

Album  
Samples

# The Billboard



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OCTOBER 13, 1958 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Lighting Face-Lift Due Amusem't Parks

### Foreign Tour Gives U. S. Owners New Slant on Color, Movement Techniques

By TOM PARKINSON

PARIS — Many American amusement parks next season will take on a new tone in lighting. This is indicated by comments of park owners who wound up a four weeks' tour of European amusement parks here Friday (3).

Almost to a man, the traveling park men stood in awe of European lighting techniques. From the soft color effects at Copenhagen's Tivoli Gardens to the showmanship of changing lights on rides at Munich's Oktoberfest and on to the animated panels and colored diagrams of Blackpool, England's, Autumn Illuminations, lighting earned the top interest of the visitors.

And most of them said they plan to try transplanting advanced European lighting ideas to their own parks. By spring the European concept to show lighting will be reflected on at least a couple of dozen American park midway.

The Americans, members of a tour party sponsored by the National Association of Amusement Parks, Pools & Beaches, observed these points about European show lighting:

The brightest way isn't necessarily the best way.

Tube lighting hasn't made bulb lighting obsolete.

Great use may be made of color combinations and cycles in merchandising amusement zones, individual rides, shows and other aspects of the business.

#### Softer Light Attracts

Considering brightness first, the Americans noted that some of them had gone overboard for wattage

in the past. High-powered bulbs and tubes have been considered the best . . . the brighter the better. But soft tones of the Tivoli and Oktoberfest convinced the travelers that this often is the better way.

Similarly, they realized that they had rushed headlong toward tube lighting fixtures in recent years. But they saw in Europe that bulbs still are effective, still have modern and pleasant applications at amusement centers. European parks and ride operators make good use of neon and other tube-style lights, but they also know when and where to use bulbs. Incidentally, the bulbs usually are of a low power so that customers may look at them and see the colors and changes in combinations without eye strain.

Where an American park ride might be illuminated with numerous tubes, even of various colors, European rides are much more elaborately lighted. There are many colors in use and often they include running lights, blinkers or other movement.

#### 3,500 Bulbs on Ride

At the Tivoli the thousands of little lights on the front of a new concert hall are equipped to quiver slightly. This is intended to reproduce the effect of the old gas jets they replace. There are unusual lighting effects in Tivoli's illuminated fountains and lakes, and especially in the way Tivoli has

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## SAWBUCK KEY TO MEMBERSHIP IN AVANT-GARDE

NEW YORK — Sophisticated audiophiles, who feel they'd like to rub elbows with the professionals in the hi-fi field, will now have their chance for just 10 bucks a year.

Under a new plan of the Institute of High Fidelity Manufacturers — the industry trade group now functioning as a national service and educational body — a public subscription plan with a \$10 tab is being launched.

For his sawbuck, an audiophile will get a variety of items and privileges.

For one thing, he'll get a package which includes a choice of a special test tape or disk developed for the IHFM by audio engineers to check the performance of hi-fi systems.

Subscribers also get 12 monthly issues of the IHF Confidential News Letter, reporting advance data on new equipment. Also, there's a free six-month subscription to any one of five popular hi-fi magazines, a discount follow-up; a choice of one of a pair of standard hi-fi texts, and a 20 per cent discount on any book on audio, electronics, or acoustics now in print.

Subscribers will also get a pin that will get them in without charge to IHFM-sponsored audio and music shows, and even a parchment wall certificate suitable for framing, just to make the whole thing official.

## FM Multiplex Keys Stereo Aircast Pro-Con Debate

### Birth Pangs in Picture Call for FCC Attendance in Delivery Room

By CHARLES SINCLAIR

NEW YORK—FM radio, long one of the top album promotional outlets for record companies and a mainstay of the hi-fi components industry, is currently deeply involved in exploring one of the most intriguing electronic developments in years: stereo multiplexing.

This brand of two-channel broadcasting on a single frequency—the ultimate refinement of the current rush into AM-FM and radio-TV stereocasts—bids strongly to keep FM-only as well as AM-FM stations in step with the current boom in stereo recordings. And it opens wide a whole new field of component hi-fi developments ranging from do-it-yourself kits for "multiplex adapters" to built-in multiplex units in packaged console radio-phonos.

#### Hitting Public

The birth of this new, all-FM stereo medium is attracting plenty of public attention. An undisputed hit at the recent New York High Fidelity Music Show, for example, was the multiplex display staged by New York's FM-only WBAI, an indie whose imaginative music programming has caught the attention of both Madison Avenue and sophisticated Gotham listeners.

For the audiofest, WBAI in-

stalled remote studio, complete with multiplex gear based on the one-track, two-channel system developed by audio researcher Murray C. Crosby, and originated FM-only stereocasts before the eyes of a fascinated audience—then picked it up with an FM tuner, unscrambled the "compatible" signal, and played it back in stereo outside the studio on home equipment.

Thruout the remainder of the show, such exhibitors as Madison-Fielding (see recent stories in The Billboard), Sherwood Electronics, Fisher Radio and others showed off prototypes of new multiplex adapters to fascinated audiophiles.

But multiplexing is also having its birth pangs.

Unlike the stereo situation in the record field—in which the firms quickly agreed on the Westrex 45-45 system and have stuck with it, apart from a brief Columbia Records flurry on "compatibility"—the situation is very fluid in multiplexed FM radio.

#### FCC in Picture

For one thing, the Federal Communications Commission and its domain must be considered; it's not enough for FM stations to agree on which of several types of multiplexing will get the nod. And, as far as the FCC is concerned, "it's still far too early for any broadcast standards to be set up, or considered, in connection with multiplexed stereo music on FM sta-

(Continued on page 14)

## NEWS OF THE WEEK

### Engineers Licking Problems Caused by Stereo Disks . . .

The introduction of stereo disks early this summer also raised a host of new technical problems for the manufacturers. But they are being overcome. . . . Page 2

### AFM's Kenin Outlines Plan To Revive Interest in Bands . . .

American Federation of Musicians organizing "top new band of the year" contest as an annual project. Herman D. Kenin, AFM president, notes this is one of two major undertakings designed to promote music and musicians. . . . Page 3

### Changes in Distribution of ASCAP Collections Hinted by Cunningham . . .

Reporting to the Chicago membership meeting, ASCAP Prexy Paul Cunningham hinted this

week at possible changes in "the system of distributing ASCAP collections to its members." Cunningham added that "any such changes would be dictated by Washington." The Society is subject to Federal Court consent decrees. . . . Page 2

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## Europe Digs Animation

PARIS — While lighting and music are big factors in the way Europeans flash their amusement rides, animation also figures strongly in midway operations.

Rows of chickens bob their wooden heads on the front of a roast chicken stand at the Oktoberfest. Nearby the animated figure of a lion, trade-mark of a German brewery, moves and roars. On the front of Funhouses at both Munich's Oktoberfest and the Brussels World's Fair are mechanically animated cows' heads.

There are mechanical monkey bands, savages cooking explorers and dozens of other animated groups in Europe's parks. Added to this are the animated figures of dancers and musicians on the fronts of highly ornate band organs.

## Multiplex Is Radio Veteran

NEW YORK—Altho stereo was just a gleam in the eye of a few experimenters back in 1950, there's nothing new about the idea of sending a multiplexed signal via FM radio.

The first major trade story on the subject of multiplex appeared in The Billboard, in the issue of June 24, 1950, under the headline "New System Gives Outlets Multi-Service" and the byline of Sam Chase.

Story reported on William S. Halstead's early experiments with the wartime OWI, multiplex tests on WGYN, New York, and explored possibilities for its use. Multiplex, said the story prophetically, could "turn FM broadcasting from a red-ink industry into a medium with muscles."

**HANDICRAFT BIG FACTOR**

**Engineers Licking Stereo Production Headaches**

By BOB ROLONTZ

NEW YORK — The fabrication of stereo records has created a host of new mechanical problems for manufacturers. Tho many of these problems are gradually being solved, enough remain to continue to cause concern among record companies. These mechanical problems make the production of stereo records more difficult and more time consuming, and add to the cost of producing stereo disks, as against monaural LP or 45 r.p.m. records.

Stereo records are more difficult to manufacture at all levels, starting with the cutting of the master itself, the plating, the manufacture of stampers and the finished product. It takes longer to cut a stereo master than it takes to cut a monaural master, and it has to be inspected more carefully. Due to this there is a high re-cut rate on stereo masters. The plating of the stereo record is also more involved and a more delicate operation than on other types of records. Stampers require more care, and only last about half as long as stampers used for monaural records. And finally, the finished product requires more careful inspection and thus has a higher reject rate than on monaural disks.

This reject rate on stereo LP's has been running higher — at least up until recently — than on monaural LP's. It is estimated that the ordinary reject rate on monaural LP's runs about 10 to 12 per cent for the industry today. The stereo

reject rate has been running, it is estimated by engineering execs, at about 20 per cent for most firms. RCA Victor says that their reject rate on stereo records is now at 14 per cent, but Columbia Records says that their reject rate is considerably higher than 20 per cent — deliberately — due to their rigid inspection standards.

Stereo records must be inspected much more carefully than monaural disks because the multiple movement of a stereo needle picks up defects on one side of the groove wall that were not picked up by

the lateral only movement of a needle used for monaural LP's. These defects create objectional noise on stereo records. And slight scratches on the surface of a stereo record, which again make little difference on a monaural LP, cause much noise on a stereo LP. Thus a stereo LP must be a more finely finished product than a monaural LP.

**Groove Problem**

The bottom groove of stereo LP's is also causing a technical problem for manufacturers. The stereo

*(Continued on page 43)*

**Finn Reports RCA Disk Boom Abroad**

NEW YORK — Dave Finn, planning and merchandise manager for all RCA Victor album product, returned last week from a European trip to 15 countries, where he visited associate firms distributing RCA products. Finn came back to the U. S. most optimistic about the way sales of RCA products are going overseas and predicted that this year's figures on RCA's foreign record sales will be much ahead of last year.

Finn went overseas to show RCA's European associate merchandising techniques used in the States for new album and 45 r.p.m. releases. Most of the European distributors, said Finn, were struck with the tie-in deals arranged by RCA Victor here with product manufacturers such as the Hires Root Beer and Kellogg's Corn Flakes promotions. They were also impressed with the elaborate salesmen's kits used by RCA Victor salesmen in the States and many intend to start using similar sales aids.

Finn's trip took him to Hamburg, where he met with the Teldec firm; in Copenhagen he met with Hede Nielsens Fabrika; in Oslo he saw the V.E.R.A. firm and in Stockholm the Grammophon A. B. Electra. In Frankfurt, Finn visited with the International Mercantile Corporation, and in Zurich with the Musikvertrieb A. G., which also handles Capitol, London and Decca Records there. In Vienna, Dave met with a branch of Musikvertrieb of Zurich, and then went on to Italy where he visited dealers in Venice, Milan and Florence, as well as the RCA factory in Rome, called RCA Italiana. Finn said business is booming for RCA in Italy.

Finn also visited RCA's Madrid plant, RCA Espagnola, one of RCA's newest plants abroad. Plant

maintains its own art department to handle art for LP and EP covers. In Paris, he met with execs of A.E.R.A., who also handle London and Decca there. In Belgium, he met with Inelco chiefs and in Amsterdam with branch managers of Inelco. From Amsterdam, Finn went to London to meet with English Decca chiefs, and his last stop was Dublin where he met with Irish Record Factors, a sub-distributor of the Decca Corporation of London. Finn mentioned that this branch can't get enough John McCormack records to handle the demand.

Finn stated that there is much in-

*(Continued on page 47)*

**Opinion Divided on Morris Package Bid**

NEW YORK — E. H. Morris Music has made a bold bid to acquire additional album recordings of songs in its vast catalog of pop material. The means to this end consists of a 42-page promotion booklet which provides an alphabetical listing of close to 200 songs published in the various Morris firms (Morris, Mayfair, Melrose, Meridian, Harwin, Vogue, Crestview and Charling) with the music for the opening line of the chorus for each.

The inside folds of the two-color separate cover also list a series of specials including Dixieland numbers, a vast assortment of college football and alma mater songs,

**VICTOR SKEDS STEREO DISKS FOR JUKES**

NEW YORK — RCA Victor is making available to juke box manufacturers of stereo juke boxes, two packages of stereo EP's and 45 r.p.m. singles. One package will contain 25 EP's. The other package will contain 12 singles, including the latest by Perry Como and Henri Rene. The manufacturers of stereo boxes will make these packages available to all purchasers of their stereo jukes to use on the machines.

**Goodman to Launch Own BG Label**

NEW YORK — Benny Goodman has inaugurated his own record label, to be known as BG Records. Elliot Wexler will be associated with Goodman on the project. Initial release will be a 45 r.p.m. single of "How Can You Forget," written by Rodgers and Hart originally for a Broadway show in the 1930's. The song is now being featured in the upcoming legitime "The World of Suzie Wong." In the show, a tape of the tune by Goodman is played as part of a scene where a juke box is played.

One side of the disk is an instrumental with flip carrying a vocal by Helen Ward, a former vocalist with the Goodman band. Label's plans for the future as yet are uncertain but it is believed that other artists will be signed and recorded and that the label is in business for keeps. A distribution network is now being set up by Wexler.

**King Cuts All EP Price Tags To \$1.29 Top**

CINCINNATI — King Records, one of the last of the larger firms to lower its EP price, will now carry a suggested \$1.29 retail tag on all King, Federal, De Luxe and Bethlehem 45 r.p.m. EP's, instead of the previous \$1.49 price. Dealers will suffer no inventory loss, says prexy Sydney Nathan, since heretofore all King-distributed EP's had been sold on a "buy eight get one free" basis amounting to a 12½ per cent discount, whereas the new dealer cost reduction from 91 cents to 80 cents amounts to only an 8 per cent reduction.

King will now launch a heavy EP release schedule to kick off the price drop, featuring a regular jazz line for Bethlehem. The recent recession and tight consumer dollar has partially prompted the upturn in EP sales, Nathan says, and the King reduction to the almost-standard EP pricing level.

**Cunningham Hints At Distribut'n Switch**

CHICAGO — Prexy Paul Cunningham and other officials of ASCAP reported on their year's work to members here, then blew them all to cocktails and dinner last week at the fashionable Drake Hotel.

The financial report was the same as the one given previously in Los Angeles and reported in last week's Billboard.

Cunningham hinted that some changes might be expected in the system of distributing ASCAP col-

lections to its members, but said that briefing meetings will be held for all members before such changes take effect.

"Any such changes," Cunningham said, "won't be of our own volition but would be dictated by Washington."

ASCAP is subject to consent decrees by a federal court.

He also announced that Memphis is naming a park after the late W. C. Handy and that ASCAP will erect a statue there to honor the songwriter.

**Burns Appoints Key RCA Execs**

NEW YORK — Charles M. Odorizzi was appointed group executive vicepee of Consumer Products and Services for the Radio Corporation of America this week by John Burns, head of RCA. Odorizzi was formerly vicepee for RCA sales and services, and now he will have responsibility for all consumer products as well as services of RCA. He will still supervise the RCA Service Company, RCA Institutes, RCA Victor Distributing Corporation, and RCA Victor, Ltd. of Montreal.

Burns also made some additional exec assignments for RCA. P. J. Casella was upped to executive vicepee of consumer products. He will be responsible for the activities of the RCA Victor TV division, the RCA Victor radio and Victrola division and the RCA Victor Record Division. He will report to Odorizzi and will continue as president of the RCA Victor Company, Ltd., of Canada.

W. Walter Watts, group executive vicepee, will have added to his responsibilities the RCA international division, formerly under Odorizzi. The RCA Electron Tube division and the RCA semiconduc-

*(Continued on page 47)*

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## KDAY Expands Pay 'Record Test' Plan

Distributors Can Test Disks on 10-Day Six-Station Basis

HOLLYWOOD — Station KDAY is expanding its play for pay "test record" plan, timewise as well as geographically. Several months ago the outlet announced that it would help the disk industry pre-test its releases by providing a given record eight airings per day for a week's period for a set rate.

According to the station, the plan has proved quite successful as an interesting programming device, a money-maker for the outlet, and above all, as a safety valve for releasing payola pressure on the area's jockeys in general. On the latter count, station feels its above board play for pay plan, wherein a distributor knows it will get a specific number of exposures per day (i.e. eight plays during each day of the test), is far more attractive than trying to snare spins via under-cover payoffs.

Timewise, the "test record" plan is being expanded from the former week's test period to a full 10 days. (Continued on page 47)

## Gee to Head London Mills

LONDON — Cyril Gee has been appointed general manager of Mills Music, Ltd., and B. F. Wood Music Company, Ltd. to succeed the recently resigned Fred Jackson. The announcement of this and other changes in the Mills British set-up were made by Jack Mills, proxy of Mills Music, who was here from the States to attend a Board of Directors meeting.

Other announcements covered the reappointment of R. Alan Syrett as a director. Stanley Gorrie was appointed a new director. Operational end of the outfit, except for the Gee change, remains intact. Mills said he was extremely pleased with the enthusiasm and confidence given to him by the entire organization.

On other fronts, Jack Mills visited Madrid for conferences with Ediciones Quiroga; Milan for huddles with Carisch officials; London, for meetings with associates W. Paxton & Company, Ltd., Joseph Williams, Ltd., and Alfred Lengnick, Ltd., whose catalogs are repped by Mills Music in the States and Dublin, for confabs with Pigott and Company, Ltd., leading Irish firm also covered in the States by Mills.

Mills also visited in Paris, where he acquired several new songs which reportedly have already been received with keen interest.

## Joyce Slaps Haley With Royalty Suit

PHILADELPHIA — Jolly Joyce, who heads the agency bearing his name, struck back last week by filing action against his former client Bill Haley, asking 10 per cent of all record royalties during the past four years. Action was filed with the American Federation of Musicians after Haley left Joyce and set up his own Continental Artists in nearby Chester, Pa.

Joyce claims Haley gave him verbal assurance that he would re-sign for five years more, which is why he waived disk commissions. Until last week, Joyce says, Haley was still committing himself verbally to a new contract.

## 16 NEW LABELS IN SWEEPSTAKES

NEW YORK—Sixteen new labels joined the label parade this week. Here are the names and addresses of the newcomers: Wild Records, care of Billy Snel, 129 West 69th St., N.Y.C.; Jolt Records, 1606 Argyle, Hollywood 28, Calif.; Hitt Records, 602 Park St., Baytown, Tex.; Yucca Records, Box 641, Alamogordo, N. M.; Stomper Time Records, care of Eddie Bond Enterprises, 64 Flicker St., Memphis, Tenn.; Eastman Records, 11700 West Olympic Blvd.; Los Angeles 64, Calif.; Destiny Records, care of Bob Archibald, 1697 Broadway, N.Y.C.; Aameo Records, care of Alison Enterprises, 1604 Broadway, N.Y.C.; Gem-Tone Records, R. 7, Box 209, Ft. Worth, Tex.; Hamilton Records, care of Dot Records, 157 West 57th St. N.Y.C.; Mira Records, 31 West 54th St., N.Y.C.; Rondolette Records, care of Rondo Records, 721 11th Ave., N.Y.C.; Bomarc Company, 2721 Snyder Ave., Philadelphia, Pa.; Star-Light Records, 1620 Edgewood Ave., Racine, Wis.; Magnet Records, 5651 Melrose Ave., Hollywood, Calif.

## Cap 100% on Xmas Wax

HOLLYWOOD — Capitol is placing its entire October album release including its seven new Christmas packages and its entire Christmas package catalog on a hundred per cent exchange. In addition Cap will continue its 10 per cent exchange on current catalog package product.

## VTR Opens New Road For Disk Promotion

HOLLYWOOD — A new and promising avenue for record promotion is taking form as the use of video tape recording equipment continues to spread among TV stations. The video tape recorder, developed by Ampex permits the recording of both picture and sound on magnetic tape. Playbacks can be instantaneous, do not require costly and time consuming processing as in the case of kinescopes. Tapes show recording artists performing their current disk tunes lending visual impact to the sales promotional appeal of having only the audio portion aired. These are made available to TV stations for use in the same way as radio deejays spin platters.

Approximately 50 markets today have VTR equipped TV stations with Ampex filling back orders from the majority of video outlets.

First to explore the VTR record promotion potential is Jerry Sybilrud, Mercury Records promotion manager for Southern California and Arizona. Sybilrud pays station KTTV for the use of its VTR equipment to obtain off the air

## Christy Plugs Disk Via New Gimmick

NEW YORK—Tommy Christy is promoting his own disk of "Choo Choo Cha Cha" on Scot via an interesting gimmick. Each disk is packaged with a cha cha instruction sheet, which according to reports, has many jocks flipping. Many of them are said to be running cha cha contests based on the instructions. Christy is the brother of Sal Chiantia of the Leeds Music empire.

## LIVE MUSIC HYPO

# AFM 'Top Band' Project Seen as Sparkplug for All Show Business

NEW YORK—A competition to name the "top new band of the year," one of the major projects of the American Federation of Musicians in promoting live music, is now being crystallized and is expected to generate tremendous interest in all facets of show business. The "top new band" will be "discovered" thru regional auditions starting this winter and culminating in a national "playoff" at Eastertime in 1959, according to Herman D. Kenin, AFM president. Kenin announced that many music promotion entities would co-operate in the contest, which will include entrants from all parts of the

United States, Canada, Puerto Rico, Alaska, the Virgin Islands and Hawaii.

The top band of 1959 will cut a record album, and will be introduced to the nation over television. The band will also play a season of engagements in major ballrooms, in addition to winning an "Emmy" award and various substantial prizes.

Details of the contest are to be worked out at a meeting October 20 attended by the members of the AFM executive board and spokesmen of the National Ballroom Operators Association, Record companies, bookers, broadcasters, music

educators and name bandleaders will be enlisted in a national sponsoring committee to be announced following the October 20 meeting.

Kenin pointed out that the "top band of the year" project is planned by the Federation and its co-operating agencies as an annual promotion for live music entertainment. He added: "We and the many other groups who have a professional and cultural interest in seeing the American band tradition survive, hope that the "top band" contests will, thru the years, be a compelling factor in reviving what was once a great American pastime—community dancing to 'live' music."

Kenin noted that concurrently with the band contest, 700 AFM locals will be engaged this winter and next spring in a cultural music project for talented young string players. This is "The Congress of Strings," a plan involving participation by labor, educational and industrial groups, whereby at least 50 youths will be given scholarships by the AFM and will be tutored by noted masters of the stringed instruments. Dr. Roy Harris, noted American composer and music educator, will supervise the "Congress of Strings." Kenin points out that there is a shortage of competent strings performers of symphony merit, and that he hoped this deficiency would be met by the annual "finishing school" for young, talented musicians.

## Carlton Package Debut Impressive

NEW YORK — Carlton Records, currently hot in the singles field, has kicked off what amounts to one of the most impressive initial package releases by an indie label. Product includes 16 packages, six of which are stereo versions also available monaurally. Elaborate brochure for distributors and salesmen emphasizes the concept of "handicraft" — whereby, according to President Joe Carlton, his disks bypass the process of "electronic limitation" with the resultant product offering optimum range and balance.

Art work on the Carlton covers are light and airy, with a modern

accent, and the packaging includes several noteworthy features apart from polyethylene bagging. These are sheet lamination, which is more expensive than liquid lamination; vertical text on the spinal copy for easy reading, and, on the stereo disks, a raised velvet hand-flocked stereo identification.

Product includes packages by George Liberace, trumpet hits by Charles Margulis, "Atlantis in Hi-Fi" by the Bavarian State Symphony Orchestra, show tunes by Nino Ranni, a package by Jack Scott, "The Oud," an album of harem music played on the Oud, a Middle Eastern stringed instrument; "The Cheerleaders Sing Dixieland Jazz," a jazz guitar album by Lloyd Ellis, "Confessions of Love," described as passionate prose readings by Mary Lee Fair; "Serenades for Sex Kittens" by Dante and his ork. Of the foregoing. (Continued on page 44)

## Copyr't Expert To Give Talk

NEW YORK — Joseph McDonald, well-known attorney on the music scene, will address the Copyright Luncheon Circle here Friday (24) on the subject "New Uses of Music." An informal group the Circle consists of a majority of the Copyright Bar of this city.

McDonald recently resigned his post as head of the legal department of NBC to take up private practice of law in Washington. He is well known for his past service in negotiating contracts between the networks and the American Society of Composers, Authors and Publishers covering radio and TV use of ASCAP material.

## 3-TRACK SOUND FOR CLEVELAND

CLEVELAND — With stereo barely out of its cradle, a new (to Cleveland) infant was introduced October 11—triphonic sound. The first of a weekly half-hour three-channel simulcast by WEWS-TV, WERE-AM and WERE-FM here blanketed a large Ohio area whose audience was required to have in use two radios and a TV set in one room. Sponsor is Schuler Distributing, Inc., local distributor for Webcor stereo products. Same method is in use at WNTA, New York, on a live jazz show.

## Kerr Named To Merc Post

CHICAGO — Michael Kerr has been named to Mercury's newly created post of radio-TV station relations manager. It was announced by Ken Myers, director of advertising and promotion. Kerr will take charge of all deejay promotional activities formerly handled by Tommy Schlesinger, publicity chief.

Schlesinger is to be freed to build up the firm's press relations and to help foreign licensees cultivate publicity channels. The press, Myers pointed out, is far more important overseas as a record promotion channel than in the United States. Also, Schlesinger continues to be in charge of special projects, conventions and shows.

## Muzak Holds Huddles With Cameo Firm

NEW YORK — In spite of denials it was learned this week that final negotiations were underway for the purchase of Cameo Records by the Muzak Corporation. As The Billboard went to press Bernie Lowe was meeting with Muzak executives concerning the sale. It was understood that if the sale took place, Bernie Lowe, head of the diskery, would remain with the label to handle its a.&r. operations, and that Jan Maver would head up the New York office. Sum discussed for the label was \$250,000 plus. Cameo now has three hits coming up and recently introduced a strong package line.

## Name Wieland 20th-Fox Exec

HOLLYWOOD — Norman Wieland, member of The Billboard's New York advertising sales staff, this week was named merchandise manager of Twentieth-Fox Records. Henry Onorati, Fox label president, told The Billboard that Wieland's duties will embrace production of advertising and sales promotion material, package cover art material and handling distributor contact and relations. He will also assist in formulating sales and promotion planning.

Onorati said his appointment of Wieland coincides with a general expansion drive by the label following a summer during which world wide licensing and distribution was lined up. Onorati is currently on the Coast for meetings with studio brass and lining up talent and sound-track rights for future release under the T-F banner.

Wieland has been on The Billboard staff for the past two years. Prior to joining the publication, he was active in the advertising agency and record company fields.

# Lusty Stereo Baby Sparks Industry Poll Scratching

NEW YORK — Record industry leaders are sitting down at their desks these days and—in solo or in concert—puzzling over the happy problem of stereo. For stereo records, altho still only a small percentage of the over-all package record market, are showing one of the most exciting sales growths of any new type of industry product developed since microgroove records. Some industry leaders in fact say that the very word "stereo" is beginning to have the same hypnotic effect on the general record buyer as the word "high fidelity" did about five years ago.

This sales ratio of stereo disks to monaural disks, which is roughly estimated to average now anywhere between 5 to 10 per cent of package sales, is not the same from company to company. Some of the smaller diskeries, such as Audio Fidelity, Grand Award and Stereo-Fidelity Records, say that their sales of stereo disks to monaural average as high as one to four, or 25 per cent of their total volume. Yet the larger firms, say that their percentage is much lower. Of course, smaller firms have much smaller catalogs than any of the giant record firms, and never did sell monaural disks in the same volume as the major companies, so it is to be expected that the larger firms would have a lower proportion of stereo sales to monaural. Yet, the very fact that the small firms are already selling as many stereo disks as they are has surprised a lot of tradesters.

At the start of the stereo unleashing early last summer, executives of the major firms estimated that stereo records would get only 20 per cent of the market and that 80 per cent of all LP sales would

be comprised of monaural records for a long time to come. This was scoffed at by many indie labels who intended to go all out on stereo, saying that the large firms were merely trying to protect their large backlog of monaural records. It is possible that by this time next year these conservative estimates of stereo sales may turn out to be correct as an overall industry average, yet there are portents that say they may be much too conservative.

## Fascinating Study

Stereo sales at the moment are a fascinating case study in themselves. Equipment stores have moved into the stereo record business with a band. (The Billboard, September 22). In these stories the ratio of stereo sales to monaural sales are running as high as one to one. Since this is a whole new market for record sales these hot sales

for stereo disks were not foreseen by most record industry sales chiefs. In addition, wherever stereo records are demonstrated, whether at hi-fi shows, or in record stores, stereo records sell. This, of course, is what has given the equipment dealers the big jump in sales of stereo disks. And stereo disks are selling much better in large city markets than in rural areas for just this reason, as few small town dealers have as yet set up stereo demonstration equipment.

Component manufacturers report a real boom in sales of stereo equipment. Altho it's early to tell, some package manufacturers of stereo sets, who shipped their equipment early in August, report that they are getting substantial reorders on their sets. What is most important here, as far as stereo is

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# SORD Protests Club Deal, Marek Replies

By BERNIE ASBELL

CHICAGO — The Society of Record Dealers (SORD), formed last July to combat record clubs, trans-shipment and discounting, is circulating the text of protest letter to George Marek, RCA Victor topper, concerning the offer of the Van Cliburn album as a membership incentive for the RCA Victor Record Club. Also being circulated is a portion of Marek's reply. Both are contained in the first issue of a SORD newsletter.

The newsletter also reveals that SORD is on the verge of retaining a law firm specializing in antitrust cases. The unidentified firm, which has never lost a case in the higher courts, according to the letter, would file suit "against violators of federal statutes regarding discriminatory prices in the industry." The letter charges that wholesale trans-shipment of "illegally" discounted records is in violation of the Robinson-Patman Act; that special discounts and return privileges to rack jobbers violate the Robinson-Patman and Clayton Acts; that discounts offered to consumers thru record clubs "represent clear-cut violations of the antitrust laws."

The letter to Marek said in part: "One of (our) greatest concerns was the addition of the Van Cliburn album to the RCA Record Club... This record could have been used by the dealers of Amer-

ica as a great boon to the summer and fall business and that offering it thru the club has denied them a great deal of profit. We consider this action grossly unfair and calculated to benefit the RCA Record Club at our expense.

"It has been our understanding that club activity was intended to tap the yet undeveloped potential of the record market, on a share

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## FOLLOW YOUR AUDIENCE

### DJ's, Programmers Must Alert to New Radio Era

By BOB BERNSTEIN

NEW YORK — Disk jockeys and radio programmers must keep up with an ever-changing medium or lose identity with their market, warns H-R Representatives, station rep for 42 outlets. "Maintain your personality, but better change with the audience in this new era when radio is heavily local," says Avery Gibson, H-R research director. The trends noted by Miss Gibson on her latest cross-country wanderings include:

Less jockey talk and on fewer topics. Stress on local news and

local Top 40 greater than ever, often at the expense of national. Newscasts immediately followed by a Top 10 song. Sharp contrasts in style of programming for morning, afternoon and evening on the now-accepted theory that people operate on totally different tempos during the different portions of the day.

Always have a cause or a contest going, urges the researcher. The former must be clearcut and undebatable, like "a new school bus route, community chest fund or safety drives, and not controversial like segregation or elections." The latter must be catchy and talk-

(Continued on page 36)

### CBS-Radio Debuts Network Jazz Strip

NEW YORK — Jazz continues its broadcast growth with CBS-Radio launching the first network jazz strip, "Jazz Is My Beat." Jim Lowe hosts the nightly 8:30-9 p.m. stanza, which features Elliot Lawrence and ork and guests with disk names. Web execs frankly admit it's an experiment to see if a strip can attract sponsorship, in the light of recent successful, fully-sold jazz spectacles.

