whistled. (Heatherfield, BMI) (1:43)

★★★ **Adventures in Paradise** — Instrumental on flip is theme from the TV show done in the accepted South Pacific fashion. (Miller, ASCAP) (1:58)

#### STU PHILLIPS

★★★ **Like Hungarian** — COLPIX 162 — Based on a Hungarian fantasy by Liszt, this is a romantic theme, done in lush fashion with strings, piano and chorus. (Col. Pict., ASCAP) (1:55)

★★★ **Theme From "Song Without End"** — Theme from "Song Without End," the film about Liszt, this is a melody based on Liszt's "Un Sospiro." It's a romantic melody, with Hungarian flavor, done with driving instrumental style. (Col. Pict., ASCAP) (2:26)

#### DICK WEBB

★★★ **Land of Teenage Love** — EPIC

## GOOD SALES POTENTIAL

9397 — Pleasing teen-appeal ditty is sung sincerely by Webb. Should pull plays. (Saratoga, BMI) (2:41)

★★★ **Just One More Kiss** — Soulful chanting by Webb and chorus on attractive rockballad. (Atlantic, BMI) (1:45)

#### THE LAPELS

★★★ **Sneakin' Around** — DOT 16129 — The Lapels have a smooth and pretty blues side here. It features a good vocal by the lead and interesting support. It is a sort of country-styled story. (Cherio, BMI) (2:35)

★★★ **Sneaky Blues** — A very nice neat blues is played in nifty instrumental fashion by the combo here. Could get lots of late night spins. (Melker, ASCAP) (2:26)

#### JERRY BUTLER

★★★ **He Will Break Your Heart** — VEE-JAY 354 — A first rate hunk of material is sung with feeling here by Butler as he tells how much he loves the girl who is leaving him. Worth exposure. (Pamco, BMI) (2:40)

★★★ **Thanks to You** — Jerry Butler sells this tender ballad with much warmth over lush stringed support. A side that has a chance. (Conrad, BMI) (2:35)

#### AHMAD JAMAL

★★★ **Poor Butterfly** — ARGO 5370 — The pianist and his trio go to town on the oldie with some smart work here. It's an interesting side that could get spins and juke loot. (Harms, ASCAP) (3:20)

★★★ **Billy Boy** — The familiar oldie is played with style by the Jamal combo who swing the tune neatly. Two coin-catchers for jazz boxes and jazz jockey shows. (Jamal, BMI) (2:55)

#### JOSEPH ALDERHAM

★★★ **We Keep Walking Along** — COLUMBIA 41775 — This is a semi-instrumental version of the folkish tune with a chorus making sound in the backing. It has enough novelty value to make it worth spins. (April, ASCAP) (2:32)

★★★ **I Keep Walking Along** — Joseph Alderham, billed as "America's Walking Troubador" sells this hunk of folkish material with emotion over unusual backing. Worth spins for novelty value. (April, ASCAP) (2:28)

#### JIMMY KNIGHT

★★★ **Playmates** — GOOD 001 — Jimmy Knight bows on the new label (distributed by NRC) with a bright performance of the oldie, helped by a big beat. Could get coins. (Santly-Joy Select, ASCAP) (2:00)

★★★ **Remember Me (I'm the One Who Loves You)** — A strong vocal on a swinging item with the band backing up the singer with style. Two warm sides. (Hill & Range, BMI) (1:45)

#### JOSE MADRIGAL

★★★ **Strangers** — FLAME 1018 — Appealing theme is wrapped up in sincere vocal by Madrigal. Backing blends legitimate choral work with r.&t. beat. Merits spins. (ESV, ASCAP) (2:12)

★★★ **Enchilada** — Bouncy, toe-tapping r.&t. tempo marks this Latin-flavored rhythm-novelty with solid vocal by Madrigal. (ESV, ASCAP) (2:19)

#### BILLY WALKER

★★★ **I Wish You Love** — COLUMBIA 41763 — Walker handles this pretty pop ballad with meaning as he tells his ex-love that he still cares. A side that has a sound and a chance. (Wally Fowler, BMI) (2:17)

★★★ **Gotta Find a Way** — The chanter sings this spritely weeper with emotion over good support by the ork and chorus. Could get both pop and country action. (Pamper, BMI) (2:55)

#### THE BEATS

★★★ **Beatnik Bounce (Parts I & II)** — COLUMBIA 41781 — The Beats come thru with a bright, swinging instrumental performance on a wild rocker that goes, man. It gets even more frantic on side two. This could pull a lot of juke coins, and has a chance to step out. (April, ASCAP) (2:31 & 2:25)

#### FRAN JEFFRIES

★★★ **No Moon at All** — WARWICK 567 — Fran Jeffries comes thru with a hip, smart performance on the melodic ditty. The backing by the Ralph Burns crew has class. Good jockey side. (Jefferson, ASCAP) (2:40)

(Continued on page 36)



# The Starday

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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Virginia Folk Music Association, Inc., a non-profit organization formed to promote and preserve country music, will hold its 14th Annual Folk Music Festival Sunday, September 11, at the high school stadium in Crewe, Va., sponsored by the Crewe Lions' Club. The 1960 country music champions for the State of Virginia, in the various categories, will be awarded championship trophies. Drew Daniels and Smokey Ison are co-chairmen of the festival committee. Contests are open to all country-type musicians, but contestants must be bona fide residents of Virginia.

Ramblin' Lou, who on August 22 began his 13th year of spinning c.&w. and sacred music on WJLL, Niagara Falls, N. Y., reports that, commercially, this year is the biggest the station has ever had. Lou continues to do four hours of c.&w. music daily on WJLL. Personal appearance for him and his Twin Pine Mountaineers are the best since 1950-'51. Lou reports, with weekends booked until July, 1961. On August 21 Lou and the Mountaineers did three shows at Boulder Park, Indian Falls, N. Y., to more than 6,000 people, the largest attendance since the park opened in 1947. Lou has Ray Price coming in for two dates—September 24 in Syracuse, N. Y., September 24 in Syracuse, and September 25 at the State Theater, Niagara Falls.

On the basis of the success of their first Saturday night show presented recently at the Music Hall, Houston, featuring Martha Carson and Porter Wagoner, Don Murphy and Clyde Chesser are making plans for a series of Saturday night shows to alternate between Houston's Music Hall, Coliseum and City Auditorium. Among the artists already signed by Murphy and Chesser for future shows are Johnny Horton, the Thrasher Brothers Quartet, Tex Ritter, the LeFevres, Red Foley and Uncle Cyp Brasfield, Homer and Jethro, Jim Reeves, Jimmy Dickens, the Sunshine Boys Quartet and the Jordanaires. Appearing as regulars on the shows will be the Campbelleaires Quartet, the Commanders, another foursome; the Paul Buskirk band, Paul Jones and Geneva Higginbotham. Chesser, commercial manager of KWBA, Baytown, Tex., will serve as emcee, and Murphy, Texas businessman, will appear in a comedy role.

Tommy Stough, under contract to NRC Records and writer of such tunes as "Point of No Return," "London Bridge," "Shaking Hands With Heartache," among others, is seriously ill in Memorial Hospital, Bradenton, Fla. He has been there for more than a month and will be confined for some time. Friends are urged to drop him a cheery note. . . . Danny Harrison is slated to cut four of his original tunes at the Bradley Studios, Nashville, November 2, with instrumentalists Jerry Byrd, Floyd Cramer and Grady Martin, the Anita Kerr Singers and Danny's cousin, Audrey Harrison, furnishing the background. Tunes to be cut are "I'll Never Forget," "Taters and Beans," "No One to Love Me" and "Worries." . . . Skeeter Davis is back in Nashville after visiting deejays in St. Louis, Kansas City, Mo.; Cleveland, Baltimore and Washington to plug her new RCA Victor click, "I Can't Help You, I'm Falling Too."

Hank Thompson and His Brazos Valley Boys have been

signed for the eighth consecutive year as a free attraction at the Texas State Fair, Dallas, October 8-23, under sponsorship of the Falstaff Brewing Corporation. Thompson is routed thru September as follows: Hoisington, Kan., fair, September 5; Enid, Okla., fair, 13; Ponca City, Okla., fair, 16; Concordia, Mo., fair, 17; Miami, Okla., fair, 20; El Dorado, Ark., fair, 21; Anadarko, Okla., fair, 22; Bentonville, Ark., fair, 23; Porky's New Club, Newport, Ark., 29, and Memorial Hall, Coffeyville, Kan., 30. . . . Hal Southern, co-writer with Eddie Dean on the country ballad, "I Dreamed of a Hill-billy Heaven," has just cut his own slightly revised version of the tune for Ivory Records.

Joanie Hall, vocalist with Tex Williams' band at Tex's Village Ballroom, Newhall, Calif., is slated to leave there this week to work five weeks of rodeo and fair dates in the East and South. She recently appeared with the "Gun Smoke" trio, Chester, Doc and Kitty, along with the Frontiersmen, at the rodeo in Mason City, Ia. Joanie's new release on the Ivory label is "Just Because" b.w. "Tears Don't Care Who Cries Them." Jocks may obtain a copy by writing to Artists International, P. O. Box 2501, Sepulveda, Calif. . . . Gary Williams and the other deejays at KPEG, Spokane, are handling the promotion on the c.&w. show slated for an appearance at the Spokane Coliseum October 9. Featured will be Hank Snow, George Hamilton IV, Carl Perkins, Alex Houston, Norma Jean and Cliff Carl. Williams will do the emceeing. . . . Joe Taylor, Patty Corbett and the Indiana Red Birds, of Fort Wayne, Ind., guested on the Ernest Tubb "Midnight Jamboree" in Nashville August 20 to promote their new Emerald release, "The Forgotten Weapon." Rumor has it that the group's waxing will be out on a major label soon.

## With the Jockeys

Len Ellis has left WJOB, Hammond, Ind., to launch a new c.&w. platter show on WWCA, Gary, Ind. . . . Disk jockeys in need of Capitol releases by Hank Thompson and Wanda Jackson may obtain same by dropping a line to their manager, Jim Halsey, at Box 452, Independence, Kan. . . . Audie Albright, program director at WVOW, Logan, W. Va., has engaged Danny Harrison to ride herd on a new half-hour platter show on the station. Danny is in need of sample platters. . . . Bob Roe has taken over the country music show on WCHN, Norwich, N. Y., replacing Bob Kinney. Bob promises to play and report the progress on any records sent him. He also invites artists to send in tapes and to stop in for a visit when in the territory. "Country music is really strong in this area," postals Roe, "thanks to Bob Kinney, who built the c.&w. following from scratch."

"The best, real country record around these days is Cowboy Copas' 'Alabam.' It has the real, old-time flavor, is first-class musically, and would make a man with a broken leg tap his toe." So writes Biff Collie, vet country music spinner, who recently joined the staff at KFOX, Long Beach, Calif. Biff further advises that his wife's (Shirley Caddell) initial waxing on the Liberty label, "My Charlie" b-w. "Didn't Work Out, Did It?" is clicking handily. . . . John W. Stephenson, head of Cowtown Records, Box 192, Avery, Tex., invites deejays to write in for a sample of the label's new LP by Vern Kenyon and Bob Strack. Latter is c.&w. jock at KOAM, Pittsburg, Kan.

# The Billboard

## HOT C & W SIDES

FOR WEEK ENDING SEPTEMBER 11

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS ON CHART			TITLE, Artist, Company, Record No.	WEEKS ON CHART
	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO		
1	1	1	2	ALABAM, Cowboy Copas, Starday 501	10
2	2	2	1	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	27
3	5	12	15	ANYMORE, Roy Drusky, Decca 31109	9
4	3	5	6	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	8
5	4	3	3	ONE MORE TIME, Ray Price, Columbia 41590	23
6	12	—	—	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	2
7	6	6	17	I KNOW ONE, Jim Reeves, RCA Victor 7756	7
8	7	10	11	TIP OF MY FINGERS, Bill Anderson, Decca 31092	12
9	17	—	—	HEART TO HEART TALK, Bob Wills & Timmy, Duncan, Liberty 55260	3
10	10	9	14	MILLER'S CAVE, Hank Snow, RCA Victor 7748	8
11	14	26	29	FAR, FAR AWAY, Don Gibson, RCA Victor 7762	5
12	—	—	—	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	1
13	9	7	7	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	14
14	15	18	12	ABOVE AND BEYOND, Buck Owens, Capitol 4337	27
15	8	4	4	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095	10
16	11	15	9	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894	12
17	13	17	10	LOVE HAS MADE YOU BEAUTIFUL, Merle Kilgore, Starday 497	8
18	—	—	—	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	1
19	—	—	—	EV'RYBODY'S SOMEBODY'S FOOL, Ernest Tubb, Decca 31119	1
20	18	20	21	LEFT TO RIGHT, Kitty Wells, Decca 31065	21
21	19	21	—	SECOND HONEYMOON, Johnny Cash, Columbia 41707	3
22	22	14	13	CRUEL LOVE, Lou Smith, KRCC 105	4
23	—	—	—	CARMEL BY THE SEA, Kitty Wells, Decca 31123	1
24	21	19	25	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	6
25	20	23	24	TOO MUCH TO LOSE, Carl Belew, Decca 31086	13
26	—	—	—	HOT ROD LINCOLN, Charlie Ryan, Four Star 1733	1
27	16	8	8	THE PICTURE, Roy Godfrey, Savoy 3021	11
28	24	11	16	THE LONG WALK, Bill Leatherwood, Country Jubilee 539	9
29	29	—	—	REASONS TO LIVE, Jimmie Skinner, Mercury 71663	2
30	23	16	19	BUT YOU USE TO, Laverne Downs, Peach 735	7

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and  
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**'Heartache Weather'**  
 c/w  
**'There's a Big Wheel'**  
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**Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart
1. ITSY BITSY TEENIE WEENIE YELLOW	1	8
2. POLKA DOT BIKINI (Pincus)	4	7
3. THEME FROM THE APARTMENT (Mills)	6	20
4. MR. LUCKY (Southgate)	3	12
5. BECAUSE THEY'RE YOUNG (Columbia)	2	18
6. MISTY (Octave)	8	4
7. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	9	4
8. IT'S NOW OR NEVER (Gladys)	5	15
9. PAPER ROSES (Pambill)	10	5
10. EVERYBODY'S SOMEBODY'S FOOL (Aldon)	12	2
11. ONLY THE LONELY (Acuff-Rose)	13	30
12. THEME FROM A SUMMER PLACE (Witmark)	14	6
13. TELL LAURA I LOVE HER (Marks)	—	1
14. VOLARE (NEL BLU DI PINTO DI BLU) (Robbins)	—	1
15. I'M SORRY (Champion)	—	1
16. HE'LL HAVE TO GO (Central Songs)	7	28

**Federal Supervision Bodes New Disk Era**

Continued from page 1

further than the reformer-legislators had bargained for. After the Downbeat resignation of the easy-going Chairman John Doerfer, the FCC got a new hard-hitting disciplinarian in Chairman Frederick Ford. Under Ford, the Commission can now reach out to field-check payola or any other violation of Commission rules thru its brand new Office of Complaints and Compliance, for which the Senate Appropriations Subcommittee Chairman Magnuson only reluctantly granted partial funds.

Clarification and "reasonableness" of the new sponsorship requirements have been promised to the music industry and the broadcasters, on the House side thru the Committee's outlining of examples. On the Senate side, Pastore has given assurance that the "FCC would be reasonable" in administering and explaining the new law. Nevertheless, fines of \$1,000 a day, and up to a \$10,000 total can be invoked for payola violations, or any infringement of FCC rules, including the new Sec. 317.

The pop singles and the radio people again grew jumpy when the FCC announced it would check station programming against licensee outlines of local community needs, and hold local hearings when the complaints warranted it.

The proposal was mild enough, and pledged no interference with individual broadcaster program content. The FCC even acknowledged that the music-news format has become a necessity to independent radio stations. Even so, pop singles interest, almost wholly dependent on air play for existence, wonder if disk-spin programming will comply with the community needs. The FCC can, it has pointed out, hold up renewal if it feels a station is merely a "juke box with

commercial," and is not serving the public interest.

On the third probe front, the Federal Trade Commission's stream of payola complaints against disk and distributor firms, still in progress, ended chiefly in consents, following the first prompt capitulation by RCA. Record makers and distributors, from New York to Nashville, Chicago to Hollywood, seemed to be getting off the FTC hook easily enough with promises to make no undercover payments to deejays on radio and TV from now on.

However, many feel this is a false security. A formidable dossier on the pop singles industry, covering givers and takers of payola, is now available to government.

It is also axiomatic in Washington, that once an industry has been subject to probe, it rarely makes it back to the comfortable obscurity of self-policing, or lack of it. As a result of music probes, many have learned the ins and outs, the deals, the very language of the pop music trade. New investigators can pick up where the probes of the 86th left off, when constituents complain, or a headline beckons.

For the first time, in one neat package, legislators and government agencies have an excellent compilation on the music business, put out by the Harris Payola Subcommittee staffers under counsel Robert Lishman. It is called: "Song Plugging and the Airwaves: a functional outline of the popular music business." It delves deep, and comes up with a recommendation that the Federal Trade Commission regulate the music industry fully. The report also questions the effects of "concentration" of music interests with broadcasting, movie and TV film interests. A final re-

**Record Firms Find Track Terms Tough**

Continued from page 1

publishing-wise and royalty-wise from a hit tune from the track. A producer is happy to hear a theme played from his latest movie not only because of the interest it arouses in his movie but also because of the side money the score brings in — sometimes long after the picture from which it came has passed into limbo.

An interesting aspect of the movie track competition today is the use that the movie producers are making of young disk stars. Obviously, if a Frankie Avalon makes a movie, the record company to which he is contracted has first call on his services and has a chance to get the track unless the diskery okays someone else

getting the track. Where there are three or four singers in a movie, all with different record firms, the track sometimes never gets released, but each performer makes his own version of the song.

Recently a large publishing firm refused to give up half of the song in a flick to a publishing firm owned by a hot young singer, and the singer never put out a record of the tune, in spite of the fact that he sang it in the movie. And Capitol Records only got the sound track to "Can Can," now a best seller, after Frank Sinatra got his way on some contractual difficulties and allowed Capitol to release it.

port is still in preparation. For the first time, a Congressional committee was so determined to get a perspective on American popular music, that it went to a music trade paper editor.

The Billboard's Paul Ackerman was asked to appear as an expert witness before the Legislative Oversight Subcommittee, and his estimate is now part of the hearing record.

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**Reviews of New Pop Records**

Continued from page 33

★★★ I'm Gonna Laugh You Right Out of My Life — The lovely, tender tune is sung with warmth and feeling by the chanteuse aided by piano-based backing. (Jefferson, ASCAP) (3:45)

**THE FRIDAY KNIGHTS**  
★★★ Don't Open That Door — STRAND 25019 — A very cute novelty effort is sold with style by the group over snappy support from the combo. (Shapiro - Bernstein, ASCAP) (2:33)

★★★ A Poor Man's Roses — Interesting tune is sung nicely by the boys and the backing is again simple. (Shapiro-Bernstein, ASCAP) (2:09)

**GEORGIA BIGGS**  
★★★ Loch Lomond — IMPERIAL 5688 — Her Nibs, Miss Gibbs, sells the oldie with sparkle over hip backing by the ork. A good side worth exposure. (PD) (2:20)  
★ So In Love — The Cole Porter tune is handed a fair go by the thrush and ork. (T. B. Harms, ASCAP) (2:22)

**JIMMY WAKELY QUARTET**  
★★★ Quail Hunt — SHASTA 140 — Catchy teen-appeal ditty about "high school quail" is sung with verve and good humor by Wakely and group. (Mono, BMI) (1:56)  
★★ High School Romance — Pleasant chanting by Wakely on wistful ballad with pretty melody. (Riverside, ASCAP) (2:09)

**MYRNA MARCH**  
★★★ Why — WARWICK 576 — Chick warbles this slow ballad with a big voice, backed by strong violin and choral support. (Yukon, ASCAP)  
★★ Don't Be Angry — Big band sound and strong belting vocal style set the pace on this side. (Republic, BMI)

**BOBBY KRISS**  
★★★ Silence Baby — ACTION 881 — Lively vocal by Kriss and fem chorus on bouncy rock and roll ditty. (Bayou State, BMI) (2:57)

★★ Runaway Heart — Feelingful reading by Kriss and fem chorus on emotional r.&r. ditty (Rebel, BMI) (2:30)

**EDDIE LAWRENCE**  
★★★ Stardust — SHASTA 139 — A fine middle tempo instrumental version of the great Hoagy Carmichael classic with strong alto and whistling interlude. (Mills, ASCAP) (2:03)

**POPULAR ★★**

**ERNE BARRY**  
★★ Summertime — SIGNATURE 12038 — Sultry vocal treatment of the great Gershwin standard. (Gershwin, ASCAP) (2:55)

★★ Don't Call Me — Bouncy r.&r. ditty is sung in okay fashion by Barry. (Marigold, BMI) (2:33)

**RONNIE HAYDEN**  
★★ Picture of a Fool — 20TH FOX 220 — The chanteuse handles this ballad about a fool; herself, of course, with emotion, but the record hasn't much spark. (Rondon, BMI) (2:30)

★★ Tomorrow May Never Come — Same comment. (Meridian, BMI) (2:06)

**BIG BOB**  
★★ You'll Miss Me Someday — GOLDEN CREST 551 — Interesting instrumental treatment of the melodic ditty that also features a fair vocal by Bob. (Gornston, SESAC) (2:10)

★★ Lovers' Love — Pleasant tune is performed nicely by the group with a horn on lead. (Gornston, SESAC) (2:24)

**PETE MANN**  
★★ Heavenly Father — CHRISTY 133 — A pleasant enough ballad offering with chorus backing that asks for heavenly protection for a loved one. (Benell, BMI) (2:19)

★★ So Help My Heart — A swinging vocal from Mann here in a straight forward singing style. (Jell, BMI) (2:34)

**RUDY RISHOD**  
★★ How Come You Do Me Like You Do — ROMEO 101 — The vocal is backed by a big band sound with horns and brass. (Mills, ASCAP)

★★ This Is the Last Time I'll Cry — A romantic ballad, with lush string backing. (Wallace Mair)

★★ Harlem Nocturne — Alto is joined on this side by chorus to do the famous tour de force for that reed instrument. (Shapiro-Bernstein, ASCAP) (2:50)

**BILL BROCK**  
★★★ My Brother's Memory — TOPPA 1022 — Here's another disk on the sadness and death kick. Brock talks the story of his brother's death in an auto accident from a drunken driver. May have appeal. (Mixer, BMI) (1:52)

★★ Touch of Perfection — This is an inspirational tune, and the chanter handles it well as he tells how God made all things perfect, including his girl. (Mixer, BMI) (2:20)

**SCOTTIE STUART**  
★★★ Nightmare — MMC 006 — This is a cute hunk of wax, in which the singer tells in cute manner about a nightmare. The backing swings and the disk has a chance. (Monona, BMI) (2:05)

★★ Little Rocker — Fair side but very derivative. Flip is better. (Monona, BMI) (1:55)

**JERRY CRUTCHFIELD**  
★★★ Rock Me Easy — DOT 16124 — Jerry Crutchfield comes thru with a strong performance on a listenable hunk of material. It has a chance if exposed. (Sun-Vine, BMI) (2:28)

★★ E'wan Amen — Crutchfield sells this lush effort smoothly over skimpy backing. (Sherina, BMI) (2:41)

**THE SUPERCHARGERS**  
★★★ Dream Love — DIANA 101 — Instrumental captures the mood of the title. Organ and drums are prominent in the instrumentation. (Sandra, BMI) (2:50)  
★★ Meanwhile Back at the Ranch — Instrumental novelty built around "Home on the Range" melodic theme. (Sandra, BMI) (2:45)

**THE SEVEN SCOTT ORK**  
★★★ Rain Forest — 20TH FOX 206 — Latin instrumental here with chorus and strong flute solo should provide good music delays with a meaty disk. (Budd, ASCAP) (2:30)

★★ San Souci — The vocal, by a group called the Scottsmen, is of the free-and-easy like on this Latin-flavored offering. (Budd, ASCAP) (2:00)

★★ MODERATE SALES POTENTIAL

**THE STEINER BROTHERS**  
★★ Glume Love, Love, Love — VINE STREET 113 — Rocking rhythm song with a sharp, staccato beat. (Crane, BMI) (2:14)

★★ Hotty — A bouncy rocker. Lyric is about drag races. (Crane, BMI) (1:46)

**DICK RALSTON**  
★★ (This Time) A Year Ago — ADVANCE 1514 — Pleasing reading by Ralston and group on catchy theme. (Nuclear, BMI) (2:30)

★★ Many Reasons — Pleasant vocal stint by Ralston on okay ballad. (Nuclear, BMI) (2:10)

**THE CADETS**  
★★ I'm Looking for a Job — SHERWOOD 211 — Bouncy r.&r. novelty is sung amusingly by lead and group. (Rogers & Van Buren, BMI) (2:43)

**BENNIE BUNN**  
★★ You Must Be an Angel — Exuberant reading by Bunn and chorus on okay r.&r. item. (Rogers & Van Buren, BMI) (2:11)

**BYRON LEE AND THE DRAGON-NAIRES**  
★★ Dragon's Paradise — DRAGONS BREATH 1001 — An import from Jamaica, B.W.I., this instrumental will appeal to Latin-American listeners and buyers. Tune has a simple, effective melody.

★★ Limbo Jamaica — Latin-American and native West Indian rhythms melt nicely together. Lyric, on this side explains "Limbo" as a dance.

**THE BONNEVILLES**  
★★ Caravan — PLEASON 1002 — Instrumental reading of the standard, with a horn carrying the melody, with drums prominent. (American Academy, ASCAP) (2:39)

★★ San Antonio Rose — Instrumental reading of the standard. (Bourne, ASCAP) (2:25)

(Continued on page 37)

The **Billboard**  
**HOT R & B SIDES**

FOR WEEK ENDING SEPTEMBER 11

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	3	—	—	KIDDIO, Brook Benton, Mercury 71652	3
2	4	6	—	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	15
3	4	2	4	THE TWIST, Chubby Checker, Parkway 811	5
4	6	6	2	FOOL IN LOVE, Ike and Tina Turner, Sue 730	6
5	3	1	1	A WOMAN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167	9
6	7	14	20	THE TWIST, Hank Ballard and the Midnighters, King 5171	7
7	20	—	—	CHAIN GANG, Sam Cooke, RCA Victor 7783	2
8	15	18	17	PARTIN' TIME, B. B. King, Kent 346	9
9	5	5	9	THIS BITTER EARTH, Dinah Washington, Mercury 71635	12
10	—	—	—	I WANT TO KNOW, Sugarlie Desanto, Checker	1
11	8	10	7	IT'S NOW OR NEVER, Elvis Presley, RCA Victor 7777	5
12	17	20	22	IF I CAN'T HAVE YOU, Etta and Harvey, Chess 1760	4
13	9	26	30	VOLARE (NEL BLU DI PINTO DI BLU), Bobby Rydell, Cameo 179	4
14	16	22	16	TA-TA, Clyde McPhatter, Mercury 71660	4
15	10	8	3	WALKING TO NEW ORLEANS, Fats Domino, Imperial 5675	9
16	24	—	—	WALK, DON'T RUN, Ventures, Dolton 25	2
17	23	21	18	BIG BOY PETE, Olympics, Arvee 595	12
18	—	—	—	A MILLION TO ONE, Jimmy Charles, Promo	1
19	12	7	5	QUESTION, Lloyd Price, ABC Paramount 10123	9
20	14	15	19	ONLY THE LONELY, Roy Orbison, Monument 421	5
21	27	25	12	THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022	13
22	19	17	8	I'M SORRY, Brenda Lee, Decca 31093	10
23	—	24	11	HEARTBREAK (IT'S HURTIN' ME), Little Willie John, King 5356	10
24	18	9	15	STICKS AND STONES, Ray Charles, ABC Paramount 10188	11
25	11	16	21	HEARTBREAK (IT'S HURTIN' ME), Jon Thomas, ABC Paramount 10122	10
26	25	19	26	IF YOU'RE LONELY, Annie Laurie, De Luxe 6189	9
27	13	11	10	IT'SY BITSY TEENIE WEEENIE YELLOW POLKA DOT BIKINI, Brian Hyland, Leader 805	7
28	28	—	—	MIO AMORE, Flamingos, End 1073	2
29	29	—	—	I KNOW, Spaniels, Vee Jay 350	3
30	22	13	13	TELL THE TRUTH, Ray Charles, Atlantic 2068	5

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**Reviews of New  
Pop Records**

Continued from page 36

**KENNY KILGORE**

★ ★ Sharon — UBC 1012 — A rocker of some taste, with a modified triplet figure. (Deb, BMI) (2:41)

★ Country Boy — Sound and arrangement won't stand up to competition. (Deb, BMI) (2:00)

**DON LANE**

★ ★ Educate Me — ADVANCE 1515 — Fair piece of material is handed a good go by the chanter. (Tim Gayle, ASCAP) (2:35)

★ Rainbow Isle — Lane sells this sweet song in so so fashion. (Tim Gayle, ASCAP) (3:10)

**Country & Western**

★ ★ ★ ★

**BOBBY HELMS**

★ ★ ★ ★ Lonely River Rhine — DECCA 31148 — Bobby Helms comes thru with a heartfelt reading about spring in Munich on the Rhine, and a German fraulein. Good wax here that could get spins. (Sure-Fire, BMI) (3:10)

★ ★ ★ Guess We Thought the World Would End — A meaningful ballad is sung with warmth by the chanter aided by a chorus and the combo. Strong wax for the pop and country marts. (Cedarwood, BMI) (2:37)

**SKEETS McDONALD**

★ ★ ★ ★ Make Room for the Blues — COLUMBIA 41773 — The country singer comes thru with an emotion-packed performance on a typical country weeper that has a good lyric and good backing. This could get country action. (Loring-Mixer, BMI) (2:48)

★ ★ ★ This Old Heart — Cute hunk of material is sung brightly here by McDonald and the backing is good, too. Two good sides. (Jat, BMI) (2:08)

★ ★ ★

**COWBOY COPAS**

★ ★ ★ Rose of Tennessee — KING 5392 — Cowboy Copas is singing as well as he ever did. This is a pretty ballad in the traditional. (Lois, BMI) (2:58)

★ ★ ★ Carolina Sunshine Girl — Copas sings this in the manner of the original Jimmie Rodgers, who wrote it. Even the backing is reminiscent of the original. Discologists will relish it. (Peer, BMI) (2:46)

**COLEMAN L. WILSON**

★ ★ ★ Radar Blues (Parts I & II) — KING 5388 — An attractive folk-styled tale of state troopers who corral speeding truckers via radar. Wilson does it in semi-narrative fashion. Jocks will find it a novelty. (Lois, BMI) (2:25 & 2:45)

★ ★

**T. TEXAS TYLER**

★ ★ Remember Me — KING 5380 — Tyler, one of the stalwarts of the earlier country resurgence, does this ballad in traditional style, with a growling vocal gimmick. (BMI) (2:32)

★ ★ Oklahoma Hills — The Woody Guthrie song gets a traditional country-styled vocal, with guitar backing. (BMI) (2:36)

**WAYNE WEST**

★ ★ Save Your Tears for Tomorrow — SAGE 328 — A calm, cheery ballad sung by West with vocal backing. (Sage & Sand, SESAC) (2:20)

★ ★ I'll Cry Again Tomorrow — Backing is more or less on the weepy side about lost love. (Sage & Sand, SESAC) (2:18)

**Rhythm & Blues**

★ ★ ★

**LITTLE JUNIOR PARKER**

★ ★ ★ That's Just Alright — DUKE 326 — Little Junior Parker sells this blues ditty with his usual feeling over backing by a girl's group and rhythm. Good side. (Lion, BMI)

★ ★ ★ I'll Learn to Love Again — A ballad is sung neatly here by Parker over attractive organ and rhythm support. It's a sincere performance but flip may have more appeal. (Lion, BMI)

**ROY BROWN**

★ ★ ★ Tired of Being Alone — HOME OF THE BLUES 110 — Emotional delivery by Brown on relaxed blues theme. Merits spins. (Sar-Lib, BMI) (2:56)

★ ★ ★ Rocking All the Time — Exuberant warbling by Brown on verveful r.&r. item. Dual market side. (Sar-Lib, BMI) (2:21)

**AL "TNT" BRAGGS**

★ ★ ★ There — PEACOCK 1698 — Al Braggs sells this ballad in pleasant fashion over okay support from the ork. Worth spins. (Lion, BMI) (2:34)

★ ★ ★ Listen to Me Baby — The chanter comes thru with a bright performance on a swinging ditty that has an interesting lyric concerning a wondering woman. For some markets. Some stations won't play the disk. (Lion, BMI) (2:22)

**JAMES BOOKER**

★ ★ ★ Cool Turkey — PEACOCK 1697 — Blues instrumental, with organ, funky strings and a good rhythm pattern. Nice. (Lion, BMI) (2:15)

★ ★ ★ Gonzo — Blues instrumental, with organ prominent. Similar in feeling to the flip. (Lion, BMI) (2:24)

**DAVE DIXON**

★ ★ ★ You Don't Love Me No More — HOME OF THE BLUES 108 — A bluesy ballad. Dixon sings out with a big voice, to a relaxed instrumental backing. Very nice. (Sar-Lib, BMI) (2:30)

★ ★ ★ You Satisfy — Blues. Dixon shouts it in good style, with a lyric using several traditional blues images. (Sar-Lib, BMI) (2:30)

**HAROLD BURRAGE**

★ ★ ★ Great Day in the Morning — VEE-JAY 356 — Snappy hunk of material is sung with sparkle by the chanter over strong support. This could pull coins. (Shalimar, BMI) (1:59)

★ ★ You K. O'd Me — Harold Burrage sells the rocker with a warm style over okay support. Could get spins. (Conrad, BMI) (1:57)

**LOIS & LOUIS**

★ ★ ★ Pow — Wow — SPECIALTY 689 — Frantic chanting by duo on fast-moving r.&r. tune with pounding piano on backing. Dual market side. (Venice-Orjae, BMI) (2:00)

★ ★ ★ Baby, Please Don't Go — Team wails effectively on emotional bluesy item. (Venice-Orjae, BMI) (2:18)

**JOHNNY ADAMS**

★ ★ ★ Someone for Me — RIC 971 — Feelingful warbling stint by Adams on moving ballad. Merits spins. (Ron, BMI) (2:01)

★ ★ ★ Let the Wind Blow — Expressive reading on pretty-theme with Latin flavor to backing. (Longhorn, BMI) (2:39)

**JEANNETTE B. WASHINGTON**

★ ★ ★ Medicine Man — NEPTUNE 120 — A blues, reminiscent of "Fever." There's an interesting rhythm figure. Chick has good vocal quality. (Count Don, ASCAP) (2:22)

★ ★ Tears Fall — Rockaballad with conventional triplet figure. Adequate. (Shaw, BMI) (2:10)

**WILLIE WEST**

★ ★ ★ A Man Like Me — RUSTONE 4004 — Fervent shouting by West on emotional blues. (Esplanade, BMI) (2:20)

★ ★ Did You Have Fun — Feelingful vocal by West on heartfelt rockaballad. (Esplanade, BMI) (2:45)

**PRINCE BOB**

★ ★ ★ That's Why You're Mine — LA JOY 104 — A blues with an attractive rumba figure. Done in relaxed style. Sincere. (La Joy, BMI)

★ When You Were Mine — A bluesy rockaballad. Lacks forthrightness — as tho the chanter and group weren't sure they hit it right. (La Joy, BMI)

★ ★

**LAZY LESTER**

★ ★ Bye, Bye, Baby Gonna Call It Gone — EXCELLO 2182 — Lazy Lester handles this blues effort in good fashion over rhythm backing that has a beat. (Excello, BMI) (2:18)

★ ★ A Real Combination for Love — A ballad sung with feeling by Lester here again helped by a small rhythm combo. Fair wax (Excello, BMI) (2:28)

**BIG JACK HORNER**

★ ★ Julia — TREL 1001 — A three beat item in slow, dreamy tempo. (Patrel, BMI) (1:42)

★ ★ If I Can — Extreme rockabilly of the hiccupping type. (Patrel, BMI) (1:55)

**THE MOODS**

★ ★ Let Me Have Your Love — SARG 1015 — A rocker, with vocal backed by honking horns and a rolling beat. (Charlie Fitch, BMI) (2:04)

(Continued on page 39)

LATEST RELEASE

**JO ANN CAMPBELL**  
sings  
**"A KOOKIE LITTLE  
PARADISE"**  
#10134



**THE CRESTS**

JOURNEY OF LOVE  
b/w IF MY HEART COULD  
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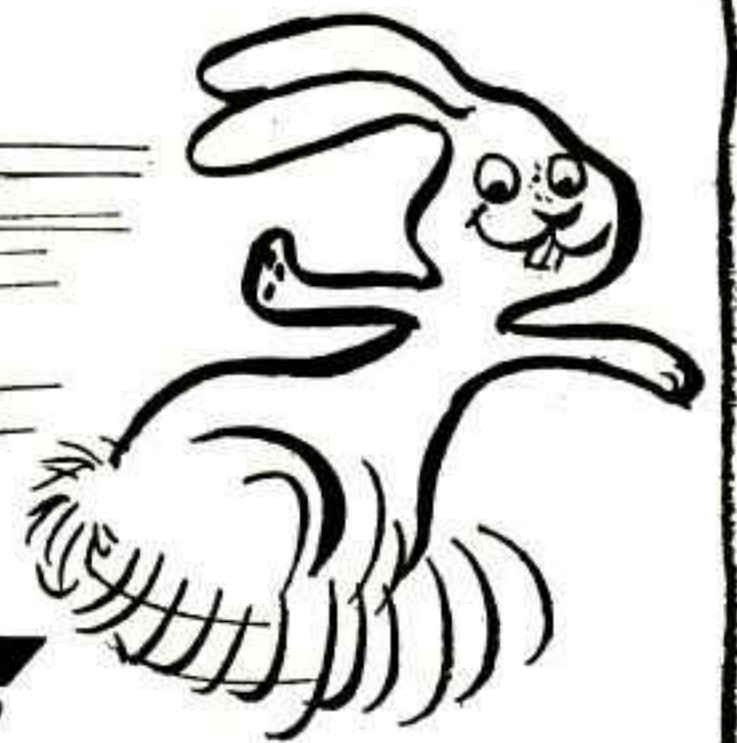
Savoy 3023

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Billboard's 1961 Phono Directory, coming Sept. 19, will be packed with quick capsule information on every model in every line of phonographs manufactured in the U. S. — providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

**The Billboard  
PHONO DIRECTORY ISSUE**

ISSUE DATE: SEPT. 19

AD CLOSING: SEPT. 14



# Reviews and Ratings of New Albums

Continued from page 32

**★★★ LARRY KERT SINGS LEONARD BERNSTEIN**  
**Seeco CELP 467**—Here's a strong deejay item, which merits play, particularly by jocks with show music segs. Kert, male lead of the Broadway hit "West Side Story," sings out with rich legit expressiveness on a group of memorable Bernstein tunes, including, of course, the lovely "West Side Story" score, plus "Lonely Town," "Quiet Girl," and others. Highly effective backing by Richard Wess' swinging crew.

**★★★ THE SEVEN TEENS IN THE HALL OF FAME**  
**Capitol ST 1424 (Stereo & Monaural)**—Seven talented youths combine here to show that today's teens can appreciate the heritage of the swing era by excellent interpretations of a dozen great works that probably pre-date most of the kids playing. They generate plenty of steam with Matty Matlock's arrangements, and show real ability to make the seven-piece combo do the work that used to require a full band. They could even interest other teens with their renditions of such items as "Sing, Sing, Sing," "Cherokee" and "Sunset Ridge Drive."

**★★★ ACCENT ON BAMBOO**  
**Tak Shindo, Capitol ST 1433 (Stereo & Monaural)**—A Hollywood Nisei, Tak Shindo has a big band package here that fuses sound of the West and East. Material is danceable. "One Fine Day" (from "Madame Butterfly"), "String of Pearls," "Cherokee" are included. Instruments include some which are rarely heard here, as 13-string zither, various chimes, gongs and Japanese xylophone.

**★★★ GOOD ENOUGH TO KEEP**  
**Georgie Auld, Top Rank RM 333**—Auld here does a number of sides of tunes

which were cut in the late 1930's and early 40's by the Goodman Sextet. Auld participated in those sessions. The current disk harks back to those arrangements, is perhaps more modern. Swinging stuff, and very interesting to jazzophiles. Material includes title song, "On the Alamo," "Seven Come Eleven," etc.

**★★★ DANCING ALONE TOGETHER**  
**Ray Anthony and his Ork, Capitol ST 1420 (Stereo & Monaural)**—These arrangements are lush, really have fine texture. The tunes are of the torch variety, "My Funny Valentine," "The Party's Over," "I'm Through With Love," etc. Very romantic package, with sounds of cellos, viola blending with Ray's trumpet and the violins.

**★★★ DANCING WITH ROS**  
**Edmundo Ros and his Ork, London LL 3183**—The British maestro serves up a danceable package of melodic Latin instrumental themes with a solid terp beat. Sides include rhythms, samba, rumbas, paso doble, and cha cha, to such tunes as "Magic in the Moonlight," "Brazil" and "Cuban Love Song."

## JAZZ ★★★

**★★★ BLUE JUBILEE**  
**Joe Alexander, Jazzland 923S. (Stereo & Monaural)**—Here's a cooking new jazz set featuring some down home work by Joe Alexander on tenor, John Hunt on fluegelhorn, Bobby Timmons on piano, Sam Jones on bass, and Albert Heath on drums. Tunes include "Blue Jubilee," "Weird Beard," and "Brown's Town," all originals. For hard bop fans.

**★★★ THE TEXAS TWISTER**  
**Don Wilkerson, Riverside RLP 1186. (Stereo & Monaural)**—Tenorman Don Wilkerson is a protege of Cannonball Adderly, and this album is one of the label's series of Cannonball Adderly's "Presentations." Wilkerson deserves this chance to blow, for he shows off a bright, hard-driving Texas tenor sound, with hard bop influence. Good support from Nat Adderly and Sam Jones and Billy Higgins add much to this set. Top sides are "The Twister," "Morning Coffee" and "Jelly Roll."

## CLASSICAL ★★★

**★★★ SHOSTAKOVITCH: SYMPHONY NO. 9, OP. 70; PROKOFIEV: LIEUTENANT KIJIE SUITE, OP. 66.**  
**London Symphony Orchestra (Sargent), Everest SDBR 3054 (Stereo & Monaural)**—The first stereo recording of the wry, humorous and almost classical Ninth Symphony of Shostakovich shows that work off to its best advantage. It is backed by Prokofiev's equally light and more popular "Lieutenant Kije Suite." Despite the fact that the latter faces formidable competition from about 10 other versions, the inclusion of the Shostakovich symphony could stimulate sales, especially if air play now introduces the latter to a wide new audience.

**MOUSSORGSKY: PICTURES AT AN EXHIBITION**  
**London Symphony Orchestra (Sargent), Everest SDBR 3053 (Stereo & Monaural)**—The Everest sound is heard to fine advantage in these two noted orchestral pieces by Moussorgsky. Sargent's batoning and the orchestra give a colorful, dramatic reading.

**★★★ MANUEL AUSENSI OPERATIC RECITAL-FAMOUS BARITONE ARIAS**  
**Symphony Orchestra (de Grignon), London OS 25117 (Stereo & Monaural)**—Young Spaniard, Manuel Ausensi, exhibits warmth, confidence and power in the fine program of the standard baritone operatic repertory. There are excerpts and arias from "La Traviata," "Faust," "Hamlet," "Otello," "The Barber of Seville," and others. Good explanatory notes are by Walter Price, who is associated with the Metopera.

**★★★ GROFE: GRAND CANYON SUITE**  
**Rochester Philharmonic Ork. (Grofe) CONCERTO FOR PIANO AND ORCHESTRA**  
**Jesus Mario Sanroma, Everest SDBR 3044 (Stereo & Monaural)**—Ferde Grofe's heavily-waxed showpiece, the "Grand Canyon Suite," gets a brilliant sonic rendition batoned by the composer himself. However, recent promotions may have saturated most demand for this work. Yet this disk also offers the first recording of Grofe's "Piano Concerto," just completed after some 25 years of sporadic work. As played by Sanroma, it is lush and attractive in a "popular" vein reminiscent of Hollywood-originated film music. With exposure, it could create some demand.

**DONIZETTI: LA FAVORITA—HIGHLIGHTS**  
**Maggio Musicale Fiorentino (Erede), London OS 25194 (Stereo & Monaural)**—A highly adept Italian cast delivers a sort of concert version of the melodic but little performed opera. The text has its excitement, with the story of a Spanish mystery woman, and the music as it unfolds allows all the participants a good bit of colorful vocalizing. Particularly, it is a work well calculated to bring out the beauty of the soprano voice and Senorita Giulietta Simionato, the star of the show here, is equal to the task.

## LOW PRICED POPULAR ★★★

**★★★ LET'S DANCE WITH TONY PASTOR AND HIS ORK**  
**Forum F 16011**—The veteran ork leader provides bouncy, verveful treatments of listenable oldies—all with a bright tempo, with pleasant vocal stints by Pastor's son Guy and Beth Harmon. Best sides are "Life Is Just a Bowl of Cherries," and "You Make Me Feel So Young." Good buy for price.

## SPIRITUAL ★★★

**★★★ JUST FAITH**  
**The Gospelaires of Dayton, Ohio, Peacock PLP 103**—Here's a strong package of gospel themes, with reverent, fervid lead solo work and smooth blendship by the Dayton, O., group. The moving, feelingful selections include "Sit Down Children," "Wonderful Jesus," "Joy Joy Joy," etc.

## SPOKEN WORD ★★★

**★★★ LAUGHS FOR LOSERS**  
**Dave Barry, Liberty LRP 3176**—Las Vegas comic Barry delivers some amusing monologs about wives, children and bosses which should appeal to those who enjoy the Catskill, Miami, Los Vegas school of laughs. Barry has a slick, personable technique and his material is funny. Album was recorded live at the Hotel Sahara, Las Vegas.

## INTERNATIONAL ★★★

**★★★ THE ARRESTING VOICE OF NARCISO PARIGI**  
**Capitol ST 10248 (Stereo & Monaural)**—Folk melodies, tangos, a touch of American rock all are here—with the general feeling being one of warm Mediterranean romanticism. The chanter is one of Italy's big pop singers.

**★★★ JOHNNY UKULELE**  
**Capitol ST 1425 (Stereo & Monaural)**—Johnny Ukulele, whose real name is Johnny Kaaihue, and who also happens to be the father of Mary and Norman Kaye, is one of the top exponents of ukulele in the world. On this set he shows off his remarkable technique with attractive performances of some Hawaiian tunes, as well as "Tea for Two," "Third Man Theme," and other pop-type efforts. He is backed by an instrumental group on most of the selections.

**★★★ GERMANY REVISITED**  
**Alfons Bauer and Carola Kraus, Capitol ST 10247 (Stereo & Monaural)**—This is a bright and attractive album from Germany. It features thrush Carola Kraus, who is a mighty good yodeler, with a bell-like voice, and the Alfons Bauer band, which accompanies the pert chanteuse on some of the tunes and rollicks thru some instrumental items on the rest. There are polkas, march tunes and yodels here, and some of the tunes have calypso and even jazz beats.

★★

## MODERATE SALES POTENTIAL

## POPULAR ★★

**★★ NEW SENSATIONS IN SOUND**  
**Louis Del Monte and the Iorio Accorgan, Roulette R 25127**—Del Monte plays a brilliant sounding instrument known as the accorgan, which is an electronic fusion of an electric organ and an accordion. The result is what sounds like a small band, but as the liner explains, it's all just the one instrument. The tones are rich and wide-ranging in this program of well-known pop tunes and those seeking something new in sounds will enjoy it.

**★★ GRANDMA MERRILL PLAYS HONKY TONK**  
**Blanche Merrill, Top Rank RM 334**—Listenable ragtime piano work by 68-year-old Blanche Merrill, former vaude pianist, band and combo leader during the early 1900's. Now teaching, she returned to performing to make this listenable waxing which should get air play. The tunes range from "The Sheik of Araby," to "Limehouse Blues," and they are all imbued with happy, ragtime piano.

## CLASSICAL ★★

**★★ KODALY: TE DEUM PSALMUS HUNGARICUS**  
**Hungarian Concert Orchestra—Kodaly Arta ALP 152**—Two works of a highly nationalistic character are given stirring readings by the Budapest Ensemble. Kodaly is one of those who has successfully brought international attention to basic Hungarian folk music thru his use of the familiar folk themes in his larger works such as those presented here. The recorded versions of these items still being on the sparse side, this package can create a certain amount of sustained interest among buyers. Set has an artistic cover which is worth display.

## FOLK ★★

**★★ VAMOS A CANTAR**  
**Octavio Corvalan, Folkways FC 7747**—Here's an extensive collection of songs—17 in all—presenting the light, expressive bar-

itone of Octavio Corvalan. The tunes bring out many moods ranging from the light-hearted to the holy feeling associated with the Christmas song, "Silent Night." They are sung entirely in Spanish, but a translation sheet with English lyrics accompanies the package. Pleasant fare that many kiddies will enjoy. It would make good classroom material.

## ★★ MORAVIAN FOLK SONGS AND DANCES

**Arta Al 153**—These recordings come to America via the Supraphon catalog of Czechoslovakia and were made in that country. The music bears the influences of both the more formalized music of Bohemia (in the west) and of the less familiar, less rhythmic and tonal material of Slovakia in the east. Thus there are a number of blends and textures of music to be heard, which will make interesting listening for student groups.

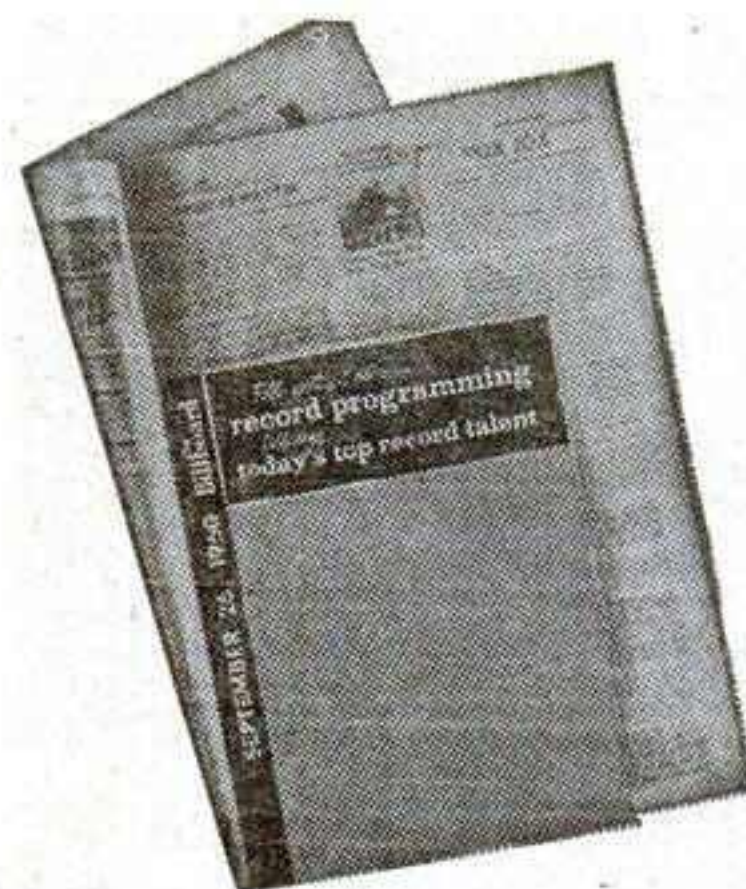
**★★ ISLAMIC LITURGY**  
**John Levy (Recorder & Editor), Folk-**

ways FR 8943—A highly esoteric program, designed mainly for students of obscure cultures. There are here captured for class use, all the songs, dances and chants of the Islamic religious culture. Here, a number of dervishes perform the rites of their faith, with side two presenting the entire sequence of one of the dances commonly associated with the "whirling" dervishes. Interesting notes accompany the production with the various segments reproduced in both English and native tongues. Appeal here would be confined largely to the educational field.

