

# The Billboard

IN THIS ISSUE

1960

MAN OF THE YEAR

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OCTOBER 31, 1960 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## 'Answer' Disks on Loot-Trail Trek

Publishers in Renaissance of Replies To Own Hits; Idea Vacuum Aftermath?

By REN GREVATT

NEW YORK — Those preoccupied cats, strolling down the corridors of the Brill Building and between tables at the Turf, all the while muttering to themselves, haven't flipped their wigs, not entirely anyway. They are simply answering themselves, or put another way, they're answering their own hits. That is the way to make extra loot out of a copyright today, according to a study of recent releases.

Answer records are, of course, nothing really new. The idea was once a fount of material in the country world, as witness one of the most famous couplings of them all — "Slippin' Around" and "I'll Never Slip Around Again." Today, however, answer records have made their return—in considerable abundance, both in terms of releases as well as hits, a phenomenon which is explained by some traders as simply an aftermath of the payola probes.

### Vacuum of Ideas

These observers note that in the demise of payola as it was known in the past, there was suddenly a vacuum of new ideas. Imagination went out the window in a headlong dash to make "safe" records. One form of safe disk, obviously, was the cover record. This showed up at one point when as many as four different versions of the same song got substantial action. The next step to the straight cover was the answer record, usually employ-

ing the same melody, with a new, or answering lyric. This has had the effect of stretching the value of a single copyright, at a most opportune time, when singles sales as a whole are down.

Whatever may be the reason, there are examples enough, highlighted this week by the unusually rapid movement up the charts of Damita Jo's "I'll Save the Last Dance for You," an answer to the Drifters' smash, "Save the Last Dance for Me."

Within recent weeks there has been the interesting country-style example of Hank Locklin's "Please Help Me, I'm Falling," answered by Skeeter Davis with "I Can't Help You, I'm Falling Too." Again in the country vein, Jim Reeves' big side, "He'll Have to Go," was answered by Capitol's teen-age thrush, Jeanne Black, with her first hit, "He'll Have to Stay."

### 'Laura' Controversy

Another celebrated recent recording, and a controversial one at that, was Ray Peterson's "Tell Laura I Love Her." This was replied to by Marilyn Michaels with "Tell Tommy I Miss Him." The original Peterson disk ran into a storm of protest in Britain, due to the alleged "vulgar and obscene" content of the message, but eventually the British Decca firm brought it out anyway. The answer

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## EDDY PUTS DENT IN ELVIS' CROWN; SINATRA SLIPS

LONDON — Elvis Presley, a commanding figure in the international music scene for the past five years, lost a little of the gilt from his crown to Duane Eddy in the annual readers' poll just completed by New Musical Express. There was a demotion, too, for Frank Sinatra, who had to make way for Britain's outstanding young recording star, Cliff Richard.

Presley kept the World's Outstanding Male Singer title, with Richard second and Sinatra third. Presley was ousted from the premiere slot as World's Outstanding Musical Personality and took second place to guitarist Eddy.

Latter is regarded as a big tribute to the instrumentalist's comparatively small originating label, Jamie, released thru British Decca. Eddy toured England during the spring in a package which did not have packed houses all the way. He has been very consistent chart-wise, however, with his theme from the Dick Clark movie, "Because They're Young," one of the year's biggest disk sellers.

Connie Francis led the World Female Singer Class. Brenda Lee adding to her current laurels by being polled into second place. Vocal groups remained unchanged with the Everly Brothers leading the field and the Platters runners-up.

## 'Sing Along' Trend Still Going Strong; No Slack in Sight

Idea Sparked by Mitch Miller Intrigues Host of Imitators

By JUNE BUNDY

NEW YORK—The "Sing Along" LP trend, which Mitch Miller sparked two and a half years ago, is still going strong and shows no signs of slackening. Miller's 10 "Sing Along" packages on Columbia are currently approaching the 4,000,000 sales mark, and increasing numbers of similar community sing-type albums are released every month by other labels, altho only the Miller LP's and Tennessee Ernie Ford's hymn and spiritual packages have made The Billboard's best selling album charts.

### Everyone in Act

Everybody from Bing Crosby and Guy Lombardo to the Chipmunks have sliced "Sing Along" packages. "Sing Alongs" are now available in Spanish, Yiddish, Italian, French, Polish and German. There are also "Sing Along" albums in the Sacred, Latin-American, kiddie, and even sports car field.

"Sing Along" packages released during the past two weeks include RCA Victor's "Join Bing and Sing Along" by Bing Crosby; Capitol's "Sing the Songs of Christmas With Guy Lombardo," "Sing Along in French" by Ray Ventura on Ever-

est; Dana's "Polskie Koley Sing Along," Roulette's "Banjo and Calls Sing Along" by the Dozen; John Raitt's "Songs the Kids Brought Home From Camp" on Warner Bros.; "The Sound of Children at Christmas" by Hugo and Luigi with the Children's Chorus. "Spook Along With Zacherly" on Elektra.

Other new "Sing Along" albums are Don Costa's "We Play, You Sing the Great Million Sellers" on United Artists, "Let's All Sing with the Hugo and Luigi Family Singers" on Forum; "German Sing Along" by Will Glahe and his ork on London; and "Irish Sing-Along" by the Michael Sammes Singers and Dennis Martin, on London.

### TV Series

Meanwhile, Mitch Miller is practically set to do a series of six or seven weekly "Sing Along" TV hour shows on NBC-TV. His first "Sing Along" TV program last spring drew phenomenal mail response and good reviews. The series, which will probably alternate with "The Telephone Hour" on Friday nights, will spotlight young "non-rock and roll" singing talent. Heretofore young, relatively unknown talent of this type has found it difficult to be showcased on network TV.

Miller plans to release at least four more "Sing Along" albums next year. However, he will not tie them in as sound-track packages with his TV series. The Co-

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## Best Selling 'Sing Alongs'

NEW YORK — Mitch Miller currently has six "Sing Along" albums on The Billboard's best-selling album listings, including his first community-sing effort, "Sing Along With Mitch," which has been on the charts for 120 weeks.

Also represented are "More Sing Along With Mitch" (94 weeks on the chart), "Still More Sing Along With Mitch," "Party Sing Along With Mitch," "Sentimental Sing Along With Mitch" and "Memories Sing Along With Mitch."

## NEWS OF THE WEEK

### Music Publisher Catalogs Pull Top Money Bids Now . . .

Money—and lots of it—is being offered these days by syndicates, corporations, record companies, show business and non-show business firms for music publishers catalogs. The "right" catalog these days can pull bids ranging from \$250,000 to \$5,000,000. Big demand for catalogs is mainly sparked by fact that music catalogs frequently offer unusually large returns on investments. . . . Page 3

### Writers Hassle Over Distribution; Reach No Solution at ASCAP Meet . . .

The biannual East Coast ASCAP meeting last week resulted in considerable discussion of low distribution checks received by writers the week before. No immediate solution appeared. The session, however, was marked by long speeches and colorful exchanges. Prexy Stanley Adams, counsel Howard Milman, Jack Yellen and Sherman Edwards were among those heard. . . . Page 3

### Manufacturers Rush Hot Singles to Market . . .

Record manufacturers are bringing big promotional drives to bear on the latest hot singles product, and issuing the strongest records by their top artists, in order to stimulate disk sales in a soft singles market. . . . Page 2

### DEPARTMENT AND FEATURES

Amusement Park	Music
Operation	Music Pop Charts—
Arena, Auditorium	Top LP's
Newsletter	Honor Roll of Hits
Audio Products	Hot 100
Bulk Vending	Tomorrow's Tops
Carnival Confab	Hot C & W
Circus Trouping	Hot R. & B.
Classified Ads	Music Record Reviews—
Coin Machines	This Week's LP's
Country Music Special	Singles
Fair-Exhibition	Radio
Management	Roller Rumbles
Final Curtain	Routes
Hot 100	Show News
Letter List	Talent on the Road
Merchandise	TV-Music-Radio

## New Game For Writers

NEW YORK — The resurgence of the answer song idea in the pop music spectrum has created a sort of new game along writer row. The idea is to take a current pop hit and figure out an answer title to follow it up.

Nobody has yet come forth with any kind of prizes for the best answers but a few interesting potential titles have, nonetheless, cropped up. For instance, an obvious one would be "You're Too Quiet Baby," in answer to "You Talk Too Much," and "I Don't Want You to Want Me," might fit for "I Want to Be Wanted." Probably the most obvious of all would be the answer to the hit "Stay." This would be simply, "Go (Man)."



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SEE PAGES 15, 16, 17, 18, 19

# Diskeries Trot Out Big Names to Spark Singles

## Junk Schedules, Past Caution In Race for Another 'Big One'

NEW YORK—Record manufacturers are pouring out the strongest possible singles featuring their top artists in order to try to come up with a big hit to spark the soft singles business. Following the old adage that "All we need is a big one," diskeries have cajoled some of their top names back into the studio for new sides, or have thrown caution to the winds and issued new singles by big names even though some of these names had a single released a short time ago. They have junked schedules, junked past caution and in many cases set up special promotions to push key singles to the top.

This week The Billboard received more important records for review than in over two months, and picked more Spotlights than any time since the summer. A total of 23 records, in the pop, country and western and rhythm and blues field together were picked, and about 20 others were worthy of consideration.

This week's new releases included

## Long-Pull UA Promotion for Ellington LP

NEW YORK—United Artists is readying an unusual long-term promotion on its forthcoming movie "Paris Blues," U. A.'s sound-track LP from the film, and a Duke Ellington souvenir album which will be marketed next spring.

Ellington, musical director for the film (starring Paul Newman, Joanne Woodward and Sidney Poitier, Louis Armstrong and Dianah Carroll) has made a 16-mm. short subject which will be processed immediately for distribution before "Paris Blues" is completed. Aimed at young jazz fans, the film short is built around Ellington's "Sophisticated Lady," one of six numbers he has pre-recorded for "Paris Blues."

The film short will be offered without charge to schools, juvenile clubs, playgrounds and youth jazz societies throughout the world. Distribution of this short—almost a year in advance of the release of "Paris Blues"—is designed to interest teen-agers in Ellington, thereby creating a demand for a U. A. Ellington souvenir album, which will be released next spring.

A final all-out promotional campaign on Ellington's score for the film (including three new tunes by the ork leader) will be timed for the release of "Paris Blues" in theaters next summer and the release of U. A.'s sound-track album from the picture.

records by Perry Como and Frank Sinatra. The Perry Como record was his first since "Delaware," which was issued last February. The new Frank Sinatra record was selected by Capitol's newly realigned singles operation to get the label's prime attention. Under the new Capitol singles operation, one record is selected each week to get extra promotion. Capitol fieldmen will go to work on the Sinatra single, and the firm's promotion-exploitation machinery will start

rolling in behalf of the Sinatra platter.

Capitol and Victor are not the only firms that are swinging behind a specific single in an effort to bring the kids back into the stores via a smash hit. Columbia's big promotion-publicity guns are pushing Johnny Horton's "North to Alaska," the firm's biggest disk in many months. Mercury is priming its promotional staff for the forthcoming Brook Benton record fea-

(Continued on page 16)

# SORD Chief Riled Over 'Spy' Incident

## Judkins Calls It 'Game of War'; Says 'We Had Nothing to Hide'

By LEE ZHITO

HOLLYWOOD — The "I-was-a-spy-for-Columbia-Records" incident revealed by The Billboard last week (October 24) "shocked and amazed" Society of Record Dealers prexy Howard Judkins. The SORD chief was moved to the height of indignation by the testimony of a private eye who said he was hired as a plant to attend the dealer group's meetings.

Judkins told The Billboard: "I am shocked and amazed that Columbia would resort to such tactics. It's inconceivable to me as to what purpose could be served by having this man planted in our meetings. It wasn't necessary to 'plant' anyone. The meetings held at the New Yorker Hotel in June of 1959 were open to all who wished to attend. Any dealer could attend, and, as a matter of fact, we were aware that some record manufacturer personnel were also present, but we did not object because

(Continued on page 19)

## Decca Brass To Nashville

NEW YORK — A top echelon exec team, headed by prexy Milton R. Rackmil, will represent Decca Records at the annual WSM country music clambake in Nashville later this week. Others in the Decca delegation paying tribute to country music will be exec veepee, Leonard Schneider; Decca Distributing veepee, Syd Goldberg; veepee, Marty Salkin, and Leonard Salidor, director of publicity and promotion.

Decca, of course, has had a whole string of hot country artists thru the years, including Webb Pierce, Kitty Wells, Ernest Tubbs, Red Foley, Bobby Helms, the Wilburn Brothers, Goldie Hill, Jimmie Davis, Jimmie Martin and Bill Monroe. On the eve of his departure, Rackmil stated: "We have sought to enrich this field thru development of new talent such as Roy Drusky, Ernest Ashworth, Ronnie Self, Bill Anderson, Carl Belew and Connie Hall."

# Top Loot Bid for Music Catalogs

## Big Investment Return Sparks Offers By TV, Film, Disk Firms, Outsiders

By BOB ROLONTZ

NEW YORK — Money — and money aplenty — is being offered these days by syndicates, corporations, record companies, show business and non-show business firms alike, for music publisher catalogs. It would be safe to estimate that more than a score of individuals and firms are willing to put up from \$250,000 to \$5,000,000 for the "right" ASCAP catalog, and often not much less for the "right" BMI catalog. The fact that there were five or more bidders for the Bourne catalog a few weeks ago, each offering better than \$2,000,000, indicates this. And the fact that Lee Eastman, as head of a syndicate (which also bid on the Bourne catalog) just last week offered \$4,000,000 for the Mills Mu-

## RANK INTERN'L CO-OP STUDIES ARTIST TOURS

By MIKE HELLICAR

LONDON — A study group has been set up by the Rank International Co-Op to plan and co-ordinate tours by artists recording on labels within the organization.

This was the first direct outcome to the Co-Op's two-day convention in London, when members from record firms all over the world pressed for greater co-operation between countries.

Chairman of the new committee is Simon Brehm, of Karusell, Scandinavia. Interest in American and British artists is particularly high there, and it has been proved in the past that foreign disks will achieve greater sales if an artist is able to make even a lightning visit for a concert, or TV exposure.

One example of this is Britain's Cliff Richard — an EMI-Columbia artist. His disks are particularly in demand, mainly because he has made appearances in Copenhagen, among other cities.

Discussions also centered around means of achieving better marketing, publicity and international recording. Time was also given to the place of the record companies in the allied fields of music publishing and sleeve production.

Concentrated efforts in these fields would keep up constant supplies and maintain a straight control over quality and economy.

# Victor Sets 8-Way Joint Yule Promo

NEW YORK — RCA Victor has blueprinted a unique joint promotion whereby the diskery ties in with eight major manufacturers to stimulate the normally fast-selling Christmas season. According to Bill Alexander, RCA Victor advertising and promotion chief, the co-operating manufacturers include Lionel Trains, Alexander Dolls, Presto Ware, Schick Razors, Pioneer Accessories, Poole Silver, Wheary Luggage and Royce Union Bikes.

Products of these companies will be offered as promotion and display incentives by RCA Victor distributors and will be displayed as part of all RCA Victor Christmas advertising and promotion. "The benefits for everyone are enormous," Alexander stated.

Focal part of the campaign is a full-color two-page spread in Life Magazine plugging 23 best-selling RCA Victor albums and the products of the eight manufacturers. Theme of the ad, "Give the Christmas Gifts America Loves Best," will be repeated on all promotional material. RCA Victor is preparing a full-color major window display that will show the albums and the various manufacturer products.

Campaign will include color spots on NBC-TV, and much point of sale material, ad mats, etc.

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## Atlantic Adds 3 Foreign Distributors

NEW YORK — Atlantic Records has added three new distributors overseas — Gamma S. A. in Mexico City, Mica Record Manufacturing Company, Manila, and Corporacion de Radio de Chile in Santiago.

All three firms, reports Atlantic's foreign department manager, Joseph Muranyi, will press as well as distribute the Atlantic product. Atco and Trey, two Atlantic subsidiaries, are both distributed under the Atlantic label overseas.

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# Key Pubs Protest ASCAP Inequities

Scopp, Dreyfuss Seek Remedy to Offset Distribution Imbalance

NEW YORK — At a special meeting of the ASCAP board on Tuesday (25), a number of publisher directors sharply protested the first distribution under the amended Consent Decree. They felt the distribution was disproportionate inasmuch as the period covered included the era when certain publishers stepped up their performances by questionable tie-ins with network television producers.

The issue was presented at the meeting by Mickey Scopp, head of the Big Three. Scopp was supported in his contentions by Max Dreyfuss, head of Chappell. It was estimated that the total losses of both these catalogs could amount to \$500,000 for the current year if the inequity is not corrected. Three more distributions would be affected.

Scopp, it is known, does not wish in any way to criticize what the government has done; rather, he approves that, but is motivated by a desire to get a "fair shake" for his catalogs. It is also known that there is nothing personal in his attitude with regard to actions of other big publishers. "But publishers need relief from this inequity and unless the remedy is handled promptly, serious losses in revenue will result and defection from ASCAP will follow," Scopp stated.

It is notable that during Scopp's outline of the situation at the board meeting, no opposition to his point of view was put forward—even by those publishers whose dealings with TV producers had precipitated the ASCAP-Justice Department negotiations which resulted in reducing the point value of the disputed network performances.

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## 8 Nabbed for Disk Thefts

INDIANAPOLIS — Police here, operating with the co-operation of RCA Victor officials, nabbed eight employees of the Victor plant last week on charges of stealing \$50,000 worth of LP merchandise during the past year.

An allegation that the thefts resulted in certain artist contract cancellations, because of loss of royalties due to black market sales of the records, was characterized as "absurd," by Victor officials. Sources close to the scene also implied strongly that the value of the merchandise was substantially less than that indicated in published figures.

Meanwhile in New York, RCA Victor issued the following statement: "We are grateful to local authorities and other investigative agencies for resolving this situation. We have given these officials all possible co-operation since we first became aware of this problem a number of months ago. Every precaution has been taken to insure that such actions do not continue in our plant. Since this matter is now in the hands of local police authorities, we do not think it is proper to make any additional comment at this time."

## Decca's Perry Recuperating

HOLLYWOOD — Joe Perry, West Coast sales manager for the Coral and Brunswick labels, is recuperating from a heart attack at Encino Hospital (Encino, Calif.). "Decca Joe" has been an active member of the Decca firms for well over two decades, functioning as the West Coast sales rep for Decca long before the Coral subsid was formed.

Hospital told The Billboard that "he is progressing nicely in regaining his health."

## NARAS ORGANIZING A CHICAGO CHAPTER

CHICAGO—A Chicago branch of the National Academy of Recording Arts & Sciences (NARAS) is in the process of being formed. The local group is shooting for a fall organization date to permit the branch to participate in the annual "Grammy" awards to be presented to the outstanding recording artists.

Presentation will be made on an hour-long television spectacular similar to the motion picture and television industry's "Oscar" and "Emmy" trophies.

Dick Schory, RCA Victor recording artist, was named by NARAS' New York board of governors to organize the Chicago chapter. Schory has, in turn, organized a founding committee con-

sisting of David Carroll, Mercury artist; Joe Wells, RCA Victor custom recording manager; Mike Simpson, arranger; Bill Hanley, musician, and Nick Biro, The Billboard.

The Chicago branch will be the fourth for NARAS, which already has active organizations in New York, Los Angeles and Nashville. The Midwestern territory will extend from Chicago, north to Canada, east to Cleveland, south to St. Louis and Kansas City and west to Omaha.

An initial membership of 50 persons is needed for the Chicago group to get a charter from the parent organization.

## RIAA TO PROBE BACKGROUND MUSIC USE

NEW YORK — The Record Industry Association has launched an investigation into unauthorized taping of records for background music use.

According to an RIAA statement, with a few exceptions, background music firms do not obtain permission for the uses from manufacturers, artists, publishers or writers. The fact that they pay no royalties, according to the statement, has resulted in the loss of considerable revenue to these creative forces.

Moreover, it was pointed out, such unauthorized actions have placed at a disadvantage the companies who do obtain authorization and pay royalties for the uses. The RIAA legal committee is considering legal actions against the firms involved, the statement concluded.

## ASCAP Meeting Seethes, Subsides

Hassle Over Low Distribution Issue Winds Up Status Quo

By REN GREVATT

NEW YORK — Shortly before 6:00 p.m. last Thursday (24) the biannual ASCAP East Coast membership meeting came to a close. Despite the presence of what was called a burning new issue, namely the outrage expressed in many writer and publisher quarters at alleged unexpectedly low distribution checks received last week, little in the way of concrete results were accomplished. The meeting, however, was not without its touches of color, dramatics, verbiage, stirring performances and occasional flare-ups of temper.

At the outset, ASCAP prexy Stanley Adams announced that normal meeting, procedure and reports would be dispensed with in order to get to the explanation and dis-

cussion of the distribution payments received last week.

Adams explained that the distribution last July was unusually high for that period and that a comparison of July and October payments would therefore be unfair. Adams also put some of the blame for the lower revenue on the fact that this was the first distribution involving the changes incorporated in the 1959 consent decree. "Changes we did not seek. Some of our members touched off the spark that led to them. Eighteen months ago, the Justice Department wanted us to go on a 100 per cent current performance basis, which would have meant a total loss of seniority. Despite the Justice Department, we managed to keep the four-column system."

Yellen Report

Adams then introduced Jack Yellen, who presented a report prepared early this week to explain, as he put it: "What happened and who got the money." Yellen noted that there was less money than normal for distribution at this time. It was also pointed out that the period produced considerably more performances than expected for the period, thereby lowering the value

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## UA Names Key Execs In Expansion Move

NEW YORK — In a further expansion move United Artists Records last week hired two new execs — Norman Weiser and Sid Schaffer — and branched out into the country and western field, via the pacting of its first c.&w. artist, Autry Inman. Within the next week, UA's veepee-general manager, Art Talmadge, plans to sign additional execs and artists to the label.

Weiser, a former Billboard staffer and one-time publisher of Down Beat magazine, takes over the post of national advertising and publicity director, a post which has been vacant since Bob Altschuler left the label this summer. He will concentrate on UA's new Ultra Audio series, and will assume other duties in addition to his regular advertising-publicity chores. Weiser has written a nationally syndicated record column for the past two years and has also served as special consultant to record distributors on sales and promotional activities.

Schaffer, New York branch manager for Mercury Records for the past five and a half years, joins UA's sales staff. He, too, will concentrate on UA's new sound series, Ultra Audio, which will be marketed nationally this week. Schaf-

fer — who reports to UA's national sales manager, Andy Miele, — will supervise merchandising and promotional activities for Ultra Audio at the distributor-dealer-deejay levels and will work directly with distributor and dealer groups and their personnel during the label's inaugural period.

With the signing of Inman, UA enters the c.&w. field. Talmadge said the label will sign additional c.&w. artists shortly. Inman's first UA single will be released in November.

## Col. Tees Off Yule Promot'n On 3 Singles

NEW YORK — Columbia Records is bustling with the Christmas spirit, even tho it is only November. The diskery is setting a big promotion behind three Christmas singles, all wrapped in bright sleeves and packed in red and green counter display boxes. The firm is also shipping out hundreds of thousands of its ready-wrap record envelopes for dealer use during the holidays.

The push on the three Christmas singles starts this week. The new disks include a Mitch Miller single with the Sing Along Kids, a single with the Nutty Squirrels, and another with Cincinnati TV favorite Ruth Lyons. All three disks are in four-color sleeves, and they are being shipped to dealers in boxes holding 25 each that can be used on counters. Disk jockey samples also go out this week on the records.

Columbia's ready-wrap envelopes come in two colors, blue and red. It is actually an LP envelope, with Christmas design, that holds one or two LP's. It is intended for dealers to use for LP's sold at Christmas time. Since it contains no advertising whatsoever, it can also be used as gift wrapping, and there is a space on the front to print the giver's as well as the receiver's name.

Columbia expects to ship 500,000 of these envelopes to its distributors by the end of next week. They are selling the envelopes to distributors for about 15 cents each. Dealers, of course, can either sell them to their customers with albums, or give them away.

## Col. Ties Victor In Hot Scramble For Richter Disks

NEW YORK — The scramble among the record companies to cash in with recordings during the current U. S. concert tour of Russian pianist Sviatoslav Richter grew more intense this week. Columbia Records issued a recording of the pianist originally cut in Sofia in 1958 of the Moussorgsky "Pictures at an Exhibition." Thus Columbia is out with its Richter set at the same time as Victor's first American waxing of the pianist. (The Billboard, October 24.)

In addition to Victor and Columbia's Richter slicings, Artia Records, which has issued a number of Richter waxings lately via its Russian exchange deal, and Deutsche Grammophon, are strongly advertising their LP's by the Russian pianist. Since Richter has been on many other labels as well, the dealer, and the customer, now has many Richter sets to choose from.

## 33 Singles on Rise for Col.

NEW YORK — Columbia Records is experiencing a gradual rise in sales of the firm's seven-inch 33's. The increase, according to sales execs at the diskery, have been steady. This does not mean that Columbia feels the rise in sales of the seven-inch 33's is as sharp as it could be; but execs attribute this to the fact that Columbia is still the only firm issuing all singles on both 45 and 33, and also because the firm's single sales have not been extraordinary lately.

Columbia sales execs note that dealers are gradually accepting the small 33, and where dealers do display the disks they get sales action. But the Columbia brass is still very much aware that dealers will not go on an all out push on the midget disk until there is enough product from all labels to justify this. Columbia is attempting to get all dealers to stock the small 33's and is offering a counter

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## Dot Display At Christmas

HOLLYWOOD — Dot Records has developed special displays for the Christmas season to push its eight yule-aimed packages. One is a full-color old-time Christmas card type display measuring six feet by four feet. It carries the caption "Ye Old Record Shoppe." Simulated window panes carry the album covers of the eight packages being offered. Display is suitable for use in a dealer window or as a counter piece. These will be made available to all dealers thru Dot's distrib.

Other display is an action unit in the shape of a giant revolving record. Disk carries album covers of the eight packages being pushed with the action intended to help catch customers' attention. Cost of the motor driven display limits Dot in being able to make it available. Only 300 will be shipped to key, pre-selected outlets.

# Pay-TV Hearing Sparks Pic Exhibitor Challenge

By MILDRED HALL

WASHINGTON — During last week's five-day wrangle over a prospective trial for pay-TV, the panel of Federal Communications Commissioners largely maintained an enigmatic silence, asking few questions except for the queries by the chairman on whether movies on pay-TV might prove competitively unfair to movies on free TV. FCC Chairman Ford gave Marcus Cohn, opposing counsel for movie exhibitor interest, every opportunity to question pay-TV applicants in minute detail, with the attorney's avowed intent to prove the applicants unsuitable. Cohn spent more than eight hours in cross-examination of Thomas O'Neil, president of the board of RKO General, and president of Hartford phonevision. O'Neil, together with Zenith Radio and Teco, Inc., have

applied for permission to make a three-year pay-TV trial on RKO station WHCT, Channel 18, in Hartford, Conn.

Leland Hayward, producer of Broadway hits ("Sound of Music," "South Pacific"), waited four straight days for a chance to plead for the broadened opportunities in American entertainment he envisions on pay television. Hayward has been hired as program director for Teco, Inc., the firm chiefly responsible for program procurement for the experiment. (The Billboard, October 17, 1960.)

Cohn won acknowledgment from O'Neil that the bulk of the pay programming would be feature movies, particularly during earlier phase of the experiment, and other box office attractions would be put on as soon as feasible. O'Neil said he was being very cautious with his promises "because we'll have to live for three years with the promises I make here today." O'Neil said RKO was prepared to lose over a million the first year of the trial, and expected to spend some \$10,000,000 eventually on programming.

Movie exhibitors' attorney Cohn tore into the prospects for prime box office fare and Broadway "first night" showings of musical and dramatic hits on pay-TV as technically impractical. He would

not agree that a pre-taped showing released on opening night of the show fulfilled promise of "first night glamor" to pay-TV subscribers.

Cohn accused pay-TV faction of promising "pie in the sky" and demanded to know what firm commitments had been made, as a result of a series of interviews with film producers, Broadway, opera and concert groups listed by the pay-TV forces. O'Neil retorted that until there was a firm commitment on the license to operate, there could be no contractual arrangements with program suppliers. In any event, he said, financial details and arrangements with program suppliers would be kept confidential, and reported only to the FCC.

## Sex Angle

A new angle was the subject of sex on Broadway and in recent top-notch movies such as "Suddenly Last Summer." "Strangers When We Meet." Cohn brought the subject into the bitter toll-TV contest and asked what about similarly censorable language and scenes in future movies and Broadway shows to go on pay TV. Would these go on home screens, four letter words and all?

The RKO General spokesman said he would have to do some (Continued on page 14)

## Victor Spotl'ts 'Exodus' Score

NEW YORK — An original sound-track album, the score from "Exodus," leads the RCA Victor release line for November. Written and conducted by Ernest Gold, the film's musical track features the Sinfonia of London, and is available in either mono or stereo versions. The picture from which the music is taken is the Otto Preminger production which stars Paul Newman, Eva Marie Saint, Ralph Richardson, Peter Lawford, Lee J. Cobb and Sal Mineo.

Other albums in the pop line include sets by Harry Belafonte, Della Reese, and Carlos Montoya. The Belafonte set was recorded at a benefit for the Wiltwyk School for Boys and has featured spots by Belafonte protegee Miriam Makeba, folk singer Odetta, the Chad Mitchell Trio and the Belafonte Singers. It is a two-record set which was waxed in Carnegie Hall. "Della Cha-Cha-Cha," pretty much tells the story of her album, and the Montoya set features the famed guitarist playing Spanish music.

In addition, the company is issuing two big band reissues, by Benny Goodman and Erskine Hawkins and another big band set. There is also an Eddy Arnold LP, and 14 different versions of "Stardust" on "Stardust Road."

(Continued on page 14)

## CAP. SPEEDS 'TENDERLOIN'

NEW YORK — Capitol Records established some sort of speed record last week in kicking off its original cast version of the legit musical "Tenderloin." The label had recordings on local stations only 42 hours after recording and copies in the stores the same week.

The session ran from 8:00 a.m. to 6:00 p.m. Sunday (23) with finished copies in the hands of station men here at noon Tuesday (25). An offbeat aspect of the dinking session was the continuous presence of detectives from the 18th Precinct of the New York Police Department. The officers were on hand as a special guard detail to protect the cast from New York's "mad bomber," who has terrorized the population with bomb explosions in public places. The bomber has selected a series of Sundays during past weeks for his desperate deeds.

## CLASSICS VS. JAZZ IN COPENHAGEN

COPENHAGEN — At the present time the concert season is getting into full swing and the concert bookings up to mid-November give a clear idea of what American "name" jazz bands and artists are faced with, here, where classic music is very highly regarded.

Norman Granz has experimented with various halls, one or two concerts per night and various price scales. On Monday (13), in conjunction with the Karusell Gramophone firm, which handles the Verve label here, he is presenting Gerry Mulligan and his new (13-man) Concert Jazz Band, in Tivoli Concert Hall, for two concerts — with ducat prices ranging from \$1.20 to \$3.25.

Alongside the ads for the above concerts readers can note the display ads announcing that the Falkoner Centret Theater, the Wilhelm Hansen Concert agency and impresario Richard Stangerup are

presenting an Italian Opera Festival 1960, November 2-12, in the Falkoner Centret Theater, with an imported cast of more than 200 persons, including the orchestra and chorus of Teatro Massimo Bellini, of Catani, Italy, with stars, soloists and technical staff. Ducat prices range from \$1.35 to \$4.50, for each of the 10 performances — which are practically assured of being sold out, in advance. This theater and these agencies know what their public wants, and will pay for. Falkoner Centret's capacity exceeds that of Tivoli Concert Hall by about 200 seats — around 2,000.

Economically minded music-lovers can buy ducats, at a range of from 70 cents to \$1, for a concert on Sunday (30), in Radio Concert Hall, by the Danish National Radio Symphony Orchestra, (Continued on page 11)

## Decca, Coral Set Joint Fall Promo

NEW YORK — Decca and Coral Records have undertaken what is being called "a fall promotion within a fall promotion," under the general tag, "Personalities Plus." The program consists of a total of 14 new albums between the two labels, designed to appeal to the mass market. The plan calls for a heavy emphasis on a large and varied supply of window and departmental displays.

Among the personalities involved in the new release are Jackie Wilson, Billy Williams, the Delta Rhythm Boys, Dick Kesner, the McGuire Sisters, Teresa Brewer and Pete Fountain and Big Tiny Little in a dual set, all on Coral. On Decca are sets by such artists as Webb Pierce, Kitty Wells, the Eloise Trio, Jan Garber, the Anita Kerr Quartet, the Paradise Island Trio and Caterina Valente.

## 20th-Fox Yule Twofer Deal

NEW YORK — The 20th-Fox Record Company is currently sending out two free Christmas albums to dealers in the hopes of sparking interest in the diskery's special "Twin-Pack" Christmas merchandising plan. The plan offers two yuletide albums for the price of one: the Harry Simeone Chorale singing "Sing We Now of Christmas" (which contains the seasonal hit "Little Drummer Boy"), and organist Ashley Miller playing "Merry Christmas Carols." The suggested list price on the albums is \$3.98 instead of the normal \$7.96. The firm's sales manager, Irv Stimler, says that the offer "does away with the need for discounting."

So far, 2,500 "Twin-Packs" have been mailed to dealers along with a stand-up display piece picturing the two albums in full color. And Stimler invites dealers interested in the two free albums as well as the plan itself to request it.

## HOT 100 ADDS 12

NEW YORK—The Hot 100 added 12 new sides this week. They are:

63. He Will Break Your Heart (Conrad, BMI) — Jerry Butler, Vee-Jay.
78. Perfidia (Peer Int'l, BMI)—Ventures, Dolton.
86. Natural Born Lover (Travis, BMI) — Fats Domino, Imperial.
88. Like Strangers (Acuff-Rose, BMI) — Everly Brothers, Cadence.
93. Whole Lot of Shakin' Goin' On (Copar, BMI) — Conway Twitty, M-G-M.
94. You're Sixteen (Blue Grass, BMI)—Johnny Burnette, Liberty.
95. Ruby Doby Du (Robbins, ASCAP)—Tobin Mathews, Chief.
96. Irresistible You (Caldwell, BMI) — Bobby Peterson, V-Tone.
97. Ruby Doby Du (Robbins, ASCAP)—Charles Wolcott, M-G-M.
98. Once in a While (Miller, ASCAP)—Chimes, Tag.
99. Kissing and a Twistin' (Aldon, BMI) — Fabian, Chancellor.
100. Green Leaves of Summer (Feist, ASCAP)—Brothers Four, Columbia.

## CHI DISTRIB THROWS A MAMMOTH BASH

CHICAGO—The biggest record industry party of the year was hosted by Milt Salstone, M-S Distributing Company here, last week, with more than 1,000 music traders showing up for an evening of fun.

The affair was strictly social—business was taboo. Salstone's invitations even stated, "anyone caught talking records gets thrown out." More than 400 Chicago-area dealers were represented, plus numerous record manufacturers, artists, one-stop owners, deejays and other industry traders.

Entertainment was furnished by Vic Faraci's band plus appearances by Ramsey Lewis and Bill Henderson doing a double, John Gary, Garry Stites, Frank Pizani, Joe Conti, Gerry Granahan, Jacki DeShanon, Dion, and Bobby Rudel. Phil Skaff, one of the M-S Distributing execs, emceed the show.

Despite Salstone's warning, industry trade talk virtually dominated the evening. In all fairness, however, the business part was kept to a minimum.

The affair was the second such

party hosted by Salstone, the first being kicked off last year. Plans are now for this to be a regular thing.

Among the manufacturers present were: Kapp, Jay Lasker and Joe Cerami; Liberty, Si Waronker, Al Bennett, Bob Skaff; Laurie, Bob Schwartz; Vee Jay, Ewart G. Abner, James Bracken, Calvin Carter; Argo, Leonard Chess; Canadian-American, Neil Galligan; Cameo, Al Cohn; Big Top, Johnny Beinstock; Cadence, Don Sanders; Fraternity, Harry Carlson, and Madison, Larry Utah.

In the course of the evening, Henderson was given a plaque by Gene Lees, editor of Down Beat magazine, for winning that magazine's poll as best male jazz vocalist of 1960.

## 'Alamo' Leads Col. Release

NEW YORK — Columbia Records' November release is highlighted by the original track waxing of the score of "The Alamo," with Dimitri Tiomkin conducting his own score. The diskery is also issuing two country and western albums, one called "Country Music Festival" with sides by Johnny Horton, Johnny Cash, Marty Robbins, etc., and another called "The Carl Smith Touch," with 12 sides by Carl Smith. Other popular albums include the American debut of Australian singer Shirley Abicard, satires by Paul Lynde, an album with the Spencer Ross ork, and others with Tony Bennett, Jerry Vale, the Buffalo Bills, Stan Freeman, the 48th Highlanders of Canada, and (Continued on page 14)

## Jazz Paces Camden Issue

NEW YORK—The two-month, November - December release of RCA Camden LP's is headed by a set made by an all-star jazz group under the direction of guitarist Mundell Lowe, playing jazz oriented TV themes. Included are the likes of "Mr. Lucky," and "The Untouchables." Another item culled from the TV scene is the sound track from "Deputy Dawg."

This set, which, naturally, is slated for the younger generation, has drawings of the seven leading characters from the animated cartoon show, which are to be colored in by the kids. The Tex Beneke ork plays music from "The Alamo" on yet another album, and "John McCormick Sings Sacred Music" rounds out the Camden roster.

## Jamal Opens Soft Drink Night Spot

CHICAGO—Ahmad Jamal, the Argo Records modern jazz stylist, is opening a food and beverage nightery with a no-alcohol, soft drink policy, here, December 2.

Jamal's club will be known as Ahmad Jamal's Alhambra, located at 1321 South Michigan. The club will feature Oriental, Middle-East and American cuisine. Exotic foods and beverages with background to match will be the main theme.

Jamal himself, with his trio will be the opening attraction, for at least four weeks. What happens after that, Jamal says, hasn't been decided. For that matter, much of the details of the club are still in the planning stage. The opening, however, is certain.

### Teens

Jamal said the no-alcohol policy is to give the teen-agers a break, tho the club will be designed to appeal to both adult and teen groups.

The Alhambra, says Jamal, is being modeled after the Alhambra Palace in Spain. Decor in the spot is being planned by a Basque designer, Frederic De Arecha, who has outfitted several spots in New York along the Far Eastern theme.

Patrons will be able to come in for dinner or snacks, sip exotic coffees and other beverages and listen to Jamal's fare of progressive (Continued on page 14)

**GO With THE WINNERS!**



# The Innocents

• Watch for the **NEW**  
Innocents' Album  
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Following "Honest I Do"

with

# "GEE WHIZ"

b/w "PLEASE MR. SUN" #111

This is THE follow-up!

This One

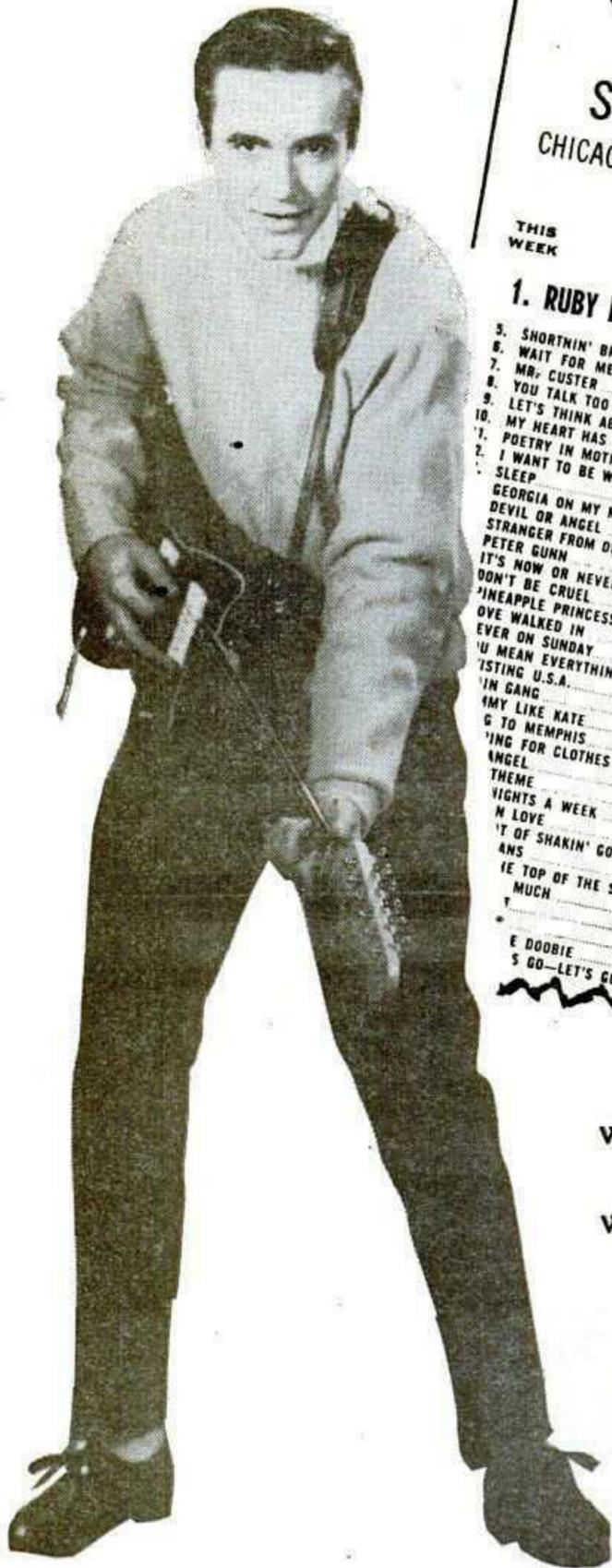


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# "RUBY DUBY DU" by TOBIN MATTHEWS

ON CHIEF #7022

## Is No. 1 in Chicago and Moving Up Nationally!



**W L S**  
**silver dollar survey**  
 CHICAGO'S AUTHENTIC RADIO RECORD SURVEY  
 October 23, 1960

THIS WEEK

1. RUBY DUBY DU . . . Tobin Matthews—Chief 2

WEEKS PLAYED

3. SHORTNIN' BREAD	Paul Chaplain — Harger	6
6. WAIT FOR ME	Playmates — Roulette	6
7. MR. CUSTER	Larry Verne — Era	6
8. YOU TALK TOO MUCH	Joe Jones — Ric	6
9. LET'S THINK ABOUT LIVING	Bob Luman — Warner	6
10. MY HEART HAS A MIND OF ITS OWN	Connie Francis — MGM	6
11. POETRY IN MOTION	Johnny Tillotson — Cadence	6
2. I WANT TO BE WANTED	Brand	6
SLEEP		
GEORGIA ON MY MIND		
DEVIL OR ANGEL		
STRANGER FROM DURANGO		
PETER GUNN		
IT'S NOW OR NEVER		
DON'T BE CRUEL		
'TINEAPPLE PRINCESS		
WE WALKED IN		
EVER ON SUNDAY		
'U MEAN EVERYTHING TO ME		
'STING U.S.A.		
'IN GANG		
'MY LIKE KATE		
'G TO MEMPHIS		
'ING FOR CLOTHES		
ANGEL		
THEME		
'IGHTS A WEEK		
'N LOVE		
'T OF SHAKIN' GOING ON		
'ANS		
'E TOP OF THE STAIRS		
'MUCH		
'E DOOBIE		
'S GO—LET'S GO		

### WIRL, Peoria, Ill., BIG SOUND SURVEY

1. Ruby Duby Du . . . . . Tobin Matthews (Chief)

WCIA, Champaign, Ill.

16. Ruby Duby Du . . . . . Tobin Matthews (Chief)

KXOA, Sacramento, Calif. Musicaster

28. Ruby Duby Du . . . . . Tobin Matthews (Chief)

WGL, Fort Wayne, Ind.

AI Russell Show  
46. Ruby Duby Du . . . . . Tobin Matthews (Chief)

KEEL, Shreveport, La., Fabulous 40

38. Ruby Duby Du . . . . . Tobin Matthews (Chief)

KFWB, Los Angeles, "FABULOUS 40"

21. Ruby Duby Du . . . . . Tobin Matthews (Chief)

## TOP TUNES OF GREATER CHICAGO

### Forty Top Tunes of Greater Chicago

according to Record and Sheet Music Sales, Coin-Machine Operators and Radio Requests, as determined by an independent survey

TOP FORTY TUNES OF GREATER CHICAGO - WEEK OF OCTOBER 24, 1960 - SURVEY #20 - VOLUME 5

WEEKS ON CHART	LAST WEEK	THIS WEEK	TITLE	ARTIST	RECORD NUMBER
2	14	1	RUBY DUBY DU . .	Tobin Matthews—Chiefs	#7022
4	10	5	WAIT FOR ME	PLAYMATES	ROULETTE 4276
7	8	6	LET'S THINK ABOUT LIVING	BOB LUMAN	WARNER BROS 5172
10	5	7	MY HEART HAS A MIND	CONNIE FRANCIS	MGM 12923

WTAC, Flint, Mich., Big 6 Pic of the Week  
Ruby Duby Du . . . . . Tobin Matthews (Chief)

WQTE, Detroit, Mich., Picks of the Fabulous 4  
Dave Hull picks Ruby Duby Du by Tobin Matthews (Chief)

KAFY, Bakersfield, Calif., "Fabulous 55"  
36. Ruby Duby Du . . . . . Tobin Matthews (Chief)

KDEO, San Diego, Top 40  
38. Ruby Duby Du . . . . . Tobin Matthews (Chief)

From "The Bill Gavin Record Report" (Oct. 21, 1960), one of the most trusted and respected sources of new national record action: "Ruby Duby Du—Tobin Matthews (Chief). Reports from many cities place this one almost 3 to 1 over the Charles Wolcott original sound track version."

based on a theme from the movie "Key Witness," an Avon Prod.

# "RUBY DUBY DU"

by

# TOBIN MATTHEWS



#7022

CONTACT MEL LONDON OR YOUR CHIEF DISTRIBUTOR:

CHIEF RECORDS, 1448 S. MICHIGAN, CHICAGO 5, ILL.

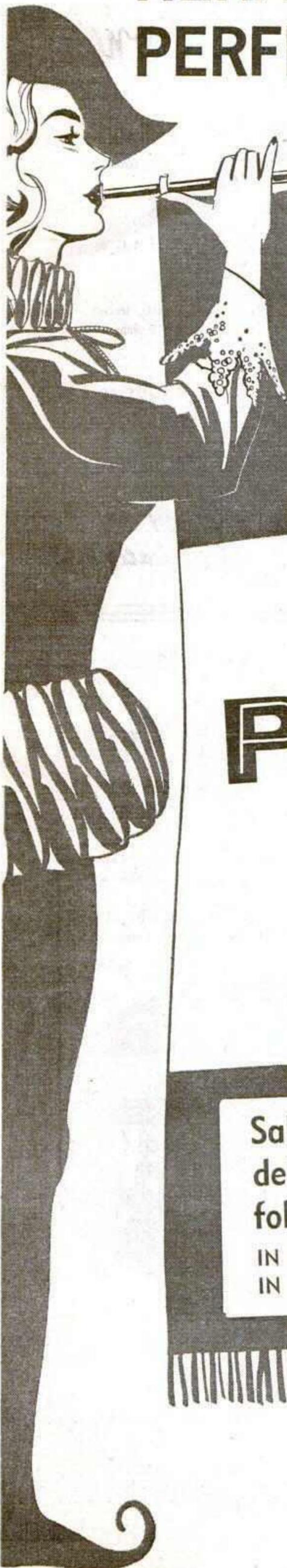
A & A DIST., LOS ANGELES  
AURORA DIST., DETROIT  
ESSEX REC. DIST., NEWARK  
PELICAN DIST., NEW ORLEANS  
SANDEL CO., MINNEAPOLIS  
UNITED REC. DIST., HOUSTON  
A-1 RECORD DIST., OKLAHOMA CITY

BILL LAWRENCE, INC., PITTSBURGH  
BEST DIST., BUFFALO  
ALL-STATE DIST., CHICAGO  
A & I DIST., CINCINNATI  
ARNOLD DIST., CHARLOTTE, N. C.  
MUSIC SALES, MEMPHIS  
SOUTHLAND DIST., ATLANTA

SUPERIOR RECORDS, NEW YORK  
TONE DIST., HIALEAH, FLA.  
DUMONT DIST., BOSTON  
SEABOARD DIST., E. HARTFORD  
C & C DIST., SEATTLE  
BIG STATE DIST., DALLAS  
NEW SOUND DIST., SAN FRANCISCO

SCHWARTZ BROS. DIST., WASHINGTON  
STAN'S RECORDS SHOP, SHREVEPORT  
SOUTHERN RECORD DIST., NASHVILLE  
UNIVERSAL REC. DIST., PHILADELPHIA  
DAVIS SALES CO., DENVER  
O'BRIEN DIST., MILWAUKEE  
MIDWEST DIST., ST. LOUIS  
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# HERALDING THE FIRST NEW PERFECT PRESENCE SOUND!



MR. STEREO plus LATIN  
TEMPOS plus PERCUSSION  
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SOUND-SATIONAL SALES!

# Latin Percussion DAVID CARROLL

Saleably packaged in  
deluxe 4-color double-  
fold album jacket.

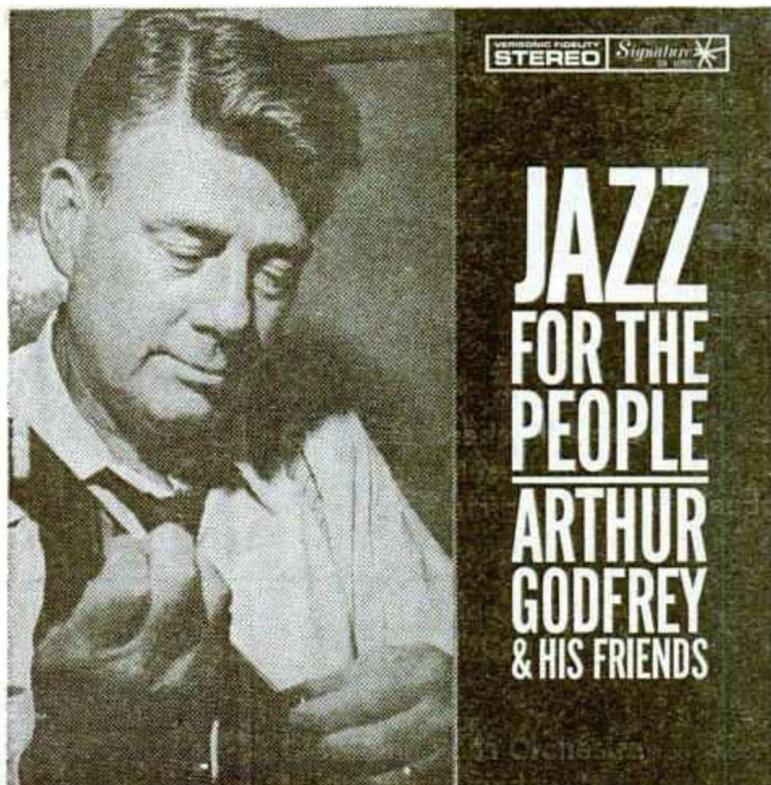
IN STEREO PPS 6000  
IN MONAURAL PPS 2000



*THE  
ARTHUR GODFREY  
PEOPLE KNOW  
AND LOVE*

*In Two Exciting, New Albums*

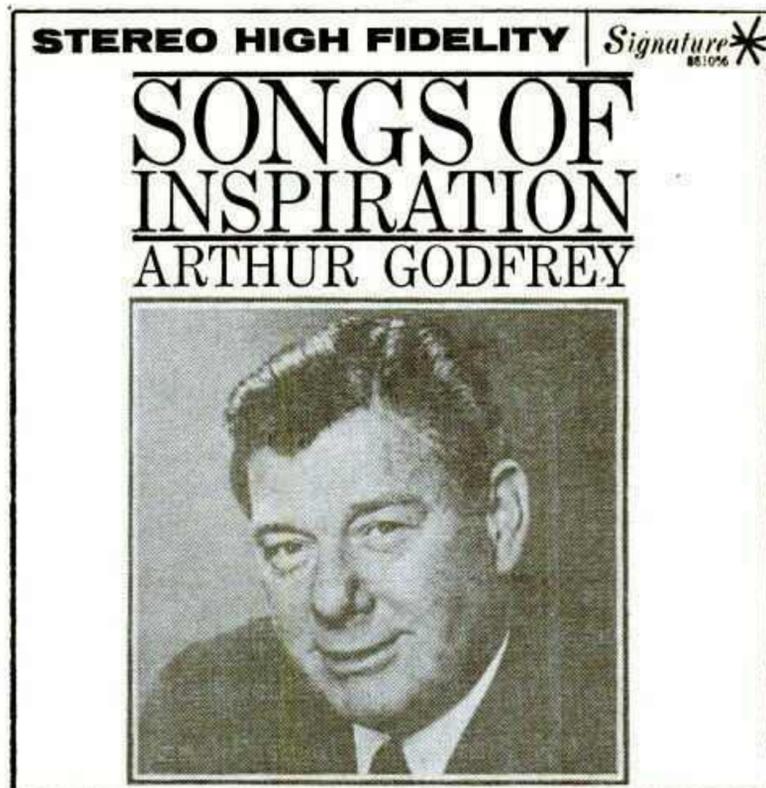
**CAREFREE  
WITTY  
MODERN**



SM 1055

SS 1055

**REVERENT  
SINCERE  
HONEST**



SM1058

SS1058

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National Promotion: Bud Hellawell

manufactured and distributed by SIGNATURE RECORDS / 1631 Broadway / New York 19, N. Y.



# BRITISH Newsnotes

By MIKE HELICAR  
New Musical Express

Bing Crosby made his first recordings in a British studio last week. He cut four tracks of an LP in Decca's London studios, at a session supervised by Dick Rowe. Crosby held an all-morning session, with Malcolm Lockyer's orchestra supplying the backing. Bob Thompson, Bing's MD, was responsible for the arrangements. The LP, which will feature Continental favorites, will be released by Atlantic Records in America (London here).  
EMI hosted a party for Cliff

Richard (who was voted the best British singer) to celebrate his 20th birthday. Cliff has sold 5,500,000 records... A tour of Britain for Brook Benton is being arranged by Vic Lewis. He will play a one-nighter tour of 16 days, starting late in February. It is probable that the tour will open in Manchester and will include a date at London's Albert Hall. Bunny Lewis is negotiating some TV exposures for Benton. There is talk of British thrush Shirley Bassey co-starring with Benton on his British tour, as well as accompanying him on a

(Continued on page 16)

# BELGIAN Newsnotes:

## Best-Selling Pop Records in BELGIUM

(Courtesy Juke Box Magazine)

- | Last Mth. | This Mth. | Title   | Artist                    |
|-----------|-----------|---|---------------------------|
| 1         | 1         | O SOLE MIO (IT'S NOW OR NEVER)                    | Elvis Presley (RCA)       |
| 3         | 2         | LES ENFANTS DU PIREE                              | Makadopoulos (Barclay)    |
| 2         | 3         | I'M SORRY   | Brenda Lee (Brunswick)    |
| 14        | 4         | IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI | Brian Hyland (London)     |
| 5         | 5         | KOM VAN DAT DAK AF                                | Peter and His Rockets     |
| —         | 6         | APACHE  | The Shadows (Columbia)    |
| 7         | 7         | SAG WARUM   | Camillo (Electrola)       |
| —         | 8         | JENNY   | Udo Jurgens               |
| —         | 9         | ONLY THE LONELY                                   | Roy Orbison (Decca)       |
| —         | 10        | SUMMER'S GONE                                     | Paul Anka (ABC)           |
| 4         | 11        | HELLO, YOUNG LOVERS                               | Paul Anka (ABC)           |
| 9         | 12        | LAAT ME LOS                                       | Peter and His Rockets     |
| —         | 13        | BARCELONA   | Wilmari's                 |
| 15        | 14        | VIVAN DE SOLDATENJID                              | Bobbe Jaan Schoepen       |
| —         | 15        | SO SAD  | Everly Brothers           |
| —         | 16        | REVIVAL-ROCKING GOOSE                             | Johnny and the Hurricanes |
| 13        | 17        | JUTJE OP DE HEIDE                                 | Bobbe Jaan Schoepen       |
| —         | 18        | ZEEMAN  | Caterina Valente          |
| —         | 19        | FABIOLA   | Royal Belgian Strings     |
| —         | 20        | MARIJKE   | Peter and His Rockets     |

By JAN TORFS  
Juke Box Magazine  
Mechelne, Belgium

While Gramophone (distributors of M-G-M records in Belgium) organized a special showing of "Ben Hur," Philips (distributors of Columbia Records in Belgium) invited record dealers to a showing of "Porgy and Bess," and "Let's Make Love."... "O Sole Mio," by Elvis Presley, still topping the charts in Belgium, with "Les Enfants du Piree" ("Never on Sunday"), Brenda Lee's "I'm Sorry" and "Itsy Bitsy" very close... Climbing fast: "Sucu Sucu," a Latin-American tune recorded by Alberto Cortez on Moonglow... British orchestra leader Reg Owen (of "Manhattan Spiritual" fame) had a lot of trouble on his last trip to Berlin. By mistake his plane landed in East Berlin. It took German Palette representative Mertin several hours to clear the situation.

# DANISH Newsnotes

By TED WOLFRAM  
Copenhagen, Denmark

Local platter faves, especially those also known in neighboring countries, are being employed by boat lines running "show-boat" trips

## Best Selling Pop Records in BRITAIN

(Courtesy New Musical Express, London)

- | Last This Week | This Week | Title                       | Artist                             |
|----------------|-----------|-----------------------------|------------------------------------|
| 1              | 1         | ONLY THE LONELY             | Roy Orbison (London)               |
| 2              | 2         | AS LONG AS HE NEEDS ME      | Shirley Bassey (Columbia)          |
| 3              | 3         | TELL LAURA I LOVE HER       | Ricky Valance (Columbia)           |
| 4              | 4         | HOW ABOUT THAT              | Adam Faith (Parlophone)            |
| 9              | 5         | LET'S THINK ABOUT LIVING    | Bob Luman (Warner Bros.)           |
| 12             | 6         | DREAMIN'                    | Johnny Burnette (London)           |
| 5              | 7         | NINE TIMES OUT OF TEN       | Cliff Richard (Columbia)           |
| 14             | 8         | ROCKING GOOSE               | Johnny and the Hurricanes (London) |
| 8              | 9         | CHAIN GANG                  | Sam Cooke (RCA)                    |
| 7              | 10        | WALK, DON'T RUN             | John Barry Seven (Columbia)        |
| 6              | 10        | SO SAD                      | Everly Brothers (Warner Bros.)     |
| 11             | 12        | APACHE                      | Shadows (Columbia)                 |
| 18             | 13        | PLEASE HELP ME, I'M FALLING | Hank Locklin (RCA)                 |
| 17             | 14        | MY LOVE FOR YOU             | Johnny Mathis (Fontana)            |
| 10             | 15        | WALK, DON'T RUN             | Ventures (Top Rank)                |
| 16             | 16        | MACDONALD'S CAVE            | Pitdown Men (Capitol)              |
| 15             | 17        | MESS OF BLUES               | Elvis Presley (RCA)                |
| 13             | 18        | GIRL OF MY BEST FRIEND      | Elvis Presley (RCA)                |
| 22             | 19        | NEVER ON SUNDAY             | Don Costa (London)                 |
| 19             | 20        | BECAUSE THEY'RE YOUNG       | Duane Eddy (London)                |
| 28             | 21        | NICE 'N' EASY               | Frank Sinatra (Capitol)            |
| —              | 22        | LUCILLE                     | Everly Brothers (Warner Bros.)     |
| 21             | 23        | PASSING BREEZE              | Russ Conway (Columbia)             |
| 27             | 24        | THEM THERE EYES             | Emile Ford (Pye)                   |
| 24             | 25        | NEVER ON SUNDAY             | Manuel (Columbia)                  |
| 24             | 26        | SHORTNIN' BREAD             | Viscounts (Pye)                    |
| —              | 27        | WONDROUS PLACE              | Billy Fury (Decca)                 |
| 24             | 27        | TOP TEEN BABY               | Garry Mills (Top Rank)             |
| 29             | 29        | LEARNING THE GAME           | Buddy Holly (Coral)                |
| 30             | 29        | LONELY                      | Eddie Cochran (London)             |
| —              | 29        | FOUR LITTLE HEELS           | Brian Hyland (London)              |

## Northern Germany

By BRIGITTE KEEB  
Music Editor, Automaten-Markt  
Braunschweig, Germany

Deutsche Grammophon has founded its own distribution organization beginning October 1. Formerly, Polydor, Heliodor, Brunswick, Coral, M-G-M, Archive and Deutsche Grammophon were distributed by the Siemens Electric AG in all Western Germany and West Berlin... Fred Fox, son of Sam Fox, looked in at Peer's Music Publishing Company, Hamburg, to fill in on German market conditions and the development of the German Sam Fox Publishing House, established by Peer last year.

The firm of Tonstudio Caston, Munich, manufacturers of Starlet Records which sell under normal price has launched a new label, Supertone, on which the firm will release only original recordings with famous stars. First release on Supertone is already available, it's another version of "Milord," sung by Lale Andersen. In addition the firm has established its

(Continued on page 19)

## Southern Germany

By JIMMY JUNGERMANN  
Producer, Bayerischer Rundfunk,  
Munich

Another U. S. hit starts big business in Germany: It's "My Heart Has a Mind of Its Own," sung by Connie Francis on M-G-M. The German version with lyrics by Ralph Maria Siegel, "So Wie Es Damals War," is sung by newcomer Gina Dobra on the Polydor label... The Sonet label issued the Count Basie LP "Chairman of the Board"... "Malaguena" by Ernesto Lecuona is played by Munich pianist Christian Schmitz-Steinberg on the Jupiter label.

Frederick Fox, vice-president of Sam Fox Publishing Company, Inc., in New York, visited Th. O. Seeger of German Peer Music. Fox Music is handled in Germany by Peer Music... RCA issued another single by Perez Prado, "Rochambo Baby."

The next "Berlin Jazz Saloon" starts May 19. Johnny Dankworth, Sister Rosetta Tharpe and Josh White are among the guest stars.

(Continued on page 19)

# ITALIAN Newsnotes

By SAM'L STEINMAN  
Piazza San Anselmo 1, Rome

Capitalizing on the popularity of original sound tracks from Italian movies, a big push has begun in the record industry here to put over the same measure of success for American sound tracks. Last season's "A Summer Place" opened the door and now Columbia has tee'd off with "Can-Can," which had its European premiere last week in Milan. Decca (London) is meanwhile pushing "The Apartment" and "The Unforgiven" in a tie-in with United Artists.

Most of the Italian news this week comes from successes outside of Italy. At Zurich, Switzerland, Gino Latilla figured in the songs which finished first, second and fourth at the Festival of Italian Songs. In addition, the music of the first, "Ciccillo 'A Sentinella," a Neapolitan theme, and the third, "Cammina" were the compositions of Carletto Concina. The latter was translated for Caterina Villalba's English rendition by American canary-lyricist Carol Danell. Second song was "Venetian Dove" and fourth "Hannibal"... Anna Maria Fei is now known as Little Christine on Belgian radio and TV because of her success there

(Continued on page 50)

## Best-Selling Pop Records in ITALY

Week ending October 22, 1960  
(Courtesy Musica e Dischi, Milan)

- | Last This Week | This Week | Title                         | Artist                                  |
|----------------|-----------|-------------------------------|---|
| 1              | 1         | IL NOSTRO CONCERTO            | Umberto Bindi (Ricordi)                 |
| 4              | 2         | IL CIELO IN UNA STANZA        | Mina (Italdisc)                         |
| 2              | 3         | NESSUNO AL MONDO              | Peppino Di Capri (Carisch)              |
| 3              | 4         | IT'S NOW OR NEVER             | Elvis Presley (RCA)                     |
| 9              | 5         | LES ENFANTS DU PIREE          | Dalida (Barclay)                        |
| 5              | 6         | IMPASSIVO PER TE              | Adriano Celentano (Jolly)               |
| 7              | 7         | IL BARATTOLO                  | Gianni Meccia (RCA Camden)              |
| 6              | 8         | MILORD                        | Edith Piaf (Columbia), Dalida (Barclay) |
| 12             | 9         | SE CI SEI                     | Umberto Bindi (Ricordi)                 |
| 10             | 10        | PITAGORA                      | Adriano Celentano (Jolly)               |
| 8              | 11        | TILL/PERSONALITA              | Caterina Valente (Decca)                |
| 17             | 12        | HELLO, YOUNG LOVERS           | Paul Anka (Columbia)                    |
| 13             | 13        | FREVA/APIANTA 'E STELLE       | Peppino Di Capri (Carisch)              |
| 15             | 14        | BANJO BOY                     | Dorothy Collins (Top Rank)              |
| —              | 15        | NOTTE DI LUNA CALANTE         | Domenico Modugno (Fonit)                |
| 19             | 16        | MULE-SKINNER BLUES            | Fendermen (Top Rank)                    |
| 14             | 17        | ESTATE VIOLENTA               | Fausto Papetti (Durium)                 |
| —              | 18        | NON OCCUPATEMI IL TELEFONO    | Riccardo Rauchi (Voco del Padrone)      |
| 16             | 19        | FAME AND FORTUNE/STUCK ON YOU | Elvis Presley (RCA)                     |
| 18             | 20        | GABBIE                        | Eddie Calvert (Columbia)                |

# HOLLAND Newsnotes

By FRITS VERSTEEG  
P.O. Box 26, Amersfoort, Holland

The "Grand Gala du Disque" which put a strong finish to the "record of the month" became something of a disappointment for the organizing committee. The press was not too happy with the stage presentations. But everybody agreed there were lots of positive elements to build on to make this festival a pleasant yearly tradition. During this Gala the Dutch "Grand prix du disque"—little statues of Edison (so-called "Edisons") were awarded for the first time.

In the classical section, awards went to European musicians: one for the Italian group I Musici for their excellent job on ancient Italian music, another to conductor Sir Thomas Beecham for his perfect "Carmen" recording; a posthumous award for conductor Dr. Eduard van Beinum for his numerous recordings with the Concertgebouw Orchestra and finally one for German singer Dietrich Fischer Dieskau. In the pop field, the U. S. A. won three out of five "Edisons": Frank Sinatra for his "Only the Lonely" LP; a Warner Bros. recording of the music from "The West Side Story" and one for Thelonious Monk who's work always is on a high level. There were only two "Edisons" for Dutch musicians: pianist Roelof Stalknecht got one and Willy Alberti—who specializes in Italian pop songs. He was quite happy with the award.

## Best-Selling Pop Records in HOLLAND

(Courtesy Fonorama Amersfoort)  
Week ending October 22, 1960

- | Last This Week | This Week | Title   | Artist                                   |
|----------------|-----------|---|--|
| 2              | 1         | O SOLE MIO (IT'S NOW OR NEVER)                    | Elvis Presley (RCA)                      |
| 1              | 2         | RAMONA  | The Blue Diamonds (Decca)                |
| 10             | 3         | EVERYBODY'S SOMEBODY'S FOOL                       | Connie Francis (M-G-M)                   |
| 3              | 4         | IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI | Brian Hyland (London)                    |
| 4              | 4         | BARCELONA   | DeWittmaria (Fontana)                    |
| 13             | 5         | WIR WOLLEN NIEMALS AUSEINANDER GEHN               | Heidi Bruhl (Phillips)                   |
| —              | 6         | THEME FROM NEVER ON SUNDAY                        | Different versions                       |
| 6              | 7         | HE'LL HAVE TO GO                                  | Jimmy Reeves (RCA)                       |
| 8              | 8         | LABELLA   | Rocco Granata (Artone)                   |
| 19             | 9         | PLEASE HELP ME, I'M FALLING                       | Hank Locklin (RCA)                       |
| 5              | 10        | MILORD  | Corrie Brokken (Phillips)                |
| 7              | 11        | KOM VAN DAT DAR AF                                | Peters Rockets (Imperial)                |
| 9              | 12        | PLEASE DON'T TEASE                                | Cliff Richards (Columbia)                |
| —              | 13        | ONLY THE LONELY                                   | Ray Orbison (London)                     |
| 17             | 14        | TELEPHONE BABY                                    | Johnny Otis (Capitol)                    |
| —              | 15        | WALK DON'T RUN                                    | The Ventures (Top Rank)                  |
| 11             | 16        | SCHLAF MEIN PRINZCHEN                             | Papa Bue's Viking Jazz Band (Storyville) |
| 20             | 17        | MARIJKE   | Peters Rockets (Decca)                   |
| 18             | 18        | I'M SORRY   | Brenda Lee (Brunswick)                   |
| 15             | 19        | BANJO BOY   | Jan and Kjeld (CNR)                      |
| 12             | 20        | HANDY MAN   | Jimmy Jones (M-G-M)                      |

## Best-Selling Pop Records in INDIA

October, 1960  
(Courtesy The Voice, Calcutta)

- | Last This Month | This Month | Title                  | Artist                          |
|-----------------|------------|------------------------|---------------------------------|
| —               | 1          | DOWN YONDER            | Johnny and the Hurricanes (HLX) |
| —               | 2          | IS A BLUE BIRD BLUE?   | Conway Twitty (M-G-M)           |
| —               | 3          | LOOK FOR A STAR        | Billy Vaughn (HLD)              |
| —               | 4          | WALKING TO NEW ORLEANS | Fats Domino (HLP)               |
| 1               | 5          | PLEASE DON'T TEASE     | Cliff Richard (DB)              |
| —               | 6          | TUXEDO JUNCTION        | Frankie Avalon (POP)            |
| 2               | 7          | MUSTAPHA               | Bob Azzam (F)                   |
| 3               | 8          | JEALOUS OF YOU         | Connie Francis (M-G-M)          |
| —               | 9          | THE FAITHFUL KIND      | Frankie Avalon (POP)            |
| —               | 10         | FALL IN LOVE WITH YOU  | Cliff Richard (DB)              |

# AUSSIE Newsnotes

By JOHN T. COLLINS  
81 York Street, Sydney

Show business in Australia is really humming. Lee Gordon's first Australian jazz festival is about to begin; the artists arrived here this week, and the show lines up as follows: Sarah Vaughan, Jonah Jones Quartet, Dizzy Gillespie, Al Hibbler, Bryce Rohde, Gene McDaniels, Three-Out Trio featuring Freddie Logan, Mike Nock and Chris Karan, Coleman Hawkins, Dakota Staton and the Teddy Wilson Trio. It is unfortunate that Gordon could not secure the services of Dave Brubeck who was out here a few months ago for Aztec. However, bookings are the heaviest ever and record business is expected.

The most interesting record move in Australia is the Decca Records distributors here—Festival

Records Pty. Ltd.—has been sold to the huge Mirror Newspapers, Ltd., organization. Very little change is expected in policy except perhaps a more aggressive outlook can be looked forward to. In Australia, Festival Records also distributes Coral, Brunswick, Vocalion, Top Rank International and several local labels, including the Lee Gordon label and Teen Records. To coincide with Nancy Wilson's visit to Australia, Festival is releasing her big album of "Like in Love."

The new Connie Francis double-sided hit single, "My Heart Has a Mind of Its Own," backed with "Malaguena," was released recently... "Six White Boomers," the title of the new Rolf Harris 45 single, will be issued within the next week. Rolf's version of this Christmas story using a kan-

(Continued on page 50)

**WANTED**  
 THE GREAT NEW SOUND OF  
**THE MCGUIRE**  
**SISTERS**



**TO BE  
 LOVED**

**I DON'T  
 KNOW WHY**

CHORUS AND ORCHESTRA DIRECTED BY DICK JACOBS  
 Vocal Arrangements by Murray Kane

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## Kassner and Sporn Merge; Hire Holtzman

NEW YORK — Eddie Kassner and Murray Sporn have bought out Danny Kessler's interest in both Rush Music and Broadway Music. At the same time Kassner and Sporn merged all their various companies under the name of American Metropolitan Enterprises Limited. Marvin Holtzman has been hired to run AME's two labels, Seville and President, and to make independent sessions as well.

Danny Kessler is the second partner to be bought out of Broadway Music. The first was Artie Mogul. Kassner, Sporn, Kessler and Mogul all purchased Broadway Music together about two years ago. In buying Rush Music as well, Kassner and Sporn purchased a catalog with many rock and roll tunes, blues and spirituals, as well as ballads, including most of the tunes penned by the late Chuck Willis. Sporn and Kessler were associated in Rush Music for nine years. According to Kassner and Sporn, their total companies now number 21, including seven ASCAP firms, 11 BMI firms, the two record labels, and one management company. The new holding company, AME, also expects to acquire foreign films for distribution in the U. S. A.

Holtzman's new post as a.&r. head of the two labels follows upon his recent stint with Strand Records, the Jack Cook label. Prior to Strand, Holtzman was with Decca, and before that he was with Epic-Okeh, succeeding Danny Kessler there. Milt Stavin, who was active in artist management, has been hired by the parent company to head the management division of the firm.

## COOK TO ADD C.&W. SERVICE

NEW YORK — Record Service, Inc., in addition to its various singles and album services, will initiate immediately a country record service on singles.

Hal Cook of R.S.I. has been surveying station requirements in this field and will announce the new service at WSM's "Country Music Festival" in Nashville this week (November 3-6). The new service will entail shipments of five country singles every two weeks to subscriber stations—or a total of 130 country records annually. Annual price of service is \$50.

## Clock Appoints 6 New Distributors

NEW YORK — Doug Moody, Clock Records exec here, has announced six new distributor appointments. Now operating for Clock are Concord Distributors, Cleveland; Lieberman Distributors, Minneapolis; Eric Distributors, San Francisco; Records, Inc., Boston; Associated Distributors, Hartford, Conn., and Roberts Distributors, St. Louis.

## Victor Pacts Comic

HOLLYWOOD — RCA Victor has signed comic Harrison Baker to a term contract. He is billed as "the last of the well comics," title of his first album for the label. Package was recorded last week at Ciro's, where he is currently appearing. Baker, prior to turning stand-up funnyman, was a professional comedy writer. He was signed by Coast artist-repertoire chief Dick Pierce with producer Lee Schapiro handling the sessions.

## Pat Ballard Dies at 61

NEW YORK — Veteran songwriter Pat Ballard, 61, died last Wednesday (26) at the Medical Center Hospital of a heart attack. An ASCAP member since 1930, he was recently made a member of that organization's Writers Advisory Committee.

Ballard, perhaps best known as the writer of "Mr. Sandman," wrote several Mask and Wig varsity shows when he attended the University of Pennsylvania, and wrote many of Fred Waring's college shows. He also served as music editor of College Humor for two years.

He wrote scores of songs and radio scripts, and his operetta, "The Princess of Virginia," was widely performed in high schools across the country. His tunes include "So Beats My Heart for You," "Variety Is the Spice of Life," "Say That You're Sorry" and "Just a Faded Rose." He is survived by his widow, the former Hilda Gramlich.

## Classic Vs. Jazz

Continued from page 4

conducted by Rafael Kubelik, and sponsored by King Frederik.