### Decca Adds to Archive Sets

NEW YORK — Decca Records' Gold Label Division has added five new releases to its de luxe Archive Series. The disk, recorded and pressed in Europe, carrying a tag of \$5.98. Included in the new group are a series of Gregorian chants, and selections from the works of Dietrich Buxtehude and Johann Sebastian Bach.

## LP PROFITS GO TO CHARITIES

NEW YORK — In a most unusual move, RCA Victor has turned over their Danny Thomas album "The Jazz Singer" to charity. The LP is being pressed by RCA Victor with the proceeds going to St. Jude's Hospital in Memphis, Tenn., and local charities in other cities. In New York, Retarded Infants Services, headed by Herman Rush, will share in the proceeds from the sale of the set.

The deal for the album was originally set by the late Manie Sachs. The Sachs foundation will receive a share of the money in the Philadelphia area.

## N. Y. Dealer Org Elects Officers

NEW YORK — The New York Association of Record Dealers met last week and elected officers for the recently-formed organization. Elected to key positions were: Sy Bundy, president; Jimmy Randolph, vice - president; Jerome Goldberg, vice-president; Martin Cooper, vice - president; Angelia D'Alessandro, recording secretary; Ray Ratinez, corresponding secretary; Charles Litchman, treasurer, and Louis Shapiro, financial secretary.

In addition to the election of presiding officers, the association also selected a committee to form bylaws. Membership for the group now totals 107, and is composed of dealers from the greater metropolitan and New Jersey areas.

## KDKA Sets Up Disk Audition Plan for DJ's

PITTSBURGH — A new method of getting the ears of disk jockeys has been inaugurated by Westinghouse Radio's KDKA here. Under the system, disk and song pluggers will audition new records for the station's jockey staff at a series of Monday night record clinics.

The 6 to 8 p.m. weekly session will provide opportunities for local distributors to play their latest releases for an assemblage of the station's deejay staff, including Art Pallan, Bob Tracey, Jim Williams, Clark Race and Rege Cordic, plus music producer Danny McKenna, librarian Ruby Whalen and program manager Guy Harris.

Each pluggers will have 10 to 20 minutes or more to intro his latest plug wax. Jocks and pluggers are expected to exchange ideas and opinions on what listeners want. The clinics are also expected to help weed out any offensive material that "occasionally is put on record by offbeat publishers."

Jockeys will not, however, be limited to the records played at the clinic sessions. It's also stressed that record pluggers will still be free to visit the station at any time during the day thruout the week.

## Linke Sets New Agency Firm

NEW YORK — A new firm, Richard O. Linke Associates, Inc., was formed here this week by agent and personal manager, Dick Linke. Associated in the new firm as an assistant to Linke will be Mel Shayne, formerly of the William Morris Office.

Clients repned by the firm include Andy Griffith, Tommy Leonetti, Gloria Lambert and the Jada Quartet. Linke also pacted band leader-arranger Dick Maltby and will rep the maestro in radio and TV and will assist in booking the band.

Linke and Griffith are also partners in a separate enterprise, the Griffink Corporation, which owns and operates Andy and Dick's record store in nearby White Plains.

## Columbia Ups Roberts

NEW YORK — Columbia Records has tapped Cal Roberts to head Columbia Transcriptions, the custom record division of the diskery. Roberts, who has been national sales manager of Transcriptions, succeeds Al Schulman. The latter was made general manager of Epic Records last week.

## Rondo Skeds 14 Stereos

NEW YORK — Rondo Records will release 14 more stereophonic LP's next week. This brings the total number of LP's released by Rondo to 50. Sets include classical and pop items as well as some sound albums cut specifically for stereo. Diskery will also release 10 more sets for its Rondolette series, with one classical album and the rest in the pop vein.

## Granz Unit Scores In Copenhagen

COPENHAGEN — Norman Granz's first jazz unit to appear here this season was "Jazz From Carnegie Hall," featuring trombonists Kai Winding and J. J. Johnson, at the 4,000-capacity KB Hall, recently.

The unit had played two concerts in Gothenburg the preceding night and this meant a fairly big jump, plus immigration and customs formalities to be coped with—little, if any, time for rehearsals prior to their concerts here. This concert had Kai Winding, rated as a former local boy, who had made good, and that helped him and his partner J. J. Johnson net a lion's share of the kudos, with their trombone duos.

The second concert drew a full house and a noisy audience, which gave the musicians encouragement to show their stuff. Pianists Phineas Newborn and Red Garland; drummer, Kenny Clark; sax players, Lee Knoitz and Zoots Zim, as well as bass, Oscar Pettiford, rated laudatory mentions from some of the critics.

Richard Stangerup handled the booking and ticket sales. Ducat prices ranged from 60 cents to \$1.75.

## Cosnat, King Karol File Suit Answer

NEW YORK — According to papers filed in a New York Federal Court, Cosnat Distributing Corporation and King Karol Music Stores filed answers making a general denial of allegations and asking dismissal of the suits against them started by Audio Fidelity Records, Inc. Audio Fidelity had filed separate suits against Cosnat and King Karol charging that the defendants use of the trade mark "Stereo Fidelity" in the sale of records infringes the trade mark "Audio Fidelity." The suit seeks to enjoin the defendants from the use of the "Stereo Fidelity" trade mark or anything similar, and an accounting of damages sustained. (Stereo Fidelity is the name of Dave Miller's stereo label out of Philadelphia.)

## ARE YOU READY, MAN?

### Goldie's Latest Hot Flash for BMI Logging

NEW YORK — The long-standing problem of how a music licensing organization can better log performances on non-network radio stations, may be near solution. From the hopper whence many of the more colorful ideas to burst on the music scene have been germinated—namely, Aaron (Goldie) Goldmark, comes an offbeat but noteworthy suggestion.

Noting, with a sweeping gesture that "I think I've got it," Goldmark told The Billboard of a revolutionary plan he has suggested to BMI officials.

"You know every radio station has got to have itself a transmitter, right? The fellow that has to sit out there gets mighty lonesome with his pot of coffee and his mag-

azines. He's got nothing to do but watch the meters and the vacuum tubes. So, are you ready? We sign the transmitter engineers up to carry out a running 24-hour log of everything that's played on the station. Then, you know these guys can always use some extra loot, right? Well we give them up to \$50 a week for their work, depending on the power of the station and the length of time they're on the air."

A reporter then suggested that transmitter personnel could ultimately leave the jocks at the post in the payola derby if this system were set up.

"Not so," countered Goldmark. "You say somebody's going to get

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## BALLET

## Iglesias Electric in Traditional Dances

Roberto Iglesias is a dancer of indisputable style and skill, whose sense of theater is superb. This does not necessarily mean that his "Ballet Espagnol," which began a national tour in New York last week, will revolutionize the Spanish dance, as some ardent adherents claim.

When he is onstage, the type of electricity is in the air which attends the best of Spanish programs. In most of his troupe's

ensemble efforts, however, there's a pretentious, overproduced lack of spontaneity, especially when they seek to mimic the high spirits of folk dancing. The difficulty may rest in Iglesias' attempts to break out of the established patterns and utilize old forms only as a base for the group's work, adding fresh approaches. An admirable goal, it was achieved satisfactorily only in "Idolos de Arena," a bullfight pantomime il-

lustrating the complex relationship binding matador, bull and public. Genuine emotion illuminated this work.

The greatest enthusiasm at the premiere was not for the elaborate numbers but for a simple comic duet. The pit band was worse than average; fortunately, much of the music was for solo guitar. Sales prospects for the reportedly upcoming record album appear limited, most of the music being standard Spanish repertory. S. Hurok has a hot property in this group, with controversy over style likely to spark attendance.

Sam Chase.

## NIGHT CLUB

## Serious Fans Dig a Serious Tristano

Lennie Tristano and his quartet opened the newly remodeled Half Note in lower Manhattan Tuesday (30) before a large and serious crowd of jazz devotees. With Tristano, on his second appearance at the Note, were Whitey Mitchell on bass, Paul Modian on drums and Warren Marsh on tenor. Altho at the pre-

miere Tristano was not playing with all the stops out, on the set caught (his first of the evening) his modern and distinctive piano work was enough to make the crowd give him all ears.

Tristano doesn't make many night club appearances, devoting most of his time to teaching and composing, but his authoritative

style, melodic line and his feeling could easily make him a top draw for jazz boites any time he wants to play the nitery circuit. There are few pianists around who have more to say and can say it with the seriousness and drive of Tristano. He played mostly standards including "I'll Remember April" and "There Will Never Be Another You." The men with him, altho unrehearsed, gave a creditable account of themselves, sparked by Marsh on tenor.

Bob Rolontz.

## NIGHT CLUB

## Isobel Robins Sells Superb Material

Isobel Robbins, headliner of the two-act show at In Boboli, New York, has always been a smart, relaxed, polished performer with a fine voice, but her special material now has to be rated above all else. This atmospheric room is the perfect backdrop for her. With the fine backing of Dick Hankinson's piano, her entire program could make an ideal album for sophisticates. Just the thought of a tune titled "East Peoria Butchering and Agricultural Vo-

ational High School" intrigues, and her delivery and wry commentary holds the crowd's rapt attention. A long skit about movie musical of the 30's is also great.

Enzo Lembo, young Italian ballad singer, comes off a poor second. A pleasant voice, weak at times without a mike, is not enough for this act to become a commercial draw in the foreseeable future. His repertoire includes "Torero" and one song in

English and could stand more tunes like "Volare" and "Arrivederci Roma" which would find greater acceptance with U. S. audiences.

Milt Kamen, a surprise guest, added a hilarious 30 minutes, on night caught, re the upcoming elections and old depression days. Other such guests are scheduled in future weeks, volunteering to aid owner Arturo Sacco put over his bistro with a bang. It's a terrific show, especially with the no cover, no minimum policy in effect at all times. And that material of Miss Robins is par excellence.

Tom Noonan.

## NETWORK TV

## Dinah Back in Familiar, Warm Form

Dinah Shore returned to TV last Sunday (5) and her many, many fans should be pleased. For Dinah returned with the same variety format that has made her show successful over the past two seasons, a format liberally sprinkled with Miss Shore singing familiar ballads and wearing many attractive costumes, good dance routines and a bevy of guest stars. On her opening show over NBC-TV, the thrush's guests included Gwen Verdon, Burl Ives,

Louis Jordan and Art Carney. Altho the show was not up to many other Dinah Shore segs, it had its high spots and the use of color on the show was, as usual, excellent.

Dancer Gwen Verdon, fresh from her triumph in the movie version of "Pajama Game," contributed the most to the evening. Her dancing was always an eye catcher, whether solo or in the company of Miss Shore. And her personality radiated on the TV

screen as it does onstage. Burl Ives, eschewing his "Big Daddy" role, sang some folk ballads just as he used to do in Greenwich Village years ago before he became a stage success. Louis Jordan contributed a listenable interlude with his rendition of "Gigi" from the flick of the same name. Art Carney unfortunately got himself mixed up in a rather unfunny piece of business with Dinah, but this wasn't his fault. Dinah sang her tear-stained ballads in her own special way, and displayed four gowns that were probably masterpieces of the couturier's art.

Bob Rolontz.

## REVIEWED IN BRIEF

## Jackie Gleason Returns

CBS-TV has a slimmer Jackie Gleason and a slimmer show. The comic returned to the weekly wars in fine fettle, but the writers supplied little. New this season is Buddy Hackett as featured sidekick, also trapped in poor material. Gleason composed the show's pleasant new signature theme, "So Long, My Lover," available on Capitol wax. Jack Lescoulie handled commercials smoothly and Ray Bloch led the ork with his usual aplomb.

(Hodes).

## The Best in Music

CBS Radio demonstrated a useful, delightful live format October 5 on "The Best in Music": the weaving of pop standards into a plot line. Louise O'Brien and Stuart Foster blended their considerable talents into speaking and singing a story of interstellar romance, "Heaven Can Wait." Tunes included "Dancing With Tears in My Eyes," "I May Be

Wrong," "Can't We Talk It Over" and the title namesake, all in fine Norman Paris and Dick Hayman arrangements. Narrator Ralph Story and the Ray Porter Singers added much.

## Sophie Ginn

Sophie Ginn, soprano recipient of the Annual Recital Award of the New York Singing Teachers Association, made her New York debut last week at Town Hall with a varied and difficult program of classic and modern art songs. Her extensive training was fully apparent in the secure middle voice placement, excellent intonation and breath control, the uncertain extreme ranges and some shrillness hindered her.

(Hodes).

## Arthur Godfrey

Arthur Godfrey's approach has changed little, if the opener of his new CBS-TV series Coctober 7 was a sample, from the rambling, conversation-filled segment of the past. Billed as a music

show, this one had too much contrived dialog and too little good music fare. Standout attraction was ABC-Paramount's Johnny Nash, who impressed as a solid talent with "If There Is Someone Lovlier Than You." Other guests were Ray Walston and Martha Carson, neither of whom clicked. The Axidentals, vocal group, were good in an unbilled filler role.

(Grevatt).

## Goldie's

Goldie's, one of New York's most popular East Side niteries, is a comfortable, attractive room featuring highly palatable cuisine, inexpensive drinks and excellent piano by Louis (Goldie) Hawkins and, until this week, Wayne Sanders. Both have vast repertoires. Very much at home on the ivories each plays a set and then team for twin treatment of standards and show tunes. Their best numbers include "Just One of Those Things," "I've Got Five Dollars" and a "Gigi" medley, good wax fare. The boite is offbeat and crowded.

(Cook).

## Ormandy Begins Season in N. Y. With Matchless Sound

By BERNIE HODES

In their first New York concert this season (Tuesday, October 7), Eugene Ormandy and the Philadelphia Orchestra demonstrated again the beauty of tone for which there is no equal anywhere. It is a tonal excellence of long tradition begun many years ago by Stokowski and continued these past 20 years by Ormandy. The free bowing of the strings, the independence and extraordinarily high virtuosity of the players, the perfect balance of the different sections yield music with a consistent loveliness of sound, achieved at the cost of a certain stylistic sameness. Ormandy does not lead so much as guide. He is the guardian of an aural beauty that must be preserved at all costs. It is this emphasis that made of the Bach Suite No 3 a soothing lullaby in which the thread of the music was frequently lost. Brahms' Second Symphony was over-all suave, gentle and caressing with nothing of the heroism we get from the New York Philharmonic. It was only in the Adagio of the symphony that the character of the music coincided with the genius of the Philadelphia to produce a marvelous effect. In the concluding work, Ravel's "La Valse," the virtues of the group once again came to the fore.

## Scherman Premieres Maske For Lovely Season Opener

By BOB BERNSTEIN

The Little Orchestra Society opened its 12th New York season by introducing to the U. S. "Comus," a maske by Thomas Arne premiered in 1738. The soon-to-be-recorded 100-minute work is an engaging mixture of narration, dialog, song and dance, long on Milton morality and short on plot. Comus, a sorcerer, lures a virgin to his lair and is routed by her steadfast virtue. Along the way, some lovely melodies and amusing couplets dot the semi-dramatic score.

Thomas Scherman conducted admirably from the harpsichord, with John McCollum a vocal standout as a friendly spirit. Dorothy Maynor shone in two airs, Laurel Hurley was dignified as the heroine and Ellis Rabb made palatable some horrific speeches. Max Adrian, who staged the maske cleverly in a tiny area, doubled neatly as Comus and First Spirit.

The audience and daily critics, most of whom had never before seen a maske, took it rather well. It was a case of being charmed rather than moved and it looks like good wax fare, where the elaborate special effects can be imagined. The Society, out on Decca, Columbia and Victor labels, continues to present attractive classical novelty with taste and style.

## 'Silent Woman' Proves Fine Strauss Despite Weak Text

By HOWARD COOK

The New York City Opera Company opened its fall season with the first U. S. performance of Richard Strauss' "The Silent Woman," in Herbert Bedford's English translation from Stefan Zweig's German. The production was commendable, with Margaret Webster's staging keeping things moving briskly. Strauss' score is always absorbing and melodically delightful, featuring brilliant horn passages, but the libretto is dated and wouldn't stand up on disks minus the visual aids.

The plot, derived from Ben Jonson, has a retired admiral, who cannot stand noise, convinced by his barber to marry a silent woman. The thin action involves the old gent in noisy situations, with some comic moments. The wedding scene and a third act attempt to have the marriage annulled are especially funny.

The singers in most cases rose above the plot. Herbert Beattie as the admiral, John Alexander as his nephew, Paul Ukena as the barber and Joan Carroll in the title role were all in fine voice, projecting the text clearly. Ruth Kobart made an amusing housekeeper, with good support from Jacquelyne Moody, as members of an opera troupe.

Peter Herman Adler conducted with vigor, tho at times the orchestra was too loud. The sets were tasteful. Despite the partial defeat by the libretto, the introduction of new Strauss was most worthwhile.

## Heath, Jamal, Staton Delight Concertgoers With Disk Fair

By RALPH MARK

Backer Allie Krulik must be one happy man this week; his first pop concert venture was a smash. Carnegie Hall, New York, was jammed October 3 for the strange mating of three strong acts. Part One was devoted to Ted Heath and Ork, who opened with slam-bang cacaphony, soared thru "High Noon," "Exactly Like You" and other waxed evergreens and closed with the ultra-violet bit lighting the drumsticks. Each number featured a member of the crew, the bass and sax men scoring best. Dennis Lotis contributed some so-so vocals, strongest of which was "Danny Boy," sung squat onstage a la Garland. Heath's U. S. tour should be as successful as in the past.

Ahmad Jamal and Dakota Staton shared the second half. The Jamal Trio and a receptive audience for its overlong arrangements of "Love for Sale," "Poinciana" and "But Not for Me," all from the current hot-selling LP. Bass and drum worked hard and carried the set, with Jamal playing fine but short piano. Miss Staton also relied on her disk fare, melting the cool and the gospel with taste. Fine arrangements of "The Thrill Is Gone," "Ain't No Use" and "Little Girl Blue," firm backing, class appearance and dignity gave the thrush a solid act. Symphony Sid played ensee.

## Tax Bulletin Touches Personal Holding Levy

WASHINGTON — Latest run-down on personal holding company tax regulations issued in the Internal Revenue Tax Bulletin last week (9), holds no special provision for music publishing companies, but does go into the touchy question of personal holding tax rates for talent-owned firms.

Under revenue rule, any firm with 80 per cent of its gross coming from personal holding income, and in which over 50 per cent of stock is owned by not more than five individuals, is termed a personal holding company. Music publishers are in danger of drifting into the 75 to 85 per cent personal holding tax rate because royalties are considered personal holding income.

Music publishers came close to safeguarding their corporate tax rate last session of Congress, when the Keogh Bill to excuse firms earning over 50 per cent by royalty intake from the high personal holding tax rate passed the House. (The Billboard, August 5, 1957; August 4, 1958). The bill bogged down in Senate Finance Committee but is expected to be reintroduced in the 86th Congress.

In the recent Internal Revenue rundown, some clarification is given on the amount of talent earnings taxed at personal holding rates in talent-owned firms. IRS points out that in determining tax on undistributed personal holding income such as personal service contracts, only the amount of undistributed income attributable to the owner of over 25 per cent of the company stock is subject to the tax.

For example, should the talent-owned corporation hire other talent to buttress the star's appearance, the salaries paid the subsidiary tal-

ent is not lumped under the high personal holding tax rate. The services of the latter "shall not constitute important or essential services."

The recently issued regulations are the outgrowth of a hue and cry in the motion picture industry last year over IRS personal holding rulings that movie and other stars said would ruin the talent-owned firms.

## Billboard to Align Music Ad Depts.

NEW YORK — The Billboard is realigning its music-radio advertising and sales promotion departments in a move to streamline the combined operations.

With the departure of Norm Wieland to a post with 20th-Fox Records (see separate story), Frank Luppino, who has headed up the sales promotion and merchandising section, moves over to advertising sales under Dan Collins.

Promotion and merchandising responsibilities will be assumed by Andrew Csida, who holds a similar position with Audicom, Inc., subsidiary of The Billboard and publishers of High Fidelity. Csida will head up all sales promotion for The Billboard, Audition and High Fidelity.

Collins, The Billboard's music advertising manager, is reshuffling accounts within his sales organization, which will include Bob O'Brien, Ron Carpenter, Hal Rand and Luppino in New York, Bob McCluskey on the Coast and Johnny Sippel in Chicago.

## UA to Make Stereo Debut With 8 LP's

NEW YORK — United Records will enter the stereo field with eight releases due the latter part of this month. The albums, which were previously released in monaural form, include "United Artists Showcase" by Hal Schaefer, "Come Sing Along With Us" by Boris Van Jones, "French Without Tears" by Maurice Midoc, "Swinging Latin Nights" by the Peanut Vendors, "8 to the Bar" by Whelan Time and His Boys, "The Greeks Had a Song for It" by Gus Vali, "Let Me Love You" by Morgana King and "The Happy People" by the Danny Rubenstein ork.

Forthcoming United Artists LP releases will be available both in stereo and monaurally. The initial stereo sets will retail at \$4.98.

## Pianist Sues Over Contract

NEW YORK — William Avar, doing business as Period Records, answered in New York Federal Court last week a suit filed by pianist Istavan Nadas, charging Avar and Period with breach of contract. The original suit claimed that Nadas had signed a contract with Period in 1955 to run for five years. The contract called for Nadas to make solo and orchestral recordings, with a 5 per cent and \$500 advance on each solo recording and an 8 per cent and \$400 advance on each orchestral recording. Contract called for three LP's per year. Suit claimed that Avar failed to fulfill the contract, refused to record or distribute any records. In addition Nadas claimed that Avar had not paid royalties on records made in 1954, and claimed Avar had allowed these 1954 recordings to be distributed and sold by other parties.

Avar's counterclaim said that Nadas had breached the contract when he (Nadas) refused to make records in Paris in 1956, and that he (Avar) had advanced the pianist \$1,800 for 10 recordings in Paris.

## 'Flip-Top' to Flip Troops

NEW YORK — "Flip-Top Revue," sponsored by Philip Morris and Marlboro cigarettes, left Sunday (12) for a 10-week tour of the U. S. Armed Forces bases in the Pacific.

The free performances will feature Noro Morales and band, Jackie McElroy, Shirley Van, Beverly Palmer and comic-emcee Jerry Vernon.

It's the sixth year that the cigarette company has sent entertainment to the Armed Forces overseas.

## CBS Affiliates Set for Meet

NEW YORK — The annual CBS Radio Affiliates Convention October 29 here will highlight the web's new live look. Among the fall goodies: Rosemary Clooney and Vic Damone in 10 five-minute Ford shows each weekend, the New York Philharmonic kicking off this week with Van Cliburn as soloist, the "Jazz Is My Beat" nighttime strip and the return of Mishel Piastro and "The Symphonette." Stations will be offered the new WCBS "Young Audiences," Sunday daytime series aimed at teen listeners.

## 10 MORE ON HOT 100

NEW YORK — Ten new sides leaped onto The Billboard's Hot 100 chart for the first time this week. The new items are:

70. I Got a Feeling—Ricky Nelson, Imperial.
82. What Little Girl—Frankie Avalon, Chancellor.
85. Guaglione—Perez Prado, RCA Victor.
86. Fallin'—Connie Francis, M-G-M.
87. Love Makes the World Go 'Round—Perry Como, RCA Victor.
89. Go Chase a Moonbeam—Jerry Vale, Columbia.
94. Blue Bell—Mitch Miller, Columbia.
96. Geraldine—Jack Scott, Carlton.
97. Non Dimenticar—Nat King Cole, Capitol.
100. I'll Wait for You—Frankie Avalon, Chancellor.

## BREAKING SALES BARRIER

### Smash Hits Cue Platinum Awards for Artists

NEW YORK — In the old days (which is only a few years ago) a record that sold a million was some thing to conjure with. The million seller is still the exception, of course, but the ceiling will soon have to be raised if events over the past 12 months are any criterion. For we are now approaching a new limit for the real big hit, the one and a half to two-million seller.

We all know that there have been two-million sellers in the past—Johnnie Ray's "Cry," for instance, is one example. But until Elvis Presley came along and broke the barrier again, two-million sellers were scarcely plentiful. Elvis cracked the mark with a number of records, his biggest being "Hound Dog," which is now near the five-million mark. And all the recent releases of Pvt. Presley have sold from 1,500,000 to 1,700,000.

But look what has happened since Elvis. The Everly Brothers have passed the million mark with four out of five of the Cadence records. "Bye, Bye, Love" went 1,300,000. "All I Have to Do Is Dream" hit 1,500,000. "Wake Up Little Suzie" passed 1,800,000 and the current "Bird Dog" is already over 1,200,000.

The David Seville record of "Witch Doctor" went well past the 1,500,000 mark. The Sheb Wooley record of "Purple People Eater" went close to 2,000,000 last summer. The Domenico Modugno record of "Volare" is a two-million seller. And Perez Prado's record of "Patricia" has passed the one million mark.

## Merc Skeds Third Stereo Package Issue

CHICAGO — Mercury Records last week announced a 13-package stereo disk release, emphasizing the themes of "sound and symphony." It is the firm's third stereo issue, boosting its catalog to 38 items.

Packages emphasizing sound are "Harpo at Work," Harpo Marx; "Mr. Percussion," Bobby Christian; "Great Motion Picture Themes of Victor Young," Richard Hayman; "Just We Two," Eddie Layton and Buddy Morrow; "Banjorama," Carmen Mastern; "Jazz in Three Quarter Time," Max Roach; "Music of LeRoy Anderson," Eastman Rochester Pops ork led by Frederick Fennell, and "500 Miles to Glory," a disk of the Indianapolis Speedway races.

In the symphony category are Bizet's "Carmen Suite," Detroit Symphony, Paul Paray; Beethoven's 3d Symphony, Minneapolis Ork, Antal Dorati; Chadwick's "Symphonic Sketches," Eastman Rochester Symphony, Howard Hanson; Chausson's Symphony in B Flat, Detroit, Paray, and Offenbach's "Gaité Parisienne," Minneapolis, Dorati.

The reason for the increase in sales of the big hit singles is attributed by many in the industry to the enlarged sales created by racks, supermarkets, drugstores, chains, etc., who are now all engaged in selling disks. Whatever the reason, it looks like a million sellers just isn't enough these days.

## NEWS REVIEW

### New Styled 'Hit Parade' Sells Appeal

"Your Hit Parade" returned to video Friday (10) with new stars, new format, new philosophy and tunes drawn from the charts of The Billboard. The CBS-TV stanza is now neatly divided into four departments. First, a trio of "current favorites from the Top 12." Second, numbers from the "LP album department." Third, a medley from the "All Time Hit Parade." Finally, the Top Three tunes of the week.

The opener, as viewed at dress rehearsal Thursday (9), was a well-placed, beautifully produced (by Perry Lafferty) musical revue, with Peter Gennaro's choreography a standout. The six dancers are refreshingly non-uniform in appearance, some of them even a bit bizarre, and it adds immeasurably to the fresh tern routines which support the vocalists.

Dorothy Collins, blonder and more sophisticated, and dapper Johnny Desmond make a slick pair of hosts, discharging their chatter chores and format explanations with aplomb and singing warmly in a variety of styles. To put over "Rockin' Robin," "Near You" and "Tea for Two Cha Cha" (the opening trio) is no small accomplishment. The LP segment found guests Barbara Cook and Eddie Hodges doing "Music Man" tunes pleasantly. The nostalgia section reprised hits of 1935 briefly. The Accents, vocal quintet, rendered "Bird Dog," the No. 3 song, amusingly, Desmond did a great, Louis Prima-styled "Volare" for No. 2 and Miss Collins charmed in mink amid five juke boxes for the No. 1 tune, "It's All in the Game."

The lower nine places of the Top 12 were delightfully announced in rhymed couplets by the singing chorus, who also delivered a flock of new continuity ditties which have replaced the long-run signature songs of the old "Hit Parade." Norman Jewison's staging was novel and varied, with attractive help from John Ward's sets and Robert Mackintosh's costumes.

The American Tobacco Company seems to have made a wise move in the direction of mass viewing appeal, with something for everybody, no matter what the musical preference may be. The guest star policy and the "family" time slot should also help give its famous series new blood aplenty.

Bob Bernstein.

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## MUSIC AS WRITTEN

By BOB ROLONTZ

### RALPH YOUNG IN "WHOOOP UP"

Feuer and Martin have selected Ralph Young to play the male lead in their forthcoming musical show "Whoop Up." Show due on Broadway in December has music by Moose Charlop and Norman Gimble. Young, who is managed by Lee Magid, was on both Decca and Epic Records, but at the moment is unpaired. His audition was arranged by Tony Rivers.

### SAM FOX ACTIVATES NEW FIRMS

Fred Fox, veepee of the Sam Fox Publishing Companies, has returned from a European trip in which he has set up new companies that will represent the Sam Fox catalog as well as its affiliated organizations—Movietone Music Corporation, Hollywood Songs, Choral Art Publications, Reynard Publishing Company, and Stagen Music Corporation. Fox's trip was also made as a rep of the Music Publishers Association of which he is chairman of the international committee. Fox has set up a London office to handle his firm's business in Europe, and is now establishing standard and pop firms under the direction of Allan Crawford there. Dennis Berry is in charge of Fox' Synchro Recorded music Library, Ltd., which distributes music background tapes in Britain and on the Continent.

### New York

Thrush Susan Silo performed at the ASCAP dinner in Atlantic City October 8. Lass is managed by ex-Billboard night club editor Bill Smith. . . . Kathy Linden, Felsted artist, became the mother of a boy, William David Simonton, in Philadelphia last week. Lad was named after her hit disk, "Billy." . . . Cleffer Clyde Otis has started a new music firm with Marty Machat. Firm is called Brenda Music. Otis and Machat will open offices for the firm in November.

Holland Records of New York has signed Ann Marie Moss, a jazz singer from Canada, to a long term pact. . . . Freddie Scott, Bow Records artist, is set for a week at the Howard Theater in Washington and the Apollo Theater in New York. . . . Jan and Arnie will appear on the Jack Benny CBS-TV Show on October 19. . . . Christy Records has signed an agreement with Tropical Records of the British West Indies to distribute the firm's product in that area. . . . Norman Petty has started his own label, Nor Va Jak Records, out of Clovis, N. M. . . . Norman Golding, former assistant record buyer of R. H. Macy's in New York, has been named sales promotion manager for Audio Fidelity Records.

Fay Ruden, gal Friday to Bob Miller head of the Professional Music Men, for the past few years, has severed her connections with the office. Her future plans are indefinite. . . . Clever Henry Tobias has gone into personal management. His pactees are Bobby Pedrick Jr., the Five Chords, and the Cavaliers. . . . The Caravans, spiritual group formerly with United Records, are being transferred to Peacock Records, according to Don Robey, prexy of the latter label. . . . Rita Molina, Sandy Beck's gal Friday at Custom Records in Cleveland, will be married in December. Now if Rita will please tell us where and when and to whom, et al. . . . Harriet Wolper is connected with Destiny Records along with Dick Bacharach. Label is headed by Bob Archibald.

### Hollywood

Theme song to the "Steve Canyon" teleseries, penned by the late Walter Schumann, will soon have lyrics. Nathan Scott, series musical director and assistant to Schumann, is currently negotiating with a name lyricist. Idea is to offer it to the Air Force as its new anthem. . . . Jay Livingston and Ray Evans are marking their 20th anniversary writing as a team. Neither has written with any one else during the past two decades. Pair has penned one thousand tunes together, latest being "Theme From Houseboat." . . . Ampex recorded the complete Monterey Jazz Festival last week (five separate sessions) and will make the master tapes (which stretches some 30 miles) available to the various diskeries represented by the participating artists. These include Louis Armstrong, Harry James, Billie Holiday, Dave Brubeck, among others. . . . Mickey Goldsen this week acquired the score to "The Billy Barnes Review" which moves from the cabaret concert to the Las Palmas legit house next week.