## LATIN AMERICAN ★★

**★★ MARIACHI AGUILAS DE CHAPALA**  
**Folkways FW 8870**—This is an interesting album containing mariachi tunes recorded in the Mexican state of Jalisco, in the town of Chapala. The music has the rhythm and excitement usually associated with mariachi music, and there are extensive notes by Charles and Martha Bogert.

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# Reviews of New Pop Records

Continued from page 37

★★ **Broke Up** — In contrast to flip, this is a more soulful item, bluesy in nature. (Charlie Fitch, BMI) (2:45)

### HIGGS AND WILSON

★★ **I Long for the Day** — WIRE 203 — The ballad gets a nice vocal, with simple instrumentation using a trumpet figure to advantage.

★ **Pretty Baby** — Not to be confused with the pop song, which is an r.&b. effort.

### Jazz

★★★

### ETTA JONES

★★★ **If I Had You** — PRESTIGE 180 — Quietly effective thrashing treatment on the pretty oldie with relaxed backing. Nice wax for jazz jocks and pop spinners as well.

★★★ **Don't Go to Strangers** — Expressive chirping by canary on appealing ballad. Another good deejay item.

### WILLIS JACKSON

★★★ **Keep on A-Blowin' (Parts I & II)** — PRESTIGE 178 — Artful sax-solo work by Jackson on effective jazz theme, augmented by pleasing organ and guitar backing and lightly swinging tempo. Nice wax for jazz jocks and jukeboxes. Flip spotlights pretty guitar and organ solo stints by Bill Jennings and Jack McDuff. (Jackson & McDuff-Prestige, BMI)

### THE JAZZMEN

★★★ **Sweet Georgia Brown** — CLOWN 5006 — Invigorating vibed solo work by Bernie Thompson on lightly swinging jazz instrumental treatment of the oldie. Merits exposure by jazz jocks.

★★★ **Lullaby of the Leaves** — Tender piano solo treatment by Dutch Hewitt on the lovely oldie with interesting drum and vibed work on backing.

### ELMER SNODGRASS

★★★ **What a Terrible Feeling** — DECCA 31145 — Plaintive reading by Snodgrass on effective weeper. (Champion, BMI) (2:24)

★★★ **Heartaches Over You** — Expressive chanting by Snodgrass on strong country item. Spinnable. (Express, BMI) (2:18)

### HYLO BROWN

★★★ **How Could You Forget So Soon** — CAPITOL 4434 — The singer handles this country weeper with feeling, and the vocal group adds a lot to the record. The backing is strong, too. (Central, BMI) (2:07)

★★★ **It's All Over Now But the Crying** — Ryo Brown comes thru with a strong reading of a country weeper over support by a vocal group and traditional country instrumentation. (Tree, BMI) (2:05)

### RAY HENDRIX

★★★ **My Last Memory** — STARDAY 511 — Wistful chanting by Hendrix on touching weeper. Merits spins. (Starday-Cajun, BMI)

★★ **Last Night** — Jaunty country ditty is sung brightly by Hendrix. (Cajun-Starday, BMI)

### CHARLIE MOORE AND BILL NAPIER

★★★ **Big Daddy of the Blues** — AMERICAN 101 — Colorful chanting by duo on authentic sounding blues. Nice guitar picking on backing. (Oleta, BMI)

★★ **Story of Love** — Wistful vocalizing by duo on plaintive country theme. (Oleta, BMI)

### PAUL WAYNE

★★★ **Angel on Paper** — STARDAY 509 — Wayne wails sincerely on plaintive weeper with good lyrics. (Starday, BMI) (2:27)

★★ **Stolen Love** — Attractive up-tempo weeper is sung with feeling and heart by Wayne. (Starday, BMI) (2:15)

### KEN MARVIN

★★★ **Will the Angels Let Me Play** — INTRO 4502 — Wistful story about crippled boy who can't play with other children is narrated with feeling by Marvin. Effective weeper wax for jocks. (Hill & Range, BMI)

★★ **Uncle John** — Sincere narration by Marvin on folksy tale with inspirational-type lyrics. (Tree, BMI)

### REM WALL

★★★ **Waiting** — GLENN 2102 — He waited for the chick, of course. Tune is a weeper, with a sharp rhythm figure. Vocal is forthright and strong, in the traditional style. (Hits of Tomorrow, BMI) (2:01)

★★ **I Can Love You** — Another weeper in traditional style as to vocal and instrumentation. (Hits of Tomorrow, BMI) (2:08)

### EDDIE DEAN

★★★ **I Took the Blues Out of Tomorrow**

—SAGE 325 — Some sage advice from vocalist Dean on how to dump the blues. The offering is from his LP "Hillbilly Heaven" and is in the pop oriented country blues ballad vein. (Sage & Sand, SESAC) (2:40)

★★ **Seeds of Doubt** — Another advice-giving disk from the same LP. (Sage & Sand, SESAC) (2:10)

### Spiritual

★★★

### EDNA GALLMON COOKE

★★★★ **War Fare** — NASHBORO 675 — The fine gospel singer handles this moving spiritual with deep emotion, showing off her fine vocal work. She is aided by a mixed vocal group. Strong wax for the market. (Excellorec, BMI) (2:56)

★★★★ **Wave That Train** — Once again Edna Gallmon Cooke turns in a fine performance on a sincere spiritual effort. She both talks and sings the lyric. Two potent sides. (Excellorec, BMI) (3:03)

### HIGHTOWER BROTHERS

★★★★ **My Jesus Loves Me** — NASHBORO 674 — The younger Hightower brother handles the lead on this first rate gospel waxing, which features some first rate singing and answering from the chorus. A potent waxing for the market. (Excellorec, BMI) (2:11)

★★★★ **Lord Help Me to Stand** — The Brothers perform this driving spiritual effort with meaning and they are backed by a good vocal group and rhythm. Good wax. (Excellorec, BMI) (2:15)

★★★

### ANGELIC GOSPEL SINGERS

★★★★ **Jesus Is a Way-Maker** — NASHBORO 673 — The group comes thru with another sincere performance on a driving, jubilee spiritual, featuring answers from the chorus. (Excellorec, BMI) (2:11)

★★★★ **My Sweet Home** — The girls, sparked by a strong lead, handle this bouncy jubilee spiritual with warmth. The backing is rhythm all the way. (Excellorec, BMI) (2:13)

The following records, also reviewed by The Billboard music staff, were rated one star.

### DEVINE ONES: Go Down Moses/Battle Hymn

—Religious Recordings 1006

### JUDGMENT SEEKERS: Glory World/Happy Days Prayer

—Kayko 784

### SPIRITS OF NASHVILLE OCTET: Power of the Lord/Always Say Thanks God

—Religious Recordings 1004

### TRAVELING ECHOES: Looking and Seeking/You Ought to Have Been There

—Tye 1503

### JESSIE WHITE: Manger to Cross/The Right Road

—Tile 908

### Latin American

★★★

### FRANK DE CORE

★★ **Sad Heart** — WIRL 01 — Plaintive vocal by De Core on routine rockaballad.

★★ **Jolly Pop** — Okay vocal stint on bouncy r.&r. item.

### Frosh Ears

Continued from page 16

tives, somewhat nonplussed what to give the teen-ager departing for college flocked into the store in response to the letters. There were a dozen instances in which a prospective customer simply telephoned in, and asked that the radio suggested in one paragraph of Aber's direct-mail letter be gift-wrapped, sent out to the house, and placed on the customer's already-existing charge account.

The high returns which were accomplished stem directly from the amount of effort which Aber put into each letter, he believes. All of the letters were separately composed, addressed by name to the parent involved, and usually mentioned the student himself by name as well. "Making it personal" in this way took the letter out of the "advertising classification" almost entirely in the eyes of the parent, and insured that the letter would get much more attention than would have been the case if it had been a multilithed or mimeographed type of communication.

Pushing the same idea thru each of the last two seasons more than doubled over-all sales of transistor radios at the two Aber stores in Denver and, this year, is expected to show even higher returns.

# 'Show 'Em' Sales Booster

Continued from page 16

as helping him to hear everything there is in the score. Your commentary on a good stereo version of the "1812" may well be superfluous. Just let the customer relax and listen to it.

Dealers no longer regard the sale of a portable with the importance they gave it a decade ago. Turnover on portables is higher now than it was then, and profit is considerably less than on a high-end console. Why then should the dealer waste much time on the sale? If your store has a record department, the best reason for selling a moderately priced portable and spending time with the customer is that it helps build your record business. If you're not in the record business, courteous treatment of a customer for a low-end product will encourage him to come back to you for some of the other appliances or accessories you sell.

An attractive display of the portables you carry will certainly help sell them. But the man who can afford no more than \$75 for a phonograph feels he's just as much entitled to hear it play before he takes it as the man who pays \$250 for a console. It's not necessary to set up a demonstration area, complete with easy chair and home decor for the portable customer; but it is necessary to let him hear at least one demonstration record played on the set of his choice, and perhaps part of a show tune, pop or classical album with which he's already familiar.

Playing music is only part—albeit a very important part—of your stereo phono demonstration. Before you begin demonstrating, be sure you know all you can (1) about stereo and how it works and (2) about the equipment on your sales floor and what's in it. Most distributors will be glad to acquaint you and your salesman with the sales features of the equipment

you order from them. Further, many of them are experts on stereo, having faced just about every question a dealer or customer could conceive. Ask them to brief you on the merchandise. Then, when your next stereo customer comes in, ask if he's familiar with stereo. If he has any question. If the answer is no, give him a five-minute course in stereo, outlining the problems of putting two sound channels on a disk, the importance of the cartridge and the necessity for two amplifiers and two speakers. You can come back to this point after you've played music for him. It's important here to be sure that you're not talking down to the customer, and that you don't get carried away and begin a full-blown lecture on the subject.

After the introduction dealing with the advantages of stereo, let him hear some—starting either with a manufacturer's demo record or with one of the many available from the record companies. After the music, if there are no questions, you can point out the features of the specific equipment, such as the extreme lightness and flexibility of the pickup arm (which means that records will last longer), the various controls and what they accomplish. Low-end equipment has a minimum of controls, which should avoid confusion on the part of the user; as prices go up controls increase, giving the customer greater control over how the music sounds. Pointing out the size and/or number of speakers is also a good idea.

Having shown him what's inside, it's time to talk about the outside. You can show console customers how well the furniture will fit in their living rooms. You can talk about modern styling, washable materials and so on in the case of most portables. Finally, as your concluding argument, mention the brand name. You'd be surprised how important this can be as a

sales closer. If the customer is familiar with it, no further comment is needed. If not, you may acquaint him with the company's reputation or other products. A brand name unfamiliar to a customer isn't necessarily a sales deterrent, but it's up to you to explain to him why he should try it.

Demonstration can help you beat out your competition—if the demonstration is convincing, if it's better than your competitor's, and if it doesn't take too long. It's a waste of your time as well as the customer's to keep demonstrating after he's sold, or after he's lost interest. A good salesman generally can tell when he's reached that point. Remember, too, that your portable prospect is likely to be on his feet during your entire demonstration among your floor display of portables. Give his feet a break, and don't let either the chatter or the music run too long. Of course, if he starts asking questions, that's another matter. Remember, tho that time is an important factor in demonstration—it takes time to plan a good demo, and it takes thought to make every minute of the demo count.

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# M-G Tape, Console Music

Continued from page 16

portable recorder, the TK60, at \$479.95, is the TK64, the first four-track all-in-one stereo recorder in the M-G line. Both previous stereo recorders were dual-track only. All M-G stereo units feature push-button control, three and three-quarter and seven and one-half inches per second speeds, stereo balance controls and other professional features.

In the combination TV-AM-FM radio-stereo phono class, leader is the 59M20, price as yet undetermined, featuring modern lowboy styling, 23-inch TV; four speed-stereo phono and AM-FM short wave; 24-inch TV; four speed stereo phono and a dual track mono and stereo record and playback.

For the first time, M-G also offers separate TV with the Model 59T55, a three-variety-of-finish walnut 23-inch video consolelette at an as yet undetermined price.

In addition to 11 previously released all-in-one console stereo phonos, some available with AM-FM radio in a price range from \$219.95 thru \$799.95, Ashback showed three new upper-end consoles: the SO-190, a stereo-phono with AM-FM shortwave at \$599.95 in light walnut and \$619.95 in

dark walnut; the SO191, a stereo phono with AM-FM short wave with two different wave bands with controls accessible either from the top of the set or in a drop-front panel, listing at \$869.95 for dark walnut or \$889.95 for light walnut, and the 142 horn, a French walnut with rippled maple front in hi-gloss finish featuring AM-FM short wave radio. All three sets feature Multrosonic controls for complete adjustment of tone as well as sound in relation to a room's acoustic characteristics and stereo-tape recorders are available optionally at \$399.95.

To provide greater separation for those desiring this stereo feature, Ashback showed M-G's optional "stereo-mate" external speaker units which can be jacked into any phono unit. The triangular-shaped modular units in three different matching finishes run \$69.95 sans amplifier and \$99.95 with the amp each. A table-top type "stereo mate" runs \$59.95 without amp and \$89.95 with the amp.

Advertising-wise, M-G will top all previous budgets with schedules for over 16 national slicks, while promotional programs have been set up until Christmas with two important TV segs, "The Price Is Right," NBC day and nighttime show, and "Queen for a Day," ABC show, wherein both transistor radio and stereo phono product will be given away.

### Norman Adds Labels

ST. LOUIS — Norman Distributing Company here has been appointed the new Vee-Jay distrib for Missouri, Kansas and Southern Illinois. Norman also added Len Caldwell's V-Tone line and Buck Ram's Antler label. V-Tone is currently getting action with Bobby Peterson's "Irresistible You." Antler's latest is the answer record, "There's Nothing on My Mind," by the Teen Queens.

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# MINN. STATE FAIR RACES TO OVERCOME RAINOUTS

## Still Eyes Million Attendance Figure; Two Night Shows Lost

ST. PAUL — Altho beset by handicaps, the big Minnesota State Fair was racing last week and every indication was that it would again top the million gate mark by its close on Labor Day evening.

First handicap was rain. Then heat that soared into the high nineties. The rain struck on the two opening days, Saturday and Sunday (27-28), washing out both night performances of the Barnes-Carruthers No. 1 revue and a combination program of midget auto races and Trans World Auto Dare-

devil show on Sunday afternoon. The Saturday program of big car sprints went on under difficulty and before a few thousand spectators.

As the fair opened its gate for the Monday run, after the two rainy days, it had a 77,000 deficit to overcome, based on last year's figures. By Friday (2) the figure was whittled down to 42,000 and with the big weekend to come,

most of it was expected to disappear, weather permitting.

Particularly strong this year were the two free kids' programs. On Monday morning 20,000 youngsters and parents saw David Nelson and the Flying Viennas, Johnny Cash, Brenda Lee, the Browns, Ann Marston and other acts. A similar crowd was on hand for Friday morning's performance *(Continued on page 59)*

## Frontier Days Tops '59; Not Off by 5,000

CHEYENNE, Wyo.—When the Cheyenne Frontier Days ended last month the committee said paid attendance was down about 5,000 from that of 1959.

Now, after a recount, Charles D. Carey, committee chairman, said the attendance was up—in fact might set a new record.

Carey said the count was all a mistake. He said the committee had been comparing the 1960 paid attendance with the capacity of Frontier Park over five performances rather than with the actual ticket receipts of 1959.

"The fact is that the 1960 show enjoyed an increase in attendance," Carey said. "We're checking on all past shows and it may be that the turnout for the show this summer set a new record."

The 1960 attendance was 61,263, Carey said, compared with 55,076 for 1959.

## Iowa State Fair Surpasses '59 Gate

### Counts 320,000 in First Eight Days; Auto Races Run Ahead at Grandstand

DES MOINES—The Iowa State Fair, up until noontime Friday (2), eighth day of its 10-day run, had clocked approximately 320,000 patrons thru its front gate. This was ahead of 311,000 to the same period last year but below what officials had hoped for.

High temperatures, with some 100-degree readings, were blamed. But also the fact that many schools, particularly in the rural areas, had reopened, was another factor.

The night grandstand show, a Barnes-Carruthers revue plus added name performers, was drawing light crowds, averaging about 5,000 per evening. Added for the first three

days were Johnny Carson and Jayne Morgan. Then, in a change of program, it was Molly Bee and Johnny Cash with the Chordettes and Vagabonds headlining the final two performances.

Strongest grandstand turnout of the week came out Sunday (28) for the big car races put on by Al Sweeney's National Speedways. They packed the stands with 15,500. The Saturday (27) stock car program, also a Sweeney production, pulled 12,500, and on Thursday his big car races had the best weekday crowd. National Speedways had jalopy races on Friday *(Continued on page 59)*

## Du Quoin Fair Races Ahead of '59

### Night Grandstand Show Scores Big; Advance Sale for Weekend Soars

DU QUOIN, Ill.—The Du Quoin State Fair was having one of its good runs last week altho it was necessary to battle heat with temperatures at times soaring past the 100-degree mark.

The strength of the attraction-laden fairs, which presented one of its most versatile programs this year, was demonstrated by the fact that total attendance was slightly ahead of last year on Friday (2). And the big Labor Day weekend was yet to come.

On Sunday (28) the afternoon grandstand program presented the Dukes of Dixieland in a jazz program along with acts and a queen crowning. Turnouts were 50 per cent ahead of last year's water and ski show. It was the biggest crowd for that day on record.

On Monday evening the week-long grandstand show opened to the biggest crowd on record. Featuring Ken Murray, Marie Wilson, Bobbie Darrin and Leo Diamond plus other acts, the turnout topped all previous marks. The afternoon program of harness races also drew strong crowds as did all the afternoons, particularly on Hambleton-

ian Day. Rain fell between the Monday races and the night show but did no harm.

The advance sale for all attractions over the weekend was exceptional. A big turnout was expected for the Labor Day evening show featuring Gordon and Sheila

## RAIN CONTINUES TO CUT BACK PNE

### Gate Attendance Falls Off Sharply; Polack Circus Good; Rodeo Does Little

VANCOUVER, B. C.—Persistent rains continued to slow up and dampen attendance at the Pacific National Exhibition here last week. Five of the first nine days of the run had rain and there were showers or threats of rain on two other days.

Saturday (27) the turnstiles clicked up a record for that day when 110,654 went to the fair despite a day-long threat of rain. The all-time one-day mark was chalked up on Labor Day of 1947 when 148,000 flocked to the show but that was when the PNE operated only a week.

Monday (29) was children and family day and drew only 86,350 against 101,267 on the corresponding day last year. A heavy down-pour, which lasted all day, kept many of them at home. Monday was also the opening day for the debut of the Canadian Air Forces Golden Hawks who do tight formation flying and acrobatics. The group will be here each day thru Labor Day and then take off for the Provincial Exhibition in Quebec City.

The PNE-Shrine Circus, with Polack Bros.' Circus providing the show, opened in the Forum on Friday (26) and was credited by PNE officials with helping to boost Friday's attendance figures. Nearly 5,000 children were guests at a special 10 a.m. matinee on Friday arranged by the Shriners. The public filled the Forum at the afternoon and evening shows.

Officials of the PNE agreed that Vancouver's population of 600,000 are not rodeo-minded. The rodeo

## EXHIBIT GIFT BOAT NIKITA DIDN'T GET

INDIANAPOLIS—Hoosiers will be allowed a view of a boat which, tho intended for him, Soviet Premier Nikita Khrushchev never received.

The vessel, a pioneer water runabout made by the Turbo-craft Division, Indiana Gear Works, Inc., was brought to the Indiana State Fair Wednesday (31) for display thru September 8 in the Manufacturers Building.

The craft was to have been presented to the Russian leader by President Eisenhower during his visit to the Soviet Union. With the collapse of the summit conference in Paris, the sojourn was canceled at Russian request and the boat remained unrepresented and parked on the Moscow lawn of the American Embassy until returned to the United States.

MacRae, Chordettes, Vagabonds, Professor Backwards and other acts. Also big was the advance for the program of USAC auto races which included stocks on Saturday, midgets on Sunday and big cars on the holiday.

Spending on the grounds was reportedly good and Heth Shows was ahead of its '59 pace.

## Grandstand Biz Pushes Mo. State Fair Ahead

SEDALIA, Mo.—The Missouri State Fair overcame effects of the weather and wound up its nine-day run here Sunday (28) with 150 fewer at the gate but a good hike on grandstand receipts. Total attendance was 513,000.

Colie Ervin, secretary-manager, reported that with few exceptions grandstand business was up and patrons were pleased with a move that placed the stage closer to the customers.

The IMCA 100-mile stock car race presented by Al Sweeney's National Speedways on Sunday set a new record, with the seats jammed and over 1,500 in the infield. The race finished just ahead of a sprinkle. Sweeney's Saturday program of big cars drew a strong crowd, and a program of midget races presented for the first time Saturday night on the half-mile oval, did very well, Ervin disclosed.

On Sunday night, Roy Acuff had a turnout that was 10 per cent ahead of the same night last year. A GAC-Hamid revue, in the forepart of the run, chalked up a 25 per cent increase. Conway Twitty was presented as a teen-age lure Friday afternoon and did well. That night a 50-lap jalopy race proved one of the better money-winners of the week, Ervin said.

An estimated \$500 in damage was done to the grandstand in a small fire that broke out early Friday morning.

The Gooding Amusement Company, paced by the new Skooter, ended up well ahead of last year due to increased earning power on this year's midway.

## Dick Mueller Quits Frank

ST. LOUIS — Richard (Dick) Mueller, associated with C. R. Frank National Supply Company for the past six years, has announced his resignation from that firm. Mueller was in charge of the concession supply end of the business.

Following a vacation, he will return to St. Louis and announce his future plans.

## 29G Freedomland Heist Still Without Answer

NEW YORK — There is no progress announced in the search for three men who lifted \$29,000 at gunpoint from Freedomland. The holdup occurred Saturday (20) at 10 p.m., in the cash control office, and was made almost casually, reports said.

Workers said the three men, one wearing a stocking over his head and another carrying a shotgun, appeared suddenly and compelled them to turn over the money, all in cash, and just as suddenly strolled out. The money was said to be the day's proceeds.

Cash control is within the outer fenced-in area in the rear of the park. The robbers apparently entered a rear employes' and service gate which was "pitch black," it

was said. There are reportedly security people at the gate but "there were so many people walking around, the men just vanished." The Billboard was told.

Initial efforts kept the news from being printed, except for early bulletins. Later in the week the management thought better of it and started posting old-style "wanted" posters around the park and the city.

The robbers had a key which admitted them to the counting room. They held 10 people at bay while getting their loot together, and won another 10 minutes' respite when nobody followed them out the door. Departure was apparently by car down a little-used service road.



# 553,263 BREAKS OTTAWA RECORD

## Tops 1958 Mark by 20,000; Press Officials Laud Grandstand Show

OTTAWA — A new attendance record went into the books as the Central Canada Exhibition clocked 553,263 visitors for the eight days ending Saturday (27). With only one or two minor exceptions there was fine weather, and the final three days, while each a fraction behind the 1959 totals, sufficed to edge the grand figure ahead of the previous mark, 533,763 set in 1958.

The number of visitors was 25,134—or 5 per cent—better than the 528,129 who attended last year. On the midway, the World of Mirth Shows again topped the quarter-million-dollar mark in overall revenue, beating last year's count by 14 per cent.

Local newspapers devoted their space to fair matters without reservation, for the entire week. Particular praise was accorded the grandstand show by the press and fair officials, and General Manager J. K. (Jack) Clarke termed it "the best in many years." Stu McClellan of

GAC-Hamid won praise from the board for his efforts.

Once again the production, featuring Dorothy Lamour, not only failed to meet expenses but continued its slow decline in revenue. Clarke said there was greater public acceptance this year than ever before, and the audiences were building at week's end. Woidill Sound Service came in and overcame the objections voiced in many quarters over grandstand sound inadequacy.

Dollar revenue for night shows was down, but the admission prices had been slashed severely. Where the previous show scale ranged from \$1 to \$2.50, this time there were many more sections of \$1 general admission seats and a \$2 top price.

In the matter of premiums, the pay-outs exceeded \$55,000 to beat the 1959 total. Gate figures for the final three days were: Thursday (25), 65,342; Friday, 54,477, and Saturday, 82,046, third best tally of the week.



CHARLES W. SWOYER

## Chas. Swoyer, Reading Fair, Passes at 82

READING, Pa. — Charles W. Swoyer, whose association with the Reading Fair began in 1912, died Monday (29) in Reading Hospital at the age of 82. He retired as fair secretary in 1957 after serving it most of his adult lifetime.

It was Berks County Fair when Swoyer joined the concessions department. He was born November 8, 1877, on a farm in Lower Heidelberg Township.

During his life he was active in political as well as civic matters, and in 1941 was nominated by President Roosevelt for the local postmaster's position, but the Senate failed to confirm the appointment. He was Berks County Recorder of Deeds and Collector of County Taxes earlier in the century.

### Headed State Assn.

Swoyer was widely known in fair and harness race circles. He was secretary emeritus of the Reading Fair, secretary emeritus of the Pennsylvania State Association of County Fairs, a director of Reading Fair Company and of the Agricultural and Horticultural Association of Berks County, and vice-president of the Reading Automobile Club.

He directed harness racing at the fair from 1934 until his voluntary retirement as secretary and concessions manager in 1957. He was instrumental in gaining a Grand Circuit franchise here in 1936. In 1937 Swoyer was one of three instigators in having three trotting associations merge into the U. S. Trotting Association, governing body for all U. S. harness racing. He was a director of the USTA from 1937-'57, secretary of the State fair association from 1932-'57, and secretary-treasurer of the Central Fair Harness Race Circuit, covering four Eastern States, until 1957.

Swoyer was secretary and concessions manager of the Reading Fair from 1924-'28 and from 1930-'57. It was said that he was unique among men in having so many direct interests in horse racing and yet never having owned a horse.

He is survived by a daughter, Sara V. Swoyer, at home; two sons, Hugh E. Swoyer of Birdsboro, Pa. and Albert Swoyer of Pennside, Pa., the current Reading Fair treasurer, two grandchildren and a sister, Nora E. Swoyer of West Lawn, Pa. Mrs. Charles Swoyer died in 1959. Swoyer belonged to a number of Masonic and Eagles organizations and the Reading Rotary Club, and was a member of Frieden's Lutheran Church.

### Hunt in New York

BRENTWOOD, N. Y. — Lions club auspices and Hunt Bros. Circus combined to bring a three-quarter afternoon and near-full night turnout for the show here August 20.

# CNE Matches '59 Attendance-Wise; Grandstand Builds

## Slow Day Wipes Out Gate Increase; Phil Silvers Plays to Half Houses

TORONTO — The Canadian National Exhibition was matching its '59 attendance pace here last week.

Any increase has been halted by unemployment and depressed economic conditions and spending on the grounds has also been affected in some quarters. Weather, with the exception of some heat and humidity and a few showers, has generally been good.

Attendance for the first seven days, with '59 figures in brackets are: Friday (26), 123,000 (125,000); Saturday (27), 302,500 (310,500); Monday (29), 166,500 (172,500); Tuesday (30), 182,000 (179,500); Wednesday (31), 227,500 (216,000); Thursday (1), 186,000 (197,500).

Until Thursday (1), attendance was up 11,500 over last year but a drop on that day wiped out the gain.

The night grandstand show has been building since opening night, averaging 50 per cent houses. Top night was Saturday (27) when 80 per cent of the seats were sold out for an approximate gross of \$30,000. The only remaining ducats were the 50-centers. Wednesday (31) grossed just over \$20,000.

Phil Silvers headlined the first seven days with Jon Vickers, while Victor Borge takes over for the second seven days. Silvers and Borge each received \$50,000.

### Matinee Clicks

The matinee grandstand show, sponsored by the Shriners and produced by Al Dobritsch, was doing steady business thruout the week. On Monday (29) it pulled 12,000; 13,000 the following day and 14,000 and 15,000 on the two succeeding days.

Unemployment has affected spending this year, show officials report. There have been big layoffs by area industrial firms and with perfect summer weather, other people are staying at resort areas rather than coming back to the city.

CNE officials have had to face poor reviews on Silvers and his group. The rest of the grandstand show received plaudits.

Jack Arthur's "Canadiana '60" is rated tops. The opening picnic number received raves. It includes ethnic dancers which brought down the house. He also included acts from the afternoon circus such as Princess Tajana, high wire and the George Hanneford Sr., resin back turn.

Howard Cable and 60 musicians

cut the show. Arthur is assisted by Don Hudson and Len Casey. Bill Walker emceed.

Victor Borge, who takes over Saturday night (3) is expected to pull heavily. The newspapers greeted him on his arrival.

A perennial favorite is the United States Navy Band, at the Bombshell. Marian Anderson, concert singer, is being sponsored by The Toronto Star in co-operation with the fair.

The water show on the lakefront is bigger this year than in previous years. It received world-wide publicity as the result of a short made by Columbia Pictures.

CNE officials have rejected an idea that a hotel or motel be constructed on the grounds. The offer is to be made by Charles Hemstead, who now operates a year-round restaurant on the fairgrounds.

### 'SWIM-THRU'

## Underwater Walk-Thru Is for Real

WASHINGTON — National Park Service has embarked on a walk-thru which is in reality a "swim-thru." Experienced swimmers, using face-plates and snorkle-tubes, can now follow a self-guiding swimming trail at Trunk Bay, Virgin Islands National Park. Trail is marked with submerged plaques telling the story of the "underwater wonderland." Trail is part of a "forward-looking program of aquatic interpretation" being developed to acquaint the visitor with underwater life, according to the Service.

New displays and exhibits are planned for many areas. Underwater viewing devices, wayside exhibits, self-guiding trails and other interpretive methods are in the planning and development stages for such areas as Everglades and Virgin Islands National Parks. Greater visitor interest in marine life has led to the expanded program, NPS said.

# WIS. STATE FAIR COUNTS 761,293

## Patrons Pay \$68,000 to See Boone; Auto Race Finale Gross Tops \$80,000

MILWAUKEE — Aided by one of its most varied attractions program, the Wisconsin State Fair closed its 10-day run Sunday (28) after racking up the third best attendance on record. And it did it despite rain of sizable doses on the first two days.

Willard (Bill) Masterson, general manager, released official figures last week that showed 761,293 had paid their way thru the tight outside gates. This compared with 700,264 counted in '59.

The Pat Boone show, which moved into the grandstand for the five final days of the fair, did well, but not as good as the "Shower of Stars," featured the first five nights. The Boone show, with a guest name each evening, grossed \$68,000 after taxes compared with Tennessee Ernie Ford's '59 gross of \$89,670. The "Shower of Stars" grossed right around the \$100,000 mark, matching the Ringling Circus of last year.

The program of auto races was stronger than ever. Masterson

termed the Sunday (28) program, a 200-mile USAC big car race, as "sensational." A total of 26,256 people paid over \$80,000 to see the speedway cars. Last year attendance was 21,856. Even Saturday's program of a midget 100-miler was up, drawing 1,200 more race fans than last year.

The George Holmes Rodeo, staged in the Coliseum, did excellent, getting steady crowds of between 1,500 and 1,900 for its 12 performances. It grossed \$27,462 after taxes. Last year the building was used for other fair activities.

Better spending and more people helped raise the grosses on the permanent amusement park midway operated by Charles Rose. One indication was the Dowis Skywheel, brought in for the date, which took in just under \$20,000 for the 10 days. The Archie Gayer collection of shows, hyped by television and record names in one unit, topped '59. Hank Shelby, who operates the concessions in the Fun-on-the-Farm area, reported takes matched those of a year ago.

# Ohio State Fair Chalks Up 272,000

COLUMBUS, O.—The Ohio State Fair demonstrated its strength here last week, overcame a weak opening, and closed its gates on Friday (2) with an estimated 272,000 people, an increase of about 40,000 over last year, according to Roland Bishop, manager.

In racking up the good run, the fair had to battle heat with temperatures soaring into the 90's.

Top attraction of the run was the Cristiani Bros. Circus, which was in for a total of nine performances. Early shows drew light turnouts but the circus built and ended up satisfactorily, Bishop said. Top priced tickets were the poor sellers but several circus parties, arranged with local firms, helped attendance. The circus did two-a-day the first

three days and then night shows only for the last five.

A new attraction, AMA-sponsored motorcycle races, took over the grandstand on Friday afternoon (2) for the Ohio State Fair classic and had a good crowd. The harness races, on four afternoons, did well and at least one record was smashed by the trotters. Heat and humidity hurt turnouts at the horse show in the Coliseum.

Gooding Amusement Company ran considerably ahead of '59. On one day 11,000 tickets were distributed to Boy Scouts who swarmed over the fun zone.

Close to 50,000 exhibitors participated in the fair this year. Included were 22,000 in the Junior Fair. In all, 18,000 head of livestock were at the fair.

# Cristiani Grosses Guarantee at Fair

COLUMBUS, O. — Cristiani Bros. Circus will come away from its eight-day Ohio State Fair stand with its \$40,000 guarantee. It had grossed \$37,000 thru Thursday (1). The Friday night performance was a shoo-in to get the final \$3,000 and something more for the fair.

The circus came away feeling that it had won all the business that was to be had, but that it could have been done in fewer days as well. Show worked 11 performances in the eight days.

It opened in the 7,400-seat grandstand on Friday (26) with light business on kid's day. Saturday afternoon and night plus Sunday afternoon brought big houses

of around 5,000 or 6,000 each. Sunday night was not as bad as expected. Monday (29) was a surprise, with 2,500 people. Tuesday (30) had 3,100 and Wednesday (31) drew 3,500 people. Thursday was off for the entire fair, with 90-degree temperatures day and night, and the circus drew about 2,500, it reported.

Show's new booklet is selling well enough when agents are available but few were on hand to push it here. The circus managerie Side Show was spotted elsewhere on the fairgrounds and it was doing about 1,000 tickets a day.

Bare-back rider Jackie Bostock was taken to a hospital here for treatment of a perforated ulcer,



## WESTERN THEME

## N. M. State Fair Dons 10-Gallon Hat

ALBUQUERQUE, N. M.—It'll be a Western theme all the way for the 23d edition of the New Mexico State Fair, scheduled September 17-25.

The signing last week of two more television stars, Peggie Castle and Peter Brown from TV's "Lawman" series, brings to five the number of video Western stars named to headline the nine-day exposition. Other horse opera stars signed are Red Foley, Rex Allen and Robert Horton.

Miss Castle, Brown and supporting musical talent will be featured at the nightly rodeo performances in the 11,000-seat Tingley Coliseum on the opening days, September 17-18.

Foley and the cast of his "Jubilee U. S. A." show are on deck September 19-20. Allen, his horse Koko, and His Men of the West musical combo will headline September 21-23.

Bob Horton of NBC-TV's "Wagon Train," who was a featured star at the 1959 show, is booked September 24-25, along with a musical group for assistance. Horton is the only returning star from last year's line-up.

Fair Manager Tex Barron said that matinee performances, started at the 1959 fair, would be discontinued this season, with stars only appearing at the nightly rodeo performance. The policy of booking a number of name acts, rather than just one for the run of the fair, which debuted here last year, proved so successful that fair management decided to keep it up regularly.

In 1957, the first year that name headliners were used, Roy Rogers, Dale Evans and troupe starred at the New Mexico fair all nine days. In 1958, it was Arthur Godfrey.

### Profitable Move

Last year, the booking of Chester, Doc and Kitty, of TV's "Gunsmoke"; Steve McQueen,

## New Electronic Gallery Tested At Berry Farm

BUENA PARK, Calif. — An electronic shooting gallery, unaffected by direct sunlight, is in operation at Knott's Berry Farm here and has grossed approximately \$2,500 in four weeks, unadvertised and in a new section.

The electronic gallery is said by its designer, Carlo Giannetti, to be the only one of its kind. It is located in the western part of the farm, near the new Calico Gold Mine ride now being built.

The set-up is in a rustic building 60 by 70 feet. Approximately 225 targets are used, with four tiers of target animals moving on a specially designed three-track low-voltage direct current conveyor. A direct hit is required.

Giannetti has 9 guns in operation. During the four weeks that the unit has been in operation, he estimates that 750,000 shots have been fired. Cost of the "ammunition" for replacing component parts is set at "less than \$100." The guns have a flash impluse, with a report and a recoil, the latter described as similar to that of a .410 gauge shotgun. He said that the impluse travels at the speed of light, 186,000 miles per second, and that the pulsation is 1/25,000 of a second. A charge of 25 cents for 10 shots is made but 11 are given.

Altho the operation is coin-operated, Giannetti uses attendants to insert the coins. He said this was done to give the operation erated, Giannetti uses attendants personal attention.

Margaret Whiting, Dale Robertson, and Horton brought in new crowds and made the fair more money. As a result the policy is being continued.

The Beutler Bros. rodeo, with purses of \$13,500 plus entry fees, is planned nightly in the coliseum, with saddle bronk, bareback bronk and Brahma bull riding, steer wrestling and calf roping on the card. The fair competition has the approval of the Rodeo Cowboys Association.

Horse racing, with purses upped to \$225,000 and the daily card increased from 10 to 12 events, is an added feature of the show for the whole nine days. Pari-mutuel betting is allowed and a handle of more than \$3,500,000 is expected this year — if the weather stays good.

Bad weather at the 1959 show hit on seven of the nine days, but the over-all financial picture was still the brightest in the history of the exposition.

Total gate count in 1959 approximated 450,000, with the fair showing a gross of more than \$900,000.

This year, fair officials got the U. S. Weather Bureau to make a study of conditions over a period of 20 years and came up with an earlier than usual set of dates for the 1960 show, as a result of the findings. Last year's show lapped over into the first week in October. This year, officials have moved the dates up two weeks, in hopes of getting better skies and temperatures and bigger gates.

Siebrand Bros.' Carnival and Circus, long-time midway operator here, is booked again this year.

## Malone, N. Y., Fair Attendance Beats '59

MALONE, N. Y.—Gate figures for the Franklin County Fair rose slightly during the seven-day edition ending Sunday (28). There were about 1,000 more attendees than last year and the over-all revenue was up comparatively, according to Secretary Maurice Finnegan. Paid attendance topped 50,000.

The 110th annual fair drew mild weather, credited with aiding the attendance increase. On the midway the O. C. Buck Shows had an excellent week. Three hundred horses were stabled during the week, including 100 harness horses.

Grandstand business was profitable, altho not a bonanza. Afternoon turnout crowds watched the Jack Kochman thrill show per-

## Colo. State Fair Winds Up An Okay Run

PUEBLO, Colo. — The 88th Colorado State Fair ended its six-day run here Saturday (27) with total attendance figures expected to reach 125,000. Attendance figures released thru Friday was 97,274 persons, not including exhibitors' tickets. This compared to a total of 76,964 adult tickets sold during the entire six-day show of 1959. The 1960 figures include both adults and children. Children under 12 were formerly admitted free but this year paid 25 cents.

The number of exhibitors was down slightly from last year—841, as compared to 874 in 1959. However, the total number of exhibits in the livestock, poultry and rabbit category was up—3,717 head of animals, compared to 3,462 for last year.

The week of clear skies and warm weather resulted in record crowds jamming fair exhibits, grandstand and the midway.

Red Foley's Jubilee U. S. A. took over the grandstand on Tuesday and Wednesday. Rodeo producer Harry Knight staged the rodeo for the final three days. The fair put up \$14,000 in prize money for the professional cowboys. Don Durant, TV's Johnny Ringo, was the rodeo entertainer along with Glenn Randall's "Ben-Hur Chariot Races."

At least one group of people saw the fair who hadn't made plans to do so. There were 73 persons aboard an airliner which made an emergency landing at the Pueblo Memorial Airport and were taken to the fairgrounds to see the show while awaiting another plane.

form, with Bob Conto, a native of Malone, at the mike as emcee and company manager. The show was in Saturday and Sunday (27-28).

At the grandstand there was a good response for Carmel Quinn the first three nights, but crowds fell off the next three, when the Kirby Stone Four was the feature act with a GAC-Hamid revue.

The fair's barns had been repainted and reroofed, and the project is extending next to the stables. Satisfactory race crowds again favored the 26-acre grounds for the New York-Renn Colt Stakes events.

Gate admission is 75 cents days and 65 cents nights for adults. Parking is 50 cents. Children under eight are free; 35 cents from eight to 14.

## Mich. U. P. State Fair Counts 160,000 Patrons

ESCANBA, Mich.—Michigan's Upper Peninsula State Fair rounded out one of its best runs in years when it closed its big gates Sunday (28) after a six-day run. Ray LaPorte, manager, estimated that a total of 160,000 had come thru the free gates and the only fly in the ointment was rain on the final evening.

The rain, which came down hard, washed out the performance of Danny Fleenor's auto thrill show and as a result, total grandstand receipts were slightly under those of last year. Other attractions during the week included the Tex Ritter show with acts on the first

day and Jess Salter's Iceorama on two nights, all booked in thru Val Campbell, Detroit. The ice show, performing before veteran ice skaters of this northern country, was well received.

Red Foley got in two shows before good crowds on Saturday evening when the clouds opened and a heavy rain hit the grounds. Very good turnouts were registered at stock car races on Saturday and Sunday afternoons and harness racing on three afternoons did well. The Friday night program of wrestling plus acts, also did well, LaPorte said.

(Continued on page 49)

## Record 75,382 Paid For Rhinebeck Fair

RHINEBECK, N. Y. — Dutchess County Fair pulled the weather this year, and lost no opportunity to take advantage of the break. A record gate of 98,579 persons was marked up, substantially better than the 1958 mark of 92,000. Last year's event drew a five-day rainout. The free grandstand was a big success.

The fair, running a split week, ended its six-day run Wednesday. Many agricultural participants went from here to the State Fair in Syracuse, which opened Friday (2). Among the packed departments were 869 head of cattle, one of the biggest displays in the state.

The attendance figure is over-all, including 75,382 paid admissions. Passes and free-gated children account for the remainder. There were free admissions for youngsters to age 12 on the first and last days of the fair. Next season, Secretary-Manager Richard C. Murphy stated, a switch will be made to free-gate all kids to age 10, thruout the week. Adults pay \$1 plus 50 cents parking.

The fair enjoyed its biggest Saturday and Sunday in history, and for the first time it was compelled to park cars on the race track. Reithoffer Shows piled up the best gross it ever enjoyed here.

On pay-outs, Murray said, the premium total was \$21,000, some \$800 more than in 1959. The revenue included \$3,900 from horse show entries alone, a record for the fair. Opening day's attraction was the Lucky Hell Drivers of Canada, which did very well.

Al Martin of Boston provided the grandstand entertainment, which included Harry Hirsch's "Ice Time" show, the Morrison Sisters, novelty bar act Chuck Brown and Rita, the Varju Brothers harmonica act, Wiswell's Funny Ford and the Dornan Brothers. Miss Rheingold appeared on two days, and the Miss Rheingold contestants on one day.

Other fair officials include Louis Fish Jr., president; Leland L. Leachman and Richmond F. Meyer, vice-presidents; Horatio W. Nelson, treasurer, and Benson R. Frost, attorney.

## Games Curb Hurts At Troy Hills Fair

TROY HILLS, N. J.—Weather was not the biggest influencing factor at this year's Morris County Fair. It was the amusement situation. The event ran an extra day, opening Saturday (20), but its attendance was the same as last year's, about 65,000 paid.

Revenue from commercial space was ahead of 1959. Swante Swenson, fair manager, cited the attendance pattern as an example of the State's concession games law being discriminatory. Opening day pulled 27,325 and by Tuesday the total was 10,000 better than the previous year. (There was no fair on Sunday.)

All games operating with prizes were closed then and prorated refunds were made. Shooting galleries and a couple of other units remained, and the grounds crew rigged an African Dip which helped fill one of the gaps. Swenson and his wife were the best customers, since Swante Jr. was the game's Bozo and he took a weak-long dunking. Some 100 booths were affected, divided between the carnival and independent sectors.

### Slump Tied to Games

Once the games left, the daily attendance lagged 25 per cent behind last year, Swenson said. Wind-up at the end of the week equaled last year despite the extra seventh day. How-Reit Shows were up 30 per cent on the ride-show gross.

The fair this year again used considerable canvas from Paul Col-

lins' Green Tent & Awning Company, Morris Plains, N. J. There was a new industrial avenue featuring fair-paid hostesses.

Governor Meyner and his wife attended opening day. Attractions they and other visitors saw were daily sports car field trials, nightly Western jamboree, band concerts, 4-H fashion review, pet show, model airplane contest and other events. The Western events, for cash prizes, went over big due to the State's eminence in dude ranch circles.

### Roadside Market Shown

An example of New Jersey's newest certified roadside markets was on display. The typical market was erected thru co-operation of the Farm Bureau's Certified Markets Committee and the Department of Agriculture. Fruit and vegetables of area farms were on sale thruout the fair at the stand, replacing the former practice of auctioning these perishables every night at the vegetable tent.

Swenson's program book this year contained 180 advertisers and brought in more than \$10,000. The fair owns 75 acres, of which only 30 are developed. Intentions are to begin a long-range building program.

The midway action is a result of the State's new law which re-introduced games this year at parks and shore resorts. Fairs claim the law is plainly discriminatory, and are seeking to have the law amended.

## CRATER LAKE HAS AIR FORCE EVENT

ALTUS, Okla. — Frank Rush's Crater Lake Amusement Park was the scene of a fall festival conducted by personnel of the nearby air force base over the Labor Day weekend.

The event opened September 2 and included daily variety shows, nightly fireworks, beauty contest, commercial exhibits and military displays.

Air force personnel sold books of script good for rides, games

and other attractions at the park and festival. A squadron was assigned to each county in the area, and solicitation was made for advance sales of script books at a 20 per cent discount.

One of the features was the selection of Miss Atlas Missile, who is to be eligible for Miss America participation.

Rush's park is near the air base and at the entrance of Quartz Mountain State Park.



# AMUSEMENT PARK OPERATION

## Fundless Candidate Brings 200 Kids to Credit Outing

CRESCENT PART AT Providence relented and allowed some 200 children to enter the park and ride several devices free after a candidate for State senator had worked up the party but arrived at the park entrance without funds. The sponsor, Daniel Silverman, decided kids should visit parks, so he chartered three buses on credit and recruited the 200-odd children on the promise of a free afternoon at Crescent Park. At the park he was declined credit for the deal so he then returned to town to seek the money. He didn't return. But the crowd of kids stayed. Arthur Simmons, president and treasurer of the park, had at first turned down the credit request. But then he changed his mind and the kids swarmed in for the free rides. The chartered buses came back, loaded the kids up at 4 p.m. and took them home. Silverman repeated that he expects to pay the bills and that he would explain later to the kids' mothers and presumably to the park.

## Lefferdink Gives Details Of Magic Mountain Finances

SIX COMPANIES controlled by Allen J. Lefferdink, Boulder, Colo., amusement park, insurance, real estate and finance executive, have lost a total of \$3,854,000 on their operations. Lefferdink itemized his losses on orders of the U. S. Securities and Exchange Commission in a prospectus he has issued offering the public a new stock issue of \$16,559,250. Lefferdink, who has a financing sales record of \$12,873,679 in stock sold to the public in the last five years, is seeking the \$16,000,000 in new money to establish a mortgage lending and banking business. Lefferdink said the companies involved in the losses have "been in the promotional stage and this is to be expected." He adds that he is not worried and is confident of eventual and complete success. Of Magic Mountain, Inc., he said the amusement park west of Denver is open to the public but only 75 per cent completed and cannot operate at a profit until complete. The deficit is \$700,000 and the mortgage holder and lien holders are foreclosing. The public has an investment of \$3,337,199 in Magic Mountain, Inc. Lefferdink says lien holders, currently foreclosing for \$320,000 in unpaid bills, will be paid off and a new first mortgage will be negotiated to pave the way for completion of the park.

## Plaque Notes Bob-Lo History; Cobo Hall Ups Park Business

ONTARIO'S ARCHAEOLOGICAL and Historic Sites Board erected a permanent historical marker at Bob-Lo Island Park to commemorate the two wooden blockhouses, still standing, erected in 1839 for border defense. The plaque was formally accepted by Harold E. Gorry, park manager. One of the blockhouses is being used as a residence by park officials.

Per capita spending at the park has been up this year, according to Gorry, offsetting the loss of attendance caused by the failure of the steamer Canadiana to run to the park from Toledo this year, as in recent seasons.

This past week the park has enjoyed probably the biggest spontaneous spurt of the season, typified by some of the heaviest late afternoon sailings of the season, even near park closing time. This is rather unexpected since Bob-Lo is basically a daytime park operation. Reason for the pickup was the Veterans of Foreign Wars convention, the first big event in the new Cobo Hall about five blocks from the boat dock, drawing an estimated 40,000 people to Detroit. There was ample evidence that this spot tends to prosper when the traffic is up in the downtown district. The boat ride is a big attraction for Detroit visitors, and the park makes a special plug for business, offering convention visitors a special package rate of \$1 instead of \$1.50 for tickets purchased at the convention registration desk.

## Park Strikes Zoning Block; Railroaders Plan Steam Ride

PLANS TO BUILD A major amusement center, Danish City, adjacent to Solvang, Calif., a Danish community, are being opposed by the community and a group of citizens on zoning grounds. The plan calls for a \$10,000,000 investment that would include a Viking Village, old Danish town, outdoor theater, other park attractions and participation by Danish manufacturers. . . . What is thought to be Canada's first trampoline center is being installed at Toronto, with a 10-trampoline layout named Nick Volpe Jump Center, for the ex-Toronto quarterback who also is trampoline distributor there. . . . R. L. McCormack, former operator of miniature trains at the Geneva-on-the-Lake, O., amusement park, and two other fellow employees of the Nickel Plate Railroad, Carl W. Sheehan and Lloyd F. Brace, are making plans to buy a full-scale narrow gauge train from the East Broad Top Railroad & Coal Company. They would install tracks parallel to the Conneaut-Cincinnati Freeway and Pennsylvania Turnpike for between three and five miles. The steam locomotive and cars would be operated by the Narrow Gauge Railroad Club of Ohio.

Tom Parkinson

## MOVE ON NEXT 'LAND'

# Great Southwestland Building Plans Told

DALLAS — Plans for starting construction of the long-discussed Great Southwestland near here were announced Tuesday (23) by Angus Wynne Jr., president of Great Southwest Corporation. The corporation is constructing an industrial area between Dallas and Fort Worth. The park is to be an adjunct of the industrial area.