From six to 10 similar illustrations could be related but the above give a good idea of the situation an American jazz band usually faces, here — often quite successfully.

Granz is bringing Mulligan here for the first appearance, in Europe, of his new band. On Sunday (23) local papers reported that Granz has ironed out snags re the European tour of a "JATP" unit, with Dizzy Gillespie and Cannonball Adderley's Quintet, set for November.

## A GOLD DISK FOR THE COUNT

NEW YORK — Bjourn Fremen of the Scandinavian Record Company awarded a gold record to Count Basie last week as a tribute to the sales chalked up by the ork leader's first Roulette album, "Basie," in Scandinavia.

The presentation was made on stage during Basie's concert here at Carnegie Hall Saturday (22). The Basie LP is distributed (for Roulette) on the Sonet label in Northern Europe. Meanwhile, Roulette is carrying on with its all-out promotional campaign on three new Basie LP's, in conjunction with the celebration of Basie's 25th anniversary as a band leader.

## Merc Names Woods N. Y. Branch Mgr.

CHICAGO—Chet Woods—recently named to the newly created office of veepee of Mercury Distributors, Inc.—has taken over Sid Schaefer's duties as branch manager for Mercury in New York. Schaefer has resigned to join United Artists Records. (See story elsewhere in this issue.)

Irwin H. Steinberg, executive vice-president of Mercury, said that his label was planning to "utilize the vast experience of Woods to introduce some new sales and promotion techniques in the New York market." Steinberg added that New York was one of the greatest potential markets in the record field and that it had numerous complexities not associated with other cities.

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# 55

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## Twinkie Lee

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- The Hit
- The Winning Version

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Bobby Day

#136

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JACK ROBERTS #135

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*"ol' mac donald"*

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- 4397—LET'S HAVE A PARTY ..... Wanda Jackson
- Billboard "Hot 100" ..... #49
- Cash Box "Top 100" ..... #50
- Music Reporter "Big 100" ..... #31
- Music Vendor "Top 100" ..... #48
- 4441—EVERGLADES ..... The Kingston Trio
- Billboard "Hot 100" ..... #60
- Cash Box "Top 100" ..... #87
- Music Reporter "Big 100" ..... #73
- Music Vendor "Top 100" ..... #68
- 4406—WINGS OF A DOVE ..... Ferlin Husky
- Billboard "Hot C & W Sides" ..... #2
- Cash Box "Country Top 50" ..... #1
- Music Reporter "C & W Big 50" ..... #1
- Music Vendor "Top 50 C & W" ..... #1
- 4412—EXCUSE ME (I THINK I'VE GOT A HEART-ACHE) ..... Buck Owens
- Billboard "Hot C & W Sides" ..... #4
- Cash Box "Country Top 50" ..... #3
- Music Reporter "C & W Big 50" ..... #2
- Music Vendor "Top 50 C & W" ..... #5
- 4410—THERE'S NOT ANY LIKE YOU LEFT .. Faron Young
- Billboard "Hot C & W Sides" ..... #21
- Cash Box "Country Top 50" ..... #17
- Music Reporter "C & W Big 50" ..... #12
- Music Vendor "Top 50 C & W" ..... #10
- 4386—SHE'S JUST A WHOLE LOT LIKE YOU ..... Hank Thompson
- Billboard "Hot C & W Sides" ..... #16
- Cash Box "Country Top 50" ..... #16
- Music Vendor "Top 50 C & W" ..... #38
- 4410—IS SHE ALL YOU THOUGHT SHE'D BE ..... Faron Young
- Cash Box "Country Top 50" ..... #37
- Music Vendor "Top 50 C & W" ..... #41
- 4412—I'VE GOT A RIGHT TO KNOW ..... Buck Owens
- Billboard "Hot C & W Sides" ..... #30
- Cash Box "Country Top 50" ..... #25
- Music Reporter "C & W Big 50" ..... #23
- Music Vendor "Top 50 C & W" ..... #42
- 4430—LOVE IS A LONELY STREET .. The Louvin Brothers
- Music Reporter "C & W Big 50" ..... #32
- 4423—LONELY LITTLE WORLD ..... Jean Shepard
- Cash Box "Country Top 50" ..... #29

**PICKED TO BE HITS**

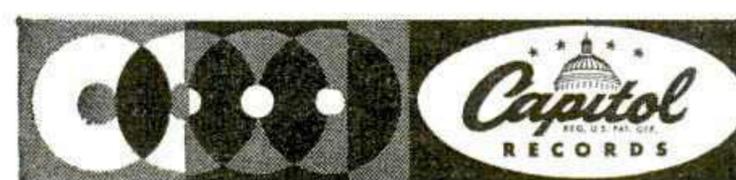
ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

- 4462—GOOD, CLEAN FUN ..... Janice Harper
- "DEED I DO
- Billboard "Spotlight Winner"—"Miss Harper has two of her strongest outings."
- Cash Box "Pick of the Week"—"Newie-oldie pairing looks like a powerhouse for the lark."
- Music Vendor "Hit Pick"—"A double-sided hit potential release."
- 4456—YOU'LL FIND OUT ..... Jeanne Black
- SLEEP WALKIN'
- Music Reporter "Scoop of the Week"
- Music Vendor "Hit Pick"—"Jeanne's latest is a touching ballad—should be heading for chartsville."
- 4463—A WORLD SO FULL OF LOVE ..... Faron Young
- FORGET THE PAST
- Cash Box "Pick of the Week"—"What Hank Locklin did for "Please Help Me, I'm Falling," Faron Young does with A WORLD SO FULL OF LOVE."
- Music Reporter "Scoop of the Week"
- 4454—WILL WE START IT ALL OVER AGAIN ..... Hank Thompson
- IT'S GOT TO BE A HABIT
- Music Vendor "Hit Pick"—"Another chart climber for Hank and the boys."
- 4458—YANKEE DIDDLE ..... The Minute-Men
- BLUE PEARL
- Cash Box "Best Bet"—"New Capitol instrumental team could go on to teen fame with potent rock version of "Yankee Doodle."

**BRAND NEW RELEASES**

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

- 4466—OL' MacDONALD ..... Frank Sinatra
- YOU'LL ALWAYS BE THE ONE I LOVE
- Frank performs OL' MacDONALD on Dean Martin's November 1 nationwide TV "Spec."
- 4467—OINK JONES ..... The Ding-A-Lings
- C. PERCY MERCY (Of Scotland Yard)
- Teenagers will die this "dirty" record about a slob.
- 4464—COUNTRY MUSIC FIDDLER ..... Simon Crum
- I FEEL BETTER ALL OVER (More Than Anywhere's Else)
- The fiddler fiddles while his wife "fiddles" around.
- 4465—FIRST THINGS FIRST ..... Dakota Staton
- I WON'T WORRY
- Top side is sophisticated swinger from hit Broadway Production "Tenderloin."



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THE BILLBOARD!

## Victor 'Exodus'

• Continued from page 4

There are 13 albums in the Victor Red Seal release for November. Included are collections of Viennese operettas, ballet music, piano music, but the highlight of the issuance is the last recording of Wanda Landowska.

The Landowska LP is a two-record set of five Haydn sonatas and the andante and variation in F Minor. An illustrated booklet that comes with the release contains a tribute to Haydn and a special essay on the soloist by Roland Gelatt.

Represented, too, are works of Mendelssohn, Dvorak, ballet music from "Faust" and "Carmen," Debussy, Elgar and Brahms, among others.

## 'Alamo' Leads

• Continued from page 4

the Abyssinian Baptist Gospel Choir.

A new jazz set is also being made available, made up of releases from the old swinging days. The album, a four-LP set, is called "Thesaurus of Classic Jazz" and it features Miff Mole, Red Nichols, the Red Heads, the Dorseys, Joe Venuti, Frankie Trumbauer and other jazz greats. Another jazz release with the Bobby Cole Trio and a third with Garry Sherman's combo, make up the jazz items.

On the Masterworks label, the key albums are a new waxing by Bruno Walter of Mahler's "The Song of Earth," plus two albums in celebration of Aaron Copland's 60th birthday, featuring some of his better-known works and his opera for high school students, "The Second Hurricane." There are also albums by Rosina Lhevinne, Glenn

## Key Pubs Protest

• Continued from page 3

In analyzing the distribution, these salient points are put forward relative to the distribution: Only a small proportion of publishers received preferential benefits. ASCAP distributed 42 per cent of its total revenues based on performances credited for the period from October 1, 1958, to September 30, 1959. This is the period during which the abusive practices occurred — which abuses ASCAP later corrected with revisions in the distribution formula starting with performances beginning January 1, 1960. Notwithstanding this, however, the amended Consent Decree specified October 1, 1958, to September 30, 1959, as the first fiscal year to be used in calculating the distribution from the Recognized Works Fund (30 per cent) and the Continuity of Membership Fund (12 per cent).

As against this method, some publishers argue that the fiscal year should be accelerated for this first distribution and the next three in order to minimize the inequity. Thus, the first distribution would have relevance to a fiscal year from April 1, 1959, to March 31, 1960. The next distribution would cover the period from July 1, 1959, to June 30, 1960, etc. By such a process, it was pointed out, the inequities inherent in the use of a fiscal survey year from October 1, 1958, to September 30, 1959, would be alleviated.

Gould (playing one of his own compositions), three albums with the Philadelphia Orchestra, an album with Sviatoslav Richter, and one with the American Concert Choir and the Columbia Symphony Orchestra.

## Pic Exhibitor Challenge

• Continued from page 4

editing on objectionable scenes or words. "We would not show anything detrimental to our standing as a broadcast licensee." The pay-TV operation would take up about 40 hours, and the free TV shows about 30 hours, on WHCT, and apparently O'Neil felt both needed to fill FCC requirements banning obscenity or other programming material not in the public interest.

The commissioners remained utterly silent on the sensitive subject of censorship of program content, but eyebrows lifted when O'Neil said he and his partners would have to screen their offerings and act as censors, even to removing whole scenes, if necessary. Cohn then questioned whether Broadway producers and Hollywood feature film moguls would permit such clipping. Cohn did not criticize prospective opera showings on pay-TV for questionable aspects, altho as every opera lover knows, illicit love runs rampant, and Salome wears, if anything, even less than Broadway's "Gypsy."

### Challenges Details

Cohn challenged endlessly every detail of the pay-TV application, including a maximum fee of \$10 per set for installation charge to viewers, and a possible 75-cent minimum or weekly rental charge. He termed both "outrageous charges" to the public, and said the whole plan was fraudulent since there "were not enough" top box office attractions produced either on film or stage suitable for pay-TV.

Cohn tried to make an analogy between RKO General's role in producing and showing films, via the pay-TV operation, and the Paramount anti-trust case, but was ruled out of bounds on this one — in one of the few decisions in favor of RKO counsel Ted Pierson, of Pierson, Ball and Dowd, Washington.

The anti-toll statement of the National Association of Broadcasters, as submitted by Charles Tower, vice-president for Television, was ruled unsuitable and argumentative — but Tower himself was permitted to give his "opinion as an expert economic witness." The NAB official said pay-TV would erode free programming by luring away talent and suppliers, but would in the end have to produce mass-oriented programs "to catch all the nickels and dimes" at the broadcast audience base. Tower's claim that coming of pay-TV operation to a market would do far more competitive harm than arrival of an additional "free" TV service, brought a challenge from Commissioner Cross, but the matter was let stand at a draw.

Onlookers from Hollywood and Broadway enjoyed the irony in the NAB claim that the fine programming of music, ballet, opera et al. promised for pay-TV would have to give up in favor of the same

level of mediocrity as present free television fare—while in the same breath, the free TV fare was touted as of such great value to the American public that pay-TV should be barred from the air. Just as ironic, was having attorney for the movie exhibitors decry the big-draw box office films as too sexy for pay-TV, and praising fine plays presented by network television, once Hollywood's bitterest rival.

The week's hearings were presumably to determine only if the current applicant for the already agreed-upon pay-TV trial can meet the public interest and other requirements laid down by the Commission. (The Billboard, October 3, 1960.)

WASHINGTON — Leland Hayward, Broadway producer under contract with Teco, Inc., as consultant on pay-TV programming, testified last week that he felt Broadway musicals and other shows could be "very successfully aired" on TV screens via pretaping at a performance without audience. Hayward made the point during toll-TV hearings before the Federal Communications Commission last week. (See separate story.)

On the censorship problem brought up during hearings by opposing counsel Marcus Cohn, for film exhibitors, Hayward said he has had three versions of controversial shows such as "Mr. Roberts" which actors must "know cold" for delivery in different sections of the country. He said he would reject certain shows for pay-TV which he "detested" as theater fare, such as the film "Suddenly Last Summer."

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## Jamal Nitery

• Continued from page 4

jazz. Prices are planned to be competitive with other restaurant and drink bistros.

### Second

The Alhambra will be the second no-alcohol spot to open in Chicago with a progressive jazz theme. The Birdhouse, with soft drinks, sandwiches and pastries served from a bank of vending machines, opened its doors here September 28.

Jamal, however, is not yet sure whether his spot will follow the Birdhouse policy of charging admission—a detail, along with many others, that is to be announced later.

Jamal, meanwhile, completed recording his latest album here with a quintet (trio plus Joe Kennedy on violin and Ray Crawford, guitar) to be released soon on the Argo label. Name has not been decided.

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# MGM Records

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# BRITISH Newsnotes

Continued from page 9

similar trip<sup>2</sup> in America, but nothing has been finalized.

The largest advance order for any record released in Britain is claimed for the new Presley RCA issue "It's Now or Never." Before the disk was released Friday (28) advance orders had mounted to more than 270,000 — which is 20,000 more than the prerelease order figure for "Jailhouse Rock"—Presley's previous high. . . . Another big advance order is reported by M-G-M for the Connie Francis waxing, "My Heart Has a Mind of Its Own." This was also due for release last Friday, facing a 92,000 order.

Indie Hollywood producer Jack Deacon has offered Ricky Valance ("Tell Laura I Love Her"), the title role in a spectacular musical

remake of "Hercules." The movie would be shot on location in Rome —probably next spring. His role would involve acting as well as singing. . . . Jeannie Carson, who flew into London a week ago after an unexpected delay, has been booked for a two-minute spot in BBC-TV's "Showtime" on November 2. . . . Danish folk singers Nina and Frederick arrive in Britain tomorrow (November 1) for stage, cabaret and TV engagements. . . . Carmen McCrae was a panelist on the BBC's "Juke Box Jury" Saturday (2).

Country and western singer Johnny Cash is expected here in December. . . . Following new Four Lads U. S. label switch, British outlet now thru Decca's London affiliate. . . . Bernie Lowe, head of U. S. Cameo Records, in London

recently to meet EMI distribution chiefs supervised waxing of an album titled "Pop Goes Europe," with a 110-piece ork.

In an attempt to develop British talent, Filmusic Publishing Company General Manager Harold Shampin is producing records. The first sides, by the Day Brothers, were released by Oriole Friday (2) and Ray Merrill (on Ember International) the same day. . . . Top-selling Pye artist Lonnie Donegan flew to Australia for a pre-Christmas tour and was presented with a gold disk for his chart-topping "My Old Man's a Dustman" at London Airport prior to his departure. . . . Agent Leslie Grade is in the States for a two-week business trip. As well as negotiating for more visits by American artists, he will be finalizing plans in hand for a number of others to appear here.

Bobby Darin's "Somebody to Love" was issued by Decca here (Brunswick from Atco) and "One of the Lucky Ones," by Anita Bryant, on the same label from Carlton. . . . The Roulette waxing of Joe Jones' "You Talk Too Much" is being released on the EMI-Columbia label Friday (November 4) together with several other American chart entrants. . . . They include "Let's Go, Let's Go, Let's Go," by Hank Ballard and the Midnighters (Parlophone from King); "Lonely Teen-Ager" by Dion (Top Rank from Laurie) and "The Last One to Know"—the last named release being by Johnny Rose on Capitol, not the Fleetwoods.

In this week's charts, the Everly Brothers have slipped in at No. 22, with "Lucille"—a return visit, for they moved out two weeks ago with the coupling, "So Sad," still holding strong.

# Diskeries Trot Out Names

Continued from page 2

turing the singer handling a familiar standard tune. Dot Records is on its biggest single drive in years, with new disks by Pat Boone, Louis Prima, Lawrence Welk, Walter Brennan, Billy Vaughn and Keely Smith. King Records issued two records with James Brown simultaneously this week. Liberty Records is devoting even more promotion to its single disks—as hot as the firm is—and Atco has a tremendous drive on Bobby Darin, with "Artificial Flowers" and the lad's new Christmas single. M-G-M Records released disks by almost all of its top-selling artists over the past three weeks, including disks by Connie Francis, Jimmie Jones, Conway Twitty and the Five Satins. United Artists released a new Ferrante and Teicher record of "The Main Theme From Exodus," as did London with Montovani, and Medallion with the Medallion Strings. And many other

labels have revitalized their singles releases.

By the end of this week, RCA Victor will release a new Elvis Presley single, featuring the king of them all singing "Are You Lonesome Tonight." Since Elvis' last disk was a better than a million and a half seller, and his strongest in about two years, Victor expects this one to be a smash.

The object of all the excitement and drive by diskeries on the part of singles is an attempt to bring the small platters back to the same high level of sales they enjoyed this past summer when "It's Now or Never" and "Isty Bitsy Teenie Weenie Yellow Polka Dot Bikini" were selling like fury. With all the drives going on, and the Christmas season upcoming, it could happen.

# 12 Nov. Sets By Riverside

NEW YORK — Riverside Records is releasing seven jazz albums for November, as well as three kiddie LP's, and two more in its series of wild sound-in-motion LP's featuring sounds of sports cars and racing cars. The jazz archives sets include a Rex Stewart LP, and a small band swing set. Modern jazz issues include two with Cannonball Adderly, and LP's by Bobby Timmons, Blue Mitchell and Clifford Jordan. Children's LP's feature Nadine Lewis and Irene Wicker. The auto disks spotlight the sounds of Mercedes Benz cars from 1937 to 1955; the other car album is called "Bonneville," and captures the whine of cars going for the land speed records at the Bonneville Salt Flats in Utah.

# Catalog Loot

Continued from page 2

30 years old, where the copyrights still have 20 or 30 years to earn money before they go into PD.

Mills Music, of course, was involved in protracted negotiations with the Jack Wrather enterprises about a year ago, but the negotiations collapsed, even tho the offer was reportedly close to \$5,000,000 by the Wrather company for the Mills firm. Many record companies with strong BMI firms loaded with standards of the recent era in the rock and roll vein, have also been approached by the moneyed users, who want to buy the diskery in order to obtain the publishing firm.

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# ASCAP Meet Seethes, Subsides

• Continued from page 3

per performance point. Another factor was an amount of 5 per cent taken from the distribution fund, under terms of the consent decree for a special award fund for meritorious works which acquire few performances.

"These are the basic causes of the holocaust," said Yellen. "We have taken a giant step in the direction of the precipice to the edge of which the Justice Department is trying to push us. At the bottom of the precipice is the hell of 100 per cent current performance."

As a possible solution, Yellen suggested that "Some of us could go over to BMI. That's not evil or monopolistic. The disk jockeys love it, the broadcasters love it and the Hollywood writers love it and Ben Rosenman and Sidney Kaye love it and it goes rocking and rolling right along with its 100 per cent current performance distribution."

Attacking the "irresponsible, selfish people in our ranks who brought on our woes," Yellen also paid high tribute to those 117 top ASCAP writers who voluntarily give up \$2,000,000 of their earnings and filter it down to less fortunate writers in ASCAP.

Defending the ASCAP board for "serving you in accordance with our consciences," Yellen invited the members to "throw us out if you think we're not capable." Then, in a quieter tone, Yellen quoted several Bible passages, and finally exhorted the membership to close ranks "or get murdered."

Howard Milman, of the law firm of Sullivan & Cromwell, then retraced much of the procedural aspects of the months-long negotiations with the Justice Department which led to the new consent decree. He pointed out that new

weighting and surveying procedures did not enter the picture in the current distribution.

Next, Charles Marks, chairman of the Writers' Advisory Committee, discussed an alleged "emotional" meeting which took place Tuesday on the whole distribution situation. Marks also said his committee stood ready at any time to talk to writers.

Following Marks' short talk, the meeting took on a different tone, as Lew Bellin, a writer who caused a furor at last year's meeting, rose to the podium. Bellin's presentation was so long and so obscure that soon the audience was shouting him down. Finally, Adams called Bellin out of order and after a 10-minute wrangle, Bellin left the stand muttering that he would be back.

Sherman Edwards, chairman of the Current Writers' Committee, noted that "The recognized works provision is monstrous. In effect, it places a 30 per cent penalty on every new song. We predicted last year that this would hurt veteran writers, too, and that we would lose writers to BMI. It's all come true. We have a plan, but our patience is running out." Edwards said that certain consent decree amendments to be presented before Judge Ryan on November 15 "are already obsolete."

The colorful Pinky Herman, noting that "I won't deliver the speech I prepared," then proceeded to trace the entire ASCAP developments over the last decade. He attacked Hans Lengsfelder "for the slanderous things he said about me," and Fred Fox and "my old friend Redd Evans for 'going to Washington with Lengsfelder and getting the Roosevelt Committee to set the Justice Department on us.'" Herman also noted

# Epic Issues 7 Nov. LP's

NEW YORK — Epic Records is issuing seven albums for November. The classical sets include one by the Cleveland Orchestra, a new release in Epic's baroque opera series, and albums with pianist Werner Haas, organist Johannes Ernst Kohler, and an LP with the string orchestra of the Leipzig Gewandhaus Orchestra. Pop sets feature Buddy Greco, pop organist Hal Shutz and Dave Bailey and his Sextette.

## Columbia 33's

• Continued from page 3

display to go along with them.

Columbia sales execs are also feeling a steady rise in the firm's classical album sales. They attribute the increase to a number of factors, the most important of which they claim are the increased sales on their Leonard Bernstein albums, due to the huge publicity the maestro has accumulated lately, and to the new look of the firm's product. The new look is part of the change in art and design that all Columbia packages have undergone—and are still undergoing—as a result of the shifts in the firm's art department, now headed by Bob Cato.

his regret at having pushed for adoption of the terms of the consent decree last year. "But we can still right the wrongs of this unworkable, inequitable system by going back to the Justice Department," he said.

At this point a number of members left, but the filibuster continued for some time. A more serious note during the proceedings was a silent tribute to Oscar Hammerstein, Paul Cunningham and Pat Ballard, and others who died during the year.

# Hot Music!

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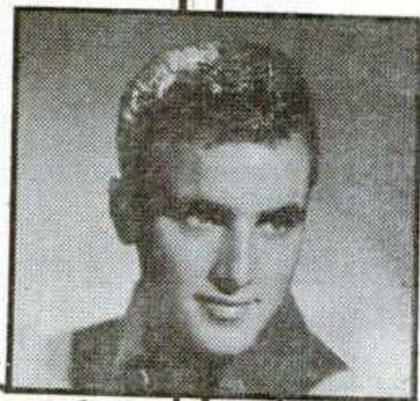
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# PICTURES FROM THE PAST

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WAX BACK TALK

'Answer' Disks Return; Gold in Those Replies

Continued from page 1

was also released in England, again after much protest.

In the r.&b. field, Bobby Marchan recently spent weeks on the charts with "There Is Something on Your Mind." The Teen Queens answered this one simply enough with "There Is Nothing on My Mind." An example of an act providing its own answer song is that of the Bobbettes. Several years back they enjoyed the hit, "Mr. Lee." Recently they moved up well with "Who Shot Mr. Lee," written to the same melody.

Also recalled to mind from an

earlier day is the interesting 1952 example of "Baby Don't Do It," by the Five Royales. Anisteen Allen responded to this one with "Baby I'm Doing It," a more recent r.&b. example, and again done by the same group, is "Up on the Mountain" and "Down From the Mountain," by the Magnificents.

The classic country example of this interesting idea should also be cited. In addition to "Slipping Around," and its answers, one recalls such things as "Back Street Affair," by Webb Pierce, and "Paying for That Back Street Affair,"

by Kitty Wells, and "Don't Let the Stars Get in Your Eyes," by Slim Willett, and "I Let the Stars Get in My Eyes," by Goldie Hill. Also to be remembered is "The Wild Side of Life," by Hank Thompson, with its answer, "It Wasn't God Who Made Honky Tonk Angels," by Kitty Wells. Both of these were adapted from the tune, "The Great Speckled Bird," by Roy Acuff.

There are, of course, many others. Any historical documentation of this interesting trend would have to include the well-known "Jole Blon" series by Moon Mullican. Another whole series of answers was spawned by the original "Work With Me Annie," by Hank Ballard and the Midnighters. Lowell Fulson had a smash some years back with "Reconsider Baby," followed by his own answer six years later with "I'm Glad You Reconsidered Baby." In this case, the chick obviously couldn't make up her mind. There are many, many other examples as well.

'SING ALONG' OUTPUT CONTINUES HOT PACE

Continued from page 1

lumbia a.&r. exec explains: "The ingredients that go into a good TV program will not necessarily make a good LP."

Miller's first "Sing Along With Mitch" album has now sold close to 800,000 and has been on The Billboard's "Essential Inventory" LP chart for 120 weeks—currently No. 13. His latest package, "Memories Sing Along With Mitch," moved into the No. 11 slot on the stereo action LP chart this week, and is approaching the 70,000 sales mark after only three weeks on the market. Miller this week has four "Sing Along" albums on the essential inventory monophonic action LP chart and three on the stereo action album chart.

In an effort to stand out in the crowded "Sing Along" album field, some labels are backing their "Sing Along" packages with special promotions. Warner Bros., for example, is putting an elaborate promotion behind the John Rait package. In addition to sending a complete press kit out to more than 300 consumer press editors, the label is readying a series of concerts by Rait and the kid chorus featured with him on the album.

United Artists is pushing Don Costa's album with a deejay contest. Jockeys are invited to sing along with the album and submit waxings on same to UA. The best singing deejay in each UA distributor's territory will receive a gold record. Some jocks are carrying the idea to their listeners via contests to select the best sing-along dialer.

Heretofore the sing-along albums have mainly benefited veteran ASCAP publishers, but the Costa package, "We Play, You Sing the Great Million Sellers,"

spotlights many BMI hits. Most publishers are co-operative on granting rights for labels to print lyrics to "Sing Along" album selections on the album cover (or in an insert), but a few have balked. For example, the new Crosby album features 33 tunes, but the lyric sheets note that "owing to copyright restrictions" lyrics to eight songs could not be included.

In the religious field, Tennessee Ernie Ford's two Capitol packages ("Sing a Spiritual With Me" and "Sing a Hymn With Me") are the sing-along sales leaders. Each LP features an elaborately packaged hymn book with music as well as lyrics.

Among the other recent "Sing Along" packages released are the following: "Play Along With Bongos" by Ramon Marquez ork on Fiesta (a musical variation on the trend); "Do Re Me and the Songs Children Love to Sing" by the Sing-Along Children's Chorus on Kapp; "Sing Along With Emmett Kelly" on Roulette; "Swing Along With the Singin' '30's" by the Johnny Mann Singers on Liberty; "Sing a Song of Sports Cars" by Paul O'Shea on Riverside; "Healing Hands" by Lee Russell on Steeple Tone; "Let's All Sing Together" by the Glow Tones ork on Golden; "Let's All Sing With Clarence" by Clarence Caldwell on Perfect; "Sing Along by the Fire-side" by Hugo and Luigi on Wing, and many others.

**A HONEY OF A HIT!**  
**La Vern Baker**

**BUMBLE BEE**



2077

**atlantic records**

HOAGY TO EMSEE RAGTIME TV-ER

NEW YORK—Hoagy Carmichael will emcee "Those Ragtime Years," the first "Project 20" show, which debuts November 22 on NBC-TV from 10 to 11 p.m. The show will trace the history of ragtime from "classic ragtime" to later Tin Pan Alley and Broadway adaptations.

Featured with Carmichael on the program will be Dorothy Loudon, the Wilbur de Paris Band, Clara Ward Singers, 77-year-old ragtime pianist Eubie Blake, pianist Ralph Sutton and Dick Wellstood, the Billy B. Quartet, Mae Barnes and Robin Roberts. Robert Russell Bennett is musical director for the show.

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# GERMAN Newsnotes

Continued from page 9

## Northern Germany

own distributing organization, Waldenburg & Company, Schallplatten-Betriebs-KG., for the distribution of their labels Starlet and Supertone, working in the same rooms of the firm in Munich. The firm has also released a fairy tale album consisting of four recordings (with a playing time of 80 minutes altogether), and a text of the stories. The series contains the most famous children's stories spoken by **Lina Carsten, Albert Florath, Fritz Rasp and Cordula Weinert.**

Two French stars, songstress **Claude Goaty** and singer **Claude Robin** will be introduced by German sung tunes on Vogue here: Goaty will sing a vocal version of the **Sidney Bechet** composition "Premier Bal" entitled "Mein Erster Ball" and another German vocal version of the "Never on Sunday" theme which is on top of the German charts now; **Don Costa's** instrumental version is the most in demand. Both singers belong to the number of French stars who share in the remarkable development of French pop music here, caused primarily by French artists such as **Edith Piaf, Jacqueline Boyer, Dalida,** whose songs, partly in French, partly in German—have had a strong influence on the German music market.

On his 60th birthday, **Dr. Willy Richartz,** vice-president of the German composer's association, was awarded the **Richard-Strauss-Medaille** for his work involving performing rights in Germany. . . . **Lale Andersen** who made "Lili Marleen" a world success 20 years

## Southern Germany

. . . The city of Remscheid opened an official jazz school. Two old-time combos and one modern play. . . . The jazz circle at Coesfeld had its Five Year Jubilee. **Mr. Adams' Jazzopators** and the **Harbour Jazzband** from Rotterdam played for the Jubilee. . . . "History of Jazz" was the headline for a jazz concert in Duisburg played by the **Two Beat Stompers, Emil Mangelsdorff, Joki Freund.**

"Tremonia" is a new label in Germany. Boss is **Robby Reen,** a.&r. man is **Heinz Feuerbaum.** The first single is "Sahib" b-w "Dog Boogie," both sung by **Robby Reen.** The program: dance music, operetta, and within two years, even classical music. The "Tremonia" headquarters are in Dortmund. . . . **Bobby Weiss** visited Berlin to meet publisher **Rolf Budde** who is U. S.-bound. Budde will stay in the States for one month.

**Leo Leandros** and his "Mustapha" are No. 1 at the East German Hit Parade. . . . French label **Vogue** started a German production. The first single is "Die Nacht Ist Schoen Und Voller Wunder" by **Colette Renard** b-w "Mein Man Ist Ein Hampelmann" by **Joachim Relin** and **Walter Brandin,** both issued in Germany by **Edition Montana** in Munich.

ago, is making a comeback currently with her version of "Ein Schiff Wird Kommen," the melody from the United Artists pic "Never on Sunday" already offered in 14 different recordings here. Within a few weeks she has reached No. 3 on the German best-selling chart.

## SORD Chief

Continued from page 2

we had nothing to hide. Nothing was brought up that any manufacturer couldn't see or hear.

"The 'Operation Survival' pamphlet which Mr. Griffin (William Griffin, part-time private eye who testified he had been the plant) picked up during our meeting, was nothing but a sales pitch to dealers to join SORD. Copies of this pamphlet were placed in quantity in all the hotel lobbies so that all dealers would be exposed to our message.

"Most dealers are convinced that the record business is a legitimate business calling for the co-operation of manufacturer and retailer. The average dealer has stocked Columbia merchandise to a great extent the way Columbia has asked us to, and often we have gone out of our way to promote their product with special displays and our own efforts. We did this because we felt we had a working partnership between the manufacturer and the dealer.

"Now we find it's a game of war, complete with spies, and it would appear that we would have to play the game the same way Columbia does. We are not disturbed by anything Columbia has uncovered with its spy—because there was nothing to find—but what is so shocking to us is that a company of such stature in our industry would resort to such devious and underhanded means in the effort to gain an advantage over us, their dealers."

Judkins said that SORD secretary-treasurer **Lou Shapiro** (Music Center, Jersey City, N. J.) had spoken to a man at the SORD meeting in question who had identified himself as a **Mr. Griffin** who said he was a new dealer and was sitting in on the meeting to see if he wanted to join SORD.

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Werner Haas

Ingrid Haebler

Handel Festival Orchestra  
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Adam Harasiewicz

Clara Haskil

"I Musici"

Kroll Quartet

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## "Hansel and Gretel"

FLIP SIDE

## "TEARS FROM HEAVEN"

UA 240



## "THE MAGNIFICENT SEVEN"

BY

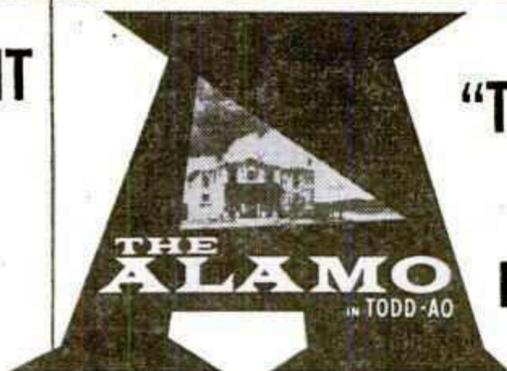
### AL CAIOLA

AND HIS ORCHESTRA

Arranged & Produced by Don Costa

United Artists Records 261

Flip Side "THE LONELY REBEL"



The Theme From "The Alamo"

## "THE GREEN LEAVES OF SUMMER"

BY

### NICK PERITO

AND HIS ORCHESTRA

Arranged & Produced by Don Costa

United Artists Records 262

Flip Side "JENNIFER"

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**BIG HIT ALBUM!**

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"NEVER ON SUNDAY"

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# Radio Station WSM

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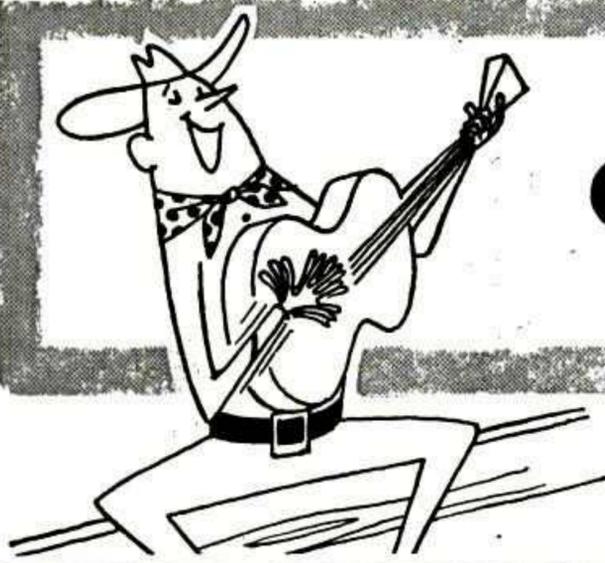


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# Spotlight on C&W MUSIC and TALENT

IN CONJUNCTION WITH WSM'S COUNTRY MUSIC FESTIVAL

Featuring  
**THE 13th ANNUAL C&W DISK JOCKEY POLL**

**EDITORIAL**

## Time to Rejoice

In the most meaningful sense, it may be stated flatly that the country field is now at its point of peak influence. Country-oriented songs, country-oriented artists and country-oriented publishers have become a major and decisive influence in the total music-record business, domestically and abroad.

The bird, one might say, has left the nest.

This has wrenched the hearts of many, but among those who see farthest and clearest, it is cause to rejoice.

Nashville — and the name should symbolically be construed to include all the lesser focal points such as Shreveport, La., Wheeling, W. Va., etc. — has had a long period of development and has now reached such a point of maturity that its musical culture is basic to virtually the entire consumer market.

Friends of country music—and unprejudiced observers who have at heart the best interests of American pop music—should embrace this fact and be guided by it.

The future of country music reaches to the most outlying horizons. The art form has proven too vigorous to remain a small, self-contained culture; and the development of communications has speeded its expansion to new boudaries.

It is necessary that this growth continue, for without growth and a quality of dynamics, a period of atrophy must set in.

That is why a proper attitude is necessary. Briefly, the attitude must be that of looking ahead. Honor the past—the roots—let the past serve as a fount of inspiration . . . but let us gladly accept development and change which comes naturally.

In the last two years we have had ample demonstration of the fact that Nashville—and all that the name implies—is at least as powerful, in a creative sense, and perhaps more powerful, than any of the various Tin Pan Alleys scattered thruout these United States.

This is a great challenge and a serious responsibility. Let us all accept it and keep swinging.

## Reeves, Wells, Louvins Cop C&W DeeJay Poll

Owens, Howard Take Most-Promising Award;  
Atkins Named 'Country Man of the Year'

NEW YORK — Jim Reeves copped top honors as the "Favorite Male Singer of 1960," as selected by the United States and Canadian country and western deejays. Kitty Wells, for the third year in a row, captured the title of "Favorite Female Singer," and the Louvin Brothers repeated last year's victory as the "Favorite Small Vocal Group." The "Most Promising Male Singer" was Buck Owens, and the "Most Promising Female Singer" was Jan Howard. The "Man of the Year" for 1960 was Chet Atkins, RCA Victor's popular country a.&r. chief and guitarist.

The "Best Single Record of 1960" was the smash-selling RCA Victor waxing, "He'll Have to Go," as recorded by Jim Reeves. Not only did this record stay on top of the country charts for many weeks, it also became a big pop hit and inspired many "answer" songs. The "Best Album of the Year" was the Columbia album, "Gunfighter Ballads," with Marty Robbins, from which came "El Paso" and "Big Iron," both hits in the pop and country fields.

The country disk jockeys were almost unanimous in stating that the year 1960 was the "greatest ever." This was the opinion of last, who felt that country artists country jocks in all sections of the country, in New England, the South, the West, Texas, and the Midwest, and Northwest. Jocks noted the impact of country music upon the pop field and many felt

that country music would rise to even higher heights in 1961.

There were still a few country jocks, altho less this year than should stick to what could be called "pure" country music. However, even these jocks were pleased at the growth of country songs. And many jocks were happy about the country artists

returning to the more predominantly "country" type of music and forsaking rock and roll.

Country jocks with small stations were still upset about their not being on the free record list of the large labels. These jocks note that the smaller labels serviced them all the time but the  
*(Continued on page 64)*

## Schedule of Events

WSM's Ninth Annual National  
Country Music Festival,  
Nashville, November 3-5

**THURSDAY, NOVEMBER 3**

- 8:00 a.m. . . . . Registration . . . . . Andrew Jackson Hotel Lobby
- 10:15 p.m. . . . . "Opera Star Time," broadcast from Andrew Jackson Hotel Lobby over WSM; Ralph Emery, deejay; Grandpa Jones, assisting

**FRIDAY, NOVEMBER 4**

- 8:00 a.m. . . . . Registration . . . . . Andrew Jackson Hotel Lobby
- 8:30 a.m. . . . . Breakfast . . . . . Maxwell House Hotel  
Sponsor: WSM, Inc.  
Hosts: Stars of the "Grand Ole Opry"
- Address of Welcome . . . . . Mayor Ben West
- Keynote Speaker . . . . . Congressman Oren Harris (D., Ark.)
- Country Music Spectacular . . . . . With the Stars of "Grand Ole Opry"
- Trade Press Awards
- 12:30 p.m. . . . . Luncheon . . . . . Andrew Jackson Hotel Ballroom  
Sponsor: Dot Records Host: Randy Woods
- Speaker . . . . . Gov. Buford Ellington of Tennessee
- 5:30 p.m. . . . . Reception-Buffer . . . . . Andrew Jackson Hotel Ballroom  
Sponsor: RCA Victor Records  
Hosts: Chet Atkins, Steve Sholes
- 6:15 p.m. . . . . Pet Milk Recording Session . . . . . WSM's Studio C
- 7:00 p.m. . . . . "Friday Night Opry" . . . . . WSM's Studio C
- 9:00 p.m. . . . . "Mr. Dee Jay U. S. A." . . . . . WSM's Studio A,  
with Grant Turner
- 10:15 p.m. . . . . "Opry Star Spotlight" . . . . . Broadcast from Andrew Jackson Hotel Lobby over WSM; Ralph Emery, deejay; Grandpa Jones, assistant

**SATURDAY, NOVEMBER 5**

- 8:00 a.m. . . . . Final Registration . . . . . Andrew Jackson Hotel Lobby
- 8:30 a.m. . . . . Breakfast . . . . . Maxwell House Hotel Ballroom  
Sponsor: Warner Bros. Records  
Host: Jim Conkling
- Program: Don and Phil Everly and Pvt. Bob Luman
- 12 Noon . . . . . Luncheon . . . . . Maxwell House Hotel Ballroom  
Sponsor: Columbia Records  
Hosts: Don Law and Zim Zemarel
- 5:30 p.m. . . . . Reception-Buffer . . . . . Andrew Jackson Hotel Ballroom  
Sponsor: Capitol Records Host: Ken Nelson
- 7:30 p.m. . . . . "Grand Ole Opry" 35th Anniversary Celebration . . . . . Ryman Auditorium

**SUNDAY, NOVEMBER 6**

- 8:00 a.m. . . . . Kaffee Klatch . . . . . Hotel Hermitage Ballroom  
Sponsor: Columbia Records  
Hosts: Don Law and Zim Zemarel

## Record Crowds Expected At Country Music Festival

By BILL SACHS

NASHVILLE—Advance registrations and reports of heavy early reservations by local hotels point to a record-breaking crowd for Station WSM's Ninth Annual Country Music Festival to be held here November 4-5 in celebration of the 35th anniversary of WSM's "Grand Ole Opry," oldest continuous country music radio show in the nation.

In formulating plans for this year's conclave WSM execs injected two slight changes in format that promise to make the annual gathering, already the most important in the country music industry, even more interesting and attractive to those associated with the c.&w. music business. In the first move, WSM officials dropped the words "Disk Jockey" from the festival's title in the hopes of engendering greater interest and appeal

among all facets of the country music trade rather than to deejays alone. It is thus hoped to make the annual meeting an over-all industry affair, with all branches of the business sharing in the benefits.

In the second format change, WSM planners, realizing that convention visitors come here to mix business with pleasure and influenced by that fact that past so-called clinic sessions failed to generate any great interest, this year decided to eliminate the clinical discussions from this year's single business session to allow delegates more time for business and personal contacts.

**Oren Harris Keynote Speaker**  
The festival kicks off officially at 8:30 a.m. Friday (4) with a breakfast session at the Maxwell House Hotel, with Cong. Oren Harris (D., Ark.) who sprang into national prominence with his in-

vestigations of the radio, TV and music industries, as keynote speaker. Congressman Harris will be introduced by Tennessee's Democratic representative, J. Carlton Loser. John H. DeWitt Jr., president of WSM, Inc., will preside at the Friday morning meeting, and Nashville Mayor Ben West will make the welcoming address. Also seated at the speakers' table will be representatives of the various record companies, publishing firms and trade press.

Following the breakfast, stars of "Grand Ole Opry" will present a country music spectacular written and produced especially for the occasion by WSM's writer-producer Cliff Thomas. At the conclusion of the spec, representatives of the trade press will present their annual country music awards.

Registrations begin Thursday  
*(Continued on page 64)*

# Starday "Y'ALL COME" COUNTRY & GOSPEL "INTERNATIONAL"

STARDAY Joins with its artists to WELCOME Country Music Deejays and their wives, PLUS all other music trade people, TO the Country Music Festival in Nashville, THE Country Music Capital of the World. LET'S HAVE A BALL! BUT Let's also make this a working convention AND make country music bigger and better than ever.

EXCLUSIVELY COUNTRY & GOSPEL **Starday** Organizational Member of Country Music Association

- HOT SINGLES SELLING ON STARDAY**
- COWBOY COPAS**  
ALABAM #501
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YOUNG WIDOW BROWN  
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- RED SOVINE**  
NO MONEY IN THIS DEAL  
IF I COULD COME BACK #521
- BENNY MARTIN**  
PRETTY GIRL  
DIME'S WORTH OF DREAMS #519
- LONNIE IRVING**  
TRUCKERS VITUS #520
- WILLIS BROTHERS**  
PRETTY DIAMONDS #518
- STANLEY BROTHERS**  
LITTLE MAGGIE #522
- DOTTIE WEST**  
ANGEL ON PAPER #517

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Operating to capacity, is helping to preserve the heritage of American country music by international exploitation of traditional recordings by top artists in an expanding catalog.

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### PRESIDENT SPEAKS:

## CMA Spreads Country Gospel Far and Wide

By CONNIE B. GAY

(President and Board Chairman, Connie B. Gay Broadcasting Corp., Washington, D. C., and President of the Country Music Association)

When the editors of The Billboard asked me to write this piece for publication in connection with the CMA Annual Meeting and the WSM Festival, I floundered quite a bit as to the right approach to use in its preparation. What could be said about the purpose of CMA that hasn't been said over and over again? Should it contain a rehash of the statistics of CMA? Should it be a name-dropping article, setting forth the personalities, executives, commercial companies, etc., who make up the roster?

Finally my thoughts turned to my boyhood on the farm in Lizard Lick, N. C., and to an old country expression which we used back then, and which no doubt is still being used today, which says: "If you don't look out for yourself . . . ain't nobody gonna look out for you." To me that colloquialism pretty well sums up why CMA is in existence today! It is a matter of record that prior to two years ago there was no effective organization "looking out for" the welfare and well-being of country music artists, disk jockeys, promoters, writers, publishers, et al. As one who spent more than a decade fighting for every inch of country music beach-head, I know how asunder our ranks were. Our industry was split by a series of "great debates" among ourselves as to who could do what, with what, to whom! Occasional conclaves of country music-minded entrepreneurs, artists, etc., usually ended in failures which made for naught. The late '40's and the first few years of the '50's covered a period which saw a rising crescendo of country music interest which later fell with a thundering crash!

CMA was born two years ago on the heels of the failure of a so-called disk jockey association. From a mid-wife's committee of about a dozen dedicated men, we have seen CMA grow until today we have more than 500 individual members; 50 life members, and 24 organizational memberships. For the first time in the history of our business we have a democratic and properly organized association; we have at work more than 20 leaders in the field of country music in the form of a distinguished board of directors and staff of officers; we have a full-time Nashville office adequately established to work effectively with the country music trade; we have taken steps to keep our own house in apple-pie order; hundreds of thousands of words are being constantly written and spoken in behalf of country music thruout the free world; men and women from all points of the globe are now joining hands to give country music its just place in our entertainment spectrum; country music people with like minds and similar problems are at long last sitting down together in small and large groups to effectively solve their common problems, and after two years of CMA's existence, we are seeing for the first time a brotherhood—a fraternity, if you please—of country music artists, d.j.'s, impresarios, publishers, radio and TV station operators, writers, recording companies, and others, joining forces to effectively further their

(Continued on page 64)

## THE BILLBOARD 13th ANNUAL C&W DISK JOCKEY POLL

### FAVORITE FEMALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.	KITTY WELLS	Decca
2.	JEAN SHEPHERD	Capitol
3.	SKEETER DAVIS	RCA Victor
4.	WANDA JACKSON	Capitol
5.	MARGIE BOWES	Hickory
6.	PATSY CLINE	Decca
6.	ROSE MADDOX	Capitol
7.	JUNE WEBB	Hickory
8.	MARION WORTH	Columbia
9.	WILMA LEE COOPER	Hickory
10.	GOLDIE HILL	Decca

### FAVORITE MALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.	JIM REEVES	RCA Victor
2.	RAY PRICE	Columbia
3.	MARTY ROBBINS	Columbia
4.	JOHNNY CASH	Columbia
5.	DON GIBSON	RCA Victor
5.	HANK THOMPSON	Capitol
6.	HANK LOCKLIN	RCA Victor
7.	FERLIN HUSKY	Capitol
8.	JOHNNY HORTON	Columbia
9.	GEORGE JONES	Mercury
10.	WEBB PIERCE	Decca

### FAVORITE C&W ALBUMS

Position	Album	Label
1.	GUNFIGHTER BALLADS & TRAIL SONGS, Marty Robbins	Columbia
2.	TOGETHER AGAIN, Bob Wills, Tommy Duncan & the Texas Playboys	Liberty
3.	RIDE THAT TRAIN, Johnny Cash	Columbia
4.	HE'LL HAVE TO GO, Jim Reeves	RCA Victor
5.	NOW THERE WAS A SONG, Johnny Cash	Columbia
6.	THE INTIMATE JIM REEVES	RCA Victor
7.	MOST OF ALL, Hank Thompson	Capitol
7.	HOMER AND JETHRO AT THE COUNTRY CLUB	RCA Victor
8.	THE ERNEST TUBB STORY	Decca
9.	LOOK WHO'S BLUE, Don Gibson	RCA Victor
9.	MORE GUNFIGHTER BALLADS & TRAIL SONGS, Marty Robbins	Columbia
10.	ACCORDING TO MY HEART, Jim Reeves	RCA Victor

### FAVORITE C&W RECORDS

Position	Recording	Label
1.	HE'LL HAVE TO GO, Jim Reeves	RCA Victor
2.	PLEASE HELP ME, I'M FALLING, Hank Locklin	RCA Victor
3.	EL PASO, Marty Robbins	Columbia
4.	ALABAM, Cowboy Copas	Starday
5.	ONE MORE TIME, Ray Price	Columbia
6.	UNDER YOUR SPELL AGAIN, Buck Owens	Capitol
7.	WINGS OF A DOVE, Ferlin Husky	Capitol
7.	ABOVE AND BEYOND, Buck Owens	Capitol
8.	WISHFUL THINKING, Wynn Stewart	Challenge
9.	ANYMORE, Roy Drusky	Starday
10.	MILLER'S CAVE, Hank Snow	RCA Victor
10.	I CAN'T HELP YOU, I'M FALLING TOO, Skeeter Davis	RCA Victor

SMASH FOLLOW-UP TO "WHAT WAS IT"

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## TEEN LOVER

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★★★ Teen Lover—DIXIE 891—A rocker, with a figure reminiscent of Bo Diddley's guitar riff. Effectively bluesy. (Starday, BMI) (2:16)  
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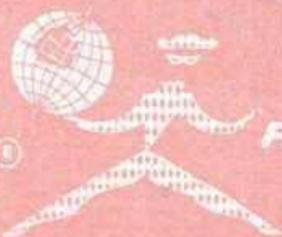
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## THE BILLBOARD 13th ANNUAL C&W DISK JOCKEY POLL

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

Position	Artist	Label
1.....	JAN HOWARD	Challenge
2.....	MARGIE BOWES	Hickory
3.....	CONNIE HALL	Mercury
4.....	LORETTA LYNN	Zero
5.....	NORMA JEAN	Columbia
6.....	JEANNE BLACK	Capitol
7.....	MARION WORTH	Columbia
8.....	MARGIE SINGLETON	Starday
9.....	SHIRLEY COLLIE	Liberty
10.....	BONNIE OWENS	Delphi

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

Position	Artist	Label
1.....	BUCK OWENS	Capitol
2.....	ROY DRUSKY	Starday
3.....	BILL ANDERSON	Decca
4.....	WARREN SMITH	Liberty
5.....	WYNN STEWART	Challenge
6.....	FRANKIE MILLER	RCA Victor
7.....	CARL BELEW	Decca
8.....	ERNEST ASHWORTH	Decca
8.....	CLAUDE GRAY	"D"
9.....	BOB LUMAN	Warner Bros.
10.....	RAY SANDERS	Liberty

### FAVORITE SMALL C&W VOCAL GROUPS

Position	Artist	Label
1.....	WILBURN BROTHERS	Decca
2.....	THE BROWNS	RCA Victor
3.....	THE LOUVIN BROTHERS	Capitol
4.....	LESTER FLATT & EARL SCRUGGS	Columbia
5.....	WILMA LEE & STONEY COOPER	Hickory
6.....	THE EVERLY BROTHERS	Warner Bros.
7.....	HOMER AND JETHRO	RCA Victor
7.....	STANLEY BROTHERS	King
8.....	OSBOURNE BROTHERS AND RED ALLEN	M-G-M
9.....	JOHNNY & JACK	RCA Victor
10.....	DON RENO AND RED SMILEY	King

### FAVORITE SONGWRITERS OF C&W JOCKEYS

Position	Songwriter	Publisher
1.....	BOUDLEAUX & FELICE BRYANT	Acuff-Rose, BMI
2.....	HARLAN HOWARD	Pamper, BMI
3.....	MARTY ROBBINS	Marizona, BMI
4.....	DON GIBSON	Acuff-Rose, BMI
4.....	MEL TILLIS	Cedarwood, BMI
5.....	BILL ANDERSON	Champion, BMI
6.....	ROY DRUSKY	Lancaster, BMI
7.....	ROGER MILLER	Tree, BMI
8.....	JOHNNY CASH	Johnny Cash, BMI
9.....	JOHN D. LOUDERMILK	Cedarwood, BMI
10.....	WAYNE WALKER	Cedarwood, BMI

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# “GLAD RAGS”

b/w

# “NOW THAT YOU HAVE ME”

(YOU DON'T WANT ME)

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Thanks—



# Johnny Cash

One of the Nation's Top Recording Artists

(11 Million records sold)

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Motion Picture Fame

in

"FIVE MINUTES TO LIVE"

(Flower Film Production)

Co-Starring DONALD WOODS with CAY FORESTER  
Produced by James Ellsworth



Management: STEW CARNALL Press Relations: DON BOUTYETTE

## SPECIAL NOTICE

All D. J.'s and their guests are invited to a sneak Preview of "5 Minutes to Live" at the Melrose Theatre in Nashville, Friday, Nov. 4, 3:30 p.m. Free transportation leaves from the Andrew Jackson Hotel at 3 p.m.

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Shane Wilder, presently engaged in movies and TV work on the West Coast, and wife Renee are lullabying a new daughter, Dawn Sharon, born September 27 at Presbyterian Hospital, Hollywood. . . . Ralph E. Stevens, general manager of Ridgecrest Records & Talent Management System, La Grange, Ga., reports signing Lee (Red) Melson and the Missouri Nighthawks to a three-year recording pact. Red's initial release on the label will be an EP featuring four of his own tunes, "I'm Bein' Haunted," "Carmen Sue Rock," "Rockin' Thru the Tunnel of Love" and "Mean Ole Bartender Blues," with the Nighthawks doing the backing on the entire set. Melson and his lads hail from Newton, Ia. . . . Patty Paul has left "Town Hall Party," Los Angeles, to return to her home in Anderson, Mo., to nurse her ailing mother.

Joe Maphis and Rose Lee and Fiddlin' Kate leave Los Angeles November 9 to show their wares at the Armed Forces installations in Hawaii. They will be honored at an Aloha Party tossed by "Town Hall Party" members in Los Angeles Saturday (5). On hand to give them a royal send-off will be Tex Ritter, Lefty Frizzell, Johnny O'Neill, Billy Mise, Cliff Crofford, Big Jim Denoon, Barbara Mandrell, Geenee Sterling, Salty Holmes, Quincy Snodgrass, Pee Wee Adams, Jimmy Pruett, Pat O'Neill and host Jay Stewart. . . . Vi Muszynski, of the Bandera and Laredo record labels, Chicago, last week mailed out Betty Foley's newest, "Do You Wonder at All," along with Bill Tyler's latest, "Bottomland Blues," in a package which Bandera bills as "The Big Push." Betty and Bill have been working dates in Iowa with the Cedar Valley Boys in recent weeks. Bandera's Merle Ray and the Southern Rockets recently cut a country cover on the Drifters' hit, "Save the Last Dance." Release is slated to hit the mails this week.

D. Kilpatrick, of Acuff-Rose Artists Corporation, Nashville, has announced the signing of Bobby Lord, Columbia Records waxer, to an exclusive management pact. Lord, for five years a feature on "Jubilee U. S. A." on the ABC-TV network, recently moved from Springfield, Mo., to Nashville. . . . Jimmy McConnell, of Top Talent, Inc., Springfield, Mo., has inked Jim Reeves and his supporting foursome for the Gayla Ballroom, Independence, Ia., November 26. Wanda Jackson precedes the Reeves group there November 18-19. . . . Slim (Pickens) Wilson, starvation-box picker and left-handed fiddler, is back in Springfield, Mo., from a South Dakota pheasant-hunting expedition. . . . Red Foley and frau Sally are planning an early trip to Berea, Ky., for a visit with Red's parents and his singing daughter Betty.

Jim Reeves makes a visit to NBC-TV's Saturday early-morning Eddy Arnold show, "Today On the Farm," November 12. The show's talent co-ordinator, Si Siman, has RCA Victor's Chet Atkins set for the same slot November 19. . . . Cliff Ayers Ostermeyer, prexy of Emerald Records, Fort Wayne, Ind., has named Pat Corbett and Joe Taylor as a.&r. directors in the firm's country and western division. . . . Representing the Association of Country Musicians and Entertainers, Fort Wayne, Ind.,

at the country music festival in Nashville this weekend is the org's vice-president, Paul Remaklus. Also in attendance from the ACME will be Charles (Smoky) Montgomery, c.&w. platter spinner at WKJG, Fort Wayne.

Bob Wills, Tommy Duncan and the Texas Playboys cut another session for Liberty Records' Joe Allison in Los Angeles last week. In addition to a slew of singles, the group did more sides for another LP to be released next January. Their next release will be "Image of Me," a Harlan Howard tune. Allison will also cut sessions with Ray Sanders and Warren Smith during the country music festival in Nashville this weekend. . . . Hank Noble, also known as Billy Guitar and William H. Noble, formerly of Nashville, has signed an exclusive management, writing and recording pact with Artists Productions, Inc., Oklahoma City, with Bobby Boyd as his personal manager. Artists Productions, Inc., is the parent company of Boyd Records, Oklahoma City, and Knob Hill Publishing Company, Nashville.

Harry (Hap) Peebles, Wichita, Kan., promoter, presents Carl Smith, Kitty Wells, Johnny and Jack, the Tennessee Mountain Boys, Bill Phillips, Lonzo and Oscar and the Winston County Peapickers at the Music Hall, Omaha, Monday (31), and at Pershing Auditorium, Lincoln, Neb., Tuesday (1), and then flies out for Nashville for the country music conclave this weekend. Peebles recently tossed a "This Is Your Life" party for Bob Wills, leader of the Western Playboys, at the Arcadia Theater, Wichita, with many of the former Wills band hands in attendance. The celebration was repeated later the same night at the Playhouse Ballroom, Wichita, to a packed house. Former Wills sidemen in attendance included Leon McAuliffe, Smoky Dacus, Luke Wills and Tommy Duncan. They were joined by members of a "Grand Ole Opry" unit which included Ernest Tubb, George Morgan and members of the Carter Family.

### With the Jockeys

"We have been given an additional hour, along with our regularly scheduled c.&w. music program, making one and a half hours in all, but we don't have all the records we need," writes Bill Coomer country-style deejay at Station WLSB, Big Stone, Gap, Va. "We subscribe to most of the major record companies' services but still can't come up with enough platters," Bill concludes. . . . "North Carolina Shindig," aired from 7-12 p.m. each Saturday night over WFTC, Kinston, N. C., recently moved into its fourth month. "Shindig" has five sponsors, with each taking an hour of the show. Emcee chores are handled by J. B. Ham, c.&w. deejay and promoter who has worked in this country and Canada for a number of years. Two of the five sponsors who originally signed for 13 weeks have already renewed for an additional 39 weeks, Ham reports. WFTC promotes the show generously, running 10 promos daily recorded by top c.&w. artists.

"I'm a rather lucky deejay; my nearest competitor is more than 60 miles away and I enjoy a large and loyal audience." So writes Charlie Grant, who whirrs the country wax at KSIW, Woodward,

(Continued on page 64)

## BUDDY DURHAM FIDDLE TUNES TO D.J.'S

IF YOU NEED SOME 45 E.P.'s OF OLD TIME BREAKDOWN FIDDLE TUNES (TEXAS STYLE) TUNES LIKE SALLY GOODEN, TURKEY IN THE STRAW, ARKANSAS TRAVELER, CACKLIN' HEN, ETC., YOU CAN WRITE TO ME AT MY COMPANY ADDRESS BELOW FOR FREE COPIES. THESE RECORDS ARE BEING SOLD ON FIVE P. I. STATIONS, BUT ARE NOT AVAILABLE IN RECORD STORES.

### EMPEROR RECORDS

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DJ's: Thanks for all those spins. I'll be seeing you at the Country Music Festival in Nashville.

## GENE WOODS

current best seller:

## BALLAD OF WILD RIVER

and

### AFRAID

(By the late Fred Rose)

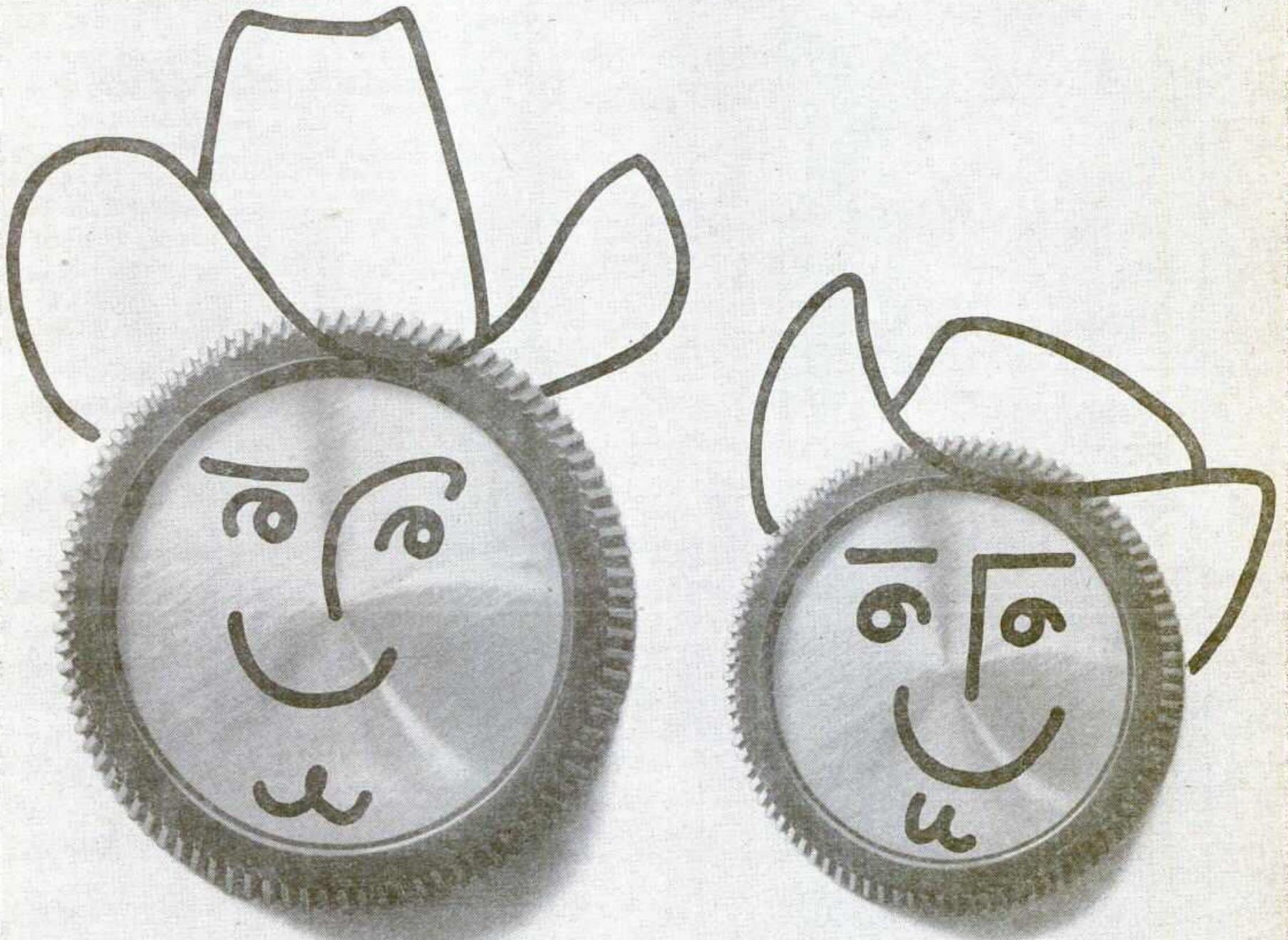
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editing and mastering! Their happy labels include most of the successful independent record companies in the country. Bill and Tommy are not big dealers...just big dialers. Drop in and see them at 800 17th Ave. South.

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**I NEVER HAVE THE BLUES**  
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**COUNTRY MUSIC RECORDS**  
 FOREST, MISSISSIPPI

**BIGGER THAN EVER**

**Country Music, Artists, Heard 'Round the World**

By REN GREVATT

NEW YORK—When Tennessee Senator Albert Gore returned from a trip to Europe several years ago, he was struck by the recognition

earned abroad by country music. Addressing a business session of the WSM annual deejay clambake in Nashville in 1958, Gore remarked: "As far as I could see, wherever I went, 'Grand Ole Opry' was a bigger name than the Metropolitan Opera."

If the country music business leaders were buoyed up by these remarks, they have reason today to be even more optimistic in view of the startling gains for country artists, records and songs noted in many countries of the world. Right now, interest appears at a peak, with numerous responsible industry men freely predicting an even more popular status for the music in the months to come.

At the moment, a look at the British charts is enough to show the incursion of country music overseas. The Nashville-based Acuff-Rose publishing operation has recently enjoyed four hits out of the British top 20. These are "So Bad" and "When Will I Be Loved," by the Everly Brothers; "Let's Think About Livin'," by Bob Luman, and "Only the Lonely," by Roy Orbison.

The Everlys, Orbison and Luman are all identified strongly with country music. Another current entry in the overseas hit parade is Hank Locklin's "Please Help Me. I'm Falling." Locklin never before has enjoyed a pop hit either in Britain or the United States.

Wesley Rose, Acuff-Rose chief, noted that in France, the tune "Oh, Lonesome Me," published by his firm and a hit here by Don Gibson, has at least 30 recorded versions. Guitarist Sasha Distel made two disks of the tune himself and under the title "Oh Qu'elle Nuit," the song has become virtually a standard in France and Belgium. It has also had a solid impact in Germany.

Trade sources have noted that country music has become especially strong in England, France, Belgium, Germany, and particularly Scandinavia. In some cases, like in the purely pop field, it has become the local custom to take the melody of an American hit and completely rewrite the lyric in the native tongue. The lyric may have an entirely different meaning, yet the basic melody remains and the income therefrom still comes back to the original publisher.

These same sources now estimate that foreign disk revenue of a given country song, at this writing, may come within 10 per cent

of equaling the Stateside income from the tune. This can happen whether all the play is on the original recording—such as the Everly Brothers disk of "Cathy's Clown," or on a number of local versions of an American hit by foreign artists.

"Cathy's Clown" sold about one million copies in the United States. In England it reached close to 400,000 and was also a hit in other West European nations. Country music authorities in Nashville freely predict that within a very few years, overseas income from a given song may eclipse the total realized thru sales in the States.

Accenting the increasing scope of foreign country music business is the fact that two of Nashville's most prominent music men, Don Pierce and Wesley Rose, both have made overseas business trips within the past eight months.

In an acknowledged bid to foster to an even greater degree the interest in and sale of country music and talent overseas, Pierce visited England and other Western European nations last February and March. During the visit, he negotiated for the establishment of his own firms in England and Belgium, with the idea of building these as the nucleus of a world-wide network of publishing activities with the clearing house in Pierce's Star-day offices in Nashville.

Rose visited England, France, Germany and Italy during his trip in April and while in Munich, he firmed additional deals with Ralph Maria Siegel, one of that nation's top publishers. At the time, Rose noted that thru Siegel, such tunes as "White Sport Coat," "Singing the Blues," "Wake Up Little Susie," and "Bird Dog," had all become German hits of considerable stature.

The Country Music Association, an organization devoted to fostering interest in and exploiting country music at all levels, is not unaware of the vastly increased foreign potential for country music. At a recent CMA board meeting held in Toronto, Pierce spoke of the overseas acceptance of the idiom, outlining in some detail how this has come about and recommending a series of steps to be instituted by the field, thru CMA, to continue the growth of the foreign market for the material.

Pierce noted that a number of clubs of country music fans exist in Europe. Many of these publish their own house organs or bulle-

*(Continued on page 64)*

**Happy Anniversary, Grand Ole Opry! Welcome to the CMA!**

Best Wishes to the DJ's and Conventioneers!

**PEE WEE KING**



*Congratulations D.J.'s. Thanks for all of the past spins. Hope you like my latest release.*

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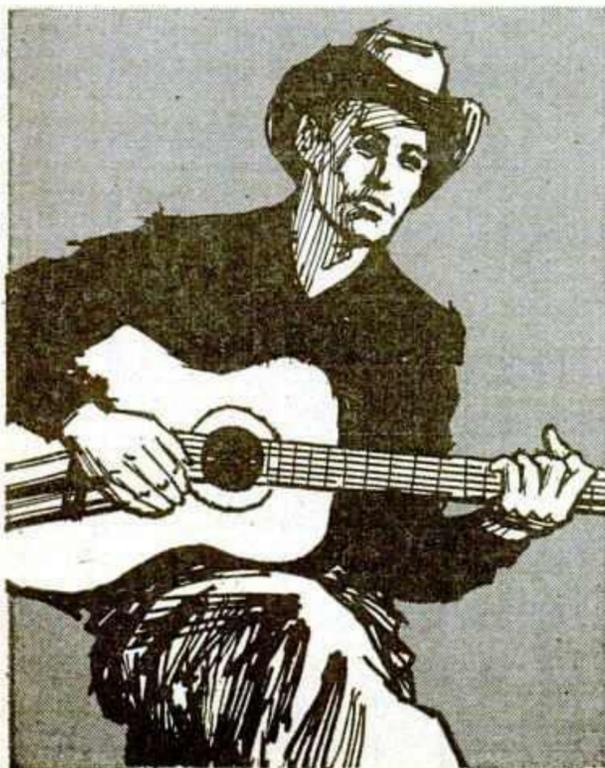


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and  
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 LH 506

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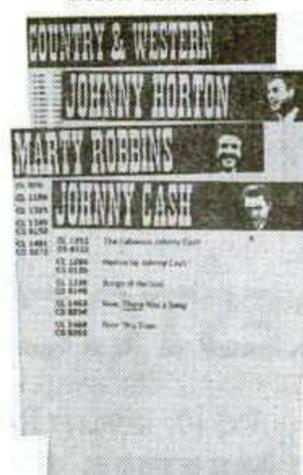
full-color mobile of album covers



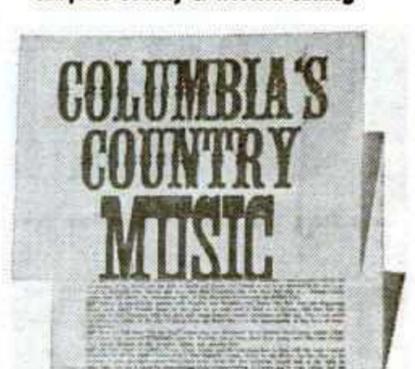
rack header card



browser-divider cards

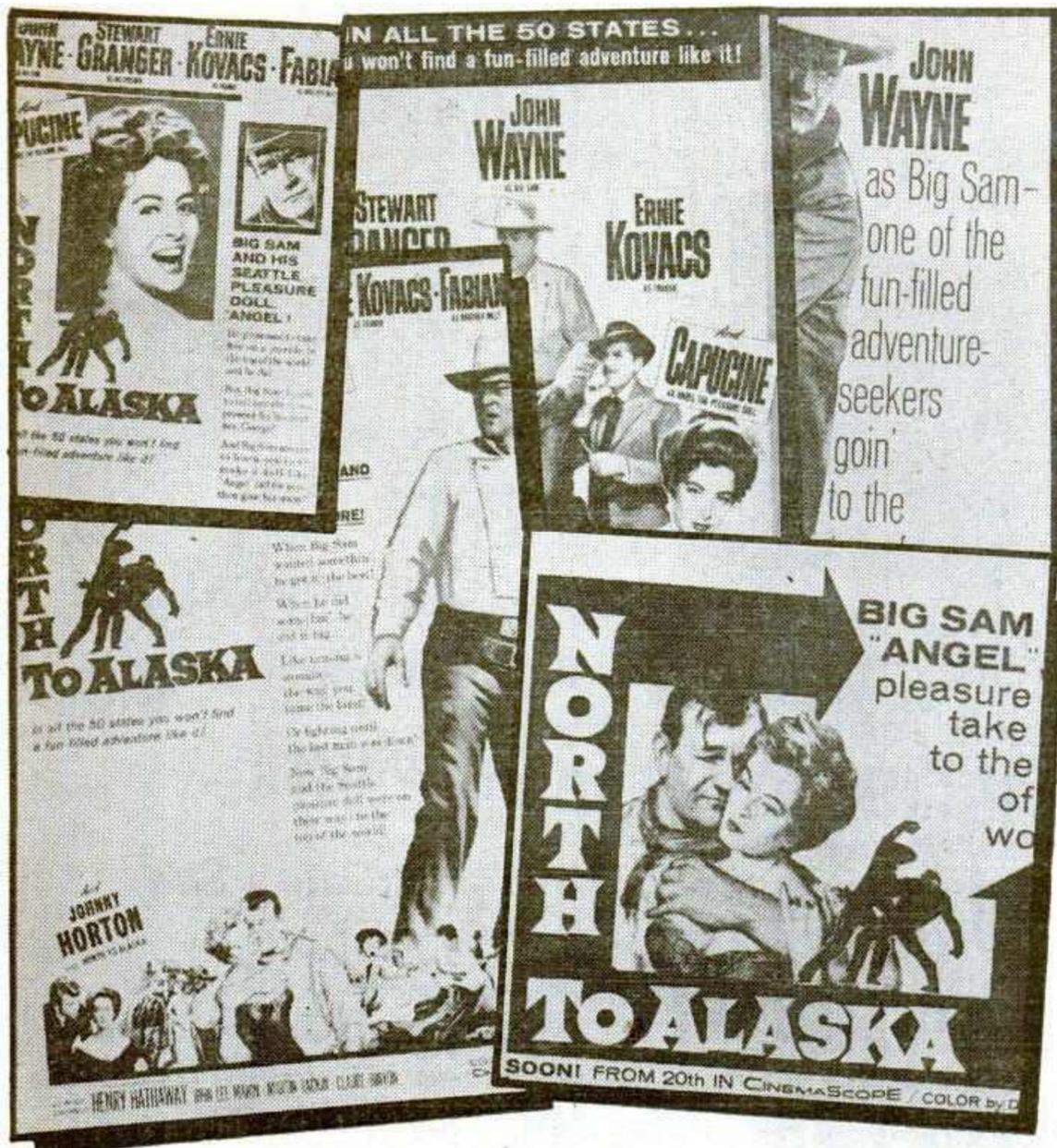


complete Country & Western catalog



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COLUMBIA  RECORDS—THE GREATEST NAME IN COUNTRY AND WESTERN MUSIC  
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# Chet Atkins Named C.&W. Man of Year

RCA Victor's Chet Atkins has been selected as The Billboard's "Country and Western Man of The Year" for 1960, because, as both artist and a.&r. man, he has long stood for musical quality and has contributed greatly to the ever-

after a few more stops to WSM, Nashville, where he became a regular, in 1950, on "Grand Ole Opry." It was at this time, too, that he began doing the record producing work that led him, under the aegis of Victor a.&r. exec. Steve Sholes, to the executive position he now holds in the Nashville operation for the company.