Eastman Records this week set national distrib deal with Allied Records. Label also signed two additional artists: Sonny Knight (ex-Dot pactee) and vocalist Danny Tyrell. Label is owned by tunesmith C. E. Tebbetts and was launched in 1953 in the country and western field and is now reactivated and put on the pop-r.&r. track. . . . Rex's Pou Adler last week left on a 30-day deejay promotion tour of the East and Midwest.

ON THE SOUND TRACK: Julie London and Bob Mitchum record the title tune to their "Wonderful Country" pic. Thrush just completed her dramatic role in Metro's "Night of the Quarter Moon." . . . The Jimmy McHugh-Sammy Cahn title song, "Home Before Dark," was sound tracked by Mary Kaye for the Warners film. . . . Walter Kent and Tom Walton penned "The Beat Generation," to be performed in the film of the same name by Louis Armstrong and His All Stars. Pair is best known for its "White Cliffs of Dover" and "I'll Be Home for Christmas" hits. . . . Dimitri Tiomkin this week started recording his score for Hal Wallis' "Last Train From the Hill." Kitty White sings the ballad several times during the film.

### Chicago

Lola Dee, formerly with Mercury, became mother of a son recently. . . . Frank Holzfeind, owner of the Blue Note, jazz bistro, recuperating from a serious auto accident at home after four weeks in the hospital. . . . Nat King Cole cut a religious album for Capitol, with backing by local church choir. . . . Connee Boswell is attempting to package a jazz TV-er, which would feature her as emcee, with different jazz stars in each seg. . . . The theme for TV's "M Squad" show was written by Count Basie.

## VOX JOX

By JUNE BUNDY

ON THE CONTEST KICK: In keeping with the tradition established with contests on the purple people eater several months back, Barney Keep, of KEX, Portland, Ore., started the craze all over again with the question, "What Is the Blob?" More than 300 listeners came thru with their answers by mail. Then KEX's "Solid Seven" deejay team, selected the disk as a comer and made it the subject of a contest. Word pictures and drawings flooded in when prizes of portable radios and record albums were offered. Dealers thruout the area said they couldn't keep up with the demand for the record.

Meanwhile, down in San Antonio, Tex., deejay Frank Bell of WOAI is himself the winner of a contest. Staged among deejays thruout the nation, the object of this one was to find a name for the new Four Freshmen fan club. Bell's winning entry was "The

Fifth Freshman" which will be the title of the club and an accompanying newsletter. Bell won a complete set of autographed "Four Freshmen" albums.

FROM RADIO TO TV: Barry Kaye, successful Pittsburgh r.&r. deejay over WAMP, has moved into the TV scene. Kaye does his opener Saturday (11) over WCAE-TV here. Format will duplicate that of his radio show, which is done from the Holiday House, plush nitery. Program will be mainly a gab fest with personalities. Norman Wain, meanwhile, of WDOK, Cleveland, has also made the TV plunge, via WEWS-TV, same city. The show, "Dance Party," is aired Saturdays 11 a.m. to noon, and will feature live music and dance exhibitions by terp teachers of the Cleveland area. Wain's first guest Saturday (4) was M-G-M Records artist, Billy Farrell.

DOWN SOUTH DOINGS: Smith will lead a delegation of more than 300 WINS listeners on a five-day vacation party in Miami, starting New Year's Eve. The group will headquarter at the McAllister Hotel and will attend the Orange Bowl game. At least five Northeast Airlines have been chartered for the bash. Cost is being advertised as "\$219 for everything." . . . Lynn Parks, formerly of WTVN, Columbus, O., debuted the Lynn Parks Show Monday (13) on WPEG, Jacksonville. Parks is featuring all-star record hops and color slide shows.

CRAZY PROMOTION: Dick Reilly and Gary Torgerson (KGCC, Williston, N. D.) turned their town upside down with a wild, marathon promotion recently. Called Crazy Daze, it featured goofy costumes and merchandise giveaways (Continued on page 36)

## ON THE BEAT

By REN GREVATI

A lot of folks have been remarking lately that the pop field is changing. "They are doing better things now than they did a year ago." "It's not so trashy anymore." "They have stopped with those dull, monotonous rock and roll things," say many of the self-appointed experts who range all the way from outright squares to songwriters who have just recently managed to get themselves a few records. But strangely, they are right. There have been some interesting changes in the character of the disks that are making it and those that are being released.

For the past several months, there has been a definite decrease in songs having to do with hallways, classrooms, playground areas and other trappings of the school. Few records of this kind are even being released. True, Frankie Sardo, a new artist on ABC-

Paramount, last week had "Class Room," but this is the first after a considerable dry spell. It's even being said in some circles now that other people besides teen-agers buy records and this is pointed to as a reason for the de-emphasis on school disk activity. Some of the hit songs of the day,

in fact, seem to be devoted to what might be called the post-high school era. For example, we have "Down the Aisle of Love," which deals with subject matter normally of interest only to the late teen groups. Then there is "Chantilly Lace," a topic probably not of primary interest to the average bobby-soxer. On the other hand, there is the tune "Ten Commandments of Love," adopting a sort of biblical twist to the market.

Girls' names, it may be noted, are still meeting with

some success as song titles. Current chart entries of this type would include "Susie Darlin'," by Robin Luke; "Patricia," by Perez Prado; "Carol," by Chuck Berry, and stretching a point, "Topsy," by Cozy Cole.

But the interesting thing today appears to be the trend toward the philosophical observation. The songs are charged with deeper meaning, adopting one might say, an air of resignation, or in other cases, a tone of warning. "It's All in the Game," current top entry, shows that even in the day of former vice-president Charles Dawes, the writer, people took philosophical pause. "You Cheated," of course, takes the form of an outright accusation, with its natural sequence of dire things. Also making philosophical observations would be such songs as "No One (Continued on page 46)

## WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

2 vy.MUSIC 10-13 bernsteinlv  
66 Wheeling and Dealing . . . .

"Rock and roll is an economic thing," says Jo Stafford. "Today's 9-to-14-year-old group is the first generation with enough money given them by parents to buy records in sufficient quantity to influence the market. In my youth, if I asked my father for 45 cents to buy a record, he'd have thought seriously about having me committed."

The attractive thrush, who doesn't see any current tune becoming a standard, hopes for the day when "remembering tunes will hold a rightful place again." In her school days, teen-agers were thought of in the 15-19-year bracket. "It's a misnomer today to say teen-agers are influencing the market, when it's actually the uninhibited pre-teen group. Their tastes are different, their minds are very basic, nothing subtle. Loud rhythm and unimportant lyrics appeal to their unpredictable natures."

One of the pleasures of growing older is remembering, tho, and these youngsters will cherish songs

associated with personal experiences, points out the vocal star. "When the subtleties take on meaning, the current pop craze will be over." The busy Miss Stafford is on a round of TV shots, next being "Voice of Firestone" October 20 on ABC-TV. What will she sing? "Good pop music."

CINEMATTERS: The death of the film musical becomes more of a reality with the United Artists announcement of its shooting schedule thru January, 1960. Like the Warner Bros. list of last week, there's a new low for musicals, only two scheduled among 48 productions. "Some Like It Hot," the Marilyn Monroe comedy, and "West Side Story" are the two.

Elsie Janis, vaude star known as

"Sweetheart of the A.E.F.," will be biopicted by MGM. Look for a rash of re-mastered disks by the trouper. . . . Yul Brynner accompanies himself on a seven-string guitar in French folk songs in the "Buccaneer" sound track for Paramount. . . . Rank's biggest musical to date will be "Gentleman's Gentleman," Gene Kelly starrer in six-track sound. . . . Dana Andrews

signed Roger Williams to co-star with him in "The Build-Up Boys." Williams portray a pianist but goes heavily dramatic.

B'CAST BEEPS: Art Carney stars in "Peter and the Wolf," ABC-TV special November 30. . . . Harry Reser, whose Cliquot Club Eskimos were the musical rage on radio 1926-'34, will be featured banjost on Sammy Kaye's ABC series Saturdays. . . . First break in the AFTRA campaign to get performers extra fees if TV shows are shown overseas has come in NBC's agreement. Guests on Perry Como, Dinah Shore, Steve Allen and spectaculars will benefit.

NITERIES: The Waldorf-Astoria, New York, has scheduled Gordon MacRae for October 22. Harry Belafonte opening November 17, Eartha Kitt December 22 and Edith Paif, still recuperating for late January. . . . Hotel Pierre, New York, is holding over its Victor Herbert concert playing to big crowds, delaying the premiere of "A Night With Sigmund Romberg." . . . Roger LaRue, Holland Records artist, held over at Montclair Supper Club, New York.

## DISK MERCHANDISING

# With Cost No Object, How Would You Set Up a Modern Disk Shop?

By BOB LATIMER

DENVER — When two major department stores, the May Company and the former Daniels & Fisher Stores Company here consolidated to build a brand-new \$12,000,000 department store in Denver's downtown Court House Square, an unusual opportunity to create a brand new record and high-fidelity department was afforded.

While both of the department stores had formerly carried records, a small amount of high fidelity equipment, and had just begun dipping into stereophonic sound, neither store had a department half the size of the big fourth-floor high fidelity center in the new store. "Starting from the ground up," gave buyer Joe Fenimore an opportunity to put into practice the best ideas in fixtures, merchandising, listening booths, and sales methods.

### Glass Box

Occupying 80 by 60 feet of space, just off the escalator, the big department is divided into three sections, devoted to records, players, and television. Outstanding is the huge "glass box" which forms the rear wall of the department. Measuring 40 feet in length by 12 feet wide, the "glass box" extends from floor to ceiling and is built of heavy tinted glass. It is divided into two listening booths for LP's, a small showroom with draw drapes for color television demonstration and a stereophonic high-fidelity room, 12x9 feet. Each is completely carpeted, and those for record listening are provided with Formica-topped shelves, at convenient elbow height, with a built-in player. There are no chairs or benches in the listening room, a factor which Fenimore believes is best calculated to keep traffic "turning over."

Bright pastel colors are used, for eye appeal and the fact that all customers using the rooms are completely "on display" thru the all-glass walls, helps to add eye-appeal to the department.

### Separate Stereo Room

The big stereophonic sound room, to the right of the glass-boxed area, shows from six to eight stereophonic players and tape recorders with stereophonic speakers at each corner. A touch of decor which gets a lot of attention is an antique black French horn, mounted on the rear wall as a motif.

Where 45 r.p.m. records are concerned, Fenimore has split these entirely away from the LP's and listening booth facilities. Instead, a long, low partition along the front of the department, forming its outer wall, is divided into five large peg-board-lined compartments, facing into the department. The first two sections display 45 r.p.m. on wire racks, another is devoted to albums, and the fourth combines a handy record player with a built-in speaker for playing the 45 r.p.m.'s only a step away from the display. Immediately to the left is another compartment which displays phonograph accessories exclusively, including Walco and Lyric products. Below the hip-high shelf at

the bottom of each compartment, are 48 smaller compartments for such accessory items as record cases, album covers, etc.

### Strictly for Teen-Agers

"This open area is built for the teen-agers and younger set," Fenimore said. "With the cashier standing directly opposite the aisle, the youngsters can pick up their 45 r.p.m.'s, play themselves and put them back, all under close supervision."

Out in the center of the department is another player, a three-speed model, mounted in a small, open booth, finished in Formica, which takes care of "overflow" from the self service player on the aisle. Thus, there is a total of four players available for auditioning records.

Running toward the front of the department and across it are four big supermarket-type gondolas, for albums and LP's, all completely self-service. The gondola sections are classified into vocal groups, jazz recordings, instrumental music, mood music, sacred music, operas and stereophonic. Two larger gondolas, at right angles and toward the rear of the department show inexpensive radios and phonograph and record players, while the other displays a stereophonic portable, hooked up for quick demonstration with speakers at either end and tape recorders, monaural and stereophonic. Multiple outlets, thruout the two gondolas, make it possible to plug in almost any record player or radio, without unrolling its cord and doing away with unsightly cords draped here and there.

### Other Equipment

There are 10 carpeted platforms scattered thru the opposite end of the department, to display television sets, color TV, portables, radio-phonograph combinations, and fine record players.

In merchandising a 10,000-item record inventory, Fenimore feels that the colorful listening booths and the demonstration rooms for color TV and stereo which make up the "glass box" have had a lot to do with getting sales volume up to normal a month after opening. Older customers are particularly pleased that 45 r.p.m.'s and albums have been so widely separated, so that the serious-minded music customer who is interested in a \$12 album of light opera, for example, doesn't have to "wait in line" while teen-agers go thru several 45 r.p.m. disks.

The complete openness of the department has led to "impulse" sales possibilities as well. For example, on one side of the gondola which was set up for low priced record player sales, Fenimore has been steadily demonstrating a \$149.50 portable stereophonic player with two pull-away stereo speakers, at either end of the gondola. The instantly recognizable fine quality of the music produced has proven a consistent "traffic-stopper" and given the store the opportunity to sell the slogan "stereophonic sound isn't necessarily high-priced" to people who know little of the subject. Swift sales in all high fidelity equipment have been the result.

## New Joint Committee On International Copyr't

WASHINGTON — Nations around the world are gradually moving toward better international copyright protection for performers, recorders and broadcasters—the so-called "neighboring rights."

Two major international copyright groups, the Intergovernmental Copyright Committee of the Universal Copyright Convention, and the permanent committee of the Berne Union, both meeting in Geneva (August 18-23), have moved to set up a new, joint "committee of experts on neighboring rights," to convene in 1959. It will cover both copyright and labor aspects of performance rights.

The Intergovernmental Copyright Committee, of which U. S. Copyright Office chief Arthur Fisher has been chairman for the past year, consists of representatives of 11 member states, including U. S., Great Britain, France, German Federal Republic, India, Italy, Spain, Switzerland, Japan, Argentina and Brazil. In addition to these, delegates from 15 other states not on the committee, plus other intergovernmental organizations and some non-government

international groups attended the Geneva sessions.

The Intergovernmental Committee, and the Berne Union (International Union for the Protection of Literary and Artistic Works), found the co-operation of joint meetings so satisfactory at Geneva, that they plan to hold simultaneous sessions at next meetings to be held in the German Federal Republic, in 1959. Altho the two committees joined in discussions, all resolutions were taken separately.

Arthur Fisher told the assembled members that there remains much to be done to find means for enabling international copyright to become more and more efficient.

Luther H. Evans, director general of UNESCO, said he was highly pleased with the co-operation among the intergovernmental organizations, particularly in regard to neighboring rights, where a common plan of action can be expected to result in benefit for all.

Report on the Intergovernmental Copyright Committee was given in the Library of Congress Bulletin of September 29, 1958, by Richard S. McCartney, chief of the Library's reference division.

## Omega Salutes Big Bands on Stereo, Tape

HOLLYWOOD — The music of the big bands will get their stereo whirl in a release of 12 packages this fall by Omega. The music will be available both in stereodisk form and stereo tape. Each of the dozen packages salutes one of the following by providing stereo recordings of their arrangements: Tommy Dorsey, Glenn Miller, Benny Goodman, Artie Shaw, Perez Prado, Harry James, Count Basie, Duke Ellington, Ted Heath, Stan Kenton, Les Brown and Mantovani. The recordings were by Francis Bay and the Brussels World's Fair, giving the packages an additional current tie in. Art on each album cover treats a separate pavilion at the fair.

Name of the series is "The Brussels World's Fair Salutes the Big Bands in Stereo." Omega will issue four albums with each release, with all 12 to be out for the fall-winter market.

## COSTS EAT BELAFONTE FOREIGN TOUR PROFITS

By TED WOLFRAM

COPENHAGEN — The European tour of Harry Belafonte has been interesting for European promoters. It offers a good opportunity to judge how large a gross such a tour can produce when a "name" makes a tour with the aim of making not more than one concert per day, in the locales most suited to his talents and personality. And at the same time offered the best possible conditions and with the best musical backing available, plus capable local management and best ticket-selling facilities.

Belafonte's appearance here, in Tivoli's Concert Hall, in September were handled by Richard Stangerup, who for years has been presenting American jazz and pop "names" and bands here, as well as "Holiday on Ice." He used little publicity but started his ticket-selling campaign the third week of August, with comparatively small ads in the amusement pages of local papers, announcing start of ticket sales on August 25. No publicity plugging the concerts was made use of but many papers carried articles concerning Belafonte and his family. Newsmen and photos had a chance to meet Belafonte, at Kastrup airport, two days prior to his concerts here, when he changed planes en route to Stockholm. His only press conference took place on the second day here.

Belafonte's first concert confirmed that Tivoli's Concert Hall was excellent for a singer of his character. The hall was packed with but few, if any, late-comers. There were plenty of teen-agers in the audience but all were attentive and interested. So far as noise was concerned this could have been a Tivoli symphony concert.

The main reason for this report is that the Belafonte concerts here clearly show how little chance

there is for such concerts to register a financial success. In addition to Harry Belafonte, his staff and musicians, there was the rental of the hall and all the usual expenses entailed by such a concert, as well as payment of the Glindeemann band. RCA used the back page of the program for plugging Belafonte recordings but there appeared to be no other tie-ins aside from a program credit listing the music firm providing the piano used. A public relations set-up had been tentatively readied but was called off once it was known that Stangerup was presenting the concert.

There is little chance for big grosses here, with a costly "production" such as that offered by Belafonte, even with complete sell-outs. By presenting three concerts expenses of advertising and certain other items would be the same as for one appearance but even so the gross could not be large. For Belafonte's concerts the top price was \$2.20 and standees paid about 60 cents.

In any case, at his press conference, when queried as to whether "Belafonte Presents, Inc." was making big profits, Belafonte ironically retorted: "At 15 kroner?"—in other words, he intimated that a \$2.20 ducat tab could net little profit, if any.

## Onorati Inks Pianist, Pic Sound Tracks

HOLLYWOOD — Henry Onorati, 20th-Fox Records prexy, this week signed Cecil Lloyd, Jamaican pianist, to a term contract and acquired recordings rights to the sound tracks of "The Barbarian and the Geisha" and "The Roots of Heaven" films. Both pictures will be released thru Fox. Onorati concluded these deals here during his three day hop to the Coast.

Chief purpose of Onorati's Coast trip was to meet with studio execs and to effect a closer working relationship between the film factory and its diskery wing. Onorati also opened negotiations for several pic talent properties to be announced when contracts are concluded in the immediate future.

Release of both film sound-track packages will be timed for the end of this month to come on the heels of the label's Glenn Miller issue. Sound track of "Barbarian and the Geisha" was composed by Hugo Reidhofer and, according to Onorati, should prove to be commercially valuable in disk form due to its unusual quality achieved thru heavy use of Oriental thematic content. "Roots of Heaven," the Darryl F. Zanuck production, features a score composed and conducted by Sir Malcolm Arnold. Noteworthy aspect of the Arnold score is a five-minute overture which preludes the start of the picture.

## Zahm in New Capitol Post

HOLLYWOOD — Capitol Records this week named Richard H. Zahm Jr. as manager of business affairs of the artists and repertoire division. In the newly created post, Zahm will handle artist contract negotiations, preparation of contracts, financial analyses and expense planning for the a.&r. division.

Zahm will report to Dan Bonbright, veepee in charge of administration and finance. Zahm has been a member of the Cap legal staff.

## Jerome Exits M-G-M, Hassin Replaces

NEW YORK — Irving Jerome exits his top sales exec slot at M-G-M Records Friday (17) to accept the post of veepee in charge of sales for Roulette Records. Named to the national sales manager post at M-G-M was Charlie Hassin, who has been with the company since its inception.

Hassin began his career in the disk industry after World War I when he was associated with the original Emerson Phonograph Company. He acquired control of the firm in 1923 and operated it until 1927, when the assets and the name were sold to the present owners of the Emerson Radio and Television interests. Hassin then served for more than 11 years as sales manager at RCA Victor, where he first became associated with Frank Walker. Like Walker, Hassin was in the M-G-M picture at the very beginning in 1945, two years before the first disk was released. Since then, he has served as distributor sales manager.

Jerome entered the disk scene with Capitol Records in 1946 as a salesman. In 1952 he became manager of the Capitol Newark branch and later became manager of the Philadelphia branch. In 1957, he served as a veepee in charge of establishing Capitol's subsidiary label, Prep Records. Jerome had served in his M-G-M post nearly a year at the time of accepting the Roulette appointment.

# About JULIUS LaROSA

As A&R directors  of Roulette Records  this hectic business we're in seldom affords us the opportunity of producing a record that we feel deserves a very special and unique place in the music world 

We honestly believe, that JULIUS LaROSA  has such a record in his first release for the company. "UNTIL HE GETS A GIRL"  written by Bob Merrill  is not only the right song for JULIUS LaROSA , but a once in a life time song.

"LET NATURE TAKE ITS COURSE"  written by Larry Coleman  is a free and easy, swingin side that could quickly catch on.

We're proud to have JULIUS LaROSA  on Roulette  and we think you'll agree his first for us is a winner .

HUGO & LUIGI  
A&R, Roulette Records

ROULETTE

# FTC Trains Guns On False Pricing

WASHINGTON — Battle lines for the war on "trickery" in price advertising have been drawn up by the Federal Trade Commission, it was announced last week (10). Guidelines for handling dual pricing and pre-ticketing devices to give the consumer a false idea of bargain rates have been set up for the agency staff.

FTC has served notice on all advertisers and sellers that intensified enforcement has been ordered. New regulations on dual pricing (deceptive retail price representation) for the Sunglass Industry, but applicable to record and other industries, were strictly issued. (The Billboard, Sept. 22.)

"While our staff already has been hitting hard at those who lie about their bargain prices, we believe the problem is growing worse. Its solution calls for no less than a united effort by all groups, private, civic, State and federal, to get price advertising claims back on a truthful level," the agency says.

One of the main targets of the FTC crackdown is the prominent display by retailers of a high "ticket" price on merchandise to make the retailer's price look low, although in most instances, it is the usual price for the area. The same crackdown awaits those who do not have "pre-ticketed" bargain savings indicated on the merchandise either manufacturer or retailer, but do exhibit placards pointing out artificially high "list" prices as compared with that of the recordings or other items on sale.

FTC has broadened the base for accusation by its staffers, by noting that "laws are made to protect the

trusting as well as the suspicious." The staffers are instructed to estimate the false pricing claims on the impression they give, rather than try to find deceptive wording alone.

Among the nine types of fictitious pricing singled out for staff notice are: savings claims; sellers must not imply reduced price unless it applies to the specific article on sale; seller must not advertise "reduced" price merchandise when higher price is based on artificial mark-up, or on previous isolated and infrequent sales. "Special sale" prices must not be advertised unless they represent a bona fide reduction from seller's customary retail price, or at a saving from regular price in that trade area.

Also, products must not be advertised as being sold at manufacturer or wholesaler level, unless they are actually being passed on to the consumer at the same factory or wholesale price paid by the retailer.

## Decca Adds 4 Sets to 'Star Tune' Series

NEW YORK — Decca Records issued the latest package release in its series based on such themes as "Dance Time," "Carnival Time," etc., with the issuance of four new sets in the "Star Tune" series. Strong selling aids are being made available to dealers in the form of mounted lithos, window displays and separate displays featuring each of the four albums.

Featured in the release are the Ray Charles Singers in their first Decca release, "Love and Marriage"; "Sing a Song of Italy," with Toni Arden; "The Singin' Aces," and "Cocktails With Cavallaro."

## Melachrino on First U. S. Tour

NEW YORK — George Melachrino, RCA Victor recording artist, arrived in New York for his first concert tour of the United States. Melachrino plans to play in 40 cities, including Philadelphia, Baltimore, Washington, Detroit, Cleveland, Chicago and St. Louis. Tour has been set by Sol Hurok.

## 10-CARAT HOAX

### Diamond Not a P.A.'s Best Friend—If It's Phony

CHICAGO—Tommy Schlesinger, publicity director of Mercury Records, is stuck with an artificial Diamond. It was a big joke a couple of weeks ago but he says it's not funny any more.

About a month ago, a local Cadillac agency called Schlesinger to report that a member of the singing group, the Diamonds, wanted to put \$1,000 in cash on a car and wanted \$5,000 in credit. The auto man wanted to verify his customer's identity. Schlesinger replied that the Diamonds were in New Jersey, that the customer must be a phony. A week later on vacation in Saugatuck, Mich., a hotel keeper told Schlesinger one of the Diamonds had been there a few days before. His description matched that of the Cadillac customer. Schlesinger laughed.

Last week, the phony Diamond threatened the tranquility and smooth functioning of the entire Mercury organization. He had shown up in Detroit and favored

## TRENDIX RATES COMO TOP MAN

NEW YORK — The first Trendix report on network TV's crop of music shows puts Perry Como well on top with a 28.8 rating and an average 51.4 share of audience. "Arthur Murray Party" scored second highest with a 23.9, followed by Eddie Fisher (22.9), Steve Allen (22.0), Dinah Shore (22.0), Pat Boone (20.8) Lawrence Welk (20.6), Tennessee Ernie Ford (18.5), Ed Sullivan (18.2) and Arthur Godfrey (15.3).

## Somerset Sales Soar at '58 3/4 Mark

NEW YORK — Joe Martin, veepee and sales manager for Somerset and Stereo-Fidelity Records, stated this week that the firm's business was up for the first nine months of this year 180 per cent as against the first nine months of 1957. And sales during the third quarter of 1958 were up 97 per cent over the same quarter in 1957.

Martin said that the firm's great increase in business during 1958 was due to the introduction of the Stereo-Fidelity line as the stereo counterpart to the Somerset label, the introduction of the \$1.98 Stereo-Fidelity sampler and the Somerset 99-cent sampler. Martin also said that heavy purchases of stereo records by phonograph manufacturers for demonstration purposes had also helped increase sales.

## Jubilee Inks Sy Oliver

NEW YORK — Sy Oliver, veteran arranger, has been signed as an artist and as musical director for Jubilee Records. The announcement was made by Morty Palitz, veepee and a.&r. chief of the label. Initial single release by Oliver will be "The Mardi Gras March," from the 20th Century-Fox production "Mardi Gras." The appointment reunites the team of Oliver, Palitz and Bob Stephens, current assistant to Palitz, all of whom worked together previously with such artists as the Mills Brothers, Ella Fitzgerald, Tommy and Jimmy Dorsey and others.

## PLATTERS TOPS WITH FRENCH, SAYS VENTURA

NEW YORK — The Platters have supplanted Elvis Presley and Pat Boone as the top popular act in France, according to French music and disk mahoff, Ray Ventura, who was visiting here on one of his regular stateside swings this week.

"The Platters have taken France by storm since their recent engagement at the Olympia in Paris," Ventura remarked. "They have sold nearly 400,000 EP's of their early hit 'Only You.' Your star Paul Anka is also very big with us right now."

Discussing the general record scene in France, Ventura said that sales on a top hit disk can go over 100,000 but unlike the situation in the States even a successful record there takes a long time becoming a hit. "It could easily take many months or even a period of several years for a cumulative sale of 100,000 to be reached," he noted. "The whole cycle of a record is much slower in France even today. For one thing, you have disk jockeys here who help make records hits very quickly. We don't have anything to compare with that in France. We can't promote records over the government radio with any real effect. Our main radio outlets are Radio Monaco, the Saar Radio and Radio Luxembourg."

Ventura also remarked that there is virtually no business being done with singles in France. "It's all EP's and LP's," he noted. "Our record dealers much prefer to sell the more profitable EP and buyers want it because it's a much better bargain. EP's sell for \$1.80 and \$1.60, depending on the type of material, while LP's bring about \$6 and \$5, again depending on artist and material."

On the jazz front, Ventura said that the great international cat, Louis Armstrong, is very big there. "The Modern Jazz Quartet is very popular, too, in France and continues to be, altho, strangely enough, their records which had been selling well, tapered off after

## Danes Set New Bistro Rules

COPENHAGEN — Municipal authorities are readying new regulations which will permit the opening of several new night establishments but which are also expected to eliminate some of the less orderly spots.

New regulations, which are to go into effect first of January, will permit 260 night restaurants of three categories: 35 allowed to remain open until five o'clock in the morning, with annual license of \$725; 45, open until two o'clock, license of \$217.50; and 180, open until one o'clock, licensed at \$72.50.

This will bring added business for taxi owners and the night bus and street car lines and will also make it easier for suburbanites to attend concert halls and theaters.

body, just to take them in. He picks up checks with abandon—just like a real disk mahoff on the road—and as his token of appreciation, he gave Jerry Bennett a diamond stick pin. Bennett had the gift appraised. It's real!

Tommy concludes: "I think this man, whoever he is, is sick."

their appearance. Now the records are coming back as good sellers."

Ventura is an uncle of guitarist-singer, Sascha Distel, who is now the fiance of Brigitte Bardot. Ventura was associated with Bob Thiele, of Dot Records, in making an album with Distel several weeks ago. On the Bardot front, her uncle-in-law-to-be said that he hoped someday to teach her to sing and make records. "There'll probably never be another one quite like her," he said reflectively, "any more than there will ever be another quite like Presley in your country."

## Victor Renews La Horne Pact

NEW YORK — Lena Horne has been signed to a new long-term RCA Victor pact, according to Steve Sholes, pop a.&r. chief. The thrush will do both singles and albums under the direction of Fred Reynolds, a.&r. director.

Miss Horne, a Victor artist of long standing, is currently represented in the album market by "Lena Horne at the Waldorf-Astoria," all-time best-selling Victor package by a female artist; the original cast recording of "Jamaica," "Stormy Weather" and "Give the Lady What She Wants."

## Distaffers Now Head Hansen Firm

COPENHAGEN — The century-old Wilhelm Hansen music publishing firm has recently undergone several changes in its administrative set-up, with two young fem members of the family, Miss Hanne and Mrs. Lone Wilhelm Hansen, now at the head of the firm.

Asger Wilhelm Hansen, on October 1, retired from the firm, and also gave up his post as counsel of KODA (Danish counterpart of ASCAP). Svend Wilhelm Hansen is giving up his administrative post but retains his share of the firm's ownership.

The Hansen firm is a leading European music firm and also operates an active concert booking agency.

"DANCE EVERYONE DANCE" BETTY MADIGAN  
 "A LITTLE BIRD TOLD ME" TINA ROBIN  
 "MARJOLAINA"—GOGI GRANT  
 "LADIES PLEASE REMOVE YOUR HATS"—LOU BUSCH  
 BOURNE, INC.—ABC MUSIC  
 136 West 52 St. New York 19

More Hits from MILLS—  
 THE MAGICIAN DEAN MARTIN  
 on Capitol F-4065  
 THAT'S MY DESIRE CREW CUTS  
 on RCA Victor 47-7371  
 MILLS MUSIC, INC.

3 HITS  
 THE OLD MAN AND THE SEA DIMITRI TIOMKIN COLUMBIA  
 IT'S ALL IN THE GAME TOMMY EDWARDS MGM  
 YOU WILL FIND YOUR LOVE IN PARIS PATTI PAGE MERCURY  
 MUSIC PUBLISHERS HOLDING CORPORATION

Don't Give Me an Elephant for Christmas  
 (I'll Take a Pack of Camels)  
 Pachyderm 1674 Broadway  
 Music Suite 607, N. Y. 19

Molly Bee  
 "FIVE POINTS OF A STAR"  
 Capitol 4064  
 CENTRAL SONGS, INC.  
 6308 Sunset Blvd., Hollywood 28, Calif.  
 Phone: Hollywood 1-9347

A World-Wide Hit!  
 VOLARE  
 NEL BLU, DIPINTO DI BLU  
 ROBBINS MUSIC CORPORATION

TIRED OF THE RUN OF THE MILL TYPE DEMO?  
 LET US CREATE FOR YOU A MASTER DEMONSTRATION RECORD  
 All we need is a rough copy of your song and here's what we do:  
 • Make professional lead sheets of your songs.  
 • Each song arranged and well rehearsed before recording.  
 • Minimum five-piece band, including vocalist.  
 Well-known publishing firms are using our services with the strong possibilities of our demos being used for actual masters. That's why we are the only ones who offer a master demonstration record.  
 ALL THE ABOVE SERVICES FOR JUST \$35.00.  
 \$10 deposit required on each song. Balance payable C.O.D. when we deliver the record. You are cordially invited to visit our studio!  
 O-D-O MUSIC & RECORDING CO., C.B.S. Theater Building, 1697 Broadway, N.Y.C. 19.  
 Telephone: PLaza 7-3180. Open 10 a.m. to 9 p.m.