He said construction was to start within about two weeks and that the park will cost about \$10,000,000. It is to be located just off the Dallas-Fort Worth turnpike and next to the site of a proposed baseball park.

The park plans were not finished, he said, but he was going to Los Angeles to obtain working drawings from the designers, Marco Engineering Company.

Wynne's announcement indicated the park would use a form of single admission policy right from the first. He anticipated the installation of 10 or 12 major rides and "the admission price, which is not yet determined, will include tickets to each of the rides."

Wynne identified Marco En-

gineering as the firm which "built both Disneyland and Freedomland." But he declared that Great Southwestland would be "bigger and better and not based on the same thing at all" as Disneyland.

Wynne predicted an August, 1961, opening. He said he expects 2,000,000 visitors annually; other estimates here ranged as high as 4,000,000.

Great Southwest Corporation was formed in 1956 and has been discussing the park phase since. The parent corporation was formed by Amon Carter Jr. of Fort Worth; some of the Rockefeller family, New York; the Wynne family of Dallas, and William Zeckendorf, New York. Zeckendorf is the principal stockholder of Freedomland and has been linked with Pleasure Island and Magic Mountain in the past.

## 125 ATTEND NEW ORLEANS PARK AFFAIR

NEW ORLEANS — One hundred twenty-five members and guests attended the NAAPPB's summer meeting at Pontchartrain Beach here. Tuesday (23) included a tour of the park and dinner at host Harry Batt's Bali Ha'i restaurant. Wednesday the party toured the harbor and city, then visited Mother Gooseland. That night they dined at Antoine's. President Robert Plarr presided at a brief business session.

NAAPPB executive committee authorized Secretary John Bowman to look into possibilities of making a junket to amusement centers of Japan, Hong Kong, Hawaii and other spots in the Orient, perhaps in October, 1961. A number of the visitors stayed over in New Orleans Thursday to see a promotion at Batt's Park in which a radio station's "Appreciation Day" drew 40,000 people to see a show headed by Fabian, singer.

## Realtor Buys Lakeside Park For \$381,500

KANSAS CITY, Mo. — Lakeside Park, a 443-acre tract next to Wyandotte County Lake, has been sold by George Bennett to Maurice B. Muchnick, Kansas City realtor, who has announced plans for continuing the amusement center. The price at auction was \$381,500.

Included is a 37-acre drive-in theater, 60-acre half-mile race track and stadium, an 18-hole golf course, a 90-acre lake, 160-foot swimming pool, ice rink, dance pavilion, restaurant, picnic grounds and clubhouse.

Roy (Scrubboard) Wallace, who has been managing the Carolina Wren Motel in Orangeburg, S. C., in recent years, advises that he is returning to Indianapolis September 10 to prepare his equipment for the road. He is a former magician-emcee with carnivals and expects to fill a few dates during the remainder of the outdoor season.

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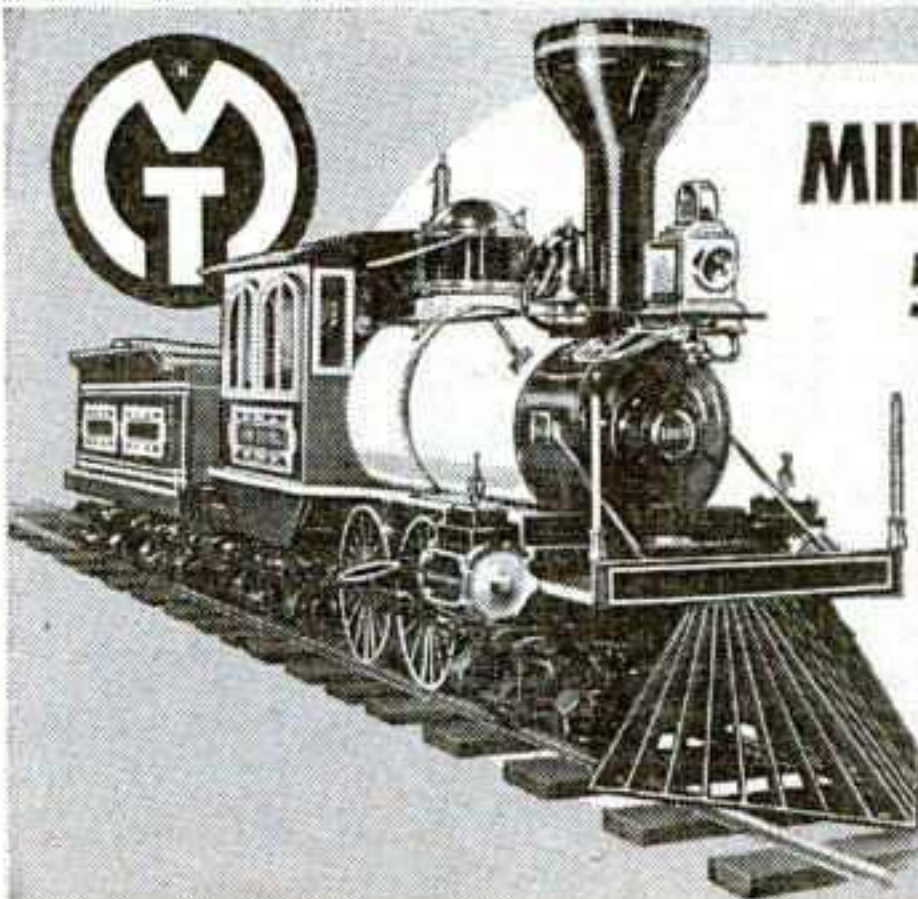


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## Bryants Playing St. Louis Stand

ST. LOUIS—Billy and Josephine Bryant, of Bryant's Showboat fame, joined Capt. J. W. Menke's Goldenrod Showboat here last week to work in Billy's version of "Carmen." The Bryants will remain here two weeks and September 7 hop to the Kentucky State Fair, Louisville, then on to Nashville, Memphis and New Orleans. Billy and Josephine Bryant, together with

Billy's parents, Sam and Violet Bryant, formed the original Four Bryants who toured in vaude for many years before launching their own showboat. The Bryant floating theater went into permanent dry dock early in World War II when the government purchased the Bryant Showboat pusher craft. The Bryants recently worked the Steam-Up Day river celebration in Winona, Minn., and followed that with a swing around the Canadian A circuit and an engagement at the Ozark Empire Fair, Springfield, Mo.

## Kansas State Adds Snyder Water Show

HUTCHINSON, Kan. — The Kansas State Fair has added Sam Snyder's Water Follies to its bill-of-fare, Virgil Miller, fair secretary, announced.

The troupe will be in for 10 shows during the September 17-22 run, appearing in the new open-air arena which seats close to 3,000. The new area has steel bleachers that are adaptable to many types of shows both during the fair and on the off-season. Dressing rooms and other facilities are planned.

The swim-and-dive troupe will do six night shows and four 5 p.m. shows, the latter on Saturday thru Tuesday. Prices are \$2 for reserves and \$1.25 and 50 cents for general admission, the half-dollar tab for children under 12. On Thursday of fair week all seats will be general admissions for the water show and the major grandstand attraction "Soarin' High." Outside gate will be free on that day.

## Rodeo Roping Finals Set For Phoenix

PHOENIX, Ariz.—The National Finals team roping will be held in nearby Scottsdale, November 19-20, according to the Rodeo Cowboys' Association.

Also to be held here will be the finals of the Girls' Rodeo Association barrel racing, both under auspices of the Scottsdale Jaycees.

Thus the world series of the professional cowboy's sport will be held at three different sites. Team roping at Scottsdale; single steer roping at Clayton, N. M., October 7-8, and the other standard events at Dallas, December 26-January 1.

## Minneapolis Big For Atterbury; Blows Fort Wayne

MINNEAPOLIS — The Atterbury shopping center show closed here August 21 and returned to winter quarters. In doing so, it did not play the Fort Wayne, Ind., stand it had listed. The performance here included:

Evelyn Currie animals, George Hanneford Jr. acts; Atterbury acts, Glen Henry Family acts, Roland Tiebor Seals, Hamid-Morton Elephants, Joe Basile band, and clowns. It ran about an hour and 15 minutes.

Show has a red and white wild west style canopy and seats for about 4,000. Admission was \$1 or 50 cents with coupons given by the shopping center.

Atterbury did capacity business here for 12 performances.

## Vegreville, Alta., Sets Up New Fair Attendance Mark

VEGREVILLE, Alta.—A new attendance record was set at the 57th annual three-day Vegreville Exhibition, according to Terry Cole, secretary-manager. The gate was up 17 per cent over 1959 and the grandstand gain was 15 per cent.

Altho the exhibition plant was enlarged this year, more space will be needed in the near future, Cole said.

Art B. Thomas Shows and the Tom Drake Agency provided the attractions.

## TALENT ON THE ROAD

### Rex Allen Heads for Peru; Waco Fair Pacts Fleming

Rex Allen will become an international rodeo figure in November when he heads for Lima, Peru, where he'll be the name lure at what is reportedly the first rodeo ever for that South American city. Show opens November 24 for a week and personnel and stock will be transported by air. Allen's manager, Mickey Gross, handled the booking. . . . The Heart O' Texas Fair and Rodeo, October 4-8 in Waco, will have Eric Fleming, who plays Gil Favor in the TV series, "Rawhide," as the name lure. Also set are Merle Kilgore and other members of "Louisiana Hayride." . . . Arren and Broderick, after playing the Central Canada Exhibition, Ottawa, headed for Holiday House, Pittsburgh, for a two-week stint. . . . Carmel Quinn, Irish lass who has played many a fair and outdoor date, opens September 15 for a two-weeker at the Roosevelt Hotel in New Orleans and then to Eddy's in Kansas City, Mo., for two weeks beginning October 14.

Senator Clyde E. Byrd, top man at the Arkansas Livestock Exposition in Little Rock, has gone all out talent-wise this year.

A list of names at the October 3-8 expo includes Robert Horton, TV's "Wagon Train"; Barbara Autry, rope artist; Homer and Jethro, comics; Anita Bryant, thrush, and Candy Candido, emcee comic. . . . The Augspurgs, Casey and Gus, report having a busy summer. Their Jungle Wonders act worked the children's hour at the Master Builders of Iowa summer convention and the Mobile Home Show in Sioux City, Ia. While at the latter they took delivery of a new 25-foot house trailer. Then they went on fairs for Howard Schultz and a two-week run at the Gay '90's in Minneapolis. . . . Talent in the World of Mirth Teen Beat Show at Ottawa, were Joey Vance, Del Mingo, Swingin' Saints and Bernie Early.

Charlie Byrnes

### Diving Tiger for One Fair, Diving Horse Plays Another

Heinz Naumann's tank-diving tiger played under canvas as a separate attraction at the Morris County Fair, Troy Hills, N. J. He's staying at Phifer's Animal Farm, Gillette, N. J. . . . Evelyn Currie's wild animals are booked into the Reading (Pa.) Fair. . . . Altamont, N. Y., acts were an Al Martin assemblage. Karl Rohde had the band and there were Don Cummings, emcee; Max and Barbara Morris, seals; Rich and Gibson, musical; the Aerial Winters, high act; Angela Wilnow, dog act, and 10 Kay Gorham dancers. . . . Singer Carmen Michelle has wound up her date at Aruba Caribbean Hotel Casino, Netherlands West Indies. . . . The "Icetime" show playing Rhinebeck (N. Y.) Fair is produced by Harry Hirsch. . . . Wanda Jackson itinerary takes her to Scott City, Kan., September 2; Springfield, Ill., 3; Indiana State Fair, Indianapolis, 7-8, and dates in New Jersey, 9-16. . . . The diving horse act is repeating at Topsfield (Mass.) Fair, September 4-10. Roland Tiebor and Sadie the Seal are also on the bill.

Irwin Kirby

### Alabama Fair Inks Names

Chuck ("Rifleman") Connors has been set for the Alabama State Fair on October 3 with Bobby (Joey of "Fury") Diamond, October 4-5; Don ("Johnny Ringo") Durant, October 6, and Mike ("Tightrope") Connors, October 7. All are under the personal management of Clyde Baldschun & Associates, Woodland Hills, Calif. Baldschun also represents Eric ("Rawhide") Fleming who plays the Heart of Texas Rodeo in Waco, October 4-8. Robert ("Wagon Train") Horton has been set for the Little Rock, Ark., livestock show and rodeo, October 3-8. He, too, is under Baldschun's personal management.

Sam Abbott

### GA. ASSN. HELPS FAIRS ESCAPE SOME PITFALLS

MACON, Ga. — Why should fairs, especially the smaller ones, join a State association? The reasons are many, and Joe F. Pruett of the Georgia group has been drumming away with them for years. All the big Georgia fairs belong to the Georgia Association of Agricultural Fairs, but the little ones are lagging. He notes:

"Last week we had a call from a fair which, for some reason, had signed two carnival companies. One of them was already in town putting up signs before they knew it. The fairman wanted to know how to get out of the predicament. (No, he hadn't joined our association for 1960.)

"Two weeks ago we had a call from a fair saying its carnival company had canceled the date just three weeks ahead of the fair's opening day. It was in trouble and needed a carnival. (He had forgotten to send in his membership check.)

"Three weeks ago we had a call from a fair, saying the Health Department has inspected the grounds and wouldn't let it open the foodstands until it complied with the law. The association sent out bulletins describing the new State law.

"These are typical examples of what small fairs need and what we can do for them," Pruett tells the State's fair operators. "You can't stay in fair business long enough to make all the possible mistakes, so let us show you the pitfalls."



# FAIR-EXHIBITION MANAGEMENT

## Kentucky State Goes All Out on Civil War Theme

LOUISVILLE—The Civil War centennial theme adopted by this year's Kentucky State Fair is gathering steam in a big way.

Karl S. Betts, executive director of the National Civil War Centennial Commission, will speak on the fair's opening day. Dewey Short, assistant secretary of the Army, and a member of the commission, will address a luncheon immediately after the opening ceremony.

Army units from Fort Knox will be here for the day and a contingent of the North-South Skirmish Association will be on hand. Several widows of Civil War veterans will be honored at the luncheon and Hambleton Tapp, chairman of the Kentucky Civil War Centennial Commission, has invited members of Civil War Round Tables and other commissions from other States.

Additionally, several cannon will be brought in from the Perryville battlefield in Kentucky and the East Wing of the fair's major building will be decorated in gray and blue banners. A huge panorama will be installed on the top of the main entrance depicting a battle. Life-size cutouts of Civil War soldiers will be set up in the entrance.

In the words of L. (Doc) Cassidy, the fair is rolling out the blue and gray carpets for the event, the first major observance of the four-year commemoration.

## Dressed-Up Display Area Pulls Double Space Rate

TROY HILLS, N. J.—A little icing on the cake enabled Manager Swante Swenson to reap double rent for commercial space at this season's Morris County Fair, and the icing included feminine pulchritude. Swenson has doubled the fair's over-all revenue in five years.

Swenson staked out a new industrial area street for under-canvas exhibit space. The walks were decorated with fabricated and colorful plywood pilasters. There were plenty of benches made available where strollers could rest among the exhibits. And three "hostesses," all young local girls from the beauty competition, were hired to make visitors feel at ease.

Twice the space rate was charged and easily collected. Pan American Airways, Union Carbide, Auburn Propane Gas, Wings of Morristown (charter flights), Radio Frequency Laboratories and two Chambers of Commerce were among the exhibitors. Swenson said the use of hostesses was convincing to a couple of exhibitors who were reluctant because they could not spare anyone to man their booths.

## La Porte, Ind., Starts Work on New Plant

LA PORTE, Ind.—Altho the next fair is a full year away, work on the new La Porte County Fairgrounds was in progress last week. Grading, leveling and seeding of the 100-acre area which will be the site of future La Porte County fairs will soon be completed.

Plans for the construction of new buildings will be ready soon, according to the architect who had been retained to design the structure.

A half-mile south of the city, on Indiana 2, the site of the new fairgrounds, is the property of the La Porte County Farm, an agency of the county board of commissioners. It is leased to the fair board. Bought for about \$7,000 a century ago, the old grounds were sold to the La Porte school system last March for \$270,000.

The 1960 attendance at the La Porte County Fair, which closed at the old fairgrounds Saturday (20), fell below the 1959 mark, the comparative figures being 33,873 and 40,647. The fair board estimated the total grandstand attendance at 8,600.

## Seeks Class B Status

GRANDE PRAIRIE, Alta.—Officials of the Grande Prairie County Agricultural Society say they expect their annual three-day show will qualify for Class B fair status by 1963. To be eligible for increased government grants which come with a Class B rating, the fair board must offer more than \$3,000 in prize money for three consecutive years. Grounds, buildings and grandstand must also meet provincial standards. This year the fair board received a provincial government grant of \$1,244.

## Peotone, Ill., Fair Okay

PEOTONE, Ill.—The Will County Fair here had one of its better runs during the four days ending Sunday (28). Weather was warm but co-operative, and traffic thru the outside gate was ahead of last year.

Attractions in the free grandstand, behind a \$1 outside gate tab for adults, included the Jack Koch-

man thrill show in for matinee and evening shows on both Thursday and Sunday. On Saturday the attraction was the Amos Selby Rodeo. Friday afternoon show was tractor pulling with Micro Midgets that evening.

Steele Amusement Company provided the midway attractions for the second year.

Clarence Cann is president of the fair; Walter Carstens, vice-president; Orville Albhorn, treasurer, and Bill Meyer, secretary.

Woodruff Security Agency, Moss-ville, Ill., handled security and parking at the fair for the season year.

## PAINT, PAVING, BUILDING

### Improvements Sprucing Up Petersburg's Fairgrounds

PETERSBURG, Va. — Final midway coating will be applied for the October 3-8 Southside Virginia Fair and indications are for the work to be done by next Thursday (15). Paving started last season.

The grandstand is receiving a new entrance to match the one at the front gate, Manager Stanley Hutcherson reports. The main fair office has been pine paneled and a new telephone control system is being installed, connecting all six entrance gates as well as the four parking lot gates.

Two eating concession buildings being added are 40 by 25 feet, and plans are to put up four aluminum structures 120 feet long. The old barn previously used for the Kiddie Zoo has been redone will be called Circus Land. The front gate, built in 1959, is being decked out in fluorescent paint and a revamped lighting system.

The commercial exhibit auditorium is being overhauled and remodeled, Hutcherson notes. The outside is being shingled in pink asbestos and the roof is white. It is 200 feet long by 150 feet and

stands out among the other fair buildings.

The 50,000-watt station, WRVA, of Richmond, has signed to broadcast six hours daily from the grounds. Also at the fair will be WPVA and WSSV, each for two hours daily. Advertising contracted for covers seven radio outlets and nine newspapers.

### Paving Slated For Midway at Richmond Fair

RICHMOND, Va.—The Virginia State Fair's midway is being paved, and the long awaited improvement is expected to enhance the potential earnings of showmen here. The winding roads are more than one mile long and include the ride-show area.

This is but one of several projects under way for the nine-day event which begins September 23, Manager J. A. Mitchell notes. Another key improvement is the building of a 60-foot building connecting the State Building and the Commerce and Industry Hall. This link, 24 feet wide, will contain ladies' and men's lounges for exhibitors and patrons.

Another dairy building is going up, for the use of Holstein exhibitors. The entire range of fair buildings is being painted. A new access road is being cleared, providing quick approach to the midway for service vehicles.

The fair will contain an expanded military display with a showing of various missiles, plus a tented simulated launching. Navy frogmen will demonstrate their underwater skills in a tank on the midway.

Motorized grandstand entertainment again occupies part of the program. Jack Kochman's thrill show comes in the first Saturday night, following big car racing promoted by Sam Nunis. Motorcycle races are scheduled for Sunday (25), and NASCAR stock car races closing day.

### Leamington, Ont., Fair Gate Tops '59 By 15 Per Cent

LEAMINGTON, Ont.—Attendance at the 11th Leamington District Fair was up at least 15 per cent over 1959's figure of 40,000, the highest in several years, according to Jack R. Dean, fair manager. Final count was expected to total close to 50,000.

The agricultural exhibits were the key feature with special attention given cattle and to a variety of horse classes. Exhibits generally ran about 10 to 15 per cent more than last year, Dean said. For the first time the arena building itself was used for commercial buildings, formerly restricted to the lobby, and the number of exhibits jumped from 9 to 29.

The fair opened a day earlier than usual, with a Band Tattoo. This drew some 3,000 people in the grandstand, which operated on a free admission policy. The Tuesday grandstand attraction was the All-American Dare Devils, thrill show, which drew an attendance of 2,000 at \$1.50 admission. A variety show on Wednesday played both matinee and evening, drawing a packed grandstand of about 3,500 in the afternoon with a 50-cent charge for adults and free admission for children. The evening show, at 75 and 25-cent gate, was hurt by rain.

Twilight harness racing on Thursday drew about 1,000, with 75 and 25-cent admission. For the first time at this fair, pari-mutuels were used, with a total of about \$3,000 being wagered.

### GIFT HOUSE IS COMPLETE WITH INMATE

OTTAWA — Lined-up visitors for Central Canada Exhibition Home giveaway were surprised Wednesday morning (24) as they filed thru the rear bedroom. Someone was asleep. An inebriated fairgoer had crawled onto the bed the previous night and, when awakened, insisted the spectators were trespassing in his house. As proof, he brandished his "winning" ticket four days before the drawing was to be held.

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# CARSON & BARNES GIVING PARADES

Show Returns to States, Declares  
Canada Business Was Satisfactory

GIMLI, Man.—Carson & Barnes Circus returns to the States Sunday (4) after an extensive tour of Manitoba, Saskatchewan and Alberta since June 6.

The show began giving daily street parades August 8 at Wynar, Sask., and Owner Jack Moore has indicated he will continue parading for the remainder of the season. Free acts on the lot also are used.

Business on the Canadian tour has been satisfactory, he said. There were occasional poor days but the general run was okay. He stated that any changes in personnel were made at his discretion to improve the show's set-up.

Performance now runs 90 minutes and features Col. Tim McCoy. Also appearing are Walter Jennier's seal act and Miss Aerialethe, tra-

peze. George Bell has a six-man circus Dixieland band. Joe Sullivan handles the announcing.

The parade utilizes new stock Moore purchased, and Sullivan has been successful with parade banners. The march includes Tim McCoy, who gets a great ovation. Mrs. Jack Moore made special parade wardrobe. Henry Fulbright heads up the march with a sound car. Chuck Fuller is mounted on a horse for his parade marshal role.

The concert has Henry's Wrestling Bear plus Wild West features. Oddie Cadodie is doing okay with his pitch. The concession department was reorganized by Sullivan and is reported to be doing well.

Carson & Barnes entered Canada at Emerson, Man., and went west thru the southern section of the three provinces, north in Alberta and east along a more northerly route thru the three provinces. The show re-entered the U. S. at the same port of entry.

# Beers-Barnes In Louisiana; Prefers East

RAYVILLE, La.—Beers-Barnes Circus entered Louisiana for the first time in its 30-year history and played here Monday (5) with Jaycee auspices. The show is contracted for three weeks in Southern Louisiana before heading back to North Carolina quarters. The show's tour is expected to be its longest and its closing date its latest.

After Michigan the show enjoyed ten days of satisfactory business in Indiana. Good stands included Winchester, Hagerstown, Martinville and Princeton. In Illinois, Herrin was a red one, while two others were fair and three were blanks. In Missouri the show got two more blanks and three fair days. Arkansas was spotty for six days.

Leaving its usual eastern territory broke its run of good business, the show indicated. Agent Gene Christian noted that Beers-Barnes is geared for strong advance sales by the auspices, while shows usually west of the Mississippi seem to be placing emphasis on billing, half-price kid tickets, liberal use of passes, more reliance on reserved seat income and a minimum of interest in sponsor advance sales.

Viewing business his show has done recently in comparison to its usual run, co-owner Charlie Beers said that he will "give everything west of the Mississippi back to the Hugo shows." But he said he would withhold judgment of his Louisiana route until after he has completed it.

Both Hagen Bros. Circus and King Bros. Circus have agents in Louisiana now.

# Hagen Bull Injures Man; Business Okay

ELWOOD, Ind.—Hagen Bros. Circus employee Keith McMillan was injured by an elephant at Hartford City, Ind., (22) and was hospitalized there. The bull, Frieda, struck him while he was loading chain in the bull truck.

At Kenton, O., (19) the show had three-quarter houses in hot weather and with Jaycee auspices. Piqua (20) gave three-quarters in the afternoon and one-quarter at night; Legion sponsored it. At Hartford City there was a half house in the afternoon and a near-full house at night. Elks club sponsored it. In Elwood, there was a half house in the afternoon and near-full house at night on August 25. A youth was scratched by a lion while helping set up the show.

# CIRCUS TROUPE

By TOM PARKINSON

GEORGE A. HAMID has returned from what he describes as his fantastic trip to Europe. He saw nine circuses in eight countries plus another big show and a water spectacle in East Berlin, Follies Bergere and Lido among several clubs in Paris, and the Atlantic and Valencia clubs in Copenhagen. He signed acts for Hamid-Morton Circus and Steel Pier, some for 1961 and some for 1962. While he was at the Circus Knie in Lucerne, Switzerland, a storm hit the show and ripped up the tent. Within 24 hours the show had a new top in the air and had missed only one performance. Josephine Berosini is with the Knie show.

Detroit's Shrine Circus performance will be telecast February 12, according to Al Dobritch, who states that it will be a network show "announced by a well-known TV personality." It will be broadcast as a "circus festival," and circus "Oscars" will be presented to winners in four classes. Winning performers will be selected by a six-person board, Dobritch plans.

From Ringling-Barnum, Chuck Burnes writes that Eva Nemidi's son, Harold, was visiting... that each move night has become bingo night in car 42 and champions are Rafael Menendez, Judy O'Brien, Joco Cooper and Ethel Freeman... that Harold Ronk has returned as vocalist for the West Coast... that Earl Shipley and his wife, Hattie, usually ahead, caught the show in San Francisco for the first time since New York... that Rudy Bros. personnel visited... that Joe Vincent rejoined Willis Lawson's concession department... that Gerald Soules, Rogelio Arroyo and Kathy O'Rielly bought new TV sets... that rigger Joe Burt broke his right hand during teardown.

★ ★ ★

Paul Kelly animals which have been at the Circus World Museum, Baraboo, Wis., all season, is closing after Labor Day. However, the museum operates into October and will continue with the elephant it bought recently. Director C. P. Fox also said that acts in the area would be welcome to lay off at the museum grounds.

Cole Bros. Aerial Circus appeared recently at the Eau Claire, Wis., airport... Evangelist Oral Roberts and his giant big top followed the Olson Shows and the Beatty-Cole circus on the same lot in South Bend, Ind. He closed there Sunday (28)... Lt. Lee Allen Estes, Lexington, Ky., tells of finding a Deagan Unaphone recently and of plans to restore it. Estes caught the Harold Bros. Circus there and reports good business and good show... CFA Bill Brinley had his miniature circus at the Forbes and Wallace store in Springfield, Mass., recently... At the Circus Hall of Fame, Sarasota, this summer, are the Bouncing Bodos, archery and trampoline combination; the Miami's, with Pedro Morales and son, in tumbling and balancing, and Paul and Anna Fritz, with their Hall of Fame chimps. W. W. Naramore Jr. is managing director of the tourist attraction.

Newscaster Lowell Thomas, always a circus booster, devoted much of a recent day's broadcast to Annie Oakley on the occasion of the centennial of her birthday. Thomas noted his birthday is on the same day of the month and that he was born in the home next door to that of Annie Oakley's family at Greenville, O... Printers Ink for August 19 has two pages of pictures showing tie-in clown gags on Ringling, each advertising some product... Heavy press coverage for Cristiani in Detroit included a Detroit News story for August 8, which included a picture of the entire family, another of Jane Cristiani, and a story about the family's history.

Rube Ray is planning to return to the road in mid-September with a five-truck outfit. His show ends a successful season at Fairyland Forest Park in Ohio on Labor Day... Floyd King, Beatty-Cole agent, was in Macon, Ga., recently and was returning to the show at Paducah... The Beatty-Cole route book is to be published by Fred D. Pfening Jr. of Columbus, O., president of CHS, who also has done similar books for Cristiani Bros. and Tim McCoy's Wild West. He is collecting pictures, news items and other features for the Beatty book... Mike Shea, former circus billposter, was confined to his Springfield, Mass., home a few days with a torn ligament sustained in a fall...

Jane Lea, formerly of Cole Bros., and Pauline Sanders escaped injury in an auto accident while en route to a night club date in Florida.

Playing the Outdoor Circus & Water Show at George Hamid's Steel Pier, Atlantic City, have been Starman of Sweden, high pole; Gloria and her Dogs and Monkeys; Anne Eastham, riding the high-diving horse; Charley Cheer, clown; Steel Pier Divers, and emcee Jack Montez.

Billy (Mr. Sensation) Barton winds up a 29-week season October 23 when he plays Teaneck, N. J., for Don Francisco. He played the Lexington date for Harold Voise and took delivery there on a new trailer. He will play Christmas dates for Howard Schultz... Harry R. Peverly now is at 24 Vine Street, Melrose, Mass., and recalls the era of such showmen as Charlie Sparks and Frank A. Robbins... Russell Harrison, show musician, caught the Beatty-Cole show at South Bend, Ind., and the Cristiani's at Peoria, Ill.

John Brott and Don Marcks caught the Ringling show at the Cow Palace in San Francisco and Wonder Bros. Circus at the Woodland County Fair... Obert and Mary Miller have left Hugo, Okla., to rejoin the Kelly-Miller Circus. They were married June 11 at Ada, Okla... Jack Frost has prepared a detailed program guide to his Sho-Biz Museum at the Minnesota State Fair. It lists some 65 exhibits.

Earl Shipley, publicity clown ahead of Ringling, scored in all three San Francisco newspapers plus The Oakland Tribune. He also appeared on five TV shows in a single day... David Nelson, who has been working in numerous places as part of the Flying Viennas, was injured in a fall recently at Springlake Park in Oklahoma City. He was released from the hospital after two days' treatment for a neck injury sustained in a fall to the net.

Hans Naumann, who was tiger trainer for Ringling-Barnum until recently, now is playing Eastern fairs with a diving tiger. He and Ringling are fighting in court over custody of four tiger cubs. He maintains that while he was with R-B he was given the four cubs and asked to destroy them. Instead, he and his wife took care of the cubs. Now, he says, Ringling wants them back and got a court order against him. Naumann raised money for an \$8,000 bond to delay carrying out the court order and now he is preparing to oppose the order in court.

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# Repeat-Town Business Surprises Kelly-Miller

MALAD CITY, Idaho—Kelly-Miller Circus continues to reap good business in repeat towns, a situation that is somewhat of a surprise for the management.

## BOOK REVIEW

### Simrus Write Novel of Acts Playing Fairs

RUTH AND SEARLE SIMMONS are the Simru high-act and they have co-authored a novel about a high troupe that plays fairs and parks. Their fictional act is much like the aerial ballet that Ruth Simmons had when she was known as Peaches O'Neil.

This novel is "Flight Into Fury," 252 pages published by Vantage Press, Inc., New York, at \$3.95. It tells of a troupe of girls, lead by Azalea Johnson, who play fairs as part of a revue. There are romances with the emcee, singers, prop boss, thrill show drivers and more, and these love affairs dominate the story, tho one ends up a little confused about exactly who is who.

The romances are told with a background of life among the fair acts. The authors do well in catching the pace of the up-and-downing and exhilaration that comes with a big truck's pulling out of a fairgrounds during the night. They relay strong impressions about making the jumps, struggling with the gin poles and rigging, ignoring rain, and the camaraderie among acts that meet each other again and again in widely scattered places.

While the background is interesting and the plotting is adequate to keep one reading, an additional touch is the mention of actual people and acts. Those involved in the plot are fictional. But intermingled with them are the mention of Jack Joyce, the Cristianis, the Wallendas, Rex Williams, Kimris, the Flying Hartzells (with whom Searle Simmons once worked) and many others. They refer to Kennywood and Palisades and Cincinnati's Coney Island, as well as Brockton and Skowhegan and more.

In all, it is a book of interest to many acts and many in the business that hire acts. Outdoor show business in general will enjoy "Flight Into Fury."

—Tom Parkinson

### Mills Bros. Scores

BATH, Pa.—Owner Jack Mills said here that his circus played to a pair of full houses for the Lions Club, August 27.

### RINGLING UP 25% IN OAKLAND

OAKLAND, Calif.—Ringling-Barnum circus played to 25 per cent better business this year than last for its two-day stand at the Oakland Municipal Auditorium.

The Oakland stand came between the two weekends of the split stand at San Francisco. For Tuesday (23) the show had 5,150 people in the 5,250 seats in the afternoon, and there were 4,100 at night. Wednesday (24) turned up 5,200 afternoon customers and 4,550 at night.

Twin Falls was light in 1958 and good this season, despite bad weather that included rain and temperatures in the 30s. Other towns of the week were good, except for Blackfoot, where there was opposition with a rodeo. Kelly-Miller people exchanged visits with Siebrand personnel at Pocatello. K-M's business from Milton-Freewater, Ore., to Twin Falls was good every day, with all repeat towns.

The show's appearance at the Gem County Fair, Emmett, Idaho, was off, but there was a rodeo in opposition and the circus had to start performances at 2 p.m. and 6:30 p.m.

Charles Mason, who started in contracting, now is on press. R. T. Bullock who was ahead now is back on the show. Obert Miller has rejoined.

## CHEVY MAY USE BEATTY-COLE TO UNVEIL '61

HOPKINSVILLE, KY.—

The Clyde Beatty-Cole Bros. Circus may help to introduce the new 1961 Chevrolet to the nation over a television show from the Beatty big top this fall.

A circus spokesman said arrangements are nearly completed for the Dinah Shore Show over NBC to be televised directly from the Clyde Beatty Circus. The 1961 models would be shown publicly for the first time on this circus show, according to plans under consideration.

"It looks like we will be able to get a definite commitment on this television show within a week or so," explained Howard Bary, circus press representative.

## Duke of Paducah Show Plans Bigger Fleet, Tent in '61

WEST HELENA, Ark.—The Duke of Paducah Circus has been getting good business in most stands. And co-owner Bob Snowden said that out of the show's first 60 stands there were 25 straw houses in the 70-foot top.

The show opened in July and will go into winter quarters at New Smyrna Beach, Fla., in November. Snowden said that the outfit will move next year on more trucks and will have a new 80 with three 40's. It will open in June in 1961. The circus top was hit by wind in late July and a middle piece had to be replaced.

Features include the Duke of

Paducah; three elephants; the Great Jessick, finger stand; snake pit with Dick Loter as manager, and fire-eater Side Show with George Hershey and Roger Boyd.

At Carthage, Tenn., the show had a weak afternoon and big night (17). The Duke of Paducah, Whitey Ford, was absent to make fair dates for a week and WSM's Danny Dill took his place. Matt Laurish has the stock.

Paragould, Ark. (22), had a three-quarter afternoon and straw night. Blytheville (24) gave two half houses. West Helena (27) had two three-quarter houses.

## ROPES CATTLE

### ESE Offers Godfrey as A Cowboy

WEST SPRINGFIELD, Mass.—Arthur Godfrey turns cowpuncher at the Eastern States Exposition Horse Show, September 22-25. He will appear in Western regalia to demonstrate and explain his skill in reining horses and roping cattle, to show that his skill in handling horses extends far beyond the formal exhibitions he has given in the past.

Partially at Godfrey's suggestion, the Eastern States Horse Show—largest in the East—is adding a new division this year for quarter horses. It will be the first major horse show in the East to do so.

Godfrey also will establish another entertainment precedent here: This will be the third successive year he has featured the show. He will give four demonstrations, Friday, Saturday and Sunday afternoons and Sunday evening (23-25). He also will exhibit his own string of quarter horses. This year he actually will work cattle in the Coliseum, demonstrating and explaining the techniques used by cowboys.

When the CFA holds its annual convention September 10-12 at Richmond, Va., they will visit Mills Bros. Circus. Convention chairman is C. W. Glotzbach and CFA president is L. Wilson Poarch Jr. Whitey Savage and John Yancey are among those who will take part in the program.

## GAC Business Holds Well As Fair Season Moves On

NEW YORK—The fair division of General Artists Corporation has enjoyed an auspicious July and August, most dates panning out to everyone's satisfaction. Rain hampered some dates, but others—notably those of Carmel Quinn at Elmira, N. Y.—surmounted the handicap.

Harrington, Del., opened the sea-

son for fairs and was hit with three days of rain. The grandstand, where Alice Lon, Clay Culhane and Les Paul-Mary Ford duo appeared, did well.

Gouverneur, N. Y., drew fine weather and prospered behind Betty Johnson and a revue. Elmira was big as always for the Chemung County Fair. Hamburg, N. Y., had a variety show and the Mickey Sullivan band.

The diving horse was well received at the Barton, Vt., fair. Hughesville, Pa., was also a winner.

## Polack Opens Strong at PNE

VANCOUVER, B. C.—Polack Bros. Circus opened with big attendance at the Exhibition Forum building here. The show appears under Shrine auspices and during the run of the Pacific National Exhibition.

The building seats nearly 6,000. The circus management reported attendance was about 14,500 for three shows on August 26; 16,000 for three shows on both August 27 and August 29. Run has a number of days to go.

## Sterling Plays 3 States, 3 Days; Wind Hurts One

STRATFORD, Tex.—Sterling Bros. Circus played three States in three days recently. It made Springfield, Colo., August 22; Boise City, Okla., 23, and Stratford, Tex., 24. At Springfield, high winds caused the show to cancel the afternoon show and sidewall the night show. Larry Carlton is repainting the show trucks with pictorials.

# Beatty Business Okay In Ky.; Memphis Fair

MEMPHIS—Business for the Clyde Beatty & Cole Bros. Circus was fairly good for its single day in Memphis and better at several of the stands immediately before this one.

Henderson, Ky. (24), gave two half houses under police auspices. Paducah, Ky. (25), came up with a three-quarter afternoon and near-full night house despite extreme hot weather. Police again were the auspices. Hopkinsville, Ky. (26), was light in the afternoon and three-quarters full at night.

## Clyde Playing 1-Day Stands; Changed Dates

PINE BLUFF, Ark.—Clyde Bros. Circus is playing a string of short stands, including several one-nighters, thru Arkansas and into Louisiana. The indoor-stadium show is playing fairgrounds and rodeo arenas.

Show was here two days, in Malvern one, Magnolia one, and Camden two. Leesville, La., is Tuesday (6); Winnfield (7), Natchitoches, (8), and Alexandria, September 9-11.

The show's Saturday and Sunday (20-21) stand at Des Moines was moved up a day in order to clear the way in the building for the appearance of presidential candidate John Kennedy.

At Memphis the show pulled a half house at the afternoon show and a two-thirds house at night (29). Lot was at a shopping center in South Memphis, and the weather was very hot in the afternoon, cooler at night.

## Syracuse Fair To Name-Band Paid Dancing

SYRACUSE—A name-band dance will be tried by the State Fair here as a closing-day attraction. On Saturday (10) the Coliseum will be given over to part of the women's program when at 4 p.m. a fashion show will be held. The Guy Lombardo orchestra, which is playing for free concerts on Empire Court, will provide background music.

That night the Tex Beneke orchestra will take over at 9. A hardwood basketball floor is being installed, ringed with tables, and dancing will continue thru 1 a.m., with trophies and ribbons being awarded to winning dance teams. A night club atmosphere will prevail. Admission will be \$1 per person, Manager Harold L. (Cap) Creal said.

## SEVERAL SEEK MINNEAPOLIS SHRINE CIRCUS

MINNEAPOLIS—Numerous circus producers have been in touch with the Shrine Circus committee here in connection with the awarding of a contract for the temple's show this winter. Among those who have been in touch with the temple include George A. Hamid, L. N. Fleckles, Al Dobritch and Hubert Castle. The show formerly was produced by Edna Curtis Christiansen and the late Noel Van Tilburg.

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# Buck, Bentley Merge Promotional Firms

LOS ANGELES — H. Werner Buck's Show Management, Inc., and Ted Bentley Productions were merged at Los Angeles Thursday (1) with Robert Church, of the Stuart Company, joining the organization as production manager. Buck, who made the announcement, said that the merger will permit better servicing of shows and expansion with more than 10 major events to be produced in Southern California. Special promotions and publicity services will be offered from the consolidated offices at 142 South Fairfax, present headquarters for Show Management. Show Management has been

in operation for 16 years and the Bentley organization was formed in 1953. Buck will be president of the new company and Bentley, executive vice-president.

## Wishing Well Dispelled by Audit Dispute

EAST HADDAM, Conn. — A wishing well at Gillette Castle State Park, into which visitors have tossed some \$13,000 over the past decade, is no more.

Differences between the State auditors and the Park and Forest Commission over the coin receipts, which had been designated to help handicapped children, led to the closing.

Bipartisan auditors Clarence F. Baldwin and Robert F. Claffey, in an audit of the three-year period which ended June 30, 1959, complained that the receipts had been held by the commission and not turned into the State treasury as required.

Commission director Donald C. Mathews disclosed that he has discontinued the project. A sign now instructs visitors: "Do not throw money into the well."

Mathews explained that the auditors demand that all well receipts would have to be dumped into the State general fund. "It would then be rather difficult for us to recover the money from the general fund to use it for the purpose intended by the donors."

He said, moreover, that well receipts have been used to enhance facilities for the handicapped at Harkness Memorial State Park.

On another item the auditors indicated that State park concessions have failed to produce State revenue increases to match the rapid growth in park attendance.

That revenue has risen 20 per cent over the past decade, but park attendance has climbed to over four million person—some 77 per cent increase. The 1959 concession returns totaled \$29,515, about \$5,000 higher than in 1954.

Mathews believes that concession revenue should increase once new concession facilities are constructed at Sherwood Island State Park.

"Our primary purpose in having concession facilities is to give good service to the public at reasonable prices, rather than make a lot of money for the State," he asserted.

He concluded that the department maintains high requirements for concessionaires, which tend to limit profits.

## Minn. Series Pulls 24,000

MINNEAPOLIS—The fifth season of "Music Under the Stars" concerts at Metropolitan stadium in suburban Bloomington, sponsored by the Minneapolis Junior Chamber of Commerce, wound up the season with total attendance of about 24,400. Total attendance in 1959 was 26,939, which was boosted by the almost capacity crowd of 14,439 at the Fred Waring concert last year.

The fourth and concluding concert August 24 featured Arthur Fiedler, conductor of the Boston Pops, who led an orchestra made up largely of Minneapolis Symphony musicians. Attendance at that concert was slightly under 5,000. Attendance at the three previous concerts was: July 13, Ella Fitzgerald, 6,200; July 27, Roger Williams, 8,600, and August 10, Ames Brothers, 4,600.

The Junior Chamber anticipates that this year's concerts will show a profit, according to Charles Hutchinson Jr., ticket chairman.

## Recording Trust Pays Jazz Show

MINNEAPOLIS — The second annual "Parade of Jazz" brought nine area jazz ensembles to the Parade Stadium here August 28. The free program was sponsored by the Minneapolis Musicians' association and the Minneapolis Park Board thru a grant from the Recording Industries Trust Funds. Taking part were groups led by Rod Aaberg, Dick Van Der Veer, Percy Hughes, Harry Blons, Herb Pilhofer, Bob Crea, Willie Peterson and Eddie Tolck and the Pettiford-Hector jazz combo.

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# ARENA, AUDITORIUM NEWSLETTER

## Illinois Assembly Hall

By TOM PARKINSON

UNIVERSITY OF ILLINOIS is looking toward the completion of its new arena by September, 1962. The Champaign-Urbana assembly hall-arena now is under construction. It will have about 16,200 permanent seats and portable seating to bring the total to 18,000. Exhibit space will be available on a concourse that will circle the main hall. A theater section within the main hall will accommodate 4,200. There are to be full facilities for television, radio, press, concessions, dressing rooms and storage. Costs are estimated at \$7,750,000 for the building of unique design and appearance.

## Dearborn Okays Bond Vote; Houston Readies Travel Fair

PLANS FOR A MAJOR new municipal auditorium for Detroit's West Side suburb of Dearborn were approved by the city council. The action will place the project on the Dearborn ballot in the November election. The proposal calls for a bond issue of \$3,975,000 to finance the building, which has not yet been planned in detail. It is to be located in the new civic center at Michigan and Greenfield Roads. . . . An international bazaar with the atmosphere of foreign lands will be held at the Houston International Trade and Travel Fair September 9-18 at the Shamrock Hilton Hall of Exhibits. Besides the international bazaar, there will be a travel section, foreign automobile exhibit, Hall of Nations and an International Foods and Beverages display. The foreign automobile exhibit will be held in a tent on the triangle in front of the Shamrock Hilton. W. H. Avery is chairman. Countries taking part include Belgium, Sweden, Japan, British West Indies, The Netherlands, Israel, Mexico, Free China, India, the Philippines, France, Great Britain, El Salvador, Italy, West Germany, Colombia, Venezuela, Peru, Greece, South Africa and Surinam.

## Santa Ana Approves Stadium; Tulsa to Include Ice Floor

SANTA ANA CITY COUNCIL has okayed purchase of a site in the California city for a proposed 15,000-seat bowl. Site will cost \$200,000 and the bowl will cost about \$400,000. . . . More than 72 per cent of the exhibit space has been sold for the forthcoming Modern Living Home and Flower Show at Chicago's new McCormick Place, exhibition center. It is to be the first event in the \$34,000,000 structure and it opens November 18. . . . The Display and Exhibit Company, of Detroit, recently moved into a new building, making the firm's third move in 10 years to accommodate the growing business. Now it has 100,000 square feet, and it is equipped to handle enlarged volume of business expected with the opening of Cobo Hall, according to Rudy Speers-schneider, president. . . . Tulsa's planned Assembly Center area is to include an ice floor, air conditioning, basketball floor and other features in \$2,060,000 budgeted for equipment. . . . The Cotton Bowl at Dallas has scheduled 21 college and professional football games for the coming fall season. Topping them is the Cotton Bowl Classic on January 2, 1961.

## Princeton Surveys Hockey; Columbus Sees Strong Fall

PRINCETON UNIVERSITY'S Department of Athletics and Physical Education is conducting a survey into the growth of organized amateur hockey between 1947 and 1960. . . . Bill Bolden, manager of the Charleston (W. Va.) Civic Center, has started a weekly newsletter that goes to members of his board of directors and a few others. He expects it to keep the board well informed on events at the building. . . . Harry Schreiber, manager of the Franklin County Veterans' Memorial Building, Columbus, O., reports this year brought the building its best July business. September thru November also looks to be a powerful period. A chief attraction will be "Music Man" November 14-20. . . . New Buildings Consulting Board of the IAAM has submitted its report to the city of Hot Springs, Ark. It recommends a site for the proposed new building, suggests a 4,000-seat building with 60,000 square feet of exhibit space. . . . Oakland Municipal Auditorium has Ford, Dodge, Pontiac and Lincoln-Mercury shows in September.

## Portland in Final Stages; New Orleans Has 4-Day Rodeo

PORTLAND MEMORIAL COLISEUM has contracted Ringling-Barnum circus for August, 1961. The new building's 9,000 theater seats are being installed. The Valley Decorating Company has been named as the official decorator for the Coliseum, and it will open offices in the new building. Coliseum Manager Don Jewell already has moved his staff into new offices at the building. First event at the Coliseum will be a benefit style show November 17. . . . Florida Fair is the title of a display showcasing Florida's economic progress. It will be at New York Coliseum for 10 days in February. Earl W. Brown, chairman of the Florida Chamber of Commerce, will manage the show. . . . Kinney Bros. & Miller had a rodeo at the New Orleans Municipal Auditorium September 1-4. Lee Freidman has the "Japanese Spectacular" in the building September 17-18 for three performances. . . . Clinton W. Smullen, chairman of the Philadelphia Motor Boat and Sportsmen's Show, said space is going fast for the February 23-March 4 event at Philadelphia Convention Hall. . . . Sam Houston Coliseum has "Ice Capades" and the Kingston Trio this month. Other events at the Coliseum and Music Hall add up to a busy schedule for Houston Manager Francis R. Deering.



# ROLLER RUMBLINGS

By AL SCHNEIDER

**J**OHN RANDA, of Waltham, Mass., was elected president of the Roller Skating Rink Operators' Association of America at the recent annual convention held in the T. H. Barton Coliseum, Little Rock, during the annual American Championships. He succeeds Meredith M. (Red) Shattuck, of San Francisco, who has held the post since 1957. All four incumbent vice-presidents, representing a geographical spread across the country, were re-elected: Bud Van Roekel, Santa Ana, Calif., first vice-president; Bert Anselmy, Pontiac, Mich., second; James Wells, York, Pa., third, and Charles Sanford, Fort Lauderdale, Fla., fourth. On the Board of Control, Art Russell, of Seattle, an incumbent, was re-elected for a three-year term. M. M. Shattuck returned to the board as a member, a post he held prior to serving as president. William Kaster, of Elmont, N. Y., was elected to the board to succeed Thomas S. Boydston, Lincoln, Neb., who remains as a member of the RSROA Advisory Committee.

New regulations to standardize and upgrade the conduct of regional championships were imposed on operators of host rinks by the board: (1) rest rooms at the host rink must be supervised by matrons and porters and (2) the schedule of specific competitive events must be approved by the national office in Detroit before the sanction for the meet will be authorized. This point was placed in the regulations in order to minimize the difficulties created by the problem of young skaters in the regional meetings having to skate too late in the evening. An improved quality of competition in meets is expected to result.

An important addition to the competitive events for the 1961 American Championships was approved by the board — roller hockey. Evidence was presented that interest in this sport has grown substantially during the past year under the active guidance and leadership of the RSROA and of Joe A. Spillman, San Antonio, hockey commissioner. Exhibition games of roller hockey were conducted during the sessions for study and consideration by the board, and the result was the decision to broaden the scope of the championships to include it hereafter.

The planned World Roller Skating Congress Championships to be held in Tokyo were discussed, but

action on the invitation to participate was postponed until the board's semi-annual meeting in November.

The fees required for sanctions for meets, etc., were raised from \$1 to \$2 because of rising costs. This is the first raise for this fee in 20 years.

The motivation research program undertaken by the Ohio chapter of the RSROA was discussed and a vote of thanks for this important study program was passed. This study, as reported in The Billboard some months ago, resulted in the accumulation of the first systematic survey of what the public concept of roller skating is like, and is expected to provide a basis for future promotional and management planning.

The teaching organization of the RSROA, the Society of Roller Skating Teachers of America, was reviewed at length and given what Charles E. (Chuck) Cahill, RSROA secretary-treasurer, described as "a complete overhaul" by the convention. The basic objective of the changes was to upgrade the standards for teaching of skating as implemented thru the RSROA. Among the principal new requirements are: (1) An apprentice period of one year must be served by those seeking recognition as SRSTA teachers, and (2) written qualifying examination must be passed.

Promotional activities were given a prominent part in discussion during the several days of the convention, reflecting a widespread interest in business-building ideas. Many new promotional ideas and techniques were introduced to the convention by the Detroit headquarters office. Among these were prepared commercial announcements for use on both radio and television, photo-electric stencils and bumper stickers. These new ideas were enthusiastically received by the member rink operators and are expected to see widespread use in the coming year.