CHET ATKINS

### Aided Many Others

Besides a number of hits of his own, the foremost of which are "Boo Boo Stick Beat" and "Mint Julip," Chet has been involved in any number of chart toppers by other RCA Victor artists. Under his supervision the Browns have produced "Three Bells"; Don Gibson has sung his way to stardom on "Lonesome Me." and Jim Reeves recorded "Four Walls," "Blue Boy" and "He'll Have to Go," to name just a few. All of these artists, plus many more, look to Chet for advice and direction when they enter the recording studio.

widening interest in country music throught the popular field.

Atkins is deeply rooted in the country scene, first, as a guitarist and, second, as a knowledgeable judge of material in his a.&r. capacity as a maker of hits.

Chet was born in Luttrell, Tenn., some 20 miles from Knoxville, June 20, 1924. His musical education came naturally, for his father was a teacher of piano and voice. As a teen-ager, Chet joined the broadcasting studios of WNOX, Knoxville, and played with two groups at the station, including a Dixieland jazz combo. Afterwards, he moved to WLW, Cincinnati; then to WPIF, Raleigh, N. C., and

Perhaps most important in his role as a guitarist, of which there have been thousands thruout his career, was his appearance as guest soloist with the Atlanta Symphony. Chet was also scheduled to appear at the last ill-fated Newport Jazz Festival, but because of the riots his combo's appearance was postponed. Atkins' desire to play was so great that he performed, session style, on the lawn of his hotel there and the proceedings were caught, live, by RCA Victor. This recording is Atkin's current Victor LP release, "After the Riots at Newport."

Besides his a.&r. and guitar activities, Atkins also teaches and designs guitars and is author of a guitar methods handbook.

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IN YOUR AREA! . . .  
WILL BE GREATER THAN EVER FOR  
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NORTH TO ALASKA**

The title song from the 20th Century-Fox Production

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3-41782 (Single-33)

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# Biogs of Poll Winners

**JIM REEVES**

*Favorite Male Artist*



In 1957 Jim Reeves had one of the biggest hit records of his career, "Four Walls," a record that sold in great quantity both in the country and the pop markets. Since then Reeves has come up with hit after hit on the RCA Victor label. His big smash early this year was "He'll Have to Go," and his current record is a two-sided smash, "I'm Getting Better" and "I Know One."

Reeves, however, is not a new-  
*(Continued on page 35)*

**BOUDLEAUX and FELICE BRYANT**

*Favorite Songwriters*



Favorite songwriters for the year 1960, as selected by the c. & w. deejays, are Mr. and Mrs. Boudleaux Bryant. Boud and Felice have penned songs, both together and individually, for almost every top country singer, and their hits read like an honor roll, including "Hey, Joe," "Hawkeye," "I've Been"  
*(Continued on page 35)*

**KITTY WELLS**

*Favorite Female Artist*



Kitty Wells, considered to be one of the all-time great country singers, has finished first in The Billboard's "Favorite Female Artists" competition for the past two years. Last year she signed a lifetime recording contract with Decca Records. Miss Wells was born in Nashville in 1919. Her father, a railroad employee, liked to spend his evenings singing and playing  
*(Continued on page 35)*

**BUCK OWENS**

*Most Promising Male Vocalist*



Buck Owens became a hit singer and won The Billboard's 1960 poll as "Most Promising Male Vocalist"  
*(Continued on page 35)*

**THE WILBURN BROTHERS**

*Favorite Small Vocal Groups*



The Wilburn Brothers have been a favorite vocal group among country fans for many years. In their early days the Wilburn Brothers, Doyle and Terry, were a family group with their sister Jerry, doing country shows in the Midwest. The act broke up when Jerry left to get married, and the boys soon after were inducted into the Army.  
*(Continued on page 35)*

**JAN HOWARD**

*Most Promising Female Vocalist*



Jan Howard is one of the bright new names in the country vocalist field. She made her first impression on country music fans with her recording of "Pick Me Up on Your Way Down" on the Sundown label in 1958. She impressed Joe  
*(Continued on page 35)*

*thanks*

To these artists and locations for helping make Johnny's recent personal appearance tour such a great success . . .

## Michigan State Fair

Jeanne Black  
The Brothers Four  
Steve Gibson and The Red Caps  
Brian Hyland  
Brenda Lee

## Virginia State Fair

L. D. Keller and The Promenaders  
Hank Martin  
Tex Ritter

## Canadian Tour

The Fabulous Gays  
Ferlin Husky  
Jim Reeves  
Charlie Ryan

**AND STARTING NOVEMBER 17th**

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Booked by Marlin Payne Enterprises

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# 'Opry' Exec Sees Big C. & W. Future

By CLIFF THOMAS,  
Writer-Producer of  
"Grand Ole Opry"

On the eve of WSM's ninth Annual National Country Music Festival I have been asked, as I have been many times before, how it was possible for a man of my radio background to arrive at the unique position I now hold. I can only state that the way has been long and has followed a circuitous path thru radio stations that have been located in such diversified areas as Southern Illinois, Colorado, Chicago, New York and, for the past 12 years, in Music City U. S. A., Nashville.

What is more surprising to my friends is the switch in my type of work, for they know me best as perhaps the originator of the show and the original Captain Midnight . . . or perhaps as the writer of such famed soap operas as "Betty and Bob," "Myrt and Marge," "Happy Gilmans," "Valiant Lady" . . . or as one of the writers on such famous radio dramas as "The First Nighter," "Roads to Adventure," and the like.

Yes, the big question is how and why I got into the country music field. How is not important. The why is a question I have often asked myself. I wish I could say that I saw the light in blinding flash of revelation or that I was converted over night. It isn't true.

### A Bit Skeptical

My first feeling for country music and country musicians was one of indifference. I had been brought from New York to write and produce a half-hour network show starring Eddy Arnold. In addition,

I was to write and produce an hour show of all country music for a network of some 400 stations. Used to the discipline of New York studios, I was appalled when I learned that there would be first, no rehearsal; second, no dress, and, third, that many of the participating musicians would arrive after the show was scheduled to start on the air! And, sure enough, that was just the way it was . . . with a full hour of network time!

The show started rather lamely, I'll have to admit, but picked up speed as more and more musicians wandered into the studio and began to unshuck their gourds and join in. But to my horror, over a live mike and going out on the air, came these remarks from two of them, "What gear you playin' in?" "About three hands up along the neck," came the reply. "Where's your thumb?" asked the first. "Up on top," came the answer. "Oh, hell, no wonder I sounded so damned sour," said the first, and he changed promptly into the key of G, and the music sounded better.

### Artists Never Change

But I didn't hear it, they were too busy scraping me off the ceiling. May I add that I used those same two boys on a transcribed Pet Milk "Grand Ole Opry" the other night and they didn't have a bit of trouble with me. That is a part of the secret of the success of country music. The artists who are in it never change. They have a sort of a hard-rock ability to resist the constant hammering from the outside . . . the hammering that tries to change them. And that includes money, fame and glory. They are country artists till they die.

And, here's another observation, wholly personal. Country music has a wonderful and powerful ability in itself to make friends of outsiders. I know it's so in my case. Now I am fully aware that all I have said is wholly emotional. Let's talk for a few minutes from the purely practical side.

### Cites Pet Milk

Take the Pet Milk People, for example. Everybody knows about their Red Skelton TV show, but are you aware of the fact that Pet, thru the foresight of Earl Hotze, Pet account man at Gardner Agency in St. Louis, has a transcribed half-hour show of straight country music, using WSM artists exclusively, running on an average of 200 radio stations and that this show is now in its fourth consecutive year? And are you aware of the fact that Pet also has in the past year expanded its country music coverage in radio with the purchase of an additional half hour of WSM's Saturday night "Grand Ole Opry?" But that isn't all. Pet is branching out in television with country music. Just recently they have started video taping a half-hour show with Lester Flatt and Earl Scruggs for release in selected markets.

I think the pattern is clear for all to see. Pet, a smart outfit not noted for wasting money, has in the past five years discovered and made good use of a very powerful selling tool . . . country music. To paraphrase a famous comic strip character, "What's good and is selling for the Pet Milk Company certainly should be good enough for other advertisers in the U.S.A." Before we leave the subject of Pet Milk "Grand Ole Opry," I'd like to mention one other eye-opener.

For three years now the transcribed show has featured an annual talent contest for country music hopefuls. The winner receives a four-side recording contract from Wesley Rose's Hickory Recording Company plus six paid perform-

(Continued on page 35)

Moving Up Fast!

# BILLY GRAY



with his current release—

## I'LL FIND A WAY

and

## I'LL GO BROKE LOVING YOU

LH 505

Thanks to all at the Country Music Festival. Your reception to my latest record has been wonderful.

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DON GIBSON



THE SAME STREET (Acuff-Rose, BMI) (2:21) — SWEET DREAMS (Acuff-Rose, BMI) (2:12) — Two fine new recordings by Don Gibson which will catch both pop and country coins. Top side is a winning weeper, which Gibson performs well. Flip is another fine ballad with a good arrangement. Both are equally strong. RCA Victor 7805

WEBB PIERCE



FALLEN ANGEL (Cedarwood, BMI) (2:03) — TRUCK DRIVER'S BLUES (Dixie, BMI) (2:44) — Here's a Webb Pierce disk that could score solidly in both the pop and country fields. The top side, which has the strongest potential, is a fine one with a beat; flip is a driving country blues. On both, Pierce is in rare form. Decca 31165

THE EVERLY BROTHERS



BRAND NEW HEARTACHE (Acuff-Rose, BMI) (2:13) — LIKE STRANGERS (Acuff-Rose, BMI) (1:59) — The Everly Brothers will continue their hit string with these two sides, both of which have equal strength. Top side was a hit with Webb Pierce a while back; flip is a warm reading of a stylish ballad. Cadence 1388

CARL SMITH



YOU MAKE ME LIVE AGAIN (Cedarwood, BMI) (2:57) — I DON'T HURT NOW (Cedarwood, BMI) (2:15) — A pair of potent sides for Smith. Both are weepers and equally strong, and they're sold with plenty of verve and warmth against bright backings. Both also have strong pop potential. Columbia 41819

HANK SNOW



THE MAN BEHIND THE GUN (Rondo, BMI) (2:22) — I'M ASKING FOR A FRIEND (Delmore, ASCAP) (2:45) — Two fine efforts by the great Canadian country chanter. Top side is an upbeat three-beater, not unlike "El Paso," in its approach while the flip is a slow, plaintive weeper. Both sides have what it takes. RCA Victor 7803

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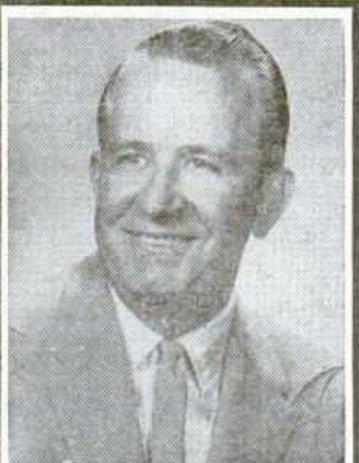
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**SKEETS McDONALD**

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"TEXAS" BILL STRENGTH

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# The Billboard

## HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	ALABAM, Cowboy Copas, Starday 501	18
2	2	2	3	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	9
3	4	4	5	EXCUSE ME, Buck Owens, Capitol 4412	7
4	3	3	2	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	10
5	5	8	9	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	9
6	6	6	6	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	11
7	7	5	4	ANYMORE, Roy Drusky, Decca 31109	17
8	9	11	12	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	5
9	11	12	22	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125	4
10	10	14	27	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172	4
11	13	21	25	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	4
12	8	7	8	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	16
13	15	15	10	CRUEL LOVE, Lou Smith, Top Rank 2069	12
14	18	—	—	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	2
15	12	10	11	I KNOW ONE, Jim Reeves, RCA Victor 7756	15
16	22	—	—	LONELY RIVER RHINE, Bobby Helms, Decca 31148	2
17	14	9	7	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	13
18	16	24	—	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	13
19	19	16	21	THIS OLD HOUSE, Wilma Lee & Stony Cooper, Hickory 1126	8
20	26	—	—	HERE I AM DRUNK AGAIN, Clyde Beaver, Dottie 7682	2
21	—	—	—	YOU DON'T WANT MY LOVE, Roger Miller, RCA Victor 7776	1
22	21	—	—	THERE'S NOT ANY LIKE YOU LEFT, Faron Young, Capitol 4410	2
23	23	—	—	I CAN'T RUN AWAY FROM MYSELF, Ray Price, Columbia 41767	2
24	20	30	18	CARMEL BY THE SEA, Kitty Wells, Decca 31123	9
25	30	—	—	I'VE GOT A RIGHT TO KNOW, Buck Owens, Capitol 4412	2
26	—	—	—	FALLING AGAIN, Porter Wagoner, RCA Victor 7770	1
27	—	—	—	I MISSED ME, Jim Reeves, RCA Victor 7800	1
28	—	—	—	WORLD SO FULL OF LOVE, Ray Sanders, Liberty 55267	1
29	24	17	17	DRIFTING TEXAS SAND, Webb Pierce, Decca 3118	8
30	—	—	—	OLD LOG CABIN FOR SALE, Porter Wagoner, RCA Victor 7568	1

### Buck Owens

Continued from page 33

with the aid of his guitar playing. He was first heard on Capitol Records as the guitar player with Tommy Collins, which eventually led to his friendship with Capitol country a.&r. chief, Ken Nelson. Owens has come a long way since he was first signed to appear on "Grand Ole Opry" as Collins' guitar player. Today, in addition to a steady run of hit vocal records, he has also composed many hit songs.

Some of his biggest records to date have been "Under Your Spell Again," "Above and Beyond" and his current Capitol smash, "Excuse Me." In addition to these, Owens has written "You're for Me," "Down on the Corner of Love," "There Goes My Love" and "Sweethearts in Heaven." Owens was born in Sherman, Tex., in 1929. He started singing as a youngster and learned guitar at an early age. He has been a disk jockey and a sideman in bands and has been heard as a guitar player with Wanda Jackson, Jean Shepard, Skeets McDonald and Sonny James.

### Jim Reeves

Continued from page 33

comer to the country field. Long before "Four Walls" he had made a name with "Mexican Joe" and "Bimbo" on Fabor Robinson's record label, and later on he came up with more hits, including "Yonder Comes a Sucker," "My Lips Are Sealed," "According to My Heart" and "Am I Losing You."

The singer grew up on an East Texas farm, learning to sing and play guitar. He attended the University of Texas, and after college was a pitcher in the St. Louis Cardinal farm system. An injured leg ended his baseball career, and he turned to disk jockeying. But in 1953 his recording of "Mexican Joe" brought him national attention. At that time he joined the Louisiana Hayride in Shreveport.

### Wilburn Brothers

Continued from page 33

When they came out of the service, Doyle and Teddy started the Wilburn Brothers act. First they joined the Webb Pierce Show, and then went on "Grand Ole Opry." Since then their star has risen to the point where their records are best sellers in the country field.

Among their recent Decca hits are "I'll Sail My Ship Alone" and "Somebody's Back in Town." The boys have also recorded familiar sacred tunes for Decca, and they have a large following in this field, too. The lads have also recorded a number of albums for Decca, including the popular "Side by Side" and "Teddy and Doyle." The boys originally hail from Hardy, Mo. Altho neither is married, they both hope some day to be star husbands and fathers as well as star artists.

### Jan Howard

Continued from page 33

Johnson, Challenge Records exec, so strongly that he signed her to a long-term contract. She justified his faith in her by coming thru with "Yankee Go Home" and "The One You Slip Around With," the latter a big hit in the country field. Her current release is "If Your Conscience Can't Stop You" and "Many Dreams Ago."

Miss Howard is married to Harlan Howard, one of the top c.&w. songwriters, and resides with her husband and their three sons in Madison, Tenn. She was born in West Plains, Mo., and attended high school there. She is currently starring on "Grand Ole Opry" and makes regular appearances with various "Opry" groups.

### 'Opry' Exec Eyes the Future

Continued from page 34

ances on the Pet Milk Grand Ole Opry at regular transcribed scale.

The show plays on stations in 27 States. This year, which was no better or worse than the other two years, 130 odd stations held preliminary elimination contests and some 140 odd contestants participated in the finals. Thousands of stores participated in merchandising gimmicks, with entry blanks at point-of-sales displays, all of which point up the value of the promotion. But, remember, the hook it was hung on was country music.

No discussion of country music would be complete without the mention of WSM's world-famous, Saturday night "Grand Ole Opry." First off, as we say at the "Opry," the show is pure country music. No pop; no rock 'n' roll; no nothing but straight country music. Yet for 35 years, 35 cotton-pickin' years, the show has averaged a bona fide, paid admission of 3,500 attendance weekly at a buck a head or better. Think it over. Then think about the long-run shows on Broadway or any place else in the country.

Think, too, you agency men, you sponsors, of R. J. Reynolds Tobacco Company and their product, Prince Albert smoking tobacco and Camel cigarettes. When it comes to dollars and cents, this is about as hard-eyed an outfit as you can find, and their agency, the William Esty Company, has never been noted for tossing money out the window onto 42d Street. Yet, just the other day, I wrote show and commercials, No. 1,100. Twenty-one years of consecutive broadcasting for the same sponsor, the oldest living radio network show today. It's some sort of a record and it speaks out loud and clear for the tremendous pulling power and sales force of country music.

I'm fully aware of the fact that in this whole long-winded affair I have never once defined country music, have never given a simple, clear-cut definition of what it actually is. The reason is simple: I can't tell you.

Maybe some people could, but I'm not one of the fortunate. In talking with the artists I find that they also have a hard time putting it into words. Yet inside they know, and I think, so do I.

Country music is of the emotions, the inner feelings of a person. The expression of their thoughts, their joys, their hurts, their suppressed desires. Not all of it, for like with everything else there is good country music and there is bad country music. But the good country music has a universal appeal to all. Take for example the good country tune that Jim Reeves recorded, "He'll Have to Go." Look how it sold in the country field and look how it sold in the pop. It's appeal was universal.

The same is true of Marty Robbins' "El Paso" or Ray Price's "City Lights." Just recently Skeeter Davis' "I Can't Help You, I'm Falling Too" has done the same thing, along with Cowboy Copas' new hit "Alabam." And what about Ferlin Husky and "Gone," or Don Gibson and his "Oh, Lonesome Me," and a hundred others I could name? These are all country tunes, recorded by country artists, that had that universal appeal.

So, here I am, a man who started out as a soap-opera writer and producer in Nashville, writing and producing country music shows and wondering how I happened to change. And yet I believe the answer is simple.

Country music and soap opera are branches on the same tree in the fact that both appeal strongly to the emotions of the listener. Both give the listener the chance to "make a transference," as the psychologists say. Both give relief to pent up feelings and, as a result, promote better feeling. At any rate, country music is

here to stay, in fact it's getting bigger and better every year. More and more agency men and advertisers are turning to it as a means of steady and effective selling. And if you don't believe me, you should be in Nashville November 4 and 5 when thousands gather for the WSM Ninth Annual National Music Festival. There'll be more top brass on hand than you can count.

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Emerald 934

The Red Birds

### The Bryants

Continued from page 33

Thinking," "Richest Man in the World," "Have a Good Time," "Bye Bye Love," "Wake Up Little Susie," "All I Have to Do Is Dream," "Devoted to You," "Bird Dog," "Little Brother," "You Thrill Me," "Blue Boy," "I'm Not Afraid" and "We Could." Boud's current hit is the answer song to all of the tragedy records, titled "Let's Think About Livin'," a hit with Bob Luman on the Warner Bros. label.

Boud was born in 1920 in Shellman, Ga. He was educated at Shellman and Moultrie, Ga. His wife, Felice, was born in Milwaukee in 1925. Her parents, like Boud's, sang as a hobby. She started singing as a child and began to entertain as she grew older. During the war years she sang for USO shows. Boud and Felice met in Milwaukee and were married in 1945, starting the team of "The Bryants." They live outside Nashville in Hendersonville, and are the parents of two sons, Dane and Del Rene.

### Kitty Wells

Continued from page 33

his guitar, and he taught Kitty to sing.

She started her professional career when she was 18 on Station WSIX in Nashville. Since then she has sung on WNOX in Nashville and KWKH in Shreveport, La. She is one of the stars of WSM's "Grand Ole Opry" and one of the most consistent hitmakers in the country field. Her current hits are "Carmel By the Sea" and "Left to Right."

In private life she is Mrs. Johnny Wright, wife of the senior member of the Johnny and Jack vocal duo on RCA Victor. The Wrights have three children, two girls and a boy, and she has made it a rule that her professional duties take second place to her home life.

Kitty Wells is not only a successful record performer but also one of the strongest acts on the personal appearance circuit in the country field.

STORE-TESTED PROFIT POINTERS FOR DEALERS

## Customer's Talent Can Sell Tape Recorders

By ROBERT LATIMER

Making an effort to discover whether any of his customers have musical talents has opened the way to many additional tape recorder sales for Willard Moore, Denver stereo and high fidelity dealer.

Moore owns a busy record shop, with a showroom featuring stereo and monophonic tape recorders along with phonographs.

### Plays to Relax

A little more than a year ago, while waiting on an elderly customer who had been shopping regularly in the store for several years, Moore suddenly realized that the man had shown an outstanding preference for recorded organ music. Commenting upon this, the Denver dealer found that his record customer had an expensive organ at home, and had been playing it for more than 20 years "for relaxation."

Moore, who regularly rents tape recorders to supplement sales income, suggested to the customer:

"Have you ever tried recording your own organ music on tape?" The customer, it turned out, had never experimented along these lines. Moore immediately offered to loan him a tape recorder and a 1-hour 7-inch reel of tape, to experiment with. At first the amateur organist declined, but eventually accepted the recorder offer, and Moore placed it in his car.

"That customer was back the next morning with the cash to buy the most expensive recorder we carried in stock" Moore said. "A \$325 model with good stereo recording channels, and a well-engineered speaker system. He had obviously enjoyed listening to his own recordings so much that he didn't hesitate to add to such enjoyment with the purchase of the tape recorder. Since then, he has been a regular purchaser of blank tapes, sending recordings of his organ music to his friends and relatives as gifts. We followed up on this aspect of the situation, of course, and in the space of a single year, we sold five more tape recorders to relatives, living in Denver and in suburbs."

Ever since, the Denver dealer keeps a sharp eye out for similar sales opportunities. Women shopping in the store with children in the 8 to 12-year-old bracket are carefully asked whether the youngsters are learning the piano, violin, or other musical instruments. If the answer is yes, Moore always comes up with the same offer, simply furnishing the family a recorder without charge, "to let the youngster try his luck at recording." Not all such instances result in profitable recorder sales, of course, but they have been responsible for more than 50 sales in the space of a year, all of them including better-priced, top-quality equipment.

### Kid Prospects

"There is no better prospect than the mother whose 12-year-old

*(Continued on page 63)*

## RCA Sets Up Camden Exodus

INDIANAPOLIS — The complex operation by which the headquarters of the Radio Corporation of America and the RCA Home Instrument Division will be moved from Camden, N. J., to Indianapolis by the middle of January, it was disclosed here this week.

Establishment of the plants here will entail the employment of 450 additional persons, Delbert L. Mills, vice-president of the sales organization and the home instrument division, who will guide the Indianapolis operation, announced. To come here from New Jersey will be 175 key employees, he added.

Over 5,000 persons work for RCA in Indianapolis and in the State the firm's work force is in excess of 10,000.

All production of radios, phonographs, stereophonic instruments and tape recorders is now centered at the Indianapolis plant at 501 N. La Salle, having been transferred here from Cambridge, O. Also manufactured at this plant are electron tubes and records. Operation of another plant for the making of magnetic recording tape was recently inaugurated here, too.

Bloomington, Ind., will be the hub of television receiver production altho component parts will be made in Indianapolis, Mr. Mills said.

The RCA plant for the making of cabinets will remain at Monticello, Ind. Operation of the television picture tube plant will continue at Marion, Ind.

In Indianapolis last week to check moving preparations were John L. Burns, RCA president, and W. Walter Watts, group executive vice-president and president and board chairman of the RCA Sales Corporation.

## EIA Reports Findings on FM Tests

WASHINGTON — On Monday (24), the Electronic Industries Association filed its Panel Five National Stereophonic Radio Committee Report (NSRC) with the Federal Communications Commission. The report concerns itself with the tests held during the summer of six proposed FM stereo broadcasting systems, held at Uniontown, Pa., over the facilities of Station KDKA-FM.

While the report makes no recommendations as to which of the six systems is the better, it does contain technical data which should, along with other factors, help the FCC in determining the standards for FM stereo broadcasting. Companies which participated in the tests were: Crosby, Telectronics, Calbest, Multiplex Development Corporation, EMI Electronics, Zenith, and General Electric.

In all, eight systems were submitted to Panel Five of NSRC, but the report explains that Philco and General Electric asked not to be included in the field tests. Likewise, neither RCA or CBS participated in the tests for legal reasons.

This report is most likely the last on the stereo FM tests to be submitted to the FCC, following an earlier report on March 14, and NSRC, except for Panel Five, has been on an inactive status since. Some 40 engineers devoted 1,300 man-hours compiling the data on field tests alone.

## NEW AUDIO PRODUCTS

### Lo-Boy TV Has Stereo Phono

The Emerson Radio and Phonograph Company has introduced a Lo-Boy TV with stereo phono that has been added to the firm's 1961 line. The stereo-TV, one of four additions to the line, is the Model 1554, a self-contained 19-inch TV with FM-AM radio, and stereo phonograph. The set is specifically designed for homes with limited space and has automatic four-speed changer and four co-ordinated speakers. It is housed in a cabinet of either



walnut or limed oak hardwood. Set sells for a suggested list price of \$358.

### Two Consoles Debut

Two new versions of the Webcor Moderne 1068 basic stereofonic chassis have been debuted by that Chicago firm.

The unit has a 30-watt dual-channel amplifier and five speakers that give three-channel sound. The bass notes from both channels are fed into the 10-inch woofer. In addition, mid-range and high register signals are fed into two six-inch mid-range speakers and two four-inch tweeters. The units are available with FM, AM or AM-FM radio combinations, while changer, diamond stylus, dual volume, treble, and bass controls and external speaker jacks are standard equipment.

Pictured first is the Early American Model 1068-21, which comes in cherrywood or solid maple. Then comes the Danish Moderne Model



1068-31 in oiled natural hand-rubbed walnut design with louvres. Sets are priced from \$299.95.

### Turntable Changes Disks Automatically

The Garrard Division of British Industries Corporation, Port Washington, N. Y., chose the recent New York Hi-Fi Show to debut what it claims to be a new type record-playing instrument: the Laboratory Series Type A automatic turntable.

The unit combines a dynamically balanced tone arm; full-sized, full-weight, professional turntable, and motor with an automatic changing mechanism.

The tone arm is put into balance by an adjustable counterweight that slides to



proper positioning. A gauge shows the precise tracking force to jibe with cartridge maker specifications. The price of the new unit is \$69.50 less cartridge

### Two New AM-FM, Stereo-Phono Consoles

Two new stereo-phono consoles with AM-FM radio included and one with "reverb" type sound conditioning, have been added to the Emerson 1961 line.

One, a self-contained stereo FM-AM phono-radio console is officially called the Model 944. It has six speakers, automatic changer and is housed in cabinets of either mahogany or fruitwood. Suggested list price on this unit is \$368.

The Model 943 has, along with all the usual features of an AM-FM phono-radio in the stereo groove, a five-speaker system that incorporates Sound Reverberation. The selling price of the Model 943 is \$298.

### Sound Gets 'Citation'

The Harmon Kardon Company of New York has introduced a new stereophonic amplifier to its line. The new instrument is called the Citation V, modeled after the Citation II. Available in either kit or factory wired forms. The Citation V sells for \$119.95 in kit form; \$179.95 factory wired. In addition, another unit, the Citation IV, is also now on the market. It sells for either \$119.95, or \$189.95.

### Guide to Stereo

H. H. Scott Company, component manufacturer of Maynard, Mass., is offering a large magazine-sized booklet which gives helpful information and guide to stereo. It also covers decorating ideas involving the use of stereo equipment and catalogs the company's products. Copies are available from H. H. Scott, 111 Powdermill Road, Maynard, Mass.

STORE-TESTED PROFIT POINTERS FOR DEALERS

## Prerecorded Tape Is on the Upswing

By ROBERT SCOTT

Little more than two years ago, the prerecorded tape business was virtually nonexistent. Dealers selling such tapes were existing on inventory which in many cases was a year or more old; and stocks included in many cases items which were unsalable. However, in the months since, Ampex Audio formed a subsidiary to manufacture and retail new prerecorded tapes in the summer of 1959, and virtually every major record manufacturer has gotten into the act. Each month brings many new releases comparable in scope, if not in total volume, to that of the record industry.

### Changes Made

There have been a number of changes in tape manufacture and distribution during the last year. In tape's early days, one or two independent firms constituted the bulk of the business. Today, tape manufacture and distribution is dominated by one or two large independents and by several record

manufacturers who produce their own product. The change has meant, in addition to a more salable catalog, a better treatment of dealers by manufacturers in terms of dealer aids and support, and in terms of a reasonable and workable return policy. (See makers and sellers' directory in this issue.)

If your store already carries prerecorded tapes, you'll have noticed that there are some important similarities—and some important differences—between tape and records. Among the similarities: the catalogs, sales trends and merchandising techniques. The catalog includes many titles you're already stocking as records. Sales trends, according to most observers, tend to be similar. "If a record does well, it's likely that the tape will do well, too," says Pete Fabri, director of marketing and sales of Bel Canto Tapes. "If a dealer sells twice as many LP's of one title as he does of another, chances are that the ratio will hold for tapes

*(Continued on page 38)*

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S & W Distributing  
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Sonart Distributing Corp.  
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Melody Sales  
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Huffine Distributing  
Seattle 1, Washington

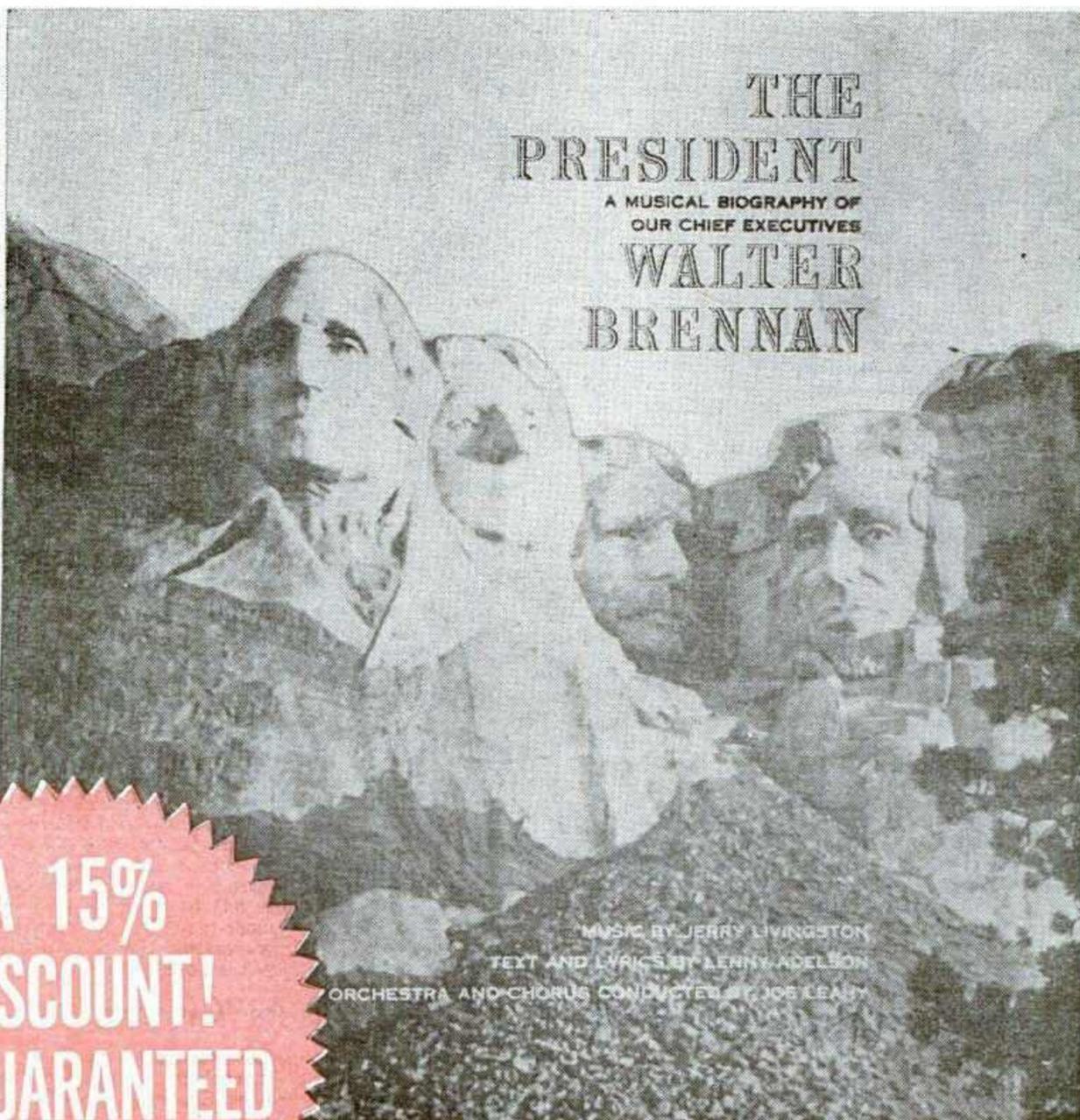
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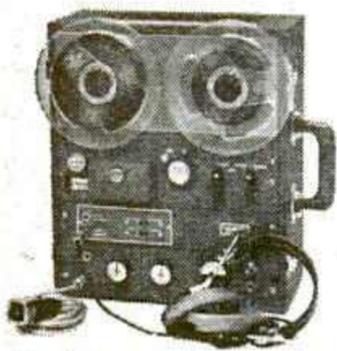


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## Prerecorded Tape Biz Makes Rapid Strides

• Continued from page 36

as well." Because the tapes come in packages identical to the records they represent, merchandising of the package is equally important. "We have to rely on an attractive jacket to help sell our tapes," Fabri continues. "Generally speaking, the manufacturer of the record knows what he's doing when he designs a jacket for a record. We reproduce that jacket in the original colors on our tape boxes because we believe he knows best how to display and sell his product."

There are also some differences. Few record catalogs are represented in their entirety on prerecorded tapes. "Every company selects only the best-selling titles from the disk catalog to which it has rights," Fabri explains. "We will occasionally add a title here and there for the sake of presenting a balanced catalog, but we don't believe in carrying a number of items that just won't sell. Nor does any other tape producer." Another difference is in total sales. Sales of 10,000 to 20,000 are considered comfortable for the average LP; tape sales nationally rarely break the 1,000 to 2,000 barrier. Still another is in dealer markup on tapes. "Dealers are forced to cut price on disks to stay in business; in most cases there's no reason for them to cut tape prices. They may sell fewer units, but they can get full markup if they ask for it," an industry spokesman says.

Fabri makes several recommendations for dealers planning to stock prerecorded tapes. "Start small," he tells retailers. "Settle on one good line, and stock a minimum inventory—perhaps as few as one each of the dozen best-selling titles the line has to offer. The total cost to the dealer can be less than \$50, and you can see how tapes fit into your particular type of operation. Doing it this way, you get the cream of the crop—the tape producer selects the top-selling items from the catalogs available to him, and the retailer selects the best sellers available from those."

"The next step is to build up your department. By all means, stock more than one line. Select each on the basis of its ability to round out the catalog you present to your customers. And if a line doesn't move, don't hesitate to remove it or replace it. After getting your feet wet with a minimum it's time to start thinking of stocking in depth as well as offering a wider variety of titles. For example, I recommend that a dealer work on the basis of the top 30 titles in my line. An ideal inventory for an average dealer might be three each of the first 10, two each of the next 10, and one each of the remaining 10. A dealer might extend the idea to cover his entire inventory, stocking in depth only those titles which actually move. If he gets a request for a title he does not have in stock at the moment, a telephone call to his distributor usually is all that's needed for him to get any given tape in 24 hours."

Should dealers continue to stock monaural or two-track stereo tapes, or should they concentrate entirely on four-track tapes? Most industry experts agree that while there still is some demand for two-track tapes, dealers would be better advised to concentrate on four-track. "Two-track is a dying field," says one wholesaler. "It doesn't pay to handle one or two titles here or there. The total sales of two-track might not amount to a dozen reels a week thruout our entire sales area. Monaural tapes are dead. There simply is no customer demand, and no product. Four-track is where the money and the volume are."

How can tapes be sold? Fabri makes several suggestions. "One is an attractive display of best-selling jackets," he comments. "They can be arranged neatly in a window—and you can get more of them than record jackets into a display without giving that cluttered look. Or you can tack them in rows or in a checkerboard pattern on the wall behind your cash register." Display materials, including posters, dummy boxes, and streamers are available from most suppliers. "Or you can sell tape from a rack, as a jobber might sell records. Tape manufacturers will be happy to supply racks, either free as part of an order or at nominal cost, which can be placed on the counter. Then the job of the retailer is simply to keep the rack filled and in a location where the customer can't miss it."

Altho a dealer can get into tape for less than \$50, a successful operation might involve an investment of 10 times that much, with tapes from each major catalog. "If you're a successful record merchant, you won't have trouble catching on to tape," Fabri concludes. It's worth the effort, because you keep more of the markup, and because the risks are so low. Because it's possible to predict from record sales what a tape will do sales-wise, dealers can order without having to guess. And because suppliers accept returns on a 100 per cent basis, there's no need for any dealer to get burned with tape.

## Makers and Sellers of Tape

The following is a directory of prerecorded tape merchandise with the original recording company, tape maker and/or distributor, lot price and merchandising aids furnished by the distributors. (See story in this issue.)

Label	Distributor	Price	Dealer Aids
ABC-Paramount	United Stereo Tapes 88 Llewellyn Ave. Bloomfield, N. J.	12 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Angel	Capitol Records Hollywood & Vine Hollywood 28, Calif.	—	—
Argo	Bel Canto Recordings 2919 S. La Cienega Blvd. Culver City, Calif.	—	100% exchange, racks, boxes, streamers, catalog
Audio Fidelity	United Stereo Tapes	15 at \$ 8.95	100% exchange, racks, boxes, streamers, catalog
Bel Canto	Bel Canto Recordings	\$6.95, \$7.95	100% exchange, racks, boxes, streamers, catalog
Capitol	Capitol Records	—	—
Carlton	Omegatapes 6906 Santa Monica Blvd. Hollywood, Calif.	4 at \$ 7.95	100% exchange, catalog
Chess, Checker	Bel Canto Recordings	—	100% exchange, racks, boxes, streamers, catalog
Columbia	Columbia Records 799 Seventh Ave. New York, N. Y.	—	—
Command	United Stereo Tapes	10 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Concertapes	Concertapes, Inc. P. O. Box 88 Wilmette, Ill.	19 at \$ 6.95 11 at \$ 7.95 7 at \$ 8.95	100% exchange, racks, boxes, streamers, catalog
Coral	United Stereo Tapes	9 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Decca	United Stereo Tapes	27 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Design	Stereophonic Music Soc. 303 Grand Ave. Palisades Park, N. J.	—	100% exchange, streamers, catalog
Disneyland	Bel Canto Recordings	—	100% exchange, racks, boxes, streamers, catalog
Dot	Bel Canto Recordings	—	100% exchange, racks, boxes, streamers, catalog
Elektra	United Stereo Tapes	10 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Epic	Columbia Records	—	—
Everest	United Stereo Tapes	80 at \$ 7.95 3 at \$11.95	100% exchange, racks, boxes, streamers, catalog
Forum	United Stereo Tapes	2 at \$ 6.95	100% exchange, racks, boxes, streamers, catalog
GNP	United Stereo Tapes	1 at \$11.95 3 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Grand Award	United Stereo Tapes	10 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Hi Fi Tapes	United Stereo Tapes	43 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Kepp	United Stereo Tapes	27 at \$ 7.95 5 at \$11.95	100% exchange, racks, boxes, streamers, catalog
Liberty	Bel Canto Recordings	—	100% exchange, racks, boxes, streamers, catalog
Livingston	Stereophonic Music Soc.	14 at \$ 7.95 4 at \$ 8.95 8 at \$ 9.95	100% exchange, streamers, catalog
London	United Stereo Tapes	20 at \$ 6.95 19 at \$ 7.95 15 at \$11.95	100% exchange, racks, boxes, streamers, catalog
Medallion	United Stereo Tapes	8 at \$ 8.95	100% exchange, racks, boxes, streamers, catalog
Mercury	United Stereo Tapes	12 at \$ 6.95 5 at \$ 7.95 1 at \$ 9.95	100% exchange, racks, boxes, streamers, catalog
M-G-M	United Stereo Tapes	21 at \$ 7.95 4 at \$11.95	100% exchange, racks, boxes, streamers, catalog
Monitor	United Stereo Tapes	8 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Omegatapes	Omegatapes	30 at \$ 6.95 17 at \$ 7.95 11 at \$ 9.95	100% exchange, racks, boxes, streamers, catalog
RCA Victor	RCA Victor Records 155 East 24th Street New York 10, N. Y.	—	—
Richmond	United Stereo Tapes	16 at \$ 4.95 2 at \$ 8.95	100% exchange, racks, boxes, streamers, catalog
Roulette	United Stereo Tapes	18 at \$ 7.95 1 at \$11.95	100% exchange, racks, boxes, streamers, catalog
SMS	Stereophonic Music Soc.	33 at \$ 7.95 9 at \$ 8.95 4 at \$ 3.95	100% exchange, racks, boxes, streamers, catalog
Somerset	Bel Canto Recordings	—	100% exchange, racks, boxes, streamers, catalog
Tico	United Stereo Tapes	3 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Time	United Stereo Tapes	7 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
United Artists	United Stereo Tapes	9 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog
Vanguard	United Stereo Tapes	14 at \$ 7.95 4 at \$11.95 2 at \$ 9.95	100% exchange, racks, boxes, streamers, catalog
Verve	United Stereo Tapes	31 at \$ 7.95 4 at \$11.95 1 at \$ 9.95	100% exchange, racks, boxes, streamers, catalog
Vox	United Stereo Tapes	10 at \$ 7.95 2 at \$11.95 1 at \$ 6.95	100% exchange, racks, boxes, streamers, catalog
Warner Bros.	United Stereo Tapes	48 at \$ 7.95 1 at \$11.95	100% exchange, racks, boxes, streamers, catalog
Westminster	United Stereo Tapes	17 at \$ 6.95 16 at \$ 7.95 4 at \$11.95	100% exchange, racks, boxes, streamers, catalog
World Pacific	United Stereo Tapes	13 at \$ 7.95	100% exchange, racks, boxes, streamers, catalog



on 20th FOX

### ALL YOU HEAR IS BEAUTY

## EXTRA SSSSSS FOR DEALERS

How to get them? Every dealer wants to know Mr. Dealer. Have you pulled a smart promotion, worked an original merchandising idea, made a clever tie-in pay off? Why not share your brainstorm with your fellow-dealers across the country through the columns of the record dealer's trade paper, The Billboard. Just send details to Lee Zhitto, The Billboard, 1520 North Gower St., Hollywood 28, Calif. We'll do the rest.



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*Lester Lanin Christmas Dance Party—  
LN 3617/BN 547\**

*High Society—Lester Lanin and his  
Orchestra—LN 3699/BN 570\**

*Dance to the Lester Lanin Beat—  
Lester Lanin Trio—LN 3656/BN 556\**

*Dancing on the Continent—Lester  
Lanin and his Orchestra—  
LN 3578/BN 533\**

*Dancing at the Mardi Gras—Lester  
Lanin and his Orchestra —  
LN 3547/BN 520\**

*Cocktail Dancing—LN 3531/BN 516\**

*Have Band, Will Travel—Lester Lanin  
and his Orchestra—LN 3520/BN 517\**

*Lester Lanin Goes to College—  
LN 3474/BN 501\**

*Lester Lanin at the Tiffany Ball—  
LN 3410/BN 505\**

*Dance to the Music of Lester Lanin—  
LN 3340*

*Lester Lanin and his Orchestra—  
LN 3242*

\*Stereorama

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# VOX JOX

By JUNE BUNDY

**BAND GIMMIX:** Dennis Hazzard, WKSB, Milford, Del., suggests that other deejays adopt an idea he found proved "tremendously successful" — a "Cavalcade of Bands." Hazzard featured six local teen-aged bands in competition over a five-week period at the Schine Theater in his area. Two bands were featured each week, and the winning one was featured with a top name on the theater's bill the week following the contest. The winner also appeared on 18-year-old Hazzard's radio show.

**CLAY'S "FLASHBACK":** Tom Clay, WQTE, Detroit, suggests that stations utilize a programming idea he calls "Flashback." He writes: "You turn back the pages of time . . . say October 27, 1944. For one whole day you broadcast as you would have on that day. Your copy department writes hypothetical commercials or — better yet — your local sponsors turn back their prices to that day. For info as to prices and events of the date check your local library (one week prior to date chosen). Find out what movies were playing, info on sugar rationing stamps, car pools, etc. Your news and sports should all be prerecorded. If you want some fantastic news inserts get the album 'Hear It Now,' with talks by the late F. D. R., etc. Your jocks should read requests from the boys overseas. . . . Play the music that was popular then. You'll get a kick out of playing a record by Frank Sinatra and quipping: 'Just a fad with the kids. He'll never last.' On my show, during 'Flashback,' I read off lists of names of boys who were killed in action. Then I said: 'I wonder how soon we will forget — 5, 10 or 15 years from now?' Our switchboard lit up like a Christmas tree."

**GIMMIX:** Clay Cole, WNTA, Newark, N. J., is conducting a new amateur talent contest. Winners are chosen by his young studio audience, and guest stars appear on the show to give tips to the teen-aged performer-contestants. . . . Lady Greyhound, canine symbol of the Greyhound Corporation, starts a deejay tour of the West Coast next month. The "symbol" was recently named an "honorary deejay" by Ted Jackson, WRCV, Philadelphia. She, in turn — courtesy of flack Sam Blake — named him an "honorary dog."

**CHANGE OF THEME:** Al (Jazzbo) Collins, who has always preferred jazz to "Top 40," has left WINS, New York, to join KSFQ in San Francisco, one of the most jazz-conscious areas of the country. Collins will hold down the 9 p.m. to midnight time slot, Monday thru Friday, and from 7 p.m. to midnight on Saturdays. . . . Stan Richards, WINS, New York, has been appointed national chairman of the Disk Jockey Cancer Crusaders for the 1961 Crusade of the American Cancer Society.

New infant spinners include David Scott Fogel, son of Jerry Fogel, WBBB, Rochester, N. Y., and Jacqueline Phillips, daughter of Dick Phillips, WEVA, Emporia, Va. . . . Dean C. Parkhurst has joined WHEN, Syracuse. . . . "Frantic Frank" Herron has returned to KNEW, Spokane, in the 9 a.m. to noon time seg. Bob Adkins, program director of KNEW, notes: "In connection with the current 'Report to the Nation' disk, we asked listeners to list all songs on the record. Winner received the record."

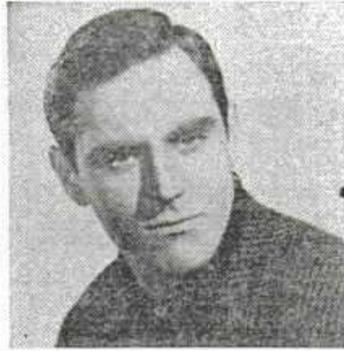
**OVERSEAS SPINNERS:** Ramsey Ames, who has a weekly program, "Acqui, Norte America" ("This Is North America") on Radio Madrid (Sundays at 8:30 p.m.) in Spain, has signed Bill Downs as his New York correspondent. Downs will supply Ames with info on the latest U. S. disk hits, plus Broadway and Hollywood news notes. . . . Jay Neely, WITH, Baltimore, writes: "I've read with interest several mentions recently of KSBK, Okinawa. As the first civilian program director of that outlet (1956-'57) I am curious as to what has happened to the many staffers that shared a rather unique experience in radio endeavor. It might interest you to know that KSBK is not in any way connected with the U. S. government, but owned and operated by the University of the Ryukyus and the Ryukyus Broadcasting Company respectively. It shares space with the Japanese language station."

**THIS 'N' THAT:** George Hudson, WNJR, Newark, N. J., celebrated his seventh anniversary at that station over the weekend, with a special stagershow at the Newark Armory Saturday (29) night. The bill included B. B. King, the Coasters, Ben E. King, Ted Taylor and the Hollywood Flames. . . . Ronnie Cash, WJET, Erie, Pa., is readying a series of new half-hour Sunday afternoon shows, featuring such veterans as Sinatra, Crosby, Dorsey, etc. He needs enough albums by specific artists to produce a half hour show for a minimum of 13 weeks.

**TEXAS:** Bill Bailey, KTHH, Houston, is holding a giant Halloween Hop this Monday (3) at the Galena Park Community Building. . . . New head of staff at KFMK-FM, Houston, is J. J. Darby, formerly with KTLW, Texas City, Tex. . . . New station KQUE-FM began broadcasting this month, with Webb Hunt as program director and deejays Felix Martin and Joe Walker. . . . Mel Pennington, KXYZ, Houston, recently played male lead in the Houston Playhouse Production of "Call Me Madam."

John August has joined KRBE, Pasadena, Tex., with a Sunday morning time slot. . . . Carl Brazell, KTRH, Houston, and his frau have a new daughter. . . . Lew Lowery, KTRM, Houston, married Pat Wilson last week. Also a bridegroom is Charlie Van, KTSA, San Antonio, who married Peggy Rachel September 22. . . . Joel Spivak, KILT, Houston, is conducting a contest to find the woman with the prettiest feet in the Houston area. Local fem listeners are asked to send pictures of their feet to Spivak. . . . Deejays at KNUZ, Houston, hosted a weekly "Teenville Dance" at Gulfgate Auditorium this month, with all proceeds going to a special fund headed by Dr. Tom Dooley.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### British Film Star Scores on 'Hot 100'

Versatile Anthony Newley, established star of British movies, television and stage, is now one of England's hottest pop singers.

A veteran of 40 films, 28-year-old Newley became a pop chanter within the past year thru his starring role as a rock 'n' roll singer in the British film "Idle on Parade." All four songs he sang in the pic became hits in England.

Newley came into the limelight on the U. S. record scene with his recent recording on the London label, "Do You Mind," and his current single, "If She Should Come to You," is now a climber on the "Hot 100."

In addition to all these talents Newley plays the guitar and his hobbies are painting, photography and fishing.



### Bud and Travis Break With 'Ballad of Alamo'

Bud Dashiell was born in Paris, but moved to Virginia with his family at an early age. After serving in the Army for seven years, he enrolled in an art school in Los Angeles where, to support himself, he began to play club dates. He took up the guitar when he was 17.

Travis Edmonson was born in Long Beach, Calif. While in college he began singing and playing guitar. Upon graduating, he took to the road for three years, performing as a single in various clubs. After a four-year hitch in the Army, Travis continued his entertainment career making personal appearances.

The boys met and decided to team up in August, 1958, when they were playing across the street from each other at clubs in San Francisco.

"Ballad of the Alamo," on Liberty, is their first disk to hit the "Hot 100." Looks like a live one.

## YESTERYEAR'S TOPS—

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

### NOVEMBER 5, 1955

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

### NOVEMBER 4, 1950

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

# MUSIC AS WRITTEN

## New York

Metronome magazine has hired a new managing editor, David Solomon, to handle the business end of the jazz publication. Solomon was formerly with Esquire. . . . Charles E. Beulike has been named supervisor of a.&r. for the Columbia Record Club. . . . James Harbert is now a producer for Columbia Records on the West Coast under Exec Producer Irving Townsend. . . . Johnny and the Hurricanes bow at Rand's Club in Washington on November 8. . . . Johnny Angle, formerly with Ace Records, has started his own label, Century Limited in Jackson, Miss. . . . Billy Williams is now at the Riviera Hotel in Las Vegas. . . . Jimmy Jones is still packing them in in England. . . . Orrin Keepnews, of Riverside Records, handled recording dates for seven new albums in one week of recording on the West Coast. He is now back in New York, resting.

Kerry Corwin is the new West Coast publicity rep for Columbia Records, reporting to Peter Fremd in New York. . . . Adam Wade opens at Blinstrub's in Boston on December 5. . . . The Modern Jazz Quartet opens at the Village Vanguard in New York November 1. . . . Billy Eckstine opens at the Cloisters in Los Angeles November 17 for three weeks. . . . Pickwick Sales has appointed King Records in Atlanta and Boston and Heilicher Brothers in Minneapolis to distribute Design and other allied labels. This is the first time that any King distributor has taken on outside labels. . . . Bobby Pedrock is now on the Shell label.

English impresario and publisher Jeff Kruger, now associated with Buddy Kaye, the writer-publisher, is in the U. S. on a fortnight's business trip. He will be working out of Kaye's office in New York, on songs and on TV films and feature films. . . . Sam Wilhoit writes that the new Aztec LP, "Heaven Is a Noisy Place," an actual live recording of a gospel spiritual concert, contains 80 minutes of some of the most emotional singing ever waxed. . . . Cleffers Sid Jacobson and Lou Jacobson, now indie producers, have created a lot of new wax for the Shell, Ivy and Laurie labels. New waxings feature the Ivy Three, Bobby Pedrick and Kenny Dana on Shell and an album for Laurie, "A City of People."

The Herbie Mann Afro-Jazz Sextet opens at Chicago's Birdhouse November 1. . . . The Ramsey Lewis Trio opens at the Sanbah Room in Hollywood November 9. . . . Chico Hamilton starts at the Mardi Gras, Kansas City, Mo., November 3. . . . Clarinetist Rolf Kuhn has signed with Panorama Records. . . . Johnnie Ray opens at Basin Street East in New York November 3. . . . Joe Jones on Drums and Milt Hinton on bass star on a new Everest album called "Percussion and Bass." . . . Jack Scott signed with GAC this week.

Hanover-Signature purchased the master featuring singer Madeline Kern singing "Danny." Disk was originally issued on Larry Uttal's Madison label, but the diskery was so busy with other records that it okayed the singer taking the "Danny" platter to another label. Smokey Stover and the Firemen are now playing the Hotel Peabody in Memphis. . . . Joe Rubbino of Ric and Ron labels is now in the East promoting records by Martha Carter, Eddie Bo and Tommy Rodegey. . . . Patti Page opens at Blinstrub's in Boston November 14. . . . Stanley Mills, of the Mills Music clan, announced his engagement to Natalie Rosenberg, non-music business, last week.

Bob Rolontz

## Cincinnati

Les Paul and Mary Ford and Tony Pastor's orchestra were here Tuesday night (25) with the Richard M. Nixon-Henry Cabot Lodge entourage to furnish the entertainment at the mammoth political rally at Cincinnati Gardens which attracted a standing room crowd of 19,000 indoors, with another 10,000 jamming the outdoor environs. The proceedings were televised on a national hook-up via WKRC-TV here. . . . Mrs. Mayme Clark Vance, wife of Willis Vance, local theater man, ticket broker, ad agency exec and publisher of Your Host, guide to Greater Cincinnati, died at Holmes Hospital here Tuesday morning (24). . . . Dunninger, the mentalist, was at the RKO Palace Theater here Wednesday (26) for four performances to promote the local premiere of the new M-G-M flicker, "Village of the Damned." The flick is in on a promotional tie with WLW, and a number of the station's artists, including Paul Dixon, Bonnie Lou, Bob Braun, Jack Gwyn, Bill Albert, Jack Norwine and Dean and Penny Richards made stage appearances along with Dunninger. The mental expert also guested on the Ruth Lyons "50-50 Club" TV-er over the Crosley four-city TV hook-up via WLW Wednesday.

The "Grand Ole Opry" package, in here Friday (21) at Cincinnati Gardens for a single performance in a tie with The Kroger Company, national food chain, attracted a crowd of 4,500. The Kroger stores pitched ducats on a buy-one-get-one-free basis. Promotion was handled by Erving Weinhaus, of Progressive Promotions, with headquarters in the Gardens office. Same package played Detroit Saturday (22) and Troy, O., Sunday (23), drawing well at each stand. "Opry" unit comprised Minnie Pearl, Bonnie Lou, Ray Price, Wilma Lee and Stony Cooper, Rusty York, Sleepy Marlin, Connie Hall, Jimmie Skinner, Grandpa Jones and the Kentucky Briar Hoppers.

Leonard Salidor, Decca's national promotion manager, in town Thursday and Friday (27-28) to huddle with the local Decca reps. He observed the pop chart operations at The Billboard office Friday morning. . . . Peggy Lord, guitar-twanging singer and funny gal, who concluded a three-weeker at the suburban Key Room October 22, returns Tuesday (1) to open Benny Stevens' private Executive Club at the same location. . . . Al Martino has just recorded the Paul Insetta-Harry Fenster tune, "It's All Over But the Crying," on the 20th-Fox label. Southern Music is publishing. . . . WSAI-Radio here has been awarded first place for merchandising excellence in an eight-State competition sponsored by International Breweries, Inc. Bruce Berckmans, International president, flew to

(Continued on page 43)

# There's plenty of

# SILVER



## in Count Basie's Silver Anniversary Sales Program

### MR. DEALER:

THIS ROULETTE SALES PROGRAM\* IS AVAILABLE ONLY IN YOUR STORE! IT'S A TREMENDOUS TRAFFIC-MAKING PROGRAM THAT IS NOW CREATING SPECTACULAR CONSUMER SALES IN STORES ALL OVER THE COUNTRY.

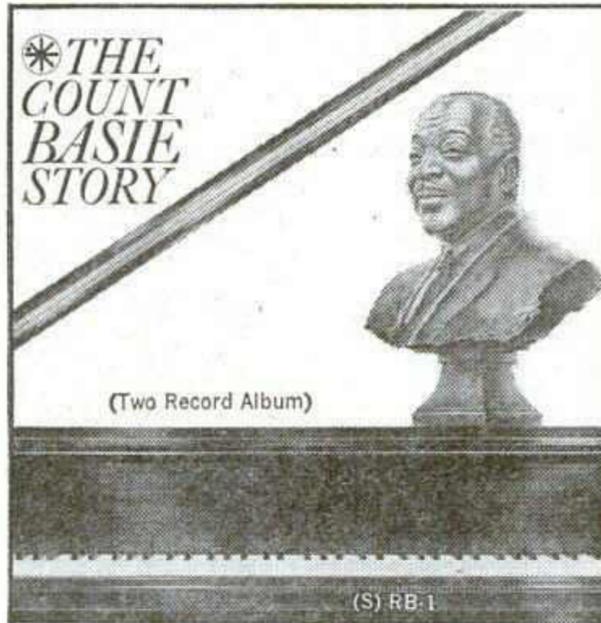
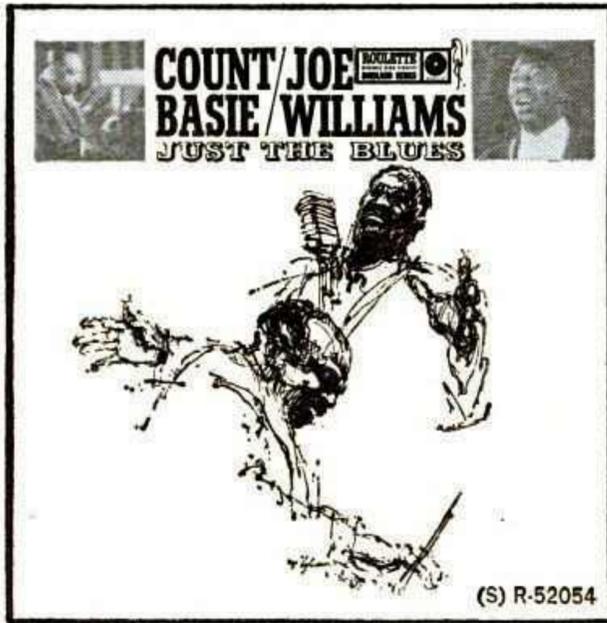
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# BUY

50 . . . GET 25 FREE!  
100 . . . GET 50 FREE!  
500 . . . GET 250 FREE!  
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**BACKED BY PLENTY OF FREE, HARD-SELLING MERCHANDISING...** One of the most massive promotional programs ever offered the record industry!

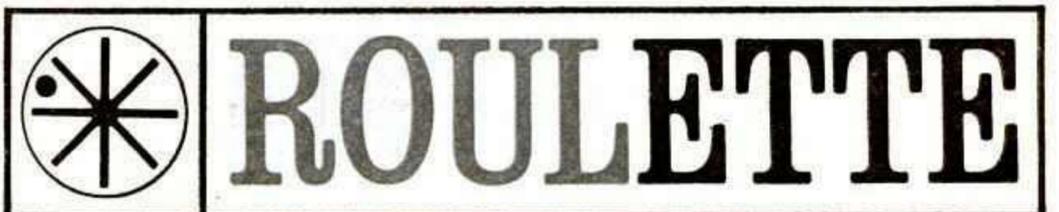
Complete "in store" and window display kit contains: 4-color giant easels and mobiles, streamers, selling jackets, special catalogs, coupons! Kit alone worth more than \$20.00...yours free!

**BACKED BY SENSATIONAL ADVERTISING AND PUBLICITY...**

That sends customers to record dealers (not mail order "clubs")! 7-million circulation, the heart of the jazz record buying audience, will see ads in: Playboy... Esquire... Downbeat... Time... Ebony... Tan... Saturday Review... Cue ... New York Times Magazine... Music U.S.A. ... Schwann Catalog... High Fidelity. Plenty of local coop advertising too! PUBLICITY in national magazines... syndicated stories... album reviews... D.J. service! SPECIAL! Count Basie featured in the Fred Astaire Spectacular, NBC-TV.

**GOOD FOR ALL "BIRDLAND SERIES" CATALOG ALBUM TITLES! QUANTITIES UNLIMITED!**

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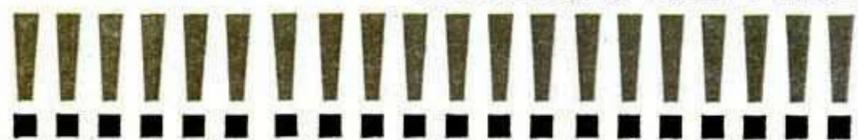
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**"A DATE WITH THE  
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 BURBANK, CALIFORNIA  
 ORDER FROM YOUR NEAREST DISTRIBUTOR



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AVAILABLE IN MONOPHONIC AND STEREO SOUND

# MUSIC AS WRITTEN

Continued from page 40

Cincinnati last week to present **Howard Eicher**, WSAI general manager, and **Mrs. Marian Knight**, station promotion director, with a plaque symbolizing the award. **Bill Sachs**

## Chicago

The giant M-S Distributing Company party, hosted by **Milt Saltstone** at the Sherman Hotel's Ballroom, was the talk of the trade here last week. More than 1,000 music traders attended. The affair was strictly social, all business taboo. Saltstone quipped, "Anyone caught talking records gets thrown out." Everyone stayed. **Vic Faraci's** band played the night. Entertainment included appearances by **Ramsey Lewis** and **Bill Henderson** doing a double, **Joe Conti**, **Gerry Granahan**, **Jack DeShanon**, **Dion** and **Bobby Rydell**. Rydell, an old friend of Saltstone's, reportedly passed up a \$4,000 club appearance to make the date. **Phil Skaff** emceed.

Only sad note was the death, two days before the party, of **Frank Sorrentino**, 27-year-old tenor sax man for Faraci's band. He left his widow, **Ann**, and two small children. Sorrentino had an undiagnosed heart condition. Members of the Faraci band insisted on donating all proceeds from their evening's pay to a fund to be set up for Sorrentino's family. Anyone wishing to contribute can contact Faraci at M-S's Chicago office.

**Bobby Rydell's** next date is a Timex spectacular with **Red Skelton** November 30. From there he goes on a series of one-nighters, winding up at the Paramount, New York, over the Christmas holidays. He'll be with **Perry Como** January 4, then clubs—the Copa, New York, in June, and a date with **George Burns** in July at Las Vegas' Sahara. **Frank Day**, Rydell's Philadelphia manager, also talks about picture interest. . . . **Sam Cerami**, formerly with Top Rank International as Midwest sales manager, has opened his own free-lance record management consultant office here. . . . **Toni Harper**, former child star, is slated for an Australian tour starting December 5. She'll appear in clubs, hotels and on TV. Toni's new album (RCA Victor) with emphasis on standards is due after January 1. **Nick Castle**, Hollywood choreographer, helped Toni prepare her night club act.

**Bill Henderson** is due to bow at the Playboy Club October 8, sharing stage with comedians **Burns** and **Carlin**. . . . **Gene Krupa** opens at the London House Tuesday (1). . . . **Chicagoland's Fine Arts Quartet** has been taped for the Ed Sullivan show Sunday (6). The group joins another **Windy City** native, **Benny Goodman**, in a clarinet quintet selected from the classics. . . . **Frank D'Rone** (Mercury) joins comedienne **Phyllis Diller** for three weeks at **Mister Kelly's** Monday (31). . . . **Max Morath**, pianist-composer, will focus on the mood and music of the ragtime era in a 12-week series beginning Tuesday (1) on WTTW-TV.

Nick Biro

## Toronto

RCA Victor c.&w. artist **Hank Snow** at the Casino Theater, pulled a hefty out-of-town crowd during his p.a. . . . Among those traveling to the Country Music Association convention at Nashville from here will be **Harold Moon** of BMI Canada, **Frank Jones** and **Robert Pampe** of Columbia Records, **Dan Bass** of Arc Sound, CBC-TV artist **Tommy Hunter** and CBC deejay **Bill Bessy**. . . . Mounted displays in the various record stores in the city feature albums by **Marlene Dietrich** who is appearing at the O'Keefe Centre Auditorium. . . . **Johnny Mathis** is booked for His Majesty's Theater, Montreal, for a week. . . . First waxing in Canada for a United States contract will be completed by **Ivan Romanoff**, who will do first of three sessions for Columbia. Romanoff, who cut one previous album, "Rhapsody With Romanoff," has been brought under a two-year pact with Columbia. . . . Quality Records plans a press reception for **Fabian**, who is making a p.a. at Maple Leaf Gardens.

Nine Canadian radio stations are carrying Quality's "Billy Billy Went Awaking" on their charts as recorded by the **Beau Marques**. . . . **Mike White** and His Dixielanders have replaced **Peter Appleyard** at the Plaza Room. . . . **Maurice Sobel's** Westover Hotel, which built a unique reputation here in the world of jazz, has been put in the hands of creditors.

**Steve Woodman**, former deejay at WNTA-TV and CFCF, Montreal, has taken over the 6 to 9 a.m. chores at CKFH here. . . . CKGN Program Director **George Davies** was Hawaii-bound for a two-week vacation with a stopover in Winnipeg. . . . **Chester McCowan**, formerly with a Dallas station, is now deejay at CKPR, Fort William, Ont. . . . Phonodisc's **Don McKim** was in New York lining up new product.

Toronto Musicians' Union lined up a one-year contract with Toronto Symphony Orchestra. The unit, which includes 82 people, calls for a minimum of \$100 until December, and then \$111 with commercial sponsorship. . . . **Al Siegel** has booked **Ford** and **Hines** into his Barclay Hotel for February. **Larry Steele's** Smart Affairs of 1961 will spend two weeks at the hotel. . . . **Jona Carroll**, who records on the Seeco label, is the thrush at the smart LeCabaret, while upstairs in Club 76, **United Artists' Bob Darch** is pounding ragtime keys. . . . An American musician will conduct the Canadian Broadcasting Corporation Symphony in its first U. S. recording for Columbia. Skedded for 1961 is the Schoenberg Piano Concerto with **Glenn Gould** as soloist. The CBC will broadcast the concert. **Harry Allen Jr.**

## Hollywood

Capitol's the **Eligibles** proved themselves eligible for work last week. Group cut a radio commercial, had two Capitol recording sessions, taped background choral effects for **Johnny Cash's** "Five Minutes to Live" movie, did soundtrack voice-blending on an (Continued on page 63)

# 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.

This week's big Country & Western issue, in conjunction with WSM's Annual Music Festival in Nashville November 4 & 5, announced the selection of **Chet Atkins** as "C&W Man Of The Year." This issue also contains the result of Billboard's polling the nation's C&W disk jockeys to determine their favorite C&W artists, record, album and songwriter. It's an issue broadcasters will want to hold onto for year-round reference and programming ideas.

The **AMES BROTHERS**, Ed, Vic, Gene and Joe, lend their strong voices to two tunes from motion pictures, *Where The Hot Wind Blows* (from the forthcoming film of the same title) b-w **Suzie Wong**, a Chinese-type item from the *Suzie Wong* film. Taking advantage of the current craze for the Big Bands of both the thirties and pre-war years and the resurgence of interest in their repertoire, the Ames Brothers have a new RCA Victor album of most popular hits of that era. In the album, The Ames Brothers Sing The Best Of The Bands, you'll recognize *Dancing In The Dark*, *I've Got My Love To Keep Me Warm*, *And The Angels Sing*, *Heartaches*, etc.

**PAUL ANKA**, recently returned from a very successful South American tour, is a fast climbing Star Performer on Billboard's Hot 100 Chart with *Summer's Gone*. A diminutive, volatile character, Paul, who is constantly "on-stage," will be on stage at the Auditorium in Mexico City November 4 thru 6, and for one week at Sciolli's Club, Philadelphia beginning November 28. He is also on stage on records via his ABC-Paramount album, *Anka At The Copa*.

**BING & SATCHMO** is the title of a new M-G-M Records album that brings together two veteran talents, **Bing Crosby** and **Louis (Satchmo) Armstrong**. **Billy May** arranged and conducted and **Johnny Mercer** did most of the adaptations on a group of nostalgic tunes that provides excellent easy-listening programming. Included in the LP are *Muskat Ramble*, *Dardanella* (both these tunes were released as a single), *Way Down Yonder In New Orleans*, *Brother Bill*, *Rocky Mountain Moon*, etc. Both these gentlemen are currently overseas. **Bing** and his wife, **Kathy**, are currently in England where **Bing** cut an album session, his first there in many years. The purpose of their visit to Europe, however, is primarily for golf and shopping sessions. **Satchmo** is in the Congo on one of his many State Department sponsored goodwill tours.

**BIRTHDAYS OF THE WEEK:**  
Oct. 31, **Dale Evans**, Nov. 3, **Joe Turner**, Nov. 5, **Roy Rogers**, Nov. 6, **Ray Conniff**.

**FATS DOMINO:** Billboard reviewed **Fats Domino's** latest Imperial release, *My Girl Josephine* b-w *Natural Born Lover*, "one of the great Fats Domino records." Both sides are in the style of the portly, piano-pounding stalwart of rhythm and blues. And, both sides turn up on Billboard's Hot 100 Chart as fast climbing Star Performers.

**DUANE EDDY**, one of the rare popular recording stars who reached the top with a twangy guitar instead of singing, turns in a solid instrumental treatment of **Henry Mancini's** recent hit, *Peter Gunn*. *Flip Is Along The Navajo Trail* — both are Billboard Spotlight Winners. Many of Eddy's hits are packaged in a new album titled *A Million Dollars Worth Of Twang*. Included in the LP are *Rebel-Rouser*, *Movin' And Groovin'*, *Because They're Young* and *Forty Miles Of Bad Road*. Eddy is presently on GAC's Biggest Show Of Stars tour playing the Syria Mosque, Pittsburgh, November 1; Memorial Coliseum, Winston-Salem, N. C., the 2nd; Coliseum, Charlotte, N. C. 3rd; Reynolds Coliseum, Raleigh, N. C., 4th; Municipal Auditorium, Norfolk, 5th, and on the 6th the Mosque, Richmond, Va. Incidentally, he was chosen "World's

Most Outstanding Musical Personality" in a recent poll conducted by the British music paper, *New Musical Express*. Last year the title was held by **Elvis Presley**.

**DON GIBSON**, one of the most popular stars recording in the South's music city, Nashville, is on the scene with two fine recordings, *The Same Street* b-w *Sweet Dreams*. Both sides are out of Nashville's active publishing house, *Acuff-Rose*. Billboard rates them a Spotlight Pick.

The **JORDAN BROTHERS**, **Joey** and **Frankie**, make their disk bow on *Jamie Records* with a catchy ballad titled *Things I Didn't Say*. *Flip Is Polly Plays Her Kettle Drum*, a cute novelty about a young chick who plays a drum in the school band.

**BOBBY RYDELL:** Looks like the young showman from Philadelphia is headed for the top of the music charts with his newest for *Cameo Records*, *Groovy* b-w *Sway*, two solid rockers that rate a Billboard Spotlight. Bobby's million sellers include *Wild One*, *Little Bitty Girl*, *Swingin' School*, *Ding-A-Ling* and *Volare*. Bobby did a guest spot on **Perry Como's** TV show recently that won the applause of Mr. C., his fans and the critics. **Red Skelton** has signed Bobby to do another spot on his TV show, November 29.

**JIM REEVES** has been selected Favorite Male Artist in Billboard's 13th Annual C&W Disk Jockey Poll. In addition, his RCA Victor recording, *He'll Have To Go*, came in first in the poll of Favorite C&W Records. His latest self-penned ballad, *Am I Losing You*, which was first recorded by **Jim** in 1957, has been given a new arrangement and released by RCA again. Tune turns up on Billboard's Hot 100 this week as a fast climbing Star Performer.

**TENDERLOIN**, the newest of the new season Broadway musicals, is getting the platter treatment via *Capitol Records'* Tennessee **Ernie Ford** release, *Bless This Land and Lord Of All Creation*; **Peggy Lee's** *Gentle Young Johnny*; **Janice Harper** singing *Good Clean Fun*; **Jonah Jones & June Christy** teamed up on *Tommy, Tommy*; **Guy Pastor** singing *Lovely Laurie*; **Dakota Staton** singing *First Things First* and the original cast album was recorded in New York on October 23 for release the first week in November. One of the biggest and first tunes from the show to get chart action is **Bobby Darin's** recording of *Artificial Flowers*.

The **VENTURES**, **Don Wilson**, **Bob Bogle**, **Nokie Edwards**, guitarists, and

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

**Howie Johnson**, drummer, scored with their first record venture, *Walk, Don't Run*. They're now off to a fast start with their second, *Perfidia*, a fast climber on Billboard's Hot 100. The Tacoma, Wash., boys also have an album working for them, *Walk, Don't Run*. The label is *Dolton Records*.

**ANDY WILLIAMS'** latest from *Cadence* is a class country-pop tune titled *You Don't Want My Love*. *Flip Is Don't Go To Strangers*. Both were Spotlighted by Billboard. Andy's exceptional singing style was recently commented upon by **Bing Crosby** during an interview Crosby gave to a British reporter on his current visit to Europe. When asked who his favorite recording artist is, Crosby replied: "It's **Andy Williams**. I think he's a really outstanding personality. I just love his singing, and the way he is able to create a mood so easily." Tonight (31) is opening night for **Andy** at the Town Casino, Buffalo, N. Y. He'll be there for one week. On November 17, **Andy** plays the *Holiday House*, Milwaukee, for one week.