*Robin*

("Susie Darlin")

**LUKE**

"MY  
GIRL"

*HAS A NEW  
SMASH!*

*and*

**CHICA  
CHICA  
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## THE LABEL IN THE BUSINESS



### JONI JAMES

## THERE GOES MY HEART

K12706 on 45 &amp; 78 rpm

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Clark  
ABC-TV  
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Sat.,  
Oct. 11

### TOMMY EDWARDS

NEW SMASH  
ORIGINAL VERSION

## LOVE IS ALL WE NEED

K12722

NO. 1 HIT IN THE COUNTRY

## IT'S ALL IN THE GAME

K12688 on 45 &amp; 78 rpm

### JIMMY NEWMAN

YOU'RE  
MAKING  
A FOOL  
OUT OF ME

OUTSIDE  
YOUR  
DOOR

K12707

## DISTRIBUTOR NEWS

By HOWARD COOK

CHICAGO: Joan Karras in her weekly roundup of distrib news for The Billboard reports the following happenings in the Windy City: Capitol Records Distributing Corporation is cooking with "Tom Dooley" by the Kingston Trio, "Non Dimenticar," by Nat King Cole and "That Old Black Magic" by Louis Prima and Keely Smith. Top three at Columbia Record Distributors are "What Do I Care" by Johnny Cash, "Tunnel of Love" by Doris Day and "Call Me" by Johnny Mathis. United Pop has hot items with "It Don't Hurt No More" by Nappy Brown on Savoy, "The Ways of a Woman in Love" by Johnny Cash on Sun and "Break Up" by Jerry Lee Lewis on Sun. The top r.&b. platters at United are "Please Accept My Love" by B. B. King on Kent, "Little Boy Blue" by Bobby "Blue" Bland on Duke and "Blindfold Test" by Chico Hamilton on Tampa. James Martin is hot with "Almost in Your Arms" by Vera Lynn on London, "Apple Blossom Time" by Eric Rogers on London and "For My Good Fortune" by Pat Boone on Dot. Music Distributors is strong with "It's All in the Game" by Tommy Edwards on M-G-M, "It's Only Make Believe" by Conway Twitty and "There Goes My Heart" by Joni James both on M-G-M. Top disks at RCA Victor in Chicago are "No One But You" by the Ames Brothers, "Love Is All We Need" by Perry Como and "Guaglione" by Perez Prado. At Midwest Mercury, "Fibbin'" by Patti Page is the No. 1 platter. Following are "Poor Boy" by the Caridgans and "Walkin' Along" by the Diamonds. Strongest records at Decca Records Distributing Corporation are "Forget Me Not" by the Kalin Twins and "Io" by Domenico Modugno on Decca. "Hoopla Hoop" by Teresa Brewer and "Hungry Eyes" by Debbie Reynolds on Coral and "We Have Love" by Jackie Wilson on Brunswick are also big.

DETROIT: Leo Cheslak, promotion mahoff at Cadet Distributing Company, Inc., reports strong action on "Wendy, Wendy," by the Four Coins. "All I Do Is Dream of You" by Patience and Prudence on Liberty is also big. "When I Grow Too Old to Dream" by Duke Mitchell on Liberty is going well. Vee-Jay is hot with "Stormy Weather" by the Spaniels and "Jeepers Creepers" by the Dells. Andre Previn's recent appearance in Detroit has created new interest in his Contemporary albums, according to Cheslak. "My Fair Lady," "Gigi," and "Pal Joey" are all selling well. "With All My Love" by Roy Hamilton is strong. "Primitiva" by Martin Denny is a hot album. Ditto "Flames, Flappers and Flasks" by Joe Glover and His Collegians on Epic.

PHILADELPHIA: Ted Kellum, of Marnel Distributing Company, writes that the firm has several items on the local best selling lists. Imperial is strong with "Lonesome Town" by Ricky Nelson, "It's You I Love" by Frances Faye and "Young School Girl" by Fats Domino. Top Specialty platters are "Baby Face" by Little Richard and "The Letter" by Don and Dewey. Cameo is real hot with "The Secret" by the Gainors. "Nine More Miles" by Georgie Young and "Mexican Hat Rock" by the Applejacks. United Artists has strong sellers in "The Green Mosquito" by the Tune Rockers and "Whispering Grass" by Sylvia Saynt. Carlton Records' top items are "Everyone Was There" by Bob Kayli and "With Your Love" by Jack Scott. Epic is going great with "Wendy, Wendy" by the Four Coins, "Summertime, Summertime" by the Jamies and "Pledging My Love" by Roy Hamilton. "The Day I Died" by Scott Garret on Okeh is also strong. Colpix, the Columbia Pictures label, will be handled by Marnel in Philadelphia.

Paul Knowles, manager of the RCA Records division of Raymond Rosen and Company in Philadelphia, writes that the joint is jumping. Esquivel was in Philly last week to promote his new LP, "Other Worlds, Other Sounds." Ray Martin's album, "Pop Goes the Swingin' Marchin' Band," looks like a real winner. "I Haven't Met the Right One Yet" by Hugo Winterhalter is selling strongly. Eddy Arnold is due to visit and plug his latest single, "I'm a Good Boy." "Guaglione" by Perez Prado and "Give Myself a Party" by Don Gibson are climbing.

KILGORE, TEX.: Darrell Davis, of KOCA, writes that there are several records in the area that . . . "have enough of that old fight in them to really break loose across the country." "You Don't Care" by the Starr Combo on Skippy is big. "I Found My Love" by Buddy Miller and His Rockin' Ramblers on Security is breaking out. "It's Only Make Believe" by Jimmie Starr on Debbie is the preferred version in the area. Other hot platters are "Calla, Calla" by the Paulette Sisters on Aameco and "Real Wild Child" by Ivan on Coral.

BRIEFS: California Record Distributors is the new outlet for Vox Records in the Southern California area.

ROULETTE RECORDS RAMBLINGS: Teddy Reig, who recently joined the Roulette a.&r. staff to handle jazz, when Roulette took over his Roost line, reports that the move has created interest anew in the Roost catalog. Strongest items are "Moonlight in Vermont" by Johnny Smith, "Charlie Parker All-Star Sextet" and "Dizzy Gillespie in Paris." Bob Heller, of Chips Distributors in Philadelphia, reports tremendous acceptance to the firm's recent "Jimmy Rodgers" week campaign. Bob Ellis, Eric Distributors in San Francisco, reports biggest initial sales of Roulette albums since becoming the Roulette distributor in the area. Of the five albums already released for the fall, the standout is "Jimmie Rodgers Sings Folk Songs." Ellis also reports action on the following singles: "Blue Moon," by Jimmy Bowen, "The Hula Hoop Song" by Georgia Gibbs, "To Know Him Is to Love Him" by Cathy Carr and a big spurt for "Bad Girl" by Valeries Carr.

NEW YORK: Al Hirsch, of Malverne Distributors, lists the following top Kapp disks: "Near You" by Roger Williams, "The Day the Rains Came" by Jane Morgan and "Chincilla" by the X-Rays. ABC-Paramount is hot with "Almost in Your Arms" by Johnny Nash and "Oho Aha" by Frank Verna. Strongest Liberty platters are "Summertime Blues" by Eddie Cochran and "All I Do Is Dream of You" by Patience and Prudence. Cameo is jumping with "Mexican Hat Rock" by the Applejacks, "Nine More Miles" by Georgie Young and "The Secret" by the Gainors. Swan is sailing with "Leave Me Alone" by Dickey Doo and the Don't and "My Heart Belongs to Only You" by Mary Swan. Hottest Cub Records are "Crazy Love" by the Velours and "Sorrento" by Lillian Ann Carroll.

Top LP's are "Johnny Nash" on ABC-Paramount, "Eydie in Love" by Eydie Gorme and "Sing a Song of Basie" by the Dave Lambert

**FINKELSTEIN EXPLAINS**

**Outlines Mechanics Of Proposed Juke Law**

HOLLYWOOD — How much performance rights money will juke box operators have to pay should the American Society of Composers Authors and Publishers win its long fight to change the Copyright Act by removing the juke box exemption clause? What will be the mechanics of collecting the monies and the basis of their distribution among the licensing organization and their writer publisher members?

These questions were answered last week by Herman Finkelstein, ASCAP's general counsel, before a group of California copyright lawyers and music biz figures.

Finkelstein quoted from a statement he made in writing and entered into the Senate Judiciary Subcommittee hearings records suggesting an annual levy of \$15 to \$25 per box. The flat figure would cover licensing fees for all performance rights organizations with ASCAP taking a proportionate share. The exact amount of each licensing organization's share will be determined by an agreement between the performance collection organization and will depend directly upon the amount of music each licensing society has in the juke boxes during the given period.

A new system of distribution of funds will be established by ASCAP which will operate in addition to ASCAP's present method of dividing up performance money among its membership. Juke performance funds will depend directly upon the use of tunes in boxes and money will be divided on a basis of current performance.

Finkelstein credited the National Licensed Beverage Association for suggesting the spread per box levy. According to this plan, operators with boxes in rural areas where plays are not heavy will be expected to pay only the lesser amount. Operators in key locations where earnings are high will be expected to shell out the higher sum.

Finkelstein said spot tests have been run in Eastern communities to see how the mechanics explained above will hold up in actual use. For the most part, ASCAP sees no difficulty in putting the collection and distribution plans into practice, if and when the copyright law change is made. (For the first time in the many years ASCAP has waged this battle, it was passed by the Senate Subcommittee on Patents, Trade-

marks and Copyrights, Sen. Joseph C. O'Mahoney, chairman.)

Finkelstein pointed out that the above figures were only suggestions as to what he feels the licensing organizations would be willing to accept in payment for performance rights. ASCAP, he reminded his listeners, operates under a consent decree and users of its music have recourse to the courts whenever they feel its demands are unreasonable. Finkelstein answered the above questions following his address before the California Copyright conference.

**Kaltman to Debut New Stereo Label**

NEWARK, N. J. — Frank L. Kaltman, disk magnate in the specialty fields of children's, educational and square dance records here and publisher of square dancing magazines, has acquired the disk rights to "most all of" the stereo tape catalog of Livingston Audio Products, Inc. Kaltman retired from his chosen profession of engineering 12 years ago and is now known as one of the busiest retired men on the current scene.

Livingston, of nearby Essex Falls, N. J., is one of the pioneers in the pre-recorded tape field and the Livingston stereo tapes of the Lenny Herman combo were one of the earliest and biggest selling tape on the market for a considerable time.

These and a number of other pop as well as classical masters are now available to Kaltman under the deal which involved at least \$100,000 in cash. Livingston retains all tape rights and, in fact, plans to go all out promoting its tape library which now features its editions in two-track tapes at 3.75 speed. In view of the saving of tape offered by cutting the speed in half, the tapes are now being competitively priced at \$6.95 each.

Kaltman says that he has chosen the name, Janus, for his new disk label featuring the Livingston repertoire. Janus is the mythological Greek god with two heads, and the latter will be illustrated on the label as the designation for stereo.

Mastering will be handled by Olmstead Studios, New York. Initial release of five disks will continue.

*(Continued on page 47)*

Singers also on ABC-Paramount. Strongest Kapp albums are "Songs of the Fabulous Century" by Roger Williams, "Volare" by Umberto Marcato and "Great Songs From Great Shows of the Century" by Jane Morgan. Best selling Verve LP is "Ella Fitzgerald Sings the Irving Berlin Song Book." Liberty is hot with "Julie Is Her Name, Vol. 2" by Julie London and "Primativa" by Martin Denny.

Al Levine, of Ideal Record Distributors, Inc., in New York, reports that his New York office is cooking with "Calla, Calla" by the Paulette Sisters and "Just Young" by Andy Rose on Aamco, "It's All in the Game" by Tommy Edwards, "Fallin'" by Connie Francis, "There Goes My Heart" by Joni James and "It's Only Make Believe" by Conway Twitty on M-G-M. Challenge is blazing with "How the Time Flies" by Jerry Wallace. Knight Records, Imperial's new subsid has a sleeper in "A Quarter to Twelve" by the Robins. Hottest platters at Ideal's Newark, N. J., branch are "Calla, Calla" by the Paulette Sisters and "Just Young" by Andy Rose on Aamco. The firm has also added Design Records.

Jerry Shiffirn, new sales manager and a.&c.r. head of Seeco Records, has appointed Southern Record Distributing Company, helmed by Murray Nash and John Richberg, to handle the line. Forthcoming releases from Seeco include "Felicia" b/w "Bandwagon" by the Orbits and "Tina" b/w "Fools Rush In" by Joe Salvatore.

Phil Markman, Marnel of Maryland, Inc. in Baltimore, writes that "Wendy, Wendy" by the Four Coins on Epic is taking off. The group is currently on a p.a. stint in the Baltimore-Washington area. United Artists is hot with "Whispering Grass" by Sylvia Saynt and "Don't Leave Me Lonely Tonight" by Ralph and Randy. The new Arc label is breaking with "That Day" by Rick and the Rockers. "No One Knows" by Dino and the Belmonts on Laurie is still big.



1540 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-3000

**THE HOTTEST LABEL IN THE BUSINESS**



**CONNIE FRANCIS**

**FALLIN'**

K12713



**CONWAY TWITTY**

**IT'S ONLY MAKE BELIEVE**

K12677



**MORTY CRAFT**

& His Orchestra

LOVE THEME FROM

**CAT ON A HOT TIN ROOF**

K12726



**FRAN WARREN**

NEW RECORDING

**SUNDAY KIND OF LOVE**

K12718



**JOHNNY DESMOND**

NEW RECORDING

**C'EST SI BON CHA CHA**

K12717



**TWO-CHANNEL INFANT**

# Birth Pangs of Multiplex Key Stereo Controversies

• Continued from page 1

tions," according to one FCC spokesman.

The FCC is therefore granting multiplex licenses to FM-only stations (like WBAI, New York) and AM-FM outlets (like NBC-owned WRCA, New York) on a strictly experimental, temporary (90 days, with renewal available) basis. Meanwhile, the FCC itself is gathering information from these and other "test tube" operations in the stereo field, and probably won't make up its mind much before the spring of 1959.

Another stumbling block is the fact that stations themselves are disagreeing violently on the subject of multiplex itself, as well as multiplex systems.

One reason for this is that a long list of FM stations—latest estimates put the number at more than 70—have been using multiplex methods for some time to air "background music" minus commercials to p.a. installations in stores, restaurants, and other public locales, and derive most of their income from it.

For these FM outlets, the idea of widespread stereo multiplexing is the kind of nightmare shared by a theater owner who has just discovered a horde of kids sneaking in for free thru the fire escape. With adaptors available at low price, restaurant owners would be tempted—according to the "background music" radio operators—to put in their own installations and duck the payment by adapting the adaptors and "pirating" the music. Other radio interests, such as common carriers, have objected that they need the "sub channels" proposed for multiplex stereo for "point-to-point," non-public use, such as traffic control.

**Die-Hards Opposed**

Some of the more conservative stations are opposed to stereo multiplex operations until: (1) the FCC makes up its mind about standards, (2) the electronics industry starts producing standardized multiplex receivers in quantity.

Stated New York Times-owned WQXR recently: "It would be futile for us to adopt a system which might be rendered obsolete by subsequent regulation. As matters now stand, the most practical

method of stereo broadcasting is the one which WQXR used for the past six years." This, of course, is the AM-FM combination.

The more avant-garde components firms — and, behind closed doors, some of the larger packaged goods firms as well—are, however, already making plans for multiplex units, FCC or no FCC.

Licenses for the "compatible" Crosby system—which comes thru an ordinary FM set as a monaural mixture of the two channels and with separate stereo channels thru an adapter, just as a colorcast in TV can be seen in black and white or color—are already out with a number of firms.

According to Murray Crosby—a tall, soft-spoken audio engineer with a marked resemblance to President Eisenhower — his system has been licensed to such firms as: Madison-Fielding (already on the market with a \$49.95 unit), McIntosh, Sherwood, Harman-Kardon, Fisher, Pilot, Eico (which plans ready-made and kit versions of an adapter) and Sargent-Rayment. Prices will range from about \$19.95 for kits up to about \$70 for de luxe units.

Crosby's licensing deal as yet does not include a major packaged goods manufacturer, altho several are reported interested. The deal is on a per-unit basis for the patent system, with royalty being 50 cents per unit for the first 25,000 and 25 cents per unit thereafter for ready-made adaptors or tuners. Kits will be produced at a royalty of 30 cents per unit for the first plateau, and 15 cents thereafter.

**Halstead System**

The chief competitive system to the Crosby "sum and difference" method is the Stereoplex system developed by William S. Halstead, president of Multiplex Services Corporation. Its main advantage, as cited by Halstead, is that an FM station can eat its stereo cake and have its background music too—with the public unable to pirate it—by sub-dividing the sub-channel into a pair of channels,

one for a stereo track and the other for background music.

Halstead terms the system "compatible" — but it's not the same compatibility Crosby claims. The Halstead method is "compatible" with the widespread practice of putting one stereo channel on AM and the other on FM by simply duplicating the AM channel again on an FM sub-channel, giving a three-way choice.

However, the listener with an FM-only radio (minus adapter) does not receive a monaural "blend" of two stereo channels; he hears only side of a stereocast with an adapter required to hear the other. Critics of the Halstead system point out that, in order to have two sub-channels going, the signal-to-noise ratio of the multiplexed stereo channel isn't as good as the main channel, or as good as the balance of the Crosby system. Halstead himself, however, states that "compatibility with AM-FM stereocasts is more important than a balance of both channels."

Halstead says he has "purposely refrained from engaging in marketing activities" of his system—a reference, obviously, to the fact that multiplex adaptors are now on the market as mentioned earlier. But Halstead does have license deals with a few firms, notably Bogen (who makes the receivers for use in Halstead-method background music operations), and a Bogen adapter for home use is a possibility. The Halstead technique is currently in use on the air at stations like WGHF in the New York area and WIP, Philadelphia.

**Questions & Answers**

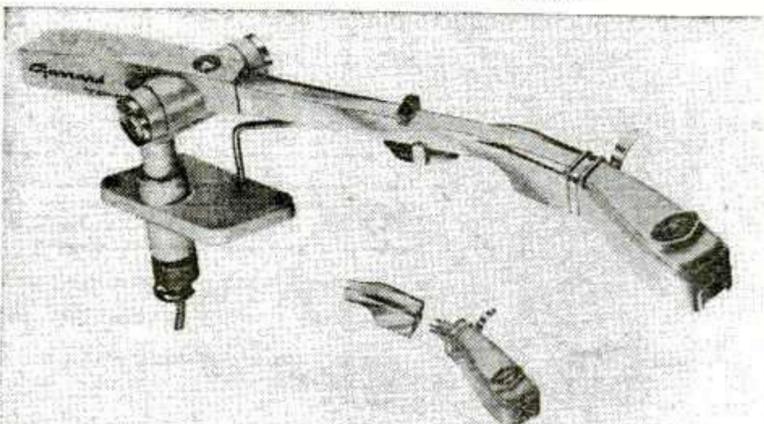
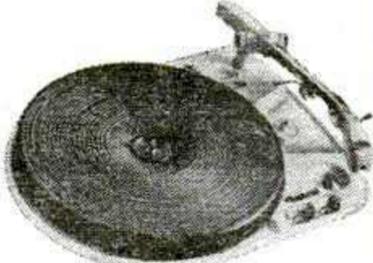
Just what IS multiplexing? In its simplest terms, it involves using a slice off the top of the FM frequency band allotted to an FM station — a slice that's always been a "spare" portion, since it's far above what even Lassie's ears can hear. A second signal is then sent out on this subsidiary channel (which can have all the original advantages of the main FM chan-

(Continued on page 18)

**New Product:**

**Garrard Turntable and Arm**

**RIGHT:** This Garrard turntable-tone arm combination (Model 4 HF) is priced at \$59.50. It features a variable plus or minus speed adjustment on each of the four speeds. Another important feature is the push-button system that controls the stop at the end of the record. One button disengages the tone arm completely from the motor. Another shuts the unit off completely after the record is ended.



**ABOVE:** This is Garrard's transcription tone arm (Model TPA-12). It is wired for both stereo and monaural and is priced at \$19.50. An important feature is the minimum number of pivots used. The pivots are spring-loaded cone-type ball bearing.

**QU'EST-CE QUE C'EST CET SON?**

PARIS — French audiocats had a ball last week matching wits with their guessing the identity of the odd sounds concocted by CBS Radio's James Fassett, now starting his 10th year as commentator on the Philharmonic broadcasts.

Fassett's "Strange to Your Ears" and "Symphony of the Birds" experiments in sound were beamed to France as part of the overseas programming of Voice of America.

"STYE" features common household sounds taped by Fassett, then speeded, slowed or reversed beyond recognition. "Symphony" features a bird "orchestra" whose spliced-together chirping results in a simple symphonic movement.

Fassett was billed by the VOA as "un explorateur du monde de la bande magnetique."

**EDITORIAL**

## Wanted: A Proofreader

No organization looked sillier to even the least sophisticated audiophile attending the recent New York High Fidelity Music Show than a Brooklyn (N. Y.) furniture firm named Dubler Bros.—"Since 1907 furniture for the discriminating taste."

The Freres Dubler bought themselves an attractively set-up full-page ad in The New York Post special audio supplement that was a free handout to thousands of visitors. In the ad were portrayed three handsome custom-designed phono-TV units, priced from \$649 to \$799, all of which contained liquor cabinets.

It was the copy that brought on the snickers. Rarely has there been such a collection of glorious misspellings of the kind of simple technical terms and well-known trade names that almost anyone with even a casual interest in audio products would spot instantly.

For example, in the headline over the first block of copy, a monaural and compatible stereo unit was billed as "Mondral and Compatible," and was later referred to as "monoral" in the same blurb. Elsewhere a French provincial unit was declared to contain a "Bogin" amplifier. Single words were suddenly split into terms like "cross over" and "Pre amp," and so on.

Our purpose here is not to join smugly in the guffaws, but rather to cite the case as a horrible example of reverse salesmanship that could easily have been avoided by the advertiser of The New York Post.

It should serve as a warning to any music store, specialty shop, department store, etc., that decides to cash in on stereo with a custom-packaged phono unit.

Take five minutes. Have someone check technical terminology. Get a catalog and check the spelling of famous component brand names. Otherwise, the impact of hi-fi ads may be lost in a gale of raucous laughter.

## BIENVENIDA ALTA FIDELIDAD DE E.U.

### Fourth Annual Hi-Fi Show In Works In Mexico City Due for Promo Splash

MEXICO CITY — It's strictly "Welcome U. S. hi-fi manufacturers" at the forthcoming annual audio show in Mexico's cosmopolitan capital city, with the largest audio promotional campaign of its kind staged here due to roll next month.

This year, the "Feria De Alta Fidelidad" will be held, starting November 21 and running thru December 1, at the Condominio Insurgentes, a giant new industrial exhibit building located in the midst of downtown Mexico City.

In previous audio shows here, such manufacturers as Fisher, Rek-O-Kut, Grommes, Bell, Harman-Kardon, Ampex, Quad, Tannoy, Weathers Industries, Pye, Audio Fidelity and Marantz have been among the exhibitors, and an even larger list is expected at the 1958 show.

**Exhibition Prices**

A new price schedule has been set for U. S. exhibitors, direct or thru their local reps, according to Benjamin Cardenas del Rio, one of the execs involved in staging the Fourth Annual audiofest.

Exhibit rooms run from 80 to 100 square meters (about 720 to 900 square feet). Space will cost \$100 (Mexican) or about \$8.30 U. S. per square meter during the run of the show. This cost includes room rent, light, telephone and other services, including the extensive advertising campaign.

Full-page ads in the show's printed program will go for \$75 U. S. plus \$3 for electrotypes, and some 50,000 programs will be prepared.

**Advertising Splash**

To promote the show to Mexico City-area audiophiles and record enthusiasts, a king-sized promotion campaign is scheduled to hit them with the effect of a charging "toro." Half-page and quarter-page ads will alternate in the city's three leading newspapers over a 20-day period. Radio spots on three major local stations will also be used in a similar 20-day period at the rate of 10 daily. In addition, 50,000 printed invitations will be mailed,

and a number of giveaway items will be circulated.

On top of this, manufacturers and local phono-music stores are expected to join in the act on their own with special ads geared to the audio show.

## FCC-to-FM Ops: 'You Must Stop Simplex Music'

WASHINGTON — The Federal Communications Commission last week said that in the public interest, there will positively be no further delay allowed in FM broadcaster transmitter conversion to multiplex operation for subsidiary services (6). Fifteen FM stations which requested delay are given until the end of this month to terminate functional music on simplex operation.

Comrs. Ford and Craven dissented from the time limit, altho agreeing in principal with the decision. Ford feels that FCC should await the outcome of a pending Federal Court of Appeals case to test the agency's ruling that functional music operations are non-broadcast in nature.

FCC points out that the paramount purpose of licensee is FM broadcasting. Functional music is secondary. Regardless of financial or quality loss, multiplexing is necessary to "avoid a de facto reallocation of the FM broadcast band."

**No "Main Channels"**

The Commission says that allowing use of the main broadcast channel for subsidiary (simplex) services takes time properly belonging to broadcast hours, and is not in the public interest.

FCC says it is quite aware that the multiplex subsidiary channels may not provide as fine a service

(Continued on page 18)



**BOOM!** 1<sup>ST</sup> **REBEL ROUSER**

**BOOM!** <sup>then</sup> **RAMROD**

**BOOM!** **AND NOW...**

**DUANE  
EDDY'S**

**Newest...**

# CANNON BALL

JAMIE # IIII

Deejays!  
Write us for  
your sample  
copy of this  
great new  
single

B/W "MASON  
DIXON  
LION"

**Distributed Nationally by: GONE RECORDING CORP.** 1650 Broadway, New York, N. Y.

## SIX-POINT PROMOTION SET FOR 3M TAPES

NEW YORK — Minnesota Mining and Manufacturing Company, in a series of regional sales meetings just completed, has begun the biggest promotion program for "Scotch" brand magnetic tape in the products history.

The promotion features six new innovations and merchandising aids. One of the most impressive aids is the "plaid-pole," a new concept in display. It features 12 separate tape racks with a capacity of 60 reels. The "pole" can be used as a counter, floor, or window display and occupies mere inches of floor space.

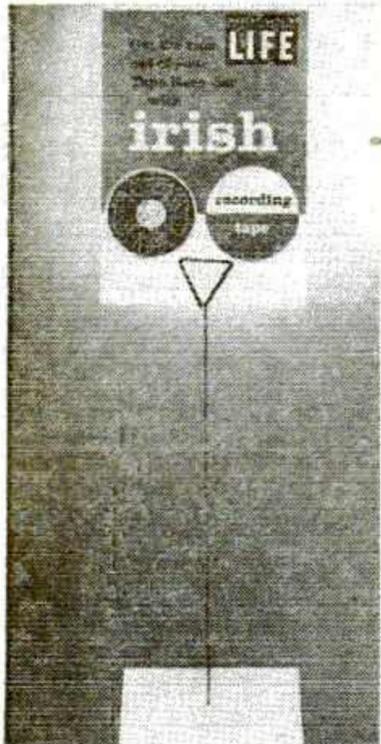
A completely revamped package design is one of the most striking changes in the Scotch line with each type of tape in a different colored box for easy identification. The picture, that of a studio recording session, appears on all of the boxes, and promotes the idea that professional quality tape is available for home use.

A new accessory plastic case for permanent tape storage has been brought out by 3M, and is expected to appeal to enthusiasts building tape libraries. The case makes for neater storage and does much to eliminate damage to tape. There is ample space on the end to affix the pressure sensitive identification label supplied with each case.

## Tape Dealers' Free Display

NEW YORK — Dealers who handle recording tape may obtain unique display piece from ORRadio Industries, Inc., manufacturers of "Irish" brand recording tape.

The piece, a "wire wobbler," features a three-color display card with an illustration of recording



tape. Used in the window, it serves to identify the store as a stocking dealer of recording tape. Used on the counter, it calls attention to the department where recording tape is stocked.

The display, easy to assemble, has an adhesive-backed card as a base which is attached to counter or shelf. To the base is attached a wire holder which supports the display card. The piece "wobbles" at a slight touch, giving the added feature of mobility to the display.

Dealers may obtain the display at no cost by writing a postcard requesting the "Irish Wire Wobbler." The postcard should be addressed to Nat Welch, Sales Manager, ORRadio Industries, Inc., Shamrock Circle, Opelika, Ala.

Leader and timing tape and splicing tape are now appearing in entirely new blister packs displayed on a wire counter rack. The leader and timing tape blister is a permanent dispenser-type package with a cut-off edge.

A folder on professional type splices is being supplied to dealers and offered as a request item to anyone who wishes a step-by-step instruction on how to make professional splices.

A newly designed wire counter display rack has three steps arranged so that the "Scotch" across the top of the boxes will be completely visible. The rack holds 18 reels of tape; four types of tape in five different sizes.

The big six-point fall promotion is being backed up with an intensive advertising campaign.

## Steelman and Roland Lines In Showcase

NEW YORK — A deal for a new public showcase for Steelman phonos and Roland radios has been set with the new Design Center for Interiors permanent exhibit here, according to board chairman Roland J. Kalb.

Design Center features decorator-grade furniture, electrical equipment, wall and floor coverings, fabrics and accessories in special exhibits. Admission is free to the public, and nothing is sold. Manufacturers are not permitted to man their exhibits, and Design Center staffers conduct the tours.

"With the average income climbing, consumers are demanding better products for their homes," says Paul Featherstone, sales topper in the Steelman-Roland parent, Herold Corporation. "Movement to the suburbs and a reawakening interest in the home have contributed to this upgrading of public taste."

## Motorola Has 2 New Radios

CHICAGO — Two new portable radios have been introduced by Motorola.

Model 8X26 features eight transistors and employs a tuned RF stage for selectivity and sensitive tuning. The additional stage represents the first such application in the transistor radio field. Available in two colors, Maple Sugar and Charcoal, the 8X26 carries the suggested retail price of \$54.95.



Motorola Model 8x26

The other new portable is model 7X25, a seven transistor receiver that comes in Antique White and Salmon. It's priced at \$44.95.

Both models adhere to a new vertical styling approach. Slim lines attainable with molded cabinet are set off by a brass carrying handle that also functions as a stand.

Standard features include a Placir chassis with two germanium diodes in each set, three and one-half inch speaker, ferrite rod antenna and a built-in earphone.

They measure seven inches by four and five-sixteenths inches by two and three-quarter inches. The weight (with batteries) is about one and one-half pounds.

The new portables will play several hundred hours on a set of four penlight batteries.

## Sound Off!

If you're a dealer, distributor, salesman, rack jobber or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

### No Stereo in Portland

To the Editor:

What has happened to your "Sound Off" column? I've missed it a lot, in fact, it was usually the first thing I read in each Billboard issue. Hope to see more of it in the future.

The big issue currently seems to be stereo. There isn't any doubt it's going to be big but, in this area, I can't get all steamed up with the idea. Maybe in other sections it has been going great guns but, around here, it is mostly curiosity to date.

I disagree with anyone who says the sale of monaural LP's is falling off due to stereo; mine certainly have not. I am concentrating on building up as good and complete a selection of LP's as possible, at least for the next few months. Like most record shops, our peak season is through the winter months and it is beginning to shape up a little as of now.