A new direct mail advertising program was approved. This was presented to the Board of Control by Gifford Booth, representing the McCormick-Armstrong Company, Wichita, Kan. The board voted unanimously to authorize the secretary to proceed with this program, with the expectation that a complete direct mail promotion program may be made available for use by members this fall at a nominal cost.

A "Teen Night" tie-up program was also unanimously approved by the convention membership after debate on the floor. This was offered on behalf of Teen magazine by Peterson Publications of Los Angeles. Essentially, it offers an opportunity to all RSROA rinks thruout the country to participate in a Teen Night skating party, utilizing free coupons which are to be published in the magazine as part of the promotion.

# Nine Bingos Work Under Jones Banner

**OTTAWA** — Bingo units on five carnivals and at four permanent locations are being operated under the Jones Bingo banner, supervised by Onalee Jones. Son Billie has been assisting, and is returning to college in Florida.

Mrs. Jones has the unit with World of Mirth Shows. Other road units are James E. Strates Shows, Gene O'Donnell; Coleman Bros. Shows, Howard Drayer; Racine Greater Shows, Bobby Negus, and Art B. Thomas Shows, Kenny Brust. Other units are at Myrtle Beach and Isle of Palms, S. C., Gabe Nahmias; Knoebel's Grove Park, Pa., Whitey Patterson, and Selinsgrove, Pa., Dick Exner.

There were three bingos running at the Central Canada Exhibition, with business being excellent. Billie Jones and Gene and Julia O'Donnell managed them.

## Mich. U. P. Fair

Continued from page 42

W. G. Wade Shows, despite the rain, did well, chalking up a 15 per cent increase over last year. In all the show sold a total of 245,000 paid tickets for the rides and shows and this did not include free ducats given to some 3,000 Safety Patrol boys on opening day.

LaPorte reported sales of space were up sharply this year.

## BIRTHS

### SEIDEL—

A daughter, Lorin Elizabeth, August 26 in Sarasota, Fla., to Mr. and Mrs. David Seidel, recently with the Chapman flying act in Blackpool, England. Mother is the granddaughter of Mr. and Mrs. L. D. (Doc) Hall.

## SMITH and SMITH RIDES

ADULT FERRIS WHEEL  
ADULT CHAIRPLANE  
KIDDIE SPACE PLANE  
TRAILER-MOUNTED AUTO RIDE  
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"5 & 5" GO-KARTS  
Write for complete information  
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SPRINGVILLE, ERIE CO., NEW YORK

## MERRY-GO-ROUNDS

1960 Jumping Carousels. Kid-die size, 20 ft.; teen-age, 30 ft.; adult, 32 & 36 ft. sizes, Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build.

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GRanite 4-2438

# THE FINAL CURTAIN

### ABBOTT—Percy,

74, veteran Australian magician who for the last 30 years owned and operated Abbott's Magic Shop, Colon, Mich., which supplied illusions and magical equipment to many carnival and circus acts, at his home in that city August 26 of a heart ailment. Abbott came to this country from his native Australia nearly 35 years ago and for a time appeared in American vaudeville before launching his magic manufacturing business. He had been in failing health for several years. Surviving are his widow and three children.

### ALLEN—Mrs. Mary Jester,

niece of Col. William F. (Buffalo Bill) Cody, recently in Cody, Wyo.

### GOLD—Edward,

67, carnival concessionaire for 50 years, August 27 in Detroit after a long illness. He retired seven years ago after trouping with Beckmann & Gerety, Cavalcade of Amusements, Rubin & Cherry and World of Pleasure shows, among others. He was a member of the Michigan Showmen's Association. Burial in the MSA plot in Forest Lawn Cemetery, Detroit. His widow, Rose, survives.

### HENDERSON—William H.,

69, former minstrel and movie actor, recently in Atlanta. He went into silent films at the age of 20 and later spent 25 years in minstrelsy. Known as the Georgia Sunflower, he trouped with the Al G. Field, Neil O'Brien and Coburn shows. At one time he took out his own show, the Dixieland Minstrels, and also appeared in vaudeville. In the 1940's he returned to Hollywood for film work. He was a member of the American Guild of Variety Artists and the Screen Actors Guild. Survived by two sisters and a brother. Burial in Meilwood Cemetery, Atlanta.

Thank you sincerely  
for sharing our sorrow.  
Your thoughtfulness  
is appreciated and  
will always be  
remembered.

## The John D. Martin Family

### MARTIN—John D.,

51, office manager of Byers Bros.' Shows, August 22 in Cascade, Ia. Earlier he held the same position with Southern Valley, Jubilee, John Ward, John Francis, Hill's Greater and World of Today shows. He was born in Niantic, Ill., August 16, 1909, later moving to Decatur, Ill. Since 1946 he had lived in Louisiana and Texas. Survived by his widow, Bessie; a son, Ray Smith; a daughter, Mrs. Jack Canaby, Aransas Pass, Tex.; four sisters and a brother. Burial in Decatur.

## In Memory Maurine 'Marie' Henry

Aug. 31, 1956.

Always Remembering  
Your Love.

Arthur "Bum" Henry.

### MOODY—Hazel (McOwen),

who with her husband, Ralph R. Moody, now active in Hollywood radio and TV work, formerly operated a dramatic show under canvas and in stock thru Kansas and Nebraska, August 23 in North Hollywood, Calif. Also surviving are two sisters, Edna Louise and Mina Jane, of Chicago. Services August 26 and burial in Valhalla Cemetery, North Hollywood.

### POTTER—Ida Mae,

84, August 22 in Detroit. She was the widow of Lieut. Lester Potter, for many years in charge of police censorship of carnivals, amusement parks and other shows in Detroit, and a founder of the annual Police Field Day. Six children survive. Interment in Woodmere Cemetery, Detroit.

### ROSAIRE—Carmen,

18, member of the Rosaire family of English circus performers, of injuries sustained in a fall from aerial rigging during rehearsal for a television show at Kingston-on-Thames, England, August 29.

### STANZEL—C. J.,

96, well known to showfolks as operator of a hotel and trailer park in Aransas Pass, Tex., August 31 in that city after a long illness. Survived by four daughters, Mrs. Joe Hart, Mrs. Lou Bridges, Mrs. Pat McGraph and Walieta Marie, all of Aransas Pass. Burial in Schulenburg, Tex.

### SWOYER—Charles W.,

82, veteran fair official long identified with the Reading (Pa.) Fair, August 29 in Reading Hospital. He retired as secretary to the fair in 1957.

## MARRIAGES

### MILLER-MILLER—

Obert Miller, general manager of the Kelly-Miller Circus, and Mary Rossi Miller, at Ada, Okla., recently.

### REBERTE-PRESSLY—

Ricardo Reberte, of the Reberte Troupe with Polack, and Diane Pressly, now with the Polack circus and formerly with Kelly-Miller, June 26, at San Jose, Calif. Bride is the daughter of Keller and Geraldine Pressly on Kelly-Miller Circus.

### WALDEN-McCARTHY—

Michael C. Walden and Susan McCarthy at Stevens Point, Wis., August 12. Both are concessionaires and have been with the Adams-Sells Circus.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING SPOTS-LITE

BETTER'N A CRYSTAL BALL  
NO MIRRORS TO BREAK  
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DEFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLOONS, SEATING, FIBER, GLASS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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	Cash With Order Price	Double Coupons Price
1 Roll	1.50	1.50
5 Rolls	4.50	4.50
10 Rolls	8.25	8.25
25 Rolls	18.75	18.75
50 Rolls	24.00	24.00
100 Rolls	44.00	44.00
Rolls 2,000 EACH		
Double Coupons		
Double Prices		
No C.O.D. Orders		
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Wheel tickets carried in  
Stock for immediate ship-  
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**THE TOLEDO TICKET CO.**  
Toledo 12, Ohio  
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used"

	Cash With Order Price	Double Coupons Price
2,000	7.40	7.40
4,000	8.75	8.75
6,000	10.10	10.10
8,000	11.45	11.45
10,000	12.80	12.80
50,000	24.00	24.00
100,000	38.00	38.00
500,000	150.00	150.00
1,000,000	290.00	290.00

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Large, Modern Arcade, Miniature Golf, 15 Late Kiddie & Major Rides, legalized Games & Concessions. In Business for 10 years and still growing.

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Will make separate Deal for Arcade & Rides.

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## CARNIVAL ROUTES

**A-1 Ams.:** \*Keith Carpenter; (Fair) Pana, Ill., 5; Marshall 8-11; East Prairie, Mo., 12-17.  
**Alamo Expo.:** \*Mrs. H. T. Reynolds; Duncan, Okla.  
**All American:** (Fair) Martinsville, Va.; (Fair) Pembroke, N. C., 12-17.  
**American Beauty:** \*Mrs. H. W. Bartholomew; Colchester, Ill., 5-7; De Soto, Mo., 10-16.  
**Amusements of America:** \*Samuel Generallo; (Fair) Leighton, Pa.  
**Baker's United:** \*Helen Hively; Palestine, Ill., 5-7; Chrisman 8-10; Sullivan, Ind., 13-17.  
**Bee's Old Reliable, No. 1:** (Fair) Newport, Tenn.; (Fair) Dunganon, Va., 12-17.  
**Bee's Old Reliable, No. 2:** \*Raymond C. Huls; (Fair) Munfordville, Ky.; (Fair) Centerville, Tenn., 12-17.  
**Belle City:** (Fair) Shawano, Wis., 5; Milwaukee (N. Jackson) 8-11.  
**Bernard & Barry:** \*Bill Mallins; Quebec City, Que., 5-11.  
**Big State:** \*Jos. Sima; (Fair) Boerne, Tex., 5; (Fair) Bryan 6-12; (Fair) Seguin 13-18.  
**Blue Grass:** \*J. T. Richards; (Fair) Lebanon, Tenn.; (Fair) Cape Girardeau, Mo., 13-18.  
**Blue Valley:** \*H. L. Conwell; Louisville, Kan., 5; Calhoun, Mo., 9-10.  
**Brodbeck-Schrader:** \*B. Smitt; Wellington, Kan.; Blackwell, Okla., 12-17.  
**Brown, Al:** \*J. Brown; Tracy, Minn., 5; Comfrey 6-7; Amboy 9-10.  
**Buck, O. C.:** \*R. Edmonds; Bath, N. Y., 5; (Fair) Rocky Mount, N. C., 9-17.  
**Buckeye State:** Parkersburg, W. Va., 5; (Fair) McConnellsville, O., 6-10.  
**Burkhart, Carl:** Delavan, Ill.; (Fair) Piggott, Ark., 12-17.  
**Byers Bros.:** \*James L. Reed; (Fair) Camden, Ark.; (Fair) Coushatta, La., 12-17.  
**C. & H. Ams.:** \*Bob Dale; Cascade, Ia., 5; (Fair) Andalusia, Ill., 8-11; (Fair) Preston, Ia., 14-17.

**Capell Bros.:** (Shop Center) Las Cruces, N. M., 7-12; (Del Ray Shop Center) Tucson, Ariz., 15-19.  
**Capital City:** \*C. C. Miller; (Fair) Winder, Ga.; (Fair) Decatur 12-17.  
**Carl, A. J., No. 1:** \*Mrs. A. J. Carl; (Fair) Onokama, Mich., 5; (Fair) Ludington 6-10.  
**Carl, A. J., No. 2:** \*Mrs. A. J. Carl; Newaygo, Mich., 5.  
**Carpenter Bros.:** \*Jim Stevenson; Roanoke, Ind., 7-10.  
**Carroll's Greater:** \*Betty Carroll; Minneapolis, Minn., 5. (Season ends.)  
**Central States:** \*J. D. Stenbeck; Beaver, Okla., 7-10.  
**Cetlin & Wilson:** \*Tony Lewis; Alexandria, Va., 5-7; (Fair) Reading, Pa., 9-17.

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**BILLBOARD**

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**Cherokee Am. Co.:** \*J. W. Mahaffey; Ralston, Okla., 5; Kingfisher 6-10; Wewoka 12-14.  
**Coleman Bros.:** \*John Pesecki; Greenfield, Mass.  
**Collins, Wm. T.:** \*Mrs. Henry Hingst; (Fair) Lincoln, Neb., 5-9; (Fair) Fayetteville, Ark., 13-16.  
**Continental:** \*Bob Sherry; Chatham, N. Y., 5.  
**Crafts Expo.:** \*Tracy Kuropatwa; (Fair) Sacramento, Calif., 5-11.  
**Crafts 20 Big:** Lancaster, Calif., 5; Panorama City 8-11.  
**Crystal Ams.:** Conway, S. C., 5-10.  
**Cumberland Valley:** \*Mrs. Lavoy Winton; (Fair) Sparta, Tenn.; McMinnville 12-17.  
**Curl Am. Co.:** Kadoka, S. D., 5; Kennebeck 7; Arnold, Neb., 8-10; Hershey 12-13; (Fair) Potter 15-17.  
**D. & D. Am. Co.:** Ottumwa, Ia., 5.  
**Davidson United, No. 1:** \*L. Kane; Mechanicsville, Ia., 5; Des Moines 9-11.  
**Davis Am. Co.:** \*Martha Davis; Lakeview, Ore., 5; Burns 8-11.  
**DeLuxe:** (Fair) Blandford, Mass., 5; Ellington, Conn., 8-10.  
**De Luxe Rides:** Mendon, Mich., 5.  
**Dickson United:** Port Jefferson, O., 5.  
**Dobson's United:** Grettinger, Ia., 5; (Fair) Wheaton, Minn., 8-11; Northfield 15-18.  
**Down River Am. Co.:** \*Mrs. H. Hilo; Chesaning, Mich., 5; Plymouth 9-11.

**Drago, No. 1:** \*John M. Kiely; (Fair) Mazon, Ill., 5; Kokomo, Ind., 6-10.  
**Drew, James H.:** \*Jimmy Drew; (Fair) Jamestown, Tenn.  
**Dudley, D. S.:** Liberal, Kan., 5; Clovis, N. M., 7-10; Portales 12-17.  
**Eastern Am. Co.:** \*John Looney; (Fair) Windsor, Me., 5; (Fair) Litchfield 6-10.  
**Eddie's Expo.:** \*Red Shick; (Fair) Stoneboro, Pa., 5; Jamestown 7-10.  
**Emshoff:** Richland Center, Wis., 8-11.  
**Fair Time:** (Fair) Mariposa, Calif., 5; Norwalk 8-11.  
**Farrow Am. Co.:** \*Clarence Walter; (Fair) Elkhorn, Wis., 5; (Fair) Beaver Dam 7-11; (Fair) Monticello, Ark., 14-17.  
**Fiesta:** Essex, Ia., 5; (Fair) Washington, Kan., 7-10.  
**Fitzsimmons:** \*C. J. Qualls; Bridgeport, Neb., 5. (Season ends.)  
**Foley & Burk Comb.:** \*J. P. Harvey; (Fair) Sacramento, Calif., 5-12.  
**Franklin, Don:** \*Jay Barton; Marshfield, Wis., 5; Hutchinson, Minn., 8-11.  
**Fred's Playland:** \*F. Roberts; Sevierville, Tenn.; Bland, Va., 5-10; Canton, Ga., 12-17.  
**Funland:** (Fair) West Plains, Mo., 7-10.  
**G. & B.:** \*Beulah Broas; Cowen, W. Va.  
**Gala Expo.:** \*Carolyn Miller; (Fair) Mountain Home, Ark., 6-10; (Fair) Star City 12-17.  
**Garden State:** \*Hip Roberts; (Fair) Tioga, Pa., 7-10.  
**Gatto Ams.:** Kenbridge, Va.; (Fair) Amelia 13-17.  
**Gentsch:** \*Fay Curtis; Shannon, Miss.; Belzoni 12-17.  
**Georgia Am. Co.:** \*Horace Williams; Commerce, Ga.; (Fair) Lincolnton 12-17.  
**Geren, W. R., No. 1:** \*Elmer Benefield; (Meadows Shop Center) Indianapolis, Ind., 5-17.  
**Geren, W. R., No. 2:** \*Elmer Benefield; (Eagdale Shop Center) Indianapolis, Ind., 5; Austin 8-17.  
**Gold Bond:** (Fair) Plymouth, Wis., 5.  
**Golden Gate:** \*Ray Sistrunk; (Fair) Orland, Calif., 6-11; Lodi 12-18.  
**Gold Medal, No. 1:** \*Bill Stevens; (Fair) Madison, Ga.; (Fair) Lawrenceville 12-17.  
**Gold Medal, No. 2:** \*C. C. Leasure; Sweetwater, Tenn., 5-10; (Fair) Murphy, N. C., 12-17.  
**Gooding Am. Co., No. 1:** \*Joseph Gaskell; (Fair) Dayton, O.  
**Gooding Am. Co., No. 2:** \*Geo. Ingram; (Fair) Belding, Mich.  
**Gooding's Million Dollar Midway, No. 3:** \*J. H. Macdougall; (Fair) Indianapolis, Ind.  
**Gooding Am. Co., No. 4:** \*L. J. Ebert; Harrisburg, Pa.  
**Gooding Am. Co., No. 5:** (Fair) Chelsea, Mich.  
**Gooding Am. Co., No. 6:** \*Joe T. Coleman; (Fair) Van Wert, O.  
**Gooding Am. Co., No. 7:** (Fair) Fremont, O.  
**Gooding Am. Co., No. 8:** (Fair) Randolph, O.  
**Gooding Am. Co., No. 9:** Lawton, Mich.  
**Gooding Am. Co., No. 10:** Grandview, O.  
**Gopher State:** Mable, Minn., 5; Kellogg 9-11.

### Miscellaneous

**Doss, Buster, Louisiana Hayride:** (Fair) Marshall, Tex., 7-10; (Fair) Abilene 12-17.  
**Hetzler's Japanese Spectacular:** (Fair) Louisville, Ky., 9-11; (Aud) New Orleans, La., 17-18.  
**Lorow Bros. Story Book Show:** Louisville, Ky., 5-10.  
**Schaffner Players:** Macon, Mo., 5-10.  
**Sun Players:** Red Oak, Ia., 5; Griswold 6-10.

### Ice Shows

**Ice Capades of 1961:** (Garden) New York 5-20.

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**Grand American:** \*L. O. Weaver; Ottumwa, Ia., 5; (Fair) Unionville, Mo., 6-9; Moulton, Ia., 10-12.  
**Great Western:** Fort Bragg, Calif., 5.  
**Greater Kastl:** \*Gustie Pelan; Window Rock, Ariz., 8-11.  
**Green Tree:** \*John M. Huls; (Fair) Newport, Tenn.; (Fair) Booneville, Ky., 12-17.  
**Griffiths, Wm. A.:** Wadestown, W. Va.  
**Hale's Shows of Tomorrow:** \*W. T. Hale; (Fair) Bethany, Mo., 5-6; Olathe, Kan., 9-10.  
**Hames, Bill:** Abilene, Tex., 12-17.  
**Hammond, Bob:** \*Mrs. J. A. Schneck; (Fair) Stillwater, Okla., 5-8; (Fair) Enid 10-15.  
**Hannum, Morris:** (Fair) Port Royal, Pa.  
**Happyland:** \*Ray Story; (Fair) Cadillac, Mich., 5-9.  
**Hartsok Bros.:** \*Roy Hartsok; Frankford, Mo., 5; Ethel 8-10.  
**Hartsok, Roy:** \*Roy Hartsok; Frankford, Mo., 5; Ethel 7-10.  
**Heart of America:** \*Jim Chapman; Holdenville, Okla., 6-10.  
**Heth:** \*Mrs. Al Kunz; (Fair) Du Quoin, Ill., 5; (Fair) Dickson, Tenn., 7-10.  
**Hill's, A. C., Cavalcade of Ams.:** \*Grace Hill; (Fair) Andalusia, Ala.  
**Hoard & Mullis:** Indian Springs, Ga., 5; (Fair) Crawfordville 7-10; (Fair) Lavonia 12-17.  
**Holiday Am. Co.:** \*Mrs. K. McCormak; Chapman, Kan., 5; Cole Camp, Mo., 7-10; Miami, Okla., 12-17.  
**Hottle, Buff, No. 1:** \*F. Bailey; (Fair) Marion, Ill.  
**Hottle, Buff, No. 2:** \*Wm. A. Brooks; (Fair) Trenton, Tenn.; (Fair) Jonesboro, Ark., 12-17.  
**Hunt Am. Co.:** \*Ralph Hunt; (Fair) Dyersburg, Tenn.; (Fair) Russellville, Ala., 12-17.  
**Illinois Valley Rides:** Milan, Ill., 5; Arrenzville 7-8; Hanna City 9-10.  
**Imperial:** \*Audrey L. Davies; (Fair) Mendota, Ill., 5; (Fair) Monmouth 7-10; (Fair) Springfield, Tenn., 13-17.  
**Inland Empire:** Kalispell, Mont., 7-10; Orofino, Idaho, 15-18.  
**Johnny's United, No. 1:** \*Ray Jackson; (Fair) Elberton, Ga., (Fair) Easley, S. C., 12-17.  
**Johnny's United, No. 2:** (Fair) Lexington, Ga., 12-17.  
**Johnny's United, No. 3:** (Fair) Greensboro, Ga., 12-17.  
**Ken-Penn Ams.:** \*Chas. Graham; West Alexander, Pa.; Massilon, O., 12-17.  
**Key City:** \*Loretta Smith; Camden, Tenn.

**King Bros.:** Eads, Colo., 7-10; Springfield 14-17; Boise City, Okla., 20-24.  
**L. & L.:** Bruce, Miss.  
**Lagasse Am. Co., No. 1:** (Fair) Contoocook, N. H., 5; Turnbridge, Vt., 15-17.  
**Lagasse Am. Co., No. 2:** (Fair) Northampton, Mass.  
**Lake Shore Ams.:** Lowell, Ind., 5.  
**Lee Am. Co.:** (Fair) Heflin, Ala.  
**Leeright's Midway:** \*R. C. Bowers; Fruita, Colo., 7-10; Hotchkiss 13-16.  
**Lindle, Jack:** \*John Pope; Beneld, Ill., 5; Assumption 8-10; Taylorville 15-16.  
**Lone Star Ams.:** Fredonia, Tex.; Dimit 12-17.  
**Luehrs' Ideal Rides:** \*J. A. Luehrs; Bremen, Ind.  
**Lynn's Midway:** \*Gladys Erickson; Lake Park, Minn., 9-11.  
**Manning, Ross:** \*Nelson Wilkins; Tarboro, N. C.  
**Marks:** \*Jack Galluppo; (Fair) Monroe, N. C.; (Fair) Hickory 12-17.  
**Marvel:** \*Carolyn Merriman; Mackinaw, Ill., 5; Elmwood 8-10.  
**McKenna's Rides & Ams.:** \*T. Hale; Chilton, Wis., 5; Friendship 8-11; Middleton 16-18.  
**McSpadden:** Greenbelt, Md., 5-14.  
**Meeker Comb.:** (Fair) Ellensburg, Wash., 5; Moses Lake 7-11; Pendleton, Ore., 13-17.

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**Merchant's Festival Rides:** Nashville, Tenn.

**Merriam's Midway:** \*D. Merriam; Schuyler, Neb., 5; Guthrie Center, Ia., 6-11; Scribner, Neb., 13-16.

**Midway of Mirth:** \*Frank X. Lavell; Portageville, Mo., 5-10; Ripley, Miss., 12-17.

**Mo-Ark:** Mokane, Mo., 5.

**Monarch Expo.:** \*Earl W. Carpenter; (Fair) Wynne, Ark., 7-10; (Fair) Russellville 13-17.

**Moore's Modern:** \*Jack Moore; (Fair) Mitchell, Neb., 5-9; Cordell, Okla., 14-17.

**Motor State:** \*M. Frederick; (Fair) Wauseon, O., 5-8; (Fair) West Point, Miss., 12-17.

**Mound City:** Hayti, Mo.; Steele 12-17.

**Murphy's Northern State:** \*Ray Hershey; Hawarden, Ia., 5.

**Nolan Am. Co., No. 1:** (Fair) Milan, O., 5.

**Nolan Am. Co., No. 2:** (Fair) Akron, O., 5; New London 5; McConnellsville 7-10.

**Northern Expo.:** \*C. Dallas Egan; Anaconda, Mont., 7-9.

**Oklahoma Expo.:** Davenport, Okla., 5-6; Okemah 8-10; Nashville, Ark., 12-17.

**Page Bros.:** \*W. E. Page; (Fair) Lewisburg, Tenn.; (Fair) Linden 12-17.

**Page Comb.:** \*Blackey Jones; (Fair) Morgantown, N. C.; (Fair) Page-land, S. C., 12-17.

**Palmetto Expo.:** Taylorsville, N. C.; Hamlet 12-17.

**Penn Premier:** \*Richard Gilman; (Fair) Ebensburg, Pa.; (Fair) Burlington, N. C., 12-17.

**Peter Paul Ams.:** \*Peter Bicio; Sarcoux, Mo.; Lexington, Tenn., 12-17.

**Port City Rides:** Thomson, Ill., 5; Tonica 8-10.

**Powelson Ams., No. 1:** \*Happy Powelson; Canton, O., 5-6; Wooster 12-17.

**Powelson Ams., No. 2:** \*Happy Powelson; Barborton, O., 5; Crestline 7-10; Alliance 12-17.

**Prell's Broadway:** \*L. Sylvester; (Fair) Warsaw, Va.; (Fair) Statesville, N. C., 12-17.

**Raines, Rosa M., Ams.:** \*Rosa M. Raines; Henryetta, Okla., 5; Ida-bel 6-10.

**Rainier:** \*A. W. Randolph; The Dalles, Ore., 5-6; Lewiston, Idaho, 7-11; Spokane, Wash., 14-18.

**Reed Ams.:** (Fair) Waverly, Tenn.; Oneonta, Ala., 12-17.

**Reid, King:** \*Wm. R. Austin; Springfield, Mass., 5-27.

**Reid's Golden Star:** \*Elmer Reid; Cleveland, Tenn.; (Fair) Cum-ming, Ga., 12-17.

**Reithoffer:** \*Joe Gidaro; Schaghticoke, N. Y., 5-7.

**Reithoffer (Goodman Unit):** King-ston, Pa.

**Rock City:** \*Bill Horton; (Fair) Hampton, Ark., 14-18.

**Rogers Bros.:** \*Mrs. M. L. White-side; Bovey, Minn., 5; Broonten 8-10; Oarjers Prairie 12-13; Glenwood 15-18.

**Rohr's Modern Midway:** \*Jean-nett Waters; Hoopston, Ill., 5; Charleston, Mo., 8-17.

**Rose City Rides:** \*Dutch Schrader; Ellington, Mo.; Bloomfield 12-17.

**Ross Ams.:** \*R. T. Sinderson; Green Castle, Mo., 5; Moravia, Ia., 7-10; Ridgeway 12-17.

**Royal American:** \*Joe Pearl; (Fair) St. Paul, Minn., 5; Topeka, Kan., 10-15.

**Royal United:** \*Jackie Swift; Wag-ner, S. D., 5; (Fair) Redwood Falls, Minn., 8-11; (Fair) Water-loo, Neb., 14-17.

**Royal West:** \*Jack Lee; Dorris, Calif., 5; Weed 7-11; Fairfield 14-18.

**Rumble Rides:** \*D. P. Rumble; Petersburg, Ind., 5.

**Scott, Turner, Rides:** (Boardwalk) Daytona Beach, Fla., 5-17; (Col-lege Park) Orlando 8-Oct. 10.

**Shann Bros.:** (Fair) Sevierville, Tenn.; (Fair) Canton, Ga., 12-17.

**Shorter's Greater:** \*Mary E. Short-er; Winner, S. D., 5.

**Siebrand Bros.:** \*Don Hanna; (Fair) Filer, Idaho.

**Smiley's Ams.:** \*J. R. Fasolas; (Fair) Pittsboro, N. C.; (Fair) West Jefferson 12-17.

**Circus Routes**

**Beers-Barnes:** Rayville, La., 5; Columbia 6; Lecompte 7; Villa Platte 8; Rayne 12; Abbeville 14; Franklin 15; Jeanerette 17; New Roads 21.

**Carson & Barnes:** \*Leona Hill; Sisseton, S. D., 5; Rock Rapids, Ia., 7; Creston 9; Marysville, Mo., 10.

**Christy Bros.:** \*Lee Bradley; Exeter, Neb., 4; Hebron 5; Red Cloud 6; Superior 7; Edgar 8; Welber 9; Tecumseh 10.

**Clyde Beatty-Cole Bros.:** \*Buster Odle; Birmingham, Ala., 5; Columbus, Miss., 6; Meridian 7; Jackson 8; Hattiesburg 9; Pen-sacola, Fla., 10; Fort Walton Beach 11; Panama City 12; Tallahassee 13; Albany, Ga., 14; Columbus 15; Macon 16; Aug-usta 17; Savannah 19.

**Clyde Bros.:** Leesville, La., 6; (arena) Winnfield 7; (arena) Natchitoches 8; Alexandria 9-11.

**Cole:** \*H. Walters; Harrisburg, Ark., 7.

**Cristiani Bros.:** \*Don Gwin; Mat-toon, Ill., 5; Bellville 6; St. Charles, Mo., 7; Fulton 8; Moberly 9; Columbia 10.

**Dobritch, Al:** (Fair) Toronto, Ont., 5-10.

**Dobritch, Al:** (Fair) Quebec, Que., 5-11.

**Duke of Paducah:** \*Trobie Ayers; Meridian, Miss., 5; Forest 6; Magee 7; Brookhaven 8; Mc-Comb 9; Poplarville 10; Wig-gins 11.

**Hagen Bros.:** \*Buck Leahy; Kent-land, Ind., 5; Champaign, Ill., 6; Lincoln 7; Springfield 8; Col-linsville 9; Florissant, Mo., 10-11; Valley Park 12; Highland, Ill., 13; Bellville 14; Mount Vernon 15.

**Hunt Bros.:** \*Jim Conley; Browns Mills, N. J., 5; Elkton, Md., 10; Chestertown 12; Centerville 13; Denton 14; Cambridge 15; Salis-bury 16; Princess Ann 17.

**Kelly-Miller:** \*Jack S. Smith; Provo, Utah; 5; Nephi 6; Rich-field 7; Beaver 8; Cedar City 9; St. George 10; Las Vegas, Nev., 11; Tonopah (night) 12; Haw-thorne 13; Fallon 14; Carson City 15; Placerville, Calif., 16.

**King Bros.:** \*Eva Hinckley; Socoro, N. M., 5; Truth or Conse-quence 6; El Paso, Tex., 7; Pecos 8; Carlsbad, N. M., 9; Monahans, Tex., 10; Kermit 11; Brownfield 12.

**Mills Bros.:** Glenn Burnie, Md., 5; Westminster 6; Jessup 7; Lanley Park 8; Lisbon 9; Fairfax, Va., 10; Colonial Heights 12; Kemps-ville (Norfolk) 13; Suffolk 14; Hopewell 15; Fredericksburg 16; Warrenton 17; Leesburg 19.

**Polack Bros.:** (Expo Park) Van-couver, B. C., 5; (Stadium) Pasco, Wash., 9-11; (Ice Arena) Seattle 15-18.

**Wonder Bros.:** (Fair) Sacramento, Calif., 5-11.

**Smith, George Clyde:** \*F. A. Nor-ton; (Fair) Front Royal, Va.; (Fair) Farmville 12-17.

**Sol's Greater:** \*Mrs. Sol Rosenfeld; (Fair) Paducah, Ky.

**Stanley, Wm. D.:** \*Donald Dropps; (Fair) Forman, N. D., 5-7; (Fair) Madison, Minn., 8-11; (Fair) Piggott, Ark., 15-17.

**Steele's Ams.:** \*Lennie Fletcher; Mineral Point, Wis., 5; (Fair) Lancaster 7-10; Forreton, Ill., 12-17.

**Stipe's:** Osceola, Wis., 15-18.

**Strates, James E.:** \*J. J. Asel; (Fair) Syracuse, N. Y., 5-10; (Fair) York, Pa., 12-17.

**Sugar State:** Gibson, La., 6-11.

**Sunset Am. Co.:** \*Daniel Dunning; Dayton, Ia., 5; (Fair) Nevada, Mo., 7-10; (Fair) Lamar 12-17.

**Tatham Bros.:** \*Bill Tatham; (Fair) Toluca, Ill., 5; (Fair) Mount Pulaski 7-10.

**Thomas, Art B.:** \*Johnnie Wilde-boer; (Fair) Huron, S. D.

**Thomas Jovland:** \*D. C. Thomas; Leaksville, N. C.

**Thomas, W. A.:** Johnstown, Neb., 5; Oxford 9-10; North Loup 13-15.

**Tip Top:** \*Mrs. Ed Larkee; Cloquet, Minn., 5; Blair, Wis., 9-11.

**Venditto Bros.:** (Clvde Square) River Point, R. I., 5; Providence 8-17.

**Victory:** (Fair) Ada, Okla.; (Fair) Ardmore 13-17.

**Virginia Greater:** \*Geo. Gillespie; Windsor, N. C.; (Fair) Snowhill 12-17.

**Wade, W. G.:** \*Clarence R. Hall; (Fair) Detroit, Mich., 5-11.

**Wall, Alfred. Ams.:** Ashkum, Ill., 5; Gordon 7-10.

**West Coast, No. 1:** \*John Franco; Monroe, Wash., 5-6; Salem, Ore., 7-10.

**West Coast, No. 2:** \*Wm. Snelson; (Fair) Sacramento, Calif., 5-11; (Fair) San Jose 12-18.

**Western, No. 1:** \*Jack Dwyer; Monroe, Wash., 5; Cashmere 7-11; Waterville 13-18.

**Western, No. 2:** Issaquah, Wash., 5; Everson 7-11.

**Whitey's Ams.:** Fairgrove, Mich., 5; Flint 8-11; Richfield Center 14-18.

**Wilcox, Dick:** \*Sam Edstine; Blue Hill, Me., 5; (Fair) Guilford 8-10.

**Wilson Famous:** \*Mrs. Ray Wilson; Streator, Ill., 5; (Fair) Sandwich 7-11; Canton 14-17.

**Wolfe Ams.:** \*S. R. Holt; Plym-outh, N. C.

**World's Finest:** Hull, Que.; Ren-frew, Ont., 12-17.

**World of Mirth:** \*Peter Molnar; Rutland, Vt.; Allentown, Pa., 12-24.

**World of Pleasure:** \*Chas. T. Car-penter; Columbia, Tenn.

**Young, Monte:** \*Sharon Payne; Brigham, Utah, 3-8; Salt Lake City 10-25.

**Crown Point, Ind., Fair Gets 175,000**

CROWN POINT, Ind. — An estimate placed the attendance at the Lake County, Indiana, Fair, which closed Saturday night (27), at 175,000.

George Neises, fair president, acclaimed the fair as the best since he assumed his position three years ago. The attendance, too, exceeded those of the other three years, he said. Of the total attendance, he added, no less than 75,000 were children.

WEYBURN, Sask.—City council has approved plans for a \$225,-000 skating rink and community center to be built on the fairgrounds.

A recent money bylaw vote will rescind one held a year ago which favored a grant of \$200,000 toward an agricultural auditorium planned by the Weyburn Agricultural Society. These plans have now been shelved in favor of the city going ahead with its own rink project.

The rink, 150 by 270 feet, will be constructed of light aggregate blocks, with an arch-rib roof. It will seat 2,000 and have heating and artificial ice.

**ICE SHOW REVIEW**

**'Capades' Bigger, Also Splashier**

By IRWIN KIRBY

NEW YORK — John Harris' "Ice Capades" got its 21st edition rolling in Madison Square Garden last week after the customary Atlantic City break-in — and the appraisal continues to be enthusiastic. The public has been tremendously spoiled by Harris' efforts, having conditioned itself to receiving a bigger, better and splashier ice revue every season. That is practically what No. 21 is.

Running more than two hours and 40 minutes, it was slightly trimmed for the opening Wednesday (31) but was not a whit less captivating for it. In addition to the stand-bys there were several newcomers, notably Olympics pairs champs Barbara Wagner and Robert Paul, and yet the polished performers shared appreciation with the inventive properties used.

A grand new stage set this year is modeled after the Squaw Valley Olympics arena. Built entirely of aluminum, it is 68 feet wide with an unsupported center span of 46 feet, and 20 feet deep. There is absence of center posts, to hasten scenery changes and traffic of performers. The set has five tracks of curtains. A master control console handles all lights (the show this year carries its own rink lighting) and curtains.

**Radio Connects Segments**

During a performance, communication is maintained among all operating units by short-wave radio, using two base stations and three portable receivers. Perfection is lost at the risk of considerable hollering by Harris, who stays on top of every performance, and on opening night his broadcast admonitions could be heard for quite a distance.

The Wagner-Paul duo shared top applause with Ronnie Robertson, whose dervishlike gyrations have a show-stopping effect. He is properly spotted at the ends of both halves of the show. None of the regulars have lost their appeal — Romaine and Steele, Kathy Machado, Alan Konrad, Sandy Culbertson, the Old Smoothies, Lynn Patsy Finnegan, comics Eric Waite and the Three Bruises, Labreque and Rochester. Nina and Carol Wayne make their pro debut successfully.

In the production sense Harris has again drawn from modern and older classical works, offering a smidgen of Scheherazade, Manon, La Traviata, Tannhauser, Il Trovatore, Wizard of Oz, and Bayanihan on Ice, patterned after Phillippine dances. Outstanding scenic work is evident in a Salute to Rodgers and Hammerstein. An impressively realistic backdrop of running lights and simulated theater marquees provides suitable framing for interpretations of Broadway show tunes.

**Costumes 'Fantastic'**

Costuming, of course, is fantastic. The entire cornucopia of color has been shaken out and used with dazzling effect. The 48 Ice Ca-"Pets" and Ice Cadets present always - satisfying drill routines. Music led by Jeri Mayhall is sprightly and the sound system is more than adequate.

This year's show is playing the same cities as last season's altho in slightly rearranged order. Promoters along the way have conceded that the normal standards of excellence do not apply to Harris' production, which has to rise above all its predecessors. Thanks to his willingness to spend lavishly he has done it once more — with plenty to spare.

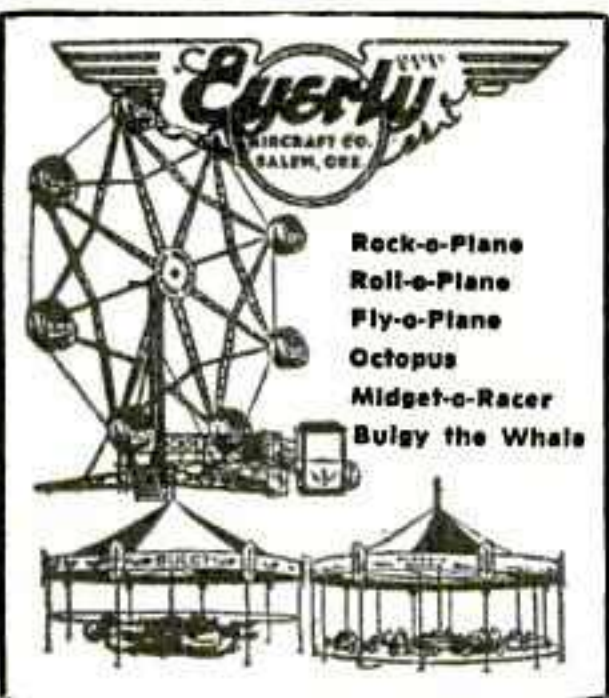
**Marshfield, Mass., Fair Scores With 250,475**

MARSHFIELD, Mass. — The 93d edition of the Marshfield Fair followed the pattern set so far by Bay State fairs and established a new attendance record for the seven days of 250,475. Last year's total was 116,592.

This was considered excellent since a 22-week strike at the Bethlehem Shipyard's Fore River plant in Quincy had cut much of the spending in the area. While the upsurge in attendance was notable, the tightening was reflected in the take in the pari-mutuel machine for the six-day horse racing program. The figure was down slightly from last year when \$532,231 went into the machines as against a lower amount of \$523,941 this year.

A well-received attraction this year was the Hanson Riding Club's display on the opening Sunday in which horses and riders performed square dances. Free grandstand acts also drew large attendances. The acts, booked by the Al Martin Agency of Boston included the Simru Duo, acrobats; The Tuckers' Merry Bouncers; Smith's Dane and Chimp Circus; Kay and Karol, juggling act, and Walter Shyretto, unicycle.

The midway was in the hands of E. W. Burr's Playtime Amusements of Quincy, who reported spending slightly off from last year after a good start. However, he pronounced the gross satisfactory. Excellent weather prevailed thruout the seven days.



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**GOLD MEDAL PRODUCTS CO.**  
World's Largest Manufacturer of Concession Equipment and Supplies  
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AND AWNING CO. Established 1870.  
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S. T. JECCOP GEO. W. JOHNSON



# CARNIVAL CONFAB

**O**SCAR BUCK'S car was run into en route from Elmira to Malone, N. Y., but he was unhurt. Bud Sollenberger's new Caddie was also damaged in the middle of a 40-acre field on teardown night; a tractor operator dozed and plowed into the car's trunk in Presque Isle, Me. . . . There were four generations of Duvals on the Ottawa midway, as Tirza was visited by her mother, Daisy Duval, and her daughter and son-in-law, Jennie and Bobby Clements, with their baby, Lita-Lee, aged 10 months. Jerry Bonder, of Bernard & Barry Shows, also visited.

Morris Friendenheim has several flashy joints with Lloyd Serfass, and they are geared for big crowds. . . . Serfass is tossing his big annual spree for Cresson Catholic Orphanage during Ebensburg (Pa.) Fair week. In addition to other gifts, each child gets a monogrammed hat from Junior Noel. Johnny Canole is making the arrangements and the Penn Premier Shows folks are giving the kids all they can eat and drink and plenty of rides, with the nuns as honored guests. The hats are prepared in advance from names Canole gets from Sister Mary Robert. . . . One of Johnny Vivona's trucks was hit in the rear and two light towers were damaged. . . . Jack Galluppo and Jimmy Zabriskie, of the Marks Show, are getting trailers.

King Reid added a big blacktop section to the Skowhegan (Me.) State Fair midway. And the Vivonas have started a similar project at the Trenton (N. J.) State Fairgrounds, paving two walkways leading to the back end. Recent additions to Amusements of America are John Morton with his Moon Rocket, and Max Duberges, who comes on in Trenton with his Twister and Flying Coaster. . . . George Clyde Smith has added a new office trailer. . . . Aggie Ross and Sis Campi are leaving Pennsylvania for Miami to put their kids in school.

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New faces on concession row with the Marks Shows include Dick Stack, Eddie Hackett and Riley's popcorn and apples. . . . Norton's Notes from the George Clyde Smith Shows; Mr. and Mrs. Boyd Beatty closed the Baby Doll show and returned home, due to the serious illness of Beatty's mother. Also leaving were Mr. and Mrs. Gene Ancil, caller and counter agent with Andy Anderson's bingo. Freddie Shaffer came on to take over an office p.c. table, Joe Reynolds joined with two stores and Mr. and Mrs. Jimmy Davis were added to Willie Lewis' crew in Winchester, Va. . . . Sammy Lewis, Gilda Lee and Bonnie Bell all visited for one week apiece. Mr. and Mrs. James Brooks closed with their cookhouse and an office-framed one went up overnight. . . . The Troy Carawans have replaced the Mariano Brothers as Side Show managers. Frank Norton, show electrician, has another car to replace his old gas-hog. Owner Smith is sporting a new trailer office. *Irwin Kirby*

A note from Pat Purcell relates that Sammy Corenson, former carnival owner and past-president of Show Folks of America, has taken over the management of the 181 Club, 181 Eddy Street, San Francisco. The spot is an after-hours operation, open from 2 a.m. to 6 a.m. . . . And the word from Bob Hammond Shows is that they haven't missed a Monday opening this season despite some long jumps. Typical was the 856-mile jaunt from Tipton, Ia., to Anadarko, Okla. . . . The word from Whitey Bedard, who operates his Whitey's Amusements around Michigan way, is that business is okay despite plenty of rain. . . . St. Hyacinthe, Que., fair was a big winner for Bernard & Barry Shows and William Bonder and Jerry Bonder hosted about 1,000 youngsters from a nearby orphanage. In thanks, the moppets sang a selection of favorite French songs for the two.

Richard Hunter, formerly with the Fidler and Snapp shows, has opened a watch repair shop and says he'll do it free for midway showmen. . . . When Rip and Teddy opened their new cookhouse on the Dick Wilcox Shows, all the personnel enjoyed a turkey dinner on

the house. Guests included Mr. and Mrs. Dick Wilcox, former owners of the show; Mr. and Mrs. Don Watson, current owners; Mr. and Mrs. John Watson, Mr. and Mrs. Dick Stevens, Mr. and Mrs. Fred Stanton, Mr. and Mrs. Charles Ginsberg, Mr. and Mrs. Steve Miller and family, Mr. and Mrs. Nicky Miller and family, Mr. and Mrs. John Miller, Mr. and Mrs. Lowell Miller, Mr. and Mrs. Hooper, Mrs. Stella Bagel, Bob Williams, Sam (Ponzi) Edstine, Larry Gallant, Dave Blotner, Tommy Keegan, Charles Nickels, Joe Cremona, Harold McKenzie, Clifford McCubney, Bobby DeSanto, Ella Louise Harper, Reggie Hicks, Whitey Browne, Joe Martinez, Walter Turner, Larry White, Wayne Jordan, Mr. and Mrs. Gerald Corneius, Clyde Davenport, Mr. and Mrs. Gilbert Devoe, Harold Beckett, Mr. and Mrs. Bernie Armstrong, Mr. and Mrs. Paul Strom, Francis Aquino, and Lillian Babineau.

Pearls from Royal American: Mrs. Hank Post of the Blazing 6 Guns show, flew to New York to appear on a television show. . . . Morrie Bluestein had novelties on the independent midway at Superior. . . . Mary Jane Diaz and daughter, Trudy, sporting mother and daughter sweaters. . . . Johnny Jackson has a new car. His son, Dennis, came on from summer school to visit and will remain until Topeka. . . . James Minson closed at Superior. . . . Dorothy Cohn is running a midway beauty shop in her spare time. . . . Buck Fortner, Hymie Jacobson and Guy Markley all sporting new cars. . . . Vera Pollet won the RAS popularity queen contest. . . . Johnny Hess is redoing the two pie cars. . . . Tommy Engle joined at Superior to assist Spurgeon McDade and Phil Knight. . . . Maria Korda is working despite a back injury. She, Barbara Liles and Jane Revling do the can-can in Billy Hammond's Blazing 6 Gun show. . . . Marie Feathers celebrated her birthday by serving coffee and cake in Tom Blackwell's cookhouse.

More Pearls: E. A. (Honest John) Murray, off the road for a number of years, is in real estate in Bamberg, S. C. . . . Joey Gelb has a newsstand in Miami. . . . Mr. and

(Continued on page 58)

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FLASHBACKS: 15 Years Ago—The Florida Amusement Company, a new show organized by Howard Ingram and Hugo Zacchini, opened at Jasper, Fla., with 5 rides and 25 concessions. . . . Al Dorso was in Greenland with the U. S. Army. . . . Great Wilno was the free act on the Strates Shows. . . . Sam J. Levy Sr., was named chairman of the Showmen's League banquet and ball by President Sam Solomon. . . . Chick Franklin joined North American Exposition as press agent. . . . Joe Glacy was named chairman of the banquet and ball of the Pacific Coast Showmen's Association. . . . Officials of Lawrence Greater Shows announced they would complete the season despite the death of its owner.

## Buck Scores At Malone And Elmira

BATH, N. Y. — Two of the season's top weeks were racked up by O. C. Buck Shows in Elmira and Malone, N. Y. Both fair dates, they panned out well and sent the show into the Steuben County Fair here in good financial condition.

Malone pulled pleasant weather. Elmira had a drizzly Friday (19) but a strong finish the following day despite scattered drizzles. The new Funhouse provided plenty of flash with its running lights and animated gargoyle heads.

Also with it were Zoma, Two-Headed Baby, Snake Show, Clyde Davis' two Girl Shows, Motor-drome, Dark Ride, Rock 'n' Roll Show, Circus Side Show, Ted Vonderheid with a Wild Life.

Every fair played to date has yielded a gross higher than last year's, Oscar Buck commented. Gouverneur and Plattsburg, N. Y., got the fair route rolling.

## Skerbecks Raise \$600 For MSA Fund

DETROIT — The Skerbeck Amusement Company staged a Jamboree for the Michigan Showmen's Association special activities funds Wednesday night (24) at the Caro (Mich.) Fair. The event, the first of its kind held by Skerbeck, took in over \$600.

The event was held in the Joe Mooney girl show top, with 136 tickets sold. It was an informal party rather than a stagershow presentation. Pauline Skerbeck, co-owner of the show, emceed, and Paul Greeley, MSA secretary, spoke.

Miss Skerbeck and Ginger Mooney served as auctioneers, and a large amount of merchandise was auctioned off. In addition, 10 new members joined the MSA.

## Season Up Sharply For Steele Bros.

MINERAL POINT, Wis.—The Steele Amusement Company was at about the halfway point in its fair route here last week and in looking back found that with few exceptions the season has been good.

The show, currently in its third season, moved here after a good stand at the Will County Fair, Peotone, Ill., where weather and spending was in its favor.

Al Steele, president, reported that Wisconsin fairs at Luxemburg, Wilmot and Portage had topped those of last year. The Woodstock, Ill., annual was a big winner and despite rain on four days at the Peconica, Ill., fair, the rides and shows came out well ahead. Generally okay weather and more earning power were given as the prime reasons for the increase.

From here the show moves to the Lancaster, Wis., fair; Forreston, Ill., Sauer Kraut Festival; Rockford, Ill., Seventh Street Businessmen's celebration, and closes its

tour at a Jaycee-sponsored home show in Hobart, Ind. Then to its Valparaiso, Ind., winter quarters.

The ride line-up includes 14 off-ice-owned major and kid devices. Included are a Merry-Go-Round, Ferris Wheel, Mixup, Roll-o-Plane, Rock-o-Plane, Octopus, Tilt-a-Whirl, Roller Coaster, live ponies and Kiddie Boats, Tractors, Sky-fighter and Tanks. On the back end are the show-owned Penny Arcade and Funhouse and Duncan's Glass House. In front were 40 concessions.

The show staff is pretty much a family affair. Assisting Al in the office is his wife, Maytha. His son, Albert Jr., is vice-president; Raymond Steele is general manager and lot man and Vincent Steele is mechanic. Albert Taiclet is electrician.

Ray Steele this year debuted a new 28-foot eat and drink trailer, sparkling white and well-lighted.

## Collins Wins At All Fairs

SIOUX FALLS, S. D.—The Wm. T. Collins Shows, according to owner, Bill Collins, has been doing very well at all of the fairs played thus far and his gross is ahead of last year, despite the fact that the show was plagued with rain on some of the big days at some of the major fairs.

The Collins route for 1961 is shaping up in good style, and thus far he has rebooked most of the fairs that played. Included are the North Dakota State Fair at Minot; the Steele County Free Fair at Owatonna, Minn., and the Freeborn County Fair at Albert Lea, Minn.

The Collins midway currently boasts 27 rides, 9 Shows and approximately 40 concessions.

## Twister Hits King, Damages Ferris Wheel

YUMA, Colo.—The King Bros. Shows No. 2 Ferris Wheel was damaged when a small twister hit the fairgrounds here, knocking the ride over on top of the Octopus.