**PROMOTION DAYS & WEEKS:**  
October 31 is *Halloween and Nevada Day* in Nevada. November 1 is *Liberty Day*, *National Authors Day*, start of *Goodwill Week*, *March for Muscular Dystrophy* begins, *Raisin Bread Month* begins, *Junior Red Cross Enrollment Month* begins and it's the start of *Camp Fire Girls Golden Jubilee*. November 3 is *Independence Day* in Canal Zone. November 4 is *World Community Day*, *Will Rogers Day* and *National Unity Day*. November 4 begins the *C&W Music Festival* in Nashville thru the 5th. November 6 starts *American Education Week* and *Cat Week*.

See you in 7 swingin' days.

Tom Rollo

## THIS WEEK'S NEW Money Records

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

### SINGLES

- GEE WHIZ**—The Innocents . . . . .Indigo
- GLAD RAGS**—Mac Wiseman . . . . .Dot
- GREEN LEAVES OF SUMMER**—The Brothers Four . . . . .Columbia
- I DON'T KNOW WHY**—McGuire Sisters . . . . .Coral
- MAKE SOMEBODY HAPPY**—Perry Como . . . . .RCA Victor
- MANY YEARS AGO**—Connie Francis . . . . .M-G-M
- NOW THAT YOU HAVE ME**—Mac Wiseman . . . . .Dot
- NORTH TO ALASKA**—Johnny Horton . . . . .Columbia
- RUBY DUBY DU**—Tobin Matthews . . . . .Chief
- TO BE LOVED**—McGuire Sisters . . . . .Coral

### ALBUMS

- A DATE WITH THE EVERLY BROTHERS**—Warner Bros.
- LATIN PERCUSSIONS**—David Carroll . . . . .Mercury
- THE PRESIDENT**—Walter Brennan . . . . .Everest

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

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

FOR WEEK ENDING OCTOBER 30

# The Billboard TOP LP'S

BEST SELLING MONOPHONIC 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	3	BUTTON-DOWN MIND OF BOB NEWHART Warner Brothers, W 1379	25
2	2	STRING ALONG Kingston Trio, Capitol T 1407	12
3	1	NICE AND EASY Frank Sinatra, Capitol W 1417	11
4	4	JOHNNY'S MOODS Johnny Mathis, Columbia CL 1526	10
5	10	REJOICE DEAR HEARTS Brother Dave Gardner, RCA Victor LPM 2083	19
6	—	G. I. BLUES Elvis Presley, RCA Victor LPM 2256	1
7	8	KICK THY OWN SELF Brother Dave Gardner, RCA Victor LPM 2239	10
8	5	EDGE OF SHELLEY BERMAN Verve MGV 15013	15
9	7	BRENDA LEE Decca DL 4039	11
10	9	PAUL ANKA SINGS HIS BIG 15 ABC Paramount LP 323	18
11	—	WILD IS LOVE Nat King Cole, Capitol WAK 1392	1
12	6	ENCORES OF GOLDEN HITS Platters, Mercury MG 20472	34
13	15	GENIUS HITS THE ROAD Ray Charles, ABC Paramount ABC 335	4
14	12	SOLD OUT Kingston Trio, Capitol T 1352	28
15	16	MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald, Verve MGV 4041	8
16	17	BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis, Columbia CL 17	3
17	27	ELVIS IS BACK Elvis Presley, RCA Victor LPM 2231	26
18	—	TWIST Chubby Checker, Parkway P 7001	1
19	11	ITALIAN FAVORITES Connie Francis, M-G-M E 3791	39
20	18	SAY IT WITH MUSIC Ray Coniff, Columbia CL 1490	4

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21	14	DARIN AT THE COPA Bobby Darin, Atco EP 4512	3
22	19	RAY CHARLES IN PERSON Atlantic LP 8039	14
23	35	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller, Columbia CL 1457	19
24	20	LOOK FOR A STAR Billy Vaughn, Dot DLP 3322	12
25	22	MY NAME IS JOSE JIMENEZ Bill Dana, Signature SM 1013	14
26	26	MR. LUCKY Henry Mancini, RCA Victor LPM 2198	32
27	30	PERSUASIVE PERCUSSION, VOL. 1 Terry Snyder and the All Stars, Command LP 800	29
28	13	ENCORES—SANTO AND JOHNNY Canadian-American CAL 1002	6
29	23	MORE SONGS BY RICKY Ricky Nelson, Imperial LP 9122	10
30	29	DOWN TO EARTH Jonathan Winters, Verve MGV 15011	7
31	24	CAN CAN Sound Track, Capitol W 1301	27
32	36	GENIUS OF RAY CHARLES Atlantic LP 1312	33
33	31	PROVOCATIVE PERCUSSION, VOL. 1 Enoch Light and the Light Brigade, Command RS 806	11
34	—	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Assorted Artists, RCA Victor LM 6088	1
35	34	BEN-HUR Rome Symphony Orch./Savina, M-G-M IE1	28
36	25	LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso, RCA Victor LM 2393	24
37	—	BONGOS Los Admiradores, Command R 809	3
38	28	WOODY WOODBURY LOOKS AT LOVE AND LIFE Sireodidies NW 1	35
39	21	SONGS TO REMEMBER Mantovani, London LL 3149	13
40	32	CONNIE'S GREATEST HITS Connie Francis, M-G-M E 3793	25

## ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2	INSIDE SHELLEY BERMAN . . . Verve MGV 15003	80
2	1	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	46
3	4	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	52
4	7	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	131
5	5	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	49
6	6	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	90
7	9	HEAVENLY, Johnny Mathis, Columbia CL 1351	59
8	3	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	136
9	15	OUTSIDE SHELLEY BERMAN . . . Verve MGV 15007	49
10	10	KINGSTON TRIO . . . Capitol T 996	72
11	11	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	94
12	8	HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	52
13	25	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	120
14	21	SOUTH PACIFIC, Original Cast, Columbia OL 4180	334
15	14	FAITHFULLY, Johnny Mathis, Columbia CL 1422	42
16	17	GIGI, Sound Track, M-G-M 3641 ST	122
17	18	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	59
18	19	KINGSTON TRIO AT LARGE . . . Capitol T 1199	72
19	16	THE MUSIC MAN, Original Cast, Capitol WAO 990	140
20	12	KING AND I, Sound Track, Capitol W 740	200
21	24	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	64
22	13	MY FAIR LADY, Original Cast, Columbia OL 5090	239
23	20	FLOWER DRUM SONG, Original Cast, Columbia OL 5350	75
24	22	COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	84
25	—	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	85

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	NICE AND EASY Frank Sinatra, Capitol SW 1417	10
2	2	STRING ALONG Kingston Trio, Capitol ST 1407	11
3	3	BONGOS Los Admiradores, Command S 809 SD	10
4	8	PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light Brigade, Command RS 810 SD	7
5	4	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars, Command RS 808 SD	11
6	5	SOLD OUT Kingston Trio, Capitol T 1352	27
7	7	GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433	16
8	9	JOHNNY'S MOODS Johnny Mathis, Columbia CS 8326	9
9	12	ELVIS IS BACK Elvis Presley, RCA Victor LSP 2231	8
10	16	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller, Columbia CS 8251	15
11	—	MEMORIES SING ALONG WITH MITCH Mitch Miller, Columbia CS 8342	1
12	6	LOOK FOR A STAR Billy Vaughn Orch., Dot DLP 25322	10
13	28	WILD IS LOVE Nat King Cole, Capitol SWAK 1392	2
14	10	CAN CAN Sound Track, Capitol SW 1321	15
15	11	WHITE SATIN George Shearing, Capitol ST 1334	7

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16	13	IT'S THE TALK OF THE TOWN Ray Coniff, Columbia CS 8143	27
17	20	BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis, Columbia CS 803	5
18	15	AMERICAN SCENE Mantovani, London PS 182	29
19	17	BEN-HUR Rome Symphony Orch./Savina, M-G-M IE1	24
20	18	OPEN FIRE, TWO GUITARS Johnny Mathis, Columbia CS 8056	25
21	19	MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald, Verve MGVS 6163	2
22	14	LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso, RCA Victor LSC 2393	25
23	21	LATIN A LA LEE Peggy Lee, Capitol ST 1290	19
24	22	STEREO CONCERT Kingston Trio, Capitol ST 1183	7
25	26	BONGOS, FLUTES AND GUITARS Los Admiradores, Command S 812	2
26	27	WITH THESE HANDS Roger Williams, Kapp KS 3030	23
27	24	THIS IS DARIN Bobby Darin, Atco SC 115	26
28	25	MUSIC FOR READING George Melachrino Strings, RCA Victor LSP 1002	18
29	23	DARIN AT THE COPA Bobby Darin, Atco S 112	3
30	29	PARTY SING ALONG WITH MITCH Mitch Miller, Columbia CS 8183	25

## ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	3	SOUND OF MUSIC, Original Cast, Columbia KOS 2020	43
2	1	PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command RS 800 SD	41
3	4	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	76
4	5	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	50
5	2	PROVOCATIVE PERCUSSION, VOL. I, Enoch Light and the Light Brigade, Command RS 806 SR	41
6	8	MY FAIR LADY, Original Cast, Columbia OS 2015	76
7	9	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	72
8	10	FILM ENCORES, VOL. I, Mantovani, London PS 124	64
9	6	HEAVENLY, Johnny Mathis, Columbia CS 8152	58
10	13	KING AND I, Sound Track, Capitol SW 740	63
11	14	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	36
12	16	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	52
13	12	OKLAHOMA! Sound Track, Capitol SWAO 595	61
14	7	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	57
15	11	MUSIC MAN, Original Cast, Capitol SWAO 990	58
16	15	THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia MS 6068	32
17	17	KINGSTON TRIO AT LARGE . . . Capitol SY 1199	59
18	—	GYPSY, Original Cast, Columbia OS 2017	31
19	—	MR. LUCKY, Henry Mancini, RCA Victor LSP 2198	31
20	—	GIGI, Sound Track, M-G-M SE 3461 ST	69

BEST SELLING STEREOPHONIC LP'S

BASED  
ON SALES

# IN STORES & RACKS

BEST SELLING  
CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 2... Assorted Artists, RCA Victor LM 6088
2. LANZA SINGS CARUSO—Caruso Favorites  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
3. RODGERS: VICTORY AT SEA, VOL. 1  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. GROFE: GRAND CANYON SUITE . . . . .Morton Gould, RCA Victor LM 2433
5. SCHUMANN: CONCERTO IN A MINOR . . . . .Van Cliburn, RCA Victor LM 2455
6. SIXTY YEARS OF SONG HITS, VOL. 1... Assorted Artists, RCA Victor LM 6074
7. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
8. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
9. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO  
Morton Gould Orchestra, RCA Victor LM 2345
10. RACHMANINOFF: PIANO CONCERTO NO. 3  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

## STEREOPHONIC CLASSICAL ALBUMS

1. GROFE: GRAND CANYON SUITE . . . . .Morton Gould, RCA Victor LSC 2433
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. TURANDOT . . .Tebaldi, Nillson, Bjoerling, Tozzie, Rome Opera House Ork.,  
Leinsdorf, RCA Victor LSC 6149
4. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO  
Morton Gould Orchestra, RCA Victor LSC 2345
5. RODGERS: VICTORY AT SEA, VOL. I  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
6. TCHAIKOVSKY: 1812 OVERTURE: CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
7. RODGERS: VICTORY AT SEA, VOL. II  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
8. RAVEL: BOLERO . . . . .Morton Gould, RCA Victor LSC 2345
9. RACHMANINOFF: PIANO CONCERTO NO. 3  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
10. THE LORD'S PRAYER  
The Mormon Tabernacle Choir (Condie), Columbia MS 6068

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

(Stereophonic)

1. Soul of Spain, Vol. 1  
101 Strings...Stereo Fidelity SF 6600
2. Ebb Tide  
Frank Chacksfield, Richmond S 30078
3. Silver Screen  
101 Strings...Stereo Fidelity SF 7000
4. 101 Strings Play the Blues  
.....Stereo Fidelity SF 5800
5. 101 Years of Familiar Songs  
101 Strings...Stereo Fidelity 2 RS
6. Soul of Spain, Vol. 2  
101 Strings...Stereo Fidelity SF 9900
7. Hawaii in Stereo  
Leo Addeo Ork. ....RCA Camden CAS 510
8. Concerto Under the Stars  
101 Strings...Stereo Fidelity SF 6700
9. East of Suez  
101 Strings...Stereo Fidelity SF 11200
10. The Music Man  
Various Artists.....Lion SL 70091

(Monophonic)

1. Soul of Spain, Vol. 1  
101 Strings.....Somerset P 6600
2. B. B. King Wails  
.....Crown 5115
3. John McCormick Sings Irish Songs  
.....RCA Camden CAL 407
4. Ebb Tide  
Frank Chacksfield, Richmond M 20078
5. Good Housekeeping Reducing Off the Record  
.....Harmony HL 7143
6. 101 Years of Familiar Songs  
101 Strings.....Somerset 2 RS
7. Soul of Spain, Vol. 2  
101 Strings.....Somerset P 9900
8. You Do Something to Me  
Mario Lanza...RCA Camden CAL 450
9. 101 Strings Play the Blues  
.....Somerset P 5800
10. Hawaii in Hi Fi  
Leo Addeo Orchestra.....RCA Camden CAL 510

## Reviews of THIS WEEK'S LP'S

The pick of the new releases:

### SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

Pop

#### TEMPTATION



Roger Williams, Kapp DL 1217—A striking cover photo gives this package solid display value. Williams offers expressive piano solo treatments of some lush themes, including such current singles hits as the movie title themes from "The Apartment," "Sundowners" and "Never on Sunday," "It's Now or Never" and "La Montana." Strong mood music package.

#### LET'S THINK ABOUT LIVIN'



Bob Luman, Warner Bros. WB 1396—Bob Luman shows he can do more than just come up with one smash single on this bright new recording. In addition to his hit, "Let's Think About Living," the album includes some well-known country tunes, such as "Oh, Lonesome Me," "I Love You So Much It Hurts," "You Win Again," etc. The chanter handles them all with vigor and style, and the album should prove very appealing to his many youthful fans.

#### TENDERLOIN



Original Cast, Capitol SWAO 1492 — Capitol established a near record in speed in getting this colorful cast package to market. The score is good, solid musical comedy fare and the recording quality is tops. Beyond this, the special packaging finds a Capital-produced booklet, full of photos of writers, producers and performers slipped into a die-cut slot in the rear cover. This can garner considerable activity, especially with the displayable front cover.

#### CONNIE FRANCIS SINGS JEWISH FAVORITES



M-G-M E 3869 — Connie Francis' rich, tender vocal quality is particularly suited to the feelingful Jewish tunes in this package. Singing in both Yiddish and English, the thrush registers solidly with "Tzena, Tzena," "My Yiddishe Momme," "O Mein Papa," "Havah Negilah," etc. Has pop as well as specialty market appeal.

#### CONNIE FRANCIS SINGS MORE ITALIAN FAVORITES



M-G-M E 3871 — Connie Francis' first Italian LP was a smash and this should be a similar click. The thrush is in fine, expressive vocal form—singing in both English and Italian—on "Funiculi, Funicula," "Torero," "That's Amor," "Senza Mamma," etc.

Spoken Word

#### THE NEXT PRESIDENT



Mort Sahl, Verve MG V 15021 — Mort Sahl is at his funniest, topical best in this collection of monologs recorded at Mister Kelly's nitery in Chicago. His material is literate, and sharply satirical. He jibes at both parties, but his most biting sallies are aimed at the Republican party. A strong item for the market.

Christmas

#### MAGIC OF CHRISTMAS



Nat King Cole, Capitol SW 1444 (Stereo & Monaural)—Here's the most winning hunk of Christmas wax by Nat Cole since his recording of "The Christmas Song" some years back. The fine chanter is heard in lushly arranged readings of "O Tannenbaum," "I Saw Three Ships," and a collection of familiar carols. Ralph Carmichael's scorings employ two different ork and three different choral combinations. Delightful listening with a lot of seasonal jockey possibilities.

#### LAST MONTH OF THE YEAR



Kingston Trio, Capitol ST 1446 (Stereo & Monaural)—Here's another natural winner for the group which can become a solid repeat Christmas item in years to come. On the cover, the boys are shown bearing a flock of gifts, and inside, there's a gift to the listener, consisting of a dozen less familiar seasonal offerings. Many of them are traceable back to the medieval period in England and Europe and all have been chosen smartly for their special adaptability to the Kingston's style. "The White Snows of Winter," "All Thru the Night," and the title song are samples. Most enjoyable set.

#### PAUL ANKA—IT'S CHRISTMAS EVERYWHERE



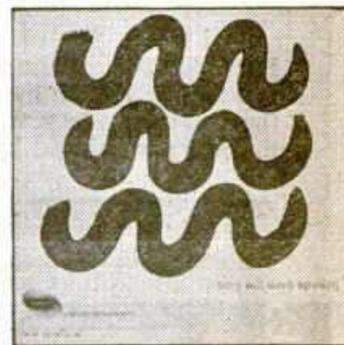
ABC-Paramount ABC 360—A sentimental intro by Anka, wishing his fans a happy holiday, gives this yule package extra-strong teen-appeal as a seasonal sales item. Anka warbles expressively on a group of Christmas pop oldies—"Santa Claus Is Coming to Town," "Rudolph, the Red-Nosed Reindeer," etc. — and traditional items — "Silent Night," "O Come, All Ye Faithful," etc.

(Continued on page 46)

#### ALBUM COVERS OF THE WEEK



JOHN LEE HOOKER . . . TRAVELIN'  
—Vee Jay LP 1023. Original and unusual cover with a full-color picture of the artist. Solid display item for rhythm and blues counters.



SOUNDS FROM THE ALPS—Inge and Rudi Meixner, Westminster WST-15057. Striking cover in stark black and white modern design. Credit: Rudolph de Harak.

# Reviews and Ratings of New Albums

Continued from page 45

★★★★

## VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

★★★★ **UNDER PARIS SKIES**  
 Andy Williams. Cadence CLP 3047—Williams offers his usual tasteful vocal stylings—both in English and French—on a group of nostalgic Parisian-flavored oldies and standards with fine backing by Quincy Jones. Recorded in Paris, the LP includes "Under Paris Skies," "April in Paris," "I Love Paris" and "Comme Ci, Comme Ca."

★★★★ **HAPPY SHADES OF BLUE**  
 Freddy Cannon. Swan 504—The exuberant rock and roller warbles cheerfully on a group of tunes with the word "blue" in their titles. His fans should like the package. Selections include "My Blue Heaven," "Alice Blue Gown" and "Old Piano Roll Blues."

### CHRISTMAS ★★★★★

★★★★ **CHRISTMAS CAROUSEL**  
 Peggy Lee. Capitol ST 1423—This is a new role for Peggy Lee, singing well-known and not so well-known Christmas carols. But she handles them all creditably, accom-

panied by a children's chorus. The songs include "Jingle Bells," "Deck the Halls," and "White Christmas." This is not the usual sexy Miss Lee, but it should have appeal.

### ★★★★ SING THE SONGS OF CHRISTMAS

Guy Lombardo. Capitol STAO 1443. (Stereo & Monaural)—A happy Christmas album with the Lombardo crew in a sing-along session of carols recorded live at St. Patrick's Parish, Stoneham, Mass. About 100 children of the Parish join with the band in singing the carols, with Lombardo heard frequently announcing the songs. Many of the standard carols are featured, plus "Winter Wonderland" and "Rudolph." Inside spread of the book fold set contains complete lyrics to all songs on the disks, for would-be sing-alongs.

### JAZZ ★★★★★

**AT NEWPORT**  
 Chet Atkins and the Nashville All-Stars. Victor LPM 2302—A group of Nashville All-Stars led by RCA Victor guitarist and a.&r. man Chet Atkins, never got to play

officially at the Newport Jazz Festival, but did play an impromptu session that was recorded by RCA Victor. The country acts acquit themselves with distinction on seven tracks, with honors going to vibest Gary Burton, guitarist Hank Garland and pianist Floyd Cramer. Most unusual tracks on the LP are Benton Brooks playing "Opus De Funk" on violin and Atkins' jazz-country version of "Frankie and Johnny."

### ★★★★ AMBASSADOR OF JAZZ

Max Kaminsky and his Orchestra. Westminster WP 6125—Trumpeter Max Kaminsky leads his selected group of cats thru a fine assortment of standards and originals, 10 tracks in all. While the bulk of the material carries the undeniable Dixie stamp, notes of modernity adds much excitement, humor, and variety. A fine rendition of Horace Silver's "The Preacher" is just one obvious example. Given half a chance, this LP might see some action.

### CLASSICAL ★★★★★

★★★★ **VERDI: REQUIEM**  
 Soloists: Vienna Philharmonic (Reiner). (2-12"). RCA Victor LD 6091 — The four fine soloists include the late Jussi Bjoerling, Giorgio Tozzi, Leontyne Price and Rosalind Elias. Conductor Fritz Reiner leads the Vienna Philharmonic and the Viennese chorus in an inspiring rendition of one of the great masterpieces of the genre. The three currently available competitive versions are all aging and cannot compete with the splendor of this set's sound. All these factors plus the de luxe Soria packaging makes this two-disk set a significant piece of merchandise.

### SOUND ★★★★★

★★★★ **THE SOUND OF HOLLYWOOD**  
 Medallion Strings. Medallion MS 7513.

(Stereo & Monaural) — Another super-duper package of sparkling sound — this time with the emphasis on rich, full-bodied string effects. Emanuel Vardi is the maestro as the large ork performs some of the memorable recent movie themes — including "Sundowners," "A Summer Place," "Midnight Lace," "The Unforgiven," "Never on Sunday," and "The World of Suzie Wong." Delightful background music, or for the more attentive ear, a brilliant exposition of sound.

### ★★★★ SOUND OF TOP BRASS, VOL. 2

Peter London Orchestra. Medallion MS 7508. (Stereo & Monaural) — This is the second in the label's series of "Sound of Top Brass" albums, and it should be as successful as the first. Again trumpets, trombones and French horns are shown off to advantage via arrangements by Art Harris, Frank Hunter and Vic Schoen, played by top musicians. The songs include such well-known standards as "The Continental," "Tico Tico," "Bugler's Holiday," and "Grandada." The set is bright and brassy, especially in stereo.

### ★★★★ THE SOUND OF LATIN BRASS

Tarrango Orchestra. Medallion ML 7511 — As in the case of other sets in this de luxe, quality sound series of Kapp Records, this latest contains colorful arranging and handsome reproduction. Unlike some of the super-sound releases now reaching the market in growing volume, this does not focus exclusively on percussion. Rather, it mixes the percussion with the full-bodied sound of brass and woodwinds, in a program of Latin standards that's not only something to hear, but danceable as well. Set also has bookfold packaging with a sharp and displayable cover.

### ★★★★ 8 HANDS ON 4 PIANOS

Medallion Piano Quartet. Medallion MS 7510. (Stereo & Monaural) — Some fine piano work by top 88 men Bernie Leighton, Moe Wechsler, Buddy Weed, and Warner Schikret, accompanied by a full orchestra with arrangements by David Terry. The arrangements sparkle, the piano work is very attractive and the recorded sound is superlative. Tunes range from "I Could Have Danced All Night" to "Sabre Dance." This should interest all stereo and hi-fi bugs.

### CHRISTMAS ★★★★★

★★★★ **DECK THE HALLS**  
 Medallion Ork & Chorus. Medallion MS 7512. (Stereo & Monaural) — A rich and beautifully recorded Christmas LP. This set, arranged by John Paul Krance, makes an attractive display item as well. Full ork and chorus supply the fine round of Christmas melodies: "Joy to the World," "First Noel," "Little Drummer Boy," and "Christmas Song" are just a few of the 20-odd tunes arranged in medley. Scoring is tastefully and effectively done for stereo.

### SACRED ★★★★★

★★★★ **GET AWAY JORDAN**  
 Statesmen, Skylite SKLP 5965.  
 Blackwood Brothers, Skylite SRLP 5966 — Both these groups are regularly featured on RCA Victor but here they appear on a label with headquarters in both Atlanta and Memphis, and which is actually a joint operation of the two groups. Both perform in the usual strong, fervent gospel manner and both offer 12 selections including hymns and upbeat rhythm gospel songs. In each case the front cover carries a photo of the group on the recording. Both can reap good sales in the proper territories.

### RELIGIOUS ★★★★★

★★★★ **HAIL MARY**  
 Ann Blyth. Everest SDBR 1113. (Stereo & Monaural) — The movie actress, well known for her participation in charity activities for her church, sings with rich legitimated effectiveness and handles the narration with reverent sincerity. Altho the theme is a religious one, Jerry Livingston's music and the text and lyrics by Lenny Adelson frequently have a pop quality.

★★★★  
**GOOD SALES POTENTIAL**

### POPULAR ★★★★★

★★★★ **THEMES**  
 Helmut Zacharias. Decca DL 4083 — Zacharias' lush violin solo work is spotlighted on a group of poignant movie themes, featuring the current pop single hits, "The Apartment" and "Never on Sunday." Fine mood music for dreamy jock segs. Other tunes include "Gigi," "Rose Tattoo," and "On the Beach."

### ★★★★ SING ALONG IN FRENCH

Ray Ventura. Everest SDBR 1107. (Stereo & Monaural) — A group of familiar French tunes are sung with pleasant brightness in French by a mixed chorus. Good performance and interesting addition to the sing-along category.

### ★★★★ SLEIGHRIDE

Randy Van Horne. Everest SDBR 1112. (Stereo & Monaural) — This is a pleasant, wintry type of album, featuring cold-based songs handled neatly by the Randy Van Horne Singers. Tunes include "Baby, It's Cold Outside," "Winter Weather," "Spring Will Be a Little Late This Year" and "It Happened in Sun Valley."

### ★★★★ THE CLINGSMAN CLAN

Trey TLP 960 — The Clingsman Clan are a sort of humorous Kingston Trio. Their songs in this new set include a take-off on "Tom Dooley," a slightly saucy item called "Hey Lolly," and the sprightly old "The Drunken Fool." There are also straight versions of "Man About Town" and "Barbara Allen." Lads have possibilities.

### ★★★★ HERE COMES CHARLIE SHAVERS

Everest SDBR 1108. (Stereo & Monaural) — The highly accomplished and fluted trumpet playing of Charlie Shavers is cast in a more commercial mold on this LP. Shavers plays with a quartet in much the same way as he did at the Embers in New York. A dozen tunes, all standards, are handled with fire and fine melodic concept. Among the best are: "It's All Right With Me," "Makin' Whoopee," and "You've Changed."

### ★★★★ BROADWAY IN BRASS

Eric Johnson and His Orchestra. Westminster WP 6126 — A group of nostalgic show tunes are wrapped up in effective instrumental treatments, with particular emphasis on solid brass section work. Spinable package includes tasteful ork treatments of "Dancing in the Dark," "Smoke Gets in Your Eyes" and "Bewitched."

### CLASSICAL ★★★★★

### ★★★★ RAVEL: PIANO CONCERTO IN G MAJOR; PIANO CONCERTO IN D MAJOR FOR THE LEFT HAND

Samson Francois, Piano; Paris Conservatoire Orchestra (Cluytens). Angel S 35874. (Stereo & Monaural) — Dealers should find this becoming the strongest version of these two works currently available. Samson Francois provides the wit, gaiety and near-jazz technique necessary for successful execution of the G Major Concerto, and the emotional depth required for the Left Hand Concerto. Clear and natural sound plus top quality support from the Paris Conservatory Orchestra are additional virtues. Should do steady, if not spectacular business, for quite a while.

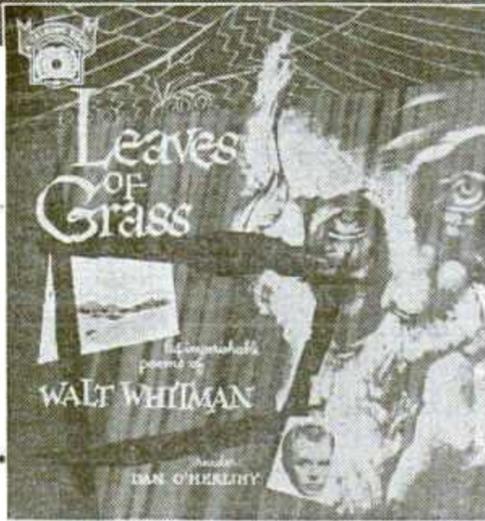
### ★★★★ LISZT: PIANO CONCERTOS NO. 1 IN E FLAT MAJOR; NO. 2 IN A MAJOR

Vienna State Opera Orchestra (Boult). (Continued on page 50)

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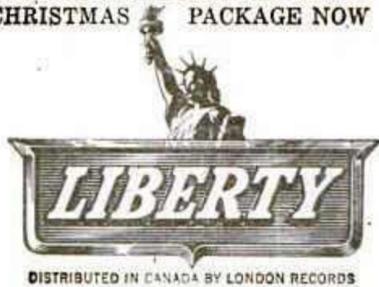
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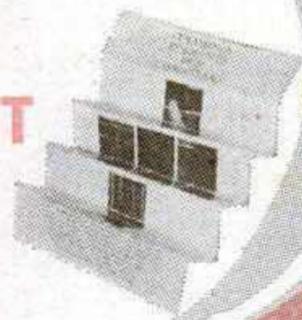
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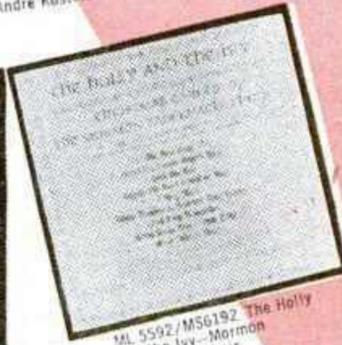
CL 1528/CS 8328 Joy to the World—Andre Kostelanetz



ML 5565/MS 6165 Carols for Christmas—Eileen Farrell



ML 5567/MS 6167 Joyeux Noel—Louis Claude Daquin—E. Power Biggs, Organist



ML 5592/MS 6192 The Holly and the Ivy—Mormon Tabernacle Choir



EX 5017 Cantata de Navidad—Pina Alvarez y Sus Coros



CL 692 The Organ Plays at Christmas—Ken Griffin



CL 702 Sweet Little Jesus Boy—Mahalia Jackson



CL 826 Songs of Christmas—The Norman Luboff Choir



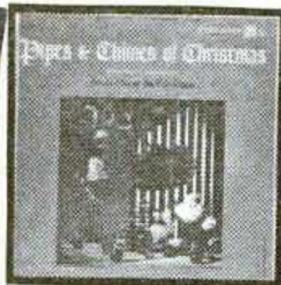
CL 1187/CS 8033 Hallelujah!—Percy Faith & Orchestra



CL 1195/CS 8021 Merry Christmas—Johnny Mathis with Percy Faith & Orchestra



CL 1205/CS 8027 Christmas Sing-Along with Mitch—Mitch Miller & Gang



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ML 5423/MS 6100 The Spirit of Christmas—Mormon Tabernacle Choir



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**Reviews and Ratings of New Albums**

Continued from page 46

**Westminster WST 14125. (Stereo & Monaural)** — Beautifully romantic renditions of the two Liszt concerti which can rank with any pairing of the works in the catalog. Sir Adrian Boult provides understanding orchestral support while Miss Farnadi, a Liszt specialist, makes a memorable experience out of the A Major, and even succeeds in imparting freshness to the warhorse E Flat Major. Handsome packaging complements the outstanding performances and should enable this disk to carve out sales despite the heavy competition.

**★★★ BACH: BRANDENBURG CONCERTOS**

Vienna State Opera Orchestra (Scherchen). Westminster XWN 18932, 18933, 18934—These are beautiful performances. Purists may fret over occasional liberties taken with the tempi by Dr. Scherchen, as is sometimes his wont, but these are overshadowed by lovingly fashioned interpretations. Two concerti are on each of the three disks, which will be sold separately. Despite the heavy recent output of Brandenburgs, this set will find many adherents.

**★★★ MOZART: EINE KLEINE NACHTMUSIK SYMPHONY NO. 40, IN G MINOR**

Vienna State Opera Orchestra (Boult). Westminster WST 14126. (Stereo & Monaural) — With literally dozens of disks to his credit, this is the only Mozart record conducted by Sir Adrian Boult now in the catalog. The works, which may well be Mozart's two most popular orchestral efforts, are given efficient if somewhat tentative expressions that fall shy of being inspired. Fine sound and attractive packaging are plus factors in a competitive situation which finds nearly 30 other available versions of each work in the catalog.

**RHYTHM & BLUES ★★★**

**★★★ 25 YEARS OF RHYTHM & BLUES HITS**

Bill Doggett, Earl Bostic, LaVern Baker, Platters, Ivory Joe Hunter, Various Other Artists. King LP 725 — Here is a treasure trove of material for the collector and the devotee of blues. Material ranges from the folk-type on up to rock and roll. Artists include Muddy Waters, Annisteen Allen, Wynonie Harris, in addition to those listed above.

**SPECIALTY ★★★**

**★★★ POLITICS & POKER**

Howard Da Silva. Monitor MP 595 — Howard Da Silva and his three cronies established themselves as quite a quartet thru their show-stopping numbers in the legit musical hit, "Fiorello," entitled, "Little Tin Box," and "Politics and Poker." Here they sing these two again, plus other tunes from our colorful political past, such as "Get on the Raft With Taft," "Keep Cool and Keep Coolidge," "Wilson That's All," and others. A fine cover shot provides lots of appeal and the idea has considerable topical interest, even tho the time for maximum interest, now until Election Day, is rather short.

**INTERNATIONAL ★★★**

**★★★ SOUNDS FROM THE ALPS**

Inge and Rudi Melner, Jodlers and the Nussdorfer Schrammein. Westminster WST 15057. (Stereo & Monaural) — The colorful music of the Alpine regions of Europe is here given good reproduction and performance. There are 12 tracks in all, each with a certain charm of its own, fine yodeling and musical accompaniment. Stereo is particularly effective on this material.



**MODERATE SALES POTENTIAL**

**POPULAR ★★**

**★★ A DRY MARTINI PLEASE**  
Cy Walter. Westminster WST 15054. (Stereo & Monaural) — Pleasant, listenable pop-jazz cocktail piano work by the inimitable Cy Walter. This is the kind of music you can put on at a party and it will stimulate conversation and enjoyment. Tunes include show material, and pop standards, from "Just One of Those Things" to "April in Paris."

**★★ THE FAMOUS STANDARDS OF MACEO PINKARD**

Various Artists. Broadway 125 — Maceo Pinkard is saluted on this LP by a small combo (which features a nice tenor saxist in the Ben Webster idiom), led by Stix Evans and featuring singers Daisy Banks, Dolores Andrews and Vic Carlo. Pinkard is the writer of such standard hits as "Them There Eyes," "Sugar," "Sweet Georgia Brown," and "Gimme a Little Kiss."

**CLASSICAL ★★**

**★★ LALO: SYMPHONIE ESPAGNOLE; WIENIAWSKI: VIOLIN CONCERTO NO. 2**

Julian Olevsky, Violin; Vienna State Opera Orchestra (Rudel). Westminster WST 14121. (Stereo & Monaural) — Julian Olevsky is a fine young American violinist and Jules Rudel of the New York City Opera Company is an excellent conductor. They are teamed up on two popular items from the violin repertory. Olevsky seems a bit shy of gypsy flair and fervor in the Lalo, but is more at home in the very romantic Wieniawski Concerto. Competition is very rough, altho the pairing of these works is unique and could help move merchandise.

**★★ BEETHOVEN: QUARTET OPUS 59, NO. 2**

Janacek Quartet. Westminster WST 14118. (Stereo & Monaural) — A virile and striking performance of Beethoven's Quartet No. 8, the middle of the three "Rasoumovsky" quartets. The Janacek Quartet, which once recorded briefly for Decca, is a young Czech group which toured the U. S. a couple of years ago. Their efforts are vivid and forceful if not refined, and are aided by the realistic stereo sound.

**★★ RALPH VAUGHAN WILLIAMS: FANTASIA ON "GREENSLEEVES"; ENGLISH FOLK SONG SUITE; FANTASIA ON A THEME BY THOMAS TALLIS**

Vienna State Opera Orchestra (Boult). Westminster WST 14111. (Stereo & Monaural) — Altho Ralph Vaughan Williams is not a really strong-selling composer, these rank among his best-known works, and Sir Adrian Boult is one of his foremost interpreters. Sir Adrian's old mono versions, recorded several years ago, used to be the standard. These new stereo performances now replace the deleted versions. The "Fantasia on a Theme of Thomas Tallis" is particularly aided by stereo, since it plays off a small group of instruments against a large unit.

**★★ HIGH FIDELITY BRASS — ANCIENT AND MODERN**

Vienna State Opera Orchestra (Stone). Westminster WST 14113. (Stereo & Monaural) — Altho primarily likely to appeal to connoisseurs, this disk may have additional points in its favor to bring it to more attention. Classical collectors of Baroque and Rococo music will find new treasures here, as will sound addicts and fans of wind and brass instruments. All but one selection dates from the 17th or 18th Century, which is represented by such composers as Buxtehude, Schein, Fux and Altenbrug. The exception is American Paul Shahan, with a very attractive work. Abstract cover will draw attention.

**SPOKEN WORD ★★**

**★★ HUMOROUS WORLD OF JUSTIN WILSON**

Ember LP 801 — Justin Wilson is a Cajun comic, and he has played at many after-dinner banquets thru the Deep South circuit as George Jessel has in the East and Hollywood. His humor is folksy, his jokes are old, but they are saved from tiredness by his quaint, Cajun dialect. For Southern markets, especially from Florida to Louisiana.

**Aussie News**

Continued from page 9

garoo-drawn sleigh instead of the traditional reindeers is destined for big sales in Australia.

The Sadler's Wells Opera Company's spectacular version of the Franz Lehar operetta, "The Merry Widow," opened its Sydney season October 6 at the Tivoli Theater after a record-breaking run in Melbourne. The company is headed by Australia's own June Bronhill, who also stars on the H.M.V. recorded version of "The Merry Widow," which is at present enjoying success Australia-wide.

Lee Gordon's supplying one Sydney night club with a complete package show. A revolutionary move in the Australian night club business has also been undertaken by this organization. It is a most unusual show, which includes a film showing all top European night spots, and also includes an 11-piece band led by Englishman Basil Kirchan; top-class interpretative dancer Lee Sharon headlines the live show. This night spot, known as the Pigalle, has been opened only four weeks and is booked up for nearly one month in advance.

**Italian News**

Continued from page 9

with the tune, "Piccola Christina."

Modern Jazz Quartet has added Armando Trovajoli's latest composition, "Black Jaguar," to its repertoire. . . . Caterina Valente, a French singer of Italian descent whose greatest popularity is in Germany, has come up with a new Italian disk, Umberto Bindi's "Apartment in Madrid" and Corrado Lojacono's "Love." . . . The Four Saints, an American group working in Italy, have just recorded their recent appearance at the Olympia of Milan on a new Decca LP. . . . Ray Charles, blind blues singer currently at London's Palladium, will follow with Paris show and then an Italian tour. . . . Police had to rescue Claudio Villa from 3,000 enraged spectators at Rieti's Teatro Comunale who waited two hours for the show to begin only to have him announce from the stage that it would be canceled because the truck with the instruments, props and costumes had not arrived. Villa has announced he will shortly fulfill engagements in Red China.

It doesn't look as if Domenico Modugno or Renato Rascel will dominate the 1961 San Remo Song Festival. A new regulation, long sought by other pop singers, will exclude author-singers from presenting their own compositions, a status which has accounted for the last three year's first places, with a one-two finish a year ago. Another proposal would bring about sponsorship of the various participants by commercial firms. . . . Jula De Palma has joined the staff of the Roman Academy of Dramatic Arts as a specialist in popular song. . . . Decca, which first presented stereo in Italy two years ago at the Milan Electronics show, now has 13 complete operas and more than 100 LP's available in the medium here. . . . Anna Maria Ranieri, Italy's Miss Europe 1960 surprised critics by making a successful debut as a singer at Catania. . . . Graz, lots!

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# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING NOVEMBER 6

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	3	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressiva (BMI)	7
2	2	I WANT TO BE WANTED	By Gannon-Spotti, Testa—Published by Leeds (ASCAP)	6
3	4	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	10
4	1	TWIST	By Hank Ballard—Published by Armo-Jay & Coe Music (BMI)	13
5	6	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	12
6	5	CHAIN GANG	By Sam Cooke—Published by Kags (BMI)	9
7	25	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	2
8	11	LET'S THINK ABOUT LIVIN'	By Bryant—Published by Acuff-Rose (BMI)	5
9	7	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	9
10	8	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	8
11	14	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	4
12	10	SO SAD	By Don Everly—Published by Acuff-Rose (BMI)	8
13	20	STAY	By Maurice Williams—Published by Windsong (BMI)	3
14	23	SUMMER'S GONE	By Paul Anka—Published by Spanka (BMI)	3
15	22	DON'T BE CRUEL	By Elvis Presley and Otis Blackwell—Published by Shalimar-Presley (BMI)	4
16	9	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	15
17	29	BLUE ANGEL	By Roy Orbison-Nelson—Published by Acuff-Rose (BMI)	2
18	30	LET'S GO, LET'S GO, LET'S GO	By Hank Ballard—Published by Lois (BMI)	2
19	12	A MILLION TO ONE	By Phil Medley—Published by Starflower (BMI)	9
20	15	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	9
21	—	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	1
22	13	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	9
23	17	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	4
24	—	NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	1
25	26	TOGETHERNESS	By Marcucci & De Angelis—Published by Debmar (ASCAP)	2
26	21	ARTIFICIAL FLOWERS	By Bock and Harnick—Published by Sunbeam (BMI)	3
27	27	SLEEP	By E. Leibel—Published by Miller (ASCAP)	3
28	—	A FOOL IN LOVE	By Ike Turner—Published by Jobete (BMI)	2
29	—	TO EACH HIS OWN	By Livingston and Evans—Published by Paramount Music (ASCAP)	1
30	—	LAST DATE	By Floyd Cramer—Published by Acuff-Rose (BMI)	1

## RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. **SAVE THE LAST DANCE FOR ME**—Drifters, Atlantic 2071.
2. **I WANT TO BE WANTED**—Brenda Lee, Dec 31149.
3. **MY HEART HAS A MIND OF ITS OWN**—Connie Francis, M-G-M 12923.
4. **TWIST**—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
5. **THEME FROM THE APARTMENT**—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
6. **CHAIN GANG**—Sam Cooke, Vic 7783.
7. **POETRY IN MOTION**—Johnny Tillotson, Cadence 1384.
8. **LET'S THINK ABOUT LIVIN'**—Bob Luman, Warner Bros. 5172.
9. **MR. CUSTER**—Larry Verne, Era 3024.
10. **DEVIL OR ANGEL**—Bobby Vee, Liberty 55270.
11. **YOU TALK TOO MUCH**—Frankie Ford, Imperial 5686; Joe Jones, Roulette 4304.
12. **SO SAD**—Everly Brothers, Warner Bros. 5163.
13. **STAY**—Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.
14. **SUMMER'S GONE**—Paul Anka, ABC-Paramount 10147.
15. **DON'T BE CRUEL**—Bill Black's Combo, Hi 2026.
16. **IT'S NOW OR NEVER**—Elvis Presley, Vic 7777.
17. **BLUE ANGEL**—Roy Orbison, Monument 425.
18. **LET'S GO, LET'S GO, LET'S GO**—Hank Ballard and the Midnighters, King 5400.
19. **A MILLION TO ONE**—Jimmy Charles, Promo 1002.
20. **KIDDIO**—Brook Benton, Mer 71652.
21. **ALONE AT LAST**—Jackie Wilson, Brunswick 55170.
22. **NEVER ON SUNDAY**—Don Costa, United Artists 234; Marty Gold and Ray Martin, Vic 7769; Pete King Ork & Chorus, Kapp 3444; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Nico Papadopoulos Ork, Atlantic 2070; Georgio Petroulos, Guyden 2037.
23. **GEORGIA ON MY MIND**—Ray Charles, ABC-Paramount 10135.
24. **NORTH TO ALASKA**—Johnny Horton, Columbia 41782.
25. **TOGETHERNESS**—Frankie Avalon, Chancellor 1056.
26. **ARTIFICIAL FLOWERS**—Bobby Darin, Atco 6179.
27. **SLEEP**—Little Willie John, King 5394; Eddie Peabody, Dot 15100.
28. **A FOOL IN LOVE**—Ike and Tina Turner, Sue 730.
29. **TO EACH HIS OWN**—Bell Notes, Madison 136; Carole Bennett, Shad 5008; Eddy Howard, Mer 30015; Ink Spots, Dec 23615; Tony Martin, Mer 30022; Jane Morgan, Kapp 264; Platters, Mer 71697; Margie Rayburn, Liberty 55159; Danny Welton, Coral 9-62221.
30. **LAST DATE**—Floyd Cramer, RCA Victor 7775.

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## NIGHT CLUB REVIEWS

### Rich, Jazztet Score at Birdland

Two varieties of the jazz form were on view for the past two weeks at New York's Birdland. Plying their particular talents for thrill-seeking tourists and devotees alike were the Jazztet, featuring co-leaders Art Farmer and Benny Golson, and the Buddy Rich Sextet.

The Jazztet, which has had some recording success for Argo, blows a rather hothouse-like variety of jazz. With Farmer on trumpet, Golson on tenor sax and a relatively new trombonist to the group, Tommy MacIntoch, forming a quite cohesive front line, the group's ensemble work gets a deep, tight and brooding sound. On the likes of "The Cool One," and the up-tempo "Nigeria," the feeling is one planned development of idea—but something in the way of excitement is lacking. The same excitement is apparent, however, in varying degrees, in the solo work, especially in Art Farmer's tenderly played "Funny Valentine," and by all on "The Blues on Down," one of the group's happier and looser pieces of material.

The Rich group moved behind Buddy's powerhouse drumming, to less complicated areas of jazz arrangement and improvisation. Rich, who does not go in for the elongated drum chorus as he once did, played tastefully for the most part. Vigorous enough solos were supplied by Sam Most on flute and vibist Mike Mainieri. Mainieri contributed a particularly touching interpretation of Erroll Garner's "Misty," which was undoubtedly the highlight of the evening's performance. Most of the Sextet's other material was culled from the broad reservoir of American standard material. Heart were "Lulu's Back in Town," "East of the Sun," "Lover Come Back to Me," and "Pick Yourself Up," among others.

★ ★ ★

### Makeba Too Hip for Ciro's

Miriam Makeba, RCA Victor's exciting song find, made her Hollywood debut at Frank Senes' Ciro's in what proved to be an artistic success and a booking failure. Songstress, billed as an African tribeswoman, offered the same material heard in her current album, and captivated all within ear-shot.

She possesses a compelling song style incredibly similar to that of Harry Belafonte. The two are alike in their phrasing, interpretation, and even in the molding of a lyric. To add to the odd coincidence, Miss Makeba, who is Belafonte's protegee, sounds and looks so much like her patron to be his sister. As Belafonte, she has the ease and the commanding stage presence of a veteran troupier. The artistry of her singing is tastefully encased in an arresting wardrobe, designed to blend the stark simplicity of the primitive with the chic polish of the sophisticate.

Program balance leaned a little too much to native African material. Interesting as these songs may be to students of far-away folk ballads, ringsiders shelling out the high tariff this spot charges (plus a \$2.50 cover) would like to comprehend a little more for their money.

Booking was ill-advised for both artist and spot. Miss Makeba's artistry would have been appreciated far more by patrons of a club that draws the folk-music and jazz crowd, than the type of clientele found in this Sunset Strip swankery. Judging by the opening night's attendance, Ciro's could have used the drawing power of an established showbiz name rather than an artist still unknown in these parts. Word of mouth may build attendance during her run but she's sure to have been an instant hit at a folk-jazz spot.

Lee Zhitto.

★ ★ ★

## CONCERT REVIEW

### Limelitters, Sahl Pack Town Hall

The Limelitters, in little over a year, have taken advantage of all their natural assets to become what may well be the outstanding folknik group in the nation. Their development in this time has been phenomenal, and they now flash not only the necessary vocal equipment, but attractive personalities, robust humor and genuine warmth. Thus, in their two concerts at New York's Town Hall last Saturday night (22), before SRO audiences packed on the stage, in every seat and standing, they had the crowd demanding more even tho comic Mort Sahl was the eagerly awaited feature attraction. The Limelitters worked the entire first half of the program, in advance of Sahl.

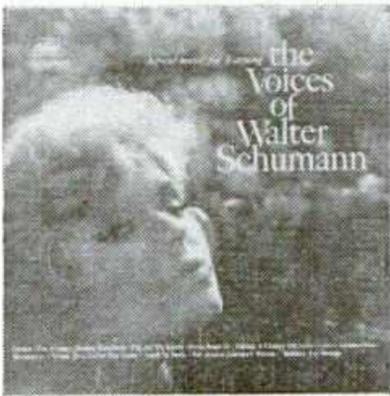
Abetted considerably by the wry, pseudo-intellectual introductions by bassist-arranger Lou Gottlieb, the trio has learned which of their selections have the most potent appeal, and they sell these hard. These range from international items thru traditional and work songs to novelties and satiric commentaries on contemporary life, such as their current single, "Charlie, the Midnight Marauder." Elektra Records, for whom they record, should begin reaping appropriate rewards, especially in the LP area.

As for Mort Sahl, there's nothing sick about this man's humor. If anything, it's the healthiest kind around, for it is iconoclastic and it milks laughs from sacred cows; an old American trait that was brought to a high art by such as Fred Allen and Will Rogers. Noting that he has been compared with the latter, Sahl himself notes that the difference is that Rogers played the role of the yokel fighting the manipulations of the intellectuals in government, while the situation is exactly reversed with Sahl.

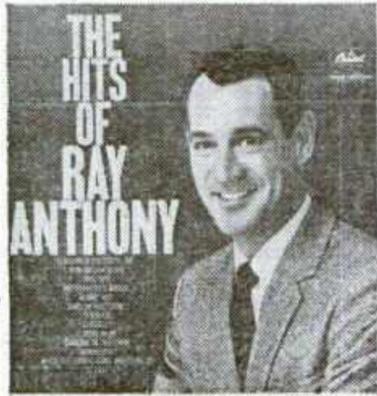
The comedian opened with some biting quips about his recent ill-fated trip to Russia, noting that he took a girl friend along because if he had gone with a man he might have been accused of defecting. After indicating his unhappiness with the journey, he spent most of the evening dissecting the two presidential candidates. His final advice: Vote "No" for President and keep the White House empty for another four years.

There being no lack of things to satirize in this country, it's obvious that Mort Sahl should be around for a long while, in person and on disks (Verve), puncturing smugness and small-mindedness. Great crowd reaction indicates that there's certainly a demand for this approach.

Sam Chase.



T 297



T 1477



T 311



T 1478

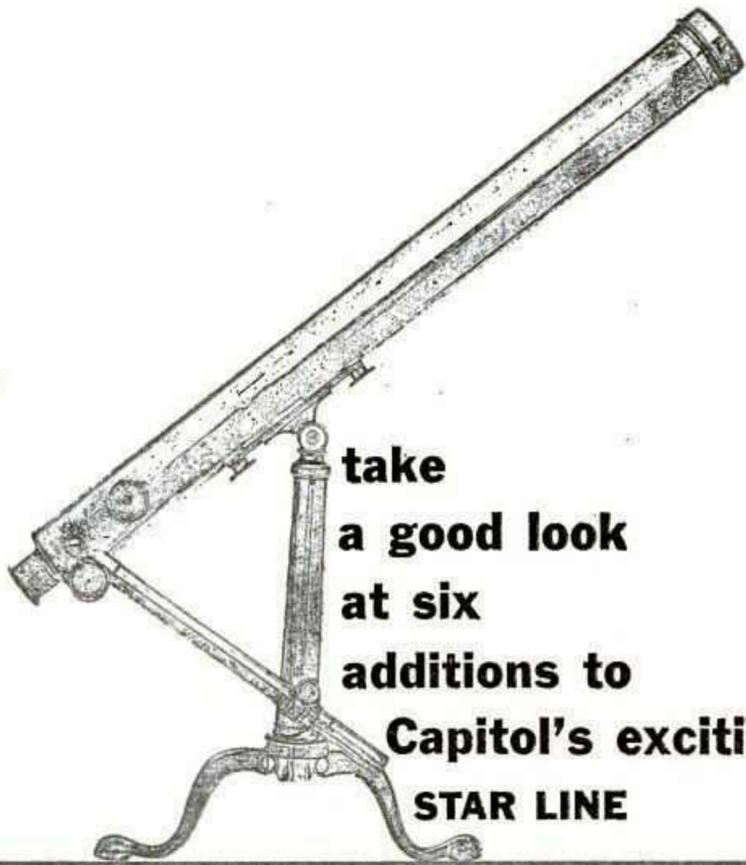
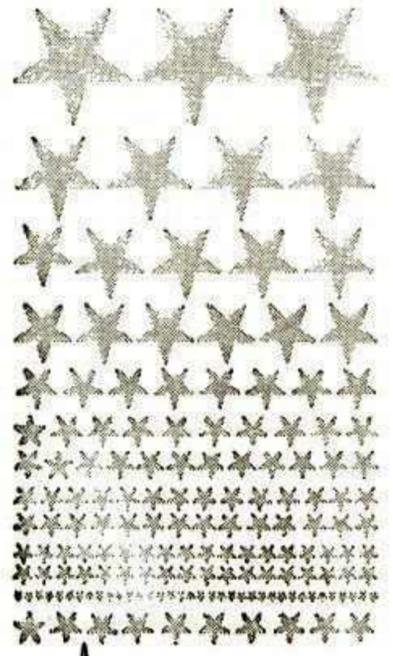
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T 298



T 1450



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ALL AGLOW AGAIN (Peggy Lee)	T 1366	<input type="checkbox"/>
HIT ME AGAIN (Jonah Jones)	T 1375	<input type="checkbox"/>
POW! (Billy May)	T 1377	<input type="checkbox"/>
SIXTEEN TONS (Ernie Ford)	T 1380	<input type="checkbox"/>
SWING AGAIN	T 1386	<input type="checkbox"/>
LES BAXTER'S BEST	T 1388	<input type="checkbox"/>
GONE! (Ferlin Husky)	T 1383	<input type="checkbox"/>
ROCKIN' WITH WANDA (Wanda Jackson)	T 1384	<input type="checkbox"/>
MY BABY'S GONE (The Louvin Bros.)	T 1385	<input type="checkbox"/>
WALKING THE STRINGS (Merle Travis)	T 1391	<input type="checkbox"/>

FOR WEEK ENDING NOVEMBER 6

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	2	1	4	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2071		9
2	1	4	9	I WANT TO BE WANTED	Brenda Lee, Decca	31149		8
3	4	2	3	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M	12923		12
4	3	5	5	TWIST	Chubby Checker, Parkway	811		14
5	5	3	2	CHAIN GANG	Sam Cooke, RCA Victor	7783	S	12
6	12	25	33	YOU TALK TOO MUCH	Joe Jones, Roulette	4304		7
7	6	6	8	DEVIL OR ANGEL	Bobby Vee, Liberty	55270		14
8	7	11	13	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros.	5172		9
9	26	41	76	POETRY IN MOTION	Johnny Tillotson, Cadence	1384		4
10	11	13	24	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount	10135	S	6
11	20	24	36	SUMMER'S GONE	Paul Anka, ABC-Paramount	10147	S	6
12	15	18	18	DON'T BE CRUEL	Bill Black's Combo, HI	2026		8
13	8	9	7	SO SAD	Everly Brothers, Warner Bros.	5163		9
14	25	34	49	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King	5400		7
15	22	33	48	BLUE ANGEL	Roy Orbison, Monument	425		7
16	14	8	6	A MILLION TO ONE	Jimmy Charles, Promo	1002		11
17	10	14	14	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists	231		15
18	21	21	26	SLEEP	Little Willie John, King	5394		9
19	27	36	40	STAY	Maurice Williams and the Zodiacs, Herald	552		5
20	23	26	41	ARTIFICIAL FLOWERS	Bobby Darin, Atco	6179		6
21	9	7	1	MR. CUSTER	Larry Verne, Era	3024		10
22	13	12	10	KIDDIO	Brook Benton, Mercury	71652	S	13
23	31	37	59	NORTH TO ALASKA	Johnny Horton, Columbia	41782		7
24	32	49	72	TO EACH HIS OWN	Platters, Mercury	71697	S	4
25	36	45	75	ALONE AT LAST	Jackie Wilson, Brunswick	55170		4
26	30	31	43	TOGETHERNESS	Frankie Avalon, Chancellor	1056	S	7
27	16	10	11	IT'S NOW OR NEVER	Elvis Presley, RCA Victor	7777	S	16
28	55	63	99	LAST DATE	Floyd Cramer, RCA Victor	7775	S	4
29	19	22	22	NEVER ON SUNDAY	Don Costa, United Artists	234		13
30	48	71	—	NEW ORLEANS	U. S. Bonds, Legrand	819		3
31	17	16	15	THREE NIGHTS A WEEK	Fats Domino, Imperial	5687		9
32	41	67	74	PETER GUNN	Duane Eddy, Jamie	1168		4
33	18	19	19	DIAMONDS AND PEARLS	Paradons, Milestone	2003		11

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	40	27	30	A FOOL IN LOVE	Ike and Tina Turner, Sue	730		10
35	24	20	29	MOVE TWO MOUNTAINS	Mary Johnson, United Artists	241		9
36	51	59	73	HUCKLEBUCK	Chubby Checker, Parkway	813		4
37	67	—	—	A THOUSAND STARS	Kathy Young and the Innocents, Indigo	108		2
38	37	35	20	THE SAME ONE	Brook Benton, Mercury	71652	S	11
39	29	17	16	PINEAPPLE PRINCESS	Annette, Vista	362		12
40	43	55	70	JUST A LITTLE	Brenda Lee, Decca	31149		5
41	50	54	66	MY DEAREST DARLING	Etta James, Argo	5368		7
42	33	32	21	LUCILLE	Everly Brothers, Warner Bros.	5163		9
43	34	15	12	WALK, DON'T RUN	Ventures, Dolton	25		16
44	44	39	35	ANYMORE	Teresa Brewer, Coral	62219		13
45	35	29	27	TWISTIN' U.S.A.	Danny and the Juniors, Swan	4060		7
46	45	53	58	SOMEBODY TO LOVE	Bobby Darin, Atco	6179		6
47	42	47	50	SHIMMY LIKE KATE	Olympics, Arves	5006		8
48	39	40	53	TONIGHT'S THE NIGHT	Shirley, Scepter	1208		8
49	47	28	32	RUN, SAMPSON, RUN	Neil Sedaka, RCA Victor	7781	S	9
50	65	77	90	WHOLE LOT OF SHAKIN' GOIN ON	Chubby Checker, Parkway	813		4
51	38	23	17	YOU MEAN EVERYTHING TO ME	Neil Sedaka, RCA Victor	7781	S	13
52	77	—	—	MY GIRL, JOSEPHINE	Fats Domino, Imperial	5704		2
53	66	73	81	THEME FROM THE SUNDOWNERS	Billy Vaughn, Dot	16133	S	5
54	52	60	71	I WISH I'D NEVER BEEN BORN	Patti Page, Mercury	71695	S	5
55	54	61	63	LOVE WALKED IN	Dinah Washington, Mercury	71696		5
56	46	46	39	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King	5373		12
57	53	42	34	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King	5341		25
58	49	48	37	LET'S HAVE A PARTY	Wanda Jackson, Capitol	4397		10
59	90	—	—	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury	71690		2
60	28	30	23	DREAMIN'	Johnny Burnette, Liberty	55258		15
61	79	—	—	DEAR JOHN	Pat Boone, Dot	16152		2
62	78	—	—	AM I LOSING YOU	Jim Reeves, RCA Victor	7800		2
63	—	—	—	HE WILL BREAK YOUR HEART	Jerry Butler, Vee Jay	354		1
64	68	80	98	ONE OF THE LUCKY ONES	Anita Bryant, Carlton	535		4
65	71	83	—	PATSY	Jack Scott, Top Rank	2075		3
66	69	74	80	ALABAM	Cowboy Copas, Starday	591		6
67	75	98	100	IF SHE SHOULD COME TO YOU (LA MONTANA)	Anthony Newley, London	1929		4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	60	65	87	EVERGLADES	Kingston Trio, Capitol	4441		4
69	89	—	—	ALABAM	Pat Boone, Dot	16152		2
70	72	82	—	LONELY TEENAGER	Dion, Laurie	3070		3
71	70	76	88	THEME FROM THE SUNDOWNERS	Felix Slatkin, Liberty	55282		5
72	92	—	—	WAIT FOR ME	Playmates, Roulette	4276		2
73	76	—	—	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp	349		2
74	97	—	—	THEME FROM THE DARK AT THE TOP OF THE STAIRS	Ernie Freeman, Imperial	5693		2
75	59	66	82	HUMDINGER	Freddie Cannon, Swan	4061		4
76	74	—	—	THAT'S HOW MUCH	Brian Hyland, Kapp	352		2
77	99	—	—	AM I THE MAN	Jackie Wilson, Brunswick	55170		2
78	—	—	—	PERFIDIA	Ventures, Dolton	28		1
79	58	50	45	TWIST	Hank Ballard and the Midnighters, King	5171		16
80	61	56	47	MY LOVE FOR YOU	Johnny Mathis, Columbia	41764	A	10
81	84	99	—	BALLAD OF THE ALAMO	Marty Robbins, Columbia	41809	A	3
82	86	88	96	HAVE MERCY, BABY	Bobbettes, Triple X	106		4
83	84	99	—	BALLAD OF THE ALAMO	Bud and Travis, Liberty	55284		3
84	87	95	—	MIDNIGHT LACE	Ray Ellis, M-G-M	12942		3
85	63	51	46	I'M SORRY	Brenda Lee, Decca	31093		23
86	—	—	—	NATURAL BORN LOVER	Fats Domino, Imperial	5704		1
87	85	93	—	GIRL WITH THE STORY IN HER EYES	Safaris, Eido	105		3
88	—	—	—	LIKE STRANGERS	Everly Brothers, Cadence	1388		1
89	91	94	—	SIDE CAR CYCLE	Charlie Ryan, Four Star	1745		3
90	93	97	—	NIGHT THEME	Mark II, Wye	1001		3
91	56	62	67	TEMPTATION	Roger Williams, Kapp	347		6
92	94	100	—	MIDNIGHT LACE	Ray Conniff, Columbia	41180		3
93	—	—	—	A WHOLE LOT OF SHAKIN' GOIN' ON	Conway Twitty, M-G-M	12962		1
94	—	—	—	YOU'RE SIXTEEN	Johnny Burnette, Liberty	55285		1
95	—	—	—	RUBY DUBY DU	Tobin Matthews, Chief	7022		1
96	—	—	—	IRRESISTIBLE YOU	Bobby Peterson, V-Tone	214		1
97	—	—	—	RUBY DUBY DU	Charles Wolcott, M-G-M	12944		1
98	—	—	—	ONCE IN A WHILE	Chimes, Tag	444		1
99	—	—	—	A KISSIN' AND A TWISTIN'	Fabian, Chancellor	1061		1
100	—	—	—	GREEN LEAVES OF SUMMER	Brothers Four, Columbia	41808		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

**A THOUSAND STARS** . . . Kathy Young and the Innocents  
(Dare, BMI) Indigo 108

**\*MY GIRL, JOSEPHINE** . . . (Travis, BMI)

**\*NATURAL BORN LOVER** . . . Fats Domino  
(Travis, BMI) Imperial 5704

**\*I'LL SAVE THE LAST DANCE FOR YOU** . . . Damita Jo  
(Rumbalero-Progressive, BMI) Mercury 71690

### \*THEME FROM THE SUNDOWNERS

(Witmark, ASCAP)

**Billy Vaughn**  
Dot 16133

**Felix Slatkin**  
Liberty 55282

**Mantovani**  
London 1946

**\*DEAR JOHN** . . . (American, BMI)

**\*ALABAM** . . . Pat Boone  
(Starday, BMI) Dot 16152

**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. GONZO . . . . . James Booker, Peacock 1697
2. PSYCHO . . . . . Bobby Hendricks, Sue 732
3. A THOUSAND MILES AWAY . . . . . Heartbeats, Rama 216
4. SHIM SHAM SHUFFLE . . . . . Ricky Lyons, Federal 12381
5. CHARMING BILLY . . . . . Johnny Preston, Mercury 71691
6. THEME FROM THE DARK AT THE TOP OF THE STAIRS . . . . . Percy Faith, Columbia 41796
7. THEME FROM THE DARK AT THE TOP OF THE STAIRS . . . . . Chef Atkins, RCA Victor 7796
8. SWAY . . . . . Bobby Rydell, Cameo 182
9. FALLEN ANGEL . . . . . Webb Pierce, Decca 31165
10. ISN'T IT AMAZING . . . . . Crests, Coed 537
11. DANCE WITH ME, GEORGIE . . . . . Bobbettes, Triple-X 106
12. STAY WITH ME A LITTLE LONGER . . . . . Ed Townsend, Warner Bros. 5174
13. LAST DATE . . . . . Lawrence Welk, Dot 16145
14. THEME FROM THE SUNDOWNERS . . . . . Mantovani, London 1946
15. SWEET DREAMS . . . . . Don Gibson, RCA Victor 7805

### HOT 100: A TO Z

A Fool in Love	34
A Kissin' and A Twistin'	99
A Million to One	16
A Thousand Stars	37
A Whole Lot of Shakin' Goin' On	93
Alabam (Boone)	65
Alabam (Copas)	25
Alone at Last	62
Am I Losing You	77
Am I the Man	44
Anymore	44
Artificial Flowers	20
Ballad of the Alamo (Bud and Travis)	83
Ballad of the Alamo (Robbins)	81
Blue Angel	15
Chain Gang	5
Dear John	61
Devil or Angel	7
Diamonds and Pearls	32
Don't Be Cruel	12
Dreamin'	60
Everglades	68
Finger Poppin' Time	57
Georgia on My Mind	10
Girl With the Story in Her Eyes	87
Green Leaves of Summer	100
Have Mercy, Baby	82
He Will Break Your Heart	63
Hucklebuck	36
Hurdinger	75
(I Do The) Shimmy Shimmy	56
I Want to Be Wanted	2
I Wish I'd Never Been Born	54
If She Should Come to You	47
I'll Save the Last Dance for You	59
I'm Sorry	85
Irresistible You	27
It's Now or Never	96
Just a Little	40
Kiddio	22
Last Date	28
Let's Go, Let's Go, Let's Go	14
Let's Have a Party	8
Let's Think About Livin'	5
Like Strangers	88
Lonely Teenager	70
Love Walked In	55
Lucille	42
Midnight Lace (Conniff)	92
Midnight Lace (Ellis)	84
Mr. Custer	21
Move Two Mountains	35
My Dearest Darline	41
My Girl, Josephine	52
My Heart Has a Mind of It's Own	3
My Love for You	80
Natural Born Lover	86
Never on Sunday	29
New Orleans	30
Night Theme	90
Norin to Alaska	23
Once in a While	98
One of the Lucky Ones	64
Patsy	65
Perfidia	78
Peter Gunn	32
Pineapple Princess	39
Poetry in Motion	9
Ruby Duby Du (Matthews)	95
Ruby Duby Du (Wolcott)	97
Run, Sampson, Run	49
Sailor	73
Same One, The	38
Save the Last Dance for Me	47
Shimmy Like Kate	89
Side Car Cycle	18
So Sad	13
Somebody to Love	46
Stay	19
Summer's Gone	11
Temptation	91
That's How Much	76
Theme From The Apartment	17
Theme From Dark at the Top of the Stairs	74
Theme From the Sundowners (Slatkin)	71
Theme From the Sundowners (Vaughn)	53
Three Nights a Week	31
To Each His Own	24
Together	26
Tonight's the Night	48
Twist (Ballard)	79
Twist (Checker)	45
Twist (U. S. A.)	45
Wait for Me	72
Walk, Don't Run	50
Whole Lot of Shakin' Goin' On	81
You Mean Everything to Me	81
You Talk Too Much (Jones)	4
You're Sixteen	94

### 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.

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

#### CONNIE FRANCIS

**MANY TEARS AGO** (Roosevelt, BM) (1:53) — **SENZA MAMA (WITH NO ONE)** (Francon, ASCAP) (4:01) — The thrush should have a two-sided smash with this one. "Many Tears Ago" is a swiny item with a catchy beat. Flip — from her new Italian LP — is an emotional ballad, featuring English and Italian lyrics. **M-G-M 12964**

#### JOHNNY AND THE HURRICANES

**YOU ARE MY SUNSHINE** (Peer, BMI) (2:13) — The boys contribute their unique exciting sound to a rocking instrumental version of the old country hit. Should be another sock seller for the group. Flip is "Molly-O" (Vicki, BMI) (2:21). **Big Top 3056**

#### FERRANTE AND TEICHER

**EXODUS** (Chappell, ASCAP) (2:54) — The duo-piano team, hot right now with "The Apartment," have cut another big movie theme. The picture should be a potent box-office item, and this dramatic instrumental treatment should draw sales and spins. Flip is "Twilight" (Malin, ASCAP) (2:38). **United Artists 274**

#### HANK LOCKLIN



**TOUJOURS MOI (ALWAYS ME)** (Coldwater, BMI) (2:30) — **ONE STEP AHEAD OF MY PAST** (Sigma, ASCAP) (2:30) — An appealing Cindy Walker ballad, "Toujours Moi" is sung with feeling and sincerity. Flip is a tender ballad featuring a heartfelt vocal by Locklin. Dual market appeal. Both sides are strong. **RCA Victor 7813**

#### ANDY WILLIAMS



**YOU DON'T WANT MY LOVE** (Tree, BMI) (2:11) — **DON'T GO TO STRANGERS** (Jefferson, ASCAP) (2:53) — "You Don't Want My Love" is a classy country-pop item with effective chanting by Williams over unusual backing. "Don't Go to Strangers," the oldie recently revived by Etta James, is handed an expressive reading by Williams. A two-sided click. **Cadence 1389**

#### PERRY COMO



**GONE IS MY LOVE** (Roncom, ASCAP) (2:38) — **MAKE SOMEONE HAPPY** (Stratford, ASCAP) (2:20) — Como's first single since last February spotlights the star's creamy baritone on two listenable sides. "Gone Is My Love," which has a slight edge, is an attractive ballad. Flip, from Phil Silvers' forthcoming Broadway musical, is an ingratiating tune with bright backing. **RCA Victor 7812**

#### JAN AND DEAN



**GEE** (Meridian, BMI) (2:07) — The old hit of the Crows is sung in the Crows' style here by the boys and the backing is also in the nostalgic old style. Mighty attractive wax. Flip is "Such a Good Night for Dreaming" (Aldon, BMI) (2:17). **Dore 576**

#### CHUCK BERRY



**JAGUAR AND THUNDERBIRD** (Arc, BMI) (1:50) — **OUR LITTLE RENDEZVOUS** (Arc, BMI) (2:03) — Chuck Berry is back, and with two equally potent sides. The top side features Berry telling about a race between the two cars; flip is a bluesy country-flavored effort. **Chess 1767**

(Continued on page 57)

### 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.

A new single with

# DO RE MI

written all over it.



## PERRY COMO'S "MAKE SOMEONE HAPPY"

FROM THE NEW COMDEN-GREEN-STYNE MUSICAL, "DO RE MI"

### GONE IS MY LOVE



MONAURAL: 47/7812 STEREO: 61/7812

**RCA VICTOR**  
RADIO CORPORATION OF AMERICA

# Reviews of THIS WEEK'S SINGLES

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 55

### FRANK SINATRA

**OL' MACDONALD** (Shaw, ASCAP) (2:36) — **YOU'LL ALWAYS BE THE ONE I LOVE** (Sands, ASCAP) (2:54) — Sinatra sells the community sing oldie, "Ol' MacDonald" (dressed up in new hip lyrics) with ingratiating style and swinging backing. Flip is a tender reading of a poignant ballad. Both sides have solid commercial potential. **Capitol 4466**

### JAMES BROWN

**THE BELLS** (Billy Ward, BMI) (2:54) — **AND I DO WHAT I WANT** (Wisto, BMI) (2:23) — The chanter comes thru with a solid reading of the old Dominoes hit here, complete with crying. Flip side is also strong, and it features the singer handling a wild rocker stylishly. **King 5423**

### LLOYD PRICE

**YOU BETTER KNOW WHAT YOU'RE DOING** (Lloyd Logan, BMI) (2:29) — **THAT'S WHY TEARS COME AND GO** (Pri-Gan - Peanuts, BMI) (2:44) — Lloyd Price has two rocking sides here and he sells them with strong vocal pyrotechnics. Top side is a jumper, flip is an interesting ballad. **ABC-Paramount 10162**

### THE UNTOUCHABLES

**SIXTY MINUTE MAN** (Armo, BMI) (2:00) — **EVERYBODY'S LAUGHING** (Bradset, BMI) (2:07) — Here's a new version of "Sixty Minute Man" that swings even more than the original Dominoes record did. It could be a hit again. Flip is also a good side with a gospel flavor. **Madison 139**

### FRANKIE FORD

**MY SOUTHERN BELLE** (Travis, BMI) (1:55) — Frankie Ford could get back on the hit lists with this rocking version of a swinging, bright tune. Flip is "The Groom" (Travis, BMI) (1:50). **Imperial 5706**

### THE INNOCENTS

**GEE WHIZ** (Recordo, BMI) (2:25) — Another side by the Innocents that is a solid follow-up to "Honest I Do." They could continue their hit string with this smart reading of a slow ballad. Flip is "Please Mr. Sun" (Weiss & Barry, BMI) (2:58). **Indigo 111**

### CARL PERKINS

**HONEY CAUSE I LOVE YOU** (Cedarwood, BMI) (2:13) — **JUST FOR YOU** (Cedarwood, BMI) (2:37) — The best sides that Carl Perkins has turned out in years. Side 1 is a swinging rocker, the strong flip is a pretty ballad. On both of them Perkins shines. **Columbia 41825**

### JIMMY GILMER

**GOOD GOOD LOVIN'** (Dundee, BMI) — Interesting material here finds the chanter wanting to know if his chick is saving her love for him, like she saves green stamps and records. Unusual instrumentation and performance make it one to watch. Flip is "Do You Think" (Dundee, BMI). **Warwick 592**

### CATHY CARR

**GOLDEN LOCKET** (Veronique, ASCAP) (2:12) — One of the gal's finest sides. She tells the story of giving her kisses to a lad who has another girl's locket. It's well sung, with heart, and the backing is solid. This can go. Flip is "I Want to Be Your Pet" (Gil, BMI) (2:42). **Roulette 4296**

### HUGO AND LUIGI

**TWEEDLE DEE** (Progressive, BMI) (2:25) — The old LaVern Baker, Georgia Gibbs hit is given a sprightly, happy updating by a children's chorus. Hugo and Luigi have developed a definitely happy sound on this one which could spring the tune all over again. Flip is "Smile" (Bourne, ASCAP) (2:45). **RCA Victor 7808**

### Christmas

### BOBBY DARIN

**CHRISTMAS AULD LANG SYNE** (Vernon, ASCAP) (2:41) — **CHILD OF GOD** (Adaris, BMI) (1:59) — Darin could easily have a two-sider holiday hit here. On top is a tenderly expressed new lyric version of the New Year traditional, while the flip is a swingin' rhythmic spiritual reading. Either side can go. **Atco 6183**

### Country & Western

### BILL ANDERSON

**THE BEST OF STRANGERS** (Tree-Champion, BMI) (1:57) — **WALK OUT BACKWARDS** (Tree-Champion, BMI) (2:27) — The fine country artist has two listenable sides. On top is a wistful weeper that's made to seem very real. Flip side is another ballad, effectively handled. Both can move, with a nod to the top side. **Decca 31168**

### SIMON CRUM



**COUNTRY MUSIC FIDDLER** (Starrite, BMI) (2:16) — **I FEEL BETTER ALL OVER** (Central, BMI) (2:32) — The down home country cat has a cute side on top here with the singer taking all voices — both high and low — on the tale of a wandering fiddler. Flip is a bright performance of a happy tune that could also move out. **Capitol 4464**

### Rhythm & Blues

### GENE ALLISON



**TELL ME SUGAR BABY** (Shapiro-Bernstein, ASCAP) (2:35) — The chanter has been swinging lately and this tune, a rhythmic, finger-popper, can step right out, too. It's blues-based and Allison is in fine form. Watch it. Flip is "Ask" (Conrad, BMI) (2:35). **VeeJay 365**

### JOHN LEE HOOKER



**TUPELO (PD)** (3:22) — **DUSTY ROAD** (Conrad, BMI) (2:09) — The great chanter offers a soft-spoken incantation on top in the legendary story of the great flood in Tupelo, a true disaster of the people. Much interest here. Also salable is the wonderful shout on the flip. **VeeJay 366**

## 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.

(See Reviews Elsewhere in This Issue)

### Sound

★★★★ **THE SOUND OF HOLLYWOOD**  
The Medallion Strings. Medallion MS 7513.



## VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

#### BILLY WARD & THE DOMINOES

★★★★ **Sixty Minute Man** — FEDERAL 12022 — Reissue of the old 1951 r.&b. hit, sparked by recent action on new versions of the tune. Should pull spins. (Armo, BMI)

★★★★ **I Can't Escape From You** — Feelingful reading by the lead on a moving rock ballad. Another reissue. Lead sounds very much like one-time Dominoes lead Clyde McPhatter (Armo, BMI)

#### THE FIVE SATINS

★★★★ **These Foolish Things** — CUB 9077 — The boys have their second outing on the label and it's a pulsing reading of the great standard. Arrangement features chorus and fiddles. Nice sound. (Bourne, ASCAP) (2:48)

★★★★ **A Beggar With a Dream** — A fine rocker ballad done to a stylish Latinized beat. Big fiddle sound backs the good reading. This has a chance and bears watching. (Sheldon, BMI) (2:19)

#### JIMMY JONES

★★★★ **Ready for Love** — CUB 9082 — Jones wraps up an attractive up-tempo item in bright happy vocal. Strong side. (Sheldon, BMI) (2:27)

★★★★ **For You** — The lovely oldie is handed an expressive r.&r.-styled vocal by Jones. Effective up-dated version. (Witmark, ASCAP) (2:20)

#### JAMIE HORTON

★★★★ **What Should a Teen Heart Do** — JOY 245 — Plaintive piping by the gal on an appealing rock ballad with teen-slanted lyrics. Listenable effort. (Joy, ASCAP) (2:23)

★★★★ **Hands Off — He's Mine** — Vivacious chirping by the canary on a cute ditty. This can grab coin if exposed. (Joy, ASCAP) (2:12)

#### THE MEDALLION ORK AND CHORUS

★★★★ **Main Theme From "Exodus"** — MEDALLION 602 — The main theme from the forthcoming flick "Exodus," is played with brilliance by the Medallion Ork and Chorus. It's a beautiful version and has a chance. (Chappell, ASCAP) (2:38)

★★★★ **Gloria's Theme From "Butterfield 8"** — This is another movie theme, also from a high-powered flick, "Butterfield 8." It features the ork in good form again, and it could be a strong disking. (M-G-M, ASCAP) (2:38)

#### AL BROWN AND HIS TUNETOPPERS

★★★★ **Take Me Back** — AMY 811 — Rocking rhythm tune is wrapped up in an exuberant vocal with infectious tempo. Dual market side. (Aim, BMI) (2:35)

★★★★ **Mention Me** — Attractive reading by Brown on a pleasantly swinging r.&r. ditty. (Aim, BMI) (2:17)

#### BOBBY PEDRICK

★★★★ **Come Out, Come Out** — SHELL 722 — A swinging rocker, with a well-arranged backing. Pedrick turns in a solid performance and the side merits activity. (Saxon, BMI) (2:05)

★★★★ **School Crush** — Pedrick again chants up a storm with a crazy chick chorus solidly in support. Two good sides, both worthy of spins. (Conquest, ASCAP) (1:59)

#### THE MCGUIRE SISTERS

★★★★ **To Be Loved** — CORAL 62235 — The McGuire girls sell this pretty tune (a hit for Jackie Wilson a while back) with their usual warmth, and the backing is stylish, too. Girls could have a big one here. (Pearl, BMI) (2:05)

★★★★ **I Don't Know Why (I Just Do)** — The oldie receives a swinging reading by the girls over smart and occasionally r.&r. support. Two potent sides. (Cromwell-Albert, ASCAP) (2:25)

#### MANTOVANI & HIS ORK

★★★★ **Main Theme From Exodus (Ari's Theme)** — LONDON 1953 — A very lovely rendition of the main theme from the forthcoming flick "Exodus." The Mantovani crew handles it expressively and the record has a solid chance. (Chappell, ASCAP) (3:00)

★★★★ **Karen** — Another fine orchestral version of a tune from the same movie. This song, too, conveys a warm mood, and it also deserves much exposure. (Chappell, ASCAP) (3:16)

#### HUGO MONTENEGRO

★★★★ **How to Handle a Woman** — TIME T-2 — A lovely, dreamy ballad from the new Lerner-Loewe show, "Camelot." It's played here with banks of strings and a pretty harmony trombone spot. Can grab a lot of jock play. (Chappell, ASCAP)

★★★★ **Camelot** — Here's the title theme material from the upcoming Broadway musical. It's played here by the big ork, pleasantly, with an exaggerated beat, in semi-martial style. Also spinnable. (Chappell, ASCAP)

#### CHARLIE HOSS

★★★★ **The Raunchy Twist** — COLUMBIA 59700 — A swinging instrumental receives a pounding reading from the combo here. It could get action, on both boxes and with jocks. (Big "M," BMI)

★★★★ **The Madison Twist** — Charlie Hoss, really Charlie Singleton, sells this wild rocker with excitement and the disk has a chance for coins. (Big "M," BMI)

#### LOUIS PRIMA

★★★★ **Wonderland By Night** (Wunderland Bie Nacht) — DOT 16151 — The German tune is handed a warm and tender performance by Louis Prima, featuring the orkster playing trumpet. A side that has a fine melody and a chance for coins. (Roosevelt, BMI) (3:09)

★★★★ **Ol' Man Mose** — The oldie receives a wild, enthusiastic performance from Prima while the band backs him solidly. A strong hunk of juke wax. (Joy, ASCAP) (3:35)

#### JAMES BROWN

★★★★ **Please, Please, Please** — FEDERAL 12258 — Brown intones a pounding chant with the Flames lending a good gospel flavor to the backing. A lot of spirit here. (Armo, BMI) (2:41)

★★★★ **Why Do You Do Me?** — A low-down blues by Brown and the boys. Flip is better. Both sides are reissues. (Armo, BMI) (2:57)

#### ROSEMARY CLOONEY

★★★★ **Danke Schon** — RCA VICTOR 7806 — Boudleaux Bryant's pretty tune is sung with warmth by Rosie here over very simple support. A good disking by the lass. It's the story of German girl and an American soldier. (Acuff-Rose, BMI) (2:57)

★★★★ **Swing Me** — A bright, breezy ditty, with a touch of the old Clooney hits is sung with spirit by the thrush over snappy support. (Aragaim, ASCAP) (2:10)

#### DOMENICO MODUGNO

★★★★ **Ciao Ciao Bambina** — DECCA 31171 — Exuberant Italian reading of the attractive tune. Fine jockey side. This reissue has a chance. (Feist, ASCAP) (2:13)

★★★★ **Si Si Si** — Verveful reading in Italian on lively tune with bright, happy tempo. (Robbins, ASCAP) (2:18)

#### THE BLUE DIAMONDS

★★★★ **Ramona** — LONDON 1954 — This is the No. 1 disk in Holland. Dutch group sings in English on the great oldie. Interesting deejay wax. (Feist, ASCAP) (2:30)

★★★★ **All of Me** — Swinging vocal version — again in English — of the fine standard. Spinnable. (Bourne, ASCAP) (2:38)

#### PETER MASON

★★★★ **Thank Heaven for Little Girls** — LAWN 105 — Peter Mason comes thru with an enjoyable performance of the Lerner & Loewe tune, played as a semi-rock ballad with a Latinish beat. Worth spins. (Chappell, ASCAP) (2:24)

★★★★ **Lonely Drummer Boy** — This is the story of a drummer in a band who is lonely as he watches the couples go by on the dance floor. Side has an unusual lyric and could get some action. (Kalmann, Bai, ASCAP) (2:20)

#### JANE MORGAN

★★★★ **Somebody** — KAPP 358 — Miss Morgan in her first outing in a spell, offers a soft, smart, softshoe rhythm ballad from the new Jerry Lewis flick, "Cinderella." A satisfying sound. Watch it. (Famous, ASCAP) (2:11)

★★★★ **The Angry Sea** — A new tune which has a folk flavor. Miss Morgan moves into one of her few excursions in the dual-track sound. Tune is done to a stirring backing. (Tannen, BMI) (2:17)

#### THE ROYALTONES

★★★★ **Flamingo Express** — GOLDISC 3011 — Exciting instrumental treatment of a hard-driving rhythm item with infectious tempo and drum work. (Realgone, BMI) (1:58)

★★★★ **Tacos** — Ingratiating Tex-Mex. rhythm is spotlighted on stirring instrumental. (Realgone, BMI) (1:48)

#### SAVANNAH CHURCHILL

★★★★ **Time Out for Tears** — JAMIE 1172 — The gal sounds warm and cozy on this fine old ballad. She's in fine form and the backing goes right along. This can catch a lot of spins. (Republic, BMI) (2:11)

★★★★ **I Want to Be Loved** — Another good oldie is handled with equal aplomb by the thrush. Fancy arrangement spots fiddles and horns. A lot of feeling here. (Melrose, ASCAP) (1:53)

#### THE TREE SWINGERS

★★★★ **Kissin' and Cookin'** — BIG TOP 3058 — The boys come thru with a first-rate reading of a happy rocker. It has a chance to go, if exposed. And the lyric is cute, too. (Vicki, BMI) (1:51)

★★★★ **Only Forever** — The boys sing the oldie with warmth over a smooth r.&r. beat. Pleasant wax. (Joy, ASCAP) (2:03)



## GOOD SALES POTENTIAL

#### LING WRAY AND THE WRAYMEN

★★★★ **Mary Ann** — EPIC 9419 — The Ray Charles tune is handed a forthright performance by Wray here over a solid support. A side that has a chance for coins. (Progressive, BMI) (2:19)

★★★★ **Aln't That Lovin' You Babe** — A wild, down home blues is sung with much feeling by the chanter over wild backing. Could get some juke coins. (Conrad, BMI) (2:46)

(Continued on page 58)

# Reviews of New Pop Records

Continued from page 57

### THE VIRTUES

★★★ **Guitar Boogie Twist**—VIRNON 603—This is the old "Guitar Boogie" with a "twist" flavor added via the beat. Worth juke coins. (Virtu, ASCAP) (2:39)  
 ★★★ **Guitar Shimmy**—Same comment. (Virtu, ASCAP) (2:29)

### THE MINUTE MEN

★★★ **Yankee Diddle**—CAPITOL 4458—A rock version of "Yankee Doodle," with a flute heard in the lead against a standard rock instrumental backing. Good bit of sound here. (Trinity, BMI) (1:42)  
 ★★★ **Blue Pearl**—Here's an instrumental with an Indian sound. Sub-toned clarinet takes the lead and it's joined by an interesting chorus effect. Side has a haunting quality. (Lycoming, BMI) (2:02)

### DON CHERRY

★★★ **Hair of Gold**—WARWICK 597—Don Cherry comes thru with a sock side on his first waxing for the label. He sells the oldie with spirit and the backing is smart, too. Worth exposure. (Mellin, ASCAP)  
 ★★★ **Somebody Cares for Me**—Don Cherry sells this country-styled ditty with feeling on this bright disk. Worth spins. (Bregman, Vocco & Conn. ASCAP)

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### GOGI GRANT

★★★ **In a Sentimental Mood**—LIBERTY 55286—The sultry standard is accorded a rich vocal rendition by thrush. Spinnable side. (American Academy, ASCAP) (2:34)  
 ★★★ **Two Lovers by the Sea**—Poignant piping on plaintive ballad with haunting quality. (Drexel, ASCAP) (2:39)

### THE HAWK

★★★ **I Get the Blues When It Rains**—PHILLIPS 3559—Effective piano solo work with honky-tonk sound on the oldie. (Forster, ASCAP) (2:06)  
 ★★★ **In the Mood**—Hard-pounding piano solo treatment of the old Miller hit. Both sides are strong juke items. (Shapiro-Bernstein, ASCAP)

### THE RANDY SPARKS THREE

★★★ **Pocket Full of Blues**—VERVE 2143—Soft, quiet, folksy ballad about the misfortunes of loneliness is well done by the boys. (Sparrow, ASCAP) (2:20)  
 ★★★ **Julianne**—Tune, again done in the folk tradition, tells the story of a girl who is eaten by a bear while her love is off courting Jennie-Lou. Fine performance by the boys. Both sides are from a recent album. (Sparrow, ASCAP) (3:10)

### GINO JAMES

★★★ **Popularity**—EPIC 9420—Strong thumping side from vocalist James here that outlines the secret to success with girls: money, clothes and cars. It somewhat like "Personality." (Emorey, BMI) (2:12)  
 ★★★ **New Girl**—Soft-sell ballad about new love replacing the old is done in a semi-Mathis style by the chanter. (Emorey, BMI) (2:10)

### TIM WELCH

★★★ **A Boy and a Girl in Love**—EDIT 113—The boy sings of the happiness and contentment of the boy-girl relationship, assisted by a large vocal backing. (Cepha, BMI) (2:27)  
 ★★★ **Weak in My Knees**—Cute lyric and soaring, swinging flute make this an interesting side well-enough sung by Welch in swingy tempo. (Cepha, BMI) (2:18)

### BOBBY BISHOP

★★★ **Anybody (But You)**—MALA 423—Bobby Bishop comes thru with a bright performance on a fair piece of material, lifted out of its usual groove by his enthusiastic vocal. Could get some action. (Meridian, BMI) (2:22)  
 ★★★ **That's Where I Belong**—Again the singer handles a listenable song with spirit, over bright ork and chorus support. (Meridian, BMI) (2:17)

### BOBBY FORD

★★★ **Grasshopper (Parts I & II)**—LUCK 105—A wild rocker is played in just that fashion here by the instrumental combo. Both sides swing. Side I features a horn lead; Side II spotlights the guitar. Both are good for juke coins. (Shoe, BMI) (2:21-2:10)

### TOMMY FAILE

★★★ **That's All Right**—LAWN 104—Tommy Faile sings this bouncy rocker in a Johnny Cash style over snappy country-pop backing. Worth exposure. (Lynn, BMI) (2:02)  
 ★★★ **The Rest of My Life**—The Arthur Smith tune is sung with spirit by Tommy Faile as he explains that he is now working on a chain gang for past misdeeds. (Lynn, BMI) (2:13)

### BILL HARRIS

★★★ **Yeah! Yeah! Guitar**—STRAND 25020—Solid guitar solo work on infectious rhythm item with exuberant comments by chorus.  
 ★★★ **Little Momma Pleaser**—Catchy novelty is chanted brightly by fem chorus and deep-voiced male warbler.

### LU ELLIOTT

★★★ **One**—ABC-PARAMOUNT 10151—Emotion-packed thrashing atint on moving ballad with churchy flavor. (Concourse, BMI) (2:26)  
 ★★★ **Big Joe**—Favid chanting by canary on bouncy rhythm-novelty. (Hollis, BMI) (2:09)

### THE HARPTONES

★★★ **Answer Me, My Love**—COED 540—The Harptones sell the familiar ditty with spirit with a high-voiced lead, getting mighty wild over the whole thing. Side has a sound and possibilities. (Bourne, ASCAP) (2:25)  
 ★★★ **Rain Down Kisses**—A swinging novelty is handed a sock performance by the boys with the lead driving all the way. The backing rocks, too. Two strong sides. (Winneton, BMI) (2:15)

### THE FABULOUS FOUR

★★★ **In the Chapel in the Moonlight**—CHANCELLOR 1062—The oldie is sung with fervent sincerity by lead singer and group. (Shapiro-Bernstein, ASCAP) (2:12)  
 ★★★ **Mister Twist**—Exuberant reading by the group on a bouncy tune about a football hero. (Debmar, ASCAP) (2:10)

### DAVE (BABY) CORTEZ

★★★ **Hurricane**—CLOCK 1031—Exciting instrumental side with standout organ and drum solo work and sock beat. (Lowel, BMI) (2:22)  
 ★★★ **The Shift**—Bouncy rhythm item is warbled in okay fashion. Good dance tempo. (Lowell, BMI) (2:34)

### ARCHIE CAMPBELL

★★★ **Don't Jump From the Bridge**—RCA VICTOR 7807—Archie Campbell handles this near-suicide story with feeling as he tells his sweetheart not to jump from the bridge just because they had a quarrel. Watch it. (Tree, BMI) (2:22)  
 ★★★ **Ol' Man Mose**—A bright reading of the oldie by Campbell over chorus support. (Jay ASCAP) (1:54)

### IAN MENZIES

★★★ **The Fish Man**—ATCO 6182—The Sidney Bechet tune is handled in warm instrumental fashion here by the Ian Menzies combo. A good side. Interesting waxing for jocks. (Melody Trails, BMI) (2:23)  
 ★★★ **Salty Dog**—Ian Menzies and his ork come thru with a bright performance of the oldie with a snappy vocal by thrush Fiona Duncan. Side has a happy New Orleans quality and could get jock spins. (2:40)

### RICK RANDEL

★★★ **Mister Butterfingers**—APT 25048—The cat is one of those people who lets the chick slip thru his fingers. Bright side could get play on its cute lyric and jumping arrangement. (Aldon, BMI) (2:06)  
 ★★★ **Have You Ever Been Lonely**—The oldie gets a solid performance from Randel, who, with the aid of a strong chorus, sings it as a bouncing ballad. (Shapiro-Bernstein, ASCAP) (2:25)

### TY TERRELL

★★★ **The Scratch (Parts I & II)**—LUTE 5802—A kicking rocker with a twist beat, is all about a new dance called The Scratch. It rocks all the way. Side I is the introductory side. On Side II everybody does the dance to the caller's instructions. (Kavelin-Hilde, BMI) (2:07 & 1:45)

### GENE MUMFORD

★★★ **Brazil**—LIBERTY 55274—The familiar oldie is handed a solid performance by Mumford over smartly styled Latin backing. Side has a chance to take off if exposed. (Peer Int'l, BMI) (2:28)  
 ★★★ **I Gotta Have My Baby Back**—Gene Mumford turns in a first-rate reading of a tune penned by Floyd Tillman on this listenable hunk of wax. Side is worth spins and has a chance. (Peer Int'l, BMI) (2:53)

### JIMMY MOSBY

★★★ **Arrivederci, Roma**—KAPP 356—The Italian ditty receives a swinging performance from the chanter on his debut waxing for Kapp. He sells it with enthusiasm and the backing is breezy and bouncy. Disk has a chance. (Connelly, ASCAP) (2:06)

### ★★★ River, River

—The chanter bows on the label with a warm and meaningful performance on a pretty ballad, backed by a large stringed ork and chorus. Good side. (Knollwood ASCAP) (2:03)

### JOHNNY BEHRENS

★★★ **All Because of You**—JAY KAY 111—The boy has a fine voice but the material, which tells of his joys on finding his love, is rather routine. The ballad featured chorus backing. (BMI)

### SAM BAKER

★★★ **Island of Regret**—Rocking blues gets a good enough treatment by Baker and an all-male vocal group backing. Good guitar and piano solos. (BMI)

### BARBARA LYONS

★★★ **Little Boy**—ABC-PARAMOUNT 10153—Miss Lyons belts a rocker. She sings the praise of her boy friend in a style that's vaguely reminiscent of Roberta Sherwood. Gal pours a good bit into the performance. (Atlantic, BMI) (2:25)

### ★★★ Dear Buddy

—A rockaballed with string support behind the thrush's emotional reading. Pleasant performance, with a message that's in the teen groove. (Wemar, BMI) (2:36)

### JUDY, JOHNNY & BILLY

★★★ **Too Late to Worry, Too Blue to Cry**—DOT 16142—Judy takes the lead on this weeper ballad. Song and performance by the gal and her friends has strong country overtones. Melody is catchy. (American, BMI) (2:22)  
 ★★★ **I Was the Last One to Know**—A pleasant ballad comes off for moderate effects. Flip has more retentive power. (American, BMI) (2:32)

### CHET (POISON) IVEY

★★★ **Lady Bug**—ABC-PARAMOUNT 10161—Chet Ivey comes thru with a listenable performance on a slight rocker as he tells his gal how good she looks to him. (Triple Tone, BMI) (2:10)  
 ★★★ **Wash Your Feet**—Ivey and the boys sell a Coasters type of ditty with enthusiasm over a snappy backing. (Sylvia, BMI) (2:10)

### RICKY SCOTT

★★★ **Darling Darlin'**—CUB 9079—Slow ballad gets a fine reading by the boy singer. Theme tells of how much the girl is missed. Chorus backs up Scott. (Bermason, BMI) (2:31)  
 ★★★ **I Didn't Mean It**—Medium-tempo rocker comes on strongly here with Scott giving the apologies in front of a hard-driving combo that sports fine guitar. (Bermason, BMI) (1:55)

### THE SABIANS

★★★ **Crazy Dream**—YALE 241—Holding her in his arms makes up the thought in the crazy dream sung by the group here. Tune is done nicely with the Hi Landers backing instrumentally. (Glover, BMI)  
 ★★★ **Your Cheating Heart**—The vocal trio handles the famous Hank Williams tune nicely at a very slow rock-ballad tempo. Backing is by small combo with a noodling tenor as top feature. (Acuff-Rose BMI)

### DANNY BOY

★★★ **Yea-De-A-Hay**—DOT 16140—A rocker blues with stops in the Bo Diddley tradition. The chanter hands it an okay reading with a high school sound. Side could catch some spins. (Osborne, BMI) (2:03)  
 ★★★ **Send Me Some Lovin'**—A walkin' blues with a vocal by Danny that's very exaggerated in its gimmick effects. (Venice, BMI) (2:25)

### DENNIS AND THE MENACES

★★★ **Pigeon-Toed**—DOT 16143—A moderate paced instrumental blues, with horns and guitars predominating. Danceable rhythm with a catchy sound. (Sound, BMI) (1:58)  
 ★★★ **Drumbe**—A pounding jungle type rocker blues. A lot of wild guitar, sax and tom tom passages. Fair results. (Camarillo, BMI) (2:05)

### THE CAMEOS

★★★ **Canadian Sunset**—MATADOR 1813—Group offers a rock version of the Eddy Heywood hit of a few seasons back. Lead is backed with a flock of gimmick vocal effects from the group. Can get spins. (Meridian, BMI) (2:16)  
 ★★★ **Never Before**—A slow rockaballed done for fair effects by the group. Material is on the slim side. (Alanna, ASCAP) (2:12)

### BILL ROBBIN

★★★ **Near You**—PINK 707—The Francis Craig hit is done in a Bill Black Combo styling by Robbin and the group. Organ and sax are featured. Spinnable effort. (Suprema, ASCAP)  
 ★★★ **Boll Weevil**—Same tempo as the flip, the effort figures as a fair dance side. (Walmsy, BMI)

### THE GOLDUST TWINS

★★★ **Glub Glub Thing**—EDIT 112—Amusing novelty is sung with humorous showmanship and bouncy Alley-Oop-styled beat. (Cepha, BMI) (3:25)  
 ★★★ **Lonely Night**—Plaintive rockaballed is sung sincerely and pleasantly. (Cepha, BMI) (2:55)

### TIM WELCH

★★★ **A Boy and a Girl in Love**—EDIT 113—Wistful warbling by Welch on an appealing rockaballed. (Cepha, BMI) (2:27)  
 ★★★ **Weak in My Knees**—Personable chanting on bouncy r.&r. item. (Cepha, BMI) (2:18)

### THE TWISTERS

★★★ **Pretty Little Girl Next Door**—APT 25045—Swinging tenor assists the boys at a galloping tempo as they sing about spell cast by the girl next door. (Standish, ASCAP) (2:05)  
 ★★★ **Come, Go With Me**—The group tears right into the brisk rocker. Tune features fast fingered tenor work and singing on the wild side. (Standish, ASCAP) (2:20)

### JANIE

★★★ **You Better Not Do That**—CAPITOL 4459—Janie bows on the label with a stylish reading of a tune penned by Tommy Collins. It has an unusual talking lyric and deserves spins. (Central Songs, BMI) (2:17)  
 ★★★ **Only Girls Can Tell**—Okay rockaballed is sold nicely by the thrush. Flip is stronger. (American, BMI) (2:39)

### BOB CREWE

★★★ **Oh, How I Miss You Tonight**—WARWICK 601—Bob Crewe sells the oldie with feeling over a rock and roll backing. May get spins. (World, ASCAP)

★★ **Everytime**—Weak material is handed a fair go by the chanter. (Selma, BMI) (2:13)

### BILLY WARD & THE DOMINOES

★★★ **The Gypsy**—ABC-PARAMOUNT 10156—The fine oldie is given a relaxed reading by the group. It's done in slow tempo with fiddles backing the pleasant vocal work. A spinnable side. (Leeds, ASCAP) (2:24)

★★ **You**—The tenor lead hands this Latin rhythm ballad a nice performance but the flip has the edge. (Billy Ward, BMI) (2:35)

### L. J. BUGGERBEE

★★★ **I Bought My Little Brother a Chemistry Set**—DORE 575—A gimmicky voice tells about a kid with a chemistry set. Cute wax has a chance. (Hilary, BMI) (2:14)

★★ **Lonesome Looie**—Slow instrumental ballad featuring tenor sets a lonesome mood. (Hilary, BMI) (2:01)

### THE HIGHLIGHTERS

★★★ **The Bull**—NEW SONG 116—

Tremendous Initial Reaction!

**"My Eyes Are Crying FOR You"**

Jewel and Eddio Silver #1008

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**THE GYPSY**

by **BILLY WARD** #10156

ABC-PARAMOUNT FULL COLOR FIDELITY

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THE NASHVILLE SOUND THE NATION'S SENSATION

**FLOYD CRAMER'S**

RCA Victor 47/7775

**• 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. THEME FROM THE APARTMENT (Mills) . . . . .	1	15
2. IT'S NOW OR NEVER (Gladys) . . . . .	3	12
3. MR. CUSTER (Bamboo) . . . . .	10	5
4. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein) . . . . .	2	12
5. KEY TO LOVE . . . . .	13	3
6. MISTY (Octave) . . . . .	4	26
7. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus) . . . . .	5	16
8. MR. LUCKY (Southgate) . . . . .	6	28
9. ONLY THE LONELY (Acuff-Rose) . . . . .	8	10
10. CLIMB EV'RY MOUNTAIN (Williamson) . . . . .	12	38
11. MY HEART HAS A MIND OF ITS OWN (Aldon) . . . . .	—	3
12. DO-RE-MI (Williamson) . . . . .	12	38
13. CHAIN GANG (Kags) . . . . .	—	1
14. GREEN LEAVES OF SUMMER (Feist) . . . . .	—	1
15. THEME FROM A SUMMER PLACE (Witmark) . . . . .	14	38

**• Reviews of New Pop Records**

Latin-styled effort by the singing group tells the story of a lost love thru bull-fighting. (Termyra, BMI)

★★ Flang Dang Do — Hand-clapping bouncer gets a medium-tempo reading by the group with the support of Fred Harris' Red Top Trio. (Termyra, BMI)

**THE STROLLERS**

★★★ One Summer Love — 20TH FOX 9606 — A tome of summer love. Side is done in rock triplet style, with a fem chorus heard in the backing. Can get spins. (May-scott, ASCAP) (1:59)

★★ King of All Fools — A slow, triplet-backed ballad. The lead sings with devotion, with a chick group heard in support. (Ronlor, BMI) (2:50)

**DARLENE WOODS**

★★★ That's Me — DATE 2736 — Heartfelt piping on plaintive rockaballad. (Noel, ASCAP) (2:40)

★★ All I Want — Personable chirping on attractive theme with catchy tempo. (Noel, ASCAP) (2:12)

★ ★

**MODERATE SALES POTENTIAL**

**BRADLEY MUNDY**

★★ Tippin' In — 20TH FOX 193 — The old Erskine Hawkins theme gets an instrumental reading by the big band with tenor saxes in the forefront. (Advanced, ASCAP) (1:55)

★★ Fiesta Brasilia — Big band at a quick Latin tempo is the style on this side. Side is routine. (Shawnee, ASCAP) (2:14)

**THE KEY BROTHERS**

★★ Sherry Ann — MAGNET 110 — The lad sells this rhythmic rocker with spirit over happy backing supported by a big beat. (Storm-Orham, BMI) (2:12)

★★ My Jenny Lee — The Key Brothers tell about a lass in school named "Jenny Lee" on this folk-styled rocker. (Fabulous-Greenback, ASCAP) (1:50)

**DIMPLES AND JACKSON**

★★ Love Came Tumbling Down — GARDENA 114 — Dimples takes the vocal on this story of a lass who wants love as well as material things. (Harold & Dimples, BMI) (2:14)

★★ Where Are You — Pleasant reading of a rockaballad by Jackson here. (Harold & Dimples, BMI) (1:50)

**JIMMY FONTANA**

★★ Bevo — VESUVIUS 1019 — The chanter sells this "Volare" type swinger nicely in Italian.

★★ Bacco, Tabacco e Venere — Another slight Italian effort is sung pleasantly by the chanter in that language. Both tunes won acclaim at the Naples Song Festival.

**MARTY VALENTINE**

★★ Growing Boy — MALA 421 — The chanter explains that as a growing boy he needs "huggin' and kissin'" as well as the ice cream, etc. (Aim, BMI) (2:05)

★★ When the Time Is Right — The chanter bows on the label with a pleasant performance on an easygoing effort. (Beechwood, BMI) (2:05)

**PETE SHRAYDER**

★★ Take Me Back, Baby — CAPITOL 4461 — Interesting hunk of material is handled with enthusiasm by the chanter. (Wood, ASCAP) (1:25)

★★ Where's the Girl for Me — Pete Shrayder performs this weak effort with

occasional bursts of spirit. (Darwood, ASCAP) (1:50)

**BILLY LANE**

★★ Little Boys and Girls — TWILIGHT 401 — Okay ballad about growing up. Lane has a pleasant voice even tho the arrangement does little to set him off properly. (Mor Hits, BMI) (2:22)

★★ All of the Time — A ballad with modified rock effects. Lane sings with organ accompaniment. (Mor Hits, BMI) (2:27)

**JOHN SHUR**

★★ You'll Know — AUDIO 1 — Shur shows a fair, and rather legit croon style. He suffers from an arrangement that doesn't move.

★★ Once Upon a Time — An okay ballad, performed pleasantly by the chanter.

**JIMMY LEE BALLARD**

★★ Say You'll Be Mine — REM 305 — An echoy rocker blues in the country tradition. Ballard has quite a derivative sound. (Fayette, BMI) (2:15)

★★ Darling Take My Hand — A slow rock ballad done with exaggerated vocal effects by Ballard. Fair potential. (Fayette, BMI) (2:40)

**THE ELOISE TRIO**

★★ Jack and Jill Calypso — DECCA 31166 — Pleasant reading by fem lead on catchy calypso. Both sides are from LP. (Deekay, ASCAP) (3:00)

★★ Man Plaba — Vivacious warbling stint on amusing calypso-styled ditty. (Folkways, BMI) (2:53)

**VON BRADY**

★★ Love Me — VON 653 — Appealing country-flavored ballad is sung sincerely by Brady and chorus. (Desert Palms, BMI) (2:00)

★★ One Hour of Love — Bouncy tune is wrapped up in okay vocal by Brady and chorus. (Desert Palms, BMI) (2:15)

**DAVID LUNDEN**

★★ The Night Was Made for Lovers — FAIR PARK 0001 — Okay chanting on pretty ballad. (Apel Baer, ASCAP) (2:13)

★★ Where the Sky Meets the Sea — Same comment. (Fair Park, BMI) (1:56)

**LISA ANDERS**

★★ Space Monkey — SENATOR 711 — Okay reading of a novelty about a monkey who orbits the earth in a rocket. (Greenback, BMI) (2:20)

★★ Old Enough — "I'm old enough to fall in love with you," pipes the chanter on this fair side. (Greenback, BMI) (2:55)

**THE ILLUSIONS**

★★ Rock and Roll Train — AXTEL 101 — Here's a fast train rhythm item done for fair results by the group. (Payton, ASCAP) (2:20)

★★ Better Late Than Never — A slow ballad, done to triplet rhythm. Group handles an okay reading. (Payton, ASCAP) (2:30)

**FREDDIE BOSWELL**

★★ Lonely Fool — GARDENA 111 — Exuberant warbling on a bouncy r.&r. ditty. (Storm, BMI) (1:51)

★★ Adorable Dora — Feelingful chanting by Boswell and fem chorus on okay rockaballad. (Storm, BMI) (2:36)

**THE TABS**

★★ Never Forget — GARDENA 110 — Expressive vocal stint by the lead singer and group on okay rockaballad. (Casual, BMI) (2:18)

★★ Rock and Roll Holiday — Catchy rhythm ditty is sung pleasantly. (Casual, BMI) (1:47)

**PAUL REVERE**

★★ Unfinished Fifth — GARDENA 115 — Pounding r.&r. instrumental side with effective sax solo work. (Storm, BMI) (1:57)

★★ Paul Revere's Ride — Frantic chanting on fast-moving rhythm-novelty. (Storm, BMI) (2:20)

**VINCE MASTRO**

★★ Crazy River — DECCA 31167 — The chanter sings this story of personal sorrow with some excitement. (Lake Erie, BMI)

★ Forever Is Always — The chanter handles this big ballad in so-so fashion. (Lake Erie, BMI)

**PATTI LASALE**

★★ How Many Times — MCI 1027 — The young Miss sings dual-track style on a minor-keyed ballad with chorus in the backing. Fair sound. (Desert Palms, BMI) (2:08)

★ For the Love of Mike — Okay reading of material that fails to get off the ground. (Desert Palms, BMI) (1:47)

The following records, also reviewed by The Billboard music staff, were rated one star.

ROYCE CLARK: Walking in the Moon-Light/Seasons of Loneliness—Veeda 4007

DOTTIE HOWE: On the Beam/It Takes Time—Seneca 101

CHUCK JONES & THE RAY: Only Three Words/With A-ONE-A-TWO — Belle Meade 142

GINO MAURO: I Didn't Know I Loved You/You're My Angel—Variety 1023

WALLY MERCER: A Lover's Prayer/Rock Around the Clock—Mertone 7668

TOMMY POPE: Stardust/What Can I Say, Dear—Noteworthy 1003

BOB STARR: Flat Foot Susie/Can't Waste My Time on You—Accent 1066

BILL WARREN: They Can't Take That Away From Me/This Night I'll Remember—Shasta 141

**Jazz**

★ ★ ★ ★

**CANNONBALL ADDERLEY QUINTET**

★★★★ Jeannine (Parts I & II) — RIVERSIDE 442 — A swinging, driving up-beater, with Adderley playing against a trumpet much of the way thru side one. The side also has some spirited soloing by the tenor man and the trumpet. Side two has a long piano break, a bass solo and a colorful wind-up. Both sides from Adderley's album, "Them Dirty Blues." Good dance wax. (Upam, BMI) (3:30 & 3:33)

**LES McCANN LTD.**

★★★★ C Jam Blues — PACIFIC JAZZ 306 — The swinging Les McCann trio shows off the pianist here in a solid version of the Duke Ellington blues in romping style. Fine hip jock and juke item. (Robbins, ASCAP) (3:00)

★★★★ The Shout — Amusing and swinging gospel flavored side, gets solo piano opening and then erupts into hard-swinging trio play. Both sides recorded live from the album "The Shout." (West Coast, ASCAP) (2:58)

**RUNE OVERMAN TRIO**

★★★★ Funky Festival — PACIFIC JAZZ 305 — Eight-to-the-bar piano opening gets attention on this swinging blues side by relative newcomer Overman who plays piano in strong style. Improvisation is of the Jamal-type. (2:20)

★★★ Old Spice — Overman leads a trio, with his piano playing out front, thru a fine medium-tempo blues here. (2:55)

JULIAN (CANNONBALL) ADDERLEY  
★★★★ Stars Fell on Alabama — MERCURY 71712—The standard ballad is excellently played by the star altoist who is supported by a fine rhythm section. Good jazz juke material. (Mills, ASCAP) (3:20)

★★★ Limehouse Blues — This fast tempo romp by the alto man shows off his pyrotechnical technique to fine advantage. Both sides, recorded some time ago, are from the LP, "Cannonball Adderley Quintet in Chicago." (Harms, ASCAP) (3:00)

**WES MONTGOMERY QUARTET**

★★★★ Summertime — PACIFIC JAZZ 301 — Solid guitar solo treatment of the great Gershwin standard. Good juke wax here. (Gershwin, ASCAP) (2:31)

★★★ Fingerpickin' — Tasteful guitar solo work on lively rhythm item. (West Coast, ASCAP) (2:58)

★ ★ ★

**TEDDY EDWARDS SEPTET**

★★★ Red Shirt — PACIFIC JAZZ 303 — Good but not exceptional blues blowing in medium tempo by the leader on tenor and trumpet and another tenor with rhythm make this a listenable side. (West Coast, ASCAP) (2:58)

**JACKIE DAVIS AND HAROLD LAND**

★★★ Blowin' the Blues — Davis on organ and Land on tenor team up for some medium-tempo blues improvisation. Side swings and with the good organ should pull juke play. (West Coast, ASCAP) (2:54)

**PAUL BRYANT AND CURTIS AMY**

★★★ Searchin' — PACIFIC JAZZ 304 — Slow blues by Bryant on organ and Amy  
(Continued on page 60)

**GOING, GOING, GONE!**  
**LITTLE BOOKER'S**  
Great Instrumental Gasser!



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Watch These Go . . . **BIG!**

**LOUIS JORDAN**

**"FIFTY CENTS"**

WARWICK M583

**THE STRING-A-LONGS**

**"TELL THE WORLD"**

and  
**"WHEELS"**

WARWICK M603

**JIMMY GILMER**

**"GOOD, GOOD, LOVIN'"**

and

**"DO YOU THINK"**

WARWICK M592

**United Telefilm Records, Inc.**

MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6 1050

# Reviews of New Pop Records

Continued from page 59

On tenor sax could get play from hipper locks and would be a good item for jazz luke boxes. Playing is strong. (West Coast, ASCAP) (2:54)

★★★ **Goin' Down, Get Me a Woman** — Middle-tempo tune gets a good ride for the money from the two featured performers with rhythm. Both sides are from "The Blues Message" LP. (West Coast, ASCAP) (2:59)

### TEDDY EDWARDS QUARTET

★★★ **Up in Teddy's New Flat**—PACIFIC JAZZ 302—Effective ork treatment of infectious theme with solid sax solo stint. (West Coast, ASCAP) (2:58)

### BILLY HIGGINS

★★★ **Me and My Lover**—Billy Higgins warbles with vitality on bluesy item with bouncy backing. Solid drum solo work by artist. (West Coast, ASCAP)

### JOHNNY GRIFFIN

★★★ **Wade in the River**—RIVERSIDE 444—This is from an album, "The Big Soul Band," and Griffin is the leader man.

Moving on BLUE NOTE  
**THE THREE SOUNDS**  
 THAT'S ALL/ST. THOMAS  
 BLUE NOTE 45X1758

**JIMMY SMITH**  
 MAKIN' WHOOPEE/WHAT'S NEW  
 BLUE NOTE 45X1745

**BLUE NOTE**  
 43 W. 61st St., New York 23, N.Y.

EVERY DISTRIB IS REPEATING!  
**NAPPY BROWN**  
 "THE HOLE I'M IN"  
 b/w  
**"NOBODY CAN SAY"**  
 Savoy #1592

**SAVOY** RECORD CO.  
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**NEW ORLEANS**  
**BIG BOY MYLES**  
 Ace 605

**ACE RECORDS**  
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Watch for an exciting new sound on  
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**NEW SMASH!**  
**LITTLE ANTHONY & THE IMPERIALS**  
**LIMBO**  
 (Parts I & II)  
 End #1080  
**END RECORDS**  
 1650 Broadway New York, N. Y.

Side is a big, blaring version of the spiritual. Listenable and danceable material, especially for boxes. (Jazz-Standard, BMI) (2:33)

★★ **Holla**—A bit more on the upbeat side, it is also a bit more on the far out kick with a lot of polyphonic interplay between soloists and sections. Flip is better for the boxes. (Jazz-Standard, BMI) (2:20)

### THE FLAMETHROWERS

★★★ **Suzette** — CLIX 7 — An interesting rhythm instrumental by the guitar group. It's strongly blues oriented with a wobbly sound from the lead guitar. This one's worth a hearing. (1:35)

★★★ **The Knights Caper**—Much in the same groove as the flip, this is a blues. The down guitars carry the ball and they build a good sound, against a lot of drum and cymbal work. (2:00)

### SKIPPY BROOK'S COMBO

★★★ **Doin' the Horse**—EXCELLO 2188—Zestful instrumental treatment of okay rhythm item with pounding beat. (Excellerec, BMI) (2:21)

★★★ **Dim Lights** — Sultry theme is accented bluesy instrumental ork wrap-up. (Excellerec, BMI) (2:20)

### STEVE AND TEE

★★★ **Blue Monday**—STUDIO 9907—Good strong rocking blues in middle tempo sets the pace on this one as the singers yell out the blue Monday lyric. (Commodore, BMI) (2:02)

★★ **Lonely, Lonely Me**—Ballad of loneliness is handled adequately by the singers here in rocking tempo. (Raleigh-Clipper, BMI) (2:15)

The following records, also reviewed by The Billboard music staff, were rated one star.

**JOE WILSON: Lady Is a Tramp/Rootie Flutie**—Cornuto 1001

## Country & Western

### STANLEY BROTHERS

★★★ **Little Bonny** — KING 5415 — This unusual country song implores an irate father not to whip "Little Bonny" for using nasty language. Tune has an authentic folk charm. (PD) (2:05)

★★★ **Old Love Letters** — Burning old love letters and retracing the love that is no more is the key to this country weeper. Good wax here. (Lois, BMI) (2:30)

### CURLEY HERNDON

★★★ **Blues Stay Away From Me** — MERCURY 71709 — Curley Herndon comes thru with a bright performance of the great old Delmore Brothers hit, over strong rock influenced backing. Should get spins in the c.&w. field. (Lois, BMI) (2:27)

★★★ **Makin' Believe** — The familiar Kitty Wells oldie is handed a tender performance by the chanter over traditional support by band and chorus. Two good sides. (Acuff-Rose, BMI) (2:13)

### EDDIE NOACK

★★★ **Firewater Luke** — MERCURY 71705 — This is the story of "Firewater Luke," who bootlegged whiskey to Indians and palefaces both. It's a bright, exciting waxing and the chanter sells it very well. (Glad, BMI) (2:42)

★★★ **I Slipped Out of Heaven** — The country chanter sells this pretty weeper with much heart as he explains how he slipped around and was caught. Good country wax. (Glad-Silver Star, BMI) (1:56)

### MAX MILLER

★★★ **Reaching Out** — GRC 103 — Miller, who has a fine country voice, handles this slow ballad, about the love that he hopes will return, excellently. (Pamper, BMI) (2:56)

★★ **The Losing End** — Ballad here is about the love affair loser. Flip is better. (Wooten, BMI) (1:52)

### DESSIE FAULKNER

★★ **I Dare You to Love Me** — D 1159 — Traditional styled, up-tempo ditty. Young Miss Faulkner has something of the grass roots style of Kitty Wells. (Glad, BMI) (1:55)

★★ **City Life** — A slow tempo ballad in three-quarter tempo. The message is one of loneliness and the blues. (Glad, BMI) (2:42)

### DEAN EVANS

★★ **You're Walking on Dangerous Grounds** — D 1156 — Advice here to the lost love is to watch it, 'cause she's head-

ing for sorrow. Evans sings the counsel. (Hip Hill-Glad, BMI) (1:55)

★★ **I Miss You So Much I Could Die** — Country weeper with its overtones of heart-breaking loneliness gets a fair performance. (Hip Hill-Glad, BMI) (2:39)

### GLORIA DENE

★★ **When I Lost You** — EUNICE 1001 — A ballad with country orientation. Miss Dene gives it an okay reading. (Faye, BMI) (2:30)

★ **At the End of My Rainbow** — A rocker. Miss Dene gives it a good try but it doesn't quite go. (Faye, BMI) (2:07)

### LITTLE JACKIE WAYNE

★★ **White Felt Hat** — REM 306 — A rocker which features a pre-change-of-voice rockabilly Fair results. (Fayette, BMI) (1:57)

★ **Chance to Love Again** — A rockaballed by the young chanter which has little appeal. (Fayette, BMI) (1:43)

The following records, also reviewed by The Billboard music staff, were rated one star.

**TOMMY COMPTON: I'll Be Back/Lone Star**—Arlington 111

**TONY DOUGLAS: Familiar Heartaches/I'll Be Dead Lots Longer**—D 1155

**BILLY CLYDE DUNCAN: My Blue-Eyed Darling/I Didn't Lie**—DBC 1234

**JIMMY HADLEY: Everybody's Somebody's Fool/Just Dreaming**—Buddy 119

**JOE MOON: She's Gone/Live It Up**—Hillcrest 120

**ROC ROLAND: Playing for Keeps/I Don't Care**—Rhapsody 7198

**SOUNDS: (Send Me) My Pillow of Dreams/Tell Me**—Sarg 181

**OTHELL SULLIVAN: Today and Forever/There Are Sure to Be Goodbyes**—Reed 1053

**BILL TYLER: Heartful of Tears/Bottomland Blues**—Bandera 1307

**RED WILSON: She's Nobody's Darling/Let Me Be Your Satellite**—Plaid 1002

**RAY WRAY: Off to the Moon You Go/It Could Be You**—Alki 706

**FRANCINE**

★★★ **I Know the Lord Travels With Me Both Day and Night**—FRANZ SCHUBERT 447—Inspirational message about the power of spiritual protection sung by the beautiful-voiced Francine makes for a fine spiritual side. (Franz Schubert, SESAC) (2:35)

★★★ **I Need Your Power**—The group sings this supplication in strong jubilant terms. (Excellerec, BMI) (2:35)

★★★ **Checkin' In** — Faith toward the end of one life is the subject matter for this strongly sung slow tempo item, which features simple piano backing. (Franz Schubert, SESAC) (2:25)

**BROTHER JOE MAY**

★★★ **Amazing Grace (Parts I & II)**—NASHBORO 677—The great spiritual singer sells the familiar hymn with his usual intensity accompanied by piano and chorus. Part I is the introduction; on Part II the gospel singer performs the chorus with feeling. (Excellerec, BMI) (2:15)

**SURPEME ANGELS**

★★★ **Let Me Thank You, Lord**—Attractive reading here of a new gospel item by the Angels that shows off some good harmony. (Excellerec, BMI) (2:41)

★★ **When I Get Up in Glory**—The Supreme Angels handle this up-tempo spiritual with warmth over simple support. (Excellerec, BMI) (2:40)

**RHYTHM & BLUES**

★★ **Reverie**—ATLAS 1247—A soft bit of string wax by the chamber group. It's mighty pretty, and restful mood wax without any formal rhythm. Some jockeys might find this nice change-of-pace material. (Mac Avery, BMI) (2:45)

★★ **The Last Days of Summer**—More of the same relaxed instrumental work by the chamber group. Again, the side has programming value. (Mac-Avery, BMI) (2:50)

**TONY DeGRANT**

★★ **Wherever I May Go**—EXCELLO 2189 — Expressive vocal by DeGrant on pleasant rockaballed. (Excellerec, BMI) (2:37)

★★ **You Told Another Lie**—Up-tempo ditty is chanted exuberantly by warbler. (Excellerec, BMI) (2:23)

(Continued on page 63)

# The Billboard HOT R & B SIDES

FOR WEEK ENDING NOVEMBER 6

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART
1	2	5	5	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071..... 5
2	1	1	1	KIDDIO, Brook Benton, Mercury 71652..... 11
3	3	4	7	GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135..... 6
4	6	12	17	LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400..... 4
5	4	2	2	CHAIN GANG, Sam Cooke, RCA Victor 7783..... 10
6	5	3	4	FOOL IN LOVE, Ike and Tina Turner, Sue 730..... 14
7	8	6	3	THE TWIST, Chubby Checker, Parkway 811..... 13
8	7	7	6	MY DEAREST DARLING, Etta James, Argo 5368..... 7
9	12	—	—	HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354..... 2
10	9	15	18	DON'T BE CRUEL, Bill Black's Combo, Hi 2026..... 4
11	18	16	11	MY HEART HAS A MIND OF ITS OWN, Connie Francis, M-G-M 12923... 5
12	21	19	25	CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327..... 4
13	13	8	10	THREE NIGHTS A WEEK, Fats Domino, Imperial 5687..... 4
14	23	—	—	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172..... 2
15	10	17	26	SLEEP, Little Willie John, King 5394..... 4
16	22	—	—	TODAY I SING THE BLUES, Aretha Franklin, Columbia 41793..... 2
17	16	20	—	SO SAD, Everly Brothers, Warner Bros. 5163..... 3
18	17	28	—	I WANT TO BE WANTED, Brenda Lee, Decca 31149..... 3
19	14	13	9	MR. CUSTER, Larry Verne, Era 3027..... 5
20	11	11	13	YOU TALK TOO MUCH, Joe Jones, Roulette 4304..... 5
21	19	9	12	STAY, Maurice Williams, Herald 552..... 6
22	24	—	—	HUSH HUSH, Jimmy Reed, Vee Jay 357..... 2
23	—	10	8	A MILLION TO ONE, Jimmy Charles, Promo 1002..... 8
24	29	—	—	LAST DATE, Floyd Cramer, RCA Victor 7775..... 2
25	28	—	—	LAST OF THE BIG TIME SPENDERS, Cornbread & Biscuit, Maske 102.... 2
26	20	18	14	I WANT TO KNOW, Sugar Desanto, Checker 103..... 9
27	—	—	—	NEW ORLEANS, U. S. Bonds, Legrand 819..... 1
28	26	23	24	BLUE ANGEL, Roy Orbison, Monument 425..... 4
29	27	—	—	DEVIL OR ANGEL, Bobby Vee, Liberty 55270..... 2
30	—	—	—	MY HERO, Bluenotes, Valua 213..... 1

**Rhythm & Blues Smash!**

*Lammy Fitzhugh*

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# Reviews of New Pop Records

Continued from page 60

**THE MAGNIFICENTS**  
 ★★ **Up On the Mountain**—VEE JAY 367  
 —The chick left the group (even taking the money) and they are up on the mountain crying for her return. Tempo is up, performance is good, a reissue here. Tune was an r.&b. smash in 1956. (Conrad, BMI) (2:44)

★★ **Let's Do the Cha Cha**—The group sings about the correct way of doing the cha-cha. It has a nice, easy rocking tempo. (Conrad BMI) (2:05)

**THE EPICS**  
 ★★ **Let's Dance** — LIFETIME 1004 — An old-fashioned r.&b. type side in the upbeat groove. Backing especially on the dated side. (Cora Lee, BMI) (2:20)

★ **Lonely**—The ballad side. Slim material and only a fair vocal here. (Cora Lee, BMI) (2:55)

The following records, also reviewed by The Billboard music staff, were rated one star.

**JIMMY ALLEN:** Aces Wild/Lonely Blues—Kool 1008

**JACK ALLYN AND THE RHYTHM-TEERS:** Do Drop In/How Can I Make You Care for Me—Norvart 22

**BILL BURKHARDT:** List'nin' to the Rain/Our Anniversary—R 2

**DIALS:** School Bells/Ring-Ting—Hill Top 2009

**FIVE LORDS:** Oo-La-La/Falling Tears—DS 2078

**ANNETTE'S GOLD ONE**  
**PINEAPPLE PRINCESS**  
**/LUAU CHA CHA**  
 F-362  
 From  
**"HAWAIIANNETTE" BV-3303**



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**AL HINET:** Falling Tears/Tiger Rag—Hoven 1  
**MARSHA RENAY:** It's Nice/Our Cha-Lyp-So of Love—Hi-Q 5017  
**TENNESSEE SLIM:** How Long Blues (How Long, How Long, Baby, How Long)/Trouble in Mind—Blues Manor 602  
**BIG MILTON TILTON:** (And Then She Said) So Long Forever, Miltie/I Can't Stand No More—Blues Manor 607  
**RITA VERNA:** I Loves You, Honey/Black-jacked—PooKo 621

## Christmas

★★ **GEORGIA LANE**  
 ★★ **It's Christmas Time Again** — OCEAN SPRAY 7344 — Lass has a nice enough voice for this pleasant yuletide side done in a pop style, but material and support could be better. (Ocean Spray, BMI)  
 ★★ **Two Little Reindeer** — Same comment as above. (Ocean Spray, BMI)

## Novelty

★★ **THE COLLEGIATES**  
 ★★ **Heartaches Don't Care** — CAMPUS 123 — A snappy, rickety-tick ballad number with banjo and piano backing. Side has the "Four Leaf Clover" sound and it figures as a juke possibility. From an album, "More Campus Capers," on Jayvee label. (Barton, ASCAP) (1:58)

★ **The Effigy** — All about hanging the leader of an opposing college in effigy. Pretty inside stuff keyed only to the college scene. (Fremwar, BMI) (1:58)

## Latin American

★★ **BING SERRAO AND THE TAMBLERS**  
 ★★ **Nothin' in Common** — COOK 6019 — Pleasant Latin-styled instrumental treatment of melodic theme. Both sides were waxed in Trinidad. (Caribbean) (3:40)

★★ **Three in One Saga** — Catchy Latin ditty is wrapped up in tasteful instrumental treatment. (Caribbean) (3:10)

The following records, also reviewed by The Billboard music staff, were rated one star.

**LORD MELODY:** Iceman/Polly Carr—Cook 5962

**ARCHIE PIER:** Tamales/In the Bag—Mayte 17

**CHILDREN:**  
**JAY NORTH:** Little Boy Blues/Animal Fair—Kcm 2757

## Talent Can Sell

Continued from page 36

daughter, for example, has demonstrated considerable proficiency with an organ," Moore indicated. "We have sold at least a dozen recorders to families whose children have been taking organ lessons for several years. The same is true with pianos, and similar instrumentals. The all important thing is to convince the customer that it is possible to make good, professional-sounding recordings at home, and this, of course, can only be done by an actual demonstration. Since most people won't take the trouble to rent a recorder for the purpose, we simply short-cut this aspect by not only loaning them the machine but delivering it, showing them how to set it up properly by the piano, organ, etc., and coming back after it at the appointed time."

There have been a few classic instances in which Moore arrived at the customer's home after telephoning first to see that the family was there, only to find the head of the house waiting at the door, with a check, or even the cash, to pay for the "loaner" as a purchase.

"I always ask such parents if they would have their youngster make an extra reel of tape for me," Moore grinned, "furnishing a brand new reel of unused tape for the purpose. This is good business, because invariably, the customer brings the reel back within a few days, expresses delight with the ease with which it was recorded, and winds up buying several reels of blank tape as well. There is nothing more intense than parental pride in children's musical accomplishments, and as such, everyone is an ideal prospect for a tape recorder purchase."

# MUSIC AS WRITTEN

Continued from page 43

Arnold Stang TV pilot ("The Arnold Stang Show"), and concluded the week with a Hollywood Bowl appearance at the annual "Y-Day Show." . . . Composer-arranger **Bunny Botkin**, son of composer-music publisher **Perry Botkin**, married dancer **Sondra Keyes**.

**ON THE SOUND TRACK:** Russ Garcia is scoring Metro's "Atlantis, the Lost Continent" and has to create unusual musical effects to parallel the weird special screen effects. More than an hour-long score calls for blasts of a sea shell, and other off-beat sound producers, to accomplish his purpose. . . . M-G-M has started producing screen version of the Lerner & Loewe musical, "Day Before Spring." Arthur Freed is the producer. . . . Stan ("Riders in the Sky") Jones will contribute three tunes and his acting talents to Walt Disney's "Ten Who Dared" adventure film. These include film's title tune, "Roll Along," and "Jolly Rovers." He also has one of the top thesp parts. . . . Bob Walters will serve as musical director on several Chevy Shows produced by John Guedel. His first is "Love Is Funny" followed by a Vic Damone spec to be aired early next year. George Stoll started recording his hour-long score for "Where the Boys Are" (Joe Pasternak production for M-G-M) using a vocal octet and a 35-piece orchestra. Flick features **Connie Francis** in two tunes (title song and "Turn on the Sunshine") plus five progressive jazz numbers contributed by **Pete Rugolo**.

Capitol Records brass moved north over the weekend to attend en masse tonight's (Monday) San Francisco opening of **Nat Cole's** Broadway-headed "I'm With You" show. Those attending include Capitol Records, Inc., prexy **Glenn Wallich**; Capitol Records Distributing Corporation's prexy **Mike Maitland**, artist-repertoire division veepee **Lloyd Dunn**, newly appointed CRI veepee **Alan Livingston**, a.&r. exec **Francis Scott**, a.&r. exec producer **Lee Gillette**, public relations chief **Brown Meggs**, publicity head **Fred Martin**. Guest accompanying Cap clan is **G. E. Cross**, of France's Pathe-Marconi. Show, tagged a "musical fantasy," features a cast of 35 headed by Cole, and is described as a revue with a book. Capitol has invested \$150,000 in the production. San Francisco opening is the first of a series of two-week break-in performances in various cities en route to its Broadway debut sometime early next year. Broadway date depends upon time when theater is available. Cole had a bid in for three separate houses and will take the first one coming up.

**Neal Hefti**, fresh from playing Detroit's National Auto "Wheels of Freedom" show, is here to make the San Fernando Valley his home. Bought a house in Encino where wife (former songstress **Frances Wayne**) and two youngsters are settling. Hefti's first Columbia album was recently issued. . . . Personal plane trouble delayed **Harry James** and band's South American tour by a day. Plane fare for the south-of-the-border swing is almost \$45,000 to fly leader and his full crew. . . . RCA Victor's **Bob Thompson** is touring Europe.

Capitol's **John Coveney** serves as emcee for the Southern California Opera Guild's 15th annual Opera Hour event Tuesday (1). . . . Dot's prexy **Randy Woods** has been burning the midnight oil during the past several weeks, following night recording sessions (**Pat Boone**, **Lawrence Welk**, **Lennon Sisters**, **Debbie Reynolds**) with all-night tape mastering, working nightly until dawn. **Lee Zhitto**.

## Nashville

Halloween didn't scare RCA Victor's **Skeeter Davis** and WSM deejay **Ralph Emory**. Couple will wed here Monday (31). . . . Monument Records' **Paul Clayton** was in town last week. . . . **E. C. Beatty**, of Charlotte, N. C., was in RCA Victor Studio last week for a session for Colonial Records. . . . Kapp Records was at the RCA Victor Studio recently for sessions by **Kris Jensen**. . . . RCA Victor's **Jimmy Driftwood** has been on a string of p.a.'s in Colorado recently. . . . **Teddy and Doyle Wilburn** and **Don Helms**, deep-sea fishing out of Miami, landed some really big ones—up to 100 pounds. Boys were down on tour with **Ferlin Husky**, **Skeeter Davis**, **Roy Drusky** and **Johnny Seay**, and crowds poured into their string of shows thru the Sunshine State. Tour was booked by **Hubert Long**. . . . **The Jordonaires**, recently back from West Coast, had Capitol sessions at the Bradley Studio last week.

**Eddy Bond** was at the Bradley Studio recently for **Dollie Records**; **Margie Singleton**, **Al Hart** and **Phil Phillips** were in for **Mercury**; **Chess Records** cut a session at **Bradley's** recently, and **Ed Carder** was in last week for the **Ralph H. Jones Agency**, Cincinnati; **Minnie Pearl** cut jingles for **George & Glover Agency**, Atlanta; **Slim Whitman** had sessions for **Imperial** last week, and **Wanda Jackson** was skedded for **Capitol Records**.

One of the town's hottest writers thru this gap is **Tree Music's Roger Miller**, whose own RCA Victor etching of his "You Don't Want My Love" is going great guns. He has a cover on the song by **Cadence Records' Andy Williams**. Other Roger songs currently out are "A World I Can't Live In," recorded for M-G-M by **Jaye P. Morgan** and on **Challenge** by **Jan Howard**; "A World So Full of Love," recorded by **Ray Sanders** on **Liberty** and by **Faron Young** for **Capitol**; **Hawkshaw Hawkins' Columbia** etching of "You Know Me Much Too Well," and **Archie Campbell's RCA Victor** recording of "Don't Jump From the Bridge." Roger has been on a Canadian tour recently with **Decca's Bill Anderson**, another exclusive writer for **Tree Music**.

**Doug Warren's** new Image release is "Ain't Gonna Wait No Longer." . . . M-G-M recently recorded a new duo, the **Blondettes**, with their first release "Little Butterfly," penned by **Acuff-Rose's Helen Carter** and **Delores Dinning**. . . . RCA Victor spokesman infos that **Floyd Cramer's** new instrumental, "Last Date," is churning up much excitement. Song, penned by **Floyd**, is published by **Acuff-Rose Publications**. **Pat Twitty**

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## Crowds Converge on Nashville

• Continued from page 23

morning (3) in the lobby of the Andrew Jackson Hotel and will continue thru Saturday morning. As in the past, the various record companies will again sponsor the various social events. Participating again this year are Dot, Columbia, RCA Victor, Capitol and Warner Bros. All events, including breakfasts, luncheons and cocktail sessions will be free to convention delegates.

No formal invitations to attend the festival were sent out by WSM this year. Instead, WSM's president, John H. DeWitt, sent out a personal letter to all radio stations and those individuals on the station's mailing list inviting "all working people in the country music field" to attend. A similar invitation, signed by "Grand Ole Opry" stars, was carried in the trade press.

Friday noon Dot Records will again sponsor its annual luncheon at the Andrew Jackson Hotel, with President Randy Wood serving as host and Gov. Buford Ellington of Tennessee as guest speaker.

RCA Victor's buffet-reception will be held at 5:30 p.m. Friday at the Andrew Jackson, with RCA Victor's Chet Atkins, Steve Sholes, George Avakian, William Baker, Robert Holt, Pat Kelleher, George Parkhill, Tom Potter, Ben Rosner and Frank Ryall on hand to greet the guests. Entertainment for the occasion will be supplied by RCA Victor artists Archie Campbell, Skeeter Davis, Don Gibson, Johnny and Jack, Jim Reeves, Hank Snow, Porter Wagoner and Del Wood.

### CMA Banquet, Election

The Country Music Association will stage its second anniversary banquet at the Biltmore Restaurant on Franklin Road Friday evening at 6. Following the banquet and entertainment there will be dancing to a prominent c.&w. band. Board of directors and officers of the CMA will hold their regular quarterly meeting at the Andrew Jackson Hotel Wednesday at 9:30 a.m. Meeting of the CMA membership will be held Thursday morning at 10 at the Andrew Jackson, to be followed at 2 p.m. by election of new officers and directors. New board members and officers will meet at 2 p.m. Saturday.

Saturday morning's breakfast will be sponsored by Warner Bros. Records, with President Jim Conklin in the role of host. Also on hand to entertain and greet the guests will be the label's Don and Phil Everly and Pvt. Bob Luman.

The Maxwell House will be the scene of Columbia Record's annual luncheon Saturday noon. Slated to appear on Columbia's two-hour luncheon show are Carl Butler, Bill Carlisle, Johnny Cash, Larry and Lorrie Collins, Jimmy Dean, Jean Dee, Little Jimmy Dickens, Lester Flatt and Earl Scruggs, Lefty Frizzell, Hank Garland, the Three G's, Stewart Hamblen, Ted Harris, Freddy Hart, Hawkshaw Hawkins, Johnny Horton, Johnnie Humbird, Stonewall Jackson, Norma Jean, Bobby Lord, George Morgan, Skeets McDonald, Carl Perkins, Bill Phillips, Ray Price, Marty Robbins, Rob and Roy, Carl Smith, Marc Stewart, the Tennessee Two, Mel Tillis, Billy Walker, Charlie Walker, Johnny Western, Marijohn Wilkins and Marion Worth.

Columbia execs on deck for the occasion will include President Goddard Lieberson, Bill Gallagher, Bill Wilkens, Jack Loetz, David Kapralik, Stan Kavan, Don Law, Zim Zemarel, Joe Norton, Bob Corcoran, Peter Fremd, Don Hunstein, Bob Pampe, Frank Jones, Tom Cade, Bob Richardson, Russ Yerge, John Cardarelli, Bud Rieland, Norman Adler, Debbie Ishon and Bob Cato.

Capitol Records plays host to the delegates at a buffet-reception at the Andrew Jackson Hotel at 5 p.m. Saturday. On hand to welcome the guests will be Capitol executives Ken Nelson, Bill Tallant, Bill Mik-

els and Jay Swint. Capitol artists Ferlin Husky, the Jordanaires, the Louvin Brothers, Jean Shepard and Faron Young will entertain.

Saturday night at 7:30 convention visitors will gather at the Ryman Auditorium as guests of WSM to witness the 35th anniversary performance of "Grand Ole Opry." Country music deejays will be invited backstage to meet and interview "Opry" performers.

Columbia Records will again feature its Sunday morning kaffee klatch as a fitting conclusion to the two-day event.

Decca Records will be represented at the festival by Vice-President Marty Salkin, Lenny Salider, Marc Brodie, Owen Bradley and Harry Silverstein. Representing M-G-M Records will be Jim Vinneau and Jules Rifkind.

## C.&W. Winners

• Continued from page 23

larger labels tended to ignore them for the larger stations.

Jocks were happy about the new country people who were coming up in the field, and pleased to note the increasing strength of the country labels, as well as the fact that a number of the larger labels had increased their output of country wax.

But all in all the country jocks were happy that the country music they had played for years was reaching an ever-widening audience, and looked headed for even bigger gains in the years to come.

## FOLK TALENT AND TUNES

• Continued from page 28

Okla. "The top three country songs hereabouts," continues Charlie, "are 'What a Terrible Feeling,' by Elmer Snodgrass on Decca; 'World Full of Love,' by Ray Sanders on Liberty, and 'Here I Am, Drunk Again,' by Clyde Beavers on Dollie. Jimmy Newman's 'Now That You're Gone' is going great on both country and pop shows. If anyone wants me to play their records, my address is 1214 1/2 15th Street, Woodward, Okla." . . . Ted Russell and His Rhythm Rockers have a new release on the Glee label, "Real Cool" b.w. "Brang," a guitar instrumental which they're sending out to jocks who write in. Russell's address is 376 Hinman Avenue, Buffalo 23, N. Y.

Radio 95, only c.&w. station in the San Diego, Calif., sector, is programming c.&w. music seven hours a day and has plans to jack it up to 15 hours a day in the near future. The station's deejay staff comprises Smokey Rogers, Rose Maddox, Lee Harris, Teddy Dean and Bud Crowder. . . . Deejay copies of Ernest Ashworth's new Decca release, "You Can't Pick a Rose in December," are available by writing to Ernest Tucker at Box 25, Fayetteville, Tenn. . . . Glenn Stepp, c.&w. platter spinner at KFIV, Modesto, Calif., invites artists making the territory to drop in for an interview and a plug on their latest release. . . . Frank Griffith, deejay at KFLW, Klamath Falls, Ore., tenders the same invitation to artists passing thru.

"Country music is really booming around here, so much so, in fact, that the station brass have given me the go-ahead to program as much as I like," typewrites Marty Roberts, of WDZ, Decatur, Ill. Roberts, formerly featured for a long spell with his own platter show on WCKY, Cincin-

## Country Music Bigger Than Ever

• Continued from page 30

tins and frequently, they also work closely with deejays. Much of the initial interest in country music, he said, is generated thru programming on the Armed Forces Network. Stating that this grass roots activity has created a demand for personal appearances by country talent, Pierce suggested various ways that the CMA could cooperate in keeping the ball rolling.

Noting the importance of communication, he urged the setting up of an information exchange program between CMA and various foreign groups. Other suggestions included, (1) distribution of free sample records and artist biographical data by record companies and talent managers here to foreign groups, (2) arrangements by American diskeries to get foreign affiliates to release more country disks and obtain air play, (3) artists, managers and agents should seek personal appearance exposure in foreign lands. (A key point here is that an artist should not appear in a tuxedo but in traditional colorful country regalia), (4) artists, manufacturers and publishers should patronize foreign country music magazines, and (5) the CMA should undertake to persuade the United States State Department to sponsor tours overseas of country artists as well as jazz performers, where much of the emphasis has been pinpointed until now.

Pierce, in his travels, has built up a list of centers of country music interest as well as papers and magazines dealing with the field in such areas as England, Switzerland,

Australia and New Zealand, as well as the aforementioned continental nations where great interest now obtains. He urged CMA as a group and all those devoted to the development of country music, to establish good communications channels with all these entities.

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# Canada B Fairs Ink GAC-H, Thomas

Ten Bid for Grandstand Show Contract; J. Morton Elected Association President

SASKATOON, Sask. — The Western Canada B Fairs Association awarded its 1961 night grandstand show contract to GAC-Hamid and re-signed the Art B. Thomas Shows to provide the midway attractions.

The contracts were decided at the annual meeting here Saturday (22) thru Wednesday (26) in the Bessborough Hotel.

In receiving the midway contract, the Art B. Thomas Shows will play the loop for the third year. Only other bidder was J. A. Greenway's Gayland Shows, of Kelowna, B. C. Bernard & Barry Shows were also represented here but did not submit a bid.

Ernie Young represented the winning office at the meetings. Also present were Charles (Chuck) Zemater Jr., Charles Zemater Agency, Chicago; Tom and Hazel Drake, of the agency bearing his name, Kansas City, Mo.; Randolph Avery, Barnes-Carruthers Theatrical Enterprises, Chicago, and Bob di Paolo, KBD Enterprises, Calgary.

Written bids were submitted by Wilson Storey, Sarasota, Fla.; Thomas and Gail Youngstown, O.; Eisbrenner Jr. Productions, Rutland, Vt.; Wenatchee YMCA Circus, Wenatchee, Wash., and Entertainment Unlimited, Jackson, Miss.

J. Morton, Red Deer, Alta., was elected president of the association. N. W. Simons, North Battleford, Sask., was named first vice-president; E. L. McGill, Carman, Man., second vice-president, and N. Roebuck, Yorkton, Sask., third vice-president. George K. Ross, Prince Albert, Sask., was returned as secretary-treasurer.

The circuit includes 11 fairs on a split-week basis. The fairs, in order, and their dates are: Weyburn, Sask., July 3-5; Esteven, Sask., July 6-8; Portage la Prairie, Man., July 10-12; Carman, Man., July 13-15; Yorkton, Sask., July 17-19; Melford, Sask., July 20-22; Lloydminster, Sask., July 24-26; Vermillion, Alta., July 27-29; Vegreville, Alta., July 31-August 2; Red Deer, Alta., August 3-5; North Battleford, Sask., August 7-9; Prince Albert, Sask., August 10-12.

## USSR OKAYS EXHIBIT AT WORLD'S FAIR

NEW YORK—Following is a transcript of a letter from Mikhail A. Menshikov, Soviet ambassador, to Robert F. Wagner, mayor of the City of New York.

"Dear Mr. Mayor: "In response to your kind letter regarding the invitation to the Soviet Government to participate in the 1964 World's Fair to be held at New York City, I should like to inform you that the Soviet Union has decided to take part in this fair.

"I should also like to advise you that the United States of America will be invited by the government of the Soviet Union to participate in the 1967 World's Fair in Moscow on the basis of reciprocity."

## Seattle Expo Midway Themes To Old Days

SEATTLE—Seattle's Century 21 Exposition, to be held here in 1962 will have a midway themed to the good old days, according to a general description of the amusement zone by George Whitney Jr.

No leases have been signed yet but a number of bids are in for rides, shows and concessions. All of these elements will be present at the fair and the units in operation will all be standard ones.

"I don't see the likelihood of modifying rides, except in such ways as unity in color and lighting," he said.

There will be more than 20 rides. None of the rates are determined but guarantee-percentage deals are intended for everything, including games, Whitney said.

Assisting Whitney are Nick Jorgenson on the food end and Donald Gosbey for merchandise.

## Mobile Fair Estimates 100,000 Gate

MOBILE, Ala. — A total of 65,000 paid admissions to the sixth annual Greater Gulf State Fair was reported at the close of six-day event Saturday (22). The report was made by Bill Deneke, president of the fair, who said further that free passes and children under six brought the grand total to an estimated count of 100,000 people.

"There is a good chance that we will meet our budget," he said.

Deneke stated that the policy of allowing free admissions to the grandstand proved "highly satisfactory" with the grandstand filled for virtually every performance. He also commented on the fact that attendance was steady during the week.

The carnival attraction at the 1960 Fair was the Heth Show who reported a satisfactory business.

# Louisiana Fair Shrugs Off Tight Money Situation

Attendance Slightly Ahead of '59 But Receipts Are Sharply Ahead

SHREVEPORT, La. — The Louisiana State Fair, thru Thursday (27) was running slightly ahead of last year attendance-wise but more important was the fact that receipts from every department were topping last year's figures.

Manager Joe Monsour, prior to the opening day, was concerned with the economic picture in the area, which is tight. Despite this, he and the entire board of directors were surprisingly pleased with the increased grosses.

Attendance, thru Thursday, the seventh day, totaled 388,655, compared with 379,000 to the same point last year. Some inclement weather cut into turnouts but not on important days. Friday (28), kids' day, usually one of the big ones, started out rainy but was expected to clear by noon.

The Gene Autry and Anita Bryant show opened Wednesday evening in the Coliseum to a good crowd and on Thursday night was building. The Autry troupe was scheduled for two shows on Friday and Saturday and a Sunday matinee.

Auto races, brought in by Frank Winkley's Auto Racing, Inc., were featured during the first three days and matched last year's business. Winkley put on midget races two days and big cars on Saturday. High school and college football games drew well on Saturday and Monday. Bill Atterbury's helicopter high act scored well, both with the patrons and the newspapers, radio and TV.