### Horse and Buggy Town

Later, when stereo is the rule rather than the exception, maybe I can get more enthusiastic than I am now. But I am convinced that time is in the future and not directly around the corner. Of all my regular customers I'll bet the ones who have stereo players could be counted on one hand, and that is even a doubtful figure. Maybe we live in a horse and buggy town compared to others and if so, stereo will bow in fast and hard one of these days, but it sure doesn't show up with any gusto right now. I've heard some stereo records, some were well worth a listen but others were far from being as ballyhoed. They leave me with a ho-hum attitude.

EP's are definitely down, sales-wise. I am not overstocked for which I'm thankful but naturally I'd like to move the stale things on hand and re-stock with salable material. I still gripe about the oddball labels we have to stock and gamble in so doing. I do think the trend as we have seen it for the past three years is changing, many really nice things are coming out on singles and that is a welcome change, believe me. Some of the old, nostalgic songs done up in modern styling and re-issued are good and show a lot of possibility—only, why do

people class these things as rock and roll? In my book, many of these songs would be a hit anyway, they are just good records well done.

### Fed to the Teeth

I am glad to see the many good instrumentals that are now enjoying popularity. Most of us are fed to the teeth with all the raucous, we don't stock only what please our personal tastes, but as far as I'm concerned, all this tripe I have had to endure for a long time has more than reached the saturation point. True, what I'm here for is to sell records and I'll stock anything that will sell. If I get enough interest in any record to make it worthwhile I'll plug it every day in the week; but we have all been subjected to more than our share of drivel. After all, we do have to listen to these records even if disinterestedly.

We, hereabouts, are certainly glad the truck strike is at last over. It was quite a mess for one solid month. Shipments were slow and always very scanty. Guess no one is particularly to blame but it was really bad for business.

Mrs. Ralph Peck  
Bybee Radio & TV  
Portland 2, Oregon



## Audio Feedback

By CHARLES SINCLAIR

### STEREO BOOM SPARKS AD RISE

Public interest in stereo phonos and audio gear is sparking, and is sparked by, one of the biggest booms in equipment advertising. Pilot exec Joe Benjamin, who's prexy of the Institute of High-Fidelity Manufacturers, was quoted recently in The New York Times to the effect that about \$11,000,000 will be spent to promote high-fidelity equipment for the home in ad media next year. Most will still be going into print media (magazines, newspapers), with some into spot radio and direct mail. Other industry sources feel that radio may grow in importance in advertiser plans in the audio field, particularly in the sponsorship of radio stereocasts.

### BIG BALLY IN PHILLY

With the New York hi-fi show now a hectic, colorful, noisy memory, it's Philadelphia's turn to recuperate. The IHFM show there ran last weekend, and was by all indications a sock success, with over 20,000 flocking to see the wares of more than 40 exhibitors in 50 display rooms. As in the New York show, the emphasis was strictly on stereo.

### SIC TRANSISTORI NON TRANSIT

You'd be surprised how durable transistors can be. Don Jacobson, president of Granco, Inc., of Grand Rapids, Mich., recently had it demonstrated the hard way. A fire recently destroyed several rooms in Jacobson's home. In fact, the heat was so intense it transformed light bulbs into "icicles" three feet long. In the living room debris, Jacobson found what was left of his Arvin transistor portable radio. The plastic case was completely melted away. But, presumably to while away the time until the insurance adjusters arrived, he turned it on. That's right, it played perfectly. As a topper, Jacobson, who's one of Arvin's suppliers, requested Arvin to put a new case on his fire-tested chassis.

### NEW ITEMS BOW AT N. Y. SHOW

A whole raft of new items made trade talk at the recent New York Hi-Fi Show. Industryites spent a lot of time listening to wide-range electrostatic loudspeakers, notably the clear, transparent quality of the Quad speakers imported by Lectronics' Irving Fried and the new Wright-St. George panel units that may be hung up like framed pictures. And, in the Tandberg exhibit, audio fans usually got a kick out of the big Huldra 5 de luxe stereo console, which shifts into a multi-room intercom system at the flick of a switch. (Now, you can enjoy Beethoven, and tell Junior to get on with his homework at the same time.)

### KITS ON UPSWING AT LAFAYETTE

Moving in on the expanding market for audio kits has provided a healthy sales payoff apparently for Lafayette Radio, big New York retailer-distributor. Firm's kit division is now housed in a new 15,000-square-foot warehouse in Jamaica, Long Island, and a deal has been made with the Hageman Laboratories, who have already had a hand in the Eico line of kits, to serve as special technical consultants. Aaron Newman, ex-Hegeman, has been assigned as chief engineer of the Lafayette kit operations.

### HOW HIGH THE FI ON TUNERS?

One harsh fact of commercial life is that you can't gripe about people who advertise shoddy products as hi-fi unless there's industry agreement on just what the deuce hi-fi really is. Then, and only then, the Federal Trade Commission will put on its policeman's uniform for you. An important step in this direction was made recently by the Standards Committee of the IHFM, which has drafted a set of standards of measurement for tuners, which are now being circulated to manufacturers. Acceptance by a majority will help make them industry standards. Ultimately, there may come a day when a unit that doesn't meet the standards and is advertised as hi-fi will get a rap over the financial knuckles from Uncle Sam. Amplifier and preamp standards are also being drawn.

### THE PRINTED CIRCUIT

Harry Schechter has been named a v.-p. of Zenith Radio Corporation of New York. He joined the New York distribution operation in May. . . . Gil Miller is now repping International Electronics (Frazier loudspeakers), as well as the cabinet kit line from Artizans of New England, plus a growing list of other audio items. . . . Magnavox recently scored a solid sales year. In the period ending last June 30 the phono-radio-TV firm racked up net sales of \$82,592,113 and paid \$1.50 on its common stock plus a 5 per cent dividend. . . . The ESL-C100 Gyro/Jewel stereo cartridge and matched arm from Electro-Sonic Laboratories has been awarded the High-Fidelity Consumer Bureau of Standards approval, and will now feature the bureau seal in advertising and promotion.

### THOUGHT FOR THE DAY DEPT.

In the latest issue of Shoptalk, the sprightly external house organ published by Jack Gilbert Associates ad agency, the veteran adman framed an interesting thought on stereo. "Key figure," said Gilbert, "in the picture is the audio salesman himself. He'll need a lot more clarity on the subject than he now has, generally speaking, if the stereo sales base is to be widened toward the ultimate mass market. The industry could well look to the example set by the New York Guild of Photo Dealers, which runs sales training seminars."



*One in a Series of Industry Personality Statements*

## GERALD A. BARTELL

*President*

Bartell Family Radio

KYA, San Francisco; KCBQ, San Diego; KRUX, Phoenix; WOKY, Milwaukee; WAKE, Atlanta; WYDE, Birmingham; WILD, Boston.

*“Billboard  
is exciting,  
discerning,  
thorough.”*

Its lively style catches the essence of radio, which makes it a 'must read' each week. I have been impressed by the understanding of Billboard's writers on the subject of radio . . . and in their thoughtful comments upon trends in our business. Their reporting contains sufficient histrionics to keep interest high—but not so much as to distort the facts.”



**The Billboard** *The Communications Center of the Music Industry*

## COMPONENT MERCHANDISING

## Ohio Outlet Woos Prospects and Sales With Newsletter Approach

By J. FORMBY

CLEVELAND—Making an effort to clear up all of the problems which usually assail the high-fidelity prospect's mind, by means of a monthly newspaper of his own, has produced profitable extra sales for R. K. Dahn, of Custom Classics here.

Dahn, who has been a high-fidelity equipment retailer only a few years, feels that the mass of misunderstanding and misinformation which all neophytes in the high-fidelity field have undergone is the chief stumbling block in the way of sales. Soon after creating his smart 1,600-square-foot store on Cleveland's famed Euclid Avenue, he decided that writing and editing his own publication directed entirely to live-wire, high-fidelity prospects was the only logical means of getting the store's message across. Selling complete lines of high-fidelity in record, tape, monaural and stereophonic sound equipment, Dahn is angered by misleading, vague advertising which he feels does more to discourage the possible buyer of a \$500 stereophonic tape-recorder outfit, or even the man who is toying with the idea of a low-priced, chair-side, high-fidelity record player.

## Sells Ads

That was the reason why he created his newspaper, Hi-Fi Notes, a single-page sheet, which now circulates to nearly 3,000 people every month in the Cleveland area. Spending around \$275 a month on the production, Dahn has been somewhat concerned with the mounting costs, but in view of the fact that advertising incorporated in the newspaper invariably sells anything under promotion, he has kept it up on a permanent basis.

The newspaper which has proved so popular that there are new requests for it every day, contains long, carefully researched articles on every aspect of high-fidelity, including comparisons of the various systems involved, review of the background of famous names and high-fidelity equipment, controversy on tape versus records for best sound reproduction, explanations of new developments, and the basic theories of

high-fidelity. Dahn writes all of the articles, checks every point with manufacturers, electronic engineers and other qualified experts before any article is printed. The result has been a thoroughly believable, authentic series of articles which are invaluable to people interested in the high-fidelity subject.

## Active Readership

The readers are past customers, people who stop in the store and asked to be placed on the mailing list, prospects who are recommended by previously sold customers, and names from various other sources. Whenever Dahn learns that any person is sincerely interested in fine music, he is almost always added to the list. Incidentally, he keeps the mailing list cleaned up and tactically strong by sending out a questionnaire after the first several editions have been mailed, asking the customer to reply by postcard whether he wants to continue receiving it. Nineteen out of 20 persons queried in this way have responded in the affirmative.

Along with its strongly-worded opinions and facts on high-fidelity, the newspaper is popular because it likewise includes forecasts of record popularity, which are produced by Mrs. Dahn and added to the sheet. A list of current records are also included, much to the benefit of the big record department, and not infrequently the Dahn team's pronouncements as to the question of the record makes the difference whether it will sell or not to high-fidelity lovers.

## Work Pays Off

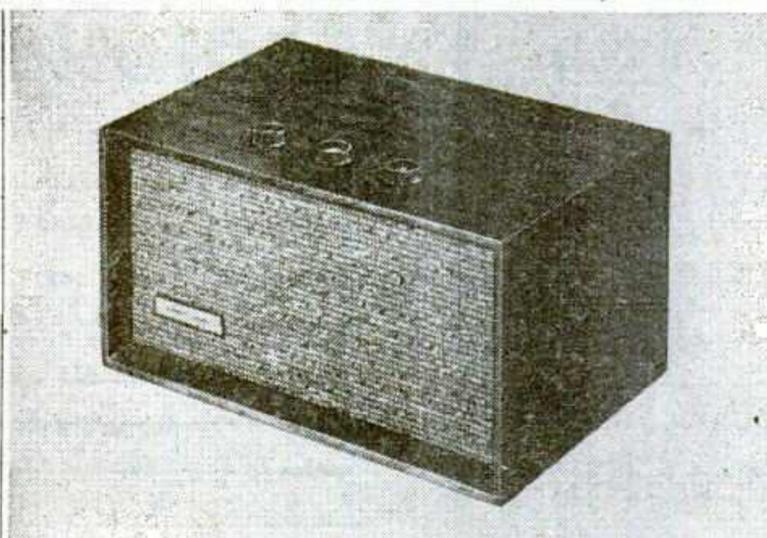
A list of equipment which Custom Classics has on sale is always appended, with pointed remarks by Dahn as to the amount of bargain represented. His enthusiastic comments have worked out so well that frequently as many as two dozen players, recorders, and other pieces of equipment have been sold between issues.

Admittedly a heavy burden of work is involved and the expense is of course high compared to other advertising mediums, but with an amazingly healthy response the Cleveland dealer plans to expand, rather than reduce his newspaper contacts.

## GE Speaker Unit Matches Stereo Phonos

BRIDGEPORT, Conn. — A new amplifier-speaker, designed to match General Electric's stereo phonographs for complete stereophonic record playing has been announced by the firm.

Available in either mahogany (Model AS15) or oak (Model AS16), to match G-E phonograph models RT 1230 and RT 1231, respectively, the new amplifier-speaker will carry a manufacturer's suggested retail price of \$59.95 for Model AS15 and \$64.95 for Model AS16, slightly higher south and



west, and will be available at retail in late fall.

Features of the new speaker include a 10-watt high fidelity amplifier with three tubes plus rectifier, two eight-inch speakers, on-off loudness control plus separate bass and treble controls, pilot light, and two-foot phonograph connecting

cord. The cabinet is styled in wood veneer and measures 19 inches wide by 9 5/16 inches high by 13 inches deep.

General Electric also markets an amplifier-speaker, Model AS-2, designed for use with the G-E stereophonic portable phonograph, Model RP1120.

## 'You Must Stop Simplex Music'

• Continued from page 14

in background music as the station's main broadcast band. It may mean that in some cases the functional music operation may be "less profitable or even commercially unfeasible on a multiplex basis."

FCC sees no need for granting any further delay, pending outcome of the "Functional Music Case," brought by Station WFMF, Chicago, to test the FCC decision that functional music operations are non-broadcast in nature. U. S. Court of Appeals here has granted stay to WFMF, pending decision. Four other FMers have been granted stays in converting to multiplex, on court decisions.

FCC decided in 1955 to permit the functional music, news, time,

weather, and similar non-broadcast programming operations as a sideline for the hard-pressed FM service. Later decision that the subsidiary service had to be on multiplex equipment, and not on the main channel, set a deadline of July, 1956, which has since had extensions to January 1, 1958. Further extension to March, 1958, was given those caught in the middle of conversion. October 31, 1958, is now given as the absolute end for simplexing.

Stations requesting further delays included WBFM, New York City, owned by Muzak; WDDS-FM, Syracuse, N. Y.; WWDC-FM, Washington, D. C.; WPEN-FM, Philadelphia; KEEZ, San Antonio,

## BLIND AUDIOFAN 'SEES' STEREO

CHICAGO — Stereo recently received what may be its first demonstration in Braille.

It happened at an audio show at which Jensen execs were demonstrating, with the aid of a vastly scaled-up clay model, how a Jensen phono needle tracks the groove of various types of disks, including stereo platters.

A visitor asked Jensen sales manager Mike Remund to explain stereo, but cautioned Remund that he was blind. Remund put the man's hands on the raised grooves in the model and let him "feel" the difference in the various groove walls. The visitor was delighted, and left with a new knowledge.

## Hi-Fi Hq. Firm in East Side Locale

NEW YORK — With an eye on hi-fi hobbyists among the grey flannel set, Hi-Fi Headquarters, large audio dealer here, has established a new "sound room" on East 46th Street near the face-lifted Third Avenue, with a strong emphasis on stereo.

The equipment retailer also maintains "a large and modern auditorium equipped with all the latest equipment for recording and listening" available to the trade as well as audiophiles.

Store's personnel are not "salesmen" in the usual sense. All are qualified audio and electronic technicians.

## Keene on Valens Disk Plug Kick

NEW YORK — Bob Keene, formerly of Keene Records, is busy promoting the Ritchie Valens disk of "Come On Let's Go," on Del Fi. Keene and Valens arrived here this week for the Alan Freed TVer following earlier stints on the Dick Clark Show, the Buddy Deane (Baltimore) Show and the Milt Grant (Washington) Show.

## 2-Channel Infant

• Continued from page 14

nel) and brought down to earth, or to the zero-15,000 cycle range of human hearing, by an electrical adapter.

What does it mean to promotion execs of record companies?

Simply this. AM-FM stereocasts, at their best, are not regarded as being "balanced." At their best, multiplex channels provide a "true stereo" potential (with the added advantage in the Crosby system of being mixed "compatibly" for normal reception). Thus, multiplexed FM has the potential of being an ideal "stereo showcase" for the new releases being poured out in a vinyl torrent by diskeries.

And, what does it mean to hi-fi manufacturers?

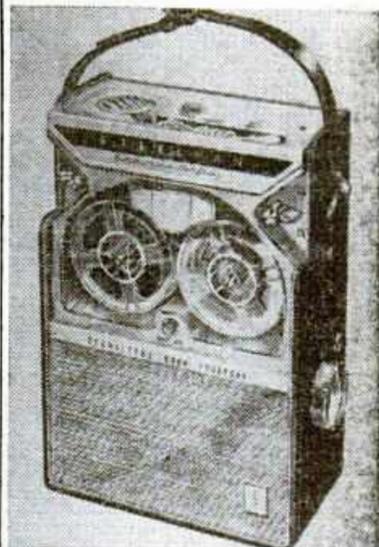
Principally, it offers an exciting "new" brand of stereo to sell, in addition to disk and tape two-channel sound. Eventually, it may add only \$15 or \$20 to the manufacturing costs of de luxe radio-phonos to have a "second stereo" to sell to the stereo-minded public.

Tex.; WPKM, Tampa, Fla.; WMIT, Clingmans Peak, N. C.; WLDM, Oak Park, Mich.; WKJF, Pittsburgh, Pa.; KMLA and KRKD-FM, both of Los Angeles, Calif.; KDFC, San Francisco; WMMW - FM, Meriden, Conn.; KCFM, St. Louis, Mo., and KBMS, Glendale, Calif.

Muzak Corporation, and Wm. Penn Broadcasting (WPEN-FM) were denied appeals for stay, pending decision from U. S. Court of Appeals.

## Steelman Tape Recorder Is True Portable

NEW YORK — The Steelman Radio and Phonograph Company has created a small portable tape recorder with very little bulk. It's an all-transistor recorder - player that runs on standard mercury penlite batteries and requires no costly accessories. Weighing only five pounds, the "Transitape" is enclosed in a leather case that measures only 2 7/8 by 6 1/2 by 9 3/4 inches. The unit handles three-inch reels and operates at two speeds (1 1/2 inches per second and 3 3/4 inches per second). Features include a special safeguard against accidental erasure or recording and a



warning light that flashes when the user is too close to the microphone for efficient recording.

A full hour of recording can be made and played back on a single reel of tape. The microphone can be attached to the lapel, it can be taken from the case and placed on a table for recording conferences or it can be left in the closed case in a foam-rubber cushion compartment. Perforations in the case over the microphone compartment allow for recording when the case is closed.

The "Transitape" is operated by a battery complement of 13 mercury penlite cells. These provide for months of ordinary use. Battery life can be extended at home or office by using a converter that permits plugging into a standard AC outlet. Only an extension cord is needed to connect the unit directly to a 12-volt car battery.

Steelman expects to price the unit at around \$200.

## WE GOOFED AND WE'RE SORRY

NEW YORK — Audition, The Billboard's monthly color price listing that regularly runs in that section mistakenly showed Audio Fidelity's Stereodiscs as selling at \$4.98 in the October issue (September 29 Billboard). Actually, they're tagged \$6.95.

Audition's goof was the phone company's gain. As soon as mistake appeared, dealers started calling their Audio Fidelity distributors. And the distributors, in turn, started calling Audio Fidelity's New York Headquarters.

Put down those phones. We're sorry! We're sorry!

**GIVE**  
THE UNITED WAY  
to: UNITED FUNDS  
COMMUNITY CHESTS



No, it's not Flash Gordon's latest supersonic ray gun. It's a new loud-speaker—the Goodman Stereosphere, Model S10-30, now being launched. In stereo rig, it will carry sound above MM300 cycles, with bass from both channels fed via network to common woofer. Unit may be pointed in any direction or suspended.



LPM-1000

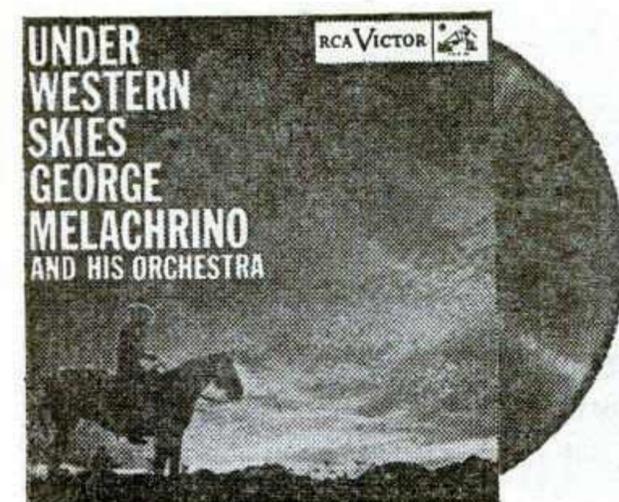


LPM-1001



LPM-1002

# Melachrino sets the mood for profits



LPM-1676



LPM-1757



LPM-1762

# ...for you!

On October 20th, the Melachrino Orchestra begins its gala two-month tour of 40 American cities. RCA Victor has planned a powerful eleven-point promotion campaign to help you cash in on the tour. This campaign will generate tremendous excitement for Melachrino albums via:

*Consumer ads in "The New Yorker," "Esquire," and "Living For Young Homemakers"*

*NBC — Network TV commercial*

*NBC Monitor radio spots*

*Full-color window displays*

*Local newspaper ads across the country*

*Local radio spots*

*Feature items in dealer and disc jockey bulletins*

*Special disc jockey radio station promotions*

*Giant tie-in promotion with 'Botany' '500' including Melachrino window displays in 1600 men's shops and a Melachrino Highlighter EP*

*Press and Publicity Kit*

*Melachrino Brochure for store give-away*



So, get set for the rush on Melachrino albums—order today!  
**THE MELACHRINO TOUR IS PRESENTED BY S. HUOK, AMERICA'S FOREMOST IMPRESARIO**



# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING OCTOBER 4

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

This Week	Last Week	Weeks on Chart
1. Only the Lonely . . . . .	3	3
Frank Sinatra, Capitol W 1053		
2. The Music Man . . . . .	6	33
Original Cast, Capitol WAO 990		
3. King Creole . . . . .	2	5
Elvis Presley, RCA Victor LPM 1884		
4. Tchaikovsky: Piano Concerto No. 1 . . . . .	5	11
Van Cliburn, RCA Victor LM 2252		
5. Sing Along With Mitch . . . . .	1	14
Mitch Miller, Columbia CL 1160		
6. Stardust . . . . .	19	12
Pat Boone, Dot DLP 3118		
7. South Pacific . . . . .	8	29
Sound Track, RCA Victor LOC 1032		
8. Hymns . . . . .	—	89
Tennessee Ernie Ford, Capitol T 756		
9. Johnny's Greatest Hits . . . . .	7	27
Johnny Mathis, Columbia CL 1133		
10. The Late, Late Show . . . . .	11	31
Dakota Staton, Capitol T 876		
11. Film Encores . . . . .	25	60
Mantovani, London LL 1700		
12. Gigi . . . . .	4	17
Sound Track, M-G-M E 3641 ST		
13. Elvis' Golden Records . . . . .	—	22
Elvis Presley, RCA Victor LPM 1707		
14. Cole Espanol . . . . .	12	8
Nat King Cole, Capitol W 1031		
15. My Fair Lady . . . . .	15	132
Original Cast, Columbia CL 5090		
16. South Pacific . . . . .	23	237
Columbia, CL 4180		
17. Billy Vaughn Plays the Million Sellers . . . . .	—	1
Dot, DLP 3119		
18. But Not for Me . . . . .	13	4
Ahmad Jamal Trio, Argo LP 628		
19. Gems Forever . . . . .	16	11
Mantovani, London LL 3032		
20. Swingin' on Broadway . . . . .	17	17
Jonah Jones, Capitol T 963		
21. The King and I . . . . .	22	114
Sound Track, Capitol W 740		
22. Concert in Rhythm . . . . .	9	8
Ray Conniff, Columbia CL 1163		
23. Las Vegas—Prima Style . . . . .	—	4
Louis Prima, Capitol T 1010		
24. Jumpin' With Jonah . . . . .	21	5
Jonah Jones, Capitol T 1039		
25. Come Fly With Me . . . . .	24	33
Frank Sinatra, Capitol W 920		



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Pop Albums

#### JIMMIE RODGERS SINGS FOLK SONGS

With Hugo Peretti Ork—Roulette R 25042

Jimmie Rodgers tackles a collection of folk songs here for good results. Tunes include "Soldier, Won't You Marry Me," "Black Is the Color," "The Riddle Song," and "Waltzing Matilda." Rodgers handles them with feeling and the ork backing by Hugo Peretti is excellent. The selections are also available on three different EP's, EPR-1 315, 316 and 317, for the younger trade.



#### FOOLISH HEART

Vienna State Opera Orch.—Westminster WP 6095

Evergreens like "Get Happy," "Love Walked In" and "It Might As Well Be Spring," get the smooth, lovely, symphonic treatment which is the trade-mark of WPAT, Paterson, N. J. It's the first LP dedicated to a radio station, and it's getting heavy promotion. Music to relax by with superior orking.



#### ELLA FITZGERALD SINGS THE IRVING BERLIN SONGBOOK

(2-12") With Paul Weston Ork—Verve MG V 4019-2

Miss Fitzgerald has another sure-fire disk in the latest in her series of song books by various composers. This time the spotlight is on Irving Berlin. With excellent settings by Paul Weston she runs thru 31 of the tunesmith's most loved melodies with irresistible charm. The album is a real work of art. The notes by Nat Hentoff are interesting and informative. Cover shot of the artist is attractive.



#### MORE SING ALONG WITH MITCH

Mitch Miller & the Gang—Columbia CL 1243

Mitch Miller's first "Sing Along" album was an immediate best-seller, and this follow-up package should enjoy similar sales success. Miller again features happy, community sing-styled group vocalizing on a flock of oldies—"Moonlight and Roses," "For Me and My Gal," "There's a Long, Long Trail," etc.



#### THEATER PARTY

Andre Kostelanetz Ork—Columbia CL 1199

Here's another lush, listenable package of rich instrumental sides by Kostelanetz — featuring romantic medleys of Cole Porter's "Anything Goes" score, Lehár's "The Count of Luxembourg" and "The Merry Widow," and "Music in the Air" by Jerome Kern. A solid sales item.



#### LITTLE WOMEN

Original Cast—Kapp KL 1104

The sound track album of this week's television spectacular should prove a healthy sales item. The charming score by Richard Alder is given sparkling performances by the cast which includes Jeanne Carson, Florence Henderson, Bill Hayes, Zina Bethune, Roland Winters and Rise Stevens. Flip side is called "Music for Little Women" and has several well-known melodies interpreted by The Golden Strings, including "Danny Boy," "Toyland" and "Over the Rainbow."



The fastest, most complete and most authoritative evaluation of packaged records

Pop EP Albums

THE NUMBER ONE BALLADS

Jimmie Rodgers—Roulette EPR 1-313

Four top songs of the past few years, "Tammy," "The Song From Moulin Rouge," "Hey There," and "Love Letters In the Sand," are sung expressively by Jimmie Rodgers on this new EP. Altho they are out of the usual folkish groove of many Rodgers hits, he performs them very well. His many young fans should want this.



Classical Albums

RAVEL: BOLERO, LA VALSE, RAPSODIE ESPAGNOLE

New York Philharmonic Orch. (Bernstein)—  
Columbia ML 5293

Bernstein gets a hypnotically exciting presentation of "Bolero" from the orchestra. Sound is excellent and continually mounts in vigor to the work's crescendo. All of the impressionist's wonderful orchestral colors on the other selections are interpreted to their fullest. Competition is formidable, but popularity of works and the strength of the conductor's name should make this a strong seller.



PROKOFIEV: ROMEO AND JULIET BALLET (EXCERPTS)

New York Philharmonic Orch. (Mitropoulos)—  
Columbia MS 6023

STEREO & MONAURAL

There is great sweep and scope of mood and tonality to this series of excerpts from the Prokofiev suites which means the material lends itself particularly well to the stereo medium. The ork and the sound engineers combined to live up to all the expectations. Stereophiles will not be disappointed.



SIBELIUS: SYMPHONY NO. 2

The Philadelphia Orch. (Ormandy)—  
STEREO & MONAURAL

Already widely hailed in its monaural version, this stereo reading of the moving work is truly brilliant. Ormandy and the Philadelphia Ork are widely accepted as interpreters of Sibelius and this set is thus bound to meet with heavy initial and sustained demand. Beautiful recording work and marketable cover complete the favorable picture.



BEETHOVEN: SYMPHONY NO. 6

Columbia Symphony Orch. (Walter)—  
Columbia MS 6012

STEREO & MONAURAL

Here's a powerful stereo package with sure-fire commercial appeal. Bruno Walter contributes his usual perceptive, masterful interpretation of Beethoven's great work; impact is increased by excellent stereo treatment. Cover is striking display item.



Jazz Albums

THE COSMIC SCENE

Duke Ellington's Spacemen—Columbia CL 1198

A swinging performance of standard jazz pieces and some new songs by Ellington and eight of his all-stars. Included are "Avalon," "Body and Soul," "Perdido," "St. Louis Blues," "Bass-Ment," etc. Package will be relished by the artist's admirers, for it really swings and contains creative arrangements. There are urban notes by Irving Townsend about the personnel and each of the tunes.



Specialty Albums

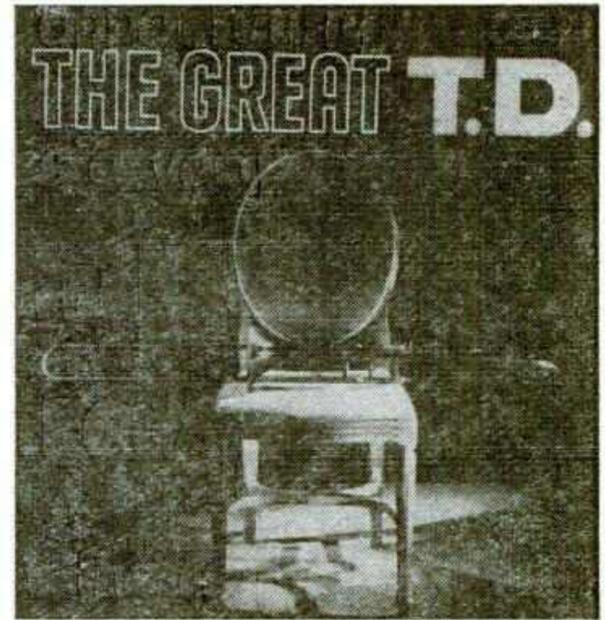
BENNY FIELDS AND HIS MINSTREL MEN

With Milton Berle, Jack Benny, George Burns, Phil Silvers & Various Artists—Colpix CP 501

This is a delightful surprise package of nostalgic warbling and comedy by top-flight showmen. In addition to their entertaining contributions, the LP spotlights springtly banjo solos, happy community sing vocals by a kid chorus, and bouncy group warbling. Selections include "Oh! Suzanna," "When You Were Sweet Sixteen," and other great oldies. If exposed, this might be sleeper.



ALBUM COVER OF THE WEEK



THE GREAT T. D., Colpix CP 401. Nostalgic photo of trombone lying on empty chair by Bob Coburn will stir many memories. It is an extremely expressive cover that is sure to attract the many fans of Tommy Dorsey.