A heavy truck, between the two rides, took the brunt of the fall and as a result, the Octopus was not badly damaged. The Wheel, however, was sent to the factory to be repaired. The blow came right after the show had taken delivery of a new Ferris Wheel, which was spotted at the other end of the midway.

Only other damage was done to some framing on several of the concessions.

## GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

SEPTEMBER 12-17 PIKEVILLE, KY. JAYCEE'S PIKE CO. FAIR <small>Can place Hanky Panks and some Direct Sales. No Eats or Confections.</small>	SEPTEMBER 20-24 PARSONS, WEST VA. TUCKER COUNTY FAIR <small>Can place Hanky Panks and Direct Sales.</small>	SEPTEMBER 21-24 JACKSON, OHIO APPLE FESTIVAL <small>Can place Hanky Panks of all kinds.</small>
SEPT. 26-OCT. 1 PRESTONBURG, KY. FLOYD COUNTY FAIR <small>Can place Hanky Panks and Direct Sales.</small>	SEPT. 28-OCT. 1 MITCHELL, IND. PERSIMMON FESTIVAL <small>Can place a few more Hanky Panks and Direct Sales.</small>	SEPT. 29-OCT. 1 SOMERSET, OHIO PUMPKIN SHOW <small>Can place Bingo.</small>

—WRITE—GOODING AMUSEMENT CO.—WIRE—

3200 Valleyview Dr.      R. G. CASHNER, CONC. MGR.      Columbus 4, Ohio

## World of Mirth

Largest Midway SHOWS On Earth

**Want Hanky Panks for Balance of Season, Starting With Greater Allentown (Pa.) Fair, Sept. 16-24. Including the Following Major Fair Dates:**

ALLENTOWN, PA.	WINSTON-SALEM, N. C.	COLUMBIA, S. C.
GREENSBORO, N. C.	ANDERSON, S. C.	CHARLOTTE, N. C.

Want Novelty Operator. Exclusive at Greensboro, Winston-Salem and Charlotte fairs; exclusive for carnival area elsewhere.

Can use one Caterpillar Foreman, one Ferris Wheel Foreman, other capable Ride Help.

**DIXIE ALLEN**

Now has the Girl Shows and is looking for Acts, Girls, Talkers. Help in all departments. All who worked for me before are welcome—get in touch! George Lanx, all is forgiven.

**Replies: FAIRGROUNDS, RUTLAND, VT.**



# St. Paul Rains Cut Royal American Ride, Show Takes

## Weekend Weather Cuts Grosses; Lido Tops Back-End; Mouse Leads

ST. PAUL — Despite virtual cloudbursts the first two days of the Minnesota State Fair, the Royal American Shows was holding its own here last week.

Altho the opening weekend was virtually lost to the weather, the rides and shows on the big midway were only down 6 per cent from last year when an all-time fun zone record was set. The 6 per cent figure was thru Thursday night (1). With the big Labor Day weekend yet to come, both Carl Sedlmayr Sr., RAS owner, and Doug Baldwin, fair secretary, believed the loss could be made up, weather permitting.

A preview showing on Friday (26), the day before the fair opened, topped last year's similar showing by about \$1,000, an indication that the money is there.

After Saturday and Sunday rains, which flooded the midway with ankle-deep water, the show got down to business. Monday (29) was the first kids' day and it was a big one. Then Tuesday the rides and shows got in a big day and despite heat that reached the 100-

degree mark on Wednesday and Thursday, they did well. Friday (2) was another kids' day and a good gross was anticipated.

Along the big ride area the Wild Mouse topped the devices followed in order by the Paratrooper, Flying Coaster and the Kiddieland. Among the shows the Club Lido topped the list followed by Dick Best's Side Show, Leon Claxton's Harlem in Havana and the Blazing Six Guns revue. Baby Dumpling joined Club Lido here for the rest of the tour.

Frank Morrissey, RAS publicity chief, scored heavy publicity here in St. Paul. A number of front-page photos in color appeared in the newspapers plus a score of other pix, stories, etc. TV and radio were also co-operative.

Visitors here included Mr. and Mrs. Steve MacEachern, Saskatoon, Sask.; Tommy MacLeod, and Mr. and Mrs. Jack Swain, Regina, Sask.; Mr. and Mrs. Joe Monsour, Shreveport; Mr. and Mrs. Willard (Bill) Masterson, Milwaukee, and Right Rev. L. J. Arrell, Fargo, N. D.

# Gallagan Initial Tour Yields Good Winnings

ODELL, Ill. — John Gallagan's Imperial Shows, out this year for the first time under his management, has been getting generally good business and all fairs played thus far have been ahead of last year.

Typical was the Community Fair

# KUNZ SIGNS PEORIA, ILL., FAIR FOR '61

Contract Includes Big Space Wheels; Du Quoin Up 13%

DU QUOIN, Ill. — The Heth Shows will provide the midway attractions, including the big Space Wheels, at the 1961 edition of the Heart of Illinois Fair, Peoria, Al Kunz, carnival owner, announced here last week.

Clarence Yordy, president of the Peoria event, and Bob Park, general manager, came here to the Du Quoin State Fair to sign with Kunz. Dates of the fair are not definite for next year but will approximate those of this year.

Here in Du Quoin, the Heth fun zone, which included 29 rides and 10 shows, was up 13 per cent over last year for the first three days. The increase was racked up despite soaring temperatures that were hurting at the outside gate. Kunz attributed the increase to more earning power.

In addition to the rides and shows, two Norman Anderson bingos were in operation, one a 300-seater.

Among the visitors were Mr. and Mrs. Bernie Mendelson of the O. Henry Tent & Awning Company, Chicago.

here which closed its three-day run on Wednesday (31). Ride and show grosses were 15 per cent ahead of last year, due in part to weather plus large earning capacity. The stand was also aided by an advance sale of ride tickets sponsored by merchants and totaled close to \$3,500. The Mason City, Ia., fair, played for the first time by Imperial, was even with '59 despite two days of rain.

From here, Gallagan took his show to the Mendota, Ill., fair and its last stand in the north will follow at Monmouth, Ill. The caravan will take a big jump south to play the Springfield, Tenn., fair, September 13-17, a new one for the show. It will then move to permanent winter quarters in Knoxville, where Gallagan makes his home. Gallagan recently placed an order for a new Paratrooper for delivery early next season.

After the close, Gallagan will busy himself with his bingo and concession units. He has the independent concessions at the Knoxville, Tenn., fair.

Here in Odell the show had 17 rides, four shows and 40 concessions, the latter show-owned. Staff, in addition to the owner-manager, has Bill Gullette, assistant manager; Mrs. John Gallagan, secretary-treasurer; Harry Ross, concession manager; Sam Martin, manager of the show-owned food stands; Donald Roberts, ride superintendent, and John Lucas, electrician.

Gallagan reported that his sister, Frances, was married to Jack Farris during the winter and they now reside in Knoxville.

GREAT BARRINGTON, Mass. — Barrington Fair's premium total will exceed all others in the 120-year-old fair's history, President Edward J. Carroll notes. The figure will be \$14,814, of which \$6,500 is allotted by the Department of Agriculture and the remainder by the fair association. Dates are September 11-17.

# GOLD MEDAL SHOWS #1

Now Booking Shows, Rides and Concessions for these Outstanding Fairs

Sept. 12 to 17 Lawrenceville, Ga. Gwinnett County Fair	Sept. 19 to 24 Columbus, Miss. Columbus Fair & Stock Show	Sept. 26 to Oct. 1 Corinth, Miss. Tri State Fair
Oct. 3 to 8 Alexander City, Ala. Tallapoosa County Fair	Oct. 10 to 15 Troy, Ala. Pike County Fair	Oct. 17 to 22 Marianna, Fla. Jackson County Fair
Oct. 24 to 29 Quitman, Ga. Brooks County Fair	Oct. 31 to Nov. 5 Panama City, Fla. Bay County Fair	Nov. 7 to 12 Gainesville, Fla. Gainesville, Fla., Fair

WANT CONCESSIONS: Eats and Drinks, Name on Hats, Novelties, Custard, High Striker, Jewelry, Glass Pitch, Ball Games, Water Games, Long and Short Range Galleries, Alibi Stores and any kind of Hanky Panks. Good opening for Arcade. SHOWS: Motordrome, Wild Life, Geek Show, Snake Show and any family-type Grind or Bally Show. RIDES: Will book Dark Ride, Helicopter, Round-Up, Dodgem or any other non-conflicting Ride. HELP: Can use a few more experienced Ride Foremen. Year-round proposition. Can place at once A-1 Ride Superintendent. Top salary. Contact

JOHNNY DENTON, Madison, Ga., this week. Phone in office.

# SCHAFFER 20th CENTURY SHOWS

WANT FOR THE FOLLOWING FAIRS:

IRVING, TEX., Sept. 5-10  
BENTONVILLE, ARK., Sept. 19-24  
TEXARKANA, TEX., Sept. 12-17  
FORT SMITH, ARK., Sept. 26-Oct. 1  
LONGVIEW, TEX., Oct. 3-8

And Three More Fairs to Follow

CONCESSIONS: Photo Booth, Strings, Scales, Pitches of all kinds, Long Range, Short Range, Hats, Novelties, Custard, Foot Longs, Ice Cream.

RIDES: Dark Ride, Mad Mouse, Round-Up, Looper, Flying Coaster, or any Ride not conflicting.

SHOWS: Fat, Midget, Snake, Wild Girl, Mechanical or any good Grind Show.

HELP: Need Party to take over Motordrome.

CONTACT: W. A. SCHAFFER, Fairgrounds, Irving, Tex., this week.

# GEORGE CLYDE SMITH SHOWS

FARMVILLE, VA., FAIR, WEEK SEPT. 12

WANT Grab, Pitch-Till-You-Win, Cork Gallery, Balloon Darts, Buckets, Six Cats, Swinger, Hoopla, Bear Pitch, Glass Pitch, Age & Scales and Slum Spindle.

WANT Snake Show, Girl Show and Wildlife.

WANT Little Dipper Foreman, Kiddie Ride Help, general Ride Help, Agents for office-owned Hanky Panks, Truck and Tractor Drivers.

CARAWON wants Side Show Help and Acts, Tattoo Artist, Inside Lecturer, Girl for Sword Box and Ticket Sellers.

All replies: GEORGE CLYDE SMITH SHOWS, Front Royal, Va., Fair, this week; Farmville, Va., Fair, next week.

# WANT—CONCESSIONS—WANT

For #2 Unit, Austin, Ind., Tomato Festival, Sept. 12-17, and Connersville, Ind., Sept. 22-24, Democratic Tenth District Rally at Fairgrounds—20,000 people per day.

Want for #1 Unit for Versailles Pumpkin Show, Court House square, Sept. 22-24, Versailles, Indiana, followed by Aurora, Indiana, Farmers' Fair, Sept. 29 thru Oct. 1, Hanky Panks only. No Flats or Camps. Have for sale, one 36-ft. Merry-Go-Round top, fair condition, \$75.00; one 36-ft. Merry-Go-Round top and side wall, condition good, \$125.00; also two Kid Rides, one Tub of Fun, one 10-car Clown Ride. These rides are like new, either ride \$2,500.00. Come see them in operation. All replies, wire Western Union, do not phone.

## W. R. GEREN RIDES

Meadows Shopping Center, 3939 Meadow Drive, Indianapolis, Indiana, Sept. 5 thru 17.

### MOUND CITY SHOWS

Want Hanky Panks of all kinds. Also Popcorn, Snow Cone and Cotton Candy. Must be clean. Can place Ride Help. Want to book Scrambler on show with good southern route starting third week in October. Address:

Hayti, Mo., this week; Steele, Mo., next; then Palmer, Mo., all fairs.

### ARKANSAS-OKLAHOMA DISTRICT FREE FAIR

Fort Smith, Arkansas, September 26 thru October 1, 1960

Want Concessions for independent midway—Food, Custard, Novelties, all Hanky Panks, Straight Sales, Scales, Long and Short Range, no Mitt Camps.

PAUL LATURE, Manager, Phone: 5UNset 3-6118.



# GOODING AMUSEMENT CO.

Can Place Concessions

WASHINGTON C. H., OHIO  
FAYETTE COUNTY SESQUI-CENTENNIAL  
SEPTEMBER 11-18

Can place Hanky Panks and Direct Sales of all kinds.  
No Eats, Drinks or Novelties.

Write—GOODING AMUSEMENT CO.—Wire  
R. G. CASHNER, Concession Mgr.

3200 Valleyview Drive Columbus 4, Ohio

## Third year, STILL NEW

The Straight Nail Spindle, 24 spaces \$125.00  
ADDED THIS YEAR—34 SPACE BUMPER



12x46 inches. TWO way as the spindle. \$165.00. Flash well with confidence, both are guaranteed. Deposit with order or send for circular.

### BOYCE ENTERPRISES

(Inventor of both, sole manufacturer)

3956 WEST END AVENUE VA 6-6731 CHICAGO 24, ILLINOIS

## GIRLS—TALKER—GIRLS

FOR GIRL SHOWS, \$150.00 A WEEK  
ALSO WANT STRONG FEATURE, \$200.00  
WANT TWO GIRL SHOW TALKERS

Want Candy Pitchman, 50-50. This is a big candy spot. Want all the above people for Saginaw, Mich., Fair, Sept. 10 to 17, and then for Southern route. Will be at Saginaw fairgrounds Sept. 6 to 17. Wire or phone Fairgrounds, Saginaw, Mich., week Sept. 6 to 17.

F. W. MILLER

## GOLD MEDAL SHOWS #2

WANT WANT WANT  
FOR EIGHT MORE BIG FAIRS

Cherokee County Fair, Murphy, N. C., Sept. 12 thru 17; Abbeville County Fair, Abbeville, S. C., Sept. 19 thru 24; followed by Sandersville, Ga., Fair, Sept. 26 thru Oct. 1.

SHOWS: Good opening for Girl Show with own equipment, Snake Show, Wildlife, Fun and Glass House; Manager for Side Show, office owned, must be sober.

RIDES: Scrambler, Rock-o-Plane, Kiddie Ride or any Ride not conflicting.

CONCESSIONS: All legitimate Concessions open, Glass Pitch, Bear Pitch, Photo, Short and Long Range, Eat and Drink Stands, Duck Pond and Pitch-Till-You-Win.  
Wire JOHNNY DENTON, Sweetwater, Tenn.

## WOLFE AMUSEMENT CO.

WANTS FOR BALANCE OF SEASON  
CONCESSIONS OF ALL KINDS, STORES AND HANKY PANKS

SHOWS: Want Fat Show, Snake Show, Side Shows, Working Models, Big Snake and Apes. RIDES: Special consideration for set of Kiddie Rides. Want any new type major Rides.

All Fairs: Dillon Co. Fair, Latta, S. C.; Burgaw, N. C.; Greenville, S. C.; York, S. C.; Raeford, N. C. Out until Nov. 5.

P.S.: Slim Cunningham, get in touch with me.

BEN WOLFE, Plymouth, N. C., this week.

## ALL AMERICAN SHOWS

WANT FOR ROBESON CO. FAIR, PEMBROKE, N. C., SEPT. 12-17; FOLLOWED BY OXFORD, N. C. AND CARTERET CO. FAIR, BEAUFORT, N. C., SEPT. 26-OCT. 1.

IMPORTANT: Roy and Laura Smith, call collect.  
CONCESSIONS: Ball Games, Balloon Darts, Cork Gallery, Long and Short Range Galleries, Pitch-Till-You-Win, Mug Joint, Jewelry or any concession working for stock. Can use Agents of all kinds. Bob Henderson, call.

RIDES: Tilt or Octopus or any Ride not conflicting. Can use Pony Ride, low percentage. SHOWS: Fun House, Illusion or any worthwhile family-type Show, low percentage. Can use good Second Man for Dual Wheels, Forman on Swings, Second Man on Merry-Go-Round and useful Help who drive.

All replies to Martinsville, Va., this week; then as per route.

## SUNSET AMUSEMENT COMPANY

VERNON COUNTY FREE FAIR, NEVADA, MO., SEPT. 7-10; BARTON COUNTY FREE FAIR, LAMAR, MO., SEPT. 12-17.

HELP: Want Ride Men who drive, must have licenses.  
CONCESSIONS: Any Pitch, Six Cats, Buckets, Picture Frames, each with Hanky Panks. Also Ball Games, Photos, Age and Weight, Long Range, High Striker, Jewelry, Pronto Pups, Foot Longs and Grab.

SHOWS: Can place Arcade and Shows.  
Address: Nevada, Mo., Sept. 7-10; Lamar, Mo., 12-17.

## GIRLS - - - \$125.00 A WEEK - - - GIRLS

Need several more Exotic Strip Dancers, young and attractive. Also need several more Girls for Bally, need not be experienced. We will teach you. Payday every night. Wardrobe and transportation furnished. Also need capable Talker for Girl Show. Need Geek Show Operator with own geek, and several capable Up and Down Men who can drive. Those who have worked for me before, I would like to hear from you. Wire or come on. Contact

THEA FLAME or JEAN MARTIN, MGR., The Nights of Bagdad Girl Show, c/o World of Pleasure Shows, Fairgrounds, Columbia, Tenn., Sept. 5-10; Fayetteville, Tenn., Sept. 12-17; Florence, Ala., Sept. 19-24.

# CONKLINS FORGE AHEAD AT CNE

Chalks Up Record \$90,355 Day;  
Two Wild Mouse Rides Score Big

TORONTO — The attraction-laden Patty and Frank Conklin fun zone at the big Canadian National Exhibition was running ahead of '59 last week despite a slight decrease in attendance at the fair.

Thru Thursday (1) the midway, aided by an all-time record one-day gross, was approximately 4 per cent ahead of last year. The big day, one that Patty Conklin said would be extremely difficult to ever beat, came on Saturday (27) when a total of \$90,355.75 was raked in. This compares with \$84,182.15 on the same day in '59.

Two Wild Mouse rides were doing strong business along with Charles Cooper's Himalaya ride, McMurtry's Flying Coaster and the Rotor. The Kiddieland business was on a par with last year. New this year are W. O. King's Frolic, the Conklin Thunderide, and an Umbrella Ride from Aero Affiliates. In all, 51 rides were in operation.

Chick Schloss again has the Girl Show and Lou Dufour the Side

Show and a pit unit, with all sharing in the good spending.

Concessions were doing strong business, Conklin disclosed.

### BOOK REVIEW

## Fan Authors 1st Biog of John Ringling

FIRST BIOGRAPHY of the circus magnate is "John Ringling," by Richard Thomas, a CFA and home builder of Clearwater, Fla. It was published by Pageant Press, New York, at \$3.50. John Ringling's life is a natural for a book and Thomas got his into print before other writers who have the same thing in mind or in manuscript. But it is no easy task. John Ringling was a controversial character whose accomplishments have been distorted by years of circus press work and by lack of information about interworking of the circus corporation.

Thomas has written details of Mister John at the circus, Mister John in the art field, Mister John building the Ringling residence, and Mister John in the oil and railroad businesses. This marks the first attempt to detail some of these activities. It also is the first book to give any description or biography of John's first and second wives.

Its weakness is in the usual quota of errors in historical fact, in the assumption that John should be credited for nearly everything the whole circus ever did, and in the impression that John was all-knowing. It is difficult to believe, for example, that little John, youngest of the brothers, was of such towering influence over his brothers in their first years. Or that 45 years before Hartford he thought an animal chute was a fire hazard. Or that if there had not been parades he would have invented them. Thomas is confused, for example, about when the various Ringling subsidiaries tramped.

Many books have mentioned the Ringlings, a few have been about the family and brothers. This first one about John alone has been able to include a number of new incidents and some new information. It treads only lightly on John's errors and shortcomings, but it mentions that there were such things.

In all it's a good book, focusing on same heretofore undetailed phases of circus history. It is another good buy for anyone interested in circuses or Ringlings.

Tom Parkinson

## Fairs Continue To Run Ahead For Alamo

SALINA, KAN.—Alamo Exposition Shows closed Saturday (27) at the Cherokee County Legion Fair at Columbus, Kan., showing a midway gross increase of 12 per cent over the midway take last year. The Alamo Show was back after an absence of four years.

The previous week, the show had a weeks run at the Sidney, Ia., Rodeo, with grosses running ahead of last year, despite the fact that heavy rains were on tap for three days of that event. The Alamo Shows were recontracted for the Sidney Rodeo in 1961 before the show left Sidney. The show made the 350 mile jump from Sidney to Columbus, Kan., without mishap and everything was all up and open on Monday when the gates opened.

With 11 weeks to go in Texas, Kansas and Louisiana fairs, Jack Ruback looks to go into winter quarters with a gross over 1959.

Among the visitors at the show in Columbus, were Mr. and Mrs. Paul Van Pool, owner of the Coca-Cola plant in Joplin, Mo.; Gwen and Ruth Russell, former Digger operators, now in business in Columbus. During the engagement their son, Jim worked a week for Mrs. Larry Nolan on the watch-la concession. Toby and Irma Young and daughter visited from the Holiday Shows, while Andy Custer came over from the Hammond Shows to pay a visit. Mr. and Mrs. Bill Snapp, former owners of the Snapp Greater Shows visited. The Snapps live in Joplin, having retired from show business two years ago.

Jack Settle returned to the show with his string of concessions, as did Nestle with two kid rides. Scotty Howard returned here with his auction store. George Donahoe reported good business with his iron lung and Turn Pike ride, and Mr. and Mrs. Herb Meyers had a big week with monogram hats.

The show was saddened by the news of the death of Bob Tuttle, who's brother, Clyde, is on the Alamo Shows. Clyde left by plane for Des Moines, for the funeral.

## FOR SALE FUNHOUSE

- 1 late model King Crazy House, like new ..... \$6,500
- 1 late model Aluminim Double Decker Funhouse, built by Zacchini, like new ..... 6,500
- Both have 80% rubber, vacuum brakes and nice paint job.
- 1 GMC Tractor, 35,000 miles, real nice ..... 600
- 4 Jeep Cars, 50 in. long, 1954 Chevrolet suitable for Auto Ride, like new, ea. .... 60
- 1 Allan Herschell Kiddie Auto Ride, like new ..... 2,500
- 1 Allan Herschell Tank Ride, like new ..... 2,500
- 1 Allan Herschell Kiddie Merry-Go-Round, like new... 4,500

### Ingalls Amusement Co.

Box 133, Coldwater, Mich.  
Can be reached now at Manger Hotel, Grand Rapids, Mich. Call after 11:00 p.m.

## FOR SALE

AT CLOSE OF SEASON, OCT. 7.  
Girl Show called Melodee Club, 80-ft. seal front, 40x50 tent, seats, blow-ups, PA sets, etc., ready to operate, including tractor, \$3,650.00; Girl Show called Parisian Follies, 60-ft. front, 40x30 tent, seats, ready to go without tractor, \$2,300.00; Girl Show called Stardust Club, 75 ft., all-steel front, folding on semi. 40x50 flame proof, like new tent, 9 sections of seats, blow-ups, PA sets, etc. This is one of the most beautiful shows on the road, \$5,500.00 without tractor. All rubber new or like new. These are cash prices. Also 1956 40-ft. Spartan Trailer, new tires, 1954 Chevrolet Shorty, 10 ft., 6 new tires, speed, \$4,000.00 for both. Stored in Arkansas Pass, Texas. Also 1957 Henslee 20-ft. Trailer, tandem wheels, \$1,300.00, new tires. See shows at Lincoln, Nebr., Fair, Sept. 3 to 9; also little Trailer, I AM NOT QUITTING GIRL SHOW BUSINESS, Fayetteville, Ark., c/o W. T. Collins Shows, Sept. 13 to 16. Write for route and details.  
MIKE MILLER, c/o W. T. Collins Shows.

## PLASTER

16c, 30c and 50c Sizes

Don't overload, coming down.

Plenty Plush Plaster and Slum. Bear Spindle, please note. Have genuine Celluloid Indicators, made here, not plastic, at \$2.75 doz. Get them here or in New Orleans only. Day or night.

PHIL'S STATUARY NOVELTY CO.  
9861 New Hammond Hwy.  
Baton Rouge, La.  
Phone WAInut 1-5504

## WANT WANT

### FERRIS WHEEL FOREMAN

Park closes, this is it.

Year-round work for park men. Second Man on Scooter. Truck Drivers, come on. All answer:

DAVID B. ENDY AMUSEMENTS  
Folly Beach, S. C., now.

## TEX ROBERTS

Wants two Count Store Agents and good Man to up and down Concessions. Thomas Gilham, call.

c/o GREEN TREE SHOWS  
Newport, Tenn., this week.

## Thank You

VIVONA FANBY

For the purchase of

12 tractors

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9347

Altoona, Pa.

## HELP WANTED

### FIRE EATER

Who can lecture inside. All other Side Shows Acts, answer: Harry Wagner and Whitey Driscoll, don't answer. Come on or wire immediately, Western Union.

### EARL MEYER

c/o Marks Shows, Monroe, N. C., this week.

## CHEROKEE AMUSEMENT CO.

### HELP WANTED

Foreman for Chairplane, Tilt Second Man, Operator for Kid Ride, Ticket Sellers, also extra Help on all Rides.

Contact

J. W. MAHAFFEY

Ralston Okla., Sept. 4-5; Kingfisher, Okla., Sept. 6-10; Wewoka, Okla., Sept. 12-14.

## COOKHOUSE AND GRAB

FOR SALE — Cookhouse with Formica Tables and Counters, seats 68 people. Kitchen Trailer, fully equipped. 1956 Chevrolet, 6100 series. All in A-1 condition, \$8,900.00. Sit-Down Grab, seats 22 people, with 3-Faucet Multiplex Dispenser, cost \$1,000.00, and 1953 GMC Truck. All in A-1 condition, \$2,900.00. Can be seen as per route of the Art B. Thomas Shows. EDWARD SLAVIN.





## RIDES AND SHOW EQUIPMENT FOR SALE

Don Franklin announces his retirement from the carnival business at the close of this season and offers the following equipment, now in operation on the Don Franklin Shows, for sale at the following prices. All other equipment has been contracted for. No equipment will be released until the close of the season, Oct. 12, at Refugio, Texas, or delivery at our winterquarters in Seguin, Texas. A cash deposit of 10% will hold any of the following:

1949 Eli #5 Wheel, metal seats, fluorescent lighted star and circle. New Allis-Chalmers motor start of this season, July 19. Good Van Semi and Tractor. Complete, \$6,500.00.

Late Model 1957 Tilt, actually only 2 seasons' use, cannot be told from new. Complete with two Trailers framed special for Tilt. Ramp for tubs. Winch and crane for loading plates. Includes Tractor. Complete, \$13,500.00.

1953 8-Tub Octopus, center factory rebuilt last season. Also new covering on all cars. Excellent transportation. Complete, \$9,500.00.

Large Miler Coaster, 133 ft. long and 55 ft. wide, 7-car train, carries 21 adults per load. Goes up in 4 1/2 hours, down in less than 3 hours. Has greater earning power than a Mouse Ride. No maintenance. Definitely a repeat ride. Books open for inspection of grosses of this ride. Complete with two Tractors and two Trailers, \$19,500.00.

Allan Herschell 10-Car Auto Ride and Sky Fighter. Both load in 30-ft. van-top semi with racks for these two rides. Winch for loading center. Complete with Tractor, \$6,500.00.

Helicopter Ride, new July 19, mounted on special-built trailer. New fence, new Paratrooper ticket box. Sweeps fluorescent lighted. Good Chevrolet Panel Truck to pull same. This ride framed to go up or down in 45 minutes. Price, \$13,000.00.

1960 Paratrooper, new July 19, mounted on semi. New 1960 Chevrolet Tractor. Priced \$3,500.00 below cost at \$19,000.00.

One air-conditioned Show Office, with Tractor, \$1,600.00.

Light Plants—One set of two 6-71 GMC Diesels, 1,200 RPM, mounted side by side, 66 kw. each. Special-built Fruehauf Trailer with shop in front. With new 1960 Chevrolet Tractor, \$12,000.00.

One set of two GMC Diesels, same as above except mounted end to end. With Tractor, \$10,000.00.

One 90 kw. 18,000 RPM GMC Diesel. Extra space in Trailer to haul wire and junction boxes. Complete with Tractor, \$8,500.00.

All five of these plants are in perfect condition. None need work or overhaul. All reconditioned before start of this season. Two Light Towers mounted on each of above plants.

Can be seen in operation, Hutchinson, Minn., Sept. 8-11; Tyler, Tex., Sept. 24-Oct. 1; Angleton, Tex., Oct. 4-8; Refugio, Tex., Oct. 10-11-12. Then Seguin, Tex., Winterquarters.

All interested contact DON FRANKLIN, MGR., DON FRANKLIN SHOWS, Per Route.

# DON FRANKLIN SHOWS

Want Ride Help—Need Wheel Foremen and Several Second Men. Must Drive Semis, for Six More Weeks, Top Wages. Join Hutchinson, Minn., This Week, or Tyler, Tex., Sept. 20.

Want for East Texas District Fair, Tyler, Tex., Opening Saturday, Sept. 24, thru Oct. 1. Followed by Angleton, Tex., Oct. 4-8, and Refugio, Tex., Oct. 10-11-12. All Topnotch Fairs.

CONCESSIONS: Can place with "EX," Grab, Custard, Photos, Age and Weight, Crockery Pitch, High Striker and non-conflicting Stock Concessions. RIDES: Will book Flying Coaster for Tyler. SHOWS: Want Grind Shows, Monkey, Big Snake, Mechanical, Illusion or any non-conflicting Shows.

Address: DON FRANKLIN, MGR., Per Route Above.

## NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

WANT FOR FAYETTEVILLE, TENN., SEPT. 12-17

FOLLOWED BY THE NORTH ALABAMA STATE FAIR, FLORENCE, ALA.

SHOWS	Want 10-in-1, Minstrel, Motordrome, Grind Shows that cater to the entire family. No Girl Shows.
RIDES	Want Scrambler or one more non-conflicting Ride.
ESPECIALLY WANT MAD MOUSE FOR NORTH ALABAMA STATE FAIR, FLORENCE	
CONCESSIONS	Place Hanky Panks and Prize-Every-Time Concessions.
HELP	Can use sober Ride Help with chauffeur's licenses.
Contact BUD DAVIS, Columbia, Tenn. (Fair), This Week.	

## PRELLS BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR TWELVE BONA FIDE FAIRS

STARTING WARSAW, VA., SEPT. 5-10; STATESVILLE, VA., SEPT. 12-17; GOLDSBORO, N. C., SEPT. 19-24 to follow. WANT Merry-Go-Round Foreman at once. Good pay every week with bonus at end of season. Can use Second Men on all rides, must drive semis. Will book Octopus, Wild Mouse (Mayo Tinsley, apply), Flying Scooter (Paul Miller, Apply), Helicopter or any other non-conflicting Rides.

WANT SHOWS: One more class-A Girl Show, Snake Show, Pitch Shows, Wild Life or Unborn Show.

WANT CONCESSIONS: Arcade, Age & Scales, Novelties, Hats. Will sell exclusive to right people. Also want String Game, Ball Games & Alibi joints, Photo Galleries, Long and Short Range Galleries. No "X" on Hanky Panks. Want COOKHOUSE at once. Also Grab, Eats & Drinks, and P.C. Dealers. All answer

SAMUEL E. PRELL, Warsaw, Va., this week; Statesville, Va., Sept. 12-17.

## HOARD and MULLIS AMUSEMENTS

SHOWS RIDES CONCESSIONS

10 WEEKS OF FAIRS

Starting Crawfordville, Ga., Sept. 7-10; Lavonia, Ga., Sept. 12-17; Sparta, Ga., Sept. 19-24; Dublin, Ga., Sept. 26-Oct. 1; Fitzgerald, Ga., Oct. 3-8; Sylvester, Ga., Oct. 10-15; Glennville, Ga., Oct. 17-22; Baxley, Ga., Oct. 24-29; Blakely, Ga., Oct. 31-Nov. 5; McRae, Ga., Nov. 7-12.

CONCESSIONS: Want Hanky Panks only. SHOWS: Will book Shows that cater to women and children. HELP: Experienced Ride Help who have chauffeur licenses. Need Merry-Go-Round Man immediately. Also Electrician. Need Agent for Floss and Snow Ball joint. Want to hear from Bradley, Thomas, Strickland, Palmer, Millison, Buffington and all the old gang.

Contact DAN HOARD, 9095, Jackson, Ga., or ELBERT MULLIS, BR 2-0987, Dublin, Ga. Mailing address: Indian Springs, Ga.

## MARKS SHOWS

MILE LONG PLEASURE TRAIL

Catawba County Fair, Hickory, N. C., week Sept. 2; Rowan County Fair, Salisbury, N. C., week Sept. 19; Fayetteville, N. C., week Sept. 26, and All Fairs Until Nov. 1.

WANT

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. RIDES: Have opening for Octopus, Mad Mouse and Flying Coaster. RIDE HELP on all rides. Top salary. SHOWS: Any family-type Show. All replies:

Monroe, N. C., Fairgrounds, this week; then as per route.

## SMILEY'S AMUSEMENTS

WANT FOR ASHE COUNTY FAIR, WEST JEFFERSON, N. C.

CONCESSIONS: Bingo, Cookhouse, Grab, Custard, Ice Cream, Short Range, Pitch-Till-You-Win, Jewelry, Duck Pond and all other Hanky Panks. Will book Alibis with Hanky Panks. SHOWS: Can use family-type Shows. RIDES: Can use Tilt, Scrambler, Round-Up, Paratrooper or any other novel Rides. RIDE HELP: Can use general Ride Help who drives. All replies to

PITTSBORO, N. C., Sept. 5-10

P.S.: Long Range Gallery for sale, reasonable.

## STANLEY SHOWS

Want for Madison, Minn., Fair, starting September 8.

All kinds of Concessions open—Hanky Panks, Six Cats, Buckets, Picture Frames. Will book one Grind Store for this fair if you have other Concessions to go with it. All people joining at this fair will have preference for seven weeks of good Arkansas and Louisiana fairs starting at Piggott, Ark., following Madison. Also can use Girl Show and other type Shows for this fair.

Contact WM. D. STANLEY SHOWS, as per route.

## GIRLS — TALKER — GIRLS

Need at once, capable Talker for Girl Show. Must be sober. Long route of the best fairs in the East. Also need two more Girls. Transportation and wardrobe furnished. No experience necessary. Good salary, you get cash, not promises. No time to write, wire or come on, will place you. (No collects.) Address:

HAROLD WETHERBEE, c/o John Marks Shows, Monroe, North Carolina.

## BOB CAPELL WANTS

FOR FAIRS AND SHOPPING CENTERS

Man to take charge of No. 2 Candy Stand (Johnny Tiptis, guarantee \$75.00 week). FOR SALE: Nice Mug Joint on Trailer, \$850.00. Has living quarters. Or Man and Wife to take charge of same.

BOB CAPELL  
Capell Bros. Shows  
Los Cruces, N. Mex., this week; Tucson, Ariz., next week.

P.S.: Bob Bunch, call Doc Capell at once.

GIVE TO DAMON RUNYON CANCER FUND

## REITHOFFER SHOWS

Bill Goodman Unit

Want for Honesdale, Pa. Fair, Sept. 13-17; Bloomsburg, Pa. Fair, Sept. 25-Oct. 1.

Want Concessions of all kinds, Hanky Panks, Grab, French Fries and all type Food. P. C. will work.

SHOWS: Grind family-type, good proposition.

Contact BILL GOODMAN, REITHOFFER SHOW office, Phone: Kingston, Pa., BUtler 8-1893.



# JOHNNY'S UNITED SHOWS

"A Family Tradition"

WANT — CAN PLACE — WANT

Easley, S. C., Sept. 12-17; Marietta, Ga., Sept. 19-24; Cullman, Ala., Sept. 26 thru Oct. 1.  
Want for Lexington and Greensboro Fairs, Sept. 12-17.

**RIDES:** Merry-Go-Round, Wheel, Live Pony or any major Ride not conflicting, also Kid Rides.  
**SHOWS:** Fun House, Girl Show and Snake Show.  
**CONCESSIONS:** Bingo, Popcorn, Snow, Floss, Photos, Jewelry, Crab, Foot Long, Pronto Pups and Hanky Panks of all kinds. These are bona fide fairs.

Want for Marietta, Ga., Sept. 19-24

**RIDES:** Wild or Mad Mouse, Flying Coaster, Round-Up, Slide, Turnpike, Twister, Loooper and Frolic.  
**SHOWS:** Girl Show with own equipment. Must be first class for balance of season. (Joe Mooney, contact.)

**CONCESSIONS FOR BALANCE OF SEASON:** Want nice Cookhouse, Glass and Pottery Pitches, Basket Ball, Long Range, Short Range, High Striker, Custard, Name on Hats and Prize-Every-Time Games. Agents wanted by Joe Saladeno and Charles Lamkin. Lloyd Kelley wants Cotton Candy Agents.

NEIL BERK, CONTACT TED WOODWARD.

All contact, phone or wire JOHNNY PORTEMONT, JR., JOHNNY'S UNITED SHOWS, Elberton, Ga., Fairgrounds, this week. Phone in office.

# SIEBRAND BROS.' CIRCUS AND CARNIVAL COMBINED

CAN PLACE FOR

NEW MEXICO STATE FAIR, ALBUQUERQUE, SEPT. 17-25 Incl.

9 Big Days—5 Kid Days

ARIZONA STATE FAIR, PHOENIX, NOV. 4-13

10 Big Days—5 Kid Days

Legitimate Merchandise Concessions only. No Alibis.  
Eats and Drinks open. Prefer party with 2 or 3 large Cookhouses and 5 or 6 small Grab Joints. All replies to

SIEBRAND BROS.' SHOWS

Twin Falls Fair, Filer, Idaho, this week.

# HUNT AMUSEMENT CO.

Want for GREAT DYER COUNTY FAIR, Dyersburg, Tenn., Sept. 5-10; then Russellville, Ala., Sept. 12-17; then Six More County Fairs after Russellville.

Want Cookhouse or Grab Joint for season.

Want Girl Show for Dyersburg only. Can place all family-type Shows. Will book Arcade and Derby Racer.

All straight sales open except Cotton Candy, Apples and Popcorn. Will book Age and Weight. Hanky Panks of all kinds, come on, will place you or call. Phone in office.

Want Ride Help who drive semis, in all departments.

Contact RALPH HUNT, as per route

## JOHN GALLAGAN'S

# IMPERIAL SHOWS

WANT FOR SPRINGFIELD, TENN., FAIR, SEPT. 13-17

THIS IS A "RED ONE"—BREAK YOUR JUMP SOUTH

SHOWS

FAMILY-TYPE SHOWS WITH OWN EQUIPMENT.

RIDES

ANY RIDES NOT CONFLICTING.

CONCESSIONS

HANKY PANKS OF ALL KINDS.

Address: JOHN GALLAGAN, MGR., Mendota, Ill., Sept. 5; Monmouth, Ill., Sept. 5-10; then Springfield, Tenn.

## UTICA ANNUAL HOMECOMING

Utica, Ohio, Sept. 29, 30, Oct. 1—Main Streets.

Wanted: Free Acts; High Act, Wild Animal Act and Platform Acts.

CONCESSIONS: Legitimate Games, also Bingo, Salt Water Taffy, Waffles, French Fries, Short Range Shooting Gallery and Glass Pitch. Sponsored by Lawrence Lightner Post No. 92, Utica American Legion. Gooding's Rides booked. Contact

STEWART ANDERSON, 29 E. Fifth St., London, Ohio. Phone: ULrick 2-0201.

## AGENTS

For Pin Store, Count Store, Nickel Roll; also roughie. Benny Allen, Jole Ray, Tom Mooney, contact. Those who tried to contact me at Houston, get in touch at Fulton, Miss.

WHITE BOATWRIGHT  
Fulton, Miss., this week; Pitkin, La., next.

# COMING EVENTS

## Arkansas

Des Arc—Prairie Co. Livestock Show, Oct. 3-8. Graham Mullen.  
DeWitt—Ark. Co. Livestock Show, Sept. 19-24. Harold Kendall.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 19-24. E. W. Weiss.  
Hope—Third Dist. Livestock Show, Sept. 19-24. B. N. Holt.  
Pine Bluff—Southeast Ark. Livestock Show & Rodeo, Sept. 27-Oct. 1. Harvey Hewitt.

## California

Long Beach—Pacific Coast Boat Show (Pierpoint Landing), Oct. 16-25. Civic Productions.  
Sacramento—Calif. State Horsemen's Assn. Convention & Show, Oct. 5-9. Ivo Vollmer Jr., 16223 Alum Rock Ave.

## Connecticut

Hartford—Conn. Home Furnishings Expo (State Armory), Oct. 1-8. John F. Burke Jr., Conn. Expo Management Corp., 495 Farmington Ave.

## Florida

Bonifay—Holmes Co. Fair, Sept. 19-24. C. U. Storey, Box 6.  
Miami Beach—American Legion National Convention, Oct. 15-20. Sam Crowell, 5500 Northeast Seventh Ave., concessions chairman.

## Illinois

Forreston—Sauerkraut Celebration, Sept. 15-17.  
Rockford—7th Annual Fall Festival, Sept. 20-25. Ray Steele, Fairgrounds, Peotone.

## Indiana

Evansville—West Side Nut Club Festival, Oct. 3-8. T. F. Karges, 2711 Claremont Ave.  
Hartford City—Merchants' Fall Street Festival, Sept. 13-17.  
Highland—13th Anniversary Celebration, Sept. 15-17. Chamber of Commerce.  
Hobart—Jaycee Home Show, Sept. 28-Oct. 2. Ray Steele, Fairgrounds, Peotone, Ill.  
Indianapolis—Ind. Home Furnishings Expo. & World Trade Fair (Fairgrounds), Oct. 10-16. John W. Daly, Marrott Hotel.

## Iowa

Waterloo—National Dairy Cattle Congress, Oct. 1-8.

## Louisiana

Crowley—Intl. Rice Festival, Oct. 20-21. Rupert F. Cisco, City Hall.  
Greensburg—St. Helena Parish Forest Festival, Oct. 15. Eldon L. Watson.  
Leesville—West La. Forestry Festival, Sept. 28-Oct. 1. Mrs. C. E. Lawrence.  
Marksville—La. Livestock & Pasture Festival, Sept. 29-Oct. 2. Kermit J. Ducote, Box 217.  
Morgan City—La. Shrimp Festival & Fair, Sept. 5-10. Alfred K. Brizzard, P. O. Box 429.  
Natchitoches—La. Broiler Festival, Sept. 27. Harold Kaffie.  
Opelousas—La. Yambilee, Oct. 26-27. Vernon E. Lacour, P. O. Box 110.  
Ville Platte—La. Cotton Festival, Sept. 23-25. Dallas Deville, P. O. Box 66.  
Youngsville—Festival of Beauties, Oct. 8-9. M. Sexton Comeaux.

## Maryland

Oakland—K of P Celebration, Sept. 5-10. Rising Sun—Centennial, Sept. 8-15.

## Massachusetts

West Springfield—Autorama (Industrial Arts Bldg., Expo Park), Oct. 19-23. Joe Kizis, 2 Meadow Park Drive, Milford.

## Michigan

Des Arc—Prairie Co. Livestock Show, Oct. 3-8. Graham Mullen.  
DeWitt—Ark. Co. Livestock Show, Sept. 19-24. Harold Kendall.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 19-24. E. W. Weiss.  
Hope—Third Dist. Livestock Show, Sept. 19-24. B. N. Holt.  
Pine Bluff—Southeast Ark. Livestock Show & Rodeo, Sept. 27-Oct. 1. Harvey Hewitt.

## CLUB ACTIVITIES

### Showmen's League of America

#### Ladies' Auxiliary

Summer activities are progressing nicely. Agnes Smith, chairman of the membership committee, reports numerous applications.

The Cancer Fund award books are showing a nice return. Awards include polaroid camera, transistor radio and a flash camera outfit. Anyone desiring more books please contact the Chairman or the Secretary Mrs. Elsie Miller at 3852 W. Irving Pk. Rd., Chicago.

Etta Henderson and her daughter, Juanita, returned from a trip to Atlantic City, N. J. and are now vacationing in the Smoky Mountains. Monica Bares is recuperating from surgery. Mae Taylor is still in the Illinois Masonic Hospital.

Phoebe Carsky and daughter, Lynn, spent some time in Sarasota. Other vacationers are Mr. and Mrs. Robert H. Miller who spent time in Orbway, Wis. Lillian Schofield writes that it is hot in Kansas but she is enjoying a good season there.

Sharon Horan entertained her fellow DePaul University Students at a Hawaiian Laua in her yard.

## PAGE COMBINED SHOWS UNIT #1

### Pride of the Eastern Seaboard

CONCESSIONS: Legitimate Concessions of all kinds, especially Cookhouse, Chocolate Dip, Grand and all Direct Sales.

SHOWS: Up-to-date Side Show, Fun and Glass Houses, Big Snake, Lifester, Wild Life, Water Show, Manager with organized Troupe with Colored Minstrel Show, Girl Show with own equipment.

RIDES: Dark Ride, Flying Coaster, Frolic Ride, Mouse for Dothan, Ala., and Waycross, Ga., and any non-conflicting Kiddie Rides.

All replies to BILL PAGE, Morganton, N. C., Fairgrounds.

## Michigan

Detroit—National Automobile Show (Cobo Hall), Oct. 15-23.  
East Lansing—State 4-H Club Show, Aug. 29-Sept. 2. Russell G. Mawby, Ag Hall, Mich. State University.  
Flint—Great Flint K of C. Festival, Sept. 23-25.  
Lawton—Grape Festival, Sept. 7-10.  
Pontiac—Downtown Festival, Sept. 15-17. Merchants' Association, Waldron Hotel.  
Port Huron—Thumb Dist. Plowing Match, Oct. 6. Sim Pynnonen, Federal Bldg.

## Mississippi

Booneville—Prentiss Co. Dairy & Livestock Show, Sept. 15-17. W. T. Smith.  
Liberty—Amite Co. Livestock Show, Sept. 28-Oct. 1. Clinton McGehee.  
Magnolia—Pike Co. Livestock Show, Sept. 26-Oct. 1. Mrs. A. Harrison.  
Newton—Newton State Dairy Show, Sept. 12-17. Paul W. McMullan.

## Missouri

Aurora—Tri-County Jr. Livestock Show, Sept. 17. John R. Buckley, P. O. Box 144.  
Bloomfield—County Homecoming, Sept. 13-17. Mack Seism.  
Carrollton—Carroll Co. Jr. Livestock Show, Sept. 18-17. Eva Chaney.  
Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodard.  
Kansas City—Kansas City Home Furnishings Expo and World Trade Fair (Municipal Audi.), Oct. 3-9. John W. Daly, Hotel Continental.  
Maryville—Nodaway Co. Jr. Livestock Show, Sept. 19. Kenneth Warkup.  
St. Joseph—Buchanan Co. Livestock Show, Sept. 17. Webb Embrey.  
St. Joseph—Interstate Livestock & Home Economics Show, Sept. 20-22. Webb Embrey.  
St. Joseph—Interstate 22 Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.  
Stover—Stover Fall Festival, Sept. 15-17. K. R. Roland, Box 512.

## Nebraska

Omaha—Ak-Sar-Ben 4-H Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson.

## Nevada

Carson City—Admission Day Celebration, Oct. 31. Chamber of Commerce.

## Ohio

Bradford—Bradford Pumpkin Show, Oct. 11-15. Mrs. Hazel Eberwine.  
Circleville—Circleville Pumpkin Show, Oct. 19-22. Ned H. Dresbach.  
Jackson—Apple Festival, Sept. 11-24.  
Napoleon—Fall Festival, Sept. 12-17.  
Washington C. H.—Fayette Co. Sesquicentennial, Sept. 11-18.  
Wellsville—Firemen's Convention, Sept. 12-17.

## Pennsylvania

Harrisburg—Centennial, Sept. 2-10.

## South Dakota

Mitchell—Corn Palace Celebration, Sept. 18-24.  
Sioux Falls—Nat'l Soil Conservation Field Days & Plowing Matches, Sept. 22-23.

## Tennessee

Athens—McMinn Co. Jr. Dairy Show, Sept. 8-9. Marvin Lowery.  
Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 8. Henry B. Ford.  
Cleveland—Bradley Co. Jr. Dairy Show, Sept. 8. W. M. Hale.  
Cottage Grove—Cottage Grove Community Fair, Sept. 10. E. W. Call.  
Manchester—Cumberland Rm. Dairy Show, Sept. 8. Oliver F. Cook.  
Somerville—Fayette Co. Livestock Show, Oct. 28. O. W. Stroup.

## Texas

Beeville—South Texas Hereford Fall Show & Sale, Oct. 31-Nov. 2. H. V. Reys, Box 1102.  
Clarksville—Red River Co. Livestock Expo., Sept. 29-Oct. 1. J. H. Summers, Box 1020.  
Liberty—Trinity Valley Expo., Oct. 12-15. Steve Davis, Box 288.  
Longview—Gregg Co. Expo. & Livestock Show, Oct. 3-8. Larry Tate, First Natl. Bank.  
Marshall—Central E. Texas Livestock Expo., Sept. 5-10. Joe L. Mock, Box 688.  
Odessa—Oil Show (Ector Co. Coliseum), Oct. 20-24.  
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 10-16. Vic Calvert, Box 683.  
Port Arthur—CavOILade, Oct. 13-16.  
San Antonio—Industrial Expo. (Willita Assembly Bldg.), Oct. 27-30. Irving Waynes.

## Utah

Brigham City—Utah City Peach Days, Sept. 8-10.  
Cedar City—Southern U. Livestock Show, Sept. 8-10.

## Virginia

Kenbridge—Firemen's Celebration, Sept. 5-10.

## Washington

Olympia—Washington Jr. Dairy Show, Sept. 17-25. Bert Brown, Box 97.  
Seattle—Washington Jr. Poultry Show, Oct. 4-5. John G. Wilson, 814 2d Ave. Bldg.

## West Virginia

Kingwood—Preston Co. Buckwheat Festival, Sept. 29-Oct. 1. Neil A. Reed.  
Spencer—Black Walnut Festival, 6th Annual, Oct. 13-15. Phil D. Phillips Jr., Box 311.

## Wisconsin

Milwaukee—St. Rocco Soc. Street Flea (Jackson & Milwaukee), Sept. 8-11. Joe Albanese, 1526 N. Astor St.

## CANADA

### Ontario

Springfield—Intl. Plowing Match, Oct. 11-14.

### Saskatchewan

Saskatoon—Swine Show & Sale (Exhn. Grounds), Oct. 13. S. N. MacEachern.