Royal American Shows, in spite of the alleged tight money, were ahead of last year on rides and shows.

The livestock show was the best and biggest on record, Monsour

said. All barns, including the new sheep and swine barn, were over-loaded. In all, 2,685 head were quartered on the grounds. Monsour singled out the Junior Auction as tops in quality, saying that the champions of five years ago would have been culled out early in the judging this year.

The fair looked like an unofficial meeting of fair executives. Included among visitors were Mr. and Mrs. Virgil Miller, Hutchinson, Kan.; Mr. and Mrs. Ed Schultz, Lincoln, Neb.; Doug Baldwin, John Libby and Mike Heflin, St. Paul; Ed Leidig and George Lieberman, Allentown, Pa.; J. C. Huskisson, Tampa; Maurice Fager and Clyde Lane, Topeka, Kan.; Mr. and Mrs. Colie Ervin, Sedalia, Mo., and N. S. Hand, Jackson, Miss.

## Barnum Fest Names Officers

BRIDGEPORT, Conn. — David E. Cunningham, who served as ringmaster in 1959 and vice-president in 1960, has been elected president of the Barnum Festival Society for 1961. The 1960 total operating budget was \$116,000, some \$20,000 higher than last year and the largest in the Festival's 12-year history. At the same time, the over-all deficit of \$1,351 was smaller than that in 1959.

Bradford N. Warner is to function as 1961 ringmaster. His three executive aids will be Kenneth W. Beaudin, the Society's retiring president; David F. Donovan and Philip T. Tryon.

# Wichita, New Orleans Acts Named by Packs

ST. LOUIS—Programs of Tom Packs' upcoming Shrine circus dates in Wichita and New Orleans were released last week from the show's base of operations in St. Louis. Wichita will be played November 7-13, and New Orleans, November 19-27. Wichita returns to the Forum building after three years of outdoor productions. Suitable outdoor facilities are lacking in Wichita, it was stated.

The shows will be the first American appearances of Jose-Michel De La Vega, French illusionist, billed as "the man who makes himself disappear." De La Vega has appeared in leading European circuses.

With Tom Packs will be Jack Leontini, Bill Pruyt is musical director; Dick Ware, announcer; Karl Wallenda, equestrian director and

aerial production manager; Arthur Grotfent, electrician, and Nick Bengor, in charge of working personnel.

On the program will be: Aerial Ballet, Hawthorn Animal Fantasy; Los Monacos, aerial; Dagny's, trampoline-casting; Jordan Trio, trampoline hand-to-hand volige; Whimsical Fossett, comedy rope; Victor Julian's Canine Ballet; the Torreanis and Carmencita, wire; Karrells, Roman ladders; Runos, leaps; Adams' Chimps, Royal Inca Llamas; James Tiebor's Sea Lions; Wallendas, high-wire; Flying La Mars; Cuneo's Paramount Bears; six Carlton Girls, rotating aerial apparatus; Widaman's elephants; Jose-Michel De La Vega, illusionist; Les Blue and Yvette, unicycle juggling; Redos Troupe, acrobats; *(Continued on page 66)*

# Philly Convention Center Doubles Revenue in 4 Years

PHILADELPHIA — Revenue from the city's Trade and Convention Center has doubled during the past four years. Lawrence M. C. Smith, chairman of the Board of Trade and Conventions, cited the increased revenue before the city council. The income jumped from \$230,000 in 1956 to an anticipated \$450,000 this year.

The board is seeking a \$940,136 operating budget for 1961, an increase of \$28,248 over this year and \$440,000 more than anticipated revenue for 1961. Smith said that the increased revenue resulted from both increased use of the center, which includes Convention Hall and the adjoining exhibition halls, and increased rental rates. He said

that the single evening rental for Convention Hall has been increased from \$700 to \$1,000 during the four-year period and that rents for various types of exhibition space also have been increased.

Both Smith and Harry Ferleger, executive director of the board, warned the councilmen that Philadelphia's convention center will require increased maintenance to compete with new convention and exhibition halls in cities like Los Angeles, Detroit and Chicago.

Mayor Dilworth already has proposed that Council appropriate \$861,000 in the capital budget next year to start the proposed \$10 million reconstruction of the center over the next 10 years.

## Promotions Pile Up For Palisades Park

Boat-Flower Show in Heated Tent Opens Season-Long Series of Events

PALISADES, N. J. — A mountain of publicity and advertising pegs is being fashioned for Palisades Amusement Park in 1961, with promotional activities and new devices being in the forefront. Something new is again the keyword.

April 1-9 will see the park's heated big white tent, acquired last winter for its parking lot circus offering, filled this time by a flower and boat show. Rosenthal will have the swimming pool filled early and display new boats in the water. In an innovation he will have a used boat sale on the park midways. Talent will be used in the tent and admission will be 75 cents for adults and 50 for kids.

After two days of cleaning up, the tent will be occupied April 12 by a big rock 'n' roll jamboree. Name artists will perform and disk jockeys will emcee. Admission will be \$1. Last season the park opened April 15 with a circus, for 39 days.

Another day of cleaning up will follow, then the circus, on Friday night, April 14, plays for a benefit auspices, the New York Association for Brain-Injured Children. Regular run commences the following day.

### Four New Rides Set

A Calypso, Helicopter and large German Carousel will be in place for the opening, plus the two-deck Dark Ride being fashioned by Joe McKee. Location is the old Dark Ride next to the Intermediate Roller Coaster. The structure is being heightened and revamped and will have a Jack Ray front.

The big moving-message sign on the Hudson River cliffs is getting another 100 feet in width and 10 feet in height. New dimensions will be 300 by 30 feet, topped by a 40-

foot clock visible from the New York side. Rosenthal will use the illuminated sign for park messages in the summer and rent it out in the winter. It has been leased by an airline in recent years.

Palisades is continuing with its beauty contests, one of which was a solid success in its first year. Miss American Teen-Ager ran 12 weeks and drew 5,000 entries, it is claimed. Rosenthal has been seeking to develop it nationally along franchise lines. He also promotes Miss Latin America, Miss Universe and Sweater Girl events here.

### 50,000,000 Matchbooks

Channel 13, WATV, is retained for 1961 with its Clay Cole and Ted Steele live telecasts from the park. The matchbook promotion will see 50,000,000 imprinted books, a \$200,000 order, handed out all season in the metropolitan area. Renewed is the National Comics arrangement which gives the park a full-page deal in Superman books.

Rosenthal said the discount disk-et has been liberalized. It now offers seven rides and admission for 65 cents, compared with six rides and admission in 1960. These get mailed to many listings including taverns, filling stations and industrial plants.

The park's power intake is being enlarged for next year. Addition of two more 500-kw. transformers will raise the capacity from 2,400 kw. to 3,500 kw.

One of last season's bright spots was the scenic Hot Rod unit, called a turnpike. A new set of motors will be installed for the opening. Built at a reported expense of \$110,000, it more than grossed its cost, according to Rosenthal. The ride ground away steadily, at 50 cents per ride, all summer.

## NOT PRACTICAL: MOSES

# N. Y. Fair Drops 'Tivoli' Concepts

NEW YORK—Plans for a Tivoli Gardens fun zone have been abandoned by the New York World's Fair 1964-'65. Robert Moses, president, told the city's Convention and Visitors' Bureau "it has not proved to be practical un-

der conditions which prevail here."

The businessmen were told no single individual has been found to shoulder the burden of developing the 28 acres earmarked for amusements. Moses said, "It seems unlikely that there will be anything like the conventional midway."

All design progress is on schedule, it was stated. In addition to the fair there is entailed the city's most lavish arterial development scheme. Roughly \$95,000,000 in federal, State and city funds will be spent improving the road system in that part of the city near Flushing Meadows fairgrounds.

Total investment in the fair, Moses claimed, will be close to \$700,000,000. In addition to the arterial costs already mentioned, other estimates are \$500,000,000 spent by exhibitors and concessionaires, and 100,000 by the fair itself.

"The fair will borrow at 6 per cent from prudent investors confident of sound and completely non-political management. There will be no pressuring of exhibitors and concessionaires to buy fair securities. The fair debt will be repaid at 100 cents on a dollar, and there will be a substantial balance at the end to repair and complete Flushing Meadow Park and for education."

### Packs Names

• Continued from page 65

Erikson Trio, cycling; the Smahas, Haute-Ecole, and Rietta, high mast.

In clown alley will be Bill Brickle, Jim Snael, Max Bertei, Grover O'Day and others.

Widaman's elephants and the Smahas, playing a conflicting date for Orrin Davenport Shrine Circus in Kansas City, will be replaced in New Orleans by the Beatty-Cole elephants, worked by Steve Fanning and Marjorie Hill, and the Kristensens Troupe, bareback riders.

Also playing New Orleans are Evelyn Currie's wild animal act; the Flying La Vals, with Ray Valentine; the Platos, Albanis and Starmen of Sweden, aerial acts. Due to the construction of the New Orleans building, all high acts must work in pairs with one at each end.

## Joe Sturckler Gets Spokane Coliseum Post

SPOKANE—Joseph C. Sturckler has been named manager of the Spokane Coliseum and Spokane Memorial Stadium, effective November 1, at a \$10,500 annual salary.

He has been acting manager since Benjamin C. Moore resigned last March to accept a position as manager of a Baltimore civic center project. He has been concession manager virtually since the Coliseum was built. The appointment was announced October 25 by City Manager Henry B. Nabers.

## Vonderheid Unit Played Shop Centers

SWEET VALLEY, Pa.—Henry Vonderheid's Circus Menagerie did excellently in its initial season, and will be wintered here at Red Rock Game Farm.

Vonderheid last spring constructed four steel cages, each six by eight feet and pneumatic-tired. Prior to the fair season he worked it on a flat rental basis at shopping centers. Big cages hold a lion, bengal tiger, black leopard, and chimps. There are 30 cages of small stuff, plus lead stock: Brahma bull, zebra, water buffalo, camel, llamas, alpacas, guanacos and baby elephant.

## O. Henry Tent Wins 'Oscar'

NEW ORLEANS — O. Henry Tent & Awning Company, of Chicago, took top honors in the show tent division at the recent annual meeting of the Canvas Products International here.

The first prize, a plaque, was awarded the firm for the tent it designed and manufactured for the Edgewater Beach Hotel Playhouse in Chicago. Mr. and Mrs. Bernie Mendelson represented O. Henry at the convention here.

## Dallas Seeking Concession Bids For Auditorium

DALLAS—The city council this week advertised for bids to operate food and drink concessions at the Dallas Memorial Auditorium for the next three years.

Amusement Enterprises of Fort Worth won the first four-year contract, which paid the auditorium 27½ per cent on everything except tobacco, which was 15 per cent. The new contract will be awarded December 19 to start February 15, 1961.

## FAIR CALLERS GIVEN CHEERY PHONE HELLO

WESTBURY, N. Y. — The propaganda mill was grinding in all directions for the Long Island Fair. Prior to and during fair week, switchboard operators did not even identify the fair or its telephone number when they answered calls. Instead, their cheery greeting, as devised by Director Lou Davis, was: "Hello, come to the fair!"

## AWARDS LUNCHEON ADDED BY NAAPPB

New Program Feature Wednesday To Bring Convention to Strong Close

CHICAGO — NAAPPB special award winners this year will be named at a newly scheduled recognition luncheon Wednesday (November 30). The noon meeting will bring the parkmen's convention to a close on a high note. It replaces the Wednesday afternoon sessions that the NAAPPB has had in the past. This year Wednesday afternoon will be free for visits to the Outdoor Amusement Exposition, also at the Sherman Hotel.

Plaques and awards to be given at the luncheon include N. S. Alexander Award for the finest program appearance, Andrew McSwigan Award for service to the industry, and A. S. Hodge Award for the best program appearance about a pool promotion.

Trade show awards will include the John R. Davies Award for the most meritorious exhibit, the Charles S. Wilson Award for the best exhibit of equipment and supplies, the D. S. Humphries Award for the most meritorious new de-

vice, and the Henry A. Guenther Award for the top exhibit of games or Arcade equipment.

The park promotion contest will be repeated, with awards to be given in three categories, news, photos and features.

A special feature of this year's recognition luncheon will be the presentation of a special award honoring the late Don Dazey, a past president of NAAPPB.

Another highlight of the convention will be the annual banquet scheduled for the Sherman Hotel ballroom Tuesday evening, (November 29). The program lined up by Jack Singhiser, banquet program chairman, features Bob Crosby an emcee and the orchestra of Lou Breese. In addition, the show will include Professor Backwards; Ann Marston, Miss Michigan of 1959 in her archery act; Noreen Parker, singer of the Canadian Hit Parade, and the Sutton Girls chorus line. According to John Bowman, NAAPPB executive secretary, tickets are going fast.

## GA. STATE FAIR CRACKS RECORDS

Total Attendance Close to 175,000; Over-All Receipts Climb to New High

MACON, Ga.—A new record for attendance and gross was set by the Georgia State Fair, which closed its six-day run Saturday (22), General Manager Robert M. Wade announced.

Total attendance was about 175,000, which was some 10 per cent over the previous all-time high set in 1958, and the gate gross was up about 3 per cent, he said.

Receipts from the midway showed a gain of 20 per cent and there was a 10 per cent gain from sale of commercial space.

The grandstand, which featured a line-up of Gus Sun acts, doubled its take over last year, with a gross slightly over \$3,000 against a net of about \$4,500, Wade revealed. This was considered highly satisfactory as this fair feature has been a steady loser for years.

Educational features reached a new high. As in the past the fair

featured several livestock shows, a total of 671 head being exhibited. Eleven Middle and South Georgia counties entered comprehensive agricultural exhibits. Officials of the federal-State extension service termed the fair's educational departments the "best in history," Wade said.

Biggest single day's attendance was the opening day, Monday, Kids' Day, when 35,000 paid their way into the grounds. A 10-cent gate was in effect from opening until 9 p.m. for all school children. Best day's gross on the gates was Friday when 32,000 paid their way at regular admission prices.

Total fair receipts are expected to reach about \$100,000 but the net will not be determined until after all bills are paid and the annual audit is completed. The fair is operated by the Macon Exchange Club under lease from the Macon Chamber of Commerce.

## S. C. State Fair Has Strong Week

COLUMBIA, S. C.—Loss of its traditional big Thursday football classic slowed the South Carolina State Fair only slightly as it rolled to a better-than-100,000 week. Ideal weather graced most of the run, with a brief rainfall showing on Wednesday night.

Exact attendance totals were impossible to determine since all school children, 4-H and FFA kids were free-gated on special days. Thursday and Friday were State-wide holidays as usual, with schools shuttering on Friday.

On the midway the World of Mirth Shows did excellently. The grandstand business was also big. Gene Autry was booked in for 10 performances but put on unscheduled matinees on Wednesday and Thursday, and a twilight performance Saturday.

F. B. (Buck) Ruff presided over his first fair as secretary, since the

veteran Paul V. Moore was named to an honorary position last winter. Moore visited during the week.

In making way for Autry, two parts of the grandstand program were canceled this year. There was no marching band contest and no auto thrill show.

The Clemson-South Carolina football game had been a fair feature on Thursday every year. This time only a freshman game was offered because the colleges' schedules skipped the fair, and the gross dropped \$11,000. A game was offered on Saturday, South Carolina vs. North Carolina, which helped somewhat but not enough to offset the Thursday loss.

Monday and Tuesday (17-18) started very strong, Wednesday and Thursday were slack. Friday was the biggest Friday the fair had known, the combined total of kids and adults topping 55,000 and choking the midways.

## TALENT ON THE ROAD

### Althea Gibson Again Tours With Pro Cage Troupe

Althea Gibson took to the road again this year and opened October 29 as a feature with the Harlem Ambassadors comedy basketball troupe. First date was Portland, Ind., against its touring opposition team, Fuzzy Levane's New York Skyscrapers. Donald (Ducky) Moore, formerly with the Harlem Globetrotters, organized the Ambassadors last year. Karol Fageros will make many of the dates with Miss Gibson. Mickey Sullivan was drumming for Merle Evans at the October 26-29 Utica (N. Y.) Shrine Circus. The Sullivan band plays the Worcester, Mass., veterans parade, November 11, and the Ware, Mass., Kiwanis Jamboree on November 5. . . . First Japanese orchestra to perform in the U. S. is the NHK Symphony Orchestra from Tokyo, presented by the Hurok office on October 31 in Washington, and

### Acts Prep for Yule Shows

David King writes from Cedar Rapids, Ia., that he's got his Christmas show pretty well set for a round of club and industrial parties. Set are Vent McNult, a punch and shadowgraph, lightning artist, animal act, juggler and clowns. McNult again will assist for the fourth year. . . . Wimpey the Clown turned up in Chicago again after a tour of 14 fairs in the United States and Canada and is getting his costumes set for a round of Chicago yule and club dates. His entire set of costumes and wigs was lifted from his car and he's busy replacing them. . . . After the La Crosse, Wis., circus date Capt. Eddie Kuhn went to Dubuque, Ia., for a date. . . . Facer is back in Chicago after a tour with Rudy Bros.' Circus out West. . . . Rex Allen made a benefit appearance October 20 for the Women's Auxiliary of the Southern California Veterinarian Medical Association in Beverly Hills, Calif. Proceeds went to the Guide Dogs, Inc., of San Raphael, Calif. . . . Benny and Betty Fox are playing their final fair of the season at Dallas.

Charlie Byrnes

## Record Gross Attained For Ocean Beach Park

NEW LONDON, Conn. — Total gross for Ocean Beach Park, city-owned - and - operated facility, was \$277,601.10, Beach Superintendent Augustus C. Menghi has informed a park board meeting. The figure is a record and an increase of \$4,202.90 above last year's total of \$273,398.20.

At the same time, the board aired a proposal to conduct a long-range study of expansion and park land use, directing City Manager Edward R. Henkle to investigate hiring a consulting firm for the park's development.

A proposed master plan was discussed by the board after Public Works Director Charles P. DeBiasi presented a cost estimate of \$45,000 to construct a road from the parking lot to the west end of the beach, and construction of a 300-car parking lot there.

Board member Donald L. Oat suggested placing all amusement rides at the west end of the park and adding parking facilities in the present rides area. The board approved a new three-year contract with Frank and Alfred Picazio, operators of the Gam Restaurant. The board was notified contracts for the Gamette (first floor of Gam building's cafeteria) and Tower Optical Company (owner of long-range scenery viewers on the boardwalk) are expiring at year's end. A request from Holmes Cook, operator of the miniature golf course and the archery range, to install a trampoline center on the beach front, was denied.

Mayor M. A. Savin has named William W. Miner, member of the city council, as chairman, administration, of the park.

## Record Crowds Attend Chase City, Va., Fair

CHASE CITY, Va. — Overwhelming numbers of patrons responded to a change in entertainment and price policies at the

South Central Fair this year. The gate price of \$1 included parking and free grandstand performances.

With perfect weather to spur things along, the six-day event rolled up between 50,000 and 60,000 admissions. On the midway, Thomas Joyland Shows had a profitable week. This was the first time in several years that no auto stunt show was offered on Saturday.

Attendance hit a new record, according to Garland Moss, secretary-manager, and A. L. Reese, treasurer. In contrast to 1959 when rain interfered on all key days, this season saw nothing worse than a light shower on closing night, which did not hamper matters at all.

Exhibits were more numerous than previously, and higher in quality. The new display building was sold out.

The week started with the fair queen contest, the winner presiding all week and advancing to the finals at next year's State Fair in Richmond. Cooke & Rose Agency acts were presented daily, followed by nighttime fireworks.

## Stadium Post For Moyer of Reading Fair

READING, Pa.—Russ Moyer of the Reading Fair has been named to the Reading Municipal Memorial Stadium Coliseum. He will fill the unexpired term of Jack Flowers, who died October 9. Moyer's term will end August 18, 1964.

A former newspaperman and publicity director of the fair since 1936, he has also been its auto racing director for six years and public relations director of the Reading-Berks Chamber of Commerce since 1954. Moyer has also worked closely with the State Association of Fairs for its many annual conventions here.

# STATE FAIR OF TEXAS PULLS 2,762,213 TOTAL

## 'Drum Song' Grosses \$252,912 in 24; Rides, Shows, Concessions Score Big

DALLAS—The 1960 State Fair of Texas Diamond Jubilee Exposition closed its 16-day run here Saturday night (23) with a total attendance of 2,762,213.

Day for day over the normal 16-day span of the Fair, the 1960 exposition attendance exceeded that for the same period in 1959 by 39,417. Over-all attendance for 1960 was 39,092 short of 1959's record-breaking total attendance of 2,801,305 because last year's Dallas fair in effect ran for 16½ days,

opening on a Friday night and racking up 78,509 for the extra evening. The 1960 opus opened on Saturday morning, as is customary, and ran the usual 16 days.

James H. Stewart executive vice-president and general manager, hailed the Diamond Jubilee Fair as the greatest and most successful fair ever held in Dallas.

### Weather Good

Ideal weather the final four days helped close it out in great style. Thursday, Friday, Saturday and Sunday (20-23) all had perfect, clear, bright weather with temperature mild and comfortable. The nice weather followed a blustery, cold Wednesday (19) and the forecast was for even colder weather as a cold front moved on the area, but the Fair's luck held, as it had thruout the run, when all the big attendance days escaped such rains as there were. Thursday morning (20) was cold but clear, but it warmed nicely in the afternoon.

Comparative attendance figures, day by day, with 1959 figures in brackets:

Friday (7), 1960 Fair not open on this day (78,509); Saturday (8), 214,832 (219,643); Sunday (9), 184,894 (186,749); Monday (10), 59,879 (60,962); Tuesday (11), 99,120 (88,437); Wednesday (12), 170,693 (166,751); Thursday (13), 62,452 (74,586); Friday (14), 305,881 (303,034); Saturday (15), 345,394 (331,998); Sunday (16), 314,959 (302,375); Monday (17), 180,544 (187,557); Tuesday (18), 81,500 (88,878); Wednesday (19), 72,651 (75,492); Thursday (20), 100,562 (84,810); Friday (21),

171,263 (170,686); Saturday (22), 226,148 (215,702); Sunday (23), 171,441 (165,145).

### Drum Song Wins

Theatrical attraction at the 1960 Fair had a good year. "Flower Drum Song" at the Music Hall grossed \$252,912 in 24 perform-

(Continued on page 78)

## Shrine Buys Rhodes, R. I. Dance Hall

CRANSTON, R. I.—A Shrine temple has paid about \$250,000 for Rhodes-on-the-Pawtuxet, an historic New England dance hall. Palestine Temple will continue to run it for professional attractions; it was acquired as a place where its marching bands could practice and where large meetings could be held.

The former owners, Rhodes Brothers, Inc., had leased it out to Associated Amusement Corporation, which operated the hall. The Shrine will continue this arrangement, it was stated, so the hall will remain a focal point for banquets, dances and other activities.

Rhodes was originally built in 1870, burned to the ground and was rebuilt in 1915. It has a capacity of 1,500 couples and has been played by all leading dance bands.

## Park Company Files to Sell Common Stock

WASHINGTON — American Playlands Corporation, Liberty, N. Y., has filed a registration statement with the Securities and Exchange Commission to register 300,000 shares of common stock, to be offered for public sale at \$4 per share. It will operate a park near Liberty.

Company was organized in July, and about a month later issued 165,000 common shares to stockholders of Walnut Mountain Development Corporation, in exchange for its outstanding stock. American thereby acquired all the assets, including about 196 acres of land, and the liabilities of Walnut, which was then liquidated.

American intends to engage primarily in the operation of an amusement and recreation park, to be located on this tract of land about a half mile from Liberty. Park is expected to be opened for the 1961 summer season. Net proceeds of the stock sale will be used for development of the site, including \$142,450 for site preparation, \$135,500 for a game farm and \$125,000 for a restaurant.

Stock offering is to be made on a best efforts basis by M. W. Janis Company, Inc. Prospectus lists Fred Rosenburg as president of American, Sidney Gaines as vice-president, Sidney Applebaum as secretary, and Max Jaffee as treasurer.

## Cristiani Bros. Closes Season

ST. PETERSBURG, Fla.—Cristiani Bros. Circus closed at suburban Treasure Island here Sunday (23). The business here and at a few recent days was good. But that was not typical of the season. Business generally was bad.

The show sat on the lot here until late Tuesday (25) and then headed for Sanford, Fla. While there was a chance it would stop off some place on the way, it was more likely that the 27 trucks would go to a former farmers' market building at Sanford for the winter. In any event, it would move to Sanford in a few days.

The show won about \$2,500 at Sebring, nearly \$4,000 at Lakeland, more than \$5,000 at Clearwater, and almost \$6,000 at Treasure Island. But earlier the show had poor business in general. A few strong towns or areas kept it going the rest of the season.

## Beatty-Cole Crowds Keep Coming in South

La GRANGE, Ga. — Clyde Beatty & Cole Bros. Circus has continued to get good business despite a noticeable tightening of money in some areas played recently.

The circus lost a seat truck when it burned on a mountain near Knoxville. It carried the backside reserves. Cristiani Bros. Circus loaned the Beatty show one of its trucks to complete the season.

Beatty-Cole is to close November 13 at St. Petersburg, Fla., and go to quarters at De Land, Fla.

Recent business included Charlottesville, Va. (12), fair; Waynesboro, (13), half and near-full; Lynchburg (14), light and sellout; Roanoke (15), two good houses,

new lot; Wytheville (17), light and big, small lot; Bristol (18), fair and sellout, distant lot and Shrine Club auspices; Kingsport, Tenn. (19), and three-quarters in rain.

More towns were Asheville, N. C. (20), half and three-quarters; Knoxville (21), okay but held back by lack of parking; Oak Ridge, Tenn. (22), light because of a strike; Gadsden, Ala. (24), good a week ahead of the fair, and La Grange (25), good business, fresh town.

After the season, Clyde Beatty will go to Miami to operate his zoo attraction there. The place was damaged by a storm recently. Mrs. Beatty already is there and active in directing repairs.

## 29 Fairs at Earliest Central N. Y. Meeting

SYRACUSE—Some 75 persons turned out for the Central New York Fair Association meeting, held this year at its earliest dates. There were 29 fairs and several attractions representatives attending, Friday and Saturday (21-22) in the Hotel Syracuse.

Eugene Fitzer of Whitney Point we re-elected president, along with Alex Duffy, vice-president, and Charles B. Estey of Owego, secretary-treasurer. Next year's dates were not set. The event had usually been held in January preceding the Statewide meeting in Albany. Last year, however, it was advanced to November and this year it moved ahead even further.

Fair dates and general fair business was discussed, with James Carey of the Department of Agriculture as moderator. There was a noon luncheon Saturday. The State association's executive committee met Friday night to set final plans for its meeting, January 22-24.

Among the amusement purveyors attending were the Joie Chitwood and Buddy Wagner thrill shows, Reithoffer Shows, Marty Smith of Page Combined Shows, Frank Nemias of James E. Strates Shows, Dick and Bobby Coleman of Coleman Bros. Shows, Henry Hamid of GAC-Hamid, Harry Cooke of Cooke & Rose, Al Martin, and Ray Beaudet.

## Cedar Point Rebuilds Midway, Moves Rides

SANDUSKY, O.—From appearances, a small tornado might well have cut a swath thru a section of the Cedar Point resort, but actually the destruction was done by bulldozers and similar equipment.

In order to make way for a new arrangement of the midway, trees were removed, all rides in the area were dismantled last month and put into storage. The Penny Arcade was torn down and stands were moved.

On Saturday (15) Sandusky firemen went to the resort to supervise burning of another half-century-old building that was in the way. Once known as the Crystal Rock Palace because beer by that name was sold,

the frame and stucco structure housed shops for electricians, plumbers and carpenters in recent years.

More than a half mile of wide concrete walks will be poured. Last spring several hundred feet of walks were poured near the large parking lot and extending as far north as the four-abreast Merry-Go-Round. The two walks were separated by a 28-foot medial strip that was planted with flowers.

Mud pumped from the bottom of the Marina will be forced thru an eight-inch pipe to the new midway area, freeing manpower and trucks for other work around the grounds. Next spring many rides formerly

## New Barn for Old Trolleys

WAREHOUSE POINT, Conn.—Start of construction of a new trolley barn to house six of the museum's streetcars has been approved by the board of directors of the Connecticut Electric Railway, Inc.

located in the area will be erected in the medial strip between the new walkways. Concession stands located west of the new walks are to be torn down later and replaced by rides.

In time the frame concession stands east of the mall are to be replaced. Roll-down steel doors are to be installed in the front of the new building. Partitions between the stands will be of steel and movable to accommodate any size stand. This will permit changes in the stands from year to year.

The Kiddieland rides operated by Leonard Jefferson during the past 10 years are being relocated.

The midway remodeling program will also make it necessary for Hayden Fouts to shift around his 18-hole miniature golf course that has been operated at Cedar Point for a quarter century or more.

An old frame structure that formerly housed a U. S. post office substation at the resort is being moved about 50 feet and squared up with the Coliseum. The building has pagoda-like roofs and is an oddity today as a contrast to all the buildings with flat roofs.

Remodeling and painting work is being carried out at Hotel Breakers and a section of the Cedars Hotel.

Cedar Point drew more than 1,300,000 visitors during the season, May 28 to September 18. The hotel, dining rooms and taverns were only in operation from June 11 until Labor Day. Other facilities were in use weekends before and after the hotel was in use.

## AMUSEMENT PARK OPERATION

### Giant Wheel at Oktoberfest; Sharks Trim Beach Attendance

A GIANT FERRIS WHEEL from Holland was among the attractions at the Oktoberfest. It is 90 feet high and has a capacity of 120 persons in its 20 swinging and rotating gondolas. Mickey Hughes reports that it carried about 30,000 customers on one of the weekends. Its thousands of twinkling light bulbs could be seen for miles. There also was an antique car ride on activated rails. Oktoberfest this year also had a double high wire turn and two animal shows working on a donation basis. Hughes also spotted a 100 by 40-foot Skooter with double-decked electric cars. . . . Harry Stahl, new owner of Bel-Air Park and principal concessionaire at Edgewater Park, was featured in a three-page feature in the roto section of The Detroit News. It told about conversion of Jefferson Beach Park into a marina. . . . Atlantic City beaches had 1,849,000 fewer bathers this year than last. The total was estimated at 5,722,800 in 133 days. The drop was blamed on cooler weather and the shark scare.

### Schumacher Likes Seattle; Gurtler Sr. to Make Chicago

FRED SCHUMACHER, former general manager of Freedomland and erstwhile Disneyland exec, writes from Seattle that he's getting settled in his new post as director of operations and services for the Century 21 Exposition. "The atmosphere here is completely different from that in New York and I must say that I am very pleased to have made the change." Fred says. . . . Dutch Vaszin, veteran ride manufacturer of Dayton, O., is just back from a business trip to Central and South America. . . . G. Curwen, one of the newer NAAPPB members, writes from Luna Park in Melbourne, Australia, that he will be unable to attend the 1960 NAAPPB convention due to "extensions to our operations which prevent me from being away at this stage." However, he says he's making good use of the Association bulletins and the printed proceedings of the 1959 convention. . . . One of the NAAPPB pioneers, Arnold Gurtler of Elitch's Gardens, Denver, is planning to attend this year's convention—his first in a few years. Gurtler reports he's feeling fine and is looking forward to renewing old friendships at the 42d annual convention. . . . Harry and Marguerite Batt, of Pontchartrain Beach Park in New Orleans, are sojourning in Hot Springs for a week or so. They expect to be joined by the Patty Conklins of Branford, Ont. Patty has been giving his wife "organized confusion" by allowing pending business matters to postpone their scheduled departure. . . . Fil Hall, of Crystal Beach Park at Crystal Beach, Ont., writes that he'll be attending the 1960 NAAPPB convention and trade show. Fil, one of the newer board members, had to postpone a scheduled visit last year due to a last-minute emergency. . . . C. K. (Jack) Macdonald, of Idlewild Park, Ligonier, Pa., has been moved up to chairman of the NAAPPB Convention Location and Exhibits committee, relieving Bud Gurtler, who wants to devote full time as chairman of the all-important nominating committee. *John S. Bowman, NAAPPB Executive Secretary*

### Norumbega Seller Discusses Drop of Ballroom Business

THE SALE TWO WEEKS AGO of the 65-year-old Norumbega Park at Auburndale, Mass., came because, according to Douglas Farrington, who bought the funspot in 1956, "Value of the land outgrew the business and a new use for the property seemed essential." Life of the once-popular park would appear to be at a close despite the statement of the new purchaser, that it would "continue under Farrington's management for the time being." The famed Totem Pole Ballroom is likely to be the first to go. Since 1935 teen-agers have thronged the ballroom, but with the breaking up of the big bands and the changing dating habits of the young people many ballrooms have closed. "Teen-agers don't go out Friday nights anymore," said Farrington. "There's only one date night—Saturday—and the place can't make a profit on that basis." He recalled the time in the 1940's when 1,800 couples would jam the floor five nights a week. Farrington blamed several factors. "Interest in dancing was at a low ebb after the war. Then the younger set was caught up in the rock 'n' roll craze and we wouldn't and couldn't book that kind of thing here. He also cited the rise of vocalists and group singers. "You don't dance to that," he says. "The kids sat around waiting for the act as tho it were a night club." Also steering the crowds away were record hops. "The kids like to hear exactly what they hear on the radio." Farrington explained, "and most of their favorites had been studio recorded with electronics and gimmicks. It was impossible for the bands to produce these arrangements on the bandstand." Farrington doesn't think price influenced the teeners. A Totem Pole date cost less than \$5, including checking, parking and the iced lemonade that served as the ballroom's standard refreshment. People who danced at Totem Pole 20 years ago knew the spot was well run.

### Conn. to Repair Gillette Castle

LYME, Conn.—Loose stones on the towers and leaking between the walls and roof at Gillette Castle are to be repaired. Connecticut's state public works department is advertising for bids on the project. The Legislature has appropriated \$80,000 for the work. The Gillette Castle draws approx-

### Earl Newberry in Florida Hospital

JACKSONVILLE, Fla. — Earl Newberry, head of Newberry Thrill Enterprises and the Trans-World Daredevils, is confined here in St. Vincent's Hospital undergoing tests.

imately 100,000 visitors a year. It is open from Decoration Day to Columbus Day.

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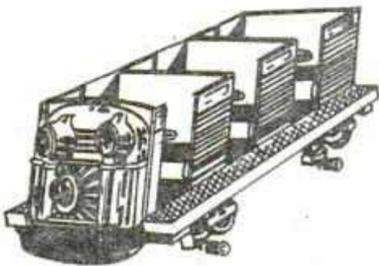
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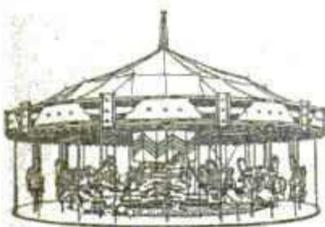
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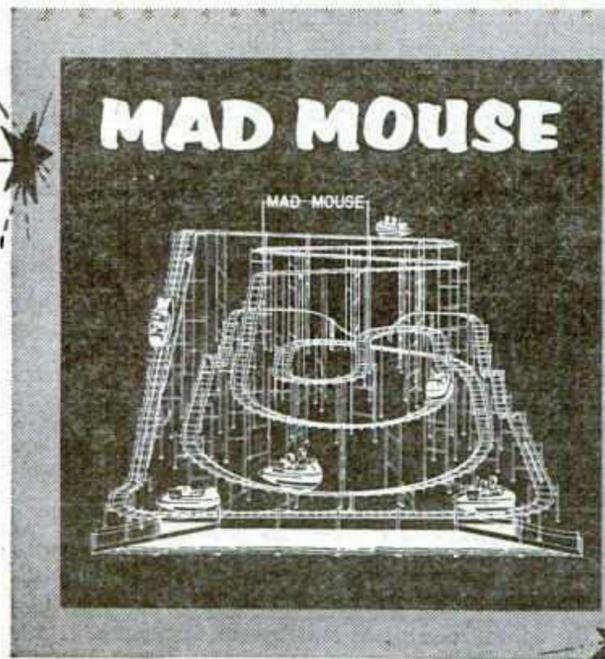
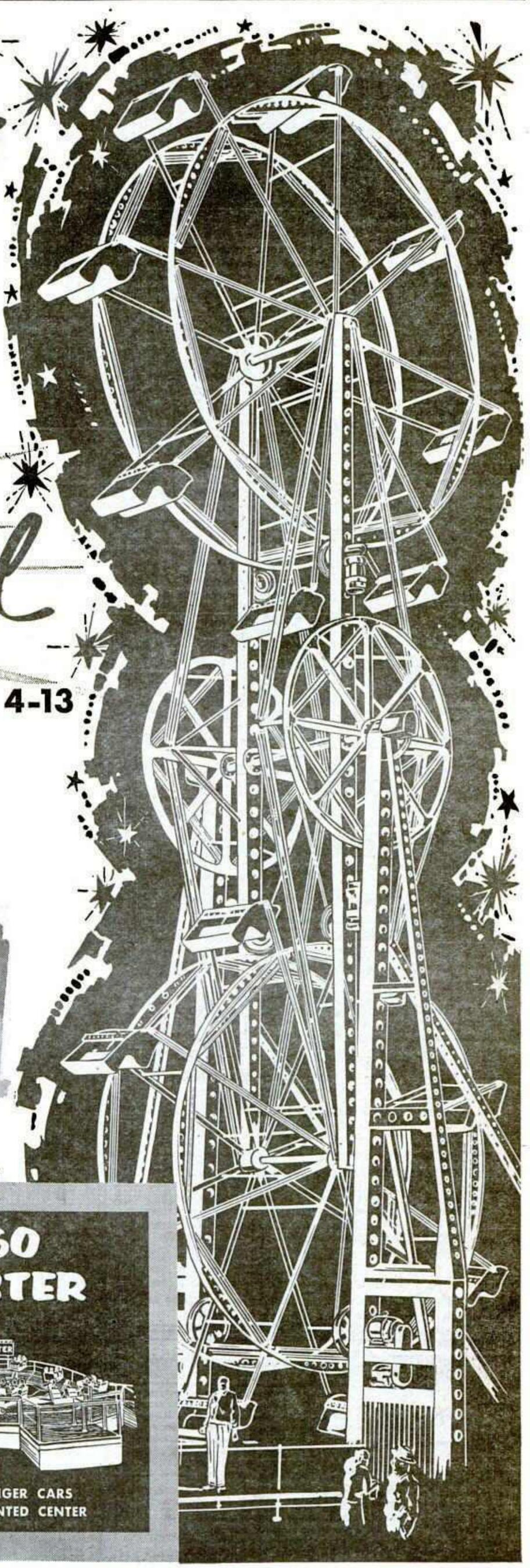
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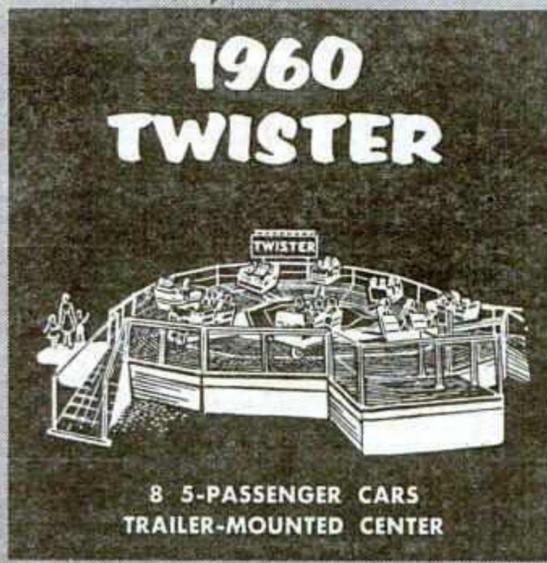
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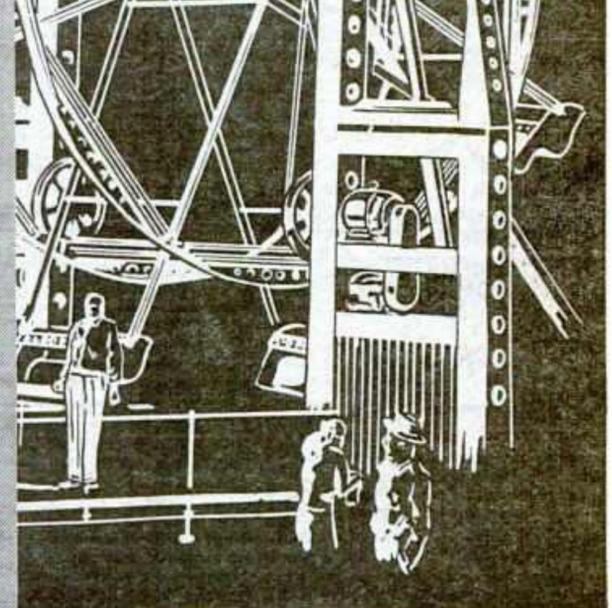
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# N. Y. Coliseum Starts Annual Show Awards

NEW YORK — Sen. Jacob K. Javits last week presented the first annual New York Coliseum Awards to five of the outstanding shows and exhibits held during the 1959-'60 season. At a luncheon marking the beginning of the Coliseum's fifth season, Javits presented trophies in four classifications.

The National Motor Boat Show won the silver trophy as the outstanding public show during the past season. The International Automobile and International Flower Shows received honorable mention.

The annual U. S. World Trade Fair was voted the outstanding international exposition, honorable mention going to the British Exhibition. In the classification of Scientific and Technical shows, the award was won by the I. R. E. Radio Engineering Show, and honorable mentions were awarded to the Instrument-Automation Exhibit and American Dental Association Exposition.

Balloting in the fourth classifica-

# Leary Ice Show Plays Minneapolis Shopping Center

MINNEAPOLIS — Wilma and Ed Leary's "Adventures on Ice" will be presented in the Garden Court of the Southdale Shopping Center in suburban Edina November 17-19. The event will be free to the public.

The revue features a portable ice rink and a cast of skaters including Lou Folds, Earl Dunn, Jan Van Ormer, George Kramser, the Skating Bladettes and others.

tion for the nation's outstanding industrial and business exposition resulted in a tie vote between the National Hotel Exposition and the 1960 Design Engineering Show. Both got silver trophies, with honorable mentions going to the National Hardware Show, National Graphic Arts Exposition, 24th National Power Show and the American Hospital Association Exposition.

Judges included Donald I. Rogers, business and financial editor, New York Herald Tribune; Victor Lebow, marketing consultant; Alfred Russell, columnist, New York World Telegram & Sun; Cameron Day, editor, Printers' Ink, and Robert Letwin, editor, Sales Meet-

# Detroit Masonic Temple Busy Despite Cobo

DETROIT—With the spotlight of attention recently focused on the new Cobo Hall, the Masonic Temple Auditorium here also has enjoyed a heavy program of activity under the management of William E. Van Lopik.

Bookings for a recent week included: Wednesday concert by Carlos Montoya, guitarist; Thursday concert by Vincent Escudero, Spanish dancer; Friday, district convention of 3,000 school teachers by the Michigan Education Association, plus a "concert" by Mort Sahl in the main auditorium in the evening; Saturday, orchestral concert directed by Mantovani, a virtual sellout.

Sunday the Masonic Temple had two events at the same time—the annual Reformation Festival of the Detroit Council of Churches in the auditorium, and a reception and tea for Mrs. Joseph Kennedy, mother of the presidential nominee, in the Crystal Ballroom. A follow-up of the teachers' event was for Wednesday and Thursday (26-27) when another 3,000 teachers came in for another district convention.

# ARENA, AUDITORIUM NEWSLETTER

## Convention Show

By TOM PARKINSON

COMING UP FAST NOW is the time for the International Convention Planning Exposition. It will be at the Las Vegas, Nev., Convention Center November 29-December 1. The "first annual" is being operated by Monroe Passis, Jules Karel and Lester Olshanksy, Chicagoans, who have operated about 30 other trade shows in the past. Their exhibitors for this show include hotels, airlines, Chambers of Commerce, the Florist Telegraph Delivery group and similar companies and organizations. In addition to the show will be information sessions, which Passis states will answer such problems as how to research weather conditions in choosing a site, how to keep out undesirables, and how to hold an audience while a meeting room is being prepared. The show managers sent 20,000 invitational letters to association and corporation executives. Principal speakers will include C. P. Speckaert, a Belgian, who is secretary-general of the Union of International Associations. There will be 36 workshop sessions, each with prominent leaders.

# Barney Rapp Sets Program for Annual Yule Shows in Cincy

EIGHT AREA INDUSTRIAL FIRMS, six of them repeaters, will again sponsor the Eighth Annual Christmas Show to be presented at Cincinnati Gardens, Cincinnati, December 8-12, under the direction of Barney Rapp, local band leader, booker and promoter. Rapp last week announced his talent line-up as follows: the Amandis Troupe, Joe Lemke's Chimps, Princess Tajana, Gene Randow and Harold, Helena and Howard, the Hanneford Family, the Tuckers, Attila Galame, the Great Bratty, Hank the Clown and the Hollywood Skyrockets. A special religious pageant will climax this year's circus program. Prior to moving into the Gardens eight years ago, Rapp presented his yuletide shows at the Shubert Theater and Music Hall here. Allee Sayers, of the Rapp office, handles the industrial show accounts. In addition to the Garden holiday performances, Rapp will employ the same talent for the December 13-18 period on shows hereabouts for the local Elks, the Lumbermen's Convention, the local Shriners, the Frank Tea & Spice Company, the Nu-Tone Company, the Sheraton-Gibson Hotel employees, the Jewish Hospital, the MacGregor Company, the Fifth-Third Bank employees, the Cincinnati Reds Rooters' Club and for a special circus program at Milt Magel's Castle Farm. Plans are in the works to work one day for promoter Bill King at the Fairgrounds Coliseum, Louisville. More than 100,000 people are expected to witness the Rapp show over the 11 days.

# Hotel Subsidy Plan Revives Hartford Coliseum Chances

PROSPECTS of a new coliseum and convention center for Connecticut's capital city, dimmed last November by an adverse vote on a bond referendum, have come up again. C. Howard Shore, president of Shoreham Motor Hotel, now under construction in downtown Hartford, has proposed that the city's major hotels join in providing not less than \$50,000 annually to offset the operating costs of a convention hall and convention bureau. Mayor James Kinsella, who talked with Shore on possibilities of such an annual subsidy, said the plan could set at rest the fears of the citizens that a coliseum would be a drain on tax dollars. The proposal has drawn a favorable response from other opinion makers and hotel executives, among them Roger P. Sonnabend, president of Hotel Corporation of America, which plans a new eight-story Hotel America in the heart of downtown Hartford's multi-million-dollar Redevelopment Center.

# Autoramas Add Kart Races At Fort Wayne, Louisville

BUILDINGS AT FORT WAYNE and Louisville will have the two-legged "world series of kart racing" as parts of the annual Rod and Custom Autoramas promoted by Bill Lipkey and Nord Krauskopf. They also operate the American Small Car Racing Council. The Kentucky Fair and Exhibition Center at Louisville will have kart races as part of the card November 24-27. In Fort Wayne, the show and races will be at the Allen County Memorial Coliseum December 17-18. At Louisville, there also will be micro and quarter midget races. The Fort Wayne building has had midget races for the past eight seasons.

# Motorama Using Musical

MOTORAMA, BEING REVIVED this year by General Motors, will offer a 30-minute musical called "The Magic Man." Producers are Cy Feuer and Ernest Martin, producers of "Can-Can." This is their first venture into industrial show production. A new device slated for use in the show is a 66 by 58-foot stage with large "grasshopper" arms which swing new cars thru the air. A cast of 50 is planned. The show plays November 3-9 at the Waldorf-Astoria, New York; January 7-15 at the Civic Auditorium in San Francisco, and January 28-February 5 at the Pan Pacific Auditorium in Los Angeles.

# Pageant Officers Elected

Robert Nesbitt Jr. was re-elected president of the Miss America Pageant at the annual meeting of the Pageant Committee in Atlantic City. Also elected for their second terms were Joseph Wagenheim, honorary chairman; Albert A. Marks Jr., vice-president; P. E. M. Thompson, treasurer, and Miss Lenora Slaughter, secretary.

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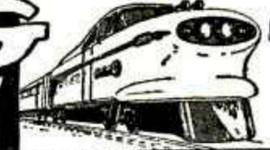
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## FAIR-EXHIBITION MANAGEMENT

### Press Activities Do Part For Record N. C. State Week

RALEIGH, N. C.—Not the least important element contributing to this year's record week was the press coverage accorded the North Carolina State Fair. There were freshly-paved fairgrounds, nice weather and outstanding exhibits, but the public was kept informed in unprecedented fashion. Page 1, for example, became the rule rather than the exception.

Theme exhibits this season were done by the State's news media. Thousand-foot areas in the Arena were devoted to the displays built by North Carolina Press Association and North Carolina Association of Broadcasters. Results showed heavily in increased advance space and time, plus the fair's best spot coverage. More than 550 persons attended the preview party on Monday (11), the night before the opening.

Dougald Cox, handling publicity and promotions for the fourth year, issued credentials to 250 actual working reporters, photographers, and broadcasters. Prior innovation had been a special press parking area, all-event admission and identification cards, and other factors which have tripled the press coverage.

### Brandon Net Tops '59; Race Circuit Sets Record

BRANDON, Man.—The Provincial Exhibition of Manitoba here showed a profit of \$2,788 on the year, an increase of \$1,600 over 1959, it was reported at the annual shareholders' meeting. The profit would have been even more had it not been for hot weather having held down attendance on the last two days of the five-day fair, officials reported. The emphasis during the coming year will be on cutting costs and on steps that might be taken to increase public support of the exhibition, it was decided.

Wagering at Alberta and Saskatchewan tracks, operating under the Western Canada Racing Association banner, set a new high in 1960. In 86 days of racing at Edmonton, Calgary, Saskatoon and Regina, pari-mutuel play was a record \$17,202,425, for a daily average of \$200,028. The 15 days at the Saskatoon and Regina exhibitions drew a play of \$1,667,403, compared with \$1,882,115 in 1959.

Construction has started on two racing stable units at the Calgary fairgrounds, to cost more than \$100,000 and completion is expected by January 31. The units will have a total of 104 stalls, eight tack rooms and two washrooms. Construction will be of steel, concrete and wood.

### Waterloo Dairy Congress Gets Big Space Requests

WATERLOO, Ia.—Demand for commercial exhibit space for the 1961 National Dairy Cattle Congress is outstripping any previous year, according to Norbert Kash, secretary-manager of the event.

Kash reported that the Minneapolis-Moline Company wants to double its space for next year. Other major exhibitors, including John Deere, American Breeders Service, Helix Corporation, American Steel and Wire and the Dari-Kool Company, have asked for expanded exhibit areas for '61. Sales of space for 1960 topped all previous years, Kash pointed out.

The '60 fair attendance was 20 per cent ahead of the previous year and Art B. Thomas Shows registered a 50 per cent increase over the '59 figures on rides and shows. The final day of the fair was the largest on record, Kash disclosed.

### Schermerhorn Re-Elected; Jones Retires at Valparaiso

INDIANAPOLIS — Joseph Schermerhorn, Wawaka, Ind., was chosen for another term as a member of the Indiana State Fair board. Treasurer and director of the fair's sheep department the last two years, Schermerhorn was elected for a third two-year term. . . . From Valparaiso, Ind., comes the news that John A. Jones has announced his resignation from the Porter County Fair board. Jones, who was in charge of concessions and midway attractions for several years, disclosed his intention to retire during the annual meeting. Named to the board there were Les Lansing, vice-president; Leland Gaines, secretary, and Neill Ailes, treasurer. Carl Hefner, whose term does not expire for another year, is fair president.

### Yugoslavs to Be at Seattle

SEATTLE—Yugoslavia has informed Century 21 Exposition that it will be a major exhibitor at the 1962 World's Fair here.

Culminating nearly a year of negotiations, the Yugoslavian government wired Ewen C. Dingwall, Century 21 director, that it would participate with an exhibit and a restaurant, as well as with food kiosks about the exposition site.

It was the second formal announcement of participation by a foreign government, the first having been by Canada last week.

The Yugoslavian exhibit and restaurant will be located on the Boulevards of the World, adjacent to the International Plaza, near what is now the corner of Harrison and 3d Avenue North. The Yugoslavs will design and construct their own pavilion to house these activities, which will include Yugoslavian food service and shops displaying and selling handicrafts of that nation, Dingwall said.

### F. Bruderlin Joins Staff of Pomona Fair

POMONA, Calif. — Fred W. Bruderlin, who served as temporary executive assistant to General Manager Phil D. Shepherd at this year's Los Angeles County Fair, has been named a permanent member of the staff.

In moving here, Bruderlin has resigned as secretary-manager of the Solano County Fair, Vallejo. Prior to joining the Vallejo fair, Bruderlin was general manager of the Ramona Pageant Association in San Jacinto and secretary-manager of the Farmer's Fair in Hemet, Calif., for four years. In 1954 he was executive director of the Mare Island Centennial in Vallejo.

### N. Battleford Fair Rebuilds Race Track

NORTH BATTLEFORD, Sask. —The North Battleford Agricultural Society has rebuilt the race track at the fairgrounds and it is now regarded as one of the best tracks on the Western Canadian harness racing circuit. The infield has been leveled to give a better view of the backstretch from the grandstand.

### \$50,000 Award

BEAUMONT, Texas — Judge Gordon Gary of 60th District Court awarded a \$50,000 judgment to V. I. Beck Sr., of Jefferson County, and his son, Vern Beck Jr., plaintiffs in a damage suit involving a trampoline accident.

The judgment was won by default when the defendant, K. U. Davis Super Market Number 3, Inc., doing business as Park Place Sporting Goods, failed to appear in court for a hearing.

## FAIR MEETINGS

Western Fairs Association, Disneyland Hotel, Anaheim, Calif., October 31-November 3. Rose E. Links, 2500 Stockton Boulevard, Sacramento, Calif., secretary.

Idaho State Fair & Rodeo Association, Booneville Hotel, Idaho Falls, November 18-19. Erling J. Johannesen, Court House, Emmett, secretary.

International Association of Fairs & Expositions, Morrison Hotel, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Washington State Fairs Association, Leopold Hotel, Bellingham, December 8-9. Wendell W. Prater, Route 1, Box 72, Ellensburg, secretary.

Fair Managers Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-14. Eugene Moore, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 1-3. Robert L. Barnett, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, St. James, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 7-8. Mrs. Paul D. Klepfel, Route 4, Box 77, Crafton, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 9-11. Everett E. Erhart, Stafford, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 10-12. Win Eldridge, 315½ East Mill, Plymouth, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 1043 South Main, Dayton 9, executive secretary.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 12-13. Corbin Green, P. O. Box 776, Hickory, secretary.

Missouri Association of Fairs & Exhibitions, Governor Hotel, Jefferson City, January 12-13. Victor M. Gray, Box 630, Jefferson City, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary-treasurer.

Massachusetts Agricultural Fairs Association, Bradford Hotel, Boston, January 16-17. Paul Corson, Topsfield, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 18-19. William Arthur Morris, Box 912, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 19-20. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary.

New York Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 22-24. James A. Carey, Department of Agriculture & Marks, State Office Building, Albany 1, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. C. C. Hunter, 707 W. Vine, Taylorville, secretary.

Tennessee Association of Fairs, (Continued on page 74)

(Advertisement)

## 110% INCREASE IN NIGHT GRANDSTAND RECEIPTS

FOR 1959 the paid Grandstand attendance was 17,126.

FOR 1960 the paid Grandstand attendance was 35,863 (more than 110% increase).

RAIN—One night rain started 30 minutes before show time. On another night a violent storm blew up at 7 o'clock.

COLD—It was bitter cold on two nights. Under these conditions the record, we believe, is phenomenal.

THIS happened at the BLOOMSBURG, Pennsylvania, Fair, one of the large fairs of the East.

HOW WAS THIS DONE? We were sure we had a terrific show, so we suggested to the Fair Board that we do something to attract an extra large crowd on Monday, the opening night. **This was done.**

THE RESULTS. Every person to the man leaving the Monday night Grandstand show said IT WAS THE BEST SHOW the Bloomsburg Fair had ever had. This news spread like wildfire over the whole community.

THE RESULTS. The Tuesday night crowd was larger than Monday, Wednesday was larger than Tuesday, and so on throughout the week.

WHY WAS THE SHOW GOOD? We put nothing but the finest acts, good solid acts, the likes of which the area had never seen, and we eliminated the kind of acts that had been sold to the fair for 25 years. We had a great group of dancing girls, one that was new and far superior to anything the fair had ever had. Then we tied the whole show together with the proper directing, the proper music, fine scenery, very good lighting, unusual costumes, and all of this made a great show—**A SHOW THAT WAS MODERN—PACKED WITH VARIETY—A SHOW that INTELLIGENT people could say—THIS IS THE BEST.**

WE HAVE SAID and STILL SAY—STAR personalities are not enough. **YOU MUST HAVE a GREAT SHOW first.**

YOU CAN HAVE the same kind of a job for your Fair and make your Grandstand pay. Who produced the show? **WARD BEAM ASSOCIATES, INC.**

WE WILL BE AT THE CHICAGO CONVENTION OF FAIRS. We invite you to our suite of rooms.

(Advertisement)

# Sells-Gray Circus Is New Winter Unit

GADSDEN, Ala.—A new show, Sells & Gray Circus, will tour Florida this winter under the management of Bill English. Show will open out of De Land, Fla., winter quarters on Thanksgiving Day, November 24. English announced details while here with the Clyde Beatty-Cole Bros. Circus, where he has been Side Show manager.

The new circus will use 14 trucks, including a canvas spool, stake driver, rest room trailer and diesel light plant. The big top is a 70 with three 30's, seating about 1,200 persons with eight-high blues and a chair grandstand. Other canvas will include a 60 with two 30's for the menagerie-Side Show, a pair of marquees, cookhouse and concession tops. Midway will use a truck-mounted Side Show panel, pony ride and hippo Pit Show.

In addition to the hippo, there

will be six elephants, two camels, two llamas, two manege horses, eight ponies, two chimps, baboon, lion, tiger, leopard, jaguar and black bear.

Sells & Gray will use telephone promotion in the larger towns it plays, and committee ticket sales in smaller places. Contracting has been under way for several weeks, with Art Sturmak and Chet Harmes as agents. Floyd King is acting in an advisory capacity. Car manager is Johnny Fulghum.

Show will carry a 90-minute performance with the Gaona Troupe doing three; Gran Moises & Company doing two; Rosie Marschall; Galasso, finer stand; three webs; three ladders; manege; chimps; two elephant acts; grand entry and clowns. Joeys will include Eddie Dullum and Seacow. Tommy Comstock, organist, will be musical director.

There will be billing with paper and Enquirer, as well as postal heralds, newspaper ads and radio material. Bulls will make a town bally, and the show will advertise animal feeding time in the mornings.

Additional staffers will include Rey Maynard, superintendent and big top; Whitey Bentley, transportation and reserves; Steven Fanning, elephants and menagerie; Bob Shelley, kid show canvas; Lee Pierson, lights; Mike Martz, utility man; Barney Bloomfield, props; Johnny Walker, boss butcher; Joe Galasso, pony ride, and Brownie and Leona Robbins, cookhouse.

English is leasing equipment and takes it out of De Land with the expectation of running 10 weeks. There will be a week off at Christmas time and the show will close in February. It will stay in Florida. English said that while it is being launched as a winter show, there is some thought of its operating on a regular season basis later.

## FLO THERON IN CORPUS TANGLE, NOT MISS PASCO

CORPUS CHRISTI, Tex.—It wasn't Betty Pasco who fell at the Shrine Circus here recently. A case of mistaken identity from the first caused confusion all around the world. Girl who became tangled in a rope and was rescued actually was Flo Theron, recently returned from England with the Theron bicycle troupe. Meanwhile news services had reported it was Betty Pasco and friends from as far away as Germany have written letters and wires, her husband reported. And Flo Theron is okay.

## Polack Closes San Antonio With Capacities

SAN ANTONIO — The 17th edition of the Shrine-Polack Bros. Circus went out in a blaze of glory here, gradually building up from the opening performance to capacity houses on the final days.

The circus showed for 10 performances, running Wednesday (18) thru Sunday (23).

This marks the end of the sponsorship by Alzarar Temple of the Polack Bros. Circus. The local temple will sponsor its own show next year as a part of the Texas Shrine Circus Circuit. Performances will be held in the Joe Freeman Coliseum here.

A school holiday on Friday helped the matinee performances on that day. Special rates were made to both military and civilians and the local Army and Air Force bases. Admissions were upped this year to \$1.50 for general seats and 75 cents for children in this area. Special 50-cent school children's ticket was also issued.

## S. Texas Fair Racks Up New One-Day Mark

BEAUMONT, Tex.—A new one-day attendance record was set at the South Texas State Fair Saturday (22) when 82,322 persons swarmed over the exposition grounds. It beat the previous mark established last year by 300.

Children of school age were admitted free and were given reduced prices on the various midway attractions. The big Saturday crowd, which forced closing of the fairgrounds parking lot early in the evening, ran the total of the fair well past 1959.

# CIRCUS TROUPE

By TOM PARKINSON

**P**OLACK BROS. CIRCUS played successfully for the Los Angeles Shrine one day this year under a plan that called for ticket sales only to Shrine members, relatives and friends, plus school groups in the afternoons. Now the show has signed to play Los Angeles for four days next year. The show also will have the same arrangement with the Shrine at Oakland. Sam Ward, who used to handle the Polack promotion in Los Angeles and was in the picture this year again, will be on deck next year. He has been retained by the Shrine, where he is a member, and will work Los Angeles as chief of the uniformed groups of the temple.

Al Dobritch last week added the Winnipeg Shrine date to his list. He will play the stand May 6-13. A few days later he picked up the contract for the Shrine show at Toledo in 1961. That will be his third year there and the dates will be October 25-28. Dobritch's recent Jersey City stand at Roosevelt Stadium will be indoors next year. The sponsors have contracted for the Armory there, and they get the concessions. Dobritch wanted it indoors because he guarantees the date against loss.

King Bros. Circus has been doing well in the South. Greenwood, S. C., had two near-capacity houses. Gaffney had a good afternoon and three-quarter night. Manuel Baragon joined. The secret everyone knew is out now: Floyd King routes the King show. . . . The Kelly-Miller Circus has had mediocre business in recent weeks. Reopening at Red Bluff, Calif., September 23, it was in that State until October 14, when they lost the matinee to high wind and a sandy lot. They didn't get the top in the air until 6 p.m., and the night show was a John Robinson. Arizona time was ruined by rain, cold, freezing weather and even snow. Flagstaff was lost because of weather.

Alec Everett closed the year as 24-hour man on the Cristiani show.

Buck Leahy writes that Skinny Goe caught the Hagen show and visited with Al Dean, Leahy, George Vodst, Joe McMahon, James M. Cole and the Jackson Troupe. . . . On a recent trip into New England, Claire and Tony Conway visited with Big Rusti Johnson, formerly of the Ringling show and now Mrs. Bob Delancy, and Bill Karr, veteran of 30 years with Ringling baggage stock.

Clown Popo DeBathe is in Honolulu. Before sailing, he caught Ringling in San Francisco and visited with Earl Shipley, whom he had not seen since Sells-Floto days. . . . Circus fan Hardy O'Neal is touring Europe and expects to see Circus Schumann. . . . Roy Bible's show is playing Bakersfield, Calif. . . . At Pacific Ocean Park's circus are Wally Ross, Dick and Dorothy Berg and Tex Carr, reports Don Marcks, California fan.

Bev Kelley and Sam Stratton, both 'ahead of theatrical troupes, and Gene Whitmore, on a writing assignment, are in Chicago. . . . Walter Stebbins, Cristiani press agent, is back home in Maryland after making 140 towns for the show this season. He and his wife made all but two towns on the route after Norfolk. . . . Wimpey the clown is in Chicago playing dates. . . . George Hanneford Sr. is advertising in England to buy rosinbacks. . . . Derrick Rosaire and his

horse have been booked to come to this country for Hamid-Morton circus.

Tommy Sales, clown and tumbler writes that his daughter, Annetto Marriette, sustained an eye injury and may lose the sight in it. They are at Ayr, Neb., with A. J. Saladino. . . . Dan (Pappy) Kerr, West Asheville, N. C., clown, has written "Clown's Prayer" and it has been published in several magazines, including Guideposts for September. He is playing shopping centers and fairs, and he expects to enter a hospital for further eye surgery after the first of the year.

Clara DelBosq Wolfgang underwent surgery at the Air Force base hospital at Fort Worth. In recent seasons she has been on the Atayde, Gil Gray and Polack shows. . . . Circo Union opened a run in Mexico City, using a lot near the old railroad station in the center of town. Acts include Nicollini's Chimps, Suarez riding act, and Lopez flying act. . . . Tom and Marie Inabinette visited Siebrand, Gil Gray, and Polack in recent stands in Texas and New Mexico. . . . The Don Rey Trio closed with Rudy Bros. Circus and joined King Bros. October 17 to play the Southern route.

Bones of an elephant were uncovered at Greenville, Mich., recently and residents have asked if there is any record of a show bull being buried there, reports Ray Ritter, an old-timer from Sun Bros. Circus days. . . . George Morris, Gainesville, Tex., booster, maintains that the famous Community Circus of that city was not its first. He remembers the town had another local circus in 1892.

Bumpy Anthony Tent of CFA at Washington elected officers recently. They include Bill Rector, president; Beryl Ann Keys, vice-president; Mike Larkin, secretary-treasurer, and David Orr, publicity. Outgoing president is Franke Greene, who was named District of Columbia chairman, replacing the late Dr. William Mann. A guest at the meeting was Jimmy Rossie, Wild West rider, who has been taken into the armed services. The group will see Polack at Baltimore and will meet next at the Ellsworth Keys home in Baltimore.

The new Tom Thumb Tent of CFA was organized formally at Norwalk, Conn., recently. Members attending included the Ray Dirgos, the Louis Johnsons, the Everett Strattons, Humphrey Douless, and Lennox J. Currie Jr. CFA's Gil Conlinn presented the charter. James Sexton played the air calliope.

**POLICE DEPARTMENT**  
Phonemen—Promoters  
12th annual Police and Fire Benefit. Ads, U.P.C. banners, \$15,000 repeats, pay daily. Solid season of police dates to follow. Can also use 3 reliable promoters to be selected from this office.  
Call R. HASCAL  
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**5—PHONEMEN—5**  
Tickets and program, book, U.P.C. Xmas party—baskets. 4th year. 25% comm. Stan Tuffts, call. 6 weeks' work.  
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Los Angeles Negro paper Holiday Edition. 4 other hot deals, permanent. Thousands of repeat calls. Pay on verification.  
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Need three crews, also two man-and-wife teams that are interested in making money. Best towns and sponsors. Can use good Banner Salesman for elephant banners. Year-round work. Bill White, contact. Wire Western Union, Albany, Georgia, where I can call you. Need several Phonemen.  
LOUIS WEAVER  
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**2—PHONEMEN—2**  
D.A.V. Book & U.P.C. Tickets.  
**ROY WRIGHT**  
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**PHONEMEN**  
GROTTO TICKETS AND BOOK  
Phones in. Starts October 31.  
Mike O'Neal and Neal Ray, call.  
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**2—PHONEMEN—2**  
Christmas Show  
Good Sponsor  
UPC's, Book, Banners  
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Greatly Enlarged! Completely Modern!  
CAN PLACE  
Top caliber Phone Crew Managers, also a few Single and Man and Wife Promoters. Dates available December 1. Best proposition in the business—no 10% hold back—your P.C. in full daily. All new territory for this Circus and first year for promotion. Address all replies to  
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MUST BE ABLE TO DELIVER AND BE OF NEAT APPEARANCE.  
Will positively not use drinkers.  
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**PHONEMEN**  
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5-year-old repeat deal.  
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UPC's—TICKETS—BOOKS  
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All winter's work. Phones in. 25% pay daily. Three cities starting immediately.  
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**SAY YOU SAW IT IN THE BILLBOARD!**

# THE FINAL CURTAIN

**CURL—Nelson C.**, 64, since 1954 a popcorn concessionaire with Nolan Amusement Company, October 14 at his home in London, O., after an illness of several months. Earlier he had operated a commercial business, ill health forcing him to sell it in 1947. Surviving are his widow, Pauline; a son, Nelson J., Miami; a daughter, Mrs. Thrisia Ernst, Ocala, Fla.; a brother, William, Xenia, O., and three sisters, Mrs. Nora Hardin, London, and Mrs. Ira Hardin and Mrs. Mattie Anderson, Columbus, O. Services October 17, with burial in Oak Hill Cemetery, London.

**FLEET—Albert**, 53, animal trainer, at Thousand Oaks, Calif., October 20 following a two months' illness and surgery. He had a seal act but was best known as a chimp trainer. Fleet was with Hagenbeck-Wallace, John Robinson, Cole Bros., Robbins Bros., Al G. Barnes, Polack Bros. and Clyde Beatty circuses as well as the Chicago World's Fair. He quit the road in 1952 and joined the group of animal trainers at World Jungle Compound. Since 1958 he has been associated with the Tusko Corporation, builder of coin-operated kiddie rides. Survivors include his widow, Cleo; two brothers, and two sisters. Pallbearers were show people at Jungleland, Thousand Oaks.

**HENKE—Otto (Red)**, 67, former co-owner of Henke's United Attractions, October 20 in Rochester, Minn. (Details elsewhere.)

**HUMESTON—Albert J.**, 65, a director of the Carberry (Man.) Agricultural Society, recently in Carberry. He was an exhibitor of Clydesdales and light horses and had served as a light-horse judge at fairs. Survived by his widow, a daughter and a brother.

**NASH—Richard**, outdoor showman and a member of the Showmen's League of America, recently in Rochester, N. Y.

**NEGENTZEFF—Ersam A.**, 62, veteran member of the Don Cossack Chorus, at Sterling, Ill., Monday (17) of an illness that forced him to leave the stage during a show there. He was taken to a hospital and died a short while later. Services in San Francisco, where his widow and son reside.

**NELSON—Mrs. Philip J. (Helen)**, 46, who with her surviving husband was a former concessionaire with Badger State, Ellman, Ken Murray, Sunset and Pan American shows, September 22 in a New Orleans hospital of Landrup creeping paralysis. The Nelsons made their home in Kenner, La., and burial took place in Memorial Gardens in that city. Besides her husband, she is survived by three sons, Philip J. Jr., Roger and Edward; a daughter, Peggy Ann; a sister, Mrs. Hub Luehrs, of Luehrs' Ideal Rides, and a brother, William, Milwaukee.

**NORWOOD—Raymond A.**, 68, owner of Norwood Amusement Park, Columbus, O., October 22 in that city. He was a member of the Elks and the F&AM. Survived by his widow, Faye; a daughter, Margaret Smith, and a son, Raymond Jr. Services October 25 and burial in Union Cemetery, Columbus.

**PRESSLY—Mary**, 69, of the Kelly-Miller Circus, October 22 at Grants, N. M. She was the mother of Keller Pressly Kelly - Miller superintendent.

# MARRIAGES

**DARLING—Mar-Keef—** Franklin Delano Darling and Eloise Mar-Keef, members of the Capital City Shows, at Eastman, Ga., October 16. They plan a honeymoon trip to Hawaii at the close of the season. \*

**GARRISON-THORNHILL—** Bill (Garrison) Geertson, former Wild West performer and present CFA member, and Nola Thornhill, non-pro, at Paterson, N. J., September 24.

**WOLCOTT-JENNINGS—** F. S. Wolcott, former operator of the F. S. Wolcott Rabbits Foot Shows, and Mrs. Jeannette Jennings, widow of O. D. Jennings, at Port Gibson, Miss., recently. They reside in Jackson, Miss.

Other survivors are four daughters and three other sons. Burial at York, S. C.

**SCALLION—Frank**, 73, former clown and acrobat, in New York October 21. He had been with King Bros. and Cristiani Bros. circuses and Sutton's Pacific Shows and others.

**SLAIGHT—David**, 78, well-known vaudeville comedian in the 1920's and 1930's, October 4 in a Rochester, N. Y., hospital after a long illness. Surviving are two sisters, Mrs. Clara Brown, of Elmira, N. Y., and Mrs. Mildred Lines, Rochester, N. Y., and two brothers, Edward and James, of Ithica, N. Y. Interment in Grove Cemetery, Trumansburg, N. Y.

**VENSANO—Harry**, 78, chief of construction for the San Francisco 1939 World's Fair, recently at his home in San Jose, Calif.

In Loving Memory  
of my husband and our  
father

**JULES C. LOYAL**

who passed away Oct. 29,  
1956. You are still forever  
in our hearts.

The Loyal Repensky Family

Nov. 3, 1959

**MARGARET  
ANSHER**

I Miss You,  
Will Join You Later.  
Love,

**SAMMY**

In Loving  
Memory of

**MATTHEW J.  
(Squire) RILEY**

Passed away Nov. 3, 1948  
**LILLIAN and MARK**

In Memory of  
**MATTHEW J.  
(SQUIRE) RILEY**

Passed away  
November 3, 1948  
**IMOGENE RILEY, Wife**

# ROLLER RUMBLINGS

By AL SCHNEIDER

**T**he Rip Van Winkle Bowlerskate of Norwalk, Conn., has been sold by Joseph W. Kavenewsky of Norwalk to the Brentross Realty Corporation, New York, for a reported \$625,000. A bill of sale, filed with the town clerk's office in conjunction with the deeds, transfers the trade name and all buildings and improvements and fixtures to the new owner. Robert M. Stein of New York is listed as Brentross president. The new owner assumes four mortgages on the property, one of which is held by Kavenewsky. Kavenewsky recently assumed complete ownership of the bowling alleys and roller skating rink on three acres when a partnership with Joseph Yates of Norwalk was dissolved. Bowlerskate opened two years ago.

Oaks Park Roller Rink of Portland, Ore., held a skate queen contest October 16 in which Camilla Kleeb was chosen Miss Portland Roller Skating Queen and Jeanie Bell was runner-up. By virtue of their wins the girls became eligible for the State roller skating beauty contest, held October 30 at the rink. Winner of the latter contest will be flown to Miami as Oregon participant in the national contest of the Roller Skating Foundation of America. The national winner will receive a \$2,500 college scholarship and other prizes. Judges of the Oaks rink preliminary contest were five Portland disk jockeys, R. H. Peck, KGW; Bob Liddle, KEX; John Gordon, KWJJ; Tom Murphy, KISN, and Larry Kilburn, KPOJ.

Hartford (Conn.) Skating Palace opened its fall season October 8. Evening highlights included skating demonstrations by top national and regional skaters. Appearing were Edgar Watrous, Hartford, U. S. singles champion, in farewell performance prior to start of Army service; Sylvia Haffke, Springfield, Mass., U. S. senior ladies' singles champion, and Nancy Neckes (daughter of rink owner Harry Neckes) and Charles Meyers, State juvenile dance champions. Souvenirs were distributed. Neckes has started a new fall Friday night bus schedule from suburban Manchester, 10 miles east, charging \$1.25 for round trip bus fare and admission to the rink.

Rialto Skating Rink, Springfield,

Mass., marked its fall reopening weekend, September 30-October 3, with varied activity. Prizes and games highlighted the September 30 schedule. The anniversary roller skating party of the mayor's youth recreation program was held October 3, with free admission, free skating and free soft drinks for all. The rink is open afternoons and evenings thru the week.