Most Played by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 4

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. SWING SOFTLY . . . . . Johnny Mathis  
Columbia CL 1165
2. ONLY THE LONELY . . . . . Frank Sinatra  
Capitol W 1053
3. STARDUST . . . . . Pat Boone  
Dot DLP 3118
4. CONCERT IN RHYTHM . . . . . Ray Conniff Ork  
Columbia CL 1163
5. LESTER LANIN GOES TO COLLEGE . . . . . Lester Lanin  
Epic LN 3474
6. BAUBLES, BANGLES AND BEADS . . . . . Kirby Stone Four  
Columbia CL 1211
7. COME FLY WITH ME . . . . . Frank Sinatra  
Capitol W 920
8. SING ALONG WITH MITCH . . . . . Mitch Miller  
Columbia CL 1160
9. JUMPIN' WITH JONAH . . . . . Jonah Jones  
Capitol T 1039
10. SOUTH PACIFIC . . . . . Sound Track  
Victor LOC 1032

Best Selling Pop EP's

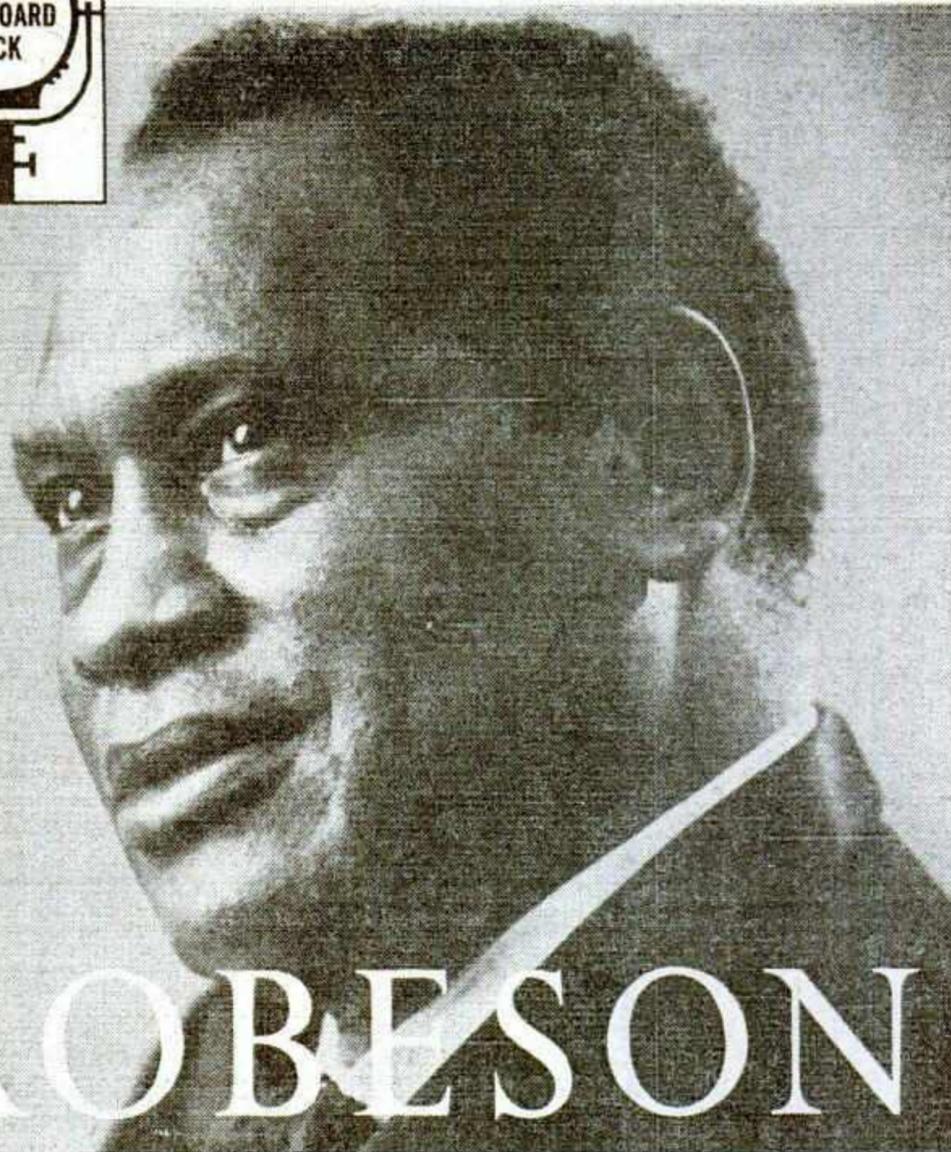
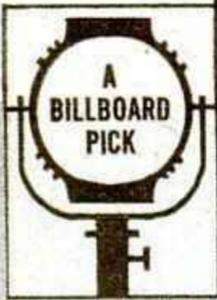
FOR SURVEY WEEK ENDING OCTOBER 4



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

1. KING CREOLE, VOL. 1 . . . . . Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2 . . . . . Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS . . . . . Sun EPA 111
4. HYMNS . . . . . Tennessee Ernie Ford, Capitol EAP 1-756
5. THE EVERLY BROTHERS . . . . . Cadence CEP 105
6. NEARER THE CROSS, Tennessee Ernie Ford, Capitol EAP 1-1005
7. COME FLY WITH ME . . . . . Frank Sinatra, Capitol EAP 1-920
8. STARDUST . . . . . Pat Boone, Dot DEP 1069
9. ELVIS PRESLEY . . . . . RCA Victor EPB 1254
10. LOVE IS THE THING . . . . . Nat King Cole, Capitol EAP 1-824

# Another Tremendous Best-Seller from . . .



# ROBESON

## PAUL ROBESON

Water Boy  
John Brown's Body  
Shenandoah  
Deep River  
The House I Live In  
Jerusalem  
Sometimes I Feel Like a Motherless Child  
All Through the Night  
Get On Board, Little Children  
Drink To Me Only with Thine Eyes  
Danny Boy  
Loch Lomond  
Joshua Fought the Battle of Jericho  
with chorus and orchestra  
Monaural 1-12" VRS-9037 \$4.98  
and in stunning stereophonic sound!  
Stereolab VSD-2015 \$5.95

## CRITICS SAY:

" . . . finds Robeson in magnificent voice and with a command of resources that grow, rather than diminish, with the passing of time . . . it is the power of persuasion in his phrasing, the lift and excitement of his rhythmic accent, the care and thought in his enunciation of every syllable that make the experience the compelling thing it is . . . this is a disc for anyone with an interest in singing to ponder."

*Irving Kolodin in THE SATURDAY REVIEW*

" . . . a voice of tremendous vigor and power, and the recording does him full justice."

*THE CHRISTIAN SCIENCE MONITOR*

## OTHER BEST-SELLING VOCALISTS ON VANGUARD!

**ERICH KUNZ** sings  
GERMAN UNIVERSITY SONGS  
(VRS-477 and VRS-1010)

**ALFRED DELLER** sings  
THE THREE RAVENS (VRS-479)  
WRAGGLE TAGGLE GYPSIES  
(VRS-1001)

**WESTERN WIND**  
(VRS-1031)

**THE WEAVERS** sing  
AT CARNEGIE HALL (VRS-9010)  
ON TOUR (VRS-9013)  
AT HOME (VRS-9024)

**MAE BARNES** sings  
SONGS FOR SOPHISTICATES  
(VRS-9039)

**ROLAND HAYES** sings  
THE LIFE OF CHRIST (VRS-462)  
MY SONGS (VRS-494)

**LIANE** sings  
PARIS MIDNIGHT (VRS-9028)  
THREE PENNY OPERA (VRS-9002)

## ORDER NOW FROM YOUR LOCAL VANGUARD DISTRIBUTOR

Benart Distributing Co.  
327 Frankfort Ave., Cleveland, Ohio  
B. G. Record Service  
2113 N. W. Northrop, Portland, Oregon  
Calmar Distributors  
408 N. W. 7th St., Oklahoma City, Okla.  
Cosnat Distributing Co.  
415 Halsey Street, Newark, N. J.  
Cosnat Distributors  
315 W. 47th St., New York, N. Y.  
Daily Bros.  
2200 Irving Blvd., Dallas, Texas  
H. W. Daily  
314 East 11th St., Houston, Texas  
La Mar Distributors  
2642 Olive Street, St. Louis, Mo.  
Lesco Distributors  
17 So. 21st St., Philadelphia, Penna.  
Leslie Distributors  
377 Windsor St., Hartford, Conn.  
Stanley Lewis Distributors  
534 W. 58th St., New York, N. Y.  
Harold M. Lieberman & Co.  
257 Plymouth Ave., Minneapolis, Minn.  
Mangold Distributors  
616 West Baltimore St., Baltimore, Md.  
Mangold Distributors  
2212 W. Morehead St., Charlotte, N. C.  
Modern Distributing Co.  
2978 West Pico Blvd., Los Angeles, Calif.  
Music Suppliers of N.E.  
263 Huntington Ave., Boston, Mass.

Musimart of Canada, Ltd.  
901 Bleury St., Montreal, Canada  
M. S. Distributors  
1700 So. Michigan Ave., Chicago, Ill.  
New Sound  
50 Julian Ave., San Francisco, Calif.  
Pan American Record Distributors  
3731 Woodward Ave., Detroit, Mich.  
Pan American Record Supply  
2061 Champa St., Denver, Colo.  
R & D Distributors  
624 Baronne St., New Orleans, La.  
Record Sales Corp.  
1070 Union Ave., Memphis, Tenn.  
Leonard Smith Distrib. Co.  
30 North 3rd St., Albany, N. Y.  
Southland  
445 Edgewood Ave., S.E., Atlanta, Ga.  
Sunland Supply Co., Inc.  
1200 E. Missouri St., El Paso, Texas  
Sunland Supply Co.  
1909 E. McDowell St., Phoenix, Ariz.  
Tops Record Div.  
c/o Leslie One Stop  
910 Federal St., Pittsburgh, Penna.  
Tracy-Mitchell  
506 Seventh Street, Buffalo, N. Y.  
Trans-Radio Disc., S.A.  
Articulo 123, No. 127-5, Mexico 1, D. F.  
Tru-Tone Distributing Co.  
4701 N. W. 2nd Ave., Miami, Fla.  
Whirling Disc Distributors  
140 W. 5th St., Cincinnati, Ohio

# Reviews and Ratings of New Popular Albums

## EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

**SPOTLIGHT**—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

## POPULAR ★★★★★

**MEMORIES OF VIENNESE OPERETTAS**  
George Feyer, Piano. RCA Victor LPM 1862

Feyer again displays his sparkling mastery—this time on tunes from Viennese operettas. Light rhythm backing supports the attractive piano stylings. Selections include "The Merry Widow Waltz," "Don't Ask Me Why" and "Yours Is My Heart Alone." Excellent cover photo should help sales. Strong potential.

## POPULAR ★★★

**WE ARE THE CHANTELS**  
End LP 301

A collection of emotional rockaballads by the fivesome, most of which resemble in sound and rhythm their hit on singles, "Maybe." Fundamentally, it's a celestial rock and roll sound both in the high, wailing solos and in the far-away vocal accompaniment. Gals are attractively pictured on the cover.

## THE GREAT T. D.

Tommy Dorsey Ork. Colpix CP 401

This new album contains tapes produced by Dorsey himself, of his last band in a number of the tunes that have long been associated with T. D. These include "Marie" and "Who?" The band swings in the typical Dorsey manner, with vocals by Gordon Polk, Lynn Roberts and Bill Raymond. Legion of Dorsey fans will be interested in this set, and the attractive cover will help sales.

## HAVING A BALL

Various Artists. End LP 302

A lot for the money here for the teen buyer. Package is loaded with rockers and rockaballads done by a flock of hitmakers. Included are "Tears on My Pillow," by Little Anthony and Imperials; "Song in My Heart," by the Dubs; "Someone to Love Me," by Ronnie Baxter; "Wait a Minute," by Jo Ann Campbell, and sides by Eddie Platt, Buddy Lucas, the Channels and the Chantels.

## LOW-PRICE POPULAR ★★★

**THE SPORTSMEN**

Tops L 1625

A male quartet in the standard pop tradition, the Sportsmen show that this type of vocalizing is not entirely out of fashion. They've gained a following from their TV work in recent years, particularly on the Jack Benny show. The standards performed here are well suited to their style, including "Say It Isn't So," "Blue Skies," "Solitude" and "Mood Indigo." Attractive color shot features the group mugging around Jack Benny and should stimulate interest.

## LOW-PRICE POPULAR ★★

**SONGS BY A MOODY MISS**

Georgia Carr with Lew Raymond Ork. Tops L 1617

A dozen husky-throated performances, mostly great standards, including "Pennies From Heaven," "Cheek to Cheek" and "Sugar Blues." Miss Carr has an intimate, night club type style, which projects very pleasantly. Sexy cover art will prove an eye catcher.

## LOW-PRICE

## CHILDREN'S ★★★★★

**MAJOR CLASSICS FOR MINORS**

Arthur Whittemore & Jack Lowe, Duo-Pianists. RCA Victor LBY 1016

It's highly rewarding to find a successful approach to the introduction of classical music to the younger set which avoids pomposity or awe. Whittemore and Lowe have it. They precede special duo-piano arrangements of some classics with brief, informal and pertinent comments in a style the kids are likely to accept. A highly satisfactory album to arouse interest in the basics of classical music.

## FOLK EP ★★

**THE LOVE BALLADS OF PAUL BAIN**  
RCA Victor EPA 4289

Paul Bain, one of the Wayfarers, has four charming sides here. Tunes are folk songs, to which Bain has given his own touches: "I Know Where I'm Goin'," "Blow the Candle Out," "Kitty Is My Darlin'" and "So Early in the Morning." Tasteful wax, uncluttered by excessive instrumentation or extreme vocal style.

## RELIGIOUS ★★★★★

**FAITH OF OUR FATHERS**

The Johnson Family Singers featuring Betty Johnson. Columbia CL 1177

Betty Johnson and her family offer a selection of America's favorite hymns and sacred songs. Included are "Faith of Our Fathers," "What a Friend We Have in Jesus" and "Precious Memories." It's all very down-to-earth and nostalgic and the message is easy to receive. Fine merchandise which should do well in the current "back to religion" market.

## I DO BELIEVE

Back Home Choir. RCA Victor LPM 1857

Excellent gospel performances, much of it in uptempo, driving style. "All in the Sunlight of His Love," "I Cried Holy," "Roll Jordan Roll," etc. This is a 60-voice group, and the sound reaches a fine, spiritual pitch. Some outstanding soloists are with the group, including Carrie Smith and Robert Ross.

## RELIGIOUS ★★★

**IT TOOK A MIRACLE**

Jack Holcomb. Word W 3057

Holcomb presents the sacred themes with sincerity against fine organ settings. The album title tune is especially moving. Other songs include "Balm in Gilead," "The Holy City" and "Come Ye Disconsolate." The set should do well in this market.

## RELIGIOUS ★★

**ORGAN MEDITATIONS**

Bob Andersen, Organist. Word W 3052

Andersen, who employs both piano and organ in this set, offers music for quiet meditation. The evangelistic flavor is very much in evidence in the offerings, which include "Open Mine Eyes," "Jesus I Come" and "I Must Tell Jesus." A most satisfying album with an appealing nature scene as a cover.

## FOLK ★★★★★

**BERMUDA HONEYMOON**

Lloyd Simmons & Hubert Smith Jr., with the Esso Steel Band. Cook 904

Simmons and Smith have the vocal honors on an attractive group of folk, calypso and pop numbers. The Esso Steel Band is featured on the instrumental selections. The sound is excellent, and buys can be lured from hi-fi bugs, as well, with demonstrations of almost any of the tracks. Tunes include "Water," "Carioca" and "Peanut Vendor." Fine potential in this market.

# Reviews and Ratings of New Classical Albums

## CLASSICAL ★★★★★

**MOZART: SONATAS FOR VIOLIN & PIANO**

Yehudi Menuhin, Violin & Louis Kentner, Piano. Capitol-EMI G 7123

Two famous brothers-in-law join hands in the familiar K. 454 and the lesser-known K. 526. Both artists have sounded better on other waxings. The Menuhin tone here is hard, and the violinist suffers from his old intonation problem. Interpretation is shoddy. Competition is terrific, but Menuhin's magic name can draw.

**MUSIC OF DELIUS**

The Royal Philharmonic Orch. (Beecham). Capitol-EMI G 7116

Beecham lays bare the very heart of this British composer in what's sure to be the definitive version. Included here are "Brigg Fair," "A Song Before Sunrise" and "On Hearing the First Cuckoo in Spring" besides other less frequently heard works. Conductor evokes beautiful orchestral sound. Lovely floral cover should help sales.

## CLASSICAL ★★★

**MOUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION; RAVEL: BOLERO**

The Royal Philharmonic Orch (Goossens). Capitol-EMI G 7120

Both works are available in numerous interpretations. Goossens evokes a fine and

(Continued on page 24)

12"—LIST PRICE 4.98 each

# Dealers:—LAWRENCE WELK LEADS IN STEREO!

## The Billboard

### 2-TRACK WELK SHOW CAN HYPE STEREO SALES

NEW YORK—One of the most important events to date in the winning of consumers to stereo disks and equipment will take place Wednesday (October 1) when the Lawrence Welk TV series goes nationally stereo.

Welk's ABC-TV 7-:30-8:30 p.m. music stanza began its new season three weeks ago with five cities, New York, Detroit, San Francisco, Chicago and Los Angeles, receiving the telecast in stereo. Viewers were asked to tune in the show on AM radio, too, and get two different sounds fed from different mikes. Plymouth dealers all over the country bombarded the sponsor with "Me Too!" requests. Last week Philadelphia and Washington were added to the stereo markets.

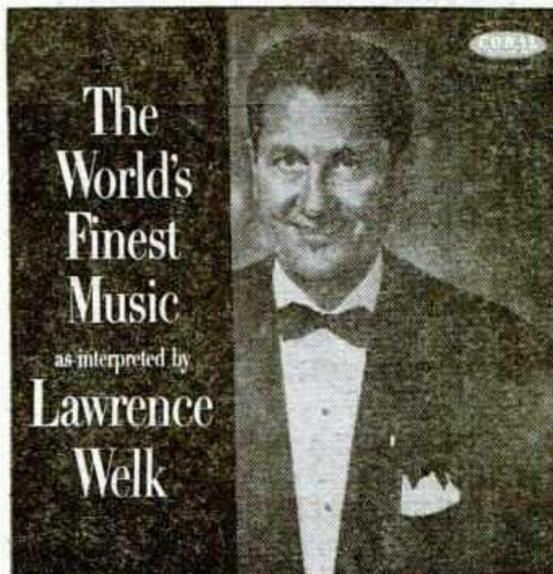
Now 75 markets, covering 80 per cent of U. S. TV homes, will offer the weekly show in stereo, the first live series to maintain a steady stream of entertainment (plus weekly stereo explanation) for the public. Plymouth has also added the full ABC radio web of 190 stations, 115 of which won't have TV simulcasts but will carry the show with all its stereo chatter.

ABC execs see a boom period coming for network radio via stereo excitement, while a Welk spokesman sees a rush on albums by Welk and his guests. "The response has been so great that we decided to add stereo to TV wherever we could," says Jack Minor, Plymouth extc. "It will bring many news fans."

"TV will halve the time for the public to go stereo," flatly declares an ABC veepee.

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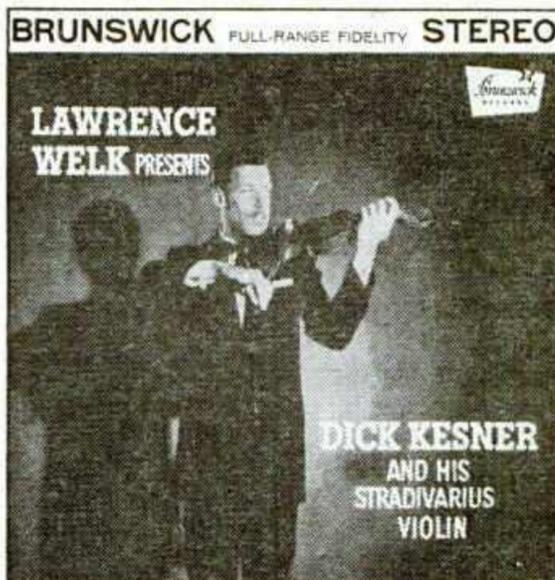
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- FOR GRIEVING LOVERS— NARRATION AND MUSIC
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- TED STEELE PRESENTS . . . MISS TEAL JOY
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## Reviews and Ratings of New Classical Albums

Continued from page 22

vigorous performance from the orchestra on each of the selections. Tho these interpretations rank with several others in the market, severe competition from stronger sales names may hamper chances. Fine color, cover photo ties in with album contents.

**PROKOFIEV: CLASSICAL SYMPHONY; SHOSTAKOVICH: SYMPHONY NO. 1**  
The Philharmonic Orch. (Kurtz). Capitol-EMI G 7118

The Shostakovich work is taken a more brisk tempo than usual. The fine liner notes relate that Kurtz was advised by the composer himself as to tempi. The delightful "Classical Symphony" is joyfully performed. Tho there is heavy competition on both of the works, this set can sell with exposure. Sound is excellent and over-all packaging is attractive. Excellent cover.

**SIBELIUS: THE SWAN OF TUONELA, KARELIA SUITE, EN SAGA, ROMANCE IN C MAJOR**

The Royal Philharmonic Orch. (Collins). Capitol-EMI G 7122

This new recording of four of Sibelius' early works features excellent performances by the Royal Philharmonic Orchestra, and, as to be expected from EMI recordings, excellent sound. All of the selections, especially the well-known "Swan of Tuonela," have been recorded many times previously, but the set should have appeal both for new and younger collectors.

**SCHUMAN: SYMPHONY NO. 1; MANFRED OVERTURE**

The Berlin Philharmonic Orch. (Kempe). Capitol-EMI G 7117

A cheerful, sturdy reading of the "Spring Symphony" and an exciting Overture, fine for basic libraries. Lovely cover shot of trees. Despite competition, should fare well. Liner notes, refreshingly candid, knock the symphony.

**SIBELIUS: SYMPHONY NO. 2**

The B. B. C. Symphony Orch. (Sargent). Capitol-EMI G 7124

The imposing nationalistic music receives a sympathetic if not overly emotional reading in this new version made available now via the EMI catalog. Other versions on the market, tho not numerous, nevertheless carry quality performances by big names. These factors plus the release of at least one excellent stereo version may combine to limit the activity here, despite a fine cover and high standards adhered to in the recording.

**VERDI: SIMON BOCCANEGRA**

Tito Gobbi, Baritone; Boris Christoff, Bass; Victoria De Los Angeles, Soprano; Giuseppe Campora, Tenor with Various Artists & Orch. & Chorus of the Opera House, Rome (Santini). Capitol-EMI GCR 7126

The first waxing of this melodrama since the fine old Cetra album was discontinued. De Los Angeles is dewy fresh as Maria, Walter Monachesi superb as the villain. Gobbi, a great actor, is an edgy voice as Simon. Campora and Christoff add rich tones thruout. Sound is a feature. Libretto and photos. Quartet of strong names should lure fans.

**THE VIENNA ACADEMY CHORUS ON TOUR**

Conducted by Gunther Theuring. Westminster WP 6088

This first-rate choral group applies its artistry to the material used in its American tour this season. Music, therefore, is popular in appeal and less demanding than that for which the young singers are best known. Direction superb, male voices excellent, but balance on the ladies side is somewhat uneven.

### CLASSICAL ★★

**PROKOFIEV: SINFONIA CONCERTANTE**

Rostropovich, Cello with The Royal Philharmonic Orch. (Sargent). Capitol-EMI G 7121

This Prokofiev work, commonly regarded as his second cello concerto, actually is a reworking of his first concerto for cello. The Sinfonia also was his last major composition. As the only version currently available (there is one album featuring the first concerto) there should be a market for this album. Soviet cello virtuoso Rostropovich plays with supple fluidity and emotion the uniquely original score which varies from rhapsodic to dramatically ominous. A happy bonus is Rachmaninoff's "Vocalise," transcribed for cello from soprano solo.

**TCHAIKOVSKY: THE TEMPEST; BORODIN: NOCTURNE; GLAZOUNOV: STENKA RAZIN**

The Philharmonia Orch. (Fisoularij). Capitol-EMI G 7119

This new EMI set contains the first recording of the little heard Tchaikovsky work, "The Tempest," composed a few years after his "Romeo and Juliet Overture." This work, the Borodin "Nocturne" (from Quartet No. 2 in D Major) and Glazounov's "Stenka Razin," are performed in fine fashion by the Philharmonia Orchestra under Anatole Fisoularij. The Tchaikovsky work, tho not his strongest, should help this set with collectors.

**BRAHMS: CONCERTO NO. 1 FOR PIANO AND ORCH.**

Leon Fleisher, Piano with The Cleveland Orch. (Szell). Epic LC 3484

A fine, vigorous job by young Fleisher, with a tender adagio section amid thunder, but competition looks to be too heavy for big sales.

## Reviews and Ratings of New Jazz Albums

### JAZZ ★★

**DIRTY JAZZ FROM DOWN SOUTH**

Cyril Diaz Ork., Johnny Gomez Band with Various Artists. Cook 1188

This set deals with jazz from way down South—Trinidad, no less. It features the John Buddy Williams band, the Cyril Diaz ork, the Johnny Gomez band, the Conrad Jones crew and the Lorna Pierre ork. According to the notes some of the jazz "was recorded hot and rough in brothels around the Caribbean Sea," and, altho it is not as pungent as one might expect, it is interesting stuff. For collectors and other interested parties.

## Reviews and Ratings of New Stereo Albums

(Results Indicate Relative Strength Among Stereo-Only Albums)

### POPULAR ★★★

**COOL COLEMAN**

Cy Coleman, Piano, with Aaron Bell, Bass, and Charlie Smith, Drums. Westminster WST 15001

Pianist Coleman plays a light, melodic brand of jazz-flavored piano, ably backed by brass and drums. Selections include Coleman's own tune, "Witchcraft," along with "Isn't It Romantic," "Gypsy in My Soul," and other standards. Pleasant mood package for jocks and well-produced item for stereo fans.

**"MELIS AT MIDNIGHT"**

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## Lusty Stereo Baby Sparks Biz

Continued from page 4

concerned, is that stereo components and sets are being sold to the top economic strata of the buying public who have a lot of money to spend for records to try on their new equipment. Altho the ratio of monaural sets to stereo sets will be better than 20 to one, even if a million stereo players are sold this year, it is an established fact that the new purchaser of record playing equipment buys a lot more records in proportion than the older set owner.

There is another interesting aspect to the entire stereo record situation. Many manufacturers, and especially the smaller firms, would rather sell stereo than monaural records because they carry a higher price. In spite of the fact that it costs more to produce a stereo disk than a monaural record, the extra \$1 that most manufacturers charge for their stereo records gives them a higher profit margin that is most comforting in these days of cut prices, discounts and returns. As one manufacturer put it: "We must sell stereo disks, it's the only way we can make a real profit. On monaural records we only make a couple of pennies unless we have a huge volume."

What has many manufacturers

in a quandry is more how to treat this booming baby called stereo, rather than any desire to see it slow down. They want to supply the owners of the more than 20 million monaural phonographs with product to play on their machines. At the same time they want to cash in on this lusty stereo market, since it appears to be a most important part of the record industry future. Should they issue some records only in stereo instead of putting them out both ways? Would hot LP released only in stereo swing a lot of people to stereo players in order to play the record—or will too much emphasis on stereo confuse the public so much that he won't buy any type of record? Is the industry already going too fast on stereo?

The answer to these problems at the moment appears to be that the public is doing pretty well at making up its own mind and far from being baffled by the new stereo record, seems to be taking to it—at least on the highest economic level—with little trouble. More than that, the public is turning out at hi-fi shows featuring stereo as tho they have been waiting for stereo records for years.

To many astute traders, any dealer who doesn't know that monaural records are and will long be a major part of his dollar volume isn't very wise—but at the same time any dealer who isn't set up to demonstrate stereo records in his store for anxious customers better get on the bandwagon.

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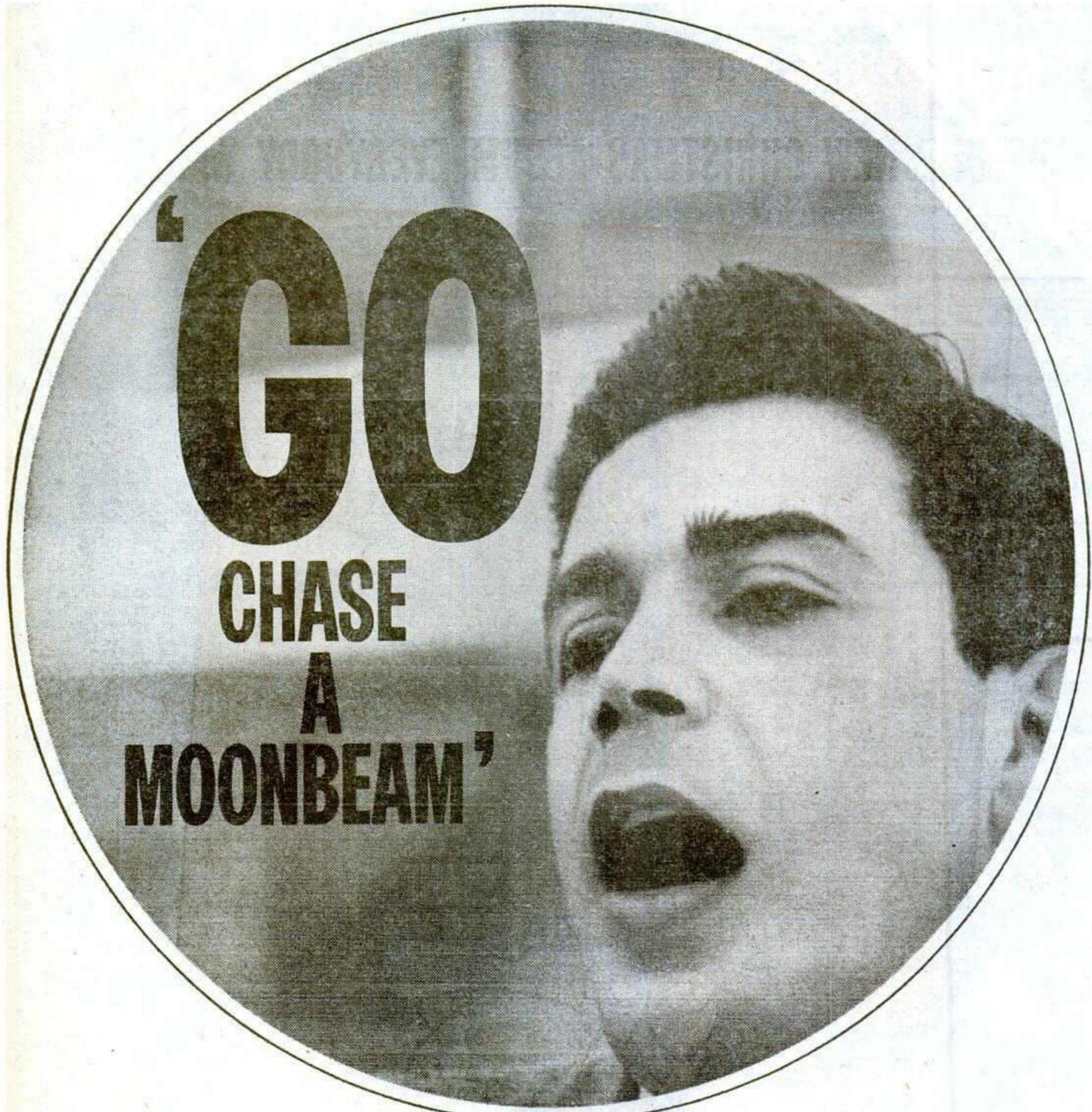
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A  
MOONBEAM'**

**A BIG JERRY VALE**

**STOP  
PER**

b/w AROUND THE CLOCK 4-41238  
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**GO**

**WITH THIS**

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BY

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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending October 4

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. It's All in the Game</b>		<b>1 7</b>	<b>6. Susie Darlin'</b>		<b>7 5</b>
By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, M-G-M 12688.			By Robin Luke—Published by Congressional (ASCAP) BEST SELLING RECORD: Robin Luke, Dot 15781.		
<b>2. Volare (Nel Blu Dipinto Di Blu)</b>		<b>2 11</b>	<b>7. Little Star</b>		<b>5 12</b>
By Domenico Modugno, F. Migliacci and M. Parish—Published by Robbins (ASCAP) BEST SELLING RECORDS: Dean Martin, Cap 4028; Domenico Modugno, Dec 30677. RECORDS AVAILABLE: Jesse Belvin, Vic 7310; Dalida, Verve 10146; Alan Dale, M-G-M 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. J. Jones, Morocco 1002; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Nilla Pizzi, Vic 7361; Nelson Riddle, Cap 4024.			By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.		
<b>3. Bird Dog</b>		<b>3 9</b>	<b>8. Near You</b>		<b>9 6</b>
By Boudlaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.			By Craig Goell—Published by Supreme (ASCAP) BEST SELLING RECORD: Roger Williams, Kapp 233. RECORD AVAILABLE: Francis Craig, Dot 15159.		
<b>4. Rock-In' Robin</b>		<b>4 8</b>	<b>9. Tea for Two Cha Cha</b>		<b>10 4</b>
By J. Thomas—Published by Records (BMI) BEST SELLING RECORD: Bobby Day, Class 229.			By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork, Decca 30704.		
<b>5. Tears on My Pillow</b>		<b>6 9</b>	<b>10. Patricia</b>		<b>8 16</b>
By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Boonie (ASCAP) BEST SELLING RECORD: Little Anthony and the Imperials, End 1027.			By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vic 7245. RECORDS AVAILABLE: Morty Craft Ork, M-G-M 12672; Jerry Martin, Chock 106; Ray Peterson, Vic 7303.		
<b>Second Ten</b>					
<b>11. You Cheated</b>		<b>12 5</b>	<b>16. Are You Really Mine?</b>		<b>23 9</b>
By Don Burch—Published by Balcones (BMI) BEST SELLING RECORD: Shields, Dot 15805. RECORDS AVAILABLE: Del Vikings, Mer 71345; Siades, Domino 500.			By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4090.		
<b>12. Chantilly Lace</b>		<b>16 3</b>	<b>17. Tom Dooley</b>		<b>- 1</b>
By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343.			By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.		
<b>13. Just a Dream</b>		<b>11 11</b>	<b>18. The End</b>		<b>17 3</b>
By Jimmy Clanton-C. Matassa—Published by Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 546.			By Jimmy Krondes-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719.		
<b>14. Born Too Late</b>		<b>22 11</b>	<b>19. No One Knows</b>		<b>19 3</b>
BEST SELLING RECORD: Poni Tails, ABC-Paramount 9934. RECORD AVAILABLE: Judy Harriet, Surf 5027.			By Hecht & Maresca—Published by Schwartz (ASCAP) BEST SELLING RECORD: Dion & the Belmonts, Laurie 3015.		
<b>15. Summertime Blues</b>		<b>13 5</b>	<b>20. Topsy II</b>		<b>25 2</b>
By Eddie Cochran & J. Capeheart—Published by American (BMI) BEST SELLING RECORD: Eddie Cochran, Liberty 55144. RECORD AVAILABLE: Rene Hall Trio, Decca 48217.			By Battle-Durham—Published by Cosmopolitan (BMI) BEST SELLING RECORD: Cozy Cole, Love 50034.		
<b>Third Ten</b>					
<b>21. The Hula Hoop Song</b>		<b>- 1</b>	<b>26. Devoted to You</b>		<b>15 9</b>
By Donna Kohler & Carl Maduri—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Teresa Brewer, Coral 62033; Georgia Gibbs, Roulette 4106.			By Boudleaux Bryant—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Cliff Butler, Nasco 6010; Everly Brothers, Cadence 1350.		
<b>21. It's Only Make Believe</b>		<b>- 1</b>	<b>27. The Day the Rain Came</b>		<b>- 1</b>
By Conway Twitty & Nance—Published by Marielle (BMI) RECORD AVAILABLE: Conway Twitty, MGM 12677			By Sigmund-Becaud—Published by Garland (ASCAP) RECORDS AVAILABLE: Raymond Lefevre, Kapp 231; Jane Morgan, Kapp 235.		
<b>23. My True Love</b>		<b>14 13</b>	<b>28. Fever</b>		<b>21 13</b>
By Jack Scott—Published by Starfire-Peer Intl. (BMI) RECORD AVAILABLE: Jack Scott, Carlton 462.			By Davenport-Cooley—Published by Lois (BMI) RECORD AVAILABLE: Peggy Lee, Cap 3998.		
<b>24. Pussy Cat</b>		<b>- 1</b>	<b>29. Firefly</b>		<b>- 1</b>
By Sunny Skylar & Tom Glazer—Published by Paston (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 7315.			By Carolyn Leigh-Cy Coleman—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: Tony Bennett, Col 41237; Mitt Mittens, Mira 110.		
<b>25. Mexican Hat Rock</b>		<b>- 1</b>	<b>30. Down the Aisle of Love</b>		<b>- 4</b>
By John Sheldon—Published by Maryland (BMI) RECORD AVAILABLE: Applejacks, Cameo 149.			By Quin-Tones—Published by Myra (BMI) RECORD AVAILABLE: Quin-Tones, Hunt 321.		