**ATTENTION**

Have For Immediate Delivery

- Pop-In-Buckets, ea. .... \$ 65.00
- Huckley Bucks, ea. .... 35.00
- 11" & 13" Punks, doz. .... \$30.00 & 36.00
- Six Cats, five styles, ea. .... 10.00 - 12.00
- 3 Ball Bottles, 1 1/2 & 3 pound, ea. .... 3.50 & 5.00
- 1 Ball Bottles, 2 styles, 6 pound, ea. .... 5.00 & 6.00
- Bottle Stand, ea. .... 20.00
- Pitch Boards, ea. .... 60.00
- Bear Blocks, 4", ea. .... 2.50
- Pitch-Till-You-Win Blocks 6", ea. .... 4.50
- Complete Pitch Frame Built to Order, 12 ft. for .... 375.00
- Sponge Rubber Dart Boards, ea. .... 20.00
- Gaucho Pull-Up Punks, doz. .... 54.00
- Racks Built to Order, a ft. .... 25.50
- Pull-Up Punk Racks, a ft. Built To Order .... 30.00
- Under 11 Over 30 Roll-down, ea. .... 40.00

Terms: 50% deposit with all orders.  
**WRITE FOR FREE CATALOGUE**  
**RAY OAKES & SONS**  
 P. O. Box 4344 Tampa 7, Florida  
 Phones: REdwood 6-9774;  
 Nights: REdwood 6-5467

**SOUTHEASTERN MISSOURI DISTRICT FAIR**

Cape Girardeau, Mo., commencing Tuesday, Sept. 13, through Sunday, Sept. 18; followed by Delta Fair and Livestock Show, Kennett, Mo., week Sept. 19-24.

**CONCESSIONS:** Hanky Pank Prize-Every-Time Games of all kinds, Bird, Bear, Lamp, Glass and Pottery Pitches of all kinds, High-Striker, Age and Scales, Short Range, Derby Racer, Photos, Novelties, Name-On-Hats, Jewelry Spindle, Custard, Ice Cream On-A-Stick, French Fries, Cookhouse that caters to show people. Want Alibi Stores if you have Hanky Panks to go with same.

**HELP:** Foremen and Second Men for 20 office-owned rides, and Foremen for 12-Car Dodgem, Rock-o-Plane, Roll-o-Plane, 18-Car Caterpillar, and Octopus. Want Foreman and Help for Kiddieland. All must be licensed semi drivers. Bonuses paid weekly for drivers. No cars, please. Will welcome family men with house trailers. Will use wives on tickets.

All wires **C. C. GROSCURTH, Gen. Mgr.**  
**BLUE GRASS SHOWS**  
 Lebanon, Tenn., all this week

**ROUND-UP RIDE FOR SALE**

Immediate Delivery  
 Can be seen in operation on the Wm. T. Collins Shows midway.  
 Hinsley, who phoned me last week, call me again, please.  
**Wm. T. Collins, Mgr.**  
 Fairgrounds, Lincoln, Neb., this week.

**HARTFORD CITY, IND. FALL STREET FESTIVAL, Sept. 13-17**

Can place Concessions  
**EVANSVILLE, IND. NUT CLUB FESTIVAL, OCT. 3-8**  
 Opening for Fun House, Glass House, Arcade or small attractions that use limited space.  
**TOM L. BAKER**  
 2235 Ransdell St., Indianapolis, Ind.  
 Phone: State 7-1711

**CETLIN & WILSON SHOWS**

**"Greatest Midway on Earth"**  
 Greater Reading Fair, Reading, Pa., Sept. 12-18. Followed by the Virginia State Fair, Richmond, Va.  
 CAN PLACE GRIND SHOWS THAT DO NOT CONFLICT.  
 CAN PLACE PENNY ARCADE AND ALL HANKY PANKS. SPACE LIMITED AT RICHMOND.  
 WANT COOKHOUSE TO JOIN AT ONCE FOR BALANCE OF SEASON.  
 CAN PLACE WORKING MEN IN ALL DEPARTMENTS. SECOND MEN ON ALL RIDES. CAN PLACE SOME FOREMEN. ESPECIALLY WANT FERRIS WHEEL FOREMAN.  
 All reply to I. CETLIN, George Mason Hotel, Alexandria, Va., until Sept. 7; then Fairgrounds, Reading, Pa., until Sept. 18.

**GIRLS—GIRLS—GIRLS**

Want Girls for Girl Show  
 Also Grinders, Talkers and Canvasmen for 7 shows: 2 Illusion, Geek, 2 Girl Shows, Snake Girl and Big Snake. Want Man and Wife for Single-O. All replies: Paducah, Ky., this week; Grand Prairie, Mo., next; then Poplar Bluff, Mo.; Blytheville, Ark.; Caruthersville, Mo., and many other good ones to follow.  
**CURLEY CUTSINGER**

**OLD S.S.V.V. ROUTE**

Want Bingo, Cookhouse, Grab, Hanky Panks, Popcorn, Long Range, Bear Pitch and Novelties. Want Foremer for Scramblers and Mixup. Second Men who drive semis. SHOWS: Family-type Shows. Army, Miss., auspices Stock Show and Fair Committee. Contact  
**DYER'S GREATER SHOWS**

**FARROW Amusement Company**

**CAN PLACE FOR MONTICELLO, ARK., SEPT. 14-17 AND A SOUTHERN ROUTE OF FAIRS — FAIRS — FAIRS — FAIRS**  
 Monticello, El Dorado, Pine Bluff, Ark.; Eunice and Winnsboro, La.; Greenville, Miss. Monkey, Snake, Drome, Wildlife, Fat, What-Is-It?, 10-in-1, Glass House, any Show. No Geek.  
 Foremen and Second Men, contact Monticello, Ark., Sept. 14-17; Eldorado, Sept. 19-24.  
 Fish Pond, Diggers, Blower, Six Cats, Bushel Baskets, String Game, Pitch-Till-You-Win, Derby, Basketball, Glass or Pottery Pitch, Coke Bottles, Ball Games, Jewelry, Darts, Cork Gallery, Roman Targets, Bowling Alley. No Buckets, no Grind Stores.  
 All Replies: E. E. FARROW, Mgr. Wire or Phone Fairgrounds, Beaver Dam, Wisconsin

**DEGGELLER AMUSEMENT COMPANY**

Needs for  
**GAINESVILLE, GEORGIA, Sept. 12-17**  
 Penny Arcade, Direct Ride, Hanky Panks, one more major show, Grab Joints, Cookhouse, Custard, Sno Balls, etc. All replies:  
**IRVIN DEGGELLER**  
 Fairgrounds, Gainesville, Ga.  
 Will be there Wednesday, Sept. 7.

**AGENTS WANTED**

New Jersey State Fair.  
 Scale, Age and Novelties. Trenton, N. J., and six Southern Fairs to follow. Apply  
**DAVID BLOOM**  
 Trenton Fair Grounds, after Sept. 10.

**WANT**

Foremen for Merry-go Round, Scrambler, Paratrooper and Ferris Wheel; must be licensed semi drivers. Year around work for experienced and capable men.  
**INGALLS AMUSEMENT CO.**  
 c/o Manger Hotel, Grand Rapids, Mich. Phone after 11:00 P.M.

**WANT**

Fat Lady, must be fat. Good deal for all winter. Flora May King, Jack Connors, answer Outstanding Freaks. Strong Acts for Single-O. Open all year around. Write or Phone  
**TONY MORENO or CLAUDE CHANTE**  
 158 W. Pike, Long Beach, Calif.  
 Phone: Hemlock 5-3091

**CONCESSIONS WANTED**

For the GOLDEN GATE SHOWS at Glen County Fair, Sept. 7 thru 11, Orlando, Calif., and Lodi Grape and Wine Festival, Sept. 15 thru 18, Lodi, Calif. Contact as per route.  
**C. F. ALBRIGHT, Mgr.**

**Monarch EXPOSITION SHOWS**

Now Booking for Russellville, Ark., Fair, Next Week. Followed by the Northeast Arkansas District Fair, Blytheville, Then the Big Poplar Bluff, Mo., Fair.  
**CONCESSIONS** CAN PLACE HANKY PANKS OF ALL KINDS, JEWELRY, FLOSS, EATS AND DRINKS, POPCORN, CIGARETTE BLOCK, ETC. NO ALIBIS OR FLATS.  
**SHOWS** CAN PLACE ONE MORE FAMILY-TYPE SHOW. ALSO FUN HOUSE.  
**RIDES** WILL BOOK ONE MAJOR RIDE NOT CONFLICTING. WANT PONY RIDE FOR BALANCE OF SEASON.  
**HELP** WANT TILT FOREMAN AND SECOND MAN. ALSO HELP ON KID RIDES.  
 Contact  
**M. E. REID, OWNER, Wynne, Ark. (Fair), This Week; Russellville, Ark. (Fair), Next.**

**BIG SAVINGS**

New Wells Cargo, Yellowstone, Avlon Fan, Holiday Rambler, Franklin, Pathfinder. Contact me for discount on any make trailer.  
 "Save Money With Johnny"  
**JOHNNY CANOLE**  
 Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

**WANT AGENTS**

for Count Store and Peek Store. Six Cats, Buckets, Crazy Ball, P. C. Dealers and any capable Alibi Agents. Especially want Crew for Bear Hopp-La.  
**LOUIS A. BELL**  
 c/o World of Pleasure Shows  
 Columbia, Tenn., this week.

**Wanted CARNIVAL**

For Sept. 22, 23, 24. Rides and Concessions.  
 Call W. A. Rogers or David Hale, collect. Phone: FAirfax 5-6422, Rison, Ark. CLEVELAND COUNTY FAIR ASSN. David Hale, Pres. Rison, Ark.

**REWARD**

For information as to the whereabouts of  
**FRANK WILD**  
 also known as "Humpty" Weeks.  
 Call collect: BA 2-5692, Dayton, Ohio.

**HELP WANTED**

for Popcorn, Cotton Candy and Candy Apples.  
**V. E. JAMISON**  
**Thomas Jayland Shows**  
 Leaksville, N. C., Sept. 8-10, or as per route.

**ADULT AND KID RIDE BARGAINS**

Comet, 30 passenger, air brakes, big flash, cost about 7 grand, sacrifice \$3,500.00; Chairplane, late model, 18-ft. Smith & Smith, specially arranged to tip over on Mc truck, quick up and down, \$2,150.00; also Kid Chairplane, \$350.00; Kid Whirl Around, trailer mounted, carries adults too, \$450.00; Pinto Kid Seaplane, \$650.00; Smith & Smith Kid Airplane, \$1,250.00; Electric Engine, 4-coach train, \$850.00; Hot Rod, banked 38x70 race track, \$1,500.00.  
**ALLEN, 1400 West St., Syracuse 11, N. Y. Phone: GL 4-3000.**

**WANT CONCESSIONS**

Blair, Wis., Sept. 9-11; Cumberland, Wis., Sept. 16-18.  
**TIP TOP SHOWS**



## Bob Hammond Shows

**WANT** **WANT** **WANT**  
FAMILY-TYPE SHOWS FOR SIX FAIRS AND TWO SHRINE CIRCUSES.

STILLWATER, OKLA., SEPT. 5-8  
ENID, OKLA., SEPT. 10-15  
WHARTON, TEX., SEPT. 20-24  
ROSENBERG, TEX., SEPT. 28-OCT. 1  
CENTER, TEX., OCT. 3-8  
LIBERTY, TEX., OCT. 10-15

PASADENA, TEX., FAIR AND RODEO,  
OCT. 10-15  
SHRINE CIRCUS, AUSTIN, TEX.,  
OCT. 21-29  
SHRINE CIRCUS, HOUSTON, TEX.,  
NOV. 1-13

## PAGE BROS.' SHOWS

WANT FOR ATHENS, ALA., FAIR, SEPT. 19-24, AND REST OF SEASON

CONCESSIONS of all kinds such as Jewelry, Lead Gallery, Diggers, Bear Pitch, Glass Pitch and Hanky Panks of all kinds.

RIDES: Book any Ride not conflicting such as Kid Rides, Live Pony, Rock-o-Plane, Flying Coaster, Round-Up, Flying Scooter and Scooter.

SHOWS: Any Grind Show and Side Show. No Girl Shows. Want Concession Agents of all kinds. Want Ride Help on all Rides.

W. E. (SHOTGUN) PAGE, Lewisburg, Tenn., now. Show will be in Linden, Tenn., next week. W. E. PAGE will be on fairgrounds, Athens, Ala. Phone in Athens, listed Page Bros.' Shows.

## J. A. GENTSCH SHOWS

WANT FOR SEVEN MORE MISSISSIPPI BEST FAIRS

Including McComb and Natchez, which has the largest payroll of any town in Mississippi; also have three good still spots to follow. Have a bumper crop of cotton in Mississippi this year.

Will book one Six Cat and one Bucket, Hanky Panks of all kinds, Custard, Pronto Pups, French Fries, Grab Joint, Scales, Novelties; also want Agents for office Percentage and a good Griddleman for the Cookhouse.

SHOWS: Can use Fun House, Snake Show, Illusion Show, 10-in-1 or any family-type Show.

RIDES: Want Scrambler, Octopus, Dodgem, Paratrooper, Wild Mouse and Rock-o-Plane. Can use a few good Ride Men who drive.

Answer: J. A. GENTSCH SHOWS, Shannon, Miss., this week; Belzoni to follow.

## SOUTH FLORIDA FAIR

West Palm Beach, Jan. 27-Feb. 4

Those wishing to reserve their locations kindly send regular deposits immediately. Uncontracted space open after Oct. 1.

MacALISTER MARCKRES, Conc. Mgr.

177 N. MARGUERITA DR., WEST PALM BEACH (No Phone—No Wires)

## O.C. BUCK SHOWS

Want for Rocky Mount, N. C., Fair, September 9-17;  
Spindle Center Fair, Gastonia, N. C., September 19-24

CONCESSIONS: Can place legitimate Merchandising Concessions of all kinds, Hats, Scales, Photos and Eating Stands. Will book ARCADE for balance of season. All answers to O. C. BUCK, Rocky Mount, N. C.

## VIRGINIA GREATER SHOWS

FAIRS FAIRS FAIRS

Jayces Fair, Windsor, North Carolina, this week; Greens County Fair, Snow Hill, North Carolina, Sept. 12 to 17; Zebulon, North Carolina, Fair, Sept. 19 to 24; Firemen's Fair, Clinton, North Carolina, Sept. 26 to Oct. 1, and five more weeks to follow.

Want French Fries, Photos, Long and Short Range, High Striker, Age and Scales, Jewelry, Bear and Penny Pitches, Pitch-Tilt-You-Win, Cork Gallery; in fact, all Hanky Panks open. Want Allib Agents for Concessions. Can use Agents for office Concessions. Will book Manager for Five-in-One but must have Queen. Want Snake Show, Monkey, Wildlife, Illusion. Will book Rides that don't conflict. Tilt-a-Whirl with us last fall, answer. Mail and wires to

WM. C. (BILL) MURRAY, Windsor, North Carolina, this week.

## ROCK CITY SHOWS

OPENING IN HAMPTON, ARK., SEPT. 14 THRU 18

Need Hanky Pank Concessions of all kinds. Need Ride Foremen and Second Men for Tilt, Wheel, Octopus, Merry-Go-Round and Kid Rides. Will be at Hampton, Ark., Fairgrounds Sept. 10.

Contact GEORGE EISENHOWER.

## GREAT DANVILLE FAIR

OCTOBER 3, 4, 5, 6, 7, 8, DANVILLE, VIRGINIA.

For information regarding midway space—contact JAMES E. STRATES SHOWS. Demonstrators, Merchandise Dealers, etc., desiring space in Exhibit Halls—contact C. C. FINCH, Fairgrounds, Danville, Va. Phone: SW 3-6615.

## HOLIDAY AMUSEMENT CO.

Wants Concessions: Bingo for balance of season or for Miami, Okla.; also for season, Hit and Miss, Duck Ponds, Basket Ball, Short Range, Photo or those not conflicting.

FIELDING GRAHAM

Cole Camp, Mo., Sept. 8-9-10; Miami, Okla., Sept. 12 thru 17.

## BEE'S OLD RELIABLE SHOWS, INC.

RIDES: Roll-o-Plane and Merry-Go-Round Foremen and Second Men on all rides. Want set of Kiddie Rides, CONCESSIONS: Short and Long Ranges, Glass Pitch, Scales, Custard, Photos and Hanky Panks, Roll Down, Blower, Six Cats, Buckets, Pea Pool, Saucer, Pan, Grab and Hanky Panks for Harlan, Ky., Fair, Sept. 19-24. SHOWS: Girl Show for Harlan, Snake and Shows with own equipment.

All replies to RAYMOND C. HULS, Munfordville, Ky.

## MIDWAY CONFAB

Continued from page 52

Mrs. Charles (Basketball Slim) Labreche, joined. . . Molly Strauss suffering with a head cold. . . Comics Hanlon and Clark of the Club Lido held a birthday party and cut up a big cake. . . Mrs. W. R. Restis and youngsters visited husband and father, Bill Restis. . . Red Moyer and Garnet Walker joined. . . Bill Hunt of the Gun-smoke Trio troupe, was formerly out with Roy Rogers.

Jack Dickstein and Elmer Nagy were among the pallbearers for the funeral of Eddie Gold, Detroit concessionaire, on Monday (29). Others who attended from the Michigan Showmen's Association were Past-President Robert Morrison, Mr. and Mrs. Sam Burd, Mr. and Mrs. Norman Price, Mr. and Mrs. David Greenberg, Mr. and Mrs. Paul Greeley, Marion Fodel and Jake Kotzen. . . Paul Greeley announced plans for a jamboree for the benefit of the Michigan Showmen's charity fund the week of September 7 at Allegan, Mich., on the Happyland Shows midway. Edor Burge and Rex Burge are in charge of the event.

Charlie Byrnes

Mr. and Mrs. Frank W. Peppers, former owners of the Peppers All States Shows, recently joined the Gentsch Shows with a string of concessions playing currently thru Mississippi. . . Joe Williams, who has his concessions on the Monty Young Shows, reports good business at the fairs played by the show out in the far west. . . George Jones, Jack Littlefield and R. H. Joplin all have their concessions in operations on the Bill Hames Shows playing Texas fairs.

When Bud Davis, manager of the World of Pleasure Shows, answered a long distance call at the Princeton, Ind., fair, a deep, resonant voice intoned, "This is Hernando!" Dropping his voice two octaves, Davis answered, "Where is your Hide-Away?" . . . Business for the Bill Hames Shows has been up at all fairs so far this year, George Jones, concessioner on that midway, reports. . . John T. Hutchens Modern Museum, has booked his Side Show for the remainder of the season with the Don Franklin Shows. Show has been playing in Wisconsin and will start on its Southern fairs during the next two weeks.

Frank Joerling

Mr. and Mrs. Herman Weiner, concessionaires with the Chanos Shows, are sporting a new mobile home. . . Following the August 22 marriage of Dutch Simmons, Merry-Go-Round foreman on the Virginia Greater Shows, and Grace Ryder, nonpro of Middletown, Del., a party celebrating the event was tossed by the show's Stanley Adams. Friends attending the affair included Mr. and Mrs. Rocco Massucci; Frank Simmons, son of the bridegroom; Art and Mabel Courtwright, L. Brown, Red (Pappy) Payne, Tommy Austin, Mike Stevens, Herman and Gloria Carter, Art Lillay and Ed and Janet Hishy.

Al Schneider

Steve Vaughn, president of the Pacific Coast Showmen's Association in Los Angeles, and his wife, Helen, are at the Canadian National Exhibition in Toronto. They are penning cards to their friends in Southern California.

Sam Abbott

## LOOK!

2 GOOD ARKANSAS FAIRS  
Hamburg, week Sept. 12, and Thrd District Fair, Hope, week Sept. 19. Out till the snow flies.  
Want 2 Kiddie Rides. Want Shows with own equipment. Also Girl Show and Athletic Show. (Ray Wheelock, contact.) Want Hanky Panks. (Cook, contact.) Need Skillo, Clothes Pin and Count Store Agents. Call  
C. A. VERNON, Taylor 2-3560  
Ryan, Tex.

## KING REID SHOWS

Can place for Eastern States Exposition, Springfield, Mass., September 17-25, feature rides such as Sky Wheels, Mad Mouse, Rotor. All replies to

KING REID SHOWS, Springfield, Mass., or Manchester, Vt.

## WANTED

For Piggott, Ark., Fair, Sept. 15, 16 and 17, followed by 5 bona fide Louisiana Fairs at Jena, Villa Platte, Winfield, Lake Providence and Oak Grove, ending Oct. 22.

CONCESSIONS: All kinds of Hanky Panks and Allibis. Also will book Grind Store with Hankies. No Eats, Novelties, Bingo or Diggers.

RIDES: None. We have 15. SHOWS: Any Shows of merit. Contact

JACK THOMPSON, Wm. D. Stanley Shows

Forman, N. D., Fair, Sept. 5-7, or Madison, Minn., Fair, Sept. 8-11.

## MEEKER COMBINED SHOWS

WANT

WANT

AGENTS FOR ALL HANKY-PANKS

All office operated.

WILL BOOK GAMES  
FOR CENTRAL WASHINGTON FAIR  
Sept. 28-Oct. 2

Contact RALPH MEEKER as per route  
MOSES LAKE, WASH., Sept. 7-11

## HARRY SCHREIBER

Can place for Cape Girardeau, Mo., Fair next week.

Agents for Count Store, Six-Cat and P.C.

All wires c/o Western Union, Lebanon, Tenn., all this week.

## Fairs—Fairs—GEORGIA AMUSEMENT CO.—Fairs—Fairs

CONCESSIONS: Will book legitimate Concessions of all kinds except Snow and Floss, Apples and Cork and Glass Pitch. Sell ex on Bingo, and if you join now you can play Cherokee Indian Fair with me. Also sell ex on Novelties, Custard, French Fries, Dog-on-Stick.

SHOWS: Will book moral and refined Shows of all kinds except Snake Show. Can use Funhouse.

RIDES: Will book Paratrooper or any non-conflicting ride at Cherokee, N. C. Lincoln County Fair, Lincolnton, Ga., Sept. 12-17; Rockdale County Fair, Conyers, Ga., Sept. 19-24; Henry County Fair, McDonough, Ga., Sept. 26-Oct. 1.

H. H. SCOTT, Fairgrounds, Commerce, Ga.

P.S.: Costa, Stergiou wants Help in diner. Must drive.

## KREKELER AMUSEMENT CO.

Wants for Peebles, Ohio, Street Celebration, Sept. 12-17;

Del-Fair Shopping Center, Cincinnati, Ohio, Sept. 19-24.

Want Hanky Pank Concessions of all kinds, Photos, Long and Short Range Galleries, etc. RIDES: Need two Kid Rides for the above and balance of season. Can always use good Hanky Pank Agents and Ride Help. Contact

Charles Krekeler, Fairgrounds, Dayton, Ohio, Sept. 4 thru 7 or phone Bethel, Ohio, R0ckwell 3-2819 or as per route.

P. S.: This show is now solely owned by Chas. Krekeler and new angel.

## GREATER DIXIELAND EXPOSITION

Wants for Louisiana Fairs: Opening Jonesboro, La., Fair, Sept. 19, followed by Marksville.

CONCESSIONS: Want Merchandise Concessions of all kinds, Hanky Panks, Long or Short Range Galleries, Pitches, Novelties, Jewelry, Straight Sales, Eats and Drinks, etc. (Concessions playing Jonesboro receive preferred locations in Marksville.) HELP: Place Foremen that drive for Wheel, Tilt, Octopus. Other useful help for all rides.

RIDES: Want Kiddie Auto, Airplanes. Place one more major Ride, Live Pony. SHOWS: Any clean family-type Show with own equipment. Conditions good; best drop in years. All reply:

JIMMIE HENSON

FOREST HILL, LA.

PHONE: PILGRIM 8-2261 (Call 5 to 7 p.m. only)

## PAGE COMBINED SHOWS UNIT #2

Want for CHESTERFIELD COUNTY FAIR, Pageland, S. C., Sept. 12-17,

and other Fairs to follow.

CONCESSIONS: Want all kinds of Concessions, Skillo, Razzle, Pin Store, Allibis, Mitt Camps, Hanky Panks and P. C. All Eats and Drinks open, including Popcorn, Floss and Apples. Also Auction Truck and Direct Sales.

SHOWS: White and Colored Girl Shows, Geek, Big Snake, Funhouse, Monkey Show, small Side Show or any family-type Shows.

RIDES: All Kiddie Rides open. Merry-Go-Round, Scrambler, or any non-conflicting Thrill Rides.

HELP: Can always place good Ride Help. All replies to BILL PAGE, Morganton, N. C., Fairgrounds. P. S.: People joining now will have preference to play our winter fairs in Florida.



# Fairs Holding OK For Marks Midway

STAUNTON, Va. — Fair business has been good business for the Marks Shows, Covington, Va., and Gaithersburg, Md., were good ones, Covington ending with a

# Midway Clan Out in Force At Timonium

TIMONIUM, Md. — The midway here was as big as any in recent years when the Mayland State Fair got under way Monday (29). George Marshall Jr. of Baltimore held the contract for the first time and provided more than 30 rides.

There were four Ferris Wheels, Hal Miller's Flying Coaster, Octopus, Helicopter, Paratrooper and other units. Concession row was well populated as usual, many of them always showing here prior to the major Pennsylvania dates. Reading opens after the wind-up here Saturday (10) and many of the operators will head that way.

Crowds were average early in the week, and spending was held down by terrific heat.

## WANTED

Side Show Acts of All Kinds  
Place Talker

Legitimate Concessions of all kinds for Concord, Lexington and Jackson, N. C.

Place Colored Rock and Roll Troupe.

Place Ride Help at all times.

Can place Grind Shows.

THOMAS JOYLAND SHOWS  
Leaksville, N. C., this week.

## WANTED RIDE FOREMAN

Account sickness, experienced Kiddie Man, A. H. Baby Merry, Tanks, Boats, King Choo Choo, Pony Carts. Must know these rides. Top salary. Bill Eddins, contact, Alexandria, Va., until Sept. 7; then Reading, Pa., Fair, Sept. 9-17.

EARL PURTLE  
c/o Cotlin & Wilson Shows

## WANTED

For Rising Sun, Md., 100th Anniversary Centennial. Open Day & Night, Sept. 10 thru 17. Large Parade & Pageant Show. Can place Hunky Panks, Stock Stores, Center Joints and Direct Sales. Sell "X" on Scales, Age and Hats. Lou Hall, get in touch. Good earlie spot. Will be on grounds Sept. 6. FRANK RICH, 1243 E. Passyunk Ave., Philadelphia 47, Pa. Phone: HOward 2-4593.

## HARRY MODELE WANTS AGENTS

These contracted call for confirmation. Sept. 6 to 17. Yorktown Hotel York, Pa.

YOUR SECRET TO SALES RESULTS — THE ADVERTISING COLLEGE OF THE BILLBOARD!

# 'DRIVEATHON' TO PROMOTE ISLIP FAIR

NEW YORK — A 14-day endurance "driveathon" was begun in Times Square last week to promote the September 14-18 Suffolk County Fair, which is being revived after a long layoff. Larry Mendelsohn and Buddy Gates were sealed in a sign-laden station wagon and sent on their way, complete with telephone, disposal unit, mattresses, loudspeaker and WBIC microphone. They expected to cover 10,000 miles thruout Long Island. Gates is a sports car enthusiast and former stunt show operator, and Mendelsohn operates Islip (N. Y.) Speedway, site of the fair. Doors and windows were covered with bars welded under NASCAR supervision. The pair spent hours boning up on low-residue diets, and expected to lose about 15 pounds each during the grind.

# Persistent Rains Belt PNE Fun Zone

VANCOUVER, B. C.—The big, colorful fun zone at the Pacific National Exhibition took a beating from the rain last week.

Three days of a regular deluge closed all rides and shows and all that was working were the lights. Three other days pulled showery weather, leaving only three good days out of the first nine. Weather-wise, many along the midway called it the worst run in their memory.

After 43 days of bright sunshine, it began to rain a week before the fair opened and has kept it up ever since. Jerry Crawshaw, manager, had his fingers crossed for the final five days in hopes that some of the losses could be recouped.

Exact figures for comparison with last year's business have not been compiled and will not be available until the end of the run, Labor Day.

Despite a downpour on Monday night (29), over 28,000 football fans took in the game between the Edmonton Eskimos and the Vancouver Lions in the Stadium, which fronts the Playland. And some business resulted for the covered concessions after the game.

## Minn. State Fair

Continued from page 40

of Nelson, Anita Bryant, Paul Evans and Neil Sedaka plus Gordon (Tarzan) Scott.

After the two rainouts the Barnes night grandstand show hit a strong pace and thru Thursday night was matching or topping last year. The Winkley auto races, with stocks on Monday and Thursday and big car sprints on Tuesday and Wednesday, drew their usual strong grandstand crowds.

The horse show, with some sessions specially for youngsters, was doing its usual business in the Hippodrome.

On the midway the Royal American Shows were doing strong business. Altho the weekend hurt grosses somewhat, by Friday the ride and show figures were only 6 per cent under last year's all-time record.

shows were heading for one of the biggest days ever experienced by the show, when rain hit at 4 p.m. and chased the crowds.

Fair officials reported spending thruout the grounds was above expectations. One commercial exhibitor reported selling 15 pianos, and 11 sewing machines were sold at another display.

For the first time the fair has been presenting free circus acts at the plaza, one show in the afternoon, the other at 6:30 p.m.

## Iowa State Fair

Continued from page 40

afternoon (2) and modified stocks on the final Sunday afternoon and night.

Trans World Auto Daredevils pulled a fair crowd to its Monday afternoon show and were set to come back on Saturday afternoon. Greyhound races were in on the opening Friday (26). Harness races were in for two afternoons.

Olson Shows were doing well on the midway. On Sunday (28), Paul Olson, manager, said the rides and

# KEN-PENN AMUSEMENT COMPANY

Wants Concessions that work for stock. Massillon, Ohio, Sept. 12-17; Libson, Ohio, on the streets, Sept. 29 to Oct. 1. All replies

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Ferris Wheel, tractor and trailer ..... 2,750.00  
Merry-Go-Round, good condition, \$4,500.00 including tractor and trailer.  
Rolling equipment worth ..... 1,500.00  
Chairplane with trailer and tractor ..... 1,500.00  
Comet with tractor and trailer, very good condition ..... 3,500.00  
Kiddie Chairplane and Kiddie Train ..... 800.00  
50 KW. Cummins Diesel with 5,000 feet of wire and junction boxes enough to light a big show, mounted in Chevrolet truck, like new ..... 4,500.00

Complete show, \$20,000.00. No deals.

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**Sol Rosenfeld, Mgr., Sol's Greater Shows**  
Paducah, Ky., all this week.

# James H. Drew World Fair Shows

Barlow County Fair, Cartersville, Ga., Sept. 12 thru 17; West Georgia Fair, Carrollton, Ga., Sept. 19 thru 24; with long circuit of Georgia Fairs ending in November

Concessions: Merchandise, Prize-Every-Time and Outright Sale Stands of all types. Good opening for Age and Weight, Custard, High Striker, Pitches, etc.

Shows: First-class Girl Show with modern equipment. Also Grind and Bally Shows. Help: Experienced Ride Help and Tractor-Trailer Drivers.

All address:

This week, James H. Drew World Fair Shows, Fairgrounds, Jamestown, Tenn.

# ALAMO EXPOSITION SHOWS

HELP: Want capable Assistant Mechanic, also Assistant Electrician for diesels. Second Men on all rides, must drive semis. Can place Agents for Six Cats (Chuck Baker, call Robert). Joe Murphy can use young, attractive Girls for two Girl Shows. CONCESSIONS: Will book a few more Hunky Panks, also Custard, Long and Short Range, Photos, Age and weight.

Phone: JACK RUBACK, Mgr., Wade Hotel, Duncan, Okla., Sept. 5-10; Denton, Tex., Sept. 12-17. All fairs thru Nov. 12.

Have for Sale—One Ape Family Show, flashy front, three large Chimps. All mounted on truck and semi. Can be seen as per route.

## HAVE FOR SALE

1-32 Ft. Allan Herschell Merry-Go-Round

Wooden and aluminum horses, or would consider trading for Tilt or Coaster. No junk wanted. Johnny Graves, call me at once. Rex Williams wants Ride Men in all departments. No cars, and if you drink, stay where you are.

KING BROS.' SHOWS

Eads, Colo., Sept. 7-10; Springfield, Colo., Sept. 14-17; Boise City, Okla., Sept. 20-24. P.S.: Clarence Auskings no longer here.

# FIESTA SHOWS

Wilson County Centennial, Floresville, Tex., on the streets, Sept. 20-24; followed by Giddings, Coldsprings, Belleville and Alice, Tex., Fairs, plus 3 Celebrations. RIDES: Looper (Red Woods, call), Flying Coaster (Bud Humphries, Max or Don Quines), Scrambler (Jake, call) or any major ride. What have you? Place family-type shows. Concessions all open. Contact

FIESTA SHOWS, Essex, Iowa, Sept. 5; Washington, Kans. Fair, Sept. 7-10. Be in Washington. Will place you.

# AMERICAN BEAUTY SHOWS

Want for Firemen's Fall Festival, De Soto, Mo., Sept. 10-16; Paragould, Ark., Fair to follow.

Concessions of all kinds. All Hunky Panks open. Also need Six-Cat and Bucket Agents. Can place Girl Show. All replies to

**JOE H. SHARP**

Will be in De Soto, Mo., on Sept. 8.

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This line of kitchenware comes in three wood-like finishes to match today's cabinets. In walnut, briarwood or all-spice. Included are cannister sets, refuse cans, breadboxes, snack sets.—Master Metal Products, Buffalo, N. Y.

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Cow pony head astride a sturdy stick with braided reins. Comes in palomino, red, yellow or silver. Washable finish. Stick is 36 inches long. Retail \$1.—Royalty Designs, 3163 S.W. 21 Terrace, Miami, Fla.

**FIRE TONGS**

Colonial design. Extends 27 inches to reach into fireplace and turn logs. Scissor action stretches out tongs to eliminate stooping. Made of black iron with brass rivets. Retail \$3.95.—Seymour Mfg. Co., Seymour, Ind.

**BANK**



Bank is 10 inches high, made of unbreakable poly and has a removable poly sombrero with a snap-fit lock for easy deposit and removal of coins. Packed in a poly bag. Retail 98 cents.—Knickerbocker Plastic, 11501 Hart Street, North Hollywood, Calif.

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Abbeville, S. C., Gets New Fair

ABBEVILLE, S. C.—According to George W. Settles Jr., president of the sponsoring Abbeville Junior Chamber of Commerce, the 1960 Abbeville County Fair will be staged on the site of property now in process of purchase, located a short distance beyond the city limits on the old Greenville highway. Settles said the Jaycees had approved a recommendation of its board of directors to use the new property. The fair, which was revived in 1959 after a lapse of 20 years, will be held September 19-24.

Prince Albert Fair Reports Okay Run

PRINCE ALBERT, Sask.—Altho official figures were not made known, attendance at the three-day Prince Albert Exhibition was reported to be on a par with last year. Moneywise, the gate was ahead by a few dollars and the grandstand was down, said George K. Ross, manager of the fair. Weather was good for the three days and the final day's turnout was the best of the lot.

Art B. Thomas Shows were on the midway and the Tom Drake Agency provided the grandstand show. Features included a livestock show, light horse show, auto giveaway and fireworks.

Orange Show New Dates

SAN BERNARDINO, Calif. — Dates for the 1961 National Orange Show have been changed to April 20-30 from April 27-May 7, Ken W. Dyal, secretary-manager, announced here last week.

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LIVE PONY RIDE—7 YOUNG, WELL-trained ponies, on sweep; new saddles; all for \$1,900. Call soon as you read ad. P. L. Cobb, Amite, La. Phone day or night 9317.

TRICK PONY—KNOWS TWENTY-THREE tricks. All props. Nice to use for schools and shopping centers. \$500. Ted Kasprzyk, 3104 Woodside, Bay City, Mich.

WILL BUY Good Working Chimp 30-40 lbs. 3-4 yrs. MARINE ENTERPRISES, INC. P. O. Box 2636 Ocean Park, Calif.

Business Opportunities

HOT SPRINGS, ARKANSAS DOLL TOWN Museum, with large home. Can also handle antiques. Couple retiring. Good business. Bettie Sharp, 903 Whittington. se5

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. se26

NEW ELECTRIC MACHINE BAKES Greaseless Doughnuts; attracts crowds. You'll coin money serving hot doughnuts. Weighs 60 pounds; small investment; free recipes. Norbert, 3605 South 15th, Minneapolis 7, Minn.

Porto-Bilt

ROLLER RINKS Complete Tent Rinks and Floors only for indoor use, any size. W. T. Shackelford, DIXIE RINK SALES, P. O. Box 415 Smyrna, Ga. HF 5-5978 (8-2183 Marietta)

START A MAIL-ORDER BUSINESS—SMALL capital. Details, \$1. Fred Hettick, Mgr., Bismarck, N. D., Box 1478.

This is a DISPLAY CLASSIFIED AD Your Advertisement Display In a space this size will cost only \$14 per insertion

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-90, Chicago 22. se26

60" SEARCHLIGHTS AND PARTS. UNUSED Sperry and G. E. Lights and Generators: complete line of Parts. Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif. se5

20,000 GIFTS ITEMS—BRASS, MILK GLASS, Miniatures, Cigarette Sets, Wall Plaques, Trivets, Figurines, Planters, Novelties. Contact Bob Storm, Dallas, Texas. AN 2-3313. FE 1-1470.

Clothes, Uniforms, Wardrobes CLOWN SUITS, COTTON PRINTS AND plain colors. Small, medium or large. Priced right, 1 to a 1,000. Write to Robert Erlichman Co., 5218 Schuyler St., Phila. 44, Pa. se5

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc17

For Sale—Secondhand Show Property

BRILL HAS CAST ALUMINUM CARROUSEL Animals: Horses, Reindeer, Rabbit, Dog, Chicken, Rooster, Elephant, Donkey. From \$54. Circus Wagon and Ticket Box Carvings, Plaster Heads, Machine Guns. Patterns available. Free catalog. Brill, Box 875, Peoria, Ill.

CANDY TRAILER

\$3,500 CASH With kiss wrapper, puller, dry popper, 2 stoves, caramel corn and candy kettles, pans, scales, cooling pan, 20' ground counter; 20' factory-built trailer, opens all one side; never licensed. Phone: CYP 3189 Buffalo, New York

COMPLETE KIDDIELAND—7 RIDES AND Ponies. Land sold; must sell all equipment. Tom DeWitt, 5521 Paraguay, El Paso, Texas. se5

FOR SALE—ALLAN HAWES "LITTLE Show Boat" — Size 10' by 24". New in 1956. Excellent condition. Lake Lansing Park, Box 98, Haddonlet, Michigan. Tele. Lansing FE 9-8221. se12

FOR SALE OR TRADE CHEAP—LARGE RIDE complete. Flying Scooter loads on one trailer. Garbrier Wheel, 3-abreast Spillman M-G-R. Also complete 7-ride unit booked until Oct. 30, terms. Fred Nolan, Moxahala Park, S. Zanesville, Ohio.

FOR SALE—SKILL BINGO GAME. 120 seats & complete game including Billboard. Mike Stand & Speakers. Call or write Harry Walters, 1207 Ocean Ave., Asbury Park, N. J. Phone PRospect 6-9797 or Capital 9-1329.

FOR SALE Thrift-a-Whirl, 2 Trailers, Chev Tractor; #5 Ferris Wheel, 1 Trailer and Chev Tractor; Major Merry-Go-Round. 30 ft., 20 horses, trailORIZED with timer and Chev Truck; Tubs-Of-Fun, trailORIZED; Kiddie Car Ride with timer, trailORIZED. Kiddie Jet Plane with Cotton Candy and Sno Kones, Ice Bin, 4 Ticket Booths, 1,000 ft. Cable, 2 Junction Boxes, 2 Fuse Boxes and parts. Free selling as unit but will sell separately. Equipment in excellent condition. Write JOHN A. ROSE, 644 Chester Ave., Elgin, Ill.

FOR SALE—2 HANNAMOBILES, CHAIN drive. Run on any kind of ground. Complete ride with fence, \$450. Raymond LaFontaine, R.D. #1, Constantia, N. Y. Phone MA 3-7404.

FOR SALE—36-FT. 3-ABREAST MERRY-GO-ROUND. 30 horses with aluminum legs and tails, beautifully painted, two chalets, outside scenery, mirror heads, sweeps and inside scenery well lighted. Top and side walls like new. 4 cylinder gasoline or 3 phase electric motor, new clutch assembly, telescopes and bushings. This entire ride has just been painted and is in perfect condition. Must be seen in operation in Altoona, Pa., to be appreciated. One of the most beautiful Merry-Go-Rounds ever built. Sani-Serve, direct draw soft ice cream trailer, factory made. 28 gallon per hour capacity 60 gallon mix cooler. Neon lights outside. Fluorescent inside, plate glass in screen enclosures, running water and stainless steel sink. Passed rigid Pa. & Md., State Inspections. Ready for the road. Thompson Bros. 2906 Fourth Ave. Altoona, Pa.

FOR SALE—40-FT. HERSCHELL-SPILLMAN M-G-R. Good condition. Playing Sioux City Shopping Center Aug. 26-31. E. L. Murphy, Clear Lake, Iowa.

HERSCHELL MERRY-GO-ROUND. TANK Ride, Snow Ball outfit, 42 Frank Rotisserie, on location. Quick Sale, going into new business. Tony Zangari, 117 W. Ferdinand St., Manheim, Penna. se26

LONG RANGE 20-FT. MANGELS SHOOTING Gallery; 10 ft. Duck Pond. Steel sides and ceiling. Now in operation. Must vacate. Bill Jacobs, 1013 First Ave., Asbury Park, New Jersey. Price \$4,000.

NO. 5 ELI—PERFECT V BELT. AUTOMATIC clutch, now up. Will sacrifice for cash. Sam Cooper, Jacksonboro, S. C. Tel.: Vernon 5-2107.

MIXER RIDE, SIMILAR TO SCRAMBLER but has 4 more seats, made by Garbrier Mfg. Co. Will trade for late model Oldsmobile or sell on long easy terms. W. O. King, P. O. Box 448, Mt. Clemens, Mich. se26

MORE BUYERS Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

PORTABLE 20 X 20 WOODEN FRAME, good condition, no canvas top, \$30. Fred LaFontaine, 19205 Berg Rd., Detroit 19, Mich.

STEAM ENGINES & COACHES—BIG 15" gauge 4-6-4 Hudson-type engine and tender. Waichot valve gear and Scotch Marine boiler fired with oil. Fuel tank cap. 37 gal. Built 1946 by Sandley Light Railway Equip. Co. 4" x 6" B & S Water tender cap. 300 gal. Safety valve 150 lbs. 5 box cars, 1 gondola, 1 baggage, 1 caboose. Train ready for operation. Small 15" gauge steam engine, tender and hardware for three cars, trucks, boiler seats, drawheads and head plates. Engine is Cagney type 4-4-0 with Stevens valve gear. Boiler fired by "Littleford" torch oil burner. Fuel cap. 10 gal. Built by tender. Safety valve 150 lbs. Good buy for 1,500 or 1,800 foot track. Jim Royals, Audubon Zoo Railroad, New Orleans, La. TWenbrook 8-0506.

TRAINS — ALL SIZES, GAUGES, TYPES; new used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. se1

WHIRLO ROCKET—PERFECT CONDITION. In use in park. Sacrifice for cash. Contact A. V. Flake, 2322 10th Ave. No., Bessemer, Ala. HA 5-7246.

Help Wanted

LADY (25-50) TO DRIVE MY CAR. ASSIST in hooding school show. Will teach you how to book. Steady, good pay. Show opens Sept. 14. Write Paul Hubbard, Gen. Del., Covington, Ky.

TATTOO ARTIST—GOOD PAYING STAND. In hooding school show. Steady sober man. Phone HARRISON 7-2413. Reverse charges. Paradise Arcade, 426 S. State, Chicago, Ill. se19

(Continued on page 62)







# BULK VENDING

SEPTEMBER 5, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

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## Bulk Trade Breathes Easier As Solons Rest for a While

CHICAGO—Bulk operators will have a respite from any additional State legislation—at least for a while. Currently only the Massachusetts body is in session and no bills affecting the vending industry are being contemplated.

Pennsylvania and New Jersey are expected to meet September 12, and again no real danger is expected. Other Legislatures will not convene until early 1961.

The only bills of any interest to the vending industry are in the New Jersey Senate concerning a cigarette tax hike and gross receipts sales tax. Neither, however, has any great popular support.

### Defeat

The cigarette tax hike will likely come to a Senate vote and is expected to be defeated. Two sales tax measures, 1 for 2 per cent and one for 3 per cent, are also expected to be defeated.

Perhaps the greatest influence at this point is being exerted by the coming November elections. Licensing and tax measures rarely have universal approval, and legislators are not too anxious to offend any voting group, no matter how small.

With the November elections out of the way and with the resumption of hostilities after January 1, the vending industry will again be hit with its customary share of measures. State legislators are always looking for means of raising revenue, and a minority interest such as the vending industry invariably comes in for its share of trouble.

### No News

All this is, of course, no great news to the trade, and such groups as the National Automatic Mer-

chandising Association and National Vendors' Association prepare for it as a routine part of their work.

The biggest job that both these groups face is enlisting support at the local level. This is especially true for NVA, the bulk vending group, which virtually has to be faced by a disaster before operators are willing to react.

NAMA, perhaps because it is an older and larger association or perhaps because its members are just better businessmen, has less trouble along this line. It has succeeded in building up an effective network of State associations that keep the national group in touch with local conditions.

### Less Success

Not so NVA, which with few exceptions, has had less success in arousing operators at the grass roots. Thus, the association is handicapped both in getting the word on pending legislation and in rousing local support to fight it.

The peculiar nature of the bulk industry with its large number of part-timers is chiefly responsible for this. Many of the larger operators in the country are members of the national association and are willing to act, but they too have trouble in rousing others to help. The sum effect is that little is done until its almost too late. Then often the effort is in the nature of a crash-emergency program which is costly and limited in effect.

## Bulk Banter

### Cleveland Doings

Herman Eisenberg, Confection Sales Company, reports that the last of 200 membership blanks for the Ohio Vendors' Association went out last week (15) to bulk venders in Ohio and several applications for membership have been received. Announcement of the next meeting of the O.V.A. is expected to be made in a few weeks. The location of the meeting will be geographically convenient to the majority of the members.

The Steve Zsigrai household has just returned to normal with the arrival of Mrs. Zsigrai after a trip to France where she spent a month with her family. It was the first time she had been "home" in 11 years. (Steve sure was glad to turn over the housekeeping to her.)

William J. Novotny and wife, Carole, owners of Automat Service Company, Lakewood, have just returned from a vacation in Canada.

George Sandish is out of the bulk vending business now. He sold his route to Joseph Rades, Ridge Gum Company, and Sandish is now working for a soft drink firm in Erie, Pa.

Joseph Rades reports the purchase also of Ohio Gum Company's business and the addition of a Volkswagen station wagon to be

used as a demonstration unit completely equipped with multiple bulk vending units and a variety of fills. Featured will be five and six-unit stands.

Bob Lind is busy building his route with plans for selling it by December, at which time he and his family will leave for Florida for their annual three to four-month stay. He plans to establish a new route when he returns to Cleveland in the spring.

In Los Angeles, the Bill Coombs are receiving congratulations upon the arrival of their second son, Jackie David, August 19. Bill Coombs, in addition to being a bulk vending operator, is an officer in the Western Vending Machine Operators' Association.

Herb Brown, of Operators Vending Machine Supply Company, is back at his desk following a three-week vacation. He traveled 6,000 miles during that time seeing the natural wonders of Oregon, particularly Crater Lake. Cliff Ladbury has opened his Utah Vending Company in Salt Lake City.

Jackie Nelson, Logan Distributing Company, Chicago, helped us out with a news squib that he clipped out of a daily paper that quotes a Moscow radio dispatch saying vending machines will be placed in the Russian capital to dispense "two or three types of water." Jack wondered "just how many kinds" there were over there.

### Fry, Vending Vet, Dies

ST. LOUIS—Benjamin L. Fry, 81, a pioneer of the vending machine industry, died of a heart attack here last week. He was one of the founders of the old National Sales Machine Company in 1925, which later became National Vendors, Inc. Surviving are his widow, Anna W., and a daughter, Mrs. Lagola Waggoner, both of St. Louis.

## GOOD CAMPAIGNERS

Vacuum plated DONKEYS or ELEPHANTS . . . only \$4.00 per M in 5 M lots.

Ask About Our ATLAS Finance Plan

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

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World's Largest Selection of Miniature Charms

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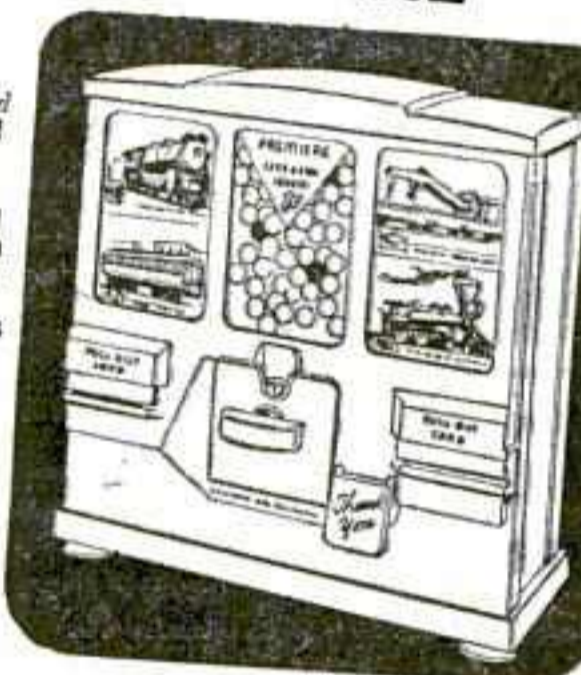


Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE oak's "PREMIERE"

Ball Gum and Picture Card Vender Both for 1c. Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum. Same fool-proof coin mechanism proved best on the famous Acorn Venders.



Below are listed factory authorized dealers.

### AMERICAN NUT

1061 Tremont Street Boston 20, Massachusetts

### BIRMINGHAM VENDING

540 2nd Avenue, North Birmingham 4, Alabama

### BUYMORE SALES

#6 Bayview Avenue Lawrence, L. I., New York

### DALE DISTR. (B.C.) LTD.

1168 Seymour Street Vancouver 2, B.C., Canada

### GRAFF VENDING SUPPLY

2817 West Davis Dallas, Texas

### H. B. HUTCHINSON CO.

1784 N. Decatur Road, N.E. Atlanta 7, Georgia

### IMPRONTO VENDING

300 North Gay Street Baltimore 2, Maryland

### LOGAN DISTRIBUTING CO.

1850 West Division Street Chicago 22, Illinois

### SAMUEL J. PHILLIPS CO.

4372 Lindell Boulevard St. Louis 8, Missouri

### OAK SALES COMPANY

2033 Fifth Avenue Pittsburgh, Pennsylvania

### OAK SALES OF FLORIDA

1121 - 71st Street Miami Beach, Florida

### OPERATORS VENDING

1023 South Grand Avenue Los Angeles 15, California

### QUEBEC VENDING CO.

109 Commissioner St. West Montreal, Quebec, Canada

### RAKE COIN MACHINE EXCH.

609 Spring Garden Street Philadelphia, Pennsylvania

### JACK SCHOENBACH

715 Lincoln Place Brooklyn, New York

### SOUTHERN ACORN SALES

526-30 Bruns Avenue Charlotte 8, N. C.

### STANDARD SPECIALTY CO.

1028 44th Avenue Oakland, California

### STAR VENDING SUPPLY CO.

6327 Calhoun Road Houston 21, Texas

### OAK MANUFACTURING COMPANY, INC.

11411 Knightsbridge Ave., Culver City, California

## TALK-TALK TEETH

Gets a Laugh Everytime

### OPEN

1-4 m . . . . . \$15.00 per thous.