Back in Hartford, Conn., for the first time in years, showman Murray Luth recently renewed acquaintance with Sid Conn, who was associated with William Rose for many years in Conrose Skating Rink there. Luth is company manager for the Fred Waring Stereo Festival. Conn is now in the real estate field in Connecticut.

## SKATING RINK TENTS

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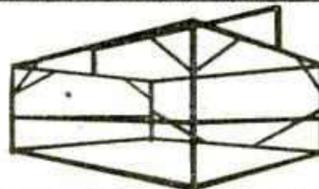
NEW SHOW TENTS  
MADE TO ORDER

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## WANTED AT ONCE

Manager and Operator for permanent Roller Rink, Oak Ridge, Tenn. Town of 35,000. Salary or percentage. Good proposition for man and wife. Call or write at once, giving all information about yourself and how you can be reached by telephone.  
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# CARNIVAL ROUTES

A-1 Ams.: \*Keith Carpenter; (Fair) Malden, Mo.  
 Alamo Expo.: \*Mrs. H. T. Reynolds; (Fair) Port Arthur, Tex.; Cuero Nov. 7-12.  
 All American: (Fair) Beaufort, S. C.  
 Amusements of America: \*S. Generallo; (Fair) Charleston, S. C.  
 Bee's Old Reliable: \*Raymond C. Huls; (Fair) Ozark, Ala.; (Fair) DeFuniak Springs, Fla., Nov. 7-12.

Big D Ams.: Dixie Inn, La.  
 Big State: \*Jos. Sima; Kingsville, Tex., 31-Nov. 6.  
 Brodbeck-Schrader: Arkansas City, Kan., 31. (Season ends.)  
 Capital City: \*C. C. Miller; (Fair) Valdosta, Ga.  
 Central State: \*J. D. Steinbeck; Altus, Okla., 31; Paducah, Tex., Nov. 2-6.  
 Cetlin & Wilson: \*Tony Lewis; (Fair) Gadsden, Ala.; (Fair) Jacksonville, Fla., Nov. 9-19.  
 Cooper, R. L., Ams.: \*L. Cooper; Fayette, Ala.  
 Cotton Patch: Hollis, Okla.  
 Crystal Ams.: \*Earl Miller; Wauchula, Fla., Nov. 7-12.  
 Drew, James H.: (Fair) Augusta, Ga.

# Circus Routes

Clyde Beatty-Cole Bros.: \*Buster Odle; St. Augustine, Fla., 31; Daytona Beach Nov. 1; West Palm Beach 2; Fort Lauderdale 3; Miami 4-6.  
 Davenport, Orrin: Kansas City, Mo., Nov. 15-20.  
 Kelly-Miller: Big Springs, Tex., 31; Sweetwater Nov. 1; Eastland 2; Brownwood 3; Stephenville 4; Cleburn 5; Weatherford 6. (Season ends.)  
 King Bros.: \*Danny Kelly; Robertsonville, N. C., 31; Ayden Nov. 1; Mount Olive 2; Wallace 3; Elizabethtown 4; Bennettsville, S. C., 5; Cheraw 7; Bishopville 8; Hartsville 9; Florence 10; Kingstree 11; Lake City 12; Conway 14; Manning 15; Walterboro 16.  
 Packs, Tom: (Forum) Wichita, Kan., Nov. 7-13; (Aud.) New Orleans, La., 19-27.  
 Polack Bros.: (Armory) Baltimore, Md., 31 - Nov. 5; (Armory) Springfield, Ill., 11-13.  
 Ringling Bros. and Barnum & Bailey: (Coliseum) Green Bay, Wis., Nov. 4-6; (Hippodrome Aud.) Waterloo, Ia., 8-9; (Aud.) Des Moines 11-13; (Arena) Cleveland, O., 16-20.

Griffen Ams.: Minter City, Miss. Hammond, Bob: Houston, Tex., Nov. 1-13.  
 Heth: \*Mrs. Al Kunz; (Fair) Waynesboro, Ga.  
 Hoard & Mullis: \*E. Mullis; Blakely, Ga.; (Fair) McRae Nov. 7-12.  
 Hottle, Buff, No. 2: \*William A. Brooks; Baton Rouge, La., 31-Nov. 6.  
 Johnny's United: \*E. T. Hall; (Fair) Thomasville, Ga.  
 Leeright Midway: \*R. C. Bowers; Parker, Ariz., Nov. 2-6.  
 Lone Star Carn. & Cir. Comb.: \*Mike Omatta; (Fair) Littlefield, Tex., 31-Nov. 6.  
 Manning, Ross: \*Nelson Wilkins; Fayetteville, N. C.  
 Merchant's Festival Rides: Nashville, Tenn.  
 Moore's Modern: \*Jack Moore; Del Rio, Tex., Nov. 1-9.  
 Page Bros.: \*E. W. Page; Muldraugh, Ky.  
 Page Comb.: \*Blackey Jones; (Fair) Waycross, Ga.  
 Palmetto Expo.: \*M. McNeace; (Fair) Loris, S. C.; (Fair) Marion Nov. 7-12.  
 Penn Premier: \*Richard Gilman; (Fair) New Bern, N. C.; Warsaw Nov. 7-12.  
 Peter Paul Ams.: \*Peter Biclo; Sanford, Fla.  
 Prell's Broadway: \*L. Sylvester; (Fair) Camden, S. C.; (Fair) Charleston Nov. 7-12.  
 Reid's Golden Star: \*Elmer Reid; (Fair) Macon, Ga.  
 Royal West: Seaside, Calif., Nov. 2-6.  
 (Continued on page 77)

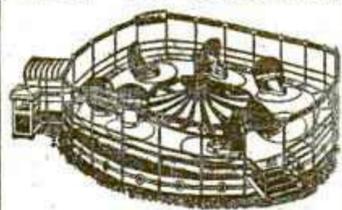
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5. MRS. RAY CRAMER, Olson Shows
6. DON HANNA, Siebrand Bros.' Shows
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10. E. T. HALL, Johnny's United Shows

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Fitzsimmon, Roy: Patagonia, Ariz., 31-Nov. 1; Nogales 10-15.  
 Gold Medal, No. 1: \*Bill Stevens; (Fair) Panama City, Fla.; (Fair) Gainesville Nov. 7-12.  
 Gold Medal, No. 2: \*C. C. Leasure; Panama City, Fla.  
 Gooding's Million Dollar Midway, No. 3: \*J. H. Macdougall; (Fair) Savannah, Ga.  
 Greater Kastl: \*Gustie Pelan; Lubbock, Tex., Nov. 1-6.

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Ice Shows

Holiday on Ice of 1961: (Coliseum) Portland, Ore., Nov. 3-13; (Civic Aud.) Grand Rapids, Mich., 18-21.  
 Ice Capades, 20th Edition: (Freeman Coliseum) San Antonio, Tex., 31-Nov. 6; (Ector Coliseum) Odessa 8-14.  
 Ice Capades, 21st Edition: (Aud.) Buffalo, N. Y., Nov. 1-6; (Gardens) Toronto, Ont., 7-11; (Forum) Montreal, Que., 13-20.  
 Shipstads & Johnson's Ice Follies of 1961: (Stadium) Chicago, Ill., 31-Nov. 6; (Stadium) Detroit, Mich., 9-20.

Miscellaneous

Kriel's Kats and Klowns: Fenton, Ill., Nov. 5.  
 O'Day, Marie, Palace Car: Blytheville, Ark., 31-Nov. 2; Luxora 3; Osceola 4-5; West Memphis 7-8.  
 Paige, Kiki: (Bimbo's 365) San Francisco, Calif., 31-Nov. 30.

Fair Meetings

• Continued from page 71

Noel Hotel, Nashville, January 26-27. Mrs. Malinda Granberry, Mid-South Fair, Box 3808, Memphis 14, secretary-treasurer.  
 Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, 102 East Locust, Tyler, secretary.  
 Arkansas Fair Managers Association, LaFayette Hotel, Little Rock, February 6-7. Clyde E. Byrd, Box 907, Little Rock, Ark., secretary.  
 Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 13-14. Harry F. James, Room 621, County Building, Oklahoma City, secretary.  
 Florida Federation of Fairs and Livestock Shows, Thomas Hotel,

Bertram Resigns As Rodeo Prez After 21 Years

TABER, Alta.—President of the Taber Rodeo Association for 21 years, H. H. (Mike) Bartram has resigned. A successor has not yet been named.  
 Next year's rodeo dates will be May 20 and 22, a Saturday and Monday. A carnival will be signed. Consideration is being given moving the rodeo grounds to a new site where horse racing and chuckwagon races could be presented.  
 The association's bank balance stands at \$3,200. The funds will go toward the 1961 show and for development of seating facilities.  
 Gainesville, May 14-16. T. L. Barriereau, State Department of Education, Tallahassee, secretary.

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# Cetlin & Wilson Tops Macon Record

Ride, Show Gross Reported at \$80,000;  
Recontracted for 1961 Return

MACON, Ga.—Cetlin & Wilson Shows hit a new all-time record for show and ride receipts and left town at the close of the Georgia State Fair Saturday (22) with the contract to return for the 1961 fair.

The total gross of \$80,000 for shows and rides was better than 20 per cent ahead of the previous high record set in 1958. The 1959 fair suffered a drop due to rain. Weather was excellent this year.

Issy Cetlin and Barney Corey, co-owners, said that about \$12,000 of the ride gross was produced by the Wild Mouse operated by Graydon Dowis and the Skywheels operated by Alfred Osborne, both here for the first time.

Kids' Day on Monday and Friday proved the big days, accounting for a combined gross of better than \$35,000.

Tear-down moved smoothly Saturday night, and Trainmaster Jess Warren had the train loaded and rolling shortly after 8 a.m. Sunday on the 345-mile jump to Tuscaloosa, Ala.

In announcing that the show will return in 1961, Cetlin and Corey said that all of their 1960 fairs have been re-signed to date. It will be the 12th consecutive year for the show in Macon.

Numerous improvements are in the planning stages and work will start soon after the show train reaches Petersburg, Va., winter quarters after close of the Jacksonville (Fla.) Fair next month, they said. John W. (Jack) Wilson, former partner of Issy Cetlin, who has retired and is living in Miami, visited the show recently in Richmond, Va., and is expected again at Jacksonville.

Visitors here included Johnny Keefe, show owner; W. E. (Bill) Franks, retired show owner; Fred Cantrell, ride op; Walter Nealand, circus p.a., and Mrs. Floyd King and family. Paul M. Conaway, the show's attorney, was in the office nightly.

# Harris Keeps New Bedford Church Fest

NEW BEDFORD, Mass. — The big Portuguese celebration here, Feast of the Blessed Sacrament, has been retained for 1961 by Jeff Harris of Revere. It will be his second year to produce the midway on the Church of the Blessed Sacrament grounds.

Three other carnival bidders competed for the date. It will be held August 4-6. In addition to concessions, Harris this year brought in rides of the Larry Carr and Playtime Shows organizations.

# Red Henke Dead at 67

MILWAUKEE — Funeral services for Otto C. (Red) Henke, 67, former carnival owner, were held Monday (24). Henke died October 20 in Rochester, Minn., following surgery.

He and his brother, E. Joe (Fat) Henke, started in the business before World War I as concessionaires with Ed Evans, Heinz & Beckman, Snapp Greater, J. George Loos and A. T. Freed shows. In 1918 they organized their own carnival with five rides and named it Henke's United Attractions. They built it into a 20-car railroad show and sold out in 1941.

Henke founded the C. & H. Electric Company here in 1940 and has headed the firm since. He was also active in the real estate business, operated a night club and promoted church bazaars and benefits. He was a member of the Eagles, Elks and the American Legion.

In addition to his brother, he leaves his wife, Merle, and a sister, Rose, all of Milwaukee.

# CARNIVAL CONFAB

PEARLS from Royal American: C. J. and Egle Sedlmayr are back on the show after their European trip and have lots of jackpots to cut up. . . . Boss Carl Sedlmayr also returned after he and O. J. (Whitey) Weiss journeyed to Winnipeg to sign the Canadian A circuit of fairs for the 25th year. . . . Charley Cohen out of the hospital and Vera Pollitt entered the hospital. . . . Wesley Charles Gordon and Pat write that they're stationed at an Air Force base near Tokyo, Japan. . . . Mrs. Bill Kimmel, daughter of Bob (The Barber) Alexander, formerly with Rubin and Cherry and the Jones shows, visited her husband, Bill. . . . Mrs. Phil Knight came in from Nashville to visit husband Phil. . . . Garnet Walker was in Shreveport on business.

Isabelle Tolliver, wife of Head Train Porter Willis Tolliver, held an unusual party with her dog as guest of honor. All RAS personnel who own dogs were invited with the canine guests wearing paper party hats and eating ice cream and cake. Despite rumors, it didn't end up in a dog fight. . . . Guy Markley and Ralph Flanigan are framing a new style "I Got It" game which they'll show at the Florida State Fair. . . . A new ride, called the 808, was shown for the first time at Shreveport, La., by the Oarco Corporation, with E. P. May in charge. Ride has four cars on two long arms similar to a Roll-o-Plane. The center revolves as well as the cars while making a complete circle and also turns horizontally.

More Pearls: Earl Sullivan stopped off for a walk around the midway en route to Tampa. . . . Seen along the independent midway at Shreveport were Pete Merrigan, Theodore Pappas, Jim Taylor, Mike and Ruth Petrontis, Dave Carter, Paul Ward, Dale Pasley, Ray Bonda, Pete Norman, Edgar Garland Hart, Shirly Sakobie, Marvis and Red McKinney, Stan Levy, Minnie and Jack Yazvac, Andy Kasin, Chester Taylor, Lenning Golding and Mr. and Mrs. Roy Gregory. . . . The RAS Calypso ride, being built in Munich, Germany, is scheduled to debut at the Florida State Fair in February. C. J. Sedlmayr, while in Europe, checked on the portable features.

★ ★ ★

Harold Wetherbee reports from the John Marks Shows that the back-end had a good fair season. The office-owned Club 17 features Dagmar with Diane Smith, Renie Castle and the Linda McDonald dancers. Eddie Adriani is talker and Jimmy Williams handles tickets and canvas. The Hot Spot Revue features Peaches LeMay with Alice Clate and Julie Hernansley dancers. Wetherbee does the talking on the latter and Gerald Bruce is ticket man. Edward Chandler grinds and handles tickets on the monkey show. . . . Mr. and Mrs. Robert Massey report their Fox Cities Attractions has wound up its season. Show added a Merry-Go-Round and plans to buy another major ride this winter.

Charlie Byrnes

PACIFIC PATTERN: Larry Ferris, manager of Crafts 20 Big Shows, will visit his mother in St. Louis before going on to the conventions in Chicago where he will meet Orville N. Crafts. Crafts will attend the parks banquet and then head for the West Coast. . . . Hunter and Margaret Farmer, back from the West Coast Shows tour, may pass up the Arizona State Fair in Phoenix. . . . Sam Landesman, food concessionaire, is suffering from an injured arm. . . . Harry Phillips, Pacific Coast Showmen's Association treasurer, is out and about following an illness that kept him confined to his home for several weeks. . . . Charlie Austin and Ivan Gilligan back in Los Angeles after working novelties on several touring shows. . . . Lloyd Hilligoss and Joe Blash, of Blash & Hilligoss, will again play the Arizona State Fair with Loren Towers and Thor (Tiny) Iverson on the staff.

John Hicks is undergoing treatment at the City of Hope in Duarte, Calif. . . . Sam Brown is recuperating at the Merritt Jones Hotel in Ocean Park, Calif. . . . Dave Friedenheim is up and about following surgery. He is regaining his strength at his home in Hollywood. . . . Bob Leslie, show promoter, is still going strong despite the fact

that he will observe his 80th birthday next June. . . . Joe Steinberg will return to old stamping grounds when he plays the Arizona State Fair in Phoenix. Steinberg was with the Siebrand Shows for several seasons.

Sam Abbott

Bill Meyers, photo concessionaire, reports having had a good season in the Midwest, cut short by illness in the family. He plans to do retail selling this winter in Springfield, Ill. . . . Gay and Gean Nadreau, who are completing their third season with a Globe of Death, owned by Marcello and Nancy Racca, on a Gooding Amusement Company unit, recently purchased a 1960 Electra Buick. Gean is talker-manager of the unit. They will winter in Tampa. . . . Rachel Lilly has bought property on Highway 280, five miles south of Opelika, Ala., and has moved her palmistry studio there from Auburn, Ala.

Al Schneider

Mrs. Buz Weakley was guest of honor at a stork shower given by Mrs. Gertrude Hodges, who served champagne cocktails and cake. Thirty-seven friends attended, all with the Gooding Million Dollar Midway, when the show played Pensacola, Fla. Included were Joy Purvis, Sue Goodwell, Mary Silcox, Mildred Lasher, Silvia Warren, Hermine Hirsch, Lili Zaccini, Hazel Steek, Yvonne Boling, Carol Murphy, Helen Royce, Kaytee England, Frances Scott, Barbara Morris, Selma Fylmn, Doris Enterlane, Dallas Floyd, Jane Baxter, Lil Franklin, Hazel Basham, Bertha Ganshaw, Helen Eule, Naomi Berkshire, Irene Katzy, Pat Showmaker, Gertie Miller, Nora Hilburn, Ruth Evershore, Marguerite Wilson, Sue Wynn, Evelyn Taylor, Jean Ferguson, Gay Nadraw, Evelyn Keefer, Fern Cook, Colleen Yeager and Morris Lipsky. . . . Charles Chaney, concession operator, recently closed the 1960 season with his concessions and will spend the winter in Biloxi, Miss., where he reports showmen are coming in daily. . . . Ep Glosser, concession

(Continued on page 78)

★ ★ ★

FLASHBACKS: 15 Years Ago—Milton Morris resigned as manager of Johnny J. Jones Exposition Shows due to ill health. . . . Arthur Hockwald was busy arranging a winter tour for Marquis the Magician. . . . A farbrace on Cetlin & Wilson at Wilson, N. C., raised \$1,000 which was split between the Showmen's League and the Miami Showmen's Association. Jack Wilson emceed the party. . . . New members of the International Showmen's Association included Ralph Lockett, John R. Ward, Dale Pasley, Hal Eitort, Andy Markham, C. Ray Turner, B. V. Nessler, Art Frazier, John Gallagan, Archie Wagner, Cecil Turner and Lee T. Borchart.

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## VOTE AT 1ST MEETING

# N. E. Club Elects Frank Allen Pres.

BOSTON — The New England Showmen's Association held its annual nominations and election at the season's first meeting, Tuesday (18). Frankie Allen, concessionaire with the King Reid Shows, was named president to succeed Larry Carr, and will take office in January.

Other concession names are among the officers. Charles Tamponi, concession manager of the

## Luehrs Closes After Best Season's Tour

ST. LOUIS—Hub Luehrs, manager of Luehrs' Ideal Rides, closed the fourth and best season for the show under his management on October 25. The show had a long season, opening April 25 and played a route thru Illinois and Indiana, and has recontracted most of the spots played for 1961.

The show featured fluorescent lighting, new towers and new rolling equipment.

Bill Luehrs, son of the owner and assistant manager, announced his engagement to Miss Magdalene Scherer, non-pro, when the show played Indianapolis, and an engagement party was given in their honor. The wedding will be January 14 at Christ King Catholic Church, Milwaukee, where they will make their home.

Winter quarters have been leased at the Fairbury, Ill., fairgrounds, formerly occupied by the Imperial Shows. Luehrs will attend the conventions in Chicago next month in the interest of the show.

Concessionaires with the show the past season included Dave Prevost, Richard Marshall, Ralph and Ruby Wysong, Ike and Don Chapman and Kenny Summers.

## Season Good; Carr Charts April Debut

WILMINGTON, Mass. — Season's business was termed good for the Lawrence Carr Shows, which wound up a couple of weeks ago in Milton, Mass. The 20 rides were split into units and merged when necessary, as at the fair in Topsfield, Mass.

A Scrambler and Helicopter were bought and proved valuable additions, Carr said. Rides are up to date and fluorescent-lit. The show has about 100 of its own concessions, and a 100-kw. diesel generator to use when city power will not suffice or is not readily available.

The custom of opening the second week in April will continue next year, Carr said.

## Torti Was Prexy, Not Vice-President

CHICAGO—In a recent news piece listing nominations for the Showmen's League of America, it was inadvertently stated that Ned Torti was a past vice-president. This was a demotion. Actually, he is a past-president, having served in the top SLA post in 1955.

Lawrence Carr Shows, was elected first vice-president; Dick Marshant, whose units were on various Eastern shows, is second vice-president, and Jeff Harris, midway producer, third vice-president.

About 100 persons attended the meeting, with the electoral activities occupying much of the evening. Favorable fund reports were made. Allen, Tamponi and Marshant each brought in over \$500 and many other sources also responded. Carr presided. Other show operators present included Jack Langill of Universal Amusements, John Venditto of Venditto Bros. Shows, and Pat Ferra of Ferra Bros. Shows.

The annual banquet will be at the Frolic at Revere Beach on Sunday night, December 11. Tickets will be \$7.50 apiece. Club meetings will be held the first and third Tuesdays every month at 276 Tremont Street.

## RAS Revenue Up 7% At Shreveport Fair

SHREVEPORT, La. — Royal American Shows was ending its '60 tour with a winner here last week at the Louisiana State Fair. Altho the fair's attendance was only slightly ahead of last year, receipts all over the grounds were well ahead of '59 and midway rides and shows for the first seven days were 7 per cent over last year.

Aided by a big Monday (24), Negro Day, Leon Claxton's Harlem in Havana was tops on the back end. Club Lido, the Motor-drome and the Dick Best Side Show followed in that order.

The opening weekend, Friday (21) thru Sunday (23), gave all the fun zone segments big business and then Monday came up with an excellent gross. Friday (28) was kids' day and after a gloomy, damp morning, the sun broke thru

## 'Fountains' Water Unit At 2 Fairs

WEST HAVEN, Conn. — Anthony Simos had his "Musical Fountains" truck-mounted unit in operation at two Connecticut fairs this season. It was offered as a free attraction at the North Haven Fair, and for an admission fee at Berlin.

The device is not manually controlled but has fountains activated by sound impulses.

## Too Much, Too Little, Resort Complains

ATLANTIC CITY—City officials who have wrestled with the problem of keeping the sand on the resort's bathing beach now would like to get rid of some of it. Beach erosion is a problem in the up-town section, but downtown there is too much sand.

In one area the sand has accumulated to the point where it is even with the Boardwalk. As a result, the city commission will take bids for removing enough sand for a six-foot clearance under the walk. One official remarked that it would be fine if the excess sand from Chelsea could be on the beach between the Steel Pier and Garden Pier where the beach has eroded so pipes have become exposed.

## Crafts Income Up, But So Are Expenses

NORTH HOLLYWOOD, Calif. — Orville N. Crafts, owner of the Crafts' West Coast midway operations, reported that grosses for '60 were up but increased expenses kept profits about even with '59.

A loss of 20,000 patrons at the recent Fresno fair was felt. The loss was said to have been about \$15,000 but the lower attendance on a per capita basis reduced the privilege by \$7,500 giving the show an actual loss of \$7,500. Cool nights were blamed for the lighter attendance.

Prior to moving into the quarters here, two and one-half acres of the ground was proved and another three acres treated with oil. Work program gets under way on a full scale after January 1.

Crafts, accompanied by Larris Ferris, manager of Crafts 20 Big Shows, will attend the Chicago outdoor meetings and trade show.

at noon and plenty of youngsters were on hand.

A new ride, called the 808, debuted here. It was shown here by E. P. May of Columbus, O.

Visitors were many. Included were Mr. and Mrs. Virgil Miller, Mr. and Mrs. Ed Schultz, Douglas Baldwin, John Libby, Mike Heflin, Harold Johnson, N. S. Hand, Mr. and Mrs. Colie Ervin, Maurice Fager, Clyde Lane, J.C. Huskisson, Ed Leidig, George Lieberman, Lou Dufour, and Ralph Hoffman.

## Group Okays New Calif. Fairgrounds

SAN DIEGO, Calif. — The Citizens' Advisory Committee has unanimously approved a recommendation that the California State Fair & Exposition be moved to the new site, but action on the matter was referred to the Legislature when it meets in January.

The committee, appointed by Gov. Edmund G. Brown, met here recently to study the feasibility of the move. In making the recommendation, the group also asked that first the State Legislature enact a bill to take the fair from the financial direction of the State Department of Finance and make it a private non-profit corporation, that the new fair be re-sized to fit the revenues available for the project, and that a liberal appropriation be made for a schematic plan for the new fair with a world-wide competition to be held.

A report is to be made to Governor Brown by three subcommittee chairmen heading the various sub-groups proposing them. The chairmen are Superior Judge James E. Cunningham, San Bernardino, junior past president of the National Orange Show; Richard H. Keatinger, Los Angeles attorney, and J. A. Smith, Los Angeles oil man.

Proposals included the operation of the new State Fair on a policy similar to that at the Los Angeles County Fair and the National Orange Show, and the setting up of an advisory board with a representative from each fair in the State naming a board of directors of nine members, which in turn would employ the managerial staff.

## Foley & Burk in WQ After Good Season

SANTA ROSA, Calif. — Foley & Burk Combined Shows are back here in winter quarters after a good tour that saw new records at four of its stops.

Final fair of the season, the Ventura County Fair, gave the rides and shows an 11 per cent increase over the previous year. Reno, Nev., was another big winner and California stands at Turlock and Stockton came up with records. In all the show played 16 weeks of fairs including the California State Fair.

Rides and equipment are stored here in the Hall of Flowers building on the fairgrounds. The train is stored on the Sebastopol & Santa Rosa Railroad near Sebastopol, Calif.

Eddie Alfa, painter, is working on a new Dark Ride front for next season and Toney Williams and Art Hiland are painting the kid rides for their San Francisco department store operations during the Christmas holidays. All equipment will be refurbished and the show will purchase some new tractors and a water wagon.

Owner-Manager L. G. and Mrs. Chapman will rest at their Davis, Calif., home before getting the '61 route in order. E. S. Fitzgerald, lot superintendent, headed for San Lorenzo, Calif. Secretary Ralph Lockett, Petersburg, Va., where he and Mrs. Lockett have a travel agency.

Others and their destinations include Trainmaster John Brooks, Baldwin, Miss.; Edward Versteeg, electrician, Baldwin Park, Calif.; Mr. and Mrs. Bernie Summers, here in Santa Rosa; Charles Sanchez, Stockton, Calif.; Robert Ellis, Stillwater, Okla.; Dave and Mary Seitel, Jules and Rita Blumenthal, Hollywood, Calif.; Frank Ward and Joe Steinberg, Los Angeles.

Vanteen and Lee, Side Show ops, sailed from Los Angeles recently aboard the S.S. Taurus for a Mexican cruise. Mr. and Mrs. Barney Stevens will play a few more dates and then to their Stockton winter home. Mr. and Mrs. Ellis Hendry, managers of the Cecchini & Levaggi Concessions on the show, went to Northridge, Calif. Willard Harper, manager of the Flying Coaster, to Odessa, Tex.

Recent visitors included George Whitehead, George Paige, Harry Myers, Dudley T. Fortin, Art Frazier and Tex Ritter.

## Wichita Event To Have Rides, Concessions

WICHITA, Kan. — Officials of the Kansas Centennial Global Exposition, to be held here June 14-September 4, will be in Chicago at the outdoor meetings to accept proposals to provide rides and concessions for the event.

Scheduled to operate from the Hotel Sherman will be Myron E. Russ, director-manager; Robert Schuelke, sales manager, and George Gerris, manager of the Frontier Village to be built on the grounds.

Construction is under way here on the 220-acre site, located four and one-half miles west of Wichita on Highway 54. Plans call for the erection of 16 permanent air-conditioned buildings. Both indoor and outdoor entertainment is planned.

## ACA Meetings Again in Chi

ROCHESTER, N. Y. — The 28th annual meeting of the American Carnivals Association will be held again in conjunction with the Chicago conventions, Secretary-Treasurer Max Cohen reports.

All meetings will be held in the Gold Coast Room of the Hotel Sherman. On Monday afternoon, November 28, there will be get-togethers of counsel, directors and officers. Membership meeting is scheduled for 2 p.m. the following day.

## NSA to Discuss Fests And Nominating Group

NEW YORK — The National Showmen's Association chooses a nominating committee at the second meeting in November, Wednesday (9). This will be a regular meeting but a special banquet meeting is scheduled for this Wednesday (2).

About 75 members attended last week's get-together at which progress was announced for the Thanksgiving week festivities. One change is the price of annual banquet tickets. These will be \$12.50 per person this year rather than the usual \$11 because of a higher meal price levied by the Hotel Commodore. The testimonial honoring President Max Tubis and Al McKee, past-president, will cost \$8.50 per ticket at the Park Sheraton.

The schedule calls for the testimonial on Monday (24), open house and memorial services Tuesday, and annual banquet Wednesday.

Several new members were welcomed at the meeting, presided over by Tubis. On the dais with him were officers Al Howard, Charles Rubenstein, Frank Rappaport, Harold Alexander, Louis D. King and Dr. Herman Cohen. Tubis spoke at length about the 1964-'65 World's Fair as representing an unforeseen chance for NSA expansion.

Rubenstein spoke at length about the various club charities and donated substantially to the shut-in, blood bank, Linderman, and award book funds.

New members enrolled since last spring include Dewey Barto, (Continued on page 77)

COMING EVENTS

California

Los Angeles—Southern Calif. Boat Show (Great Western Exhibit Center), Jan. 20-29. Jack Lockwood.
Richmond—Home & Decorators Show (Don Hotel), Nov. 9-13. National Home Shows, Inc., 270 Fig. Chula Vista.
Turlock—Far West Turkey Shows, Dec. 6-8. Robert G. Gorman.

Colorado

Denver—Denver Auto Show (Coliseum), Nov. 9-12.

Florida

Bevilles Corner—Sumter All-Fla. Breeders' Show, Nov. 2-5. L. L. Giddens, Webster.

Illinois

Chicago—International Sports, Boat & Vacation Show (Navy Pier), Jan. 14-22. Frank Hogan.
Chicago—Modern Living, Home & Flower Show (McCormick Hall), Nov. 18-Dec. 4.
Chicago—Nat'l Assn. of Concessionaires' Convention & Trade Show (Conrad Hilton Hotel), Nov. 6-10.

Indiana

Indianapolis—Indianapolis Auto Show (Fairgrounds), Nov. 25-Dec. 3.
Indianapolis—Food-A-Rama Exposition, March 28-April 2, 1961. Phil A. Irwin Jr., 430 W. 13th St.

Louisiana

Baton Rouge—L.S.U. Livestock Show & Dixie Horse Show Jubilee, Nov. 3-8. W. M. Babin, Box 8637, University Station.
Natchitoches—Natchitoches Christmas Festival, Dec. 3. Mrs. Ann Brittain, Chamber of Commerce.
Natchitoches—La. Pecan Festival, Dec. 3. Norman Fletcher, c/o KNOX.

Maryland

Timonium—Eastern Nat'l Livestock Show, Nov. 12-17. Dr. John E. Foster, University of Maryland, College Park.

Michigan

Detroit—Detroit Jr. Livestock Show (Stockyards), Dec. 6-8. G. F. Ridley, 6750 Dix.
Grand Rapids—West Mich. Livestock Show, Dec. 20-22. Wm. Rupp, 728 Fuller, N.E.
Traverse City—Northern Michigan Potato & Apple Show, Nov. 2-3. A. L. Olson, Federal Bldg.

Minnesota

Minneapolis—Northwest Boat & Marine Show (Auditorium), Nov. 30-Dec. 4. F. W. Kahler.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Municipal Aud.), Jan. 27-Feb. 5.

Nevada

Las Vegas—Las Vegas Sportsmen's Show (Convention Center), Nov. 9-13.

New York

Albany—Albany Auto Show (Washington Ave. Armory), Nov. 12-19.
New York—General Motors Motorama (Waldorf-Astoria), Nov. 3-9.
New York—National Horse Show (Garden), Nov. 7-8.
New York—National Winter Sports Show (Coliseum), Nov. 30-Dec. 4.
Westbury—World Car Show (Roosevelt Raceway), Nov. 5-13.

Ohio

Cleveland—Mid-America Boat Show (Public Hall), Jan. 21-29. Irving Gray.

Oregon

Canby—Oregon Corn Show, Dec. 2-3. Clive Cook.
Portland—Portland Auto Show (Memorial Coliseum), Nov. 23-27.

Pennsylvania

Pittsburgh—Pittsburgh Auto Show (National Guard Armory), Nov. 12-19.

Texas

Cuero—Cuero Turkey Trot, Nov. 7-12.

Utah

Ogden—Golden Spike Nat'l Livestock Show, Nov. 13-20.

Washington

Seattle—Seattle Auto Show (Armory), Nov. 4-13.

CANADA

Ontario

Toronto—Royal Agril. Winter Fair (Royal Coliseum), Nov. 11-19. C. S. McKee.
Toronto—General Motors Motorama, Nov. 27-Dec. 3.

Carnival Routes

Continued from page 74

Scott's, Turner, Rides: (College Park) Orlando, Fla., Nov. 3-Jan. 1.
Siebrand Bros.: Don Hanna; (Fair) Phoenix, Ariz., Nov. 4-13.
Strates, James E.: J. J. Asel; (Fair) Albany, Ga.
Sugar State: (Fair) Jeanerette, La., Nov. 2-8.

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Club Activities

Pacific Coast Showmen's Association

LOS ANGELES—A check for \$604.40, half of the money raised at the show-within-a-show by West Coast Shows at the Santa Clara County Fair was presented by Sam Dolman at the regular weekly meeting.

The check was accepted for the club by Steve Vaughn, president, who conducted the meeting with J. B. (Red) Dauer, first vice-president; Dolman, second vice-president, and H. D. (Bob) Matthews, secretary, on the rostrum. LaMotte (Dod) Dodson, chairman of the Memorial Services with Dolman and Ed Harris, Hunter Farmer chairman of the December 13 banquet and ball, and Jack Kent, chairman of the November 21 Homecoming Party, were invited to the rostrum.

Ralph Christiansen was lauded for his drive for new members with 25 new and reinstatements being passed on. They included T. L. Willis, Homer E. Hoeye, Willard E. Bevens, Robert DeVolt, Capers D. Cummings, David Kershner, George N. Hodges, James W. Shaffer, Earl Y. Cowart, Gerald T. Campbell, Vic Hawkins, James Fillmore, Harold A. Pilant, Delbert Wesley Fisher, Jim Smith, Russell W. Bahling, Charles William Morgan, Mason L. Lane Sr., James Edward Long Jr., Walter Mertz, James N. Patterson, James H. Brown, Thor Iverson, Raymond Wanish and John G. Whalen.

Joe Steinberg was named chairman of the Past-President's party to be held in the clubrooms on the night of December 12.

Committee reports were heard from Dolman, membership; Steinberg, finance; Kennedy, welfare, and Art Thompson, house. Leo (Frenchie) LaDoux was reported ill, and Sam Alexander was said to be recuperating. Frank Warren continues on the sick list.

President Vaughn called on the following members for bows: Al Berretti, Bob Banard, Ben Morrison, L. E. Roth, Al Weisman, Clem Desmond, Ivan Gilligan, Sam Shaffer, John Shaffer, Jerry Campbell, Marshall Brown, Joe DiSanti, Joe Steinberg, Jack Kent, Hunter Farmer, John Snobar, Mason Lane, Thor Iverson, Lloyd Hillgoss and Joe Blash.

Group Okays

Continued from page 76

000,000 in bonds, yet unsold, \$7,500,000 already appropriated by the Legislature and another \$4,000,000 to \$5,000,000 from the sale of the present site.

Smith said that his group was unable to produce specific plans for the fair and proposed the worldwide competition for the schematic plan. He also suggested that the race track at the present grounds be used until the new site was completed.

NSA to Discuss

Continued from page 76

Joey Adams, Henry R. Cook, Max Schiffman, George Zuckerman, Allen B. Stalcup Jr., Abraham Yagoda, Frank Glynn, Fred Herring, Stanley Pizer, Louis Feuerstein, Anthony Gargiulo, Anthony Smadira, Sheldon Abend, Charles Celeste, Leon Pressler, Barney Corey, Fred H. Cox, Lionel McAllister, Anthony Scotti, Lester Richmond, Stewart Stein, John S. Catton and Frank Gentile.

Showmen's League of America Ladies' Auxiliary

CHICAGO—President Jeanette Martindale was hostess at the County Fair Card and Bunco Party. Awards went to Mrs. Alda McCue, Mrs. Lillian White, Mrs. Winifred Burke, Gertrude Swanson, Lettie Graham, Melvina Wilson, Martha Freund, Agnes Smith, Martha Conrad, Selma Zobel, Esther Wilson and Phoebe Carsky.

Annual bazaar and open house will be November 25-29 in the Hotel Sherman. Installation dinner set for November 27 at 6:30 p.m. in the hotel's Crystal Room.

Bazaar donations should be sent to Harriet McBeath, 113 North Summit, Villa Park, Ill. Phoebe Carsky still has award books available for the Cancer Research Fund. Awards include a Polaroid camera, transistor radio and flash camera outfit.

Past Presidents

Carmelita Horan presided at the meeting of the past presidents. Also on the platform were Evelyn Hock, secretary.

Mrs. Mae Taylor still on the sick list. Annual reunion and Christmas party will be November 29 in the Hotel Sherman. Miss Hock is taking reservations. Phoebe Carsky took the evening award donated by Mrs. Elsie Miller.—Carmelita Horan.

Hot Springs Showmen's Association

HOT SPRINGS—The club is open for the season and activities are getting under way.

The annual banquet will be held November 16 in the Arlington Hotel and a program of acts is planned. Tickets for the event will go on sale soon now that Carl Fritz is back from the Dallas Fair. Lee Moss reports a package deal of acts is set.

Officers are L. C. Reynolds, president; Carlo Rocco, first vice-president; Louis (Stretch) Rice, second vice-president; Jack Ogle, third vice-president, and Clint Shuford, secretary.—Bill Wilcox.

Greater Tampa Showmen's Assn.

TAMPA—The first weekly meeting of the fall season will be held Monday evening, November 14, not on November 18, as earlier announced.

During the visit of Hurricane Donna, over 40 families used the club's assembly room for shelter, sleeping and refreshments.

Arrangements have been made for the club's annual party for cerebral palsy patients under the direction of Harry Gaughn and Earl Maddox.—J. D. Wright.

Northwest Showmen's Club

SEATTLE—Close to 200 members and 16 guests turned out for the club's homecoming party. Rev. Paul Vannah delivered the invocation.

Following dinner, dancing continued until midnight. Winners of bond awards included Carol Elmborg, Michael Berns, Bridi Wood, Florence Nickerson, Charles Blowres and Harold Elmborg.

Henry Meyerhoff came in from Canada for the event.—Marie Le Doux.

GRIFFEN AMUSEMENTS

Minter City, Miss., Oct. 31-Nov. 5. Two more weeks in Mississippi, then south to Louisiana. CONCESSIONS: Popcorn, Cotton Candy, Alibis, Grind Stores, P. C. and Hanky Panky of all kinds. Winter rates. Agents for Pin Store, Skillo and Razzle. RIDES: Tilt, Octopus, Coaster or Kid Rides. SHOWS: Girl Show or any Grind Show. Contact EDD GRIFFEN, per route.

Midwest Showmen's Association Ladies' Auxiliary

MINNEAPOLIS—President Betty Carroll was in the chair for the first meeting of the fall season. Also present were Evelyn Spence, vice-president; Gladys Erickson, treasurer, and Margaret Maupin, secretary.

Out-of-town members present included Sylvia Hirschberg, Raleigh, N. C.; Jeanne Wells, Baton Rouge, La., and Mildred Foricer, St. Cloud, Minn.

The auxiliary presented a \$300 check to the men's club for the cemetery monument. Treasurer's report showed a balance of \$1,449.25 in the general fund to start the fall season. Mickey Collins turned in \$384.35 raised during the season. Betty Carroll swelled the treasury with \$350.50 and Peggy Junkin with \$60. Peggy Junkin won the Kadoty.

Home-coming party will be held November 12. Katherine Little donated a portable radio and Lillian Glick a glass and tray set. Peggy Junkin was hostess and served lunch.—Verna Winkley.

Show Folks of America

SAN FRANCISCO—President Earl Leonard called the regular meeting to order assisted by Al Rodin, Oscar Mattley, Lola Cox and Bonnie Townsend.

A decision with regard to hiring a full-time secretary-manager will be voted on at the November 7 meeting. Home-coming party is set for November 14, with Jim Redder as chairman and Ernest Santanni as co-chairman. A steak dinner will be served.

Flossie Fitzgerald is reported on the mend following surgery. David Tollin is a new member.

Ladies will hold a bazaar on November 19 with Leona Stevens as chairman.

Canadian Showmen's Association

MONTREAL—The clubrooms at 1457 Metcalfe Street have been open since October 1 and a large number of members are back in off the road.

New members include G. Kelly, R. Clements, J. Edwards, D. Starr, S. Klein, J. Breman, R. Costello, J. Juliani, L. Dionne, B. Leduc and R. Paolini.

The annual banquet and ball will be held November 15 in the Queen's Hotel.—R. Genest.

GATTO AMUSEMENTS

WANT FOR CHESTERFIELD COUNTY FAIR Cheraw, S. C., Oct. 31-Nov. 5

AMERICAN LEGION FAIR & ARMISTICE CELEBRATION Parades, Sports Events, Big Barbecue Lake City, S. C., Nov. 7-12

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## Ledyard, Conn., Fair Elects

LEDYARD, Conn. — Edward C. Massette has been elected president of the Ledyard Fair Association. Outgoing president, Theodore Crouch, becomes vice-president, and Mrs. Harry Abramchuk will serve as secretary.

Frederick B. Allyn and Archie Dunn were re-elected treasurer and assistant treasurer, respectively. Directors are Foster Burgess, Crouch, Mrs. Anton Rose, Edward Bennett, Gerald Gunuskey, Mrs. James Young, Mrs. E. C. Massette and Mrs. Anna Geer.

## Victorville, Calif., Fair Gate Off 2,113 To 37,576 Total

VICTORVILLE, Calif. — Despite a record opening, the 13th annual San Bernardino County Fair dropped in attendance to 37,576, which was 2,113 under 1959, during the six-day run ending here October 9.

Cold winds and scattered showers the last two days lowered the figures, Oren Robertson, secretary-manager, said. Opening day attendance, however, was 6,178 as compared with 400 last year.

Evening entertainment started Wednesday (5) with an automobile thrill show with Bernie Scheppers producing a variety show headlined by Dave Barry on Saturday. The Elks Rodeo as a finale took an attendance beating when the waddies were forced to perform in wind of gale proportions and 59-degree weather. Rodeo attendance was about 2,700.

Fair Time Shows, Inc., headed by Olivia Waldron as president, played the midway for the fourth consecutive year.

## Alda McCue Named 1961 President Of Caravans, Inc.

CHICAGO — Alda McCue has been named 1961 president of Caravans, Inc., succeeding Joan Sullivan in the top position. Installation will be held on November 28 at 6:30 p.m. in the Crystal Room of the Hotel Sherman.

Also serving are Theresa Dundee, Frieda Rosen and Lillian Panno, first, second and third vice-presidents respectively; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. The last two were re-elected.

Out of town directors are Emily Bailey, Ruth Bernauer, Sophia Carlos, Margaret Davis, Dorothy Eastman, Bess Hamid, Pauline Houser, Alma Richards, Kathryn Robertson and Dolly Young.

Chicago directors are Betty Broderick, Lorraine Downs, Marie Heglund, Helen Hoffmeyer, Mildred Maniloff, Geraldine Muscarello, Eva Shine, Ann Sylvester, Mae Sopenar and Helen Wettour.

## Hi Fi Show Books Minneapolis Site

MINNEAPOLIS — The 1960 Northwest High Fidelity, Music and Stereophonic Show will be November 25-27 at the Leamington Hotel here, it was announced by H. H. Cory, show promoter. Three floors of the hotel will be turned over to exhibitors displaying their 1961 lines of hi-fi equipment and AM-FM radio and television sets.

## CARNIVAL CONFAB

Continued from page 75

manager of Heth Shows, will winter in Metairie, La., a suburb of New Orleans. He has re-signed with Al Kunz, owner of the Heth Shows, for 1961 and will make the Chicago meetings.

Dan Hanian, operator of the Paddlewheel Boats at Fair Park and the State Fair of Texas, Dallas, and the Mid-South Fair at Memphis, reports an excellent season. Mrs. J. Lusk, his mother-in-law, known as "Apple Annie," had the best season in her history with her candied apple concessions, which she operated at the major fairs in the United States and on the Western Canada "A" Circuit Exhibitions. . . . Warren Oblock, son of Mr. and Mrs. John Oblock of the Murphy-Pugh-Lindsey Fair Park Operation in Dallas, is making a name for himself on the West Coast as a feature editorial writer. . . . Matt Herman, following a good season with his derby racer on the Royal American Shows and at the State Fair of Texas, Dallas, visited his mother and sisters in St. Louis,

before returning to his home in Los Angeles.

Arch and Maie McAskill closed what is probably their best season, at the State Fair of Texas with their Palace of Wonders Show. They played fairs in Milwaukee, Detroit, Memphis and Dallas with their one unit, while the other unit, called Hells' Belles, played the entire season at Palisades Park, N. J. The McAskills are framing a new show for the 1961 season at Palisades Park, where they have been rebooked for next year. . . . Fred O'Neil, who operates kiddie rides at Como Park, St. Paul, hosted a party for the Business and Professional Men's Association of St. Paul, prior to leaving with his concessions for Oklahoma City and Shreveport, La. He reported splendid business with his line-up of concessions at both these State fairs and chalked up the best season in his history at Como Park.

Allen Callaway

Eats at the Marks Shows jam-boree in Fayetteville, N. C., were concocted by Doris Myers, Mrs. Harold Weatherbee and Rita Palitz. . . . Al Crane, former I. T. Shows agent, is in real estate in Fort Lauderdale, Fla. He moved there with his wife, Mary. . . . Ed Cohen is in Columbia Presbyterian Medical Center, New York City, and David Kayne is in North Hudson Hospital, Weehawken, N. Y. . . . Ten more debenture bonds can be redeemed at the New York club. Names drawn are Vinco Anderson, Percy Drillick, Lee I. Good, Rose Uknis, Joe McKee, Janice Weisman, Sam Weisser, Robert Allen Estate, Sam Peterson, and Pitt County American Legion of Greenville, N. C.

Al McKee's Loop-o-Plane had a couple of nice weeks at fairs in the South. . . . Angelo Longo of Atlas Amusements is on a business trip to California. . . . Frank (Shrimpie) Rappaport and wife Joanne adopted a 10-year-old boy, Charles, in Maine this season. They have taken a winter apartment in Philadelphia. . . . Pat Jones, of Jack Kochman's stunt crew, was in the news in New York as she test-rammed hedges of rose bushes which are planted as a barrier. The car was a Dodge, of course.

Irwin Kirby

## Detroit Resigns Civic Center Post As Cobo Work Ends

DETROIT — Recorders' Court Judge Frank Schemanske, president of the Civic Center Commission, is resigning the latter post, effective December 7, following the formal opening of the new Cobo Hall. The Commission is the governing body for the hall as well as for the nearby Veterans' Memorial Building and Henry and Edsel Ford Auditorium.

Judge Schemanske has been a member of the Commission and its predecessor, the Memorial Hall Commission, since 1931, and a principal figure in the years of planning for the present new structures. In presenting his resignation he indicated that he felt his work on the Commission has been completed with the opening of Cobo Hall, and cited the press of court duties.

## WINTER FAIRS

### Florida

- Arcadia—DeSoto Co. Fair Assn. Nov. 8-13. A. G. Erickson.
- Bartow—Polk Co. Youth Show. March 2-4. W. P. Hayman, Box 711.
- Brooksville—Hernando Co. Fair Assn. Nov. 9-12. Charles R. Smith.
- Clewiston—Hendry Co. Fair & Livestock Show. Feb. 28-March 4. Mrs. Dorothy Moore, Box 1356.
- Dade City—Pasco Co. Fair Assn. Feb. 30-25. J. C. Higgins, Box 248.
- DeFuniak Springs—Walton Co. Fair Assn. Nov. 7-11. H. O. Harrison, Box 352.
- DeLand—Volusia Co. Fair Assn. Feb. 13-18. Les Maxwell, Box 211.
- Eustis—Lake Co. Fair & Flower Show. March 6-11. Karl Lehmann, Chamber of Commerce Bldg., Tavares.
- Panama Springs—Suwannee River Fair & Livestock Show. Feb. 23-24. L. C. Cobb, Trenton.
- Fort Myers—Southwest Florida Fair. Jan. 30-Feb. 4. Raymond Beckler, 1300 Shadow Lane.
- Inverness—Citrus Co. Fair Assn. Nov. 9-12. Quentin Medlin, Box 67.
- Jacksonville — Greater Jacksonville Fair Nov. 9-19. Mrs. Katherine Armstrong, 1245 E. Adams St.
- Largo—Pinellas Co. Fair & Horse Show. Feb. 27-March 4. H. J. Brinkley.
- Miami—Southeast Fla. & Dade Co. Youth Show. Jan. 28-29. Ralph Huffaker, 2650 N.W. 7th Ave.
- Naples—Collier Co. Fair Assn. March 14-18. Charles P. McCool, Box 604 Route 1.
- Orlando—Central Florida Fair. Feb. 27-March 4. H. H. Parrish Expo Park.
- Palatka—Putnam Co. Fair Assn. Nov. 7-12. Hubert Maltby, Box 305.
- Panama City—Bay Co. Fair Assn. Oct. 20-Nov. 3. Joe Cooper, 1159 Jinks Ave.
- Palmetto—Manatee Co. Fair Assn. Jan. 23-28. Harper Kendrick.
- Plant City—Hillsborough Co. Jr. Agrl. Fair. Dec. 1-3. D. A. Storms, Box 350.
- Plant City — Fla. Strawberry Festival. March 6-11. Fred W. Nulter, 1043 W. Reynolds St.
- Sarasota—Sarasota Co. Fair Assn. March 20-25. K. A. Clark, 2900 Ringling Bldg.
- Sebring—Highlands Co. Fair Assn. Jan. 16-21. J. A. Butler.
- Stuart—Martin Co. Fair Assn. March 13-18. L. M. Johnson.
- Tampa—Florida State Fair. Feb. 7-16. J. C. Huskisson, Box 1231.
- Wauchula—Hardee Co. Fair Assn. Nov. 7-12. Carl Hanna, 232 N. 6th Ave.
- West Palm Beach — South Fla. Fair & Expo. Jan. 27-Feb. 4. William Lamar Allen.
- Winter Haven—Fla. Citrus Expo. March 4-11. R. J. Eastman, Box 1490.



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OCTOBER 31, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

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79

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Rubber Reindeer w/ bow tie & squawker  
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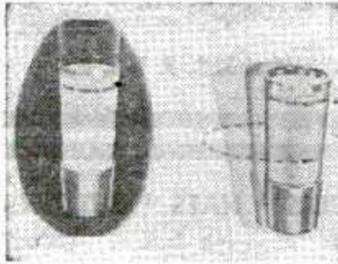


Multi-colored corrugated display containing four dozen assorted unbreakable plastic banks. Banks are colorfully decorated and each are in a poly bag. Retail 59 cents.—Lido Toy, 321 Rider, New York 51.

### PROJECTOR

Electric projector which puts enlarged pictures on its own screen. Interchangeable screens are opaque, transparent, translucent. Retail \$17.95.—Skil Craft, 325 West Huron, Chicago 10.

### NOVEL GLASSES

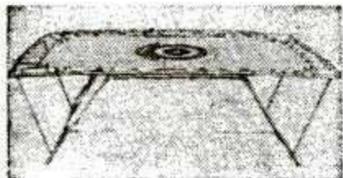


Glass to the left lights up when it's picked up. One on the right dances and spins when set down. Eye appeal, novelty appeal.—Paul Products, 1204 Ninth, Oakland, Calif.

### METAL TREES

Seven-foot aluminum Christmas trees. Sell far below most on the market. Each comes with styrofoam ornaments, laboratory tested and flameproofed.—Meldale Industries, 4660 North 18th, Philadelphia 40.

### BOUNCER



Heavy, reinforced canvas mat. Long-lasting nylon shock cords. Aluminum frame. Measures 106 by 31 inches. Mat size 44 by 39. Lists \$99.95.—G & S Industries, 2040 Lee, Hollywood, Fla.

### DECORATIONS

Line of gift wrapping sets, curling ribbons, jeweled bows for the yule trade. The five jumbo spools of rayon ribbon retail at 98 cents. Nine jeweled bows at 98 cents.—Ripple-Tie.

### MUSIC BOXES



Hand-carved and hand-painted. Comes in 12 different themes that retail at \$9.50 each. Swiss, 28-note movement. Each revolves as it plays.—Anri Woodcarvings, 280 Summer, Boston 10.

### SANTA MUG



Santa cup has moving eyes. Comes in bright colors and has youngster appeal. Also have Popeye cups, bowls, etc., all with winking eyes.—Beacon Plastics, Newton 61, Mass.

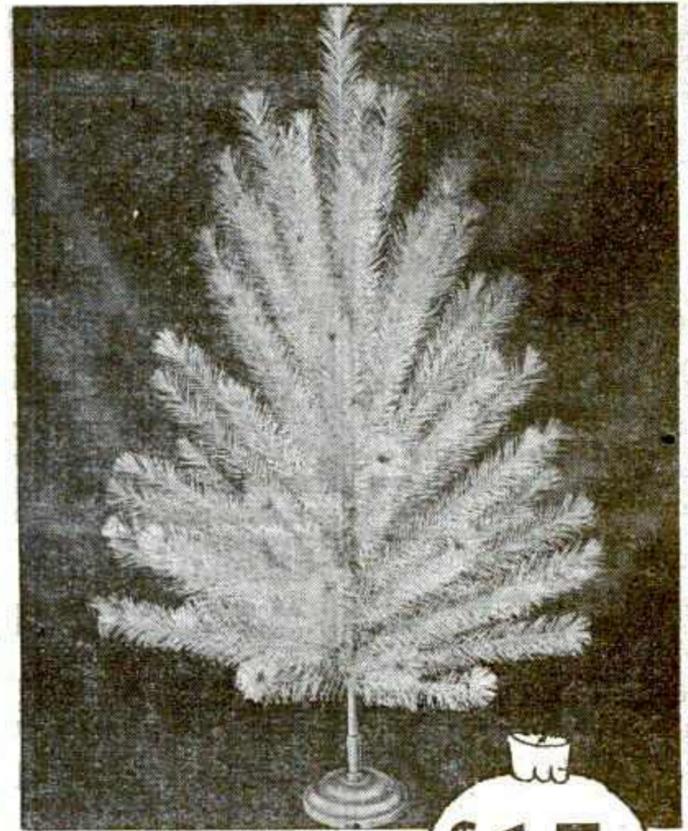
### SHARPENER



This 98-cent retailer comes on a blister packed card. Is said to be automatic, safe, easy and compact. Knife rolls thru sharpening elements.—Alden Speare's Sons, Cambridge 42, Mass.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN  
THE BILLBOARD PARADE OF HITS

## deluxe stainless metal CHRISTMAS TREE with revolving musical MUSIC 'N MOTION BASE



**\$15**  
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Credit extended to rated accounts.  
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- 4-BATTERY BLINKER LANTERNS... 9.00 dz.
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**\$20** per 100 includes imprint

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

## MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

- Adams, Wm. P. Allen, Arthur Conrad  
Allen, Harold Edna  
Anthony, Mrs. Billy  
Atterbury, Lucille  
Augustine, Don  
Baker, Hugh  
Baker, Tom L.  
Ball, Jimmy  
Barchinger, Linn  
Beldon, Lee  
Bellows, Alan  
Berry, Clarence Gordon  
Birgon, Gerald  
Bluestine, Sam  
Boddis, H. T.  
Bouchard, Paul  
Bradley, Bill (Red)  
Brown, C. L. (Band Leader)  
Bruno, George  
Bryer, Ollie & Mrs.  
Burns, Larry R.  
Butler, Don  
Calder, James  
Campi, Mrs. Bonnie  
Camp, Mrs. William  
Carawan, C. L.  
Carwin, C. Leon  
Carlsie, George  
Carpenter, Mrs. J.  
Carter, Clayton E.  
Carter, T. J.  
Cattlett, Cecil  
Chisholm, John  
Collins, Leroy  
Cobb, Paul  
Cody, Jim (H. L.)  
Cullin, Les (Chuck)  
Condera, Justin  
Cooper, Quey  
Costello, Billie  
Cristiani Bros.  
Culpepper, Milton (Hicky)  
Day, Charles E.  
DeLeggie, Michael  
DeLock, David (Tony)  
Denmore, Speedy  
Detler, or Detter, Dorothy  
Dobbs, Leslie & Mrs.  
Donaldson, J. D.  
Duke, Sam  
Dunbar, Roy  
Elam, Jack  
Ellenburg, Sara  
Elliott, Ralph  
Erwin, Jim D.  
Escorcia, Ramon (Bandmaster)  
Faith, Perry  
Fannin, Irene  
Farando, Joe  
Farrow, Ernie  
Feidman, Albert A. & Roberta G.  
Feidman, Bernard  
Fetta, Tex & Mrs.  
Fielding-Bronson  
Fitzpatrick, Freddie  
Fletcher, Lennie  
Florida, John  
Fox, Robert  
Frankie, George  
Frankenhour, Mrs. Mickey  
Gambino, John  
Gaylon Siamese Twins  
Gill, Frank  
Gobel, George L.  
Golden, John C.  
Goldie, Bill  
Goodale, Frank  
Gosh, Mrs. Byron  
Green, J. O.  
Green, Tommy J.  
Griffin, Robert J.  
Grignon, N. Connie  
Guess, Robert & Mrs.  
Hall, Ward  
Hamid, A.  
Hamrick Howard  
Harbin, L. W.  
Harrington, Theresa  
Harris, Manley S.  
Hart, Melvin  
Hawk, Jay  
Hawley, Grace  
Hockenberry, Robert  
Hodges, Mac  
Hoen, Joe  
Hoffman, J. G.  
Holmes, Mrs. Ada  
Horowitz, Eddie  
House, Mac & Mrs.  
Howard Jr., Clyde  
Hoyte, Earl  
Host, Leg Roy  
Huffie, T. J. & Virginia  
Hughes, R. P. (Red)  
Hutchinson Chemical Co.  
Jack, Barbara E.  
Jackson, Mrs. Ethel  
Jackson, John B.  
Johnson, Bill (Durkee)  
Johnson, La Vern  
Jones, O. J.  
Joyce, Jack  
Katz, Harry  
Kauffman, Elmer L.  
Keen, Mrs. Foster  
Klein, Jerry (or Kline)  
Kockelman, Jimmy  
Kuehl, Wilfred H.  
Kuns, Martha Jane  
LaRue, Leo

## MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Weise, Louie  
Wenzel, Fred  
Westbrook, Harry  
Ames, Jack  
Wilcox, Wesley  
Williams, George  
Wilson, H. T. & Marguerite  
Wilson, Jack  
Wilson, Ted & Alice
- Wiswell (Fanny Ford)  
Wong, Mrs. Alice J.  
Yattaw, Mrs. George  
Young, Cary G.  
Young, Roger  
Zarlington, Howard & Mrs.  
Zorn, Martin
- Ackley, James  
Labadie, John  
Allen, Robert E.  
Ames, Jack  
Armstrong, Matt  
Arnold, Emily  
Lucas, John D.  
Barnett, Chester E.  
Beckman, Paul  
Belmore, Mrs. Fie  
Bertsch, Charles  
Bieding, Eddie  
Bosey, Lake  
Bouillon, Frenohy  
Brady, Michael  
Brook, Mrs. Kay  
Brown, August  
Brown, Hubert  
Brown, Wendell S.  
Cahill, Mike J.  
Campbell, Clarence  
Cannon, Mrs. Be. W.  
Carney, Bernard  
Champion, Paul  
Coe, Carlton  
Conley, Lola  
Conner, Theodore  
Conway, John  
Coppock, Charles P.  
Cotner, Johnny  
Cummings, Glen  
Davis, Noah Eugene  
Davis, H. T.  
Decker, Rodney S.  
Dickerson, Andrew J.  
Doran, Francis J.  
Dix, Leroy E.  
Dorman, Mrs. T. Martina  
Eddington, C.  
Field, E. J.  
Franks, T. S.  
Friedenheim, Morris  
Fry, H. L.  
Gage, G. E.  
Good, Oran S.  
Gray, Nathaniel  
Griggs, Charles  
Hale, D. D.  
Hammons, Mrs. Pearl  
Harmon, Mrs. Lenora  
Hightower, Don  
Holland, Lynn  
Hoot, Ross  
Howard, C. D.  
Hunt, Arthur L.  
Ishover, George  
Jorden, Donald E.  
Kane, Mark
- Kelly, Kitty  
Labadie, Lawrence  
Lancaster, Louis M.  
Lantz, John  
Leahy, James  
Littleford, Robt. M.  
Lucas, John D.  
McGrath, Tom  
McGuire, John A.  
McKeivey, Ed  
Manderson, Leonard G.  
Markley, Guy  
Mason, Danny  
Mathews, Sherry  
Mayberry, William  
Mellor, Mrs. Lillian M.  
Melton, Edgar  
Mitchell, Patsy  
Mohr, Robert  
Moreno, Geraldine  
Morris, Roy  
Murphy, Joseph C.  
Nazarechuk, Nicholas  
Neil, Mrs. James  
North, R. L.  
Pastuszky, Ed  
Pettersen, P. M.  
Peterson, Tony H.  
Pierson, Orville Lee  
Powers, L. D.  
Qualls, Harold  
Ramey, Louise  
Rogers, Johnnie  
Roller, James E.  
Sanford, Blackie  
Sechrist, Wayne  
Selvey, Maurice  
Shahar, Robert J.  
Shepard, Wayne S.  
Silvey, Maurine & Hank  
Sims, Mr. & Mrs. Arthur M.  
Smith, Mr. & Mrs. Jack W.  
Smith, Eugene M.  
Smith, Kenneth H.  
Snook, A. T.  
Sokolowski, Peter V.  
Spencer, Donald  
Swan, Walter L.  
Tatham, Wm. (Pop)  
Webb, Herman D.  
Webster, Mr. & Mrs. H. B.  
Wilde, H. J.  
Williams, Jim  
Young, Roger  
Zimble, Harry  
Ziomke, Robert

## MAIL ON HAND AT CHICAGO OFFICE

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Caterbury, L. E.  
Cameron Railways, Inc.  
Eddy, Captain, High Act  
Fleming, Mrs.  
Griffin Jr., Wm. Walter  
Hackman, Emery
- Hakes, Bob (Whitey)  
Hopkins, Russ  
Jacob, Marilyn  
Lea, J.  
Manuzza, Tommy  
North, R. L.  
Reynolds, Rae  
Stumak, Arthur  
Swayze, August  
Vinson, Jack E.

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1564 Broadway New York 36, N. Y.

- Agne, Lois S.  
Davis, Clyde  
Falcone, Fred M.  
Gray, Clifford  
Heise, Henry  
Henricks, Bill  
Henry, Fred T.  
Kincaid, E.  
Marvel, Mr.
- North, R. L.  
Palouza, Lolite  
Pickering, Mike  
Reece, Cleo  
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# Science Toys Lead 1960 Yule Parade

AMERICA'S children are smarter, more intelligent and far more curious intellectually than many people think.

According to a recent survey, the No. 1 toy category in which the biggest sales increases are forecast is in the scientific toy, game and kit area this year. Toys in general will reflect an approximate 9 per cent sales increase above last year and could hit an all-time sales record.

Included among the newer scientific toys are several computer kits that enable the young genius to make his own electronic brain, and price-wise, will enable the retailer to make a profit. Included are new and enlarged chemistry and physics kits, engineering construction sets, transistor and electronic tube radio sets, high-powered microscopes and telescopes, all replicas of the real goods used by the older generation.

Skipping around to the lighter side of the toy field, the newest device seems to be the controlled auto race games with circular or figure-eight tracks, several racing cars equipped with electric motors and operating either from batteries or via a transformer. Speaking of batteries, all smart retailers will lay in a plentiful supply of them with so many toys and games today being operated by the dry cells.

For the older boys there is the latest and more spectacular type of sport called Karting, a miniature hot-rod minus body and non-essential elements, consisting of a frame, steering gear and brakes, and powered by a single-cylinder gas engine similar to that used on the family power mower, retailing for \$200 and up.

For the little girls there is the usual—and unusual—assortment of dolls in all sizes and shapes, made of a variety of materials, both breakable and unbreakable. As usual, these dolls can do almost anything their human counterparts can do, with the possible exception of spending the family income. With

the trend toward bigger dolls, they get more lifelike and life-sized all the time, and their prices get bigger and bigger, too, meaning that merchandisers must be a little more careful of what they stock this year. In this group, for example, is three-foot dolly that walks alongside a toy buggy just like big sister, retailing for \$50, complete with buggy and baby.

Moving on into the tots' toy world, one finds the jumbo-size craze carried over into the plush toy field, with replicas of almost any animal imaginable, ranging in size up to three feet tall and bigger. From there the world of war toys is innumerable, outnumbered only by the real things still under adult development. Every conceivable type of war item is available including the latest in atomic devices and space devices. You'll find such items as rocket-launchers, atomic submarines, jet planes, battleships, cargo planes, miniature armies, navies and marines, all the necessary equipment to outfit an army of kid warriors and guns of every shape and type.

From destruction, we move into construction where, for the young builder, sets of plastic bricks and other types of interlocking devices allows the engineer to build anything from a log cabin to a 30-story skyscraper. For the athlete, the latest is the trampoline boom for home use, sparked by popular jumping centers. In addition, there is the pitcher-trainer, a device made of netting held by a square frame against which you pitch a baseball and it comes back to the thrower. There also is the standard assortment of other sports items including the pogo-stick and bar-bells.

For the artist there are over 73 different kinds of paint-by-number kits by such means as water colors, oil paints, colored pencils, crayons and inks. The model-builders will continue to have a field day, with model building still on the increase and with more items being converted into miniatures every day. Today model kits are made of almost everything imaginable, from animals and humans, to birds and skeletons, made of wood and plastic, big or little sizes, movable or stationary.

In electric trains, still the most popular-selling item of all time, the HO gauge is gaining in popularity, as the trend to smaller scale in the home grows, to allow the use of the same amount of space for greater detail and more cars. This trend to smaller sizes has aided the retailer by allowing him to stock a greater variety of sets with less space and at no larger a cash outlay.

In the mobile equipment group, the working toy is still king, with trucks of all kinds available for every type of work such as boat-carrying, milk-hauling, fire-fighting, log-pulling, dirt-lifting and other things. In table games there are many new entries, but the old standards are still the best sellers with games like Parcheesi, Monopoly, checkers and chess leading the parade, followed by such games as Clue, Sorry and Scrabble. The cowboy trend is still going strong, with no let-up in sight, and doctor and nurse kits sales will show an increase in sales.

In the over-all picture, the consensus is that toys are getting bigger in physical size, and closer in actions to their real counterparts, and higher in price, thus more profitable. For the once-a-year toy promoter opening his toy and game store in a shopping area for Christmas, this year will find his profits bigger. Headaches, too, will be bigger caused in part by the intricacy of details and larger sizes of everything.

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**RATE: 10c a word, minimum \$2. CASH WITH COPY.** Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

**IMPORTANT:** In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allows six words for address and include additional 25c to cover cost of handling replies.

## Miscellaneous

**AVAILABLE—HELEN AND ED WILSON,** Show Organist, Producing Clown, M.C. Own equipment. 230 E. 5th, Bloomsburg, Pa. Phone: ST 4-1881. oc31

**BOB FISHER—PIANO AND MAGIC FOR IN-**dustrials, holidays, lounges, bands, combos, after Nov. 22. Cas Frank Agency, 100 W. 29th, Hutchinson, Kan. oc31

## Musicians

**BASS DOUBLING GUITAR. COMBO PRE-**ferred. Sober, reliable. Lloyd Adams, Rt. 4, Box 680. LO 59263, Little Rock, Ark.

**ORGAN OR PIANO—SIGHT TRANSPOSE.** Handle anything, anywhere. Box C-651, c/o Billboard, Cincinnati 22, Ohio.

**PIANIST — COMMERCIAL, LIGHT CLAS-**sics. Shows; experienced; best references. Double organ, solo, combo. Member 47. David Chody, 1012 2nd, Santa Monica, Calif.

**SINGIN', DANCIN', GUITAR PLAYIN'** Country Comedian, Radio, TV experience. Available soon. John (Zig) Porter, 506 S. Union St., Kokomo, Ind.

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**HIGH DIVE EXTRAORDINARY — FEAT-**ured by Fox Movietone. Somersaulting backwards, fire sharp spears, small tank, 5,000 lbs crash impact landing. Mac Productions, 456 Lamphier, Warren, Ohio. EX 9-1479. no14

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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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704

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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

# BULK VENDING

OCTOBER 31, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

83

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Gets a Laugh Everytime

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1-4 m .....\$15.00 per thous.  
5 m and up ..... 13.75 per thous.

CLOSED (With metal clip)

1-4 m .....\$16.85 per thous.  
5 m and up ..... 14.55 per thous.

at your distributor or ...

**Guggenheim**

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N. Y. C. 3, N. Y. • AL. 5-8393

## 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

33 years of manufacturing experience.

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They're hot — they'll empty machines like mad. Kids can apply them to their foreheads, cheeks, shirts, etc., and they'll become the most popular lovers in their groups.



ONLY \$10.00 per M

Labels available. Vends well in all machines.

Order from your distributor or:

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55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

## SENSATIONAL VALUE!



### FOLDER TYPE STAMP MACHINE

2 columns

Two 4¢ stamps for 10¢ and four 1¢ stamps for 5¢. ABT Coin Mechanism.

\$24.50 ea.

3-column model, \$34.50

4-column model, \$44.50

5-column model, \$54.50

(10,000 Stamp Folders—\$6.00)



### 5c HOBBY and TRADING CARD VENDOR

(2 column)

Vends package of 4 cards for 5¢, 19 1/2" x 13" x 9 1/4", Slug-Proof ABT Coin Mechanism

\$39.50 ea.

CARDS: \$2.25 per 100 (6 varieties).

1/3 deposit required on all orders, balance C.O.D. Write for free catalog.

Rake Coin Machine Exchange

609-A Spring Garden St., Philadelphia 23, Pa. WAInut 5-2676

## Northwestern's W. Bolen Dies

CHICAGO — Waldo Bolen, one of the pioneers of the bulk vending industry and president of the Northwestern Corporation, died last week. He was 54.

Bolen was buried near his home in Morris, Ill., Thursday (27), with representatives of the bulk vending industry from throughout the country in attendance. Bolen is survived by his widow, Ellen, and two sons, Waldo E. Bolen Jr., and Richard K. Bolen. Both boys are in their early 20's.

Stockholders of Northwestern were meeting Friday to determine a successor; however, control of the firm is certain to remain within the family. Ray Greiner, sales manager, and with the firm since 1929, indicated that there would be no change in Northwestern's policies.

### Founded

Waldo Bolen joined Northwestern in 1927, when he was still a senior at Marquette University in Milwaukee. The firm had originally been founded by his father, Emerson Bolen, in 1909.

Death of one of his father's partners, Earl Fuller, caused the younger Bolen to be called to the business. "I probably would have gone into law," Waldo Bolen recalled recently in going over his background, tho he promptly added he never regretted entering the vending field.

In 1928, Bolen married Ellen Keating of Pueblo, Colo. They met while both studied law at the University of Colorado. In January,

1934, Emerson Bolen stepped out of the presidency and his son assumed charge of the firm.

### Operators

Among other things, Waldo Bolen was responsible for developing a policy of selling only to operators. Prior to that, largely at the insistence of Fuller, the firm had concentrated on sales to retailers. During the depression, under Bolen, the firm reversed its policy.

Bolen later recalled that "when the depression came along, you had no chance to sell a vending machine to a retailer, when the retailer couldn't even pay his utility bill. So we decided to design and build our machines for operators."

Accordingly, in 1931, the firm brought out its Penny Merchandiser, a revolutionary machine for its day, and set about building a chain of distributors who would, in turn, build operator sales. The Penny Merchandiser, incidentally, was the first machine to permit vending of different products. This was accomplished by developing a flexible measuring device which

permitted the accurate vending of soft and irregular shaped objects.

### Innovations

In 1933 the firm brought out its Model 33 and the Model 33 Junior, the small penny venders which were sold by the thousands to Automatic Canteen. Bolen was responsible for other machine innovations, many of which are now regarded as landmarks in the development of the company: the Deluxe (1936), offering first real protection against slugs; the Tri-selector (1936), three separate product compartments; Model 49 (1949), fast full-for-empty service routine; Golden 59, brought out last year to mark the firm's 50th anniversary.

Altho venturing on occasion into other fields, Bolen steadfastly insisted that his firm was a bulk vending company and he "intended to keep it that way."

In a recent by-lined article in Vend magazine, G. R. Schreiber described Bolen in a revealing way:

(Continued on page 91)

## L. A. Reduces Bulk Fees

LOS ANGELES—Reduction of city decal fees for bulk vending machines in Los Angeles from 25 to 5 cents in 1961 was announced at the regular monthly dinner meeting of the Western Vending Machine Operators Association here Tuesday (25) at the Nickabob Restaurant by Daniel F. Lally, president.

The fight for a reduction or elimination of the per machine tax has been waged since its inception this year by Leo Weiner, a former WVMOA president. He has been working in connection with Sid Kallick, National Automatic Merchandising Association Western Regional representative.

Lally announced the resignation of Herbert Brown as corresponding secretary. A replacement is to be named soon.

The meeting, which was highlighted by the presentation of a gavel to W. H. Siegle, immediate past president, emphasized the discussion of machine losses. It was also mentioned that suspects in the robberies of vending machines have been arrested in the Norwalk area. Members are requested to bring information regarding vandalism or robberies to the attention of the association.

Visitors to the session included John R. Sconza, Sconza Candy Company, Berkeley, Calif.; Elmer Eaves, E & J Vending, and Janet Braun, of T & B Service.

Robert Biro was named to plan a program for the next meeting to be held November 29 at Nickabob. He plans to show a film of the 1960 Memorial Day Races in Indianapolis.

## Detroit Bill Picked Apart

DETROIT — Fortright opposition to the proposed "omnibus bill" licensing virtually every variety of coin-operated device not otherwise licensed, was voiced by Blanche Parent Wise, Detroit Councilwoman, in an article written by Don Svhrum, political reporter in The Detroit Free Press.