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b/w

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# The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
OCTOBER 19

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
3	1	1	1		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	8
5	4	3	2		ROCK-IN' ROBIN	Bobby Day, Class 229	11
2	3	2	3		BIRD DOG	Everly Brothers, Cadence 1350	11
7	6	6	4		TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	10
8	7	7	5		SUSIE DARLIN'	Robin Luke, Dot 15781	10
1	2	4	6		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	11
49	15	13	7		THE END	Earl Grant, Decca 30719	5
4	5	5	8		LITTLE STAR	Elegants, Apt 25005	11
20	14	8	9		TEA FOR TWO CHA CHA	Tommy Dorsey Ork, Decca 30704	7
12	10	10	10		NEAR YOU	Roger Williams, Kapp 233	9
34	16	15	11		CHANTILLY LACE	Big Bopper, Mercury 71343	11
11	8	9	12		SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	11
43	39	22	13		TOPSY II	Cozy Cole, Love 50034	8
6	9	12	14		JUST A DREAM	Jimmy Clanton, Ace 546	11
31	21	16	15		YOU CHEATED	Shields, Dot 15805	8
41	33	20	16		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	5
—	83	37	17	★	TOM DOOLEY	Kingston Trio, Capitol 4049	3
14	13	11	18		HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	9
10	12	21	19		DEVOTED TO YOU	Everly Brothers, Cadence 1350	10
30	23	23	20		FIREFLY	Tony Bennett, Columbia 41237	6
9	11	14	21		BORN TOO LATE	Foal Tails, ABC-Paramount 9934	11
35	25	17	22		PROMISE ME, LOVE	Andy Williams, Cadence 1351	7
54	55	54	23	★	FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	4
28	30	27	24		NO ONE KNOWS	Dion and the Belmonts, Laurie 3015	8
60	53	48	25	★	THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	4
24	29	30	26		ARE YOU REALLY MINE?	Jimmie Rodgers, Roulette 4090	11
65	51	40	27	★	MEXICAN HAT ROCK	Applejacks, Cameo 149	5
45	32	26	28		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	8
—	60	34	29		PUSSY CAT	Ames Brothers, RCA Victor 7315	3
15	20	18	30		PATRICIA	Perez Prado, RCA Victor 7245	11

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
13	19	24	31		MY TRUE LOVE	Jack Scott, Carlton 462	11
62	45	44	32	★	LA-DO-DADA	Dale Hawkins, Checker 900	7
39	37	41	33		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	11
23	18	19	34		CAROL	Chuck Berry, Chess 1700	8
22	27	31	35		DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	9
57	42	25	36		ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	11
36	35	29	37		SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	11
74	57	50	38	★	THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	5
47	43	39	39		THE SECRET	Gordon MacRae, Capitol 4033	5
88	80	56	40	★	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	4
46	49	68	41	★	THE TEN COMMANDMENTS OF LOVE	Harvey and the Moon Glows, Chess 1705	5
16	26	32	42		WESTERN MOVIES	Olympics, Demon 1508	11
17	17	28	43		STUPID CUPID	Connie Francis, M-G-M 12683	11
69	46	35	44		GEE, BUT IT'S LONELY	Pat Boone, Dot 15825	4
26	28	36	45		SUMMERTIME, SUMMERTIME	Jamies, Epic 9281	9
—	74	60	46		CALL ME	Johnny Mathis, Columbia 41253	3
—	—	73	47	★	THE HULA HOOP SONG	Georgia Gibbs, Roulette 4106	2
56	48	46	48		FIBBIN'	Patti Page, Mercury 71355	4
32	34	52	49		PUT A RING ON MY FINGER	Les Paul & Mary Ford, Columbia 41222	9
63	56	55	50		BABY FACE	Little Richard, Specialty 645	5
91	63	42	51		I WISH	Platters, Mercury 71353	5
—	89	74	52	★	WITH YOUR LOVE	Jack Scott, Carlton 483	3
—	59	65	53		NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	3
44	50	61	54		THE GREEN MOSQUITO	Tune-Rockers, United Artists 139	8
71	88	78	55	★	TOPSY I	Cozy Cole, Love 50034	5
33	40	38	56		FEVER	Peggy Lee, Capitol 3998	11
18	22	45	57		EVERYBODY LOVES A LOVER	Doris Day, Columbia 41198	11
76	69	63	58		NINE MORE MILES	George Young, Cameo 150	4
—	72	59	59		WHEN I GROW TOO OLD TO DREAM	Ed Townsend, Capitol 4048	3
86	67	76	60	★	YOU CHEATED	Slades, Domino 800	9

**THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE**

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the

United States. These studies take into consideration such factors as disk jockey plays, juke box activity and record sales.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
51	62	51	61		THERE GOES MY HEART	Joel James, M-G-M 12794	5
—	100	75	62		FORGET ME NOT	Katka Twins, Decca 30745	3
—	96	86	63	★	LEAVE ME ALONE	Dickey Doo & the Don'ts, Swan 4014	3
37	38	49	64		RAMROD	Duane Eddy, Jamie 1109	8
38	41	58	65		SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	11
29	31	43	66		VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	11
—	66	62	67		LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	3
85	85	89	68	★	REAL WILD CHILD	Ivan, Coral 62017	4
—	79	71	69		GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	3
—	—	—	70	★	I GOT A FEELING	Ricky Nelson, Imperial 5545	1
19	36	47	71		POOR LITTLE FOOL	Ricky Nelson, Imperial 5528	11
21	24	33	72		LAZY SUMMER NIGHT	Four Preps, Capitol 4023	9
—	—	69	73		HOOPA HOOLA	Betty Johnson, Atlantic 2202	2
—	—	99	74	★	THE HULA HOOP SONG	Teresa Brewer, Coral 62003	2
25	65	70	75		THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	8
—	—	92	76	★	NEED YOU	Doonie Owens, Guyden 2001	2
—	99	79	77		THUNDER ROAD	Robert Mitchum, Capitol 3986	5
—	—	95	78	★	QUEEN OF THE HOP	Bobby Darin, Atco 6127	2
81	54	57	79		HIDEAWAY	Four Esquires, Paris 520	4
77	76	84	80		COME ON, LET'S GO	Ritchie Valens, Del Fi 4106	4
—	—	—	81		JUST YOUNG	Paul Anka, ABC-Paramount 9956	1
—	—	—	82	★	WHAT LITTLE GIRL	Frankie Avalon, Chancellor 1026	1
—	—	97	83		THE BLOB	The Five Blobs, Columbia 41250	2
50	68	85	84		BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	7
—	—	—	85	★	GUAGLIONE	Perez Prado, RCA Victor 7337	1
—	—	—	86	★	FALLIN'	Connie Francis, M-G-M 13713	1
—	—	—	87	★	LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	1
—	—	88	88		ALL OVER AGAIN	Johnny Cash, Columbia 41251	2
—	—	—	89	★	GO CHASE A MOONBEAM	Jerry Vale, Columbia 41238	1
40	61	94	90		DANCE, EVERYONE, DANCE	Betty Madigan, Coral 62007	9

From The Hot 100:

**THE BILLBOARD'S BEST BUYS**

These records, of all those listed on The Billboard Hot 100, have shown the greatest national SALES BREAK-OUT potential this week for the first time. Action sides are listed in capital letters.

**I GOT A FEELING** . . . . . **Ricky Nelson**  
(Eric, BMI) Lonesome Town (Eric, BMI) Imperial 5545

**FALLIN'** . . . . . **Connie Francis**  
(Aidon, BMI) Happy Days and Lonely Nights (Fisher-Advance, ASCAP) M-G-M 13713

**LOVE MAKES THE WORLD GO 'ROUND** . . . . . **Perry Como**  
(Winneton, BMI) Mandolins in the Moonlight (Roncom, ASCAP) RCA Victor 7353

**QUEEN OF THE HOP** . . . . . **Bobby Darin**  
(Walden-Tweed, ASCAP) Lost Love (Progressive-Fern, BMI) Atco 6127

**TO KNOW HIM IS TO LOVE HIM** . . . . . **Teddy Bears**  
(Warman, BMI) Don't You Worry My Little Pet (Poplar, BMI) Dore 503

**WHAT LITTLE GIRL I'LL WAIT FOR YOU** . . . . . **Frankie Avalon**  
(Rambled, BMI) (Debmar, BMI) Chancellor 1026

**GUAGLIONE** . . . . . **Perez Prado**  
(Raphael, ASCAP) Paris (Peer, Intl., BMI) RCA Victor 7337

**JUST YOUNG** . . . . . **Paul Anka**  
(Peer Intl., BMI) So It's Goodbye (Spanka, BMI) ABC-Paramount 9956

*The above are previous Billboard Spotlight picks.*

**NEED YOU** . . . . . **Doonie Owens**  
(Malapi, BMI) If I'm Wrong (Malapi, BMI) Guyden 2001

**JUST YOUNG** . . . . . **Andy Rose**  
(Peer Intl., BMI) Love-a, Love-a, Love (Allison, ASCAP) Aamco 100

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
48	58	91	91		OVER AND OVER	Bobby Day, Class 229	10
—	—	100	92		JUST YOUNG	Andy Rose, Aamco 100	2
70	52	80	93		BREAKUP	Jerry Lee Lewis, Sun 303	5
—	—	—	94		BLUE BELL	Mitch Miller, Columbia 41233	1
27	64	66	95		GINGER BREAD	Frankie Avalon, Chancellor 1021	11
—	—	—	96		GERALDINE	Jack Scott, Carlton 483	1
—	—	—	97		NON DIMENTICAR	Nat King Cole, Capitol 4056	1
61	44	53	98		LA PALOMA	Billy Vaughn, Dot 45795	10
—	—	87	99		WELL, I'M YOUR MAN	Johnny Tillotson, Cadence 1353	2
—	—	—	100		I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	1



# BEST SELLING POP SINGLES IN STORES

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

FOR  
SURVEY WEEK  
ENDING  
OCTOBER 4, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. IT'S ALL IN THE GAME (ASCAP)—Tommy Edwards	1	8	18. BORN TOO LATE (ASCAP)—Poni Tails	24	12	34. CAROL (BMI)—Chuck Berry	29	2
2. BIRD DOG (BMI)—Everly Brothers	3	10	19. NO ONE KNOWS (ASCAP)—Dion and the Belmonts	20	6	35. LA PALOMA (ASCAP)—Billy Vaughn	23	9
3. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno	2	11	20. PUSSY CAT (ASCAP)—Ames Brothers	35	3	36. WESTERN MOVIES (BMI)—Olympics	25	12
4. ROCK-IN' ROBIN (BMI)—Bobby Day	4	10	21. GEE, BUT ITS LONELY (BMI)—Pat Boone	29	2	37. THE END (ASCAP)—Earl Grant	31	4
5. TEARS ON MY PILLOW (ASCAP)—Little Anthony and the Imperials	7	9	22. TOM DOOLEY (BMI)—Kingston Trio	—	1	38. RAMROD (BMI)—Duane Eddy	38	7
6. SUSIE DARLIN' (ASCAP)—Robin Luke	6	9	23. FEVER (BMI)—Peggy Lee	14	13	39. TEN COMMANDMENTS OF LOVE (BMI)—Harvey and the Moon Glows	44	3
7. LITTLE STAR (BMI)—Elegants	5	12	24. DOWN THE AISLE OF LOVE (BMI)—Quin-Tones	26	6	40. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day	39	12
8. TEA FOR TWO CHA CHA (ASCAP)—Tommy Dorsey Ork	9	5	25. ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers	22	10	41. ITCHY TWITCHY FEELING (BMI)—Bobby Hendricks	43	7
9. PATRICIA (ASCAP)—Perez Prado	8	17	26. THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash	36	7	42. THE HULA HOOP SONG (BMI)—Georgia Gibbs	—	1
10. TOPSY II (BMI)—Cozy Cole	15	5	27. STUPID CUPID (BMI)—Connie Francis	19	12	43. WIN YOUR LOVE FOR ME (BMI)—Sam Cooke	37	6
11. JUST A DREAM (BMI)—Jimmy Clanton	10	14	28. POOR LITTLE FOOL (BMI)—Ricky Nelson	21	15	44. LA-DO-DADA (BMI)—Dale Hawkins	45	4
12. YOU CHEATED (BMI)—Shields	12	5	29. MEXICAN HAT ROCK (BMI)—Applejacks	34	2	45. FIREFLY (ASCAP)—Tony Bennett	—	1
13. CHANTILLY LACE (BMI)—Big Bopper	16	3	30. IT'S ONLY MAKE BELIEVE (BMI)—Conway Twitty	46	2	45. THERE GOES MY HEART (ASCAP)—Joni James	—	1
14. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Dean Martin	18	10	31. GINGER BREAD (BMI)—Frankie Avalon	27	13	47. HOW THE TIME FLIES (ASCAP)—Jerry Wallace	33	5
15. MY TRUE LOVE (BMI)—Jack Scott	11	18	32. SUMMERTIME, SUMMERTIME (ASCAP)—Jamies	28	6	48. SOMEBODY TOUCHED ME (BMI)—Buddy Knox	32	6
16. NEAR YOU (ASCAP)—Roger Williams	17	6	33. A CERTAIN SMILE (ASCAP)—Johnny Mathis	48	14	49. HARD HEADED WOMAN (ASCAP)—Elvis Presley	42	16
17. SUMMERTIME BLUES (BMI)—Eddie Cochran	13	8				50. BABY FACE (ASCAP)—Little Richard	—	1

artists' biographies

## Jockey Richardson Rides a Winner

Jape Richardson, a disk jockey from Southeast Texas, has hit pay dirt in the recording field as Big



Bopper. "Chantilly Lace," his first record as Big Bopper, landed a slot on The Billboard's Hot 100 chart back on August 4 and has been climbing steadily since then.

Richardson has been in radio for eight years as a disk jockey and is a writer of numerous compositions which have been recorded by other artists. He also penned his hit tune, "Chantilly Lace" and has recorded two of his own compositions for his next release as Big Bopper on the Mercury label. Recently, Richardson has been making personal appearances and was seen nationally on Dick Clark's Saturday night TV stanza this past September 20.

artists' biographies



## Ruth Brown Rocks Upward on Charts

"This Little Gal's Gone Rockin'" is Ruth Brown's most recent success. The 30-year-old, Virginia-born vocalist started singing in church under her father's direction.

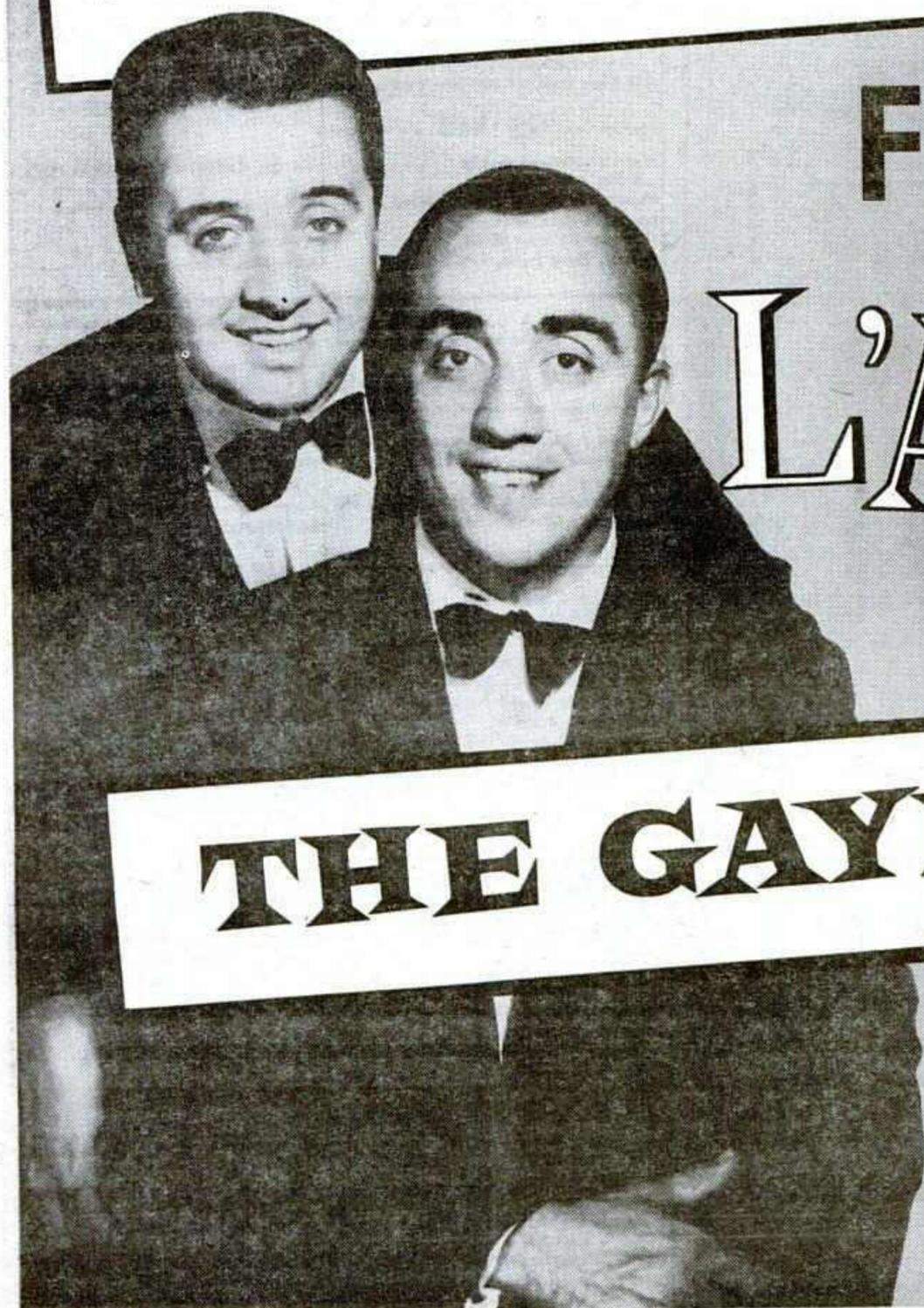
She got her first professional job with the Lucky Millinder band in Washington in 1948.

Not long afterward Blanche Calloway (Cab's sister) became Miss Brown's manager, and she was scheduled for her first "big break" at New York's Apollo Theater. Then just before her opening came tragedy—a serious auto accident that left her bedridden in a hospital for months.

When she got back on her feet, altho they were in braces she resumed her upward climb. The blues singer fractured her audiences at Manhattan's Cafe Society Downtown, was pacted by Atlantic Records and started on her long list of hits of which "Little Gal" is the latest.

# Here It Is! The Disc Of The Year!

All the ingredients for the year's biggest hit is here! A new Italian lyric set to the great standard Flamingo, beautifully sung against an easy shuffle rhythm backing with tasty sax fills by Eddie Chamblee.



## Flamingo

# L'AMORE

BY

# THE GAYLORDS

MERCURY 71369



**Rush Your Orders Now For Immediate Delivery!**

WATCH THESE

# FOUR SCORE!



THE CREW CUTS SING—

**BABY BE MINE c/w THAT'S MY DESIRE**

WITH JOE REISMAN'S ORCHESTRA

47/7359



**RCA VICTOR**

Tmkja ©

RADIO CORPORATION OF AMERICA



## Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 4

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

**BOSTON**

- It's All in the Game**  
Tommy Edwards, MGM
- Mexican Hat Rock**, Applejacks, Cam.
- No One Knows**, Dion & the Belmonts, Lau.
- Rock-In' Robin**, Bobby Day, Cis.
- Tea for Two Cha Cha**  
Tomy Dorsey Ork, Dec.
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.
- You Cheated**, Slades, Dom.

**CHICAGO**

- Devoted to You/Bird Dog**  
Everly Brothers, Cdc.
- Chantilly Lace**, Big Bopper, Mer.
- It's All in the Game**  
Tommy Edwards, MGM
- Little Star**, Elegants, Apt
- Over and Over**, Bobby Day, Cis.
- Patricia**, Perez Prado, Vic.
- Susie Darlin'**, Robin Luke, Dot
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.

**DETROIT**

- Devoted to You/Bird Dog**  
Everly Brothers, Cdc.
- It's All in the Game**  
Tommy Edwards, MGM
- Mexican Hat Rock**, Applejacks, Cam.
- Patricia**, Perez Prado, Vic.
- Rock-In' Robin**, Bobby Day, Cis.
- Topsy II**, Cozy Cole, Love
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.
- Win Your Love for Me**, Sam Cooke, Keen

**EAST TEXAS**

- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- Chantilly Lace**, Big Bopper, Mer.
- It's All in the Game**  
Tommy Edwards, MGM
- Patricia**, Perez Prado, Vic.

**ALL TITLES ARE LISTED IN ALPHABETICAL ORDER**

- Rock-In' Robin**, Bobby Day, Cis.
- Susie Darlin'**, Robin Luke, Dot
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Tom Dooley**, Kingston Trio, Cap.

**FLORIDA**

- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- Chantilly Lace**, Big Bopper, Mer.
- Everybody Loves a Lover**, Doris Day, Col.
- Patricia**, Perez Prado, Vic.
- Return to Me**, Dean Martin, Cap.
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Ten Commandments of Love**  
Harvey & the Moonglows, Cis.
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.

**LOS ANGELES**

- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- It's All in the Game**  
Tommy Edwards, MGM
- Little Star**, Elegants, Apt
- Rock-In' Robin**, Bobby Day, Cis.
- Summertime Blues**, Eddie Cochran, Lib.
- Tea for Two Cha Cha**  
Tommy Dorsey Ork, Dec.
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Topsy II**, Cozy Cole, Love

**NEW YORK AND NEWARK**

- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- It's All in the Game**  
Tommy Edwards, MGM
- Patricia**, Perez Prado, Vic.
- Rock-In' Robin**, Bobby Day, Cis.
- Susie Darlin'**, Robin Luke, Dot
- Tea for Two Cha Cha**  
Tommy Dorsey Ork, Dec.
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.

**NORTHERN NEW YORK STATE**

- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- Born Too Late**, Poni Tails, ABC-Para.
- It's All in the Game**  
Tommy Edwards, MGM
- It's Only Make Believe**  
Conway Twitty, MGM
- Near You**, Roger Williams, Kapp
- Susie Darlin'**, Robin Luke, Dot
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Volare (Nel Blu Dipinto Di Blu)**  
Dean Martin, Cap.

**NORTHERN OHIO**

- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- It's All in the Game**  
Tommy Edwards, MGM
- Near You**, Roger Williams, Kapp
- No One Knows**, Dion & the Belmonts, Lau.
- Rock-In' Robin**, Bobby Day, Cis.
- Summertime**, Summertime, Jamies, Epic
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.

**PHILADELPHIA**

- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- Chantilly Lace**, Big Bopper, Mer.
- Fever**, Peggy Lee, Cap.
- It's All in the Game**  
Tommy Edwards, MGM
- Just a Dream**, Jimmy Clanton, Ace
- Little Star**, Elegants, Apt
- Rock-In' Robin**, Bobby Day, Cis.
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.

**ST. LOUIS AND KANSAS CITY**

- Bird Dog**, Everly Brothers, Cdc.
- It's All in the Game**  
Tommy Edwards, MGM
- Little Star**, Elegants, Apt

- Rock-In' Robin**, Bobby Day, Cis.
- Stupid Cupid**, Connie Francis, MGM
- Summertime Blues**, Eddie Cochran, Lib.
- Summertime**, Summertime, Jamies, Epic
- Susie Darlin'**, Robin Luke, Dot

**SAN FRANCISCO AND OAKLAND**

- Fever**, Peggy Lee, Cap.
- It's All in the Game**  
Tommy Edwards, MGM
- Little Star**, Elegants, Apt
- Patricia**, Perez Prado, Vic.
- Rebel-Rouser**, Duane Eddy, Jam.
- Rock-In' Robin**, Bobby Day, Cis.
- Tears on My Pillow**  
Little Anthony & the Imperials, End
- Volare (Nel Blu Dipinto Di Blu)**  
Dean Martin, Cap.
- Volare (Nel Blu Dipinto Di Blu)**  
Domenico Modugno, Dec.

**SOUTHERN OHIO**

- Born Too Late**, Poni Tails, ABC-Para.
- Chantilly Lace**, Big Bopper, Mer.
- Fever**, Peggy Lee, Cap.
- It's All in the Game**  
Tommy Edwards, MGM
- Little Star**, Elegants, Apt
- Rock-In' Robin**, Bobby Day, Cis.
- Stupid Cupid**, Connie Francis, MGM
- Susie Darlin'**, Robin Luke, Dot

**WASHINGTON AND BALTIMORE**

- Baby Face**, Little Richard, Spe.
- Bird Dog/Devoted to You**  
Everly Brothers, Cdc.
- Chantilly Lace**, Big Bopper, Mer.
- It's All in the Game**  
Tommy Edwards, MGM
- It's Only Make Believe**  
Conway Twitty, MGM
- Rock-In' Robin**, Bobby Day, Cis.
- Susie Darlin'**, Robin Luke, Dot
- Tea for Two Cha Cha**  
Tommy Dorsey Ork, Dec.
- Topsy II**, Cozy Cole, Love



*Their Newest and  
Greatest "ROCKER"!*

**THE  
CHAMPS**

*with...*

**ROCKIN'  
MARY**

*b/w*  
**TURNPIKE**

**#59026**



**CHALLENGE**  
Sparton Records • Canada



**STEPPING OUT BIG!**

**BILL FARRELL**  
**CIRCUS**  
Cub K9015

**LILLY ANN CAROL**  
**COME BACK TO SORRENTO**      **YES SIR, THAT'S MY BABY**  
Cub K9016

**TOBY AND IRIS**  
**DING DINGA LINGA LINGA**      **WHAT I WANT**  
Cub K9009

**JIMMY WILLIAMS**  
**LAUGHED AWAY**      **ONE MORE TIME**  
Cub K9017

# VOX JOX

• Continued from page 7

in return for Krazy Bucks, secession from North Dakota by Williston in favor of bordering Montana to promote shopper's interest there, not to mention a faked Western bank robbery, a hula hoop endurance contest, re-enactment of the Lewis and Clark expedition and election of a Krazy Daze mayor. It kept people down town all day long, says the report.

**THIS 'N' THAT:** Who says deejays can't make a hit with adult audiences? These are the words of Tom Edwards, of WERE, Cleveland. Edwards says: "For the past four weeks I have been playing Rudolph Friml's 'Indian Love Call,' a single taken from his Westminster LP. It is selling well and is strictly adult material." Edwards advises everybody to "Watch it."

Bob Callan and Scott Muni, of WMCA, New York, will be upcoming guests on a series of popular music sessions being staged by the station in connection with the New York Public Library. To be held on four Saturdays between now and December, the meetings will feature the deejays with their disk artist guests. . . . Clyde Jay has departed from WCAM, Camden, N. J., to accept a new spot with Nationwide Booking Corporation. Jay will open a West Coast office for the firm November 1. . . . Howard Tinley Jr., formerly with WIPA, Annapolis, Md., has moved over to WABW, same city. Bob Callahan, formerly of WIDY, Salisbury, Md., also joins WABW as morning man.