5 m and up . . . . . 13.75 per thous.

### CLOSED (With metal clip)

1-4 m . . . . . \$16.85 per thous.

5 m and up . . . . . 14.55 per thous.

at your distributor or

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### GIMMICK SERIES #57

GIMMICK CHARMS that make a penny Ball-Gum CHARM Machine Shine with Splendor, Beauty and Quality.

a proud achievement in bulk vending

Samples and prices on request

**SAMUEL EPPY & CO., INC.**

91-15 144 Place, Jamaica 35, N. Y.

## CIGARETTE AND CANDY MACHINES

Fully Reconditioned—Ready for Location Lowest Prices—COMPARE ANYWHERE

ROWE 7-COLUMN CANDY MACHINE \$125.00

NATIONAL 9-COL. CIGARETTE . . . 85.00

8-COL. CRUSADERS, 30c and 35c . . . 55.00

8-COL. PRESIDENT 30c and 35c . . . 50.00

8-COL. DIPLOMAT, 30c and 35c . . . 65.00

8-COL. STONERS, CANDY (post war) 175.00

6-COL. STONERS, CANDY (post war—capacity 102) . . . 115.00

6-COL. STONERS, CANDY (post war—capacity 120) . . . 130.00

8-COL. STONER CANDY BASES . . . 12.50

We carry a full line of Coffee and Milk Machines at reasonable prices.

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

### H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."



We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry

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The Billboard, 2148 Patterson St., Cincinnati 22, Ohio Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates) Foreign rate \$30.

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GIVE TO DAMON RUNYON CANCER FUND



**A CAPSULE WITH A HEART**

This capsule is twice as strong! Twice as heavy!  $\frac{3}{16}$ " Friction flange. That's perfect. Capsules have mottled pastel tops—bottoms are clear. Try the first real quality capsule. Can be furnished in all clear.

**FOR THE ASSEMBLER**—Fastest-Easiest-Safest  
**FOR THE OPERATOR**—Stays closed—no jammed machines—no kick backs  
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**FOR THE STORES**—No refunds—no broken capsules on floor of store

PRICE  
 1M-49M ..... \$5.50 Per M.  
 50M ..... 5.00 Per M.  
 Immediate shipments can be made.



**BALL-POINT PEN VENDOR**

REQUIRING NO TUBES  
 TERRIFIC ACTION  
 RETRACTIBLE BALL POINT PENS—GUARANTEED

SEND CHECK WITH ORDER

PRICE PER UNIT  
 6-50/100 ..... \$1.50  
 10-30/100 ..... 1.75  
 1-5/17.50  
 6-10/14.00  
 25/15.00

NEW COIN CHUTE AND CARRIER FOR FASTER VENDING ACTION. Write for catalog and prices of our Charm line—Hundreds of Items!

**POLY POLY**

ELEPHANT & DOG Hand decorated. Bulk vends in penny and fits in capsule. Colorful.

DOUBLE BALL PUZZLE For Charm—Century—Capsule machines (vends perfectly without inserting into a capsule).

317 LAPEL PINS Not for election. Gold finish.

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 83 HANSE AVE. FREEPORT, N. Y.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

# It's Good News in St. Louis

By JOHN HICKS

ST. LOUIS—The bulk vending industry in the St. Louis area this year has more than held its own. Operators report that despite the expected summer decline, business is better than last year.

Ted Mueller attributes his increase to "working harder and adding more machines" to his route. Since last year, he has added about 100 more machines. Generally, Mueller moves gum in summer and nuts in winter, but he said since last month was cool both products moved pretty good.

Mueller reported he presently is examining ways of trying to preserve machines which sit outside and prevent them from rusting in inclement weather. Another "small" problem he mentioned was the increasing cost of products which

cannot be passed on to the consumer.

**Business Good**

Business is good, says Irvin Katz, owner of S P Distributing Company. Despite this favorable outlook, he stated: "I had expected a sensational year, but it still has not been as good as I thought it would be."

Since Elliott Levy left the S P company in June 1959, Katz has been running the business alone. He recently hired Irving Hoffman because the firm plans to expand out-of-State, the operator said. Hoffman's job with the company is his first venture in the coin machine field.

Altho the year has not been as "sensational" as he would have liked, Katz said "the manufacturers have done their part and have come out with some terrific items." It's a matter, he continued, of getting the stops.

**Problems**

Katz, who has been in the business for almost seven years, said an operator always has problems, but nothing serious. Perhaps the

main problem, he added, is that when you pick up a few stops you also lose a few.

Jason Koritz of Marjay Vending Company said business this year has been about the same as last year. However, he noted there has been a little increase which he explained was due to "a slight expansion" of the Marjay concern.

Conditions this year also have been about the same for Ace Case. "Everything is running along smooth, altho there seem to be a few more people trying to get in this business," Case said. "Items are good. The operator has to give people their money's worth—they are not satisfied with junk."

On the Illinois side of the St. Louis area, John Anselm of Granite City, Ill., reported that business in the bulk vending line is better this year. He estimated his business was up 8 to 12 per cent over last year.

**Macke Plans Expansion**

RICHMOND, Va.—The G. B. Macke Corporation, Washington, one of the largest vending machine operators in the nation, operating principally in Washington, Richmond, Norfolk, Lynchburg and Philadelphia, is acquiring four automatic vending machine companies located in the Roanoke and Raleigh-Durham areas, it was learned.

**Va. Starts Cig Tax Collections**

RICHMOND, Va.—State Comptroller Sidney C. Day Jr. says Virginia's new State tax on cigarettes and cigars yielded \$822,305 before it actually took effect.

"This amount was collected in July from tobacco wholesalers who paid up on stocks to be sold after the tax took effect August 1," Day explained. "Most of it came from the cigarette levy of 3 cents per package."

Commented State Tax Commissioner C. H. Morrisett: "The July figure, which doesn't represent a full month's business, was about

what we expected. We figure the cigarette-cigar levy should yield about \$1,000,000 per month, or close to \$24,000,000 for the 1960-'62 budget period.

"August receipts should provide a better index than July's to the average monthly tobacco tax yield because August will be the first full month of operations under the new levy," he explained.

## NCWA Issues Merchandiser

WASHINGTON—A new issue of the National Candy Wholesalers Association Merchandiser, the loose-leaf catalog used as a sales tool by jobber salesmen, will be sent to the wholesaler members this week, according to C. M. McMillan, executive secretary.

Based on an original idea of selling candy with pictures, the first issue of the Merchandiser was published 10 years ago.

The new issue contains some major new classifications, including one headed Weekly Specials and another labeled Seasonal Merchandise. In addition, it contains sections for 5-cent items, 10-cent items, penny goods, bag and package items, sundries, drug items and several other categories.

## FTC Cites Sgro, Stein For False Ads

WASHINGTON—Federal Trade Commission on August 15 ordered Leonard Sgro, doing business as United Products Company, Cleveland, and Joseph Stein, a former salesman, to stop using false offers of employment, exaggerated earnings claims and other misrepresentations to sell vending machines and supplies.

Commission adopted initial decisions by Hearing Examiner John Lewis, one containing an order issued against Sgro in default for failure to answer the FTC's complaint or to appear at the hearing, and one based on a consent order agreed to by Stein and the Commission's Bureau of Litigation.

FTC's complaint, issued earlier this year, charged that contrary to their advertising, the two are seeking customers for vending machines and not offering jobs; that they do not represent a nationally known candy manufacturer but only themselves, and purchasers need only the purchase price of the machines, not a car and references.

In addition, the complaint charged that purchasers cannot reasonably expect to earn the claimed net profit of \$3,000 to \$5,000 a year by investing \$595 or \$900 for part-time work, and in the great majority of cases, actual profits are much less no matter how much time is spent servicing the machines.

Other allegations were that customers were misinformed, among other things, that they would receive exclusive territories, established routes, profitable locations and assistance from the company, and that their required investment for working inventory and cannot be lost.

## BLACK OR WHITE IS STOP OR GO

HOUSTON—A bulk vending machine is being used to select cars for spot-checking by a local factory here. The globe is filled—so many white marbles, so many black ones. When a car goes go by, the lever is turned. If a white marble comes out, the car is waved on. If the marble is black, the car gets the once-over. Factory Magazine, a McGraw-Hill publication which dug up the story, doesn't say, but we don't think an operator or collectors for that matter are involved.

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IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .



**PEN VENDORAMA®**

Victor's revolutionary and unique method of selling ball point pens. The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enameled in beautiful complimentary colors. Size 12"x7"x16 1/2" high. Capacity 168 ball point pens, vending at 10c each.

**SUPER-100 CONSOLE MODEL**

A show piece, designed for those choice locations. Fast Play—Big Profits—Holds two cases of Century 100-Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 15 1/2"x15 1/2"x48" high.



**GREAT NEW SUPER 100 CONSOLE MODEL**

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 2817 W. Davis, Dallas 2, Tex.  
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★ ★ **VICTOR VENDING CORPORATION** ★ ★

Give TO CONQUER Cancer

AMERICAN CANCER SOCIETY

Anchors Aweigh!

You're off to a career with a future . . . a Navy career! Becomes a seagoing specialist.

**NAVY**



**BIG SAVINGS**

**on BALL AND VENDING GUMS**

Same fine flavors. Centers and Coatings.

**Direct Low Factory Prices**

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size . . . . .27¢ lb.  
 Chicle Ball Gum, 130 ct. . . . .35¢ lb.  
 Clor-o-Vend Ball Gum . . . . .40¢ lb.  
 Clor-o-Vend Chicks, 320 ct. . . . .40¢ lb.  
 Chicle Chicks, 320 & 500 ct. . . . .36¢ lb.  
 Bubble Chicks, 320 & 520 ct. . . . .28¢ lb.  
 Tab (short stick), 100 ct. . . . .38¢ box  
 5-Stick Gum, 100 packs . . . . .\$1.90  
 F.O.B. Factory 150 lb. lots.

**AMERICAN CHEWING PRODUCTS**  
 35 years of manufacturing experience.  
 4th & Mt. Pleasant • Newark 4, N. J.

**FREE!**

**RAKE'S**

**AUTOMATIC MERCHANDISER**



Write today for your copy. Contains new and used machines, bulk merchandise, charms, etc.

**Rake Coin Machine Exchange**  
 609-A Spring Garden St., Philadelphia 23, Pa. Walnut 5-2676

**For Added Income**

**HARMON AMCO**

**HANDY**

**POCKET**

**COMB**

**VENDOR**

Delivers a Quality Comb for 10c

Provides a needed service and fits in well on location with other vendors.

**PRICE OF MACHINE**  
 10¢ Operation  
 1 to 2 machines . . . . . \$26.40  
 2 machines & up . . . . . 21.40

**PRICE OF COMBS**  
 1 to 24 Gross . . . . . \$3.50  
 25 to 49 gross . . . . . 3.25  
 50 to 100 gross . . . . . 3.00

Prices quoted are net F.O.B. Brooklyn. Deposit required with order, balance C.O.D.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

**ORDER TODAY**

**J. SCHOENBACH**

Factory Representative for Stamp Vendors and Stamp Folders — Write for Prices  
 715 Lincoln Place, Brooklyn 16, N. Y.  
 PResident 2-2900

**WEEP-'N'-SNEEZE**  
**IDEA PAYS OFF**

CHICAGO — The sneezing and wheezing hay fever season has inspired one operator to capitalize on the theme with a point-of-sale merchandising card over his battery of bulk machines titled, "Forget Hay Fever Miseries — Relax with some Candy or Gum." The operator doesn't say the gum or candy will help hay fever, but then again, what will? Says the operator: "If they're going to be miserable with hay fever, they might as well relax and enjoy it." He says quite a few hay fever sufferers who probably never dropped a penny in a machine before, stop, read the sign, smile, and give the venders a whirl.

**CAVA Plans**  
**3-Day Meet**

FRESNO, Calif.—The first regional meeting of the California Automatic Vendors Association will be held here at the Hacienda for three days starting October 7, with Ted Nicolay, of Western Vendors, Inc., San Bernardino, in charge of the arrangements.

Registration for the convention will be held Friday, October 7, Saturday morning, two clinics are scheduled under the direction of Charles Mananian, of MAC Vendors, Inc., Los Angeles, and Ivan P. Wheaton Jr., W. W. Vendors, Inc., Long Beach. "How to Make Money in Vending" will be Mananian's subject and "Catering and Vending" will be discussed by Wheaton, who is also CAVA's president.

Following a cocktail hour Saturday evening, a banquet will be staged under the direction of B. J. (Bob) Grenier, DeLux Vending Service, Culver City. He is a former CAVA president.

A tour of the Vendorlator plant is scheduled for Sunday morning.



**West**

**DENVER ROUND-UP**

The Music Box, a new one-stop, has been opened at 1043 Broadway, by **Bob Krug**. The new firm caused considerable excitement in Denver phonograph operating circles with the offer of 45 r.p.m. records at a straight 60 cents. . . . Century-Supreme Music Company, operated by **Glenn Pierce** and **Frank Huber** in suburban Westminster, underwent a serious loss recently when the company's hydraulic lift-equipped truck was stolen and found wrecked in a ditch two days later, near Bennett, Colo. The only salvagable item left on the truck was the lift gate, according to Pierce, who had to fork over \$145.73 to transfer the gate from the wreckage to the replacement truck which was provided by the firm's insurance company. Luckily, the truck was empty when the ignition wires were jumped, late at night, in front of



Pete Geritz

Century-Supreme's Westminster headquarters. . . . **Pete Geritz**, head of Mountain Distributors, is out of Mercy Hospital, following a three-week ordeal which included removal of his kidney. Pete will convalesce at home while **Jerry Harris** takes charge of things in the office and showroom.

(Continued on page 71)

**DENVER'S FIRST**

**Capsule Caper Clicks;**  
**Nickels, Dimes Roll In**

DENVER — Real insight into human nature has guided **Frank Thorwald**, veteran Denver bulk operator, in spotting 10-cent capsule machines to show immediate success.

Thorwald has been increasing the percentage of 5-cent capsules in his 600 Colorado locations and recently took the big step and added 10-cent capsules in some prime Denver locations. Thorwald, incidentally, is the first one in the Denver area to offer 10-cent capsules, and

he has been so pleased with the results that he feels he should have cracked this market long ago.

The secret of quick returns from 10-cent capsules has been to give them the sort of location placement which attracts curiosity and maximum visibility. Thorwald usually puts a 10-cent capsule vender in the upper right hand corner of a six-machine stand. A 5-cent capsule vender is on the left. In between the 5-cent and 10-cent machine is a penny vender with a new popular favorite such as cinnamon ball gum or grape-flavored bubble gum.

**Tot Theory**

The theory is to always have something new, exciting and popular between the 10-cent and 5-cent machines. This immediately attracts the young patrons, responsible for something like 85 per cent of total sales.

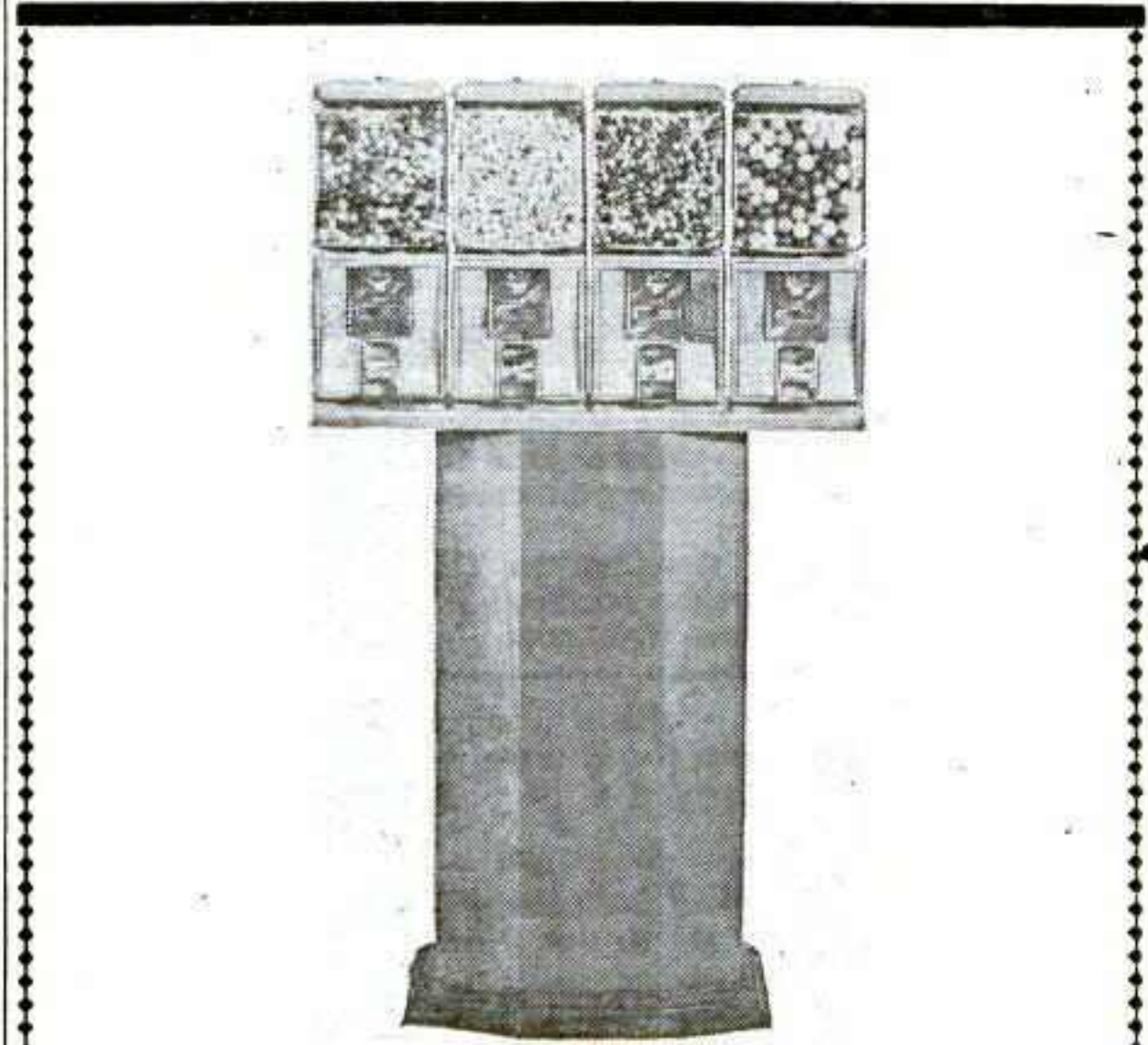
Thorwald's capsule machines are fastidiously neat and repainted regularly. He puts a lot of emphasis on complete visibility on all four sides. Popular capsule favorites such as changeable face rings and charms in the 10-cent venders establish themselves as "extra value" and help children wheedle a dime instead of a penny from shopping mothers.

Spotting several locations in King Soopers, one of Denver's most successful supermarket chains, Thorwald has been surprised to find that his juvenile customers are just as likely to buy from the 10-cent capsule machine as the 5-cent model.

**Adults Too**

A surprisingly large number of adults have noticed the 10-cent venders and make humorous comments on the fact that "everything is going up when one of those machines asks for a dime!"

Before spotting the 10-cent capsules over the premium spots on his route, the Denver operator made a point of explaining them to every possible supermarket employee, even distributing a few charms in the process. This has paid off. Often clerks will point out the machines to mothers of rebellious youngsters and suggest that the tots can be entertained with a few cents worth of candy and capsule trinkets.



If you pride yourself on being able to pick a winner — take a long, deep look at this new Northwestern Cabinet Stand with dazzling **SIXTY'S** outshining anything on the market. Here is merchandising at its best. Try a **SIXTY** 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write

**THE NORTHWESTERN CORPORATION**  
 2091 Armstrong Street Morris, Illinois

**RAW CUT GEMS**

Make Your Machines A Treasure Chest Of Profits with a Hoard Of These Glittering Gem Stones!



Here's a colorful, eye-catching assortment of gleaming, faceted, multi-shaped, transparent plastic stones that will brighten up your machines . . . and profits. Kids love 'em for their charm bracelets, foil pendants, etc. A large sized charm at a small charm price, they make a good capsule item.

Only \$5.50 per M

Vends well in all machines. Order from your distributor or:

**paul a. PRICE co. inc.**  
 55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLux 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model #33 1¢ Perc. Con-verted for 10¢ cf. B.G.	4.50
Silver King 1¢ B.G. or Mdse.	8.50
ABT Gums	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	18.00

**MERCHANDISE & SUPPLIES**

Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.48
Pistachio Nuts, Jumbo Queen, White	.43
Pistachio Nuts, Large Tulip	.45
Pistachio Nuts, Vendor's Mix	.41
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.57
Mixed Nuts	.57
Baby Chicks	.38
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.28
M & M, 55¢ Ct.	.59
Hershey-ets	.47

Rain-Bio Gum, 72 ct.	\$ .30
Malt-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.26
Rain-Bio Ball Gum, 100 ct.	.37
500 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.48
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's-Chocolate, 200 ct.	1.30

Minimum order. 25 Boxes, assorted.  
 Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.  
 One-Third Deposit, Balance C.O.D.

**IMMEDIATE DELIVERY**  
**on the New**

**Northwestern**  
**GOLDEN 60**



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN**  
 SALES AND SERVICE CO.

MOE MANDELL  
 446 W. 36th St., New York 18, N. Y.  
 LOngacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND



## BIG BOWLER LONE OFFERING

# Game Industry at Standstill As Busiest Months Beckon

By KEN KNAUF

CHICAGO — The traditional Labor Day opening of the coin machine industry's "big season" finds the amusement game segment resting lethargically on its posterior.

With slight exception, the ingenuity and zest which often characterized game engineering and development in the past seems to have escaped the Chicago plants.

Among major producers, the malady appears to be a consuming disinterest rather than a persistent want of inspiration. Few seem likely to risk a buck on anything short of a colossus.

### Something New

In fairness, there is at least one new amusement product on the market to meet some of the fall demand—and it is expected to click. This is the Bowl-A-Rama, United Manufacturing Company's king-size version of the coin-operated alley game. This machine, however, is not the type to satisfy all or even most locations. The heavyweight alley is primed to bowl its way into parks, funspots

and high-traffic locations. It will be a tighter squeeze in the taverns.

One other manufacturer claims to have an unusual machine in wraps—but it is not likely to break out for several weeks. How different it may be remains a question mark.

There are those of the faithful who hold that "as always" the game manufacturers will leap to the challenge and emerge once again triumphant—with a winner of a new model. If we would take a non-rose-colored view, however, it must be allowed that prospects this time are dim. We hope we are proven dead wrong.

### Slim Rewards

"Why should we spend a large amount of time and money on engineering, developing, tooling, testing and marketing a brand new game when, within a month all of our competitors will be making the same machine?" This seems to be

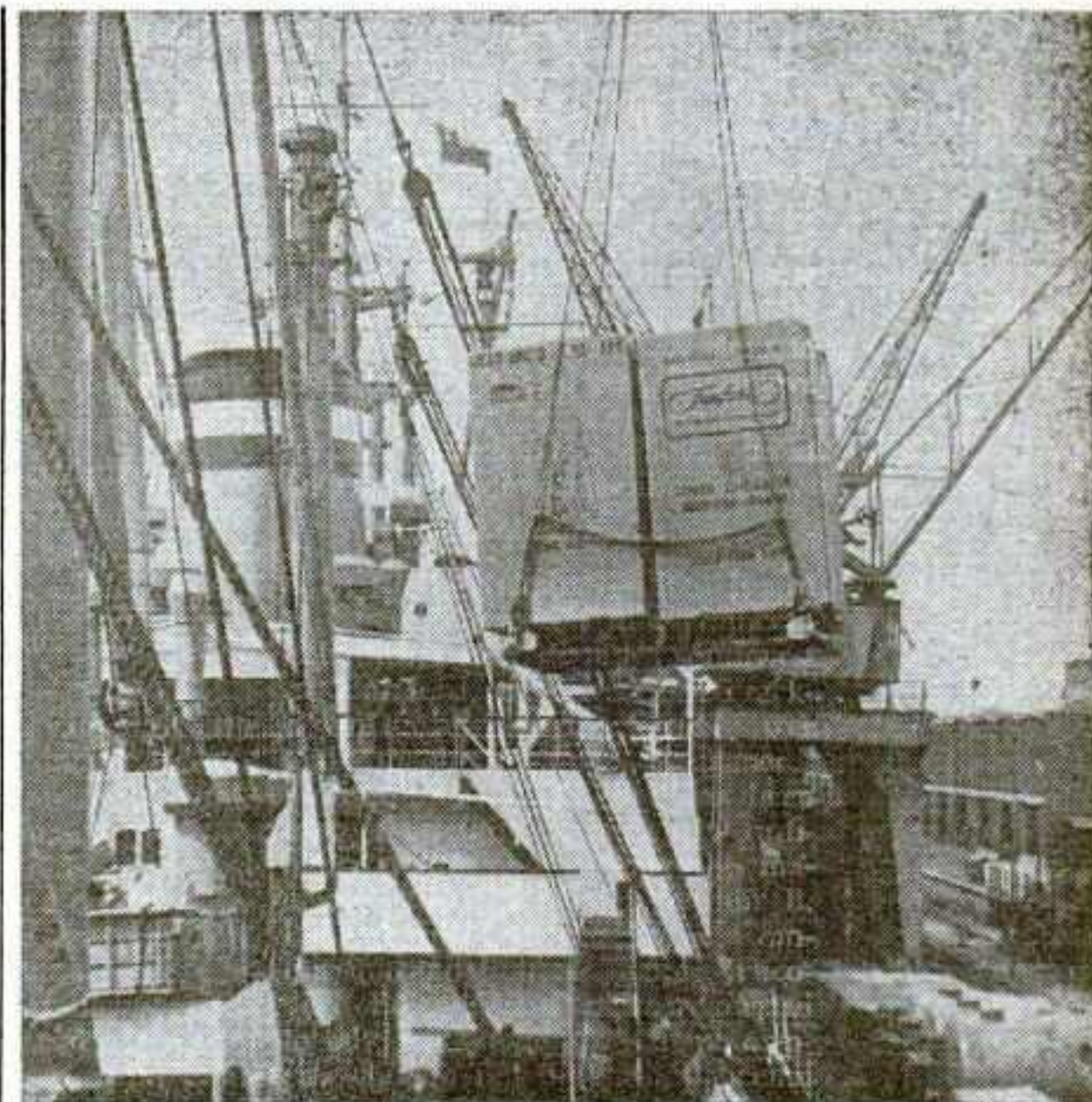
the most common excuse for current lethargy in the research and development departments.

Short of patenting a new game—which is a long, complicated and often hectic procedure—producers have no real protection against hitch-hiking or legal hijacking by competitors. New products, sometimes the same week they are shipped, are often shanghaied into rival plants, ripped apart to see what makes them tick, then remade in quantity within weeks under the new label.

This procedure has become so standard that manufacturers now barely resent it. It is expected, and it is even an assurance of a sort that something good has been created.

### Month of Glory

Altho there have been a few current moves toward patent procedures (one manufacturer is reportedly now suing another for *(Continued on page 74)*)



GERMAN JUKE BOX manufacturers are making inroads in the South American market. Above, a shipment of Fanfares is being loaded at a Hamburg dock for Valparaiso, Chili. Shipper is Lowen-Automaten, Bingen, Germany.

# Stout, Blatt Respond to P-R Survey

## Ops at Fault For Bad Image, Charges Blatt

MIAMI — Willie Blatt charged the coin machine industry with being partially at fault for the bad publicity, unfair taxation and bad legislation it was receiving, by not doing anything to help itself.

He said it was "regretful" that the industry was having its problems, but pointed out that "all the blame cannot be placed on the politician and do-gooder; we should share most of the blame ourselves for not helping to remedy this situation.

"The majority of music operators in existence today are of the old school and do nothing or very little to improve their standing in the community and do not care too much as to what their neighbors do or say about them or their business," the Miami operator adds. Blatt, a veteran of the industry and a director of Music Operators of America, has long been active in promoting local public relations programs as well as calling for some national effort. He has been a steady supporter of the current CMC effort, helping to recruit operators in his area.

### Still Slots

He said that juke boxes, games and vending machines were still thought of under the old "slot machine" label, which in the public's mind means "something bad or dirty.

"In the past year or so the music machine industry has been taken into camp by the vending machine industry," Blatt pointed out, wondering if the music people now thought they were being covered with a "cloak of respectability?"

Refuting the point, he said, "when there is a blast against our industry, and we are called 'slot machine operators,' they mean 'all coin machine operators.'"

Blatt said when that happens, everybody gets indignant but the matter is soon forgotten and nothing is done to prevent future occurrence.

*(Continued on page 75)*

## WHAT'S ANSWER TO PR? PROS LIST SOME IDEAS

What's wrong with public relations was the question asked by The Billboard in a recent survey. The answers came back from all over the country, pointing to one thing: apathy at the local level. Everybody agreed public relations is a good thing and is needed. And everybody agreed an effective program could work. But for one reason or another, less than 200 operators in the country had taken the trouble to join the Coin Machine Council, public relations arm of the coin machine industry. And not many more had done anything on a local level to promote a public relations program of their own.

In an effort to spur interest in public relations and get some answers on how to help the program, The Billboard sent reprints of the survey to CMC directors throuth the country. One of these was Gordon Stout, Pierre, S. D.; the other, Willie Blatt, Miami. Both men are operators. Both are industry veterans. Both are directors of Music Operators of America and active in State associations.

But even more important, they have one additional thing in common. Besides continually helping to spread the public relations gospel to operators in their respective areas, each has conducted an extensive local public relations program of his own. And they have done this where it counts most—with the general public.

Stout ran a series of quarter-page ads in The Fort Pierre Times, explaining the coin machine industry to the public. Blatt's work with the Police Athletic League (PAL) is now well known. Both men also spoke to local civic groups and businessmen's associations, presenting the coin machine industry in its proper perspective.

Their response, therefore, to The Billboard's question: What's wrong with public relations? is even more significant. It is the response of men who know.

## P-R Can Key Fight Against Adverse Bills

PIERRE, S. D.—Public relations can play a key role in preventing adverse State legislation, according to Gordon Stout, Pierre, S. D., operator, Music Operators of America director, Coin-Machine Council director and an active practitioner of public relations in his own right.

Stout says he agrees "wholeheartedly with those who contend that good public relations must be built from the ground up" and suggests that "CMC can perform a most valuable service by gathering and preparing usable information for operators to use locally."

He pointed out that a new State Legislature will meet after January 1, 1961, "and that naturally, legislation will be a deep concern to us."

### Main Theme

He said public relations was the main theme of a recent meeting held by South Dakota operators, at which time the association voted to send \$200 for membership in CMC.

Stout estimates there are some 25 operators who have five or more machines in the State, virtually all of whom are members of the association.

The group's recent meeting in Deadwood, S. D., was attended by CMC Vice-President Harold Lieberman, along with other jobbers, distributors and suppliers in the area. Some 20 of the State's operators were there.

### Memberships

Lieberman told the group that operator memberships were coming in slowly but that CMC was increasing its efforts in this area. He said that further efforts would also be made to disperse usable public relations information to the operators, and that the CMC board was itself dissatisfied with past efforts along this line.

Several guests were honored by the association at its meeting. They included: Tony Trucano, veteran *(Continued on page 74)*

# Informality to Key WVMOA Fall Meet

HUNTINGTON, W. Va.—The West Virginia Music Operators Association will be concentrating on informal trade sessions, general business meetings and a rounded social program at its Charleston convention, September 15-16.

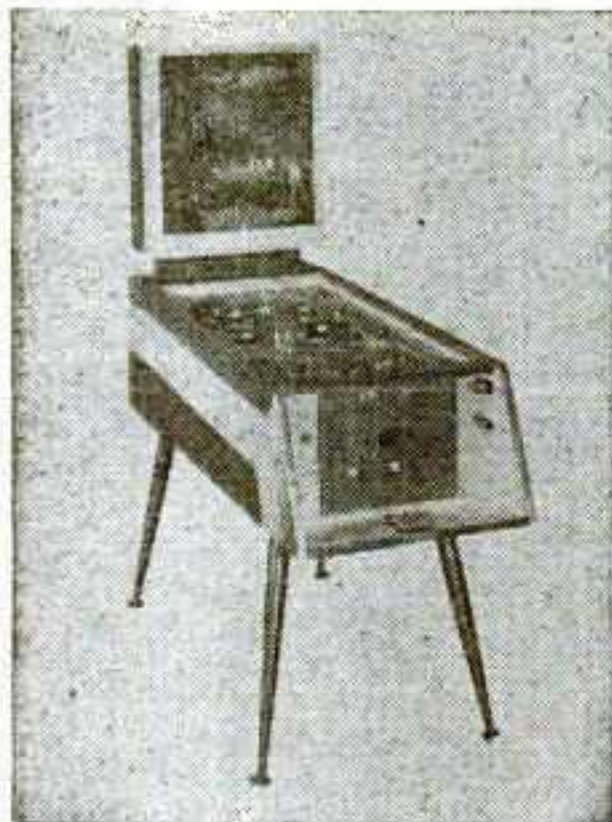
Dallas Bias, Charleston's chief of Police, will give the welcome address at Friday's (16) banquet. Representatives from the U. S. Internal Revenue Service and State tax and revenue departments will also be guests of the association.

The two-day session to be held at the Daniel Boone Hotel will be kicked off with an afternoon business session, Thursday (15) followed by a private operators' meeting in the evening.

Friday (16) there will be an afternoon business session at which time new officers will be elected. A board meeting is scheduled later in the day with the traditional banquet, floor-show and dance winding up festivities in the evening.

On hand will be representatives of juke box and game manufacturing firms. Arrangements are being handled by WVMOA's executive secretary, William R. Wortham.

Present officers of the group are James Stevens, Clarksburg, president; Raymond Tabor, Charleston, first vice-president; R. W. Hall, Huntington, second *(Continued on page 74)*



JUNGLE

## New Williams Pin Features Drop Targets

CHICAGO — Williams Electronic Manufacturing Corporation's new Jungle pin game, shipped last week, adds a refreshing touch of originality to the five-ball line.

Featured on the single-player game are animal targets set in the center of the light box in three-dimensional effect. Targets resemble those seen on some rifle games.

As the player scores on corresponding roll-thrus, bumpers and targets on the playfield, the animal targets drop out of view, one by one.

Targets are first spotted by a rotating roto-target feature at center playfield on which corresponding animal figures appear.

When all targets are downed, two pairs of ball holes, two at center playfield and two at the bottom, alternate for special scores.

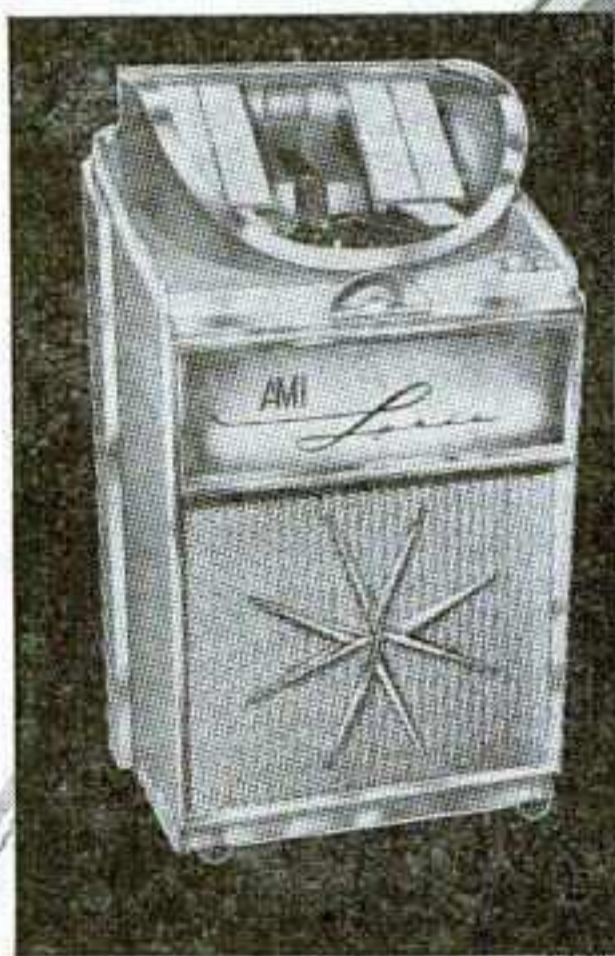
Jungle has the new-type Williams cabinet which, like that of its two preceding models, is longer and lower than the 1959 cabinets. Added is a new front shelf, considered more practical than the original narrow shelf and more resistant to cigarette burns or spots. The game also includes match play features.



# OVERNIGHT SUCCESS

**bold new compact styling  
stars in first field sampling**

Never before have jukeboxes so dramatically new shown such powerful sales potential so soon. Distributors are finding it difficult to keep samples on their floors, and operators who placed their orders early are already reporting enthusiastic location reaction. The growing volume of orders proves without question that the AMI compacts have the look, the size, the price and the performance you've been waiting for to spark play. See the Lyric 100A and 100M, and the Continental 200A and 200M, now at your AMI distributor's. Ride the compact bandwagon to greater profits.



*Lyric*

# AMI

*Continental*

*AUTOMATIC  
CANTEN COMPANY  
OF AMERICA*

**AUTOMATIC MUSIC, INC.** Affiliate of  
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS, ENGINEERS  
AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY





The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing music machines with model numbers and prices, including D-40, D-80, E-40, E-80, F-120, G-80, G-120, H-200, I-200, J-100, J-200, K-200, L-200, M-200, N-200, O-200, P-200, Q-200, R-200, S-200, T-200, U-200, V-200, W-200, X-200, Y-200, Z-200.

ROCK-OLA

Table listing Rock-Ola machines with model numbers and prices, including 1438, 1448, 1450, 1454, 1455D, 1455S, 1458, 1465, 1468, 1488, 1475, 1475 Stereo.

SEEBURG

Table listing Seeburg machines with model numbers and prices, including M100B, M100C, 100W, HF100G, HF100R, V200, 100J, K200, L100, 201, 181, 101, 220, 200S, 200SR, 222, 222DH, 222DHR.

WURLITZER

Table listing Wurlitzer machines with model numbers and prices, including 1250, 1400, 1500, 1500A, 1600A, 1700, 1800, 1900, 2000.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling machines with model numbers and prices, including ABC Super-Deluxe, ABC Bowling Lanes, ABC Champion, ABC Tournament, All-Star Deluxe, All-Star Bowler, Bally Shuffle, Bally Speed Bowler, Blue Ribbon, Club Bowler, Challenger, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jumbo Bowler, King Pin Bowler, Lucky Alley, Lucky Shuffle, Monarch, Pan American, Star Shuffle, Strike-Bowler, Super Bowler, Trophy.

CHICAGO COIN

Table listing Chicago Coin bowling machines with model numbers and prices, including All Star Team Bowler, Blitner, Bonus Score, Bowl Master, Bowling Team, Bull's-Eye Bowler, Championship, Bowling League, Criss Cross Target, Double Feature, Hollywood, King Bowler, Lucky Strike, Miami Shuffle, Monte Carlo, Player's Choice, Rebound Shuffle, Red Pin, Rocket Ball, Rocket Shuffle, Rocket Shuffle Two-Player, Score-A-Line, Shuffle Explorer, Skee Roll, Star Rocket, Tournament Ski Bowl, Triple Strike, TV Bowling League, Twin Bowler.

UNITED

Table listing United bowling machines with model numbers and prices, including Advance, Atlas Shuffle Alley, Bonus Bowling Alley, Bowling Alley, Build-Up.

Table listing various bowling machines with model numbers and prices, including Capitol Shuffle Alley, Clipper, Cyclone, Deluxe Bowling Alley, Deluxe Flash, Deluxe Shooting Star, Dual Shuffle, Duplex, Eagle Shuffle Alley, Flash, 4-Way, Handicap, Hi-Score, Jumbo Bowling Alley, Jupiter Shuffle Alley, League Alley, Lightning, Midget Bowling Alley, Niagara, Playtime, Pixie Bowler, Regulation, Royal Bowling Alley, Select Play, Shooting Star, Simplex, Six-Star, Super Bonus, Team-Mate, 3-Way, Top Notch, Venus, Zenith.

PINBALLS

BALLY

Table listing Bally pinball machines with model numbers and prices, including Balls-A-Poppin, Ballerina, Bally U.S.A., Beach Beauty, Beach Time, Big Show, Broadway, Carnival-Queen, Circus, County Fair, Crosswords, Cypress Gardens, Double Header, Fun-Way, Gay Time, Gayety, Key West, Lotta Fun, Miami Beach, Miss America, Night Club, Parade, Show-Time, Sun Valley, Sea Island.

GOTTlieb

Table listing Gottlieb pinball machines with model numbers and prices, including Ace High, Add-A-Line, Annabelle, 2 Around the World, 2 Atlas, Auto Race, 2 Brite Star, 4 Contest, 2 Continental Cafe, 7/57.

Table listing various pinball machines with model numbers and prices, including Criss Cross, Derby Day, 2 Double Action, 2 Duette, Easy Aces, 2 Fair Lady, 4 Falstaff, 2 Flag-Ship, Frontiersman, 2 Gladiator, 2 Gondolier, Gypsy Queen, Harbor Lites, Hi Diver, 4 Jubilee, Lightning Ball, 2 Mademoiselle, 4 Majestic, 2 Marathon, 2 Picnic, Queen of Diamonds, 2 Race Time, Rainbow, 4 Register, Rocket Ship, Roto Pool, Royal Flush, 2 Sea Belles, Silver, Sittin' Pretty, Southern Belle, Sluggin' Champ, Straight Flush, Straight Shooter, Sunshine, 4 Score-Board, 2 Super Circus, 4 Sweet Sioux, 2 Toreador, Twin Bill, Universe, 2 Whirlwind, Wishin' Well, World Champ.

UNITED

Table listing United pinball machines with model numbers and prices, including Brazil, Caravan, South Seas, Stardust, Manhattan, Monaco, Playtime, Pixies, Starlet, Triple Play, Tropicana.

WILLIAMS

Table listing Williams pinball machines with model numbers and prices, including Arrow Head, Casino, 2 Circus Wagon, Club House, Crossword, Cue Ball, 2 Fiesta, 4-Star, 4 Fun House, 4 Gay Pares, Golden Bells, Gusher, Hi-Hand, Hot Diggity, Kings, Jig Saw, 2 Naples, Perky, Peter Pan, 2 Piccadilly, 4 Race-the-Clock.

Table listing various pinball machines with model numbers and prices, including Regatta, Rocket, Satellite, Sea Wolf, 2 Shamrock, Smoke Signal, Soccer Kick-Off, Spot Pool, Starfire, Steeple Chase, Super Score, 4 Surf Rider, 3-D, Three Deuces, Tic-Tac-Toe, Tim-Buc-Tu, Top Hat, Turl Champ, Wonderland.

ARCADE & NOVELTIES

Table listing various arcade and novelty machines with model numbers and prices, including All-Star Baseball, Aqua Duck, Auto Photo Model, Auto Photo Model 11, Auto Test, Auto Test Turnpike, Bally Targets, Baloonomat, Bang-O-Rama, Bat-A-Score, Batter Up, Batting Practice, Big Inning, Big League, Big League Baseball, Big Top, Bingo-Reno, Burp Gun, Bull's-Eye, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Crossfire, Dale Pom Pom, Davy Crockett, Deco Grandma, Deluxe Crusader, Deluxe 4-Bagger, Deluxe Ranger, Deluxe Skill Parade.

Table listing various arcade and novelty machines with model numbers and prices, including Deluxe Vanguard, Derby Roll, Deuces Wild, Dodge City, Drivemobile, 5th Inning, Horoscope Fortune, Golf Champ, Grandma Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Hydro Duck, Jet Fighter, Jet Pilot, Joker Ball, Jolly Joker, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jungle Hunt, Jr. Auto-Test, Kaye Hockey, King of Swat, Kiss-O-Meter, League Leader, Major League, Model 500 Shooting Gallery, Monkey Climb, Moon-Raider, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Pinch Hitter, Photomatic, Pirate Gun, Playland Rifle Gallery, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock 'n' Roll.

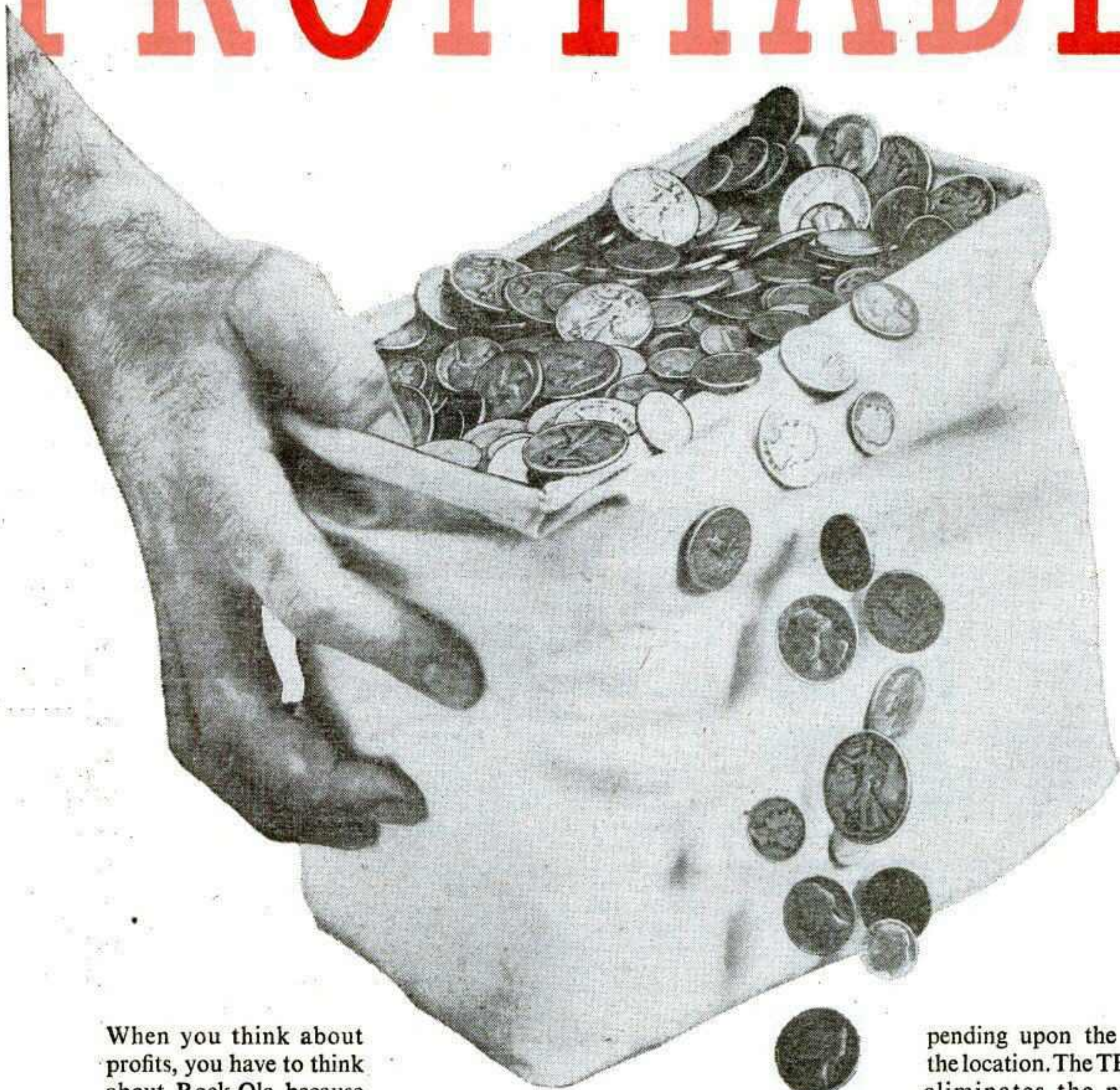
UNITED

Table listing United arcade and novelty machines with model numbers and prices, including Safarl, St. Christopher, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Spook Gun, Sportland Shooting Gallery, Squoits Water Polo, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slugger, Super Star Baseball, Ten Strike, Swami, Target-Roll, 10 Commandments, Ten Pins, Test Pilot, Titan, 3-D Kiddie Theater, 3-D Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card Vendor, Voice-O-Graph, Wild West, Yankee Baseball.

Table listing various arcade and novelty machines with model numbers and prices, including Safarl (Wms.), St. Christopher (Muto), Satellite Tracker (B-L), Scramball (Keen), Shooting Gallery (Exhib), Shortstop (Wms.), Sidewalk Engineer (Wms.), Sky Raider (Un), Sky Rocket (Gen), Softball League (Exhib), Space Age (Gen), Special Deluxe Baseball (Wms.), Spook Gun (Bally), Sportland Shooting Gallery (Exhib), Squoits Water Polo (Aqua), Sportsman (Keen), Star Slugger (Un), State Fair (Gen), Steam Shovel (CC), Super Big Top (Gen), Super Home Run (CC), Super Pennant Baseball (Wms.), Super Slugger (Un), Super Star Baseball (Wms.), Ten Strike (Wms.), Swami (Muto), Target-Roll (Bally), 10 Commandments (Muto), Ten Pins (Wms.), Test Pilot (Cap), Titan (Wms.), 3-D Kiddie Theater (Rite), 3-D Theater (Rite), 3-D Pix (Cap), Treasure Cove (Exhib), Twin Hockey (CC), Two-Player Basketball (Gen), United Deluxe Baseball (Un), Vacuumatic Card Vendor (Exhib), Voice-O-Graph (Muto), Wild West (Gen), Yankee Baseball (Un).



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## European News Briefs

### Phonos Bow at Frankfurt Fair

FRANKFURT—West Germany's coin machine industry will unveil a series of new and facelifted juke boxes at the Frankfurt Coin Fair, September 4-8. Almost every German producer will have something new to show at the Fair. In general, German producers are concentrating on compact juke boxes, rugged, inexpensive boxes with simple but efficient mechanism. The Frankfurt fair is expected to attract a worldwide attendance, including many Americans. Britain and the Commonwealth will be well represented at Frankfurt, a reflection of the German offensive for the British market. Finally, the fair will be notable as more a Common Market than strictly German show. Producers from Germany's European Common Market partners will be in effect guests of honor at the fair.

### Monaco Offers Patent Protection

MONTE CARLO, Monaco—Prince Rainier is now offering "cash and carry" patent service to any coin machine producer locating in Monaco. Monaco is promising on-the-spot patent protection without red tape or a waiting period. Rainier's regime is establishing a patent bureau which will issue certified ownership documents within 24 hours against payment of \$10 per item. The Monegasque protection is as good as that of any national patent office, according to Rainier's officials. The Monaco patent bureau is affiliated with the International Patent Union. Most national patent offices take up to six months before acting on a patent application. But Monaco has devised the short cut to help lure industry and business generally to Rainier's realm. Monaco is now home of the Black Magic juke box, a Monegasque produced cabinet with a West German Tonomat mechanism, and Rainier is seeking to lure other coin machine producers here.