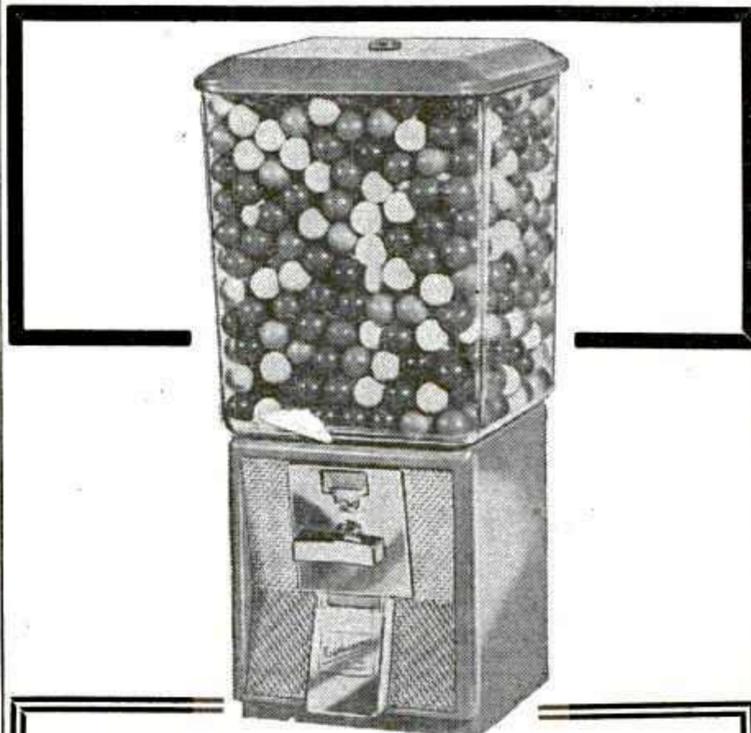
The ordinance has been opposed to bulk venders and others, notably in the big hearing recently conducted before the city council.

Miss Wise noted "we are getting into too many areas with our passion for regulation, licensing and inspection."

The proposed ordinance is still before the city council for consideration, and it is considered likely that it will be broken up into several parts, each of which can be considered separately.

## TRADE GATHERS IN MIAMI BEACH

CHICAGO — The vending industry will be concentrated in Miami Beach this week. Events staged over the weekend (30) and stretching into next week include: (1) National Vendors Association board of directors meeting, Carillon Hotel; (2) National Vending Machine Distributors Association meeting, Carillon; (3) Leaf Brands sales meeting; (4) the giant National Automatic Merchandising Association convention concentrating on major equipment vending, with several members of the bulk vending industry exhibiting. Besides NVA board members, numerous bulk industry representatives are expected to be on hand for the sessions. The Billboard's coin machine editor, Aaron Sternfield, will be on hand to cover the events, and his full report will appear in the next issue of The Billboard.



## Northwestern SIXTY SUPER C

WITH QUICK-TACH® FOR YOUR BETTER LOCATIONS

SUPER CAPACITY

1012 Balls 100 Count Gum

2886 Balls 210 Count Gum

365 Regular Capsules

\*AT SLIGHT EXTRA COST

See your Northwestern Distributor or write to

THE NORTHWESTERN CORPORATION

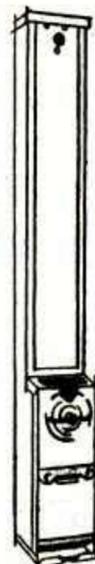
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The Finest for Vending Flat Pack Products

1c, 5c, 10c, or 25c Operation



Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

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Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.

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N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model 233 1c Porc Con	6.50
Sorted for 100 ct. B.G.	8.50
Sitor Kings 1c B.G. or Mds.	30.00
ABT Guns	12.00
Mills 1c Tab Gum	12.00
Acorn 1c or 5c B.G. or Mds.	10.00

## MERCHANDISE & SUPPLIES

Golden Non-Parill Almonds, 5-lb. vac. pack tins, per lb.	\$.85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Cashew Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 500 ct.	.47
Hershey's	.47

Rain-Bio Gum, 72 ct.	\$.30
Mell-rite, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
200 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	\$.45
Wrinkley'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, Brackets, Charms. Everything for the operator.  
One-Third Deposit, Balance C.O.D.

## THERE ARE BIG PROFITS IN GUM

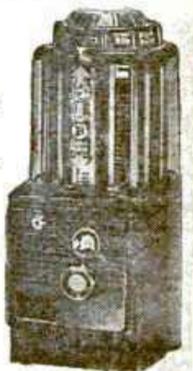
# GUM

GET YOUR SHARE WITH

**Northwestern**

## TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



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.

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**YOUR AUTHORIZED  
VICTOR DISTRIBUTOR**

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

**TWO GREAT PROVEN MONEY-MAKERS  
WANTED BY THOUSANDS OF LOCATIONS**

**PEN VENDORAMA®**



Victor's revolutionary and unique method of selling ball point pens. The revolving action displays all pens and assures positive delivery. Capacity 168 ball point pens, vending at 10c each.

**VICTOR  
2000**



Capacity 2000 balls of 100-count gum . . . 300 V-1 10c or 25c capsules. Large capacity and very attractive appearance creates larger and more sustained profits.

**ACT NOW! YOUR FUTURE GUARANTEED!**

See Your VICTOR Distributor for Prices and Details

<b>BERNARD K. BITTERMAN</b> 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.	<b>GRAFF VENDING SUPPLIES</b> 2817 W. Davis, Dallas 2, Tex. Whitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.	<b>VEEDCO SALES CO.</b> 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.
<b>LOGAN DIST. CO.</b> 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.	<b>STANDARD SPECIALTY CO.</b> 1028 44th Ave., Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands	<b>PARKWAY MACHINE CORP.</b> 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.
<b>NORTHWESTERN SALES &amp; SERVICE CO.</b> 446 W. 36th St., N. Y. 18, N. Y. LONGacre 4-6467 New York State	<b>H. B. HUTCHINSON, JR.</b> 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.	
<b>CHAMPION NUT CO.</b> 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Mo. Ed Flanagan	<b>ELLINGWORTH SUPPLY CO.</b> 659 Adams St., N.E. Minneapolis 13, Minnesota SUNset 8-6972 Minn., R. D., Mont., S. D., Wyo.	

**VICTOR VENDING CORPORATION**

**Precision Machine Workers Make Best Bulk Customers**

By BOB LATIMER

DENVER — What sort of customer spends the most in bulk vending machines?

It's the operator of precision-type machines in manufacturing plants where extremely close tolerances and resultant nervous tension are in the picture, according to a survey of Denver's eight top bulk route operators.

While children, of course, cannot be discounted, most youngsters are not exposed to vending machines more than two or three times a week, the Denver operators agree—when on shopping trips with their parents, encountering a vending machine in a neighborhood drugstore, etc.

Factory workers, of course, are not only a few steps away from vending machines, but have enough breaks during the day, that they can stock up from a vending machine for the time in between. On most machine production jobs, also, the operator can set his machine to do a specific job, and leave it temporarily, for a bit of refreshment at the drinking fountain or vending machine.

Men who work over machines which produce very small parts, or extremely precise measurements are most likely to need the relaxation which comes from chewing gum, peanuts, or confections, such operators as Lou Malone, Frank Thorwald, Ed McWilliams, etc., agree. The typical operator will chew gum several times per shift. In using a micrometer, or electronic devices to determine that an important aircraft part, a printed circuit for an electronic device, the machine operator can and does weary rapidly. With the extra energy which comes from chewing gum, as well as the enjoyment of the flavor, much tension is dissipated.

This accounts for the fact that

ball gum or tab gum continues to lead the list of volume sellers in manufacturing plants such as Gates Rubber Company, Shwayder Bros., Minneapolis-Honeywell, C. A. Norgren Company, Hathaway Instrument Company, and others in the Denver area.

In some of these plants there are as many as 30 bulk vending machines, to provide quick accessibility for employees in the machine operations areas. In fact, there have been many instances in which a manufacturing plant supervisor had refused to permit installation of bulk vending machines on the theory that they were too "likely to cause litter on the floor" until the element of relaxation was played up by the soliciting operator quite successfully.



**H. B. "HUTCH" HUTCHINSON SAYS:**

"Contact me for complete information on the Sixty and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit. Why not do it today?"



We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**H. B. HUTCHINSON, JR.**

1784 N. Decatur Road, N.E. Atlanta 7, Ga. Phone: DRake 7-4300

**NEW LAMP**

with clear globe and painted candle.

**\$10.00 per M** in 5\_M lots.

**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.

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

**ATLAS MASTER . . . The proved 1c-5c Vendor**

Ask About Our ATLAS Finance Plan

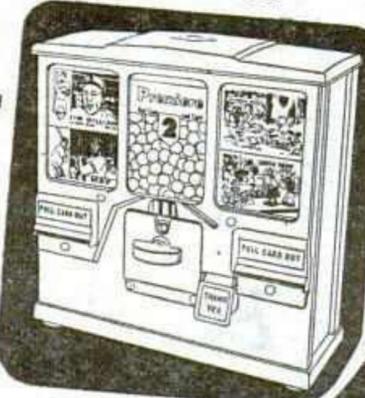


Time payments available on Oak machines through all distributors.

All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c - 5c coin mechanism, and optional slip clutch handle.

**WE HAVE oak's "PREMIERE"**

Ball Gum and Picture Card Vendor  
This is the only machine in the world that operates for 2c and as such is a proven profit producer—\$16 gross on every fill. As an added feature, each machine is water-proofed to protect both gum and cards. Perfectly legal in every city in the U.S., the "Premiere" holds 800 cards and 1000 ball gum.



Below are listed factory authorized dealers.



**ALL the GLOBE'S a STAGE and ALL the CHILDREN PLAYERS—Wearing MUSTACHES**

10,000 & up \$6.50 per 1,000  
5,000 to 9,000 7.00 per 1,000  
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F.O.B. Jamaica, New York. Free Labels.

The PLAY'S the Thing, The PLAYERS wearing Mustaches.

**SAMUEL EPPY & CO., INC.**  
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<b>BUYMORE SALES</b> #6 Bayview Avenue Lawrence, L. I., New York	<b>OAK SALES COMPANY</b> 2033 Fifth Avenue Pittsburgh, Pennsylvania	<b>SIEGEL DISTR. CO. LTD.</b> 753 Chatham St. Montreal, Quebec, Canada
<b>DALE DISTR. (B.C.) LTD.</b> 1168 Seymour Street Vancouver 2, B.C., Canada	<b>OAK SALES OF FLORIDA</b> 1121 - 71st Street Miami Beach, Florida	<b>SOUTHERN ACORN SALES</b> 526-30 Bruns Avenue Charlotte 4, N. C.
<b>GRAFF VENDING SUPPLY</b> 2817 West Davis Dallas, Texas	<b>OPERATORS VENDING</b> 1023 South Grand Avenue Los Angeles 15, California	<b>STANDARD SPECIALTY CO.</b> 1023 44th Avenue Oakland, California
<b>H. B. HUTCHINSON CO.</b> 1784 N. Decatur Road, N.E. Atlanta 7, Georgia	<b>QUEBEC VENDING CO.</b> 109 Commissioner St. West Montreal, Quebec, Canada	<b>STAR VENDING SUPPLY CO</b> 6327 Calhoun Road Houston 21, Texas
<b>IMPRONTO VENDING</b> 300 North Gay Street Baltimore 2, Maryland	<b>OAK MANUFACTURING COMPANY, INC.</b> 11411 Knightsbridge Ave., Culver City, California	

## CMC Meets Daily Press

### Neb. Guild Meets; Adds Political Touch

By NICK BIRO

NORFOLK, Neb.—The Nebraska Music Guild mixed business with a good social program and added a touch of State politics at its quarterly meeting here last weekend (22-23).

John Cooper, Republican candidate for governor, was the guest of honor. Cooper gave what amounted to encouragement to the coin machine industry, telling operators that "any business that's legitimate needs the co-operation of government—not harassment."

He added "that's what I'll give this and other businesses if I'm elected governor," pointing out that the State should try to encourage business of all types to come into the area to help balance its agricultural economy.

#### 50 Attend

Some 50 operators and guests attended the two-day meeting which included a dinner and a Halloween party Saturday evening, and the business session Sunday. Evelyn Dalrymple, Lieberman One-Stop, Omaha, assumed an unofficial social chairman title, and arranged

all the festivities, complete with favors and corsages for the ladies. Ruffled prizes were donated by Lieberman One-Stop and H-Z Vending, Omaha.

Three distributors represented were Ed Zorinsky, H-Z Vending, Omaha; Jerry Harris, Mountain Distributing, Denver, and Howard Ellis, United Products, Omaha. Zorinsky and Ellis showed the Rock-Ola and United phonographs respectively.

At Sunday's business meeting the group voted: (1) To continue its present schedule of four meetings a year; (2) to send a \$200 contribution to The Coin-Machine Council, public relations arm of the coin machine industry; (3) to hold its next meeting in Columbus, Neb., during the first week in December.

#### New Tax

Operators also were told about a new State personal property tax schedule being prepared by the board of assessors. Previously Nichols, together with Howard Ellis, Mike Stangl, and Dick Taylor appeared before the State Tax Com-

(Continued on page 93)



LOU CASOLA quips an answer to one of numerous questions posed by reporters at the Coin Machine Council's initial press conference held last week. Looking on are Dick Griffin, Chicago Daily News, and Roy Wiley, Chicago Sun-Times.

### Casola Gives Reporters Facts On Coin Industry's P-R Effort

The following is the full text of the address made by Coin Machine Council President Lou Casola at the group's initial consumer-press conference, held in Chicago last week (see separate story).

It gives me great pleasure to come before you today and introduce, officially, The Coin Machine Council.

Formed under Illinois law July 27, 1959, as a not-for-profit corporation, the Council today has a membership representing all segments of the coin machine industry. It was organized for one primary purpose: to disseminate facts about the industry to the American public.

Giving the people the full story of the industry is imperative because, for some time, only the unsavory side of the story has been told. The exposure of racketeer and hoodlum infiltration of certain segments of the industry has been given wide publicity; the contributions of the industry are virtually unknown.

#### McClellan Report

The report of the McClellan Committee on the coin machine industry summed it up, on page 736, 11. Criminal Infiltration of the Industry:

"A parade of witnesses from cities in California, Colorado, Florida, Illinois, Indiana, Louisiana, Michigan, Missouri, New York, Ohio, Oregon, Pennsylvania, and Rhode Island disclosed that the honest, legitimate people who are in the great majority in the industry have been widely victimized by racketeers and thugs."

The Coin Machine Council, quite simply, was formed to tell the other side of the story, so the American people will know all the facts and can form their judgments fairly. It has taken some time to arrive at this decision, for, contrary to popular opinion, the coin machine industry is not highly organized and has no central governing body. The formation of the Council, we hope, will fill a long-standing need for an industry-wide, face-disseminating agency, and will, at the same time, serve to solidify the diverse segments of our industry thru united action.

#### No Whitewash

It should be clearly stated that the Council was not formed to "whitewash" the industry in any way. The vast majority of our industry—honest, legitimate businessmen thruout the country—require no whitewash, since they have nothing to hide. They wish to expose, rather, the full truth concerning all facets of the industry. In addition to disseminating facts and unifying its membership, the Coin Machine Council will provide advice and counsel on various public relations matters, when its members need it.

The organization will not engage in lobbying or legislative activities, nor will it take a stand in labor-management disputes. It is not a law-enforcement agency.

Having discussed the functions of the Council, I should like to explain its membership policies. Membership will embrace all areas of the industry—amusement machines, automatic phonographs or juke boxes, and vending machines. Any bona fide operator, distributor, jobber or manufacturer of coin-operated machines, as well as manufacturers of materials, components, and services used to produce and supply these machines, may become a Council member. (I shall explain these terms as they relate specifically to our industry a little later.) Altho members are engaged in diverse business operations, they share a common interest in the industry, as a tremendous market for a wide variety of industrial products.

#### Membership

Membership in the Coin Machine Council is purely voluntary; we have never exerted pressure to solicit members nor will we do so in the future. The initial phase of the Council's existence has been devoted to membership recruitment, and this will continue to play a large part in our activities, but the only members we want are those who want to belong. Naturally, the Board of Directors and the Executive Committee of the Coin Machine Council would never knowingly permit any racketeer or hoodlum to join its ranks, either as an individual or as an organization member. Should such membership be discovered, the individual or organization would be immediately expelled.

(Continued on page 89)

### Council Faces Questions on Coin Trade

By NICK BIRO

CHICAGO—The Coin Machine Council, public relations arm of the coin machine industry, held its first general press conference here last week and faced penetrating questions from the consumer press.

Representatives from the Columbia Broadcasting System, Chicago Sun-Times, and Chicago Daily News made repeated inquiries about alleged racketeer influences in the coin machine industry.

They received frank answers from Lou Casola, president of CMC, and other CMC members, and the reaction appeared to be favorable. Casola pointed out that the council was anxious to get true facts about the coin machine industry before the public.

#### Both Sides

He said that for years the public had heard nothing but the unfavorable side of the news and that the council would be here to give both sides of the picture.

In response to a question from reporters, Ed Ratajack, AMI, pointed out that during recent Senate racket investigations, Senator Kefauver had said that racketeers and hoodlum elements were in fact not a part of the industry but were preying upon it.

The session, held last Wednesday (26) at the Executive House here, was kicked off with a prepared talk by Lou Casola, setting forth the purpose, aims and a short history of the Coin Machine Council. The press followed with about a half-hour of questions.

#### Good Start

General consensus was that the press appeared neither overly friendly nor hostile to the council but was willing to listen to the coin machine side. Observers noted this was as good an initial reaction as could be expected and that the council was off to a good start.

Immediate result was a by-lined story in The Chicago Daily News by Dick Griffin, telling of the formation of CMC and what it hoped to do for the coin machine industry. Over-all tone of the article was favorable.

The most heated questioning occurred when reporters queried council members whether they would take active steps to rid the coin machine industry of any racketeer elements that did exist.

#### Answer

President Casola answered that the council was not an investigating body and would not engage in either law enforcement, legislative lobbying, labor-management disputes or the like. The purpose of the council was to present facts about the coin machine industry only, Casola pointed out. He added however, that, in his opinion local associations could better engage in the type of activity the reporters suggested. The reporters appeared to agree that such a course was preferred.

Casola pointed out that the council was not formed to "whitewash" the industry in any way—that the vast majority of the industry was mad up of honest, legitimate businessmen requiring no whitewash, since they had nothing to hide.

He pointed out that the council was made up of manufacturers, distributors and operators and that "naturally, the board of directors

(Continued on page 93)

### MAY SET NEW MARK

## Gisser Shipping to 10 Countries in 10 Days

CLEVELAND — Shipping coin machines to 10 foreign countries in 10 days may set a record in the industry, Morris Gisser, Cleveland Coin Machine Company head, believes.

In excess of 200 pieces of new and used equipment worth thousands of dollars will leave the port of Cleveland on the last foreign ships to depart this year. The St. Lawrence Seaway will close its locks in November.

Cleveland Coin Machine, one of the nation's largest foreign distributors, will package coin machines labeled for China, Spain, France, Lebanon, Germany, Australia, Kenya, South Africa, Japan, England and Israel.

Here is a roster of popular music, games and vending machines in each country, according to Gisser's experience:

China—A big market for kiddie rides. Japan—Kiddie rides. Spain—Vending machines of soft drink, candy type. France—Bowlers, miscellaneous games, music. Lebanon—Music. Germany—Music and bowlers. Australia—Shuffle alleys and ball bowlers. Kenya—Kiddie rides. Israel—Soft drink machines. England—Pin games and ball bowlers.

Cleveland Coin Machine has shipped nearly 50 machines a week out of the Port of Cleveland this year.

## MOA Board Plans 1961 Convention

MIAMI BEACH—Virtually all board members of the Music Operators of America are meeting at the Deauville Hotel here to lay the groundwork for the 1961 MOA convention, to be held in the same hotel May 15-17.

The advance party arrived Monday (24), with George Miller, MOA president, accompanied by Gabe Orland and Joe Silla, national directors.

The board meeting was scheduled to coincide with the annual convention of the National Automatic Merchandising Association, which opened its four-day run at exhibit hall Saturday (30).

#### Exhibit Space

This year's NAMA show will occupy a record 100,000 square feet of floor space. Of particular interest to music machine and

games operators will be displays by leading manufacturers in this field.

While no music machines or games will be displayed, the Bally Vending Corporation will show its hot and cold beverage machines, Rowe will show the AMI background music unit as well as its full line of vending machines, and Seeburg will show its background music and full line units.

Rock-Ola will be represented thru the Fred Hebel Corporation (milk, ice cream and hot beverage machines), while Williams' sister company, Schroeder IVI, will display its coffee machine line.

In addition, the board of the National Vendors' Association, the trade group of bulk vending operators, will also meet during the NAMA convention here.



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

Table listing music machines with columns for model number, year, and price. Includes models like D-40, E-40, F-80, G-120, etc.

ROCK-OLA

Table listing Rock-Ola machines with columns for model number, year, and price. Includes models like 1436, 1438, 1448, etc.

SEEBURG

Table listing Seeburg machines with columns for model number, year, and price. Includes models like M100B, M100C, I00W, etc.

WURLITZER

Table listing Wurlitzer machines with columns for model number, year, and price. Includes models like 1250, 1400, 1500, etc.

BOWLERS & SHUFFLES

Table listing bowling and shuffle machines under the BALLY brand, including ABC Super-Deluxe, ABC Bowling Lanes, etc.

CHICAGO COIN

Table listing Chicago Coin machines, including All Star Team Bowler, Blinker, Bonus Score, etc.

SEEKING

Table listing Seeking machines, including King Bowler, Lucky Strike, Miami Shuffle, etc.

UNITED

Table listing United machines, including Advance, Atlas Shuffle Alley, Bonus Bowling Alley, etc.

Table listing various other coin machines including Capitol Shuffle Alley, Clipper, Cyclone, Deluxe Bowling Alley, etc.

PINBALLS

Table listing pinball machines under the BALLY brand, including Balls-A-Poppin, Ballerina, Bally U.S.A., etc.

Table listing various other coin machines including Criss Cross, Derby Day, Double Action, etc.

UNITED

Table listing United machines, including Brazil, Caravan, South Seas, Stardust, etc.

WILLIAMS

Table listing Williams machines, including Arrow Head, Casino, Circus Wagon, Club House, etc.

Table listing various other coin machines including Regatta, Rocket, Satellite, Sea Wolf, etc.

ARCADE & NOVELTIES

Table listing arcade and novelty machines including All-Star Baseball, Aqua Duck, Auto Photo Model, etc.

Table listing various other coin machines including Deluxe Vanguard, Derby Roll, Deuces Wild, Dodge City, etc.

Table listing various other coin machines including Safari (Wms.), St. Christopher, Satellite Tracker, Scramball, etc.

**CORRECTION**

A typographical error was responsible for a wrong price listing in the Oct. 24 Billboard for Mickey Anderson Amusement Co. Games, Inc., Wild Cat price should have read \$295; not \$229.

**WANTED  
A-1 BINGO  
MECHANIC**

Write:  
The Billboard Publ. Co.  
BOX #105  
188 W. Randolph St.  
Chicago 1, Ill.

**SPECIAL!  
ABC  
BOWLERS  
★  
UNITED  
BOWLING ALLEYS  
\$135.00 ea.**

Write for complete price list of all coin operated games.

**Scott Crosse Co.**  
1641 No. Broad Street  
Philadelphia, Pa.  
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**N. ILLINOIS, N. INDIANA and  
IOWA OPERATORS . . .  
GOTTLIEB'S NEW  
KEWPIE DOLL**

Makes you the winner—everywhere! Exciting amusement park flavor . . . tempting knock-'em-down-again appeal . . . ducks and rabbits in life box "shooting gallery." Plenty of Gottlieb super-action features, too!

ORDER TODAY!

**BASEBALL SPECIALS!**

Completely Reconditioned  
United STAR SLUGGER . . . \$185  
Wms. PINCH HITTER . . . 295  
Wms. OFFICIAL BASEBALL, Like New . . . 895

**SPECIAL! Bally ABC SHUFFLE ALLEY, Completely Rec. . . . \$225**

**GOTTLIEB PIN BALLS**

Completely Reconditioned  
**1-PLAYER**  
ROTO POOL . . . \$185  
SUNSHINE . . . 195  
SITTIN' PRETTY . . . 195  
HI DIVER . . . 195  
QUEEN OF DIAMONDS . . . 245  
MISS ANNABELLE . . . 245  
UNIVERSE . . . 245  
WORLD BEAUTIES . . . 275  
**2- AND 4-PLAYERS**  
RACETIME, 2-Pl. . . . \$295  
SEVEN SEAS, 2-Pl. . . . 315  
FLAGSHIP, 2-Pl. . . . 150  
DOUBLE ACTION, 2-Pl. . . . 285  
BRIGHT STAR, 2-Pl. . . . 225

**NATIONAL  
COIN MACHINE EXCHANGE**

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

**Coin Machine Council Fact Sheet**

The following facts about the coin machine industry have been compiled by the Coin Machine Council for use by operators, distributors and manufacturers. Their purpose is to help members of the coin machine industry present accurate facts to the public whenever needed.

**WHAT:**

The Coin Machine Council is the fact-disseminating organization of the coin machine industry. Organized under Illinois law, it is a not-for-profit corporation deriving its membership from all segments of the coin machine industry—operators, distributors, manufacturers, suppliers.

**WHERE:**

Headquarters of public relations counsel for the Coin Machine Council are:  
**THE PUBLIC RELATIONS BOARD, INC.,** 75 East Wacker Drive, Chicago 1, Ill. RANDolph 6-2891.

**WHY:**

Its purpose is to present to the public the full story of all phases of the industry. It seeks to correct the general concept of the coin machine industry that has grown from exposure of racketeer and hoodlum infiltration in certain areas. It will present the story of: ". . . The honest, legitimate people who are in the great majority in the industry (and) have been widely victimized by racketeer and thugs." (This statement is from the report of the McClellan Committee, page 736, 11, Criminal Infiltration of the Industry.)

The Coin Machine Council will not engage in lobbying, legislative or law enforcement activities.

Another important function is to solidify the various segments of the industry into a single, industry-wide body. Intra-industry education will, therefore, be an important phase of council activities.

**WHO:**

Membership in the council is available to any bona fide operator, distributor, jobber or manufacturer of coin-operated machines, as well as manufacturers of materials, components and services used to produce these machines. No gangster or racketeer will be admitted to council membership. No member is engaged in the manufacture, distribution or operation of illegal slot machines. Some members do manufacture pinball games which are classified as gambling devices in some jurisdictions but not in others.

The chief governing body of the council is the National Board of Directors, with representatives from all sides of the industry.

Its officers are Louis Casola, president, Midwest Distributing Co., Rockford, Ill.; John Bilotta, vice-president, Bilotta Distributing Co., Newark, N. Y.; E. W. Holyfield, vice-president, Coin Mart, Inc., New Orleans; Harold Lieberman, vice-president, Lieberman Music Co., Minneapolis; George A. Miller, vice-president, Music Operators of America, Oakland, Calif.; Herbert B. Jones, secretary, Bally Manufacturing Co. and Bally Vending Corp., Chicago; Herbert C. Oettinger, treasurer, United Manufacturing Co. and United Music Corp., Chicago.

Members of the National Board of Directors are:

**OPERATORS:**

William Blatt, Supreme Distributors, Inc., Miami Beach, Fla.; Louis Casola, Midwest Distributing Co., Rockford, Ill.; Albert S. Denver, New York; Sam Hastings, Hastings Distributing Co., Milwaukee; Howard N. Ellis, Coin-A-Matic Music Co., Omaha, Neb.; Anthony C. Hesch, A & H Entertainers, Arlington Heights, Ill.; George A. Miller, Music Operators of America, Oakland, Calif.; Les Montooth, Montooth Music Co.,

Georgia, Ill.; Clinton S. Pierce, Pierce Music Co., Brodhead, Wis.; Gordon Stout, Gordon Stout Co., Pierre, S. D., and J. A. Wallace, Wallace & Wallace Music Co., Oak Hill, W. Va.

**DISTRIBUTORS:**

Joseph N. Abraham, Lake City Amusement Co., Cleveland; Jack G. Bess, Roanoke Vending Exchange, Richmond, Va.; John Bilotta, Bilotta Distributing Co., Newark, N. Y.; Mark Y. Blum, United Distributors, Wichita, Kan.; Irvin F. Blumenfeld, General Vending Sales Corp., Baltimore; David S. Bond, Trimount Automatic Sales Corp., Boston; Jake Friedman, Friedman Amusement Co., Atlanta; E. W. Holyfield, Coin Mart, Inc., New Orleans; Joe Kline, First Coin Machine Exchange, Chicago; J. D. Lazar, B. D. Lazar Co., Pittsburgh; Harold Lieberman, Lieberman Music Co., Minneapolis; Meyer Parkoff, Atlantic New York Corp., New York; J. R. Pieters, King Pin Equipment Co., Kalamazoo, Mich.; C. A. Robinson, C. A. Robinson Co., Los Angeles; Ron W. Rood, Southern Music Distributing Co., Orlando, Fla.; David Rosen, David Rosen, Inc., Philadelphia; O. L. (Bob) Slifer, National Coin Machine Distributors Association, Chicago, and J. Harry Snodgrass, Border-Sunshine Novelty Co., Albuquerque, N. M.

**MANUFACTURERS:**

Earl Feddick, Valley Manufacturing Co., Bay City, Mich.; Paul Huebsch, J. H. Keeney & Co., Chicago; Herbert B. Jones, Bally Manufacturing Co., and Bally Vending Corp., Chicago; Samuel B. Lewis, Williams Electronic Manufacturing Corp., Chicago; Herbert C. Oettinger, United Manufacturing Co. and United Music Corp., Chicago; E. R. Ratajack, Automatic Music, Inc., Chicago; Art Weinand, Chicago Dynamic Industries, Inc., Chicago, and R. W. Weikel, Fischer Sales & Manufacturing Co., Arlington Heights, Ill.

The executive committee is the group which guides and works with the public relations counsel. It is composed of the following:

Samuel B. Lewis, Herbert C. Oettinger; Louis Casola, chairman; Les Montooth, John Bilotta, Herbert B. Jones, Clinton S. Pierce, Anthony C. Hesch, E. R. Ratajack, Joe Kline, O. L. (Bob) Slifer, Art Weinand and Harold Lieberman.

**WHEN:**

Effective immediately, the Coin Machine Council becomes the official voice of the coin machine industry thru its public relations counsel, the Public Relations Board, Inc. Its actual formation under Illinois law took place July 27, 1959. The first year, however, consisted largely of defining aims and recruiting membership. The council is now ready to take its full-fledged place as spokesman for the industry.

**HOW:**

The council derives its income solely from annual membership fees. A medium five-figure total is expected for the first year. The fee schedule is as follows:

**Operators:**  
Participating Member . . . \$50  
Sustaining Member . . . 25  
Supporting Member . . . 10  
Contributing Member . . . 5  
**Distributors . . . . . \$200**  
**Jobbers . . . . . 100**  
**Manufacturers:**

Fees are adjusted from annual sales. Some manufacturers pay as little as \$500. The largest membership fee from a manufacturer (there are two or three) is \$6,000 this year.

**Affiliates: (Suppliers)**  
Class A . . . . . \$250  
Class B . . . . . 100  
Class C . . . . . 25

Members of the council will receive an annual report, audited by an independent accounting firm, which will be available to the press.

Records of the council will be open to the members.

**INDUSTRY BACKGROUND:**

The coin machine industry may be divided into three main categories: Amusement machines, automatic phonographs, vending machines.

In 1959 each category accounted for the following estimated gross dollar volume:

Amusement Machines (pinball machines, bowling games, etc.) . . . . . \$225 million  
Automatic Phonographs (juke boxes) . . . . . \$221 million  
Vending Machines . . . . . \$2.3 billion

The total gross volume of the coin machine industry for 1959 is estimated at nearly \$3 billion.

The industry is composed of operators, distributors, jobbers and manufacturers of the three types of machines. Precise definitions follow:

**OPERATOR:**

An operator is an independent businessman or woman who buys any number of coin-operated machines, usually on term contracts financed by banks and finance companies. He then arranges to place these machines at "locations." A "location" is a restaurant, bar, tavern, grill, drive-in, private club, and in fact almost any establishment frequented by the public. The location receives a share of the income for permitting the placement of the machine. All costs for installation, service, repairs are paid by the operator.

**DISTRIBUTOR:**

A distributor is comparable to a wholesaler in any other business operation. Distributors purchase machines, parts and supplies from manufacturers and in turn sell them to operator-customers. Distributors furnish operators with many services, including service-training centers and the handling of trade-ins of used equipment.

In fact, for the benefit of the uninitiated, it might be best to draw an analogy of how this business operates. We will compare it with the automobile business.

In the coin machine industry there is a manufacturer, as there is in the auto business. There is a distributor who can be compared to the dealer in the automobile business, and there are operators who can be likened to taxicab fleet purchasers of automobiles. From that point on, both of these depend on income from the product to pay for the product.

**JOBBER:**

A jobber is a firm that buys from a recognized factory distributor and/or buys used equipment from operators for the purposes of resale, similar to the used car dealer in the automobile industry chain of distribution.

There are some 4 million automatic vending machines in the United States. Of this total, there are approximately 1,700,000 candy and nut machines, 786,000 cigarette machines, 905,000 cup and bottle soft drink machines, 34,700 ice cream machines, 48,600 cigar machines, 131,200 coffee machines, 47,300 indoor milk machines, 19,700 hot canned food machines; all others, 329,000.

In 1959 there were approximately 6,300 firms in the vending machine business. Of these, however, an estimated 23 per cent are one-man operations, with only 10 per cent employing 11 or more persons.

An operator's investment per machine may run anywhere from about \$175 for a simple candy machine to \$1,500 for a soft drink machine. For a profitable business, it is widely held that an operator should have at least 100 machines.

There are presently about 20 manufacturers of amusement machines in the U. S. Of the biggest single category, pinball machines, (Continued on page 94)

**ROSEN BEST BUYS**

PIN GAMES	
ATLAS . . . . .	\$295.00
ACES HIGH . . . . .	80.00
ARROWHEAD . . . . .	60.00
AUTO RACES . . . . .	85.00
BEAUTY CONTEST . . . . .	225.00
BRITE STAR . . . . .	175.00
CAPTAIN KIDD . . . . .	440.00
CHINATOWN . . . . .	45.00
CLASSY BOWLER . . . . .	75.00
C.O.D. . . . .	50.00
CONTINENTAL CAFE . . . . .	175.00
CRISS CROSS . . . . .	165.00
CROSS WORD . . . . .	185.00
CUE BALL . . . . .	65.00
DARTS . . . . .	340.00
DAISY MAY . . . . .	50.00
DERBY DAY . . . . .	75.00
DOUBLE ACTION . . . . .	250.00
DRAGONETTE . . . . .	50.00
DUETT . . . . .	75.00
EASY ACES . . . . .	60.00
FLAG SHIP . . . . .	135.00
FLYING ACES . . . . .	175.00
FOUR STAR JET . . . . .	50.00
4 STAR WM. . . . .	135.00
FUN FAIR . . . . .	85.00
GEORGIA . . . . .	39.00
GOLD STAR . . . . .	50.00
GOLDEN BELLS . . . . .	240.00
GOLDEN GLOVES . . . . .	250.00
GUSHER . . . . .	95.00
HARBOR LITES . . . . .	85.00
HI DINER . . . . .	235.00
HI DIVER . . . . .	195.00
HOT DIGGITY . . . . .	65.00
JIG SAW . . . . .	85.00
KICK OFF . . . . .	85.00
KINGS . . . . .	75.00
LADY LUCK . . . . .	50.00
MAJORETTE . . . . .	39.00
MARBLE QUEEN . . . . .	50.00
MUSIC MAN . . . . .	475.00
MISS ANNABELLE . . . . .	250.00
MYSTIC MARVEL . . . . .	50.00
NAGS . . . . .	345.00
NAPLES . . . . .	95.00
OFFICIAL BASEBALL . . . . .	445.00
PETER PAN . . . . .	60.00
PICCADILLY . . . . .	75.00
PIN WHEEL . . . . .	50.00
PICNIC . . . . .	225.00
POKER FACE . . . . .	50.00
QUEEN HEARTS . . . . .	50.00
RAG MOP . . . . .	39.00
RAINBOW . . . . .	85.00
REGISTER . . . . .	110.00
RENO . . . . .	75.00
ROCKET . . . . .	225.00
ROCKET SHIP . . . . .	145.00
ROYAL FLUSH . . . . .	95.00
SATELLITE . . . . .	140.00
SEA BELLES . . . . .	125.00
SEA WOLF . . . . .	175.00
SHAMROCK . . . . .	90.00
SHOW BOAT . . . . .	85.00
SILVERS . . . . .	135.00
SLEEP CHAMP . . . . .	50.00
SMOKE SIGNAL . . . . .	60.00
SNAFU . . . . .	60.00
SOUTHERN BELL . . . . .	60.00
SERENADE . . . . .	395.00
SPARK PLUG . . . . .	50.00
SPOT POOL . . . . .	215.00
SPIT FIRE . . . . .	50.00
STEEPLE CHASE . . . . .	75.00
STAR FIRE . . . . .	95.00
SUPER CIRCUS . . . . .	185.00
SUPER SCORE . . . . .	50.00
TEN STRIKE . . . . .	145.00
TIMBUCTU . . . . .	50.00
THREE D'S . . . . .	95.00
THREE DEUCES . . . . .	65.00
TREADOR . . . . .	125.00
TWENTY GRAND . . . . .	39.00
TWENTY-ONE . . . . .	275.00
TWIN BALL . . . . .	65.00
TURF CHAMP . . . . .	175.00
WHIRLWIND . . . . .	185.00
WISHING WELL . . . . .	75.00
WORLD CHAMP . . . . .	95.00

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**ACT QUICKLY—ORDER TODAY**  
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Send for Complete Lists  
**ARCADES—GAMES—BINGOS**  
RIDES—MUSIC—etc.

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here's the  
compact  
styling of  
tomorrow  
designed to  
earn more play  
**TODAY**

The headline above is now a statement of fact, supported by the performance records of AMI Lyrics and Continentals already on location. Their years-ahead styling is drawing more attention and more play . . . up to twice as much in many locations. It's a genuine success story, and you can be part of it, right now while the trend is young.

*Lyrics  
Continental*

by **AMI**

**AUTOMATIC MUSIC, INC.**  
Affiliate of AUTOMATIC ELECTRON COMPANY of AMERICA  
1500 UNION AVENUE, S. E.,  
GRAND RAPIDS 2, MICHIGAN.  
SINCE 1909 DESIGNERS, ENGINEERS AND  
MANUFACTURERS OF AUTOMATIC MUSICAL  
INSTRUMENTS FOR BUSINESS AND INDUSTRY.



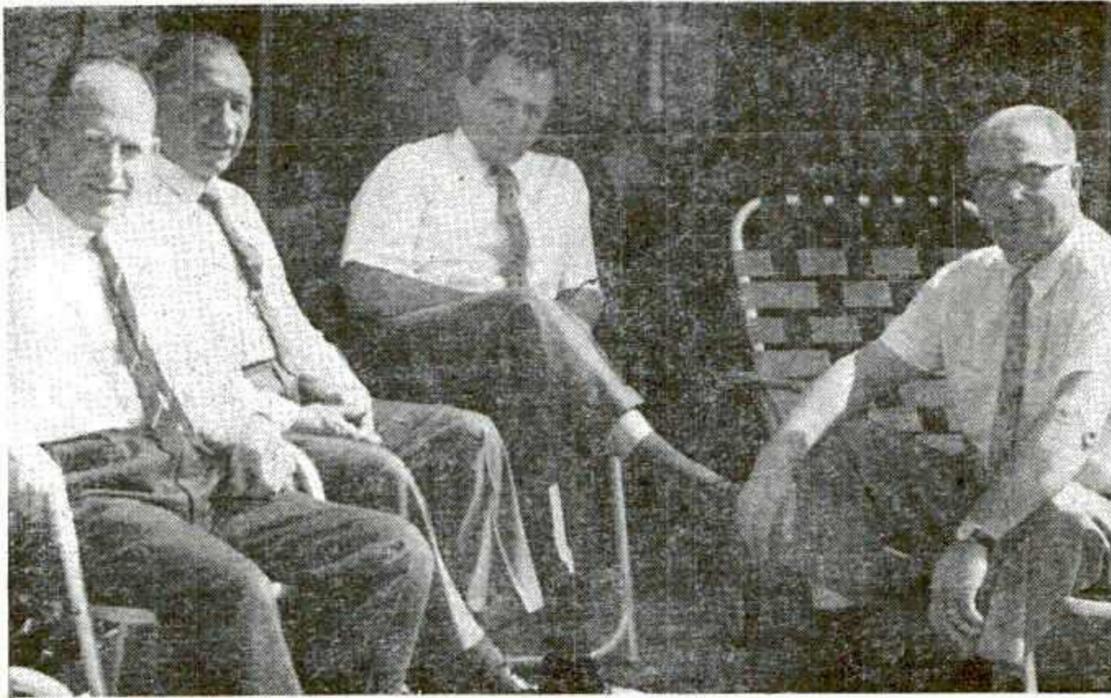
### Arnold Yergin Dies Suddenly

MEMPHIS — Arnold Yergin, popular and well known in the juke box record and background music industry here, died unexpectedly of a heart attack last week on the day before his 32d birthday.

Yergin, unmarried, was vice-president and general manager of Music Systems, Inc., background music. He was also general manager of Joy Rides, Inc., a coin-operated horse ride firm, and general manager of U-Test-Um, Inc., manufacturers of a machine to test radio and TV tubes.

Yergin was also associated with Mrs. Celia G. Camp in "Home of the Blues" Record Company. He was director of promotions and public relations.

Yergin, a fine bowler who wrote a weekly bowling column for The Commercial Appeal, the local morning paper, collapsed and died at a bowling alley shortly before midnight after an evening of bowling.



MEETING RECENTLY in Hollywood were (left to right) Leonard H. Ainsworth, managing director of Ainsworth Consolidated Industries Pty, Ltd., Sydney; W. H. Cook, Ainsworth international marketing executive; Henry Leyser, Associated Coin Amusement Company, Oakland, Calif., and Jack Simon, Simon Distributing, Los Angeles. The occasion marked Ainsworth's first visit to America. He left soon after this picture was made for Las Vegas, Nev., and then to Miami for the NAMA

### United Offers Ops Big B Brochure

CHICAGO — A new four-page two-color brochure which illustrates and describes United Manufacturing Company's Bowl-a-Rama alley game is available to all operators without obligation. Operators may write to the United factory to receive copies.

### TERRITORY DOWN 500 PIN GAMES AT SACRIFICE PRICES

Arrowhead	\$ 40.00
Ace High	60.00
Club House	160.00
Crossword	150.00
Continental Cafe	125.00
Criss Cross	125.00
Cue Ball	40.00
Darts	275.00
Derby Day	50.00
Dancing Dolls	275.00
Double Action	190.00
Four Stars	125.00
Fun Fair	60.00
Fiesta	250.00
Gusher	75.00
Golden Bells	195.00
Golden Gloves	195.00
Gypsy Queen	40.00
Hi Diver	165.00
Jig Saw	65.00
Kings	55.00
Miss Annabelle	195.00
Majestic	175.00
Marathon	100.00
Nags	295.00
Rocket	190.00
Roto Pool	125.00
Royal Flush	95.00
Reno	60.00
Rainbow	60.00
Rocketship	125.00
Sea Wolf	140.00
Straight Shooter	150.00
Serenade	295.00
Sittin' Pretty	150.00
Sunshine	160.00
Showboat	100.00
Soccer Kick-Off	50.00
Spot Pool	160.00
Satellite	115.00
Steeplechase	60.00
Straight Flush	125.00
Silver	100.00
Shamrock	50.00
Twenty-One	225.00
Tic, Tac, Toe	150.00
Universe	195.00
World Champ	75.00
World Beauties	225.00
C. C. Drop Ball	125.00
C. C. Rebound Shuffle	50.00

Distributors for Gottlieb and Williams Terms: 1/3 Deposit Required  
**SEABOARD NEW YORK CORP.**  
A Subsidiary of Atlantic New York Corp.  
Exclusive Seeburg Distributors  
171 Park Avenue, East Hartford 8, Conn.  
BUtler 9-4386

### Casola Spells Out CMC Aims

Continued from page 85

The Council's National Board of Directors represent all facets of the industry. An Executive Committee, also a cross section of the coin machine industry, is the Council's working body. All these men are honest, legitimate industry leaders.

No member of the Coin Machine Council manufactures, distributes or operates illegal slot machines. Some manufacturing members do produce a form of pinball game which is classified as a gambling device in some jurisdictions but not in others.

#### Income

The sole income of the Coin Machine Council is derived from membership fees. A small group of manufacturers, distributors and operators advanced a portion of their anticipated membership fees to launch the organization. Our income for the first year of operation should reach a medium five-figure total. An annual report will be issued by the Council to its membership, and this report will be available to the press. The financial statements will be audited by an independent accounting firm. Council records may be inspected by the membership at any time.

Certain industry terms should be defined here. First, the three types of coin machines: amusement, automatic phonographs, vending. Amusement machines provide recreation and entertainment for the public. Among the most familiar are coin-operated bowling machines, billiard tables, pinball machines, shooting galleries and kiddie rides. The last named are only located in establishments where parents accompany their children, such as retail stores, toll road service areas, motion picture theaters, and seashore resorts, to name a few.

#### Jukes

Automatic phonographs, more commonly called juke boxes, and so-called "background music" machines comprise the second category. Background music machines, altho not coin-operated, are often supplied by the local juke box operator on a rental basis, to restaurants, cocktail lounges, industrial plants, retail stores, etc. The operator often performs this function because of his experience in installing and maintaining music equipment, and in purchasing and programming records.

Vending machines are coin-operated devices which vend a variety of goods and services, from stamps thru hot coffee and sandwiches to nylon stockings. A vending machine "location" may be an industrial plant, business office, school, airport or any other place requiring the convenience of vended merchandise or service.

The individual roles of the persons who make up the coin machine industry may also bear amplification.

#### Operators

An operator is an independent businessman or woman who buys any number of coin-operated machines, usually on term contracts financed by banks or finance companies. He then arranges to place these machines at "locations," which may be restaurants, grills, drive-ins, bars or taverns, private clubs, or any establishment frequented by the public. The location receives a share of the income from the machine for permitting its placement. All costs for installation, service and repair are paid by the operator.

A distributor is comparable to a wholesaler in other business operations. He purchases machines, parts and supplies from manufacturers and sells them, in turn, to operator-customers. He furnishes his operators numerous services, including service-training centers and the handling of trade-ins of used equipment.

For the benefit of the uninitiated, let us draw an analogy of this operation. It may be compared to the automobile business. In both there are manufacturers. The distributor in the coin machine industry can be likened to the dealer in the automobile industry. An operator is like a taxicab fleet purchaser of automobiles, and both of these depend on income from the product—coin machine or taxi—to pay for that product.

#### Jobber

Finally, a jobber is a firm that buys from a recognized factory distributor and/or buys used equipment from operators for resale purposes, similar to the used car dealer in the automotive field.

I hope that these remarks have clarified the purpose and structure of the Coin Machine Council. At this time, my colleagues and I will welcome any questions you care to ask.

### PRICE LIST

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Pinto Pony	250.00
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Capitol Merry-Go-Round	210.00
Deco Merry-Go-Round	225.00
Texas Kiddie Ride Merry-Go-Round	225.00

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Space Ranger	275.00
Space Patrol	125.00
Super Jet	260.00
Jet Jr	100.00

#### VARIETY EQUIPMENT

Sea Skate	\$250.00
Duck	175.00
Bull-Rabbit-Dog	150.00
Austin Car	175.00
Hawes See Saw	100.00
Turtle	125.00
Old Smokey Train	240.00
King Choo Choo	175.00
Elsie the Cow	190.00
Dale Pistol Gallery	75.00
Exhibit Pistol Gallery	75.00
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A.M.I. WALLOMATIC WQ-120	45
SEEBURG 3W-1 WALLOMATIC	55
ROCK-OLA 1436	125
WURL. W.O.M. #5252 (50c)	95
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22-Col. EASTERN MARK II	125
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SEEBURG 800E-1	250
CORSAIR, 20 Col.	195

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SEEBURG 222 SH	\$925
SEEBURG K-700	495
SEEBURG 100-R	475
SEEBURG 100-G	395
SEEBURG V-200	375
ROCK-OLA 1438	225
A.M.I. G-170	365
A.M.I. F-120	325
A.M.I. D-80	150
WURLITZER 2000	395

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LOOKING ON during the Coin Machine Council's initial consumer-press conference held in Chicago last week are (back to camera) Lee Brooks, The Cash Box; Bob Slifer, National Coin Machine Distributors Association; Jack Bess, Roanoke Vending Exchange, Richmond, Va.; Janet Elliott, Vend magazine, Chicago; Nick Biro (at desk) and Aaron Sternfield, The Billboard; Ed Ratajack, AMI, and Sam Lewis, Williams.

**ROCK-OLA REGIS**

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## People Can Be Fun, Says Jean; Miniature Bowling Proves It

UNIVERSITY CITY, Mo. — Pretty Jean Hoffman has the distinction of being one of the few active women partners in the amusement machine field in the St. Louis area.

She recently became a partner in Archlee, Inc., with President Arthur D. Andrews Jr. and Vice-President C. E. (Chuck) Richards. She manages the company's Bowl-O-Fun family-style, recreational center at 8322 Olive Street Road here.

Jean entered the coin machine business about two weeks before she took over the management of the coin-operated, miniature bowling palace September 12.

One of the reasons for her success is that meeting the public is not new to Jean. Prior to becoming an Archlee partner she was a librarian for four years with the St. Louis County Library headquarters staff, assigned to bookmobile duty.

Jean also has had experience with youngsters, both with the library bookmobile and at home. She is the mother of two children — Robyn, 12½ years old, and Brad, 10. A divorcee, she was a housewife for 10 years before taking the library job.

Mrs. Hoffman, 33 years old, completed two years of study at the University of Missouri at Columbia. She still is continuing her studies in the night school division

of Washington University in St. Louis, majoring in psychology.

### Night Out

"I think most women spend at least one night out a week, playing bridge or being active in some club work," she said in speaking of her course of study at the university. "I get more out of going to school, so I discontinued the other activities. I want to get my degree, but if I don't, I still will have gained in many ways."

The new Bowl-O-Fun partner replaced Milton Schraier, who returned to the field of accounting. Jean, whose hobbies are reading and swimming, is a classical music fan. Altho she prefers symphonic music to opera, she also knows "pop" and "rock 'n' roll" because her children see that she keeps up with the latest sounds.

## N. Y. State Guild Holds Meeting

KINGSTON, N. Y.—The regular monthly meeting of the New York Operators' Guild was held at the Governor Clinton Hotel here Wednesday evening (19). Following dinner, a long meeting took place at which a number of current industry problems, of both a State-wide and local character, ensued.

Another feature of the affair was the showing by Frank Greco, local Kingston distributor for Rock-Ola, of the firm's new Regis 1488 stereo phono with the new reverb sound feature. Also taking part in the demonstration was Bob Pampineau, regional representative for Rock-Ola.

Other guests included Gordon Howard, of Atlantic New York; Bob Catlin, of Bilotta Distributors; and Ben Golden, of Miller Automatic, large cigarette operator in the area. In connection with the recent flurry of sales of old, used cigarette machines to various locations in the area, by a New York City firm, Golden noted that any operator who pays \$250 for a machine worth \$30 and then finds how quickly it can break down, is only getting his just desserts for being foolish.

The meeting was helmed by prexy Jack Wilson. Also present were Lester Smith, James (Pie) Haley, Millie McCarthy, Dick Wenzel, Joe Reich, Mike Mulqueen, Ann Koenig, Mac Douglass, Gertrude Browne, Jack Roen, Steve Nekoes, Tommy Greco and attorney Lou Werner.

## W. Bolen Dies

• Continued from page 83

His offices are "large, comfortable. . . the furnishings are not new. . . the place is immaculate, efficient looking and relaxed. Bolen himself has a quick, warm smile, and yet he is reserved. He leans toward semi-formal dress in the office—a solid-colored sports shirt with a light contrasting tie. He drives a black Corvette convertible to work because, as he puts it, "I have an unreasonable abhorrence of tail fins on an automobile."

### No Sale

Controlling some 75 per cent of Northwestern stock, Bolen frequently had a chance to sell out to some larger corporations. He said, however, that his family had decided there was still a place for small business in this country and that there were still individuals who would rather work for themselves than be sheltered by the security of a large corporation.

To those who knew Bolen best, the remark was described as summing up his life.

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H 200 . . . . .	Pop Corn Vendors . . . . .	Coon Gun . . . . .
I 200 . . . . .	10 Mannequin 1s . . . . .	Circus Gun . . . . .
J 200 M . . . . .	Ball Gum, new . . . . .	Crusader . . . . .
	Aveno Choc. & Coffee . . . . .	Carnival Gun . . . . .
	Mills Hot Chocolate . . . . .	C.C. Pistol . . . . .
	Spacarb, 3 Sel. . . . .	Bonus Gun . . . . .
	Andica Coffee . . . . .	Bazooka Gun . . . . .
	Barvend Coffee & Choc. . . . .	Dale Gun . . . . .
		Ex. Shooting Gallery . . . . .
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		Keeney Sportsman . . . . .
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| 4-PI. SWEET SIOUX .....     | 375   | UNIVERSE .....          | 225   |
| 2-PI. ROUND-THE-WORLD ..... | 325   | MISS ANNABELLE .....    | 215   |
| 2-PI. ATLAS .....           | 295   | QUEEN OF DIAMONDS ..... | 210   |
| 2-PI. RACETIME .....        | 275   | HI-DIVER .....          | 195   |
| 2-PI. DOUBLE ACTION .....   | 245   | STRAIGHT SHOOTER .....  | 185   |
| 4-PI. CONTEST .....         | 315   | SITTIN' PRETTY .....    | 175   |
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| 2-PI. PICNIC .....          | 210   | ROCKET SHIP .....       | 155   |
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| United JUPITER .....               | \$125 |
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GIVE TO DAMON RUNYON CANCER FUND

## Seeburg Distribs View New Juke Box, Venders

CHICAGO — The Seeburg Corporation presented its 1961 lines to distributors in a two-day national convention for distributors Monday and Tuesday last week (24-25) at the Sheraton Towers Hotel, here.

The meeting centered around introduction of Seeburg's new line of coin-operated phonographs. Shown were 160-selection and 100-selection models, new "personalized" features, and a new package of imaginative promotional aids to help distributors and operators merchandise Seeburg's "Artist of the Week" plan.

Jack Gordon, director of sales for the Seeburg Phonograph Division, made the presentation of the 1961 line.

#### Drink Machine

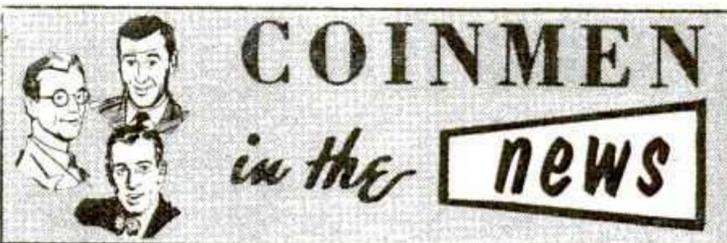
Also unveiled for distributors was the new Seeburg Cold Drink Vendor with Crushed Ice, which

Leonard Gross, Seeburg vendor division sales manager and his staff are exhibiting this weekend at the NAMA Show in Miami.

A new beige-color version of the Seeburg Cigarette Vendor was also introduced at the Chicago convention, along with a new design of the OB-3 Office Bar file-away coffee vender.

Stuart Auer, Seeburg Background Music Division sales manager, conducted a Tuesday-morning sales meeting. He demonstrated for distributors the new "Sales-Mate" filmstrip presentation of the Seeburg-100 background music system which features Dave Garraway as master of ceremonies.

The new version of the "1000 Compact," for smaller locations, was presented and discussed, and a new system for tying Seeburg background music systems into motel and hotel TV sets via central antenna systems was demonstrated.



### South

#### AROUND ARKANSAS

H. E. Taylor, Warren Amusement Company at Warren, recently bought the Southern Hotel there. . . . Don Mahfouz, Stuttgart, has gone into the construction business, and his father, E. J. Mahfouz, is operating the route. Mahfouz Amusement Company. . . . Charles Wilcox, Wilcox Music Company, Pine Bluff, anticipating a big fall business with a good cotton crop coming in. . . . Billy Foster, Foster Music Company, Pine Bluff, was going squirrel hunting when The Billboard scout called.

Earl K. Eby, K Amusement Company, Pine Bluff, who recently returned with his wife from vacation at Kansas City, also expects good autumn business because of the big cotton crop. . . . Earl Holtzlander, H Music Company, is bringing out equipment from storage. New places are opening up. . . . Cleve Reed, Reed Music Company, Rison, has been raising chickens on the side, but the chicken house burned recently. He had enough insurance to break even, is now out of the chicken business.

Around Hot Springs: Phil Marks, Phil Marks Amusement Company, is going into the candy vending business. . . . J. Earl Gill, Gill Amusement Company, was on a business trip to St. Louis. . . . Duane Faulk, Faulk Amusement Company, and his wife were vacationing in Florida. . . . R. G. Jennings, Jennings Coin Machine Company, was operating Faulk's route in his absence. Jennings reported both routes doing well. . . . W. E. Lewis, Lewis Novelty Company, said more tourists were in town this summer than ever.

Billy Bledsoe, Chicot Amusement Company, Lake Village, has a duck hunting reservation at a good spot, is getting it ready for hunters come the opening of duck season in November. . . . Guy Morgan, Crossett Music Company, Crossett, reports business again booming after a recent scare. Word got out that the big lumber company there which supplies a huge paper mill would be sold. Business took a sharp decline. Then the federal government wouldn't allow the sale and business picked up again.

Jack Walker, Walker Amusement Company, Danville, reports the citizens in his county recently voted it dry—no more legal beer or whisky. . . . H. L. Hopkins, Hopkins Music Company, Fordyce, reports his sideline of a soft drink bottling company exceptionally good this past summer. . . . C. O. Temple, Hope Novelty Company, Hope, saw the World Series games in New York recently. He has a daughter who lives there who got him reserved seats behind the plate.

Olan Jackson, Jackson Amusement Company, Brinkley, recently sold his two coin-operated laundries, reports he will devote full time to his music and game route, that it takes full time to make it a success. . . . M. L. Armstrong, Armstrong Music Company, Brinkley, bagged some squirrels on a hunt. . . . Bill Smead, Camden Novelty Company, Camden, has now successfully combined his route and the one he bought a few months back from Bill Purifoy.

C. L. Townsley, Conway Amusement Company, Conway, is setting up some games in a regular bowling alley. . . . Paul Hurst, Hurst Amusement Company, Atkins, recently charged up his route, put out three new stereo phonographs. . . . Eddy Boyce, 29, Bald Knob, who recently sold his route to Bud Strickland, Strickland Amusement Company, Bald Knob, has returned to the University of Arkansas. He lacks one year to get his electrical engineering degree.

Strickland, incidentally, reports a good increase in collections this year. He credits the big strawberry crop, followed by a good tomato crop and now a big cotton harvest coming in. . . . Bill Adams, Ozark Novelty Company, Batesville, is putting out several amusement and pin games in a regular bowling alley, reports it has been a good thing for the town. The young people were going out of town for amusement, now many are staying because of the new bowling alley.

Bill Adams

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Count on Valley Quality to Protect Your Profit!  
See your distributor or write:  
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333 MORTON ST. BAY CITY, MICH.

OPERATE  
**Williams SPACE GLIDER**  
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**UPRIGHTS**

Games Inc. Gun Smoke .....	\$145
Games Inc. Skeet Shoot .....	165
Games Inc. Wild Cat .....	295
Games Inc. Super Wild Cat .....	395
Keeney Criss Cross Diamond .....	325
Bally Skill Score (now) .....	245
Auto Bell Circus Play Ball .....	135
Auto Bell Circus Wagon Wheel .....	145
Auto Bell Galloping Dominoes .....	165
Auto Bell Horoscopes (fl. samp.) .....	165

**FIVE BALL**

Gottlieb Auto Race .....	\$ 65
Gottlieb Classy Bowler .....	65
Gottlieb Lightning Ball .....	245
Bally Circus (2 pl.) .....	85
Williams Starfire .....	125

**MUSIC**

Wurlitzer 2150 .....	\$345
Wurlitzer 2200 .....	445
Rock-Ola 1448 .....	345
AMI C-40 (45 rpm) .....	65
AMI D-80 .....	95
Seeburg V-200 (conv. to VL with speed road program holder) .....	295
Rock-Ola 1478 (new) .....	Call or Write
Rock-Ola 1485 (new) .....	Call or Write

**ARCADES**

Bally Lucky Alloy, 14' .....	\$395
Bally Deluxe Congress Shuffle Bowler, 8 1/2' .....	195
Bally Jet Shuffle Bowler, 8 1/2' .....	75
United Team Shuffle Alley, 9' .....	65
Bally Twin Pony (new) .....	Call or Write
Am. Shuffleboard, 20', Overhead Score Unit, Coin Unit & Lights .....	295

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314 East 11th St. Erie, Pa.  
Phone: Glendale 2-3207

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

## Council Answers Questions

Continued from page 85

and executive committee of the council would never knowingly permit any racketeer or hoodlum to join its ranks, either as an individual or as an organization member. Should such membership be discovered, the individual or organization would be immediately expelled."

### No Slot Machines

Casola added that no member of the Council manufactured, distributed or operated illegal slot machines. He said some manufacturers "do produce a form of pinball game which is classified as a gambling device in some jurisdictions but not in others."

In response to questioning by reporters, Casola identified such pinballs as "bingo-type games," pointing out that these manufacturers sold such games "only in jurisdictions in which they were legal." Reporters also questioned him about slot machine manufacturer members, to which Casola added that under U. S. law, interstate shipment of slot machines was illegal and that such machines were produced only in Nevada (where they are legal) and that the Council had no manufacturer members from that State.

Casola pointed out that financial statements of the council will be audited by an independent accounting firm and that council records may be inspected by the membership at any time.

### History

In response to further questions, council members told reporters that the council represented some 500 members of the coin machine industry, that it was organized about a year ago (July 27, 1959, under Illinois laws as a not-for-profit corporation), that its sole purpose was to disseminate facts

about the industry and that the first year's work was spent primarily in getting organized, enrolling members, and hiring the Public Relations Board, a Chicago headquartered public relations firm, as consultant.

Sam Lewis, Williams Manufacturing, in response to reporters' questions, said that the industry was primarily interested in clearing reputations and that previous smears against the industry hadn't resulted in any noticeable loss of revenue to members, however, it should be kept in mind, "that any loss of reputation would ultimately affect the financial success of a business."

Citing an example of damage to reputation, again in response to reporter questioning, Ed Ratajack recalled an incident where a block-party was thrown in his honor when he moved into his Evanston, Ill., home. Upon telling the assembled neighbors of his business (manufacturing juke boxes), an auto dealer in the crowd answered, "Oh, my God, we have a hoodlum in the neighborhood."

### Unpleasant

Ratajack said the incident had been an unpleasant one and that it was some time before he was accepted at face value by the neighborhood.

Present at the press conference, from the consumer press, were Dick Griffin, Chicago Daily News; Roy Wiley, Chicago Sun-Times, and John Callaway, Columbia Broadcasting System news bureau. The trade press was represented by Aaron Sternfield and Nick Biro, The Billboard; Janet Elliott, Vend, and Lee Brooks, The Cash Box.

Representing the council were Casola, Lewis, Ratajack, Jack Bess, Roanoke, Va.; Bob Slifer, Chicago, and Ben Rogers, Public Relations Board, Chicago.

## Neb. Meet Mixes Biz & Fun

Continued from page 85

mission to plead for a new structure. Currently a 14-year depreciation schedule is applied in some counties on coin machine equipment, which operators contend is grossly un-realistic and unfair.

The format for the meeting was a departure from previous Nebraska Music Guild sessions, which used to run a full two days, with social programs for both weekend nights.

### New Format

The abbreviated program, with social fare Saturday evening and business Sunday, was planned to permit operators to leave for home early. The group voted to continue the schedule for at least the next meeting.

Nick Biro, The Billboard, was the featured speaker at Saturday's banquet. Biro put in a pitch for the group's co-operation in The Coin-Machine Council's public relations program and gave a brief explanation of The Billboard's music charts—how they are compiled and how they should be used.

Attendance for the weekend meeting was slimmer than usual, since there was some strong and understandable competition from the traditional rivalry of the Nebraska-Colorado football game, the Iowa-Purdue conflict and the Nebraska pheasant hunting season.

### Bear Arms

As it is, some operators came fresh from the football game, others arrived bearing game bags and shot-guns, ready to enter the field as soon as the two-day meet was over.

John Cooper, the Republican gubernatorial candidate, stirred some lively interest among the members with his appearance. Cooper flew in Sunday morning in a private plane, specifically to talk to the operator group, before going on to a TV appearance the same afternoon elsewhere in the State.

He told operators that the State had to expand its tax base to meet the increasing cost of government. He said encouraging industry to come to the State was just one means of doing this.

### Outdoor Ads

He cited his efforts on behalf of the outdoor advertising industry in which he opposed legislating against billboards on highways. He said he countered arguments that billboards detract from scenery by pointing out that the outdoor advertising industry was a legitimate industry and that curtailing its activities was unfair to people engaged in a legitimate business.

In answer to a question by Ted Nichols, Cooper said he felt a State sales tax would probably come as the State needed to broaden its tax base. He said that a referendum, maybe in 1962, was possible.

Attending the two-day conclave were Mr. and Mrs. E. E. (Romeo) Cleveland, Albion; Mr. and Mrs. Howard Ellis, Omaha; Mr. and Mrs. Ted Nichols, Fremont; Harry Abramson, Omaha; Marien Cipiniko, Omaha; Mr. and Mrs. Dick Taylor, and Mr. and Mrs. Mike Stangl, Lincoln; E. M. Cort, North Bend; C. R. McKee, Grand Island; Louis and Hugo Prell, Bremen, Kan.; Mr. and Mrs. V. G. (Doc) Stroh, Columbus.

### More Ops

Mr. and Mrs. Henry Dalrymple, Omaha; Jerry Harris, Denver; Ed Zorinski, Mr. and Mrs. Joe Blend, and Mr. and Mrs. Jay Hasenpflug, Omaha; W. C. Power, Sioux Falls, S. D.; Harold Klein, Omaha; Mr. and Mrs. John North, Norfolk; Donald T. McManaman, Robert Carsen and Barney Luckman, Omaha; Glenn and Doris Jenkins, Norfolk; Don and Val Cahey,

Omaha, and Mr. and Mrs. Ralph Reeves, and Mr. and Mrs. Randal Thies, Norfolk, hosts for the event.

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### WALL BOX SPECIALS

See. 200 Sel. W. B. \$77.50  
120 Sel. Rock-Ola  
W. B. 27.50  
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See.-G \$325.00  
See.-C 225.00  
See. V-200 265.00  
See. L-100 545.00  
2150 Wurl. 395.00  
Q-160 Seeburg Q Write

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Broadway 45.00  
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Surf Club 30.00  
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Gaytime 35.00  
Point Maker 295.00

### ARCADES

C.C. Rocket Shuffle \$ 75.00  
Telequiz 65.00  
C.C. Drop Ball 245.00  
Sidewalk Engineer 75.00  
Genco Motorama 195.00  
Ex. Shooting Gallery 75.00  
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Keeney Ranger Gun 195.00  
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# 6 POCKET POOLS..\$150.00

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## H. Berger Notes Group Interest In N. Y. Tourney

NEW YORK — On the eve of his departure for Miami and Jamaica, Harry Berger, of West Side Distributing Company, noted several new developments on his proposal for a coin bowling city-wide tournament here.

Berger told The Billboard that following a meeting in his office

last week, officials of the Westchester Operators Guild had agreed to present the whole plan to their membership for approval.

During the week, Berger also sat in at a membership meeting of the Music Operators of New York, at which time the tournament idea was discussed in detail. According to Berger, MONY prexy, Al Denver, invited Berger to come to Miami to present his plan to the board meeting of the Music Operators of America. Following this meeting, Berger planned to fly to Kingston, Jamaica, where he recently acquired an interest in a vending corporation. "I'll be away about 10 days," Berger said. "When I'm back, I hope we can really get moving with the tournament plans."

## Wurlitzer Co. Names Clare For Buffalo

BUFFALO, N. Y. — Wurlitzer has named Lewis L. Clare, president of Clare Enterprises, Inc., here, distributor for the Buffalo territory. Clare Enterprises has been active in the music and amusement field since 1939.

The firm will remain at 5428 Main Street, here, and will expand facilities to handle the Wurlitzer line. Lou Schuh, long associated with Clare, will be in charge of service.

The Clare territory will include the counties of Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Niagra, Orleans, Wyoming, McKean, Potter and Warren.

## Coin Robbers Hit St. Louis

ST. LOUIS — Coin machines have come in for their share of robberies in this area in recent weeks. Vandals have hit machines and robbers have held up company drivers or broken into their trucks to obtain loot.

Recently Fred Klaus, driver for American Cigarette Vending Company, was robbed of \$351 in a street holdup by an armed man. Klaus said he was returning to his truck after making a collection when a man approached him in an alley and drew a pistol.

Other robbers hit a truck owned by Spot Sales Company, which was parked. Collector Robert Phares reported a ventilator window had been forced open. The robbers were later arrested.

An undetermined amount of money was stolen from two milk vending machines at the Carver School. Vandals ransacked 14 rooms and the principal's office during the act. Damage to the building was estimated at \$600 by the principal.

## CMC Fact Sheet

Continued from page 87

some 100,000 are produced annually.

An average pinball machine is worth from \$500 to \$800.

Today there are five major manufacturers of juke boxes in this country and several foreign companies.

Approximately 80 per cent of all 45 r.p.m. records made are used in juke boxes. In 1959 this amounted to 47 million disks.

Approximately half a million juke boxes are in operation in this country at present. In New York City alone, a recent survey turned up well over 10,000.

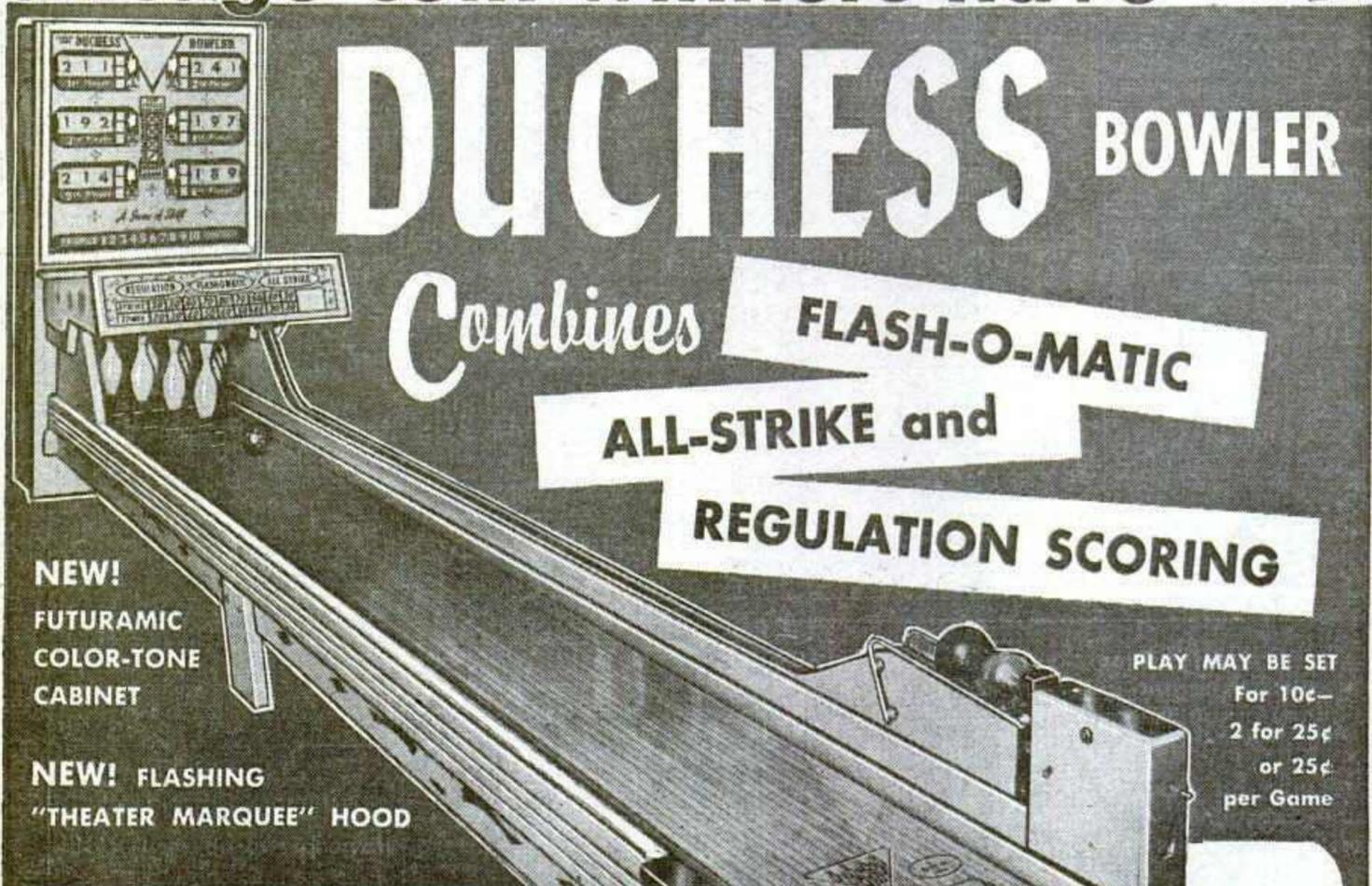
A modern juke box sells for about \$1,500, depending on its manufacturer. It yields an average gross of around \$17.50 a week, a portion of which is paid to the location.

For further information write to The Public Relations Board, Inc., in Chicago: Ben Rogers, 75 East Wacker Drive, RAndolph 6-2891; in New York: Henry Goldstein, 509 Madison Avenue, PLaza 9-0980.

## Mrs. Bye Celebrates

CHICAGO—Mrs. Estelle Bye, secretary of Ted Ruby, Marvel Manufacturing Company president for 16 years, celebrated her 25th (silver) wedding anniversary Saturday (22). About 100 people attended the fete including comers from Phoenix, Ariz.; Minneapolis, Michigan and Illinois.

# chicago coin winners have 'TPA'



## DUCHESS BOWLER

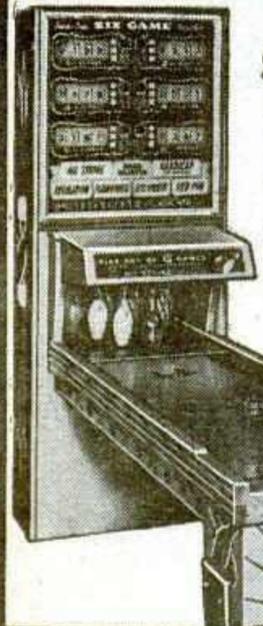
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### Regulation Bowling Scoring

### BUILD-UP PLAYER'S SCORE

Spare and Strike values increase during play from 20-30 to 30-40 holding 1 Strike... to 40-50 holding two strikes. Excitement increases each frame.

*plus*  
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Profit-proved Bonus Score is also featured. Builds up during game and collects when player makes strikes or spares in 11th frame.

TOP SCORE  
300

1 TO 6 CAN PLAY

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