Bob Harris, Deejay vet of WVNJ, Newark, N. J., will do a late night jockey seg, Friday and Saturday evenings from Goldman's Hotel, in nearby Pleasantdale, N. J. Harris will feature great albums with the artists who made them. Thrush Beverly Kenney was set for the first guest slot, Friday (10). Others on the docket for guest stints were Tony Cabot and Johnny Puleo. . . . The polka ambassador to the Lehigh Valley area of Pennsylvania is Bethlehem's Joe Vargo. Vargo deejays several polka and waltz shows daily on WKAP, Allentown, Pa. Vargo notes in passing the continued acceptance of "Polka Go Round," a Chicago originated ABC-TV network polka show with Robert Lewandowski and his polka band. "Polkas are here to stay," says the jock, Vargo.

Disk jockeys Martin Block (WABC), Stan Burns (WINS), Hal Jackson (WLIB) and Jerry Mar-

### YESTERYEAR'S TOPS—

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

OCTOBER 9, 1948

1. You Call Everybody Darlin'
2. A Tree in the Meadow
3. It's Magic
4. My Happiness
5. Twelfth Street Rag
6. Underneath the Arches
7. Hair of Gold, Eyes of Blue
8. Maybe You'll Be There
9. Love Somebody
10. Bluebird of Happiness

OCTOBER 10, 1953

1. Vaya Con Dios
2. You, You, You
3. Crying in the Chapel
4. Oh
5. Dragnet
6. No Other Love
7. St. George and the Dragonet
8. P.S.: I Love You
9. Ebb Tide
10. I'm Walking Behind You

shall (WMGM) will lead the talent parade set to take part in New York's eighth annual, "Celebrity Parade for Cerebral Palsy," on WOR-TV, Saturday and Sunday (18-19). The 17-hour telethon will feature a host of top stars including Alan Dale, Georgia Gibbs, Denise Lor and Tony Cabot and his band.

A distant correspondent has written from Leopoldville, Belgian Congo. The writer, Albert Renard, is a jockey who has been in charge of jazz programs on Radio Belgian Congo for five years and complains that "I do not have any service of records as the American or European disk jockeys have." Writing to Cadence Records in New York, the jockey notes that he is buying at his own expense all the records he broadcasts and asks that "you will pay attention to the condition of a disk jockey lost in Africa."

### New Radio Era

• Continued from page 4

provoking, whether zany or straight.

"People invariably prefer shows with commercials," Miss Gibson finds, "because of their entertainment and information and the prestige or endorsement they seem to lend the host. But the spots must be showcased properly, programmed carefully via contrast in mood, tempo and style to the surrounding music. And that old, sometimes-neglected rule of 'no dead air' rates constant attention. The best jockey rides in with the end of every disk."

Each market has a different "sound," she notes, paying tribute to the Storz chain for being consistently aware of slight changes in the habits and tastes of each given city. "Program always for the mass audience," she concludes. "This means old favorites with emotional potential as well as current hits."

### SORD Protests

• Continued from page 4

the profit basis with retail record dealers. It is now quite clear that this has not been the case. While production of records is up, it became apparent at the convention that dealer volume is down.

Marek's reply read in part: "The (Van Cliburn) record has stimulated summer business. It has become in a very short time the No. 1 seller. . . . The promotion thru the Club has not acted as a deterrent, but has played its part in stimulating sales of this record thru dealers. . . . The Van Cliburn record has thru the Book-of-the-Month Club received more advertising and more exposure than it could have without such form of selling. . . . Thousands of people who see this advertisement learn that a recording of Van Cliburn exists. Only a very small fraction of those who see the advertisement decide that they want to join a club: this fact is, of course, provable since (a) we know the circulation of the publication; (b) have figures on the readership of this particular advertisement; (c) know how many people clip the coupon. A much larger percentage of the readers went to the stores to buy the record."

### RECORD LABELS

are our Specialty • Service our Motto.  
PHONE: HYacinth 7-2320  
Pressure-Sensitive & regular Transcription Labels. We Print LP Covers and Jackets. EP • 45 • LP  
Streamers, Sleeves, Varnished or Laminated.  
**PROGRESSIVE LABEL CO.**  
284-290 Stanhope St., Brooklyn 37, N. Y.

**THE PASTELS**  
**'So Far Away'**  
Argo 5314

**'MISERLOU'**  
**Earl Washington**  
Checker 905

**CHESS PROD. CORP.**  
2120 S. Michigan  
Chicago 16, Illinois  
CA 5-2770

**WATCH THE CHARTS FOR THIS ONE!**

**"THAT DAY"**  
b/w "I'm Hurt"  
**RICK AND THE ROCKERS**  
Featuring Rick Randle  
Arc 4445

Group headed for all-out promotion four beginning Oct. 3 in these cities: Baltimore, Washington, Richmond, Pittsburgh, Cincinnati, Cleveland, Detroit and Buffalo.  
DEE-JAYS, MUSIC LIBRARIANS, CONTACT YOUR ARC DISTRIBUTOR FOR SAMPLE COPIES OR WRITE TO:

Dept. B  
**ARC RECORDS**  
12-16 Jefferson Ave. Elizabeth, N. J.

**LATEST RELEASE**  
**JOHNNY NASH**

sings  
**"ALMOST IN YOUR ARMS"**  
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**• Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart
1. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins)...	1	11
2. NEAR YOU (Supreme).....	2	5
3. IT'S ALL IN THE GAME (Remick).....	3	4
4. PATRICIA (Korwin) .....	4	12
5. EVERYBODY LOVES A LOVER (Korwin) .....	9	10
6. BORN TOO LATE (Mansion) .....	6	10
7. ARE YOU REALLY MINE? (Planetary) .....	8	8
8. THE DAY THE RAIN CAME (Garland) .....	—	1
9. TEARS ON MY PILLOW (Acuff-Rose) .....	13	2
10. BIRD DOG (Acuff-Rose) .....	5	6
11. DEVOTED TO YOU (Acuff-Rose) .....	7	7
12. FIREFLY (Morris) .....	—	1
13. IF DREAMS CAME TRUE (Korwin) .....	10	13
14. MY TRUE LOVE (Starfire-Peer) .....	11	7
15. SUSIE DARLIN' (Hill and Range) .....	—	1

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**• Best Selling Sheet Music in Britain**

(For week ending October 4)

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

Volare—Robbins (Robbins)	Mad Passionate Love—Duchess (Burgess)
Trudie—Henderson (Kassner)	Moon-Talk—Leeds (Roncom)
When—Southern (Sounds)	Little Bernadette—Berry (Burlington)
Carolina Moon—Lawrence Wright (Cromwell)	Poor Little Fool—Commodore-Imperial (Eric)
Tulips From Amsterdam—Cinephonic (Si-korski)	Patricia—Southern (Peer)
Return to Me—Southern (Southern)	Born Too Late—Anglo-Pic (Shapiro-Bernstein)
Stupid Cupid—Aldon (Aldon)	I Could Have Danced All Night—Chappell (Chappell)
On the Street Where You Live—Chappell (Chappell)	Only Man on the Island—Bron (Shapiro-Bernstein)
You Need Hands—Lakeview (Leeds)	More Than Ever—Sterling (Ampro)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	Devotion—Grosvenor (Sounds & Modern)

**Climbing the Charts!**  
**JERRY LEE LEWIS**  
**"BREAK-UP"**  
 c/w  
**"I'LL MAKE IT ALL UP TO YOU"**  
**SUN 303**

**• Best Selling Pop Records in Britain**

(For week ending October 4)

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

This Week	Last Week
1. STUPID CUPID/CAROLINA MOON—Connie Francis (MGM) .....	1
2. VOLARE—Dean Martin (Capitol) .....	2
3. KING CREOLE—Elvis Presley (RCA) .....	11
4. WHEN—Kalin Twins (Brunswick) .....	3
5. MOVE IT—Cliff Richard (Columbia) .....	11
6. BIRD DOG—Evely Brothers (London) .....	6
7. MAD PASSIONATE LOVE—Bernard Bresslaw (HMV) .....	5
8. POOR LITTLE FOOL—Ricky Nelson (London) .....	4
9. BORN TOO LATE—Poni Tails (HMV) .....	10
10. RETURN TO ME—Dean Martin (Capitol) .....	9
11. A CERTAIN SMILE—Johnny Mathis (Fontana) .....	17
12. VOLARE—Domenico Modugno (Oriole) .....	20
13. VOLARE—Marino Marini (Durium) .....	—
14. IT'S ALL IN THE GAME—Tommy Edwards (MGM) .....	—
15. COME PRIMA—Marino Marini (Durium) .....	—
16. SPLISH SPLASH—Charlie Drake (Parlophone) .....	7
17. WESTERN MOVIES—Olympics (HMV) .....	—
18. IF DREAMS CAME TRUE—Pat Boone (London) .....	14
19. PATRICIA—Perez Prado (RCA) .....	16
20. FEVER—Peggy Lee (Capitol) .....	8
20. MOON TALK—Perry Como (RCA) .....	18

**Another Hit For THE VALIANTS**  
**"PLEASE WAIT MY LOVE"**  
**KEEN #4026**

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 JOR INGMANN, Guitar  
 CAMARATA Orchestra  
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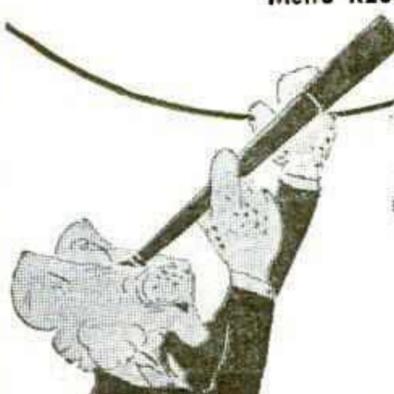
Metro K20001

**DOTTS JOHNSON**



**STREET OF DREAMS PARADISE**

Metro K20002



# The Billboard Reviews

# THIS WEEK'S SINGLES

## • Reviews of New Pop Records

**A Hundred Hearts** .....80  
 DECCA 30749—A snappy, country ditty handled with class by Helms with chorus support. A lot of heart to this record. Worth watching. (Tree, BMI)

### The Fool and the Angel...80

A philosophical ballad presented in fine style by Helms. It has a slow and gentle rocking backing which is effective. Good coupling. (Blue Grass, BMI)

### THE CREW-CUTS

**Baby Be Mine** .....80  
 RCA VICTOR 7359—Attractive novelty is sold with a beat by the lads over a solid ork backing. Side has a good sound, and it has a chance. Watch it. (Morris, ASCAP)

### That's My Desire...76

The Crew Cuts come thru with a warm reading of the fine standard over a pleasant ork backing. Could get spins. (Mills, ASCAP)

### THE GAYLORDS

**Flamingo L'Amour** .....80  
 MERCURY 71369—The chanters do an infectious adaptation of the Ellington melody. Italian lyrics and a triplet backing give a fresh sound. (Tempo, ASCAP)

### I'm Longing for Love...74

A rhythm side here, done with a delicate and subtle beat. Phrasing of the group is excellent. Italian & English lyrics. (Robbins, ASCAP)

### THE ORIGINALS

**Anna** .....79  
 JACKPOT 48012—Driving, new version of the Italian click of a few seasons ago is done in a danceable Latin vein. Snappy instrumental could take off. (Hollis, BMI)

### Sleepless Hours...77

Medium-beat, Latin-tinged rocker is given a listenable workout by a male chorus warbling the title phrase. Bridge is in rocker tempo. Flip appears to have an edge. (Jat, BMI)

### JULIUS LA ROSA

**Let Nature Take Its Course** .....79  
 ROULETTE 4110—Smart ballad is nicely handled by La Rosa. It's a good debut side for his new label. A fine jockey item with big chances for loot. (Kahl, BMI)

### Until He Gets a Girl...77

Rockaballad is given a soft rendition with fine ork support. Good lyric and tune. This, too, can move. (Favorite & Valyr, ASCAP)

### ROSEMARY JUNE

**Always a Bridesmaid** .....78  
 PARIS 523—Pretty waltz is given a quality warble by Miss June. The weeper is rendered against mild rock backing. Listenable dual-track approach. (Greta, BMI)

### I'll Be With You in Apple Blossom Time...76

Mildly rocking version of the oldie is sung with a chorus assist and fine ork support. This can move. (Broadway, ASCAP)

### RICHARD HAYMAN & JAN AUGUST

**Candy Cha Cha** .....78  
 MERCURY 71371—The fine standard is performed stylishly by the Hayman crew over soft cha cha arrangement. August, of course, is featured on piano. (Feist, ASCAP)

### Song of Lola...76

Near East rhythm sparks this interesting effort featuring the piano of Jan August and the harmonica of Dick Hayman. (C.P.M., BMI)

### BILL HAYES

**The Nine Lives of Elfege Baco** .....78  
 KAPP 242—Stirring narrative ballad from Walt Disney's newest TV serial

has Spanish flamenco and western touches. Hayes gives it a sincere, strong reading. Could step out. (Wonderland, ASCAP)

### Love I Mean...76

Ballad from upcoming TV special, "Little Women," is handled with charm by Hayes as he will on the show. (Andrew, ASCAP)

### KIRBY STONE FOUR

#### The Fussayfoot .....77

COLUMBIA 41272—From the new Broadway musical "Goldilocks" comes this bright new novelty which is performed spiritedly by the Stone Four with help from a vocal group. Sure to get many, many spins. (Ankerford, ASCAP)

### Don't Cry, Joe...76

Listenable standard is handed a warm vocal reading by the Kirby Stone Quartet backed by a rock and roll beat. Side could get a lot of jock action. (Harms, ASCAP)

### POLLY BERGEN

#### Come Prima .....77

COLUMBIA 41275 — Tune, now a smash in Europe, has been recorded a number of times here. Miss Bergen's version will be a hot contender for top honors. (A. M. C., ASCAP)

### Au Revoir Again...75

Sultry voiced reading of the pretty tune by Miss Bergen over a shuffle beat by the large ork. (Bloom, ASCAP)

### KATHY LINDEN

#### Kissin' Conversation .....77

FELSTED 8544 — Cheerful Latin-styled item gets warm twin-tracked job from thrush, with sound effects. Watch it. (Knollwood, ASCAP)

### Just a Sandy Halred

**Boy Called Sandy**...73  
 From "That Certain Boy" album, this bright ballad gets a cute reading from chick. (Ams, ASCAP)

### THE TWINS — JIM & JOHN

#### Gee Whiz .....77

RCA VICTOR 7382—Cover of the record now getting action by the Honeycombs, receives a solid reading by The Twins. The backing is strong, too. Now that the tune is catching this version could grab action. (Shapiro-Bernstein, ASCAP)

### Classroom Rock...72

Happy rocker is handed a smart reading by the two boys and the backing rocks. Flip side is more important. (Norma, BMI)

### ITO PUENTE ORK

#### A La Dalud .....76

RCA VICTOR 7372—In the "Tequila" vein is this swinging effort by the Puente crew. It rocks, it swings and it could get a lot of play. (Zodiac, BMI)

### Cute Chick...76

Here's another swinger by the Puente rockers. Both sides are fine for jukes and jock programming. (Puente, ASCAP)

### EARL BOSTIC ORK

#### Goodnight Sweetheart .....76

KING 5152—Bostic swings the oldie in smart fashion. He blows up a good sound with the honking alto. Good for boxes. (Robbins, ASCAP)

### Indian Boogie Woogie...76

A fine, walking rhythm blues tune, again with sharp alto lead backing by Bostic with solid pounding backing, including vibes. Another solid box entry. (Leeds, ASCAP)

### JEFF STEVENS

#### Need You .....76

DOT 15843—The rockaballad is currently going well for Donnie Owens. Stevens has a fine version that can also come in for a good share of loot for the tune. Soft chorus sound helps. (Malap, BMI)

### Side Street...75

Talented new artist handles the c.w. type tune in listenable fashion. Mild rocker could catch on. (Gold Medal, ASCAP)

### DALIDA

#### The Day the Rains Came.....76

VERVE 10152—This side, issued recently, is now being recoupled. (Garland, ASCAP)

### Guaglione...74

Another version of the Italian favorite, in an attractive Gallic production by thrush and good male group. (Raphael, ASCAP)

### THE SAPPHIRES

#### So Glad .....76

RCA VICTOR 7537—A smart, rhythmic, upbeat spiritual blues sung with great enthusiasm by the group. A lot of hormonal content here with a great New Orleans honking sound behind it. Has pop potential, too. (Morristania, ASCAP)

### Everyone Knows...73

A slow-rhythm ballad with a good bit of gospel feeling in the vocal and backing. Another interesting side with a nod to the flip. (Ec-Lar, BMI)

### FRAN WARREN

#### Sunday Kind of Love .....76

M-G-M 12718—Another remake of an

old hit by the label, following the success with Tommy Edwards' "It's All in the Game." Jocks may give it a whirl. (Leeds, ASCAP)

### Don't Let It Break Your Heart...72

A pleasant ballad with gentle rocking backing, thrashed with group support by Miss Warren. Side can get spins. (Saga, ASCAP)

### ROCKY MURPHY

#### Scratchin' (Parts 1 & 2) .....78

VERVE 10137—A persistent blues pattern is established here with a softly moving scratching sound, like a soft-shoe man doing the sand dance. Piano, guitar, a kazoo-like instrument and tenor carry the mel-



## Pop Records

### PEGGY LEE

**LIGHT OF LOVE (Singleton, BMI)**  
**SWEETHEART (Portrait, BMI)**

Miss Lee comes off her hit "Fever" with two great sides. "Light" is a happy, gospel-styled rocker that moves all the way. Flip, "Sweetheart," is a smart, sexy reading of a new medium-beater that is done somewhat along the lines of her current smash. Both should score easily. Capitol 4071



### BILLY VAUGHN

**CIMARRON (Peer Intl., BMI)**  
**YOU'RE MY BABY DOLL (Randy-Smith, ASCAP)**

"Cimarron" is a rockaballad which features the smooth "Vaughn" harmony sax sound. The ork gives it a listenable approach that is likely to catch on with the kids. Flip, "Baby Doll," has a slight Latin flavor and is presented with equal appeal. Two strong sides. Dot 15836



### THE FOUR COINS

**THE WORLD OUTSIDE (Chappell, ASCAP)**  
**ROSELLE (Peer Intl., BMI)**

"The World Outside" is an adaptation of the "Warsaw Concerto" theme. The Coins give it a sparkling vocal treatment in the tradition of "Shangri-La," one of their earlier clicks. "Roselle," the flip, is a neat little cha cha that also has strong loot prospects. Epic 9295



### GUY MITCHELL

**MY HEART CRIES FOR YOU (Massey, ASCAP)**

Mitchell has a great, new version of one of his former big ones that could put him back on top. The pretty tune is done in rockabilly style. This is his strongest in some time. Flip is "Under a Rainbow" (Oxford, ASCAP). Columbia 41275



### LONNIE SATTIN

**SWEETHEART (Portrait, BMI)**

Sattin's version of the rocker will offer strong competition to Peggy Lee's disk. The arrangement is similar with drum and bass accenting the smooth vocal approach. Flip is "That's All" (Portrait, BMI). Sunbeam 115



The fastest, most complete and most authoritative evaluation of this week's new releases

BAKER KNIGHT

MY HEART CRIES FOR YOU (Massey, ASCAP)
AIN'T NOTHIN' BUT LOVE (Random, BMI)

Knight offers a potent disk for his debut on this label. He will be running against a fine platter by Guy Mitchell. He pours a lot of heart into his reading. Flip, "Ain't Nothin'," is a swingy, blues item that is also given a solid rendition. Either can click. Jubilee 5342



THE PASTELS

SO FAR AWAY (Arc-Keel, BMI)

The group has their strongest side since "Julie." It's a smooth rockaballad with fine lyrics. The ork backing features chimes and fem chorus to back the group's excellent warble. Strong r.&b. chances also. Flip is "Don't Knock" (Keel, BMI). Argo 5314



Pop Talent

THE WHELAN COUSINS

BUBBLE GUM (Claro, ASCAP)
MY POCKET RADIO (Claro, ASCAP)

"Bubble Gum" is a happy rocka-cha-cha that is given a salable belt by the gang. The cute novelty tune is presented against brassy ork backing. Flip, "Pocket Radio," mentions the names of several jocks in the lyrics. The topical tune offers lots to appeal to teens. The talented group appears to have a winner with their first try. Claro 5852



THE TRANQUILS

YOU'RE SUCH A MUCH (Portrait, BMI)

The rocker receives a strong reading by the mixed group over driving ork support. They have an appealing sound and impress strongly with their initial effort. The side could happen. Flip, "One Billion, Seven Million, Thirty-Three," is a calypso. Hamilton 5005



Pop Disk Jockey Programming

BILLY ECKSTINE

PRISONER OF LOVE (Mayfair, ASCAP)
FUNNY (Mutual, ASCAP)

Eckstine sings "Prisoner," a former click for him, with sincerity. Warm backing helps the chanter on his rockaballad approach. Spins will please. Flip is a pretty new ballad that is also sung with feeling. The cat really wails on both sides. Mercury 71372



NOEL PARIS

FLUTE SALAD (Criterion, ASCAP)

"Flute Salad" is a cute jazz tune that spots a fine flute lead with good organ backing. It's good wax for both pop and jazz jocks. Flip, "The Happy Frenchman," is a folkish ditty (Criterion, ASCAP). Mark 139



Due to a typographical error, one of the song titles was omitted from last week's Spotlight Review of Bobby Hamilton's latest record. Essentials are How Come (Diana, ASCAP)-Oh Yeah! (Sidney, BMI)-Apt 25018.

odic parts. A danceable coupling that's quite infectious, and the idea could get over with the teeners. (Vivid, ASCAP)

GARY CROSBY

Cheadin' on Me . . . . .75
VERVE 10153-The standard is sold with some excitement by Gary Crosby over warm backing. (Advanced, ASCAP)

Judy, Judy . . . . .74

Gary Crosby comes thru with a pleasant reading of a driving rock and roller. The band backing adds kicks. (Plectrum, BMI)

SY OLIVER

The Mardi Gras March . . . . .76
JUBILEE 5343-From the pic "Mardi Gras" comes this bright, brassy march item, played with a slight Dixieland feeling by the Oliver crew on his debut waxing for the label. (Felsl, ASCAP)

One More Time . . . . .74

On this side the Oliver crew comes thru with a listenable instrumental reading of a happy item that has a slightly old-fashioned sound. (Oliver, BMI)

MAMIE PERRY

My Baby Walked Too Long . . . . .75
FLASH 130-Fine side. A rumba

Blues, full of mood and color. Vocalist waits the lyric right from the heart. Jocks looking for wax out of the ordinary have it here. (Reynolds-Andrews, BMI)

I'm Hurt . . . . .74

Similar in mood and content to the flip. A wailing blues, in slow tempo, with much feeling. (Reynolds-Andrews, BMI)

KEITH COURVALE

Trapped Love . . . . .75

DOT 15844-Rockabilly tune tells of oat who has succumbed to fem wiles. Nice sound by Courvale on the bright side. C.&w. strings accompany nicely. (Rondel, BMI)

Steelworker Blues . . . . .74

Folkish theme reminds slightly of "Sixteen Tons." Different approach by the artist gives the side a chance. Good talent. (Rondel, BMI)

THE FAWNS

Come On . . . . .75

APT 25015-A driving rocker is sold with spirit by the Fawns on their first slicing for the label. They boys have a good side here that could catch some loot. (Fire, BMI)

Until I Die . . . . .74

Slow rockaballad is handled expressively by the group, with a lead voice coming thru neatly. (Mellin, BMI)

THE PAGE BOYS

I'm Gonna End Up Crying Again . . . . .75

BIG B 1011-Smart sound by the lads on a cute medium-beater. Good ork backing helps. It has a danceable beat. Side might start something, if pushed. (Miller, ASCAP)

Slow Train . . . . .74

Interesting, rhythmic ditty is in a folkish vein. This, too, is a listenable effort, tho the flip appears to have an edge. (Miller, ASCAP)

PAM GARNER

Me and My Shadow . . . . .75

CORAL 62041-Warm reading of the standard by the lass on this attractive, up-dated arrangement on which she sings with herself via double tracking. Should get plays. (Bourne, ASCAP)

Pinch Me Baby . . . . .74

Pam Garner bows on the label with an interesting reading of new novelty item in the rock and roll groove. Lass has a sound and has a chance. (Regent, BMI)

DART WARD

Q-T-Cute . . . . .75

DOT 15842-Rocker tells of a cute chick. Ward gives the tune a salable belt with rhythmic ork support. It can attract. (Maryjune, BMI)

Misery . . . . .74

Unusual tune is nicely handled by the artist with help from the Cui-Ups. Song has a minor, folkish quality. Some coin possible. (Maryjune, BMI)

DOC STARKES

Love Me Like Crazy . . . . .75

MODERN SOUND 6908 - Latin-tinged rocker is belted with verve by the artist. It has a sound and beat. Rates spins. (Banks, BMI)

Rockin' to School . . . . .74

Goin' to school theme is given a listenable shout by Starkes with fine ork backing. Side can move with exposure. Teens could take to this. (Banks, BMI)

GENEVIEVE

Everything Will Be All Right . . . . .75

VEE-JAY 299-A message delivered in true gospel style by chanter Allison with fem choir voices shouting their support. Message is about love rather than the Lord but the sound is in the spiritual groove. (Brenda-Tollie-Babb, BMI)

I'm a Fool for Wanting You . . . . .72

Allison offers a ballad for okay results. (Tollie-Babb, BMI)

GENEVIEVE

I'm Never Gonna Kiss You . . . . .75

CADENCE 1354-A cute and spirited bit of Latin material by the Jack Paar show gal with Johnny Tillotson. Pair work nicely in a side that reminds of Don Cornell and Teresa Brewer on "You'll Never Get Away." Spinnable programming fare. (Ardmore, ASCAP)

Cherie, Cherie . . . . .70

Routine rhythmic fare with a taste of Paris offered in okay style. Flip has a lot more commercial value. (Weiss & Barry, BMI)

MITT MITTENS

Firefly . . . . .74

MIRA 110-The listenable ditty features a light, bright pianist, over neat backing. (Morris, ASCAP)

Toy Piano Blues . . . . .74

Riff blues is handed an okay reading with Mittens piano featured and a vocal group in the backing. (Morris, ASCAP)

BLOSSOM DEARIE

It Amazes Me . . . . .74

VERVE 10151-Miss Dearie's little whispery voice is right at home on this cozy ballad by Carolyn Leigh and Cy Coleman. Fine stuff for smart jocks. (Morris, ASCAP)

Doop-Doo-De-Doop . . . . .74

Miss Dearie with her group offers a cute, novelty tune, also clefted by Coleman and Leigh. Special material type of tune will appeal to the hip deejays. (Morris, ASCAP)

ACQUAVIVA ORK

That's All . . . . .74

M-G-M 12716-Ballad that scored a hit a few seasons back gets a lush, string-and-brass instrumental reading. (Portrait, BMI)

Curtain Time . . . . .73

Bright show-tune type of a few years ago is handled with pizzicato bounce. (Meridian, BMI)

DICK LEE

My Love for You . . . . .74

METRO 20001 - Rockaballad with fine arrangement builds excitement as Lee Croons warmly. (Figure, BMI)

Have Guitar, Will Travel . . . . .73

Rocker with Western flavor is handled with feeling by chanter and group. (Planetary, ASCAP)

THE 5 ROYALES

Don't Let It Be in Vain . . . . .74

KING 5151-A lot happens on this slow, pounding ballad. Gread lead, with fine support from the boys. Both sides solid for r.&b. marts. (Armo, BMI)

The Summer the Sium . . . . .73

A staccato styled blues by the boys. The boys develop a smart sound on an interesting theme. (Armo, BMI)

JOCK CASEY

French Poodle . . . . .74

CARLTON 484 - A smartly-turned lyric, with a lilting beat to the arrangement. Barks by a pooch start the side. A cute novelty. (Sapphire, ASCAP)

Me, Too . . . . .73

Continental flavored side, with French verbiage in the lyric, spiced with interjections of "Me, Too." A bright sound and Latin beat. (Sapphire, ASCAP)

MORTY CRAWFORD

Cat on a Hot Tin Roof . . . . .74

M-G-M 12726-A theme reminiscent of "Laura," gets the alto sax treatment in another pleasant instrumental side. Worth spins. (Felsl, ASCAP)

The Girl I Love . . . . .73

A slow, danceable instrumental with lead sax playing in front of a string backing. Pleasant mood jock wax. (Yukon, ASCAP)

TONY CASANOVA

Yea! Yea! Come Another Day . . . . .74

CREST 1053-Blues rocker gets a strong performance from the cat. Excitement worth some spins. (American, BMI)

The Grave . . . . .73

Slow rocker with macabre lyric has some teen appeal. Chanter gives it sincere dramatics. (American, BMI)

MOON MULLICAN

Sweet Rockin' Music . . . . .74

CORAL 62042-Listenable rockaballad is sold neatly by the singer backed warmly by the group. If exposed, side could get some coins. (Godsy, BMI)

Moon's Back . . . . .73

Pleasant rocker receives a good vocal from Mullican, who also pounds out some neat work on the piano. Good juke wax. (Coastal, BMI)

(Continued on page 40)

With "Hey Girl Hey Boy" riding high, Oscar McLollie does it again, with the help of Annette of course



**OSCAR MC LOLLIE**  
and  
**ANNETTE**

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● **Reviews of New Pop Records**

● *Continued from page 39*

**MICKEY HAWKS WITH MOON MULLINS**  
Bip Bop Boom .....74  
PROFILE 4002—In the Little Richard tradition is this wild reading of a pounding rocker that Mickey Hawks sells with much feeling helped by a solid backing. Good side here that has a chance. (Oury, ASCAP)

**Rock and Roll Rhythm**...73  
Mickey Hawks sells this driver with a lilt over a swinging combo backing. (Oury, ASCAP)

**THE THREE NOTES**  
Bertha, My Girl .....74  
TEE GEE 106—Bertha is feted via a slow rockaballad. Weird vocal gimmicks are used by the group in their testimonial. It can move. (Banks, BMI)

**Lucy, Lucy**...73  
Rocker tribute to Lucy is delivered with zest by the crew. Rhythmic ditty can attract. Wild piano reg help. (Banks, BMI)

**MARY KAYE TRIO**  
Mad Passionate Love.....74  
WARNER BROS. 5015—A cute cover of the Bernard Bresslaw disk, released last week on Capitol. The legit British dialect on the original may come in for bigger play, however. (Duchess, BMI)

**Hawaiian Wedding Song**...72  
Miss Kaye and company offer slow ballad. Nice vocal performance of a pretty tune. (Pickwick, ASCAP)

**ROY HAMILTON**  
Pledging My Love .....74  
EPIC 9294—The late Johnny Ace's hit, from Hamilton's album, is warmly handled with celestial backing. (Lion-Weber, BMI)

**My One and Only Love**...72  
Oldie, also from album, gets pleasant cha cha interpretation. (Sherwin, ASCAP)

**KAY BROWN**  
If I Had You .....74  
METRO 20004—Slow rocker makes a warm message for Miss Brown. Fair potential. (Robbins, ASCAP)

**I Like to Rock 'n' Roll Slowly**...72  
Slow rocker gets seductive reading from thrush for listenable results. (Choice, ASCAP)

**JANY TURZY WITH EDDIE BALLANTINE ORK**  
Honey Bee .....74  
CORAL 62039 —Rocker with teen appeal has cute, gimmicked vocal. Some coin possible. (Cornell, ASCAP)

**Lonely Me**...71  
Mild rocker boasts twin-track chick making pleasant sounds with group. (Forster, ASCAP)

**THE FOUR ACES**  
The World Outside .....73  
DECCA 30764—This is the "Warsaw Concerto" theme set to lyrics. It has also been cut by the Four Coins. The latter will push this one hard for top coin. (Chappell, ASCAP)

**How Can You Forget**...73  
An old Rodgers and Hart tune, which is