### Olympics Bolster Phono Trade

ROME—The Italian juke box industry is booming with demand from operators for boxes to cater to the Olympic Games multitudes. Every Roman operator counts on cashing in on the Olympic tourist influx. The city's hotels are booked solid and thousands of visitors are being bedded in private homes. The majority of operators have ordered new equipment and banished to the provinces their old boxes. Enterprising operators are using the games as an opportunity to increase locations. Site proprietors heretofore hostile to music boxes are being won over. Such primping is booming juke box deliveries. Wurlitzer in Livorno and A.M.I. in Northern Italy stand to boost sales this year appreciably over 1959. U. S. manufacturers account for a normal 80 per cent of the Italian market, and this percentage may climb to 85 per cent this year under impact of the Olympic boom. A sidelight to the Olympic juke box boom is the battle between American and German producers for the Italian market. Most of the U. S. success is accounted for by the Italian-based U. S. licensees.

### France Casts Lures for Mfrs.

PARIS—The French government has designated 42 areas where American coin machine producers may receive assistance in establishing manufacturing facilities. Of the 42 areas, 34 are designated "critical zones," which qualify the foreign industrialist for government subsidies averaging about 11 per cent of invested capital. The French are employing a "two to one" argument to lure coin machine producers to industrially destitute districts. Such facilities would give the U. S. coin machine manufacturers entree at once to the highly protected present French market, and establish him for a running start in the unfolding Common Market. All of the districts, though economically depressed, have an industrial population with varied skills available. In these areas, low-cost guaranteed loans up to 50 per cent of investment are available, as well as other inducements often provided by the local authorities.

## Berger Sets Plans for Gotham Game Tourney

NEW YORK—Harry Berger, of West Side Distributors, local coin machine outlet, this week announced plans for a city-wide Tournament of Champions promotion, involving an anticipated 2,000 locations.

Berger has invited all local operators to meet at the Park Sheraton Hotel, September 14, at 8:30 p.m. At that time he will outline the plan and listen to suggestions from operators.

According to Berger, the 13-week contest will begin in late September and run about 13 weeks. Entrants may compete in shuffle alley and coin bowling play at the individual locations. Berger said that he expects television coverage of the finals.

Briefly, the plan would work something like this: The operator, the location and Berger would sign a contract for the 13 weeks. For each location signed, Berger would receive about \$5 a week. In return, he would agree to furnish prizes to winners, probably about \$25,000 worth. Top prize would be a new automobile, with television sets also awarded.

Berger said that a minimum of 5 per cent of the collections during the contest would go to charity. He added that the details of the tournament would be worked out with the operators at the upcoming meeting.

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## Sega and Utamatic Purchase Assets Of Service Games

TOKYO—The assets of Service Games (Japan), Inc., distributor of coin machines in Japan, have been purchased by two local firms, Sega, Inc., and Utamatic, Inc. Service Games, itself, has been liquidated, according to Richard D. Stewart, Utamatic managing director.

Sega is a bell fruit manufacturer. Its product is the Diamond Star Machine.

Utamatic is a distributor, representing Sega, the Rock-Ola Manufacturing Corporation, the Bally Manufacturing Company, the Williams Manufacturing Company and the American Shuffleboard Company.

## Joliet Amends Tavern Closing

JOLIET, Ill.—City council here amended the liquor code to allow taverns to remain open on Sundays past midnight until 2 a.m., when the day precedes a holiday. Previously, taverns were required to close at midnight on Sundays.



Continued from page 65

**Ben Degarmo**, Denver and mountain-areas operator, celebrated a birthday on August 4. Like Jack Benny, Degarmo will confess to no more than 39. He has become one of the city's busiest operators, spending most of his time at the wheel, visiting locations over a 200-square mile route.

Draco Sales Company, Wurlitzer distributors in Denver, were chortling as the fiscal year ended on July 30 to find that 1960 represented the best business year enjoyed by the firm since 1955. Sales were outstandingly good in Wyoming and Montana, two areas which have built up tremendously in tourist traffic during the past five years. In fact, as partners **Mike Savio** and **Leo Negri** say, the bulk of new business has come from Wyoming. . . **Walter Poteet**, of Wurlitzer, spent two weeks in Denver staging service schools.

Condolences to **Johnny Scavarda**, formerly office manager at Draco Sales Company, on the death of his mother in Trinidad, Colo., during late July. Mrs. Scavarda was the sister of **Mike Savio**, partner at the Denver Wurlitzer distributorship.

Visiting the Colorado capital during the first part of August was **Harry Deckerhoff**, veteran juke-box operator from Taos, New Mexico. In the New Mexico art center, Deckerhoff ran a large stationery and office machine business together with a phonograph route covering one of the most sparsely settled sections of New Mexico. Deckerhoff is currently selling his music routes to "take it easy for a while."

**Lou Berg**, Denver phonograph operator, has gone moose hunting in Northern Canada, near the Arctic Circle, as a pleasant way to escape the blistering summer heat. . . **Jess Hochstedler**, who bought the Holly, Colo., route formerly run by **Morris Hooker**, has added several new amusement machines and phonographs to his route, on the Colorado, Kansas border. "Business is good despite the heat" was his report. *Robert Latimer*

## Midwest

### DETROIT TOPICS



Jack Kirschner

**Marvin J. Blank**, of nearby Oak Park, former vice-president of Music Operators, Inc., has sold his route, the J. G. Music Company, to the Angott Distributing Company headed by **Carl J. Angott**. **Jack Kirschner**, owner of Jack's Music, succeeds Blank as vice-president, and **Erwin B. Moss**, of Moss Music Company, is the new secretary-treasurer. Kirschner hopes to expand his operation, but routes for sale are hard to find.

**Frank Fisher**, F. Fisher Music, headquartered in Oak Park, is entering the Detroit operating territory with a route expansion. His brother, **Louis Fisher**, retired from the business a year ago and is now handling tube testing equipment in a three-State area. . . **Ralph F. Schelden**, juke box and shuffleboard operator of Bee Music Company, is expanding his route.

**Louis Ambrosine**, a 20-year juke box veteran, and operator of the L. A. Music Company, has disposed of about a quarter of his music route to various operators and is making a partial switch to the bar business. He scheduled a trip to Chicago to see the new Seeburg juke boxes, but remains skeptical of the 33 r.p.m. disk developments.



Louis Ambrosine

**Joe Auton**, manager of Michigan Midget Movies, and his partner, **J. R. Pieters** of Richland were the subject of a feature article running two pages with pictures in The Detroit News rotogravure section Sunday. With Arcades and many types of amusement machines, Auton has one of the most diversified and extensive operations in Michigan. The article concentrated upon his kiddieland operation in shopping centers, and outlined his philosophy of operation in detail with quotes.

**Donald Dipboye** is rejoining the State Vending as a partner with his brother, **Richard J. Dipboye**, with headquarters in suburban Roseville. The firm operates cigarettes, tab gum, and bulk nut vending machines in the metropolitan area. It was established about seven years ago by the two brothers, but Richard has been operating it alone for sometime following the withdrawal of Donald from the business.

**Joe Vaughn**, who retired three years ago as proprietor of the Flint Amusement Company, operating juke boxes and pool tables in the Flint area, was in Detroit visiting friends in the business. He is enjoying retirement and has no present plans to return to the field, but is keeping in touch. . . **Arthur Burke**, manager of vending sales for Martin and Snyder Company, Seeburg distributors, headed for an up-State trip.

**Ken Stephan**, serviceman for Fabiano Sales & Service, has been making his first tour of Northern Michigan in several years, on his vacation. . . **Paul Folino**, sales and operational manager for Fabiano, was host at a first birthday party for his daughter, **Teresa Ann**, with about 40 guests, mostly the family. Mother is **Mamie Folino**, formerly secretary for the company.

**Richard Fabiano**, young son of **Frank Fabiano**, made his first visit to Detroit from the family home in Buchanan. Mrs. Fabiano

(Continued on page 72)

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ROCK-OLA 1436	..... 125	SEEBURG 100-R	..... 475
WURL. W.O.M. #5252 (50c)	..... 95	SEEBURG 100-G	..... 395
WURLITZER 1500	..... 95	SEEBURG V-200	..... 325
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**COINMEN**  
*in the* **NEWS**

Continued from page 71

and Frank accompanied the youngster on his tour of the big city, including the downtown district. . . . **Linden Bush**, route manager for Fabiano, has been appointed Michigan distributor for the Lower Peninsula for MoodMaster background music, which also serves as a p.-a. system. He is operating as Bush Record and Sales Company.

**Louis E. Murray**, of Irwin and Murray Music Company of Port Huron, has moved out to the family summer cottage at Lakeside Park on Lake Huron for the summer, with his wife and two attractive teenage daughters. *Hal Reves*

**CLEVELAND CLIPS**

June and July were the top months in more than two years, reports **George George**, president of Monroe Coin Machine Exchange Company. . . . Consumer's Cigarette Service sees about a 10 per cent fall off in sales. "The 2 per cent tax increase on cigarettes last June has hurt," said **Irving Cole**, vice-president. "Sales were moving 10 per cent ahead in May, 1959, before the tax."

**Charles Comella**, president of Cadillac Music Company, is moving with his own public relations program—doing a good deed. He donates juke boxes to needy groups around town.

Speaking of service school attendance here, **Larry Hornbeck**, Shaffer Music Company president, said: "Scheduling classes during the daytime as well as at night will boost attendance to these sessions." . . . **Joseph Abraham**, head of Lake City Amusement Company, favors schools specially timed with the introduction of new equipment. . . . Best locations in this area, numbering one, two and three, are drive-ins, restaurants and bowling alleys, according to **Mel Shone**, assistant branch manager for Shaffer Music Company. . . . **Charles Commella**, president of Cadillac Music, expects to see collections in all locations up this fall. . . . **J. B. Music Company's Ben Mart** is not worried by the drop in collections being experienced here. "Our business has dropped in August and September for the last five years; it will pick up." . . . **Karen and Sue Weiss**, daughters of **William Weiss**, head of Apex Coffee Time Vendors, are back home from Girl Scout camp. *Bob Sudyk*



Joseph Abraham

**South**

**MIAMI BREEZE**

**Legs Biggers**, Allied Automatic Company, was in the hospital for a complete check-up. . . . Coming along fine is **Walter Zarzicki**, Crown Vending Company, a recent victim of a truck crash. . . . Looking wonderful and fully recovered is **Morris Marder**, M&M Service. **Morris** recently underwent heart surgery.

**Oscar Garcia**, Garcia Music Company, Key West, a visitor to Miami. Also in recently was **Frank Brady**, Lake Music Company, Pahokee. **Frank** visited in town for supplies and brought his wife along so that she too could do some shopping. . . . One sad guy around town these past couple of weeks was **Sol Tabb**, M&M Service. Seems **Sol's** wife went up North for a visit and **Sol** has been moaning that this is the first time in more than 21 years of married life that they have been apart.

Hear **Willie Levey**, Mellow Music Company, is getting ready to take himself a real vacation. Seems **Willie** and wife, **Pearl**, are going away for about three months, and have decided to see the country. They intend to go as far west as California.

Also on the vacation trail is **Bob Weller**, Bush International Company, and **George Carvasious**, Advance Music Company. Don't know where **Bob** is heading for, but if we had a pool as large as **Bob** has, we'd stay right home. **George** is heading for the cool country, Canada, where he will probably do some fishing.

**Art Gerhardt**, Lauderdale Amusement Company, says that tho his business is off, it is still not as bad as some of the other operators say it is. **Art** says that by keeping his equipment in top shape, and going out of his way to give service, he has managed to keep his average from falling too much. . . . **Mike Michaelson**, Capitol Vending Company, proudly showing off a picture of his oldest daughter, and a beautiful lass she is.

**Gene Lane**, sales manager of Taran Distributing Company, sporting a tan like which we've seldom seen. . . . **Al Underwood**, Al's Music Company, Fort Myers, is away up Toledo way on his vacation. Also, **Margaret Wollard**, Broward Music Company. **Margaret** and husband are off to the Carolinas.

**Eli Ross** is out of the hospital and back on the job again at Ross Distributing Company. . . . **Harry Baron**, long-time coinman, by following doctor's orders to the letter, is enjoying life as never before.

**Sidney Ritterman**, Acme Music Company, not one to let time drag on his hands. **Sid** is now the proud owner of a bar on the beach. Between running a music route and the bar, he now has a full day and evening's work cut out for him. . . . One of the busiest servicemen in town is **Buddy Cohen**, of Buddy's Service Company, but he, too, is a bar owner.

One of the most enthusiastic exponents of Keys fishing is **June Ball**, Keys Vending Company in Marathon. To listen to her, there is no finer fishing anywhere, and she may be right. . . . An op reporting a slight increase in business is **Oscar** *(Continued on page 73)*



Eli Ross

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• Continued from page 72

Garcia, of the company bearing the same name. Oscar has been operating in Key West for many years, and is one of the hardest working men in the area.

Tampa area operators slowly recovered from the recent devastating floods suffered in that West Coast area. Anita Hammond, Budisco One Stop in Tampa, says ops were finally able to service machines that they were unable to reach because of high water. . . . Walter Zarziki, Crown Vending Company, much more seriously hurt in that recent auto accident than originally thought. Walter was awaiting the result of tests to determine if any major damage has been done. . . . Harvey Munn, serviceman for Broward and Thio Company, was operated on at Coral Gables Vets Hospital, and tho on the serious list, showed signs of a successful operation.

Raoul Shapiro

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**Life Does Begin at 40 For Top Juke Box Coin**



Dan Keyes

DENVER—It's a mistake to overlook people in the 40-to-45-year-old bracket when programming music, according to Dan Keyes, partner with his brother Sam in the management of the big Apollo Music Company here.

The Apollo Music Company, which some 70 of the Colorado capital's best locations, probably program more old favorites than anybody in the area. Dan Keyes, tailoring his choices to each location. Through the years, he has found that the "businessman age bracket" is just

as important, if not more so, than the teen-age group.

"Not only will people in these age brackets prefer old favorites, but they have plenty of money to do so," Dan Keyes said. "The usual 40-year-old bar patron has a nostalgic memory of music from his younger days. When he finds such a tune, he will dig for the coins to play it, and perhaps repeat the number several times in an evening."

**Not Teens**

While there is no doubt that the teen-ager is a moving force in today's record business, the usual teen-ager has little money left to drop in the phonograph chute. Adults have plenty of loose change for the purpose.

"We never use young collectors for the same reason," Dan Keyes said. "A younger man is likely to program too much jump or rock and roll music, simply because he doesn't remember the favorites of a few years back which older people do. To my mind, the ideal age for a routeman who programs music, makes collections and repairs, is 35."

There is no such thing as a set number of old favorites on any of the Apollo Music locations. The number shown varies in direct proportion to the number of older customers who are "regulars" in the spot.

**Bess and Piner Do Good Turn; Get Top Public Relations, Too**

ROANOKE, Va. — A pair of coin machine veterans here played leading roles in helping three parentless youngsters get a new lease on life, with some solid grass-roots public relations for the coin machine industry emerging as a happy byproduct.

C. A. Piner, local operator, and Jack G. Bess, AMI distributor, were instrumental in getting the kids admitted into Child City, a children's home operated by the Loyal Order of Moose. Both men are Moose officials.

The youngsters, Elbert Meade, 6; his brother, Jack, 9, and sister Jane, 12, had a tragic background. Their father died of a heart attack in December, 1958. Returning from the funeral, the mother was involved in an automobile accident and died a year later, reportedly of injuries sustained by the collision.

**Arrange Care**

Hearing of the tragedy, the Moose arranged to have the youngsters educated and cared for in the Moose-operated home, said to be

one of the largest and most modern of its kind in the country.

The item was picked up by the local dailies with stories and pictures, identifying the children, flanked by Mr. and Mrs. Jack G. Bess and Mr. and Mrs. C. A. Piner.

**Standard Financial Forms Leasing Co.**

NEW YORK—Standard Financial Corporation, large national factoring house with substantial holdings in the coin machine field, will enter the growing equipment leasing field thru the formation of SFC Leasing Corporation.

SFC Leasing Corporation will engage in leasing business and office equipment, production machinery, construction equipment, airplanes, rolling stock, automobiles, air conditioners, mailing machines, electrical and electronic systems, printing and miscellaneous equipment.

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# Congress Labors Hard, But Passes Few Coin Measures

By DELORES NEWCOMB POE

WASHINGTON — The second session of the 86th Congress, readying for adjournment at The Billboard's deadline last week, gave much time and attention to the coin machine industry, but failed to take final action on several proposals of interest and importance to manufacturers, distributors and operators.

Among the proposals that died in committee were a series of bills asking that gaming pinballs be banned, and a bill that would make operators and distributors of juke boxes and amusement machines eligible for financial assistance from the small business administration. Final action was taken, however, on a bill to exempt claw, crane and digger machines from the \$250 gaming tax if used at carnivals or fairs, and the exhaustive probe of the coin industry by the McClellan rackets committee came to an end.

The bills aimed at outlawing gaming pinballs were introduced by Sen. Frank Church (Idaho), Sen. Warren Magnuson (Wash.) and

Rep. Oren Harris (Ark.), all Democrats. While the bills differed somewhat in phrasing, all would ban the shipment of gaming pinballs in interstate or foreign commerce. Church's bill would have banned shipments of any machine which by the operation of a chance element, gives a player any change in playing odds for successive plays or any recorded credit. His proposal spelled out that amusement-type pinballs would not come under federal fire.

The Magnuson bill was introduced at the request of the Department of Justice. In addition to banning shipments of gaming machines, it would tighten up the record-keeping requirements and registration of dealers and machines as required under the Johnson Act. The Harris bill was basically the same as Magnuson's, but would have allowed "States" or "sections of States" that have enacted a law providing for their exemption to conduct business as usual. This meant that Nevada and several Maryland counties would be exempt from the ban.

The Church and Magnuson measures were referred to the Senate Commerce Committee for study and comment, and the Harris bill to the House Commerce Committee. Neither committee took any action. Under law, if a bill is not passed by both houses at the end of a two-year session, it dies and has to be reintroduced during the next session. Indications are that these proposals will be reintroduced.

Also a victim of no action was the Roosevelt (D., Calif.) bill to make operators and distributors of juke boxes and amusement games eligible for loans from small business administration if they qualified as "small." Under present law, SBA will make loans to manufacturers who qualify as small, but not to distributors or operators. Reason is that SBA's policy originally was to lend money only to manufacturers. While that policy has been

modified in some instances, chances are slim that it would be changed to take in coin machines on the distributing and operating level.

Roosevelt's bill would have provided that a small business may not be denied assistance solely "because of the type of business in which it is engaged, if such business is lawful in the community where such concern is located." This one may also be reintroduced next session.

A bill that got very speedy action was the Harrison (D., Va.) measure exempting claw, crane and digger machines from the high \$250 tax when used at carnivals or fairs. The bill was signed into law by President Eisenhower. Many Arcade owners are up in arms, and label the new law "unfair."

Finally, the exhaustive probe of the coin machine industry conducted by the Senate Rackets Committee came to a close. During lengthy hearings held by the group during the first session of this Congress, a string of witnesses from all sections of the country testified.

The Committee's final report of its findings, issued in March of this year, cautioned the industry that underworld infestation is "already well under way," but pointed out that the field is "inherently a legitimate business of increasing importance and desirability."

## Wico Mailing 1961 Catalog

CHICAGO—Thirteen juke box and coin game manufacturers and about 80 different parts and supplies categories are covered in Wico Corporation's new 1961 catalog.

The 160-page, 8½ by 11-inch booklet is filled with illustrations and descriptions of parts and supplies for all types of coin machines and related products.

Wico serves coin machine firms around the world.

Among the items available, in addition to the usual coin machine parts, are: audio accessories, citizen's band radios, coin stackers, decals, premiums, tape recorders and title strips.

## Informality

Continued from page 66

vice-president, and C. H. Flannery, Logan, treasurer.

Directors are Ross Gerrard, Grafton; Max Carpenter, Beckley; Joe Hunt, Welch; Mrs. Leoma Ballard, Belle; Dilman R. De Haven, Martinsburg; Kenneth Mathew, Fairmont; John A. Wallace, Oak Hill; James K. Hutzler, Martinsburg; Carl C. Keesling, Bluefield; William N. Anderson, Logan; Edward M. Oliver, Montgomery; R. A. Pulliam, Keyser; Max Caplan, Morgantown, and Eldridge Fink, Huntington.

## P-R Can Key

Continued from page 66

juke box operator here, long active in civic groups, presented a wall plaque denoting 25 years of active juke box industry participation; Harold Scott, long-time member and officer, given an honorary life membership in the association; Ken Willis, honored for his contributions to the coin machine industry. Willis is a long-time Wurlitzer representative, long active in the juke box sales field, and now suffers from partial paralysis and loss of voice.

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## Big Bowler

Continued from page 66

patent infringement), the best that a manufacturer with a hot new game can generally expect is a few weeks or at best a month of sole possession of the market. This is not always enough to even meet development costs.

Oddly enough, it is not always the manufacturers, but sometimes the parts and materials producer who gains most from a new game idea. Some suppliers list most of the major manufacturers as clients. When one manufacturer hits on a hot new game, and after other manufacturers have jumped in on the machine, it is the supplier, selling to all or most of the producers, who may clear the most. His profit is made, largely free of overhead costs. One producer estimated that material costs alone account for an average 50 per cent of the selling price of a new game.

From this standpoint, it is usually more profitable for a large manufacturer to market an electrically and mechanically intricate machine that sells at a hefty price, rather than a simply-constructed, easily-produced, low-price game.

While the uninspired "search" for a new all-location game is pursued, pinball producers roll on, unconcernedly. There is little need to make frequent major changes in pinball features. The old features, dressed with minor changes on backglass or playfield, are good enough to bring in the steady coin. A new-style cabinet, however, has added to play appeal, and the idea may spread to other lines.





THE CALIFORNIA MUSIC MERCHANTS ASSOCIATION sponsored Dick Stagnaro in the national Soap Box Derby contest for the third straight year. Stagnaro, a 13-year-old Californian from San Joaquin, won first place in the Stockton (Calif.) eliminations, winning a berth to the finals in Akron. Here he won the first heat but lost out in subsequent competition. CMMA president, George Miller, praised Stagnaro for his sportsmanship, adding that CMMA was proud of the way the boy had represented the association.

**N. Y. IDEA COULD SPREAD**

**Tavern Men Give Games Contest Thumbs Up; Press Interested, Too**

NEW YORK—Encouraged by the initial enthusiasm for its King of Games coin bowling contest, the Craig-Todd public relations firm here sees State-wide and even national possibilities for its project, due to break on the local level later this fall. Closing date for local operator enrollment is September 15.

The contest is now basically a promotional stunt to boost play on bowling games at the city's locations—mainly taverns. Prizes are to be awarded to contest winners, with local distributors and operators contributing. The idea was first suggested by game industry members here.

Martin Greenfield, of Craig-Todd, now sees possibilities that—if successful on the local level—the contest plan could be adopted throughout New York State, and ultimately even spread out into a national contest.

A spot survey conducted by Craig-Todd last week revealed, according to Greenfield, that 91 per cent of local tavern owners feel the contest "will help." The remainder said "it may help," Greenfield reported. Greenfield said girls, working thru his firm, made the spot inquiries.

He also reported "a lengthy article" in the Beverage Retail

Weekly, a tavern paper circulated thru the State, informing tavern owners of the contest.

In addition, Greenfield said he had strong expectations that city newspapers would give coverage to the contest, when it starts, in their sports pages.

More support came from Willie Blatt, widely known Miami coin distributor, who feels the contest may have possibilities in the Florida area. He got in touch last week with Teddy Blatt, attorney for the New York operators.

Greenfield reminded local operators that they can join in the contest promotion by contributing \$20 covering a 13-week period. He said this would be the only cost to the operators. But, he emphasized the September 15 deadline. Since the plan was first announced, operators have joined in increasing numbers. Initial goal of participating machines was 2,000. Interested operators are expected to contact Greenfield at the agency office, 291 Broadway.

**Juke Box & Music Trades Join To Push Germany's Disk Sales**

FRANKFURT—West Germany's juke box and phonograph record industries are joining hands to push the sale of singles thru operator outlets. The Germans are pressing experimentation in two directions: the one-stop distributor and the disk vending machine.

West Germany's showcase exponent of the one-stop operation is Globus, in Frankfurt, which aims at being all things to all coin machine operators.

Globus was a pioneer coin machine distributor. Then it branched into bulk vending supplies. And then into platters. Today, Globus dishes up disks with as much zest as peanuts for its bulk vending patrons. Globus boasts that its disk deliveries are not only one-stop—but no delay. Orders are filled the same day they are placed, including Saturdays.

The Frankfurt one-stop has pioneered diskery automation as well as automats. Just off the entrance to the store is a battery of telephone receivers, each hooked to a record player spinning a current hit tune. The juke box operator thus can listen as he pleases before placing his order. And just outside the store entrance is a 64-selection disk automat, which is kept stocked with the 64 current top tunes.

At Karlsruhe, the MEFA manufacturing company is producing a disk vending machine which some industry experts predict will be—and soon—a standard juke box accessory. MEFA's machine has 40 selections. It's novel, if not revolutionary, because of its low price and its miniaturization. MEFA's disk dispenser costs a flat 1,000 marks (\$238) and it's convenient wall size.

This puts the disk vending machine within reach of every juke box operator. The disk profit margin in Germany is 30 per cent and indications are that the operators will rush to buy MEFA's just-marketed machine. German juke box operators long have been attracted to the argument that juke boxes and disk vending belonged together. But the obstacle has been the lack of a suitably inexpensive and compact vending machine.

With the appearance of the MEFA disk dispenser, German operators are now speculating on development of a small juke box specifically designed for the playing of disks dispensed by a record vending machine. The idea is that there should be a machine where disks purchased via vending machines can be played on the spot, and as much as the customers wishes—via a play-it-yourself juke box.

**Ops at Fault**

Continued from page 66

The Coin-Machine Council, says Blatt, is a ray of hope for the industry, a chance that public opinion will be changed for the better.

Among public relations efforts, Blatt suggests various amusement game contests, starting at the local level, sponsored by local operators, with play-offs between State groups and ultimately, national finals.

He said at one time the bowling industry (non-coin-operated) likewise enjoyed a poor public image but that it had elevated itself by sponsoring good, clean athletic competitions.

He said that for the first time, he sees hope for improving the public image of the coin machine industry for several reasons: "There is a new element of young men entering the vending machine industry who will not take all these accusations lightly, and operators in several large cities have begun a public relations campaign of their own. If the industry will cooperate and support CMC, it will be headed in the right direction and everybody will benefit.

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Say You Saw It in The Billboard

## Disk Toppers Support 33's At Seeburg Gotham Meeting

NEW YORK — The Seeburg Corporation and the Atlantic New York Corporation, local Seeburg outlet, marshaled support from top record executives in an attempt to convince some 160 local operators that the 33-r.p.m. record is the single of the future.

At a cocktail party and dinner at the Park Sheraton Hotel here Tuesday (30), record officials mingled with juke box operators to discuss mutual problems.

Bill Gallagher, vice-president of Columbia Records, pointed out that "because of our own faith in the 33's, our own business has quadrupled during the past five years. I'm surprised to learn from this meeting that the juke box business has fallen off during the same period."

#### Capitol Policy

Joe Csida, recently named to the post of vice-president of Capitol Records, said his firm will continue to make a good supply of 33 single records available.

Mitch Miller, Columbia chief a.&r. man, said, "There is no logical reason to program juke boxes for teen-agers."

He said that the new 33 singles will afford the juke box operator the opportunity to program with high-quality adult music. Only until adult tastes are satisfied, added



MEYER PARKOFF, left, president of the Atlantic New York Corporation, and Del Coleman, president of the Seeburg Corporation, share the rostrum before 160 operators at the Sheraton Hotel in New York.

Miller, will the juke boxes realize their full potential.

Jack Gordon, vice-president in charge of phonograph sales, said that current programming on 45's fails to satisfy the adult population, and that's why collections are off.

#### Overemphasis

He added that the overemphasis on pop hits is a mistake, pointing out that 45 singles account for only 15 per cent of the total record market, while 33's account for virtually all of the other 85 per cent.

According to Gordon, a one-speed industry makes sense, as the effort required by the home user in changing from 45 to 33 and back again has hurt the sale of 45's.

He charged that most of the 45 single releases are aimed at the teen-age market, while most of the locations are taverns with an exclusively adult patronage.

#### Standardization

Gordon predicted that the public will force standardization of speeds and that the buying habits of the general public will determine the type record used in juke boxes.

Del Coleman, Seeburg president, told the operators they must sell in their juke boxes what the public buys over the counter. The reference, of course, was to 33 singles.

Bill Prutting, Seeburg's Eastern sales director, told the operators that good juke box music will make the customers stay longer at the bar, and spend more money both over the counter and thru the coin chute.

#### Artist of Week

Meyer Parkoff, who kicked off the meeting with a general outline of what was to come, closed the session with a talk on the Artist of the Week program and a discussion of the entire Seeburg line.

The attendance was held down somewhat because of heavy floods which tied up transportation from Long Island. Several Long Island operators who were to attend were unable to take trains and subways.

Out-of-town operators at the talks included Mr. and Mrs. James (Pie) Haley, Middletown; Carl Pavesi, White Plains; Mike Mulqueen, Walden; Nate Bensky, Peekskill; Seymour Pollak, Tarrytown; Dick DiCiccio, Yonkers; Mal Douglas, Beacon; Lester Smith, Ulster County; Clio Rozzazo, Westchester County; Carl Procope, Garden State Amusements; Lou Tartaglia and Mike Tartaglia, Mount Vernon; Mrs. Millie McCarthy, Hurly-

ville, and Larry Epstein, Stratford Vending, Newark, N. J.

Other dignitaries at the event were Nash Gordon, of the Music Operators of New York; Joe Godman, MONY attorney; Jacob Schuller and Joseph Beim, Gibraltar Credit Corporation; Sam Kupferman, National Vending Corporation; Marvin Stein and Bill Adair, Eastern Music Systems (Baltimore and Philadelphia Seeburg distributor); Mr. Prichip, Manufacturers Trust Company; Dick Wilson, The Billboard, and Dave Bond and Irwin Margold, Trimount Distributors (Boston Seeburg outlet).

Local operators attending included Irv Fenishel, Mac Pollay, Harry Brodsky, Murray Saidman, George Holtzman, Lou Herman, Howard Herman, Arthur Herman, Aaron Herman, Albert Herman, Sam Schwartz, Ruth Michaelson, Al Ferber, Howard Burke, Al (Senator) Bodkin, Harold Rosenberg, Sy Haber, Lou Halperin, Sam Waldor, Allen Waldor, Sunshine Music, Manny Feder, Tom Pappas, Ray Knoss, Phil Riasen and Charlie Bernoff.

Also Leo Nadel, Joseph Seminario, Al Miniaci, Jack Kromberg, Lou Valenti, Union Automatic Music, Eddie Goldberg, Archie Goldberg, Tilford Gross, Stanley Goldsand, Bill La Porte, Sam Beyer, Walter Conrad Jr., Silver King Amusements, Sam Singer, Bob Green, Mort Lynn, Lou Levy, Square Amusement Company, Harry Siskind, Abe Lesh, Tom Badia, Doc Swanson, Bob McAvoy, Lenny Block and Phil Schwartz.

And, Staten Island Amusement, Stanley Feldman, Irving Jacobs, Sam Engleman, Sheldon Simon, Vic Haim, Sam Penner, Alfred Lauro, Max Klein, Andy Panko, Manny Ehrenfeld, Reliance Music, Richard Hohman, Al Cohen, Nick Franco, Ben Chicofsky, Tony DiRenzo, Murray Fishman, J. Ezrati, Hy Jaffe, Cande & Vanderleenden, Joe Cola, Frank Cola, Bill Chase, Bill Goetz, Gil Sonin and Sal Trella.

The Seeburg Corporation was represented by Del Coleman, Bob Kelly, Jack Gordon, Arnold Silverman, Bill Prutting and Stan Jarocki.

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**DON'T CARE ABOUT SPEEDS, YET**

**33 Single Disk Comes 'Too Soon' For German Juke Box Industry**

HAMBURG—The West Germans are eying raptly the 33-single spectacular being staged in the U. S. with Seeburg and Wurlitzer as the protagonists.

But while watching intently the Germans are doing so doggedly determined to be spectators to the contest—and nothing more.

The industry here regards the 33-single struggle as a contest of titans, evenly matched. If Seeburg carries the day in the U. S. with its campaign for a one-speed industry, the Germans—in due course and at their leisure—will fall into line.

**Small Point**

But the fact is, Germany's juke box business is booming so fantastically that the Germans couldn't care less about the speed struggle.

For this reason German sentiment tends to favor Wurlitzer. German concern now is not stimulating sales but boosting present production to meet the bulging backlog of orders.

"We don't care about speeds, not at this point. We need more machines of the models we are now producing," one producer summarized.

**Matter of Timing**

The Germans, accordingly, are taking a "don't-rock-the-boat" view of the American epic speed struggle now unfolding. Because of their relationship to the American market, few German juke box or disk producers are willing to talk for quotation about the Seeburg-Wurlitzer contest. But the consensus is that the issue, at least in this country, is more a matter of timing than of substance.

The German majority is inclined to agree with Seeburg that a single-speed industry figures—that it is inevitable—but the Germans also agree with Wurlitzer that the 45 r.p.m. record is quite adequate for the moment.

Basically, the Germans view the Seeburg-Wurlitzer speed hassle as a facet of American "planned obsolescence" production theory, a theory being thrust increasingly onto the Germans but one which they instinctively resist.

The Germans clung to 78 r.p.m. during most of the period the U. S. industry was hassling over 45 and 33½. Only after it was decided that the two speeds could co-exist

did the Germans desert 78 r.p.m.

Such was substantially the German attitude toward the U. S. 200-selection juke box, which the Germans have regarded—and still do regard—with the greatest skepticism. Many, perhaps the majority of German producers and operators, sniff that the 200 box is more a concession to the American worship of size and numbers than to utility.

German producers and operators still favor the 40 and 100-selection boxes. Even with stereo the Germans are approaching a mass switch from monaural with infinite reluctance and caution. Many German producers regard the speed struggle as threatening a disaster in export markets. The complaint here is that Americans can afford the luxury of concern only with the domestic market; but European producers depend on export markets.

The export problem is to foster a market for juke boxes per se, and not for a "bigger and better" box according to the views of any particular manufacturer. Briefly, the Germans are giving primacy to salesmanship and logistics, not technology, at this stage.

Curiously, the producer who symbolizes the German juke box success formula of "keep it simple, keep it cheap—but sell, sell" is Seeburg's own distributor in West Germany, NSM-Loewen Automaten.

NSM modestly describes its Fanfare as the "Volkswagen" of the juke box trade. Saleswise, the description is apt: NSM has produced well over 10,000 Fanfares. The Fanfare is an unpretentious 100-selection box, and altho it appears in a stereo version, the emphasis is

on keeping it ruggedly simple and inexpensive.

This is German industry's pass-key to conquest of export markets generally, and the Germans do not intend discarding it until forced to. Like Volkswagen, the all-time, non-stop German export winner, German music box makers as a group are resisting radical changes and concentrating on boosting output, improving distribution, extending service nets, and, above all, "selling, selling."

A top official of a major German juke box company offered this view of the speed struggle, "We are gunning for the new-box, not the replacement, market. Our customers are the people in the world's far corners who may never have heard a juke box.

"Obviously, the problem here is to sell them a simple, inexpensive, reliable box—and not worry about speed, for which they aren't sophisticated enough to appreciate. But if we're trying to sell a 45 r.p.m. box and the Americans start pushing a 33 box, we're both going to wind up ringing up 'no sale'—our customers will be too confused to buy anybody's box."

The phonograph record industry is taking approximately the same attitude—wait-and-see, let-the-Americans-do-the-experimentation. All of which makes sense—for the Germans. For this is a boom economy—still; and there is no prospect that the speed struggle will be transported to this country.

Rather, the outlook now is that the Germans will remain resolutely on the sidelines, alert to latch onto any foreign markets that may become available as a consequence of the struggle of the U. S. titans.

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  - Ex. Dale Gun ..... 50
  - Genco Sky Gunner ..... 110
  - Genco Big Top ..... 250
  - Genco State Fair ..... 225
  - Genco Davy Crockett ..... 225
  - Keeney Sportsman ..... 225
  - Muto. Bangorama ..... 125
  - Muto. Atomic Bomber... 150
  - Midway Bazooka ..... 495
  - Unified Carnival ..... 185
  - United Bonus ..... 225
  - United Pirate ..... 250
  - Wms. Polar Hunt ..... 225
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**Dailey Grows In San Antonio**

SAN ANTONIO—Recent expansion in the local offices of H. W. Dailey, Inc., has increased record sales to juke box operators throuth the Southwest, according to John G. Bullock, branch manager.

The new facilities, offering additional parking and longer hours of operation for its customers, were provided to handle demands among record dealers and juke box operators for the one-stop operations of the Dailey Company, Bullock said.

Bullock was named branch manager three months ago after eight years in the retail and wholesale phonograph business in Houston. The new quarters of the Dailey Company are located at 305 South Main.

**Start Background Firm**

ORANGEBURG, S. C.—Melo-Sonics has been granted a State charter to engage in the distribution of background music, tape repeaters and related items. The new corporation, headed by Carl C. Hughes as president, listed authorized capital stock of \$5,000.

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**E. Doris and H. Bernbach  
Named Rock-Ola Directors**

CHICAGO—Two new directors were elected by Rock-Ola Manufacturing Company last week. They

are Edward G. Doris, executive vice-president of Rock-Ola, and Harry A. Bernbach, president of Peerless Weighing and Vending Machine Corporation, a Rock-Ola controlled firm.

Doris joined Rock-Ola as vice-president and director of sales in August, 1958 and was elected executive vice-president two months later. Recently he was also elected executive vice-president and director of the Fred Hebel Corporation, a firm bought by Rock-Ola two months ago.

Doris was with the Mitchell Manufacturing Company for 16 years. During that period he was promoted to general manager and executive vice-president of the company. When Mitchell was consolidated with the Cory Corporation, Doris left and joined the Mira-Cold Corporation as general manager and was later elected vice-president.

He attended DePaul University and received a B.S. degree in business administration and accounting.

**Bernbach Named**

Bernbach has been president of Peerless since 1958 and served as vice-president and director before then. He maintains offices in New York. Bernbach is a graduate of New York University's School of Commerce and Law and is a Certified Public Accountant. He is a member of the Bar in New York, Illinois and District of Columbia and is also a member of the American and Chicago bar associations.

**Canteen Declares  
2% Stock Dividend**

CHICAGO—Automatic Canteen Company of America last week declared a special 2 per cent stock dividend in addition to the regular quarterly cash dividend of 15 cents per common share.

Canteen has previously paid 5 per cent dividends for each of the past four fiscal years, the most recent being paid November 2, 1959.

The current stock dividend is payable September 22 to shareholders of record September 1. The cash dividend is payable October 1 to shareholders of record September 15.

Current market value of the present 2 per cent dividend based on outstanding shares would amount to approximately \$4,700,000. In other actions, two new directors were named to the Canteen board: Ben Regan, president, Nationwide Food Service, Inc., Chicago, and Sidney Feuchtwanger, president, Commercial Discount Corporation, Chicago. Both companies are recent Canteen acquisitions.

**2 New Directors  
Named by Canteen**

CHICAGO—Ben Regan, president of Nationwide Food Service, Inc., Chicago, and Sidney Feuchtwanger, president of Commercial Discount Corporation, Chicago, have been elected directors of Automatic Canteen Company of America. Both firms were recently acquired by Canteen.

Canteen also announced plans to offer an additional 524,000 shares of its common stock. An initial offer will be made to stockholders at an early October meeting.

BERLIN, Conn.—The Board of Selectmen in this mid-Connecticut town, some 12 miles southwest of Hartford, have voted a crackdown on all owners of juke boxes and "machine games of chance." Noting that the board "has been more than fair" about a new ordinance requiring licensing the machines, First Selectman Arthur B. Powers said that the Police Commission and Police Chief H. Theodore Strand have been requested to take legal action. Machine owners who do not obtain \$50 license fee for each machine in time are liable to arrest and fine.

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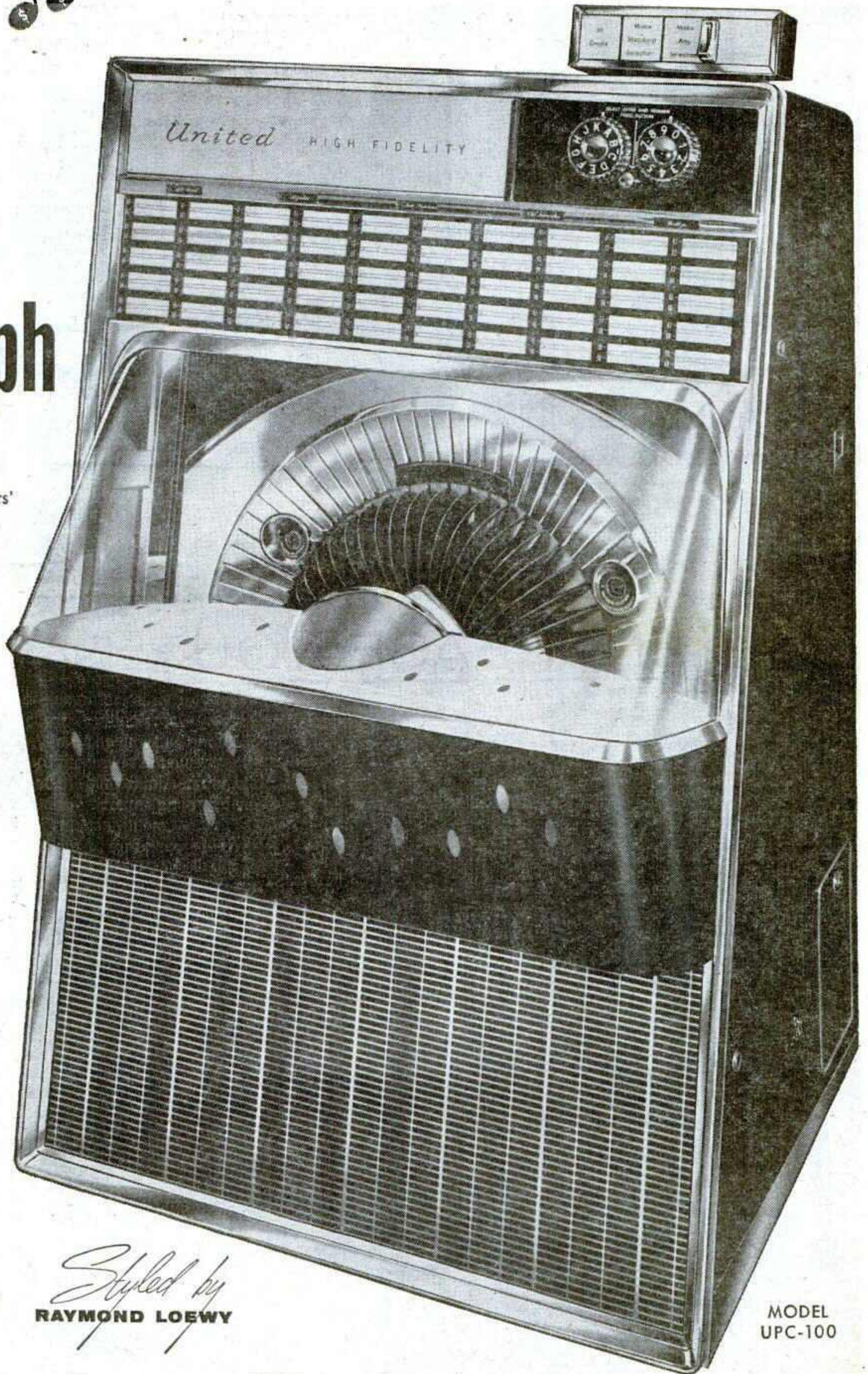


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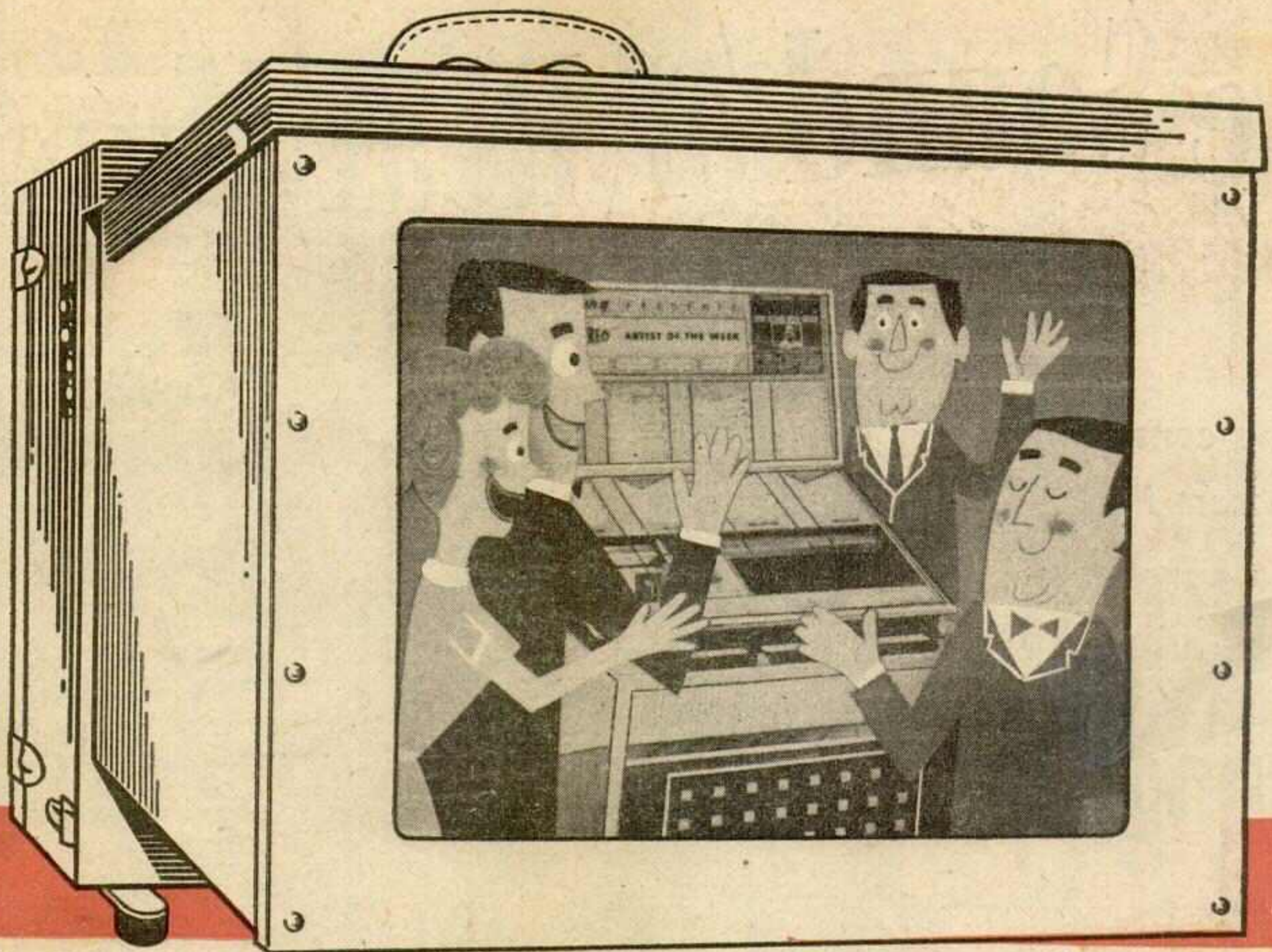
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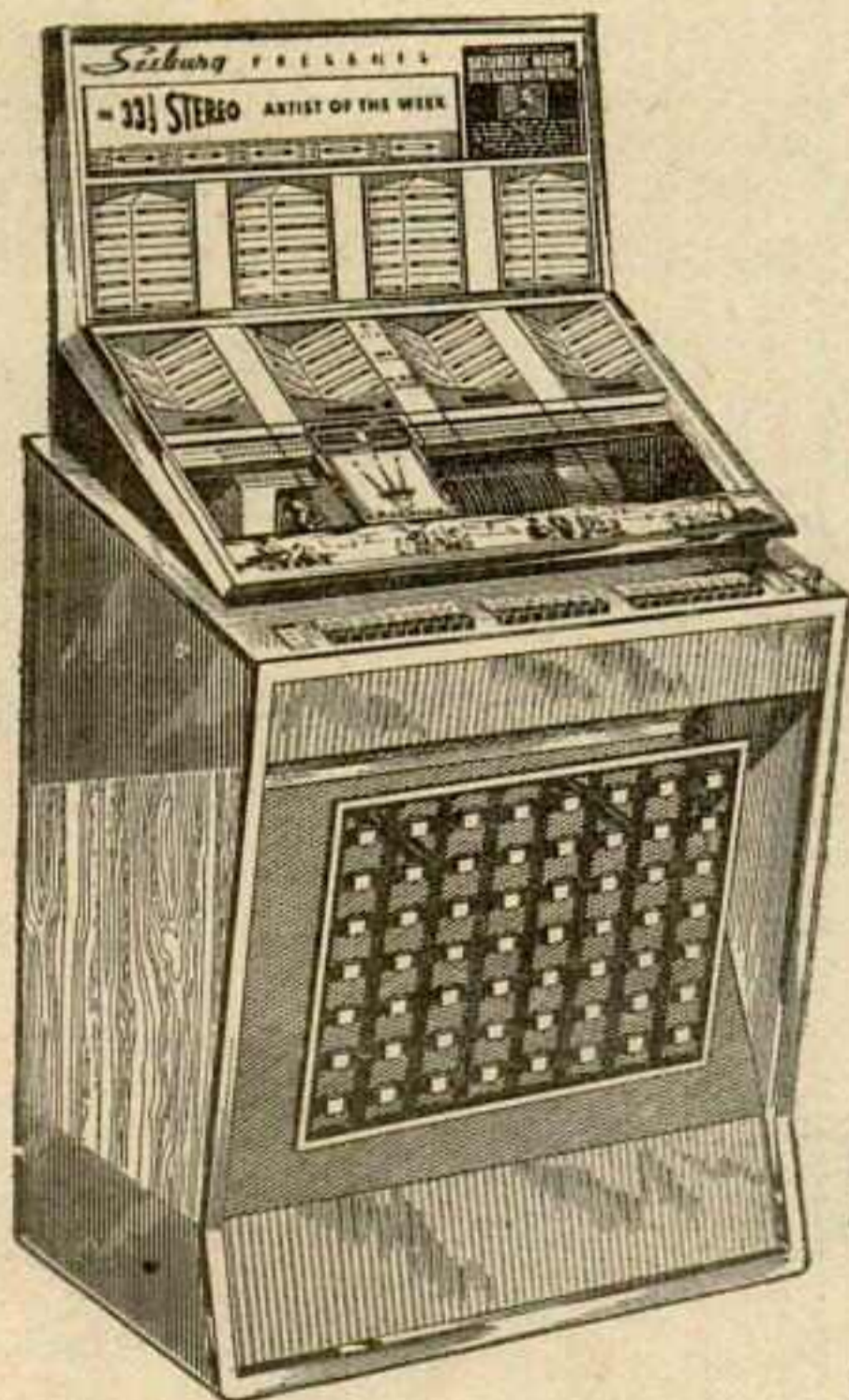
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And to help you sell this plan to your location Seeburg has put this story in audio-visual form.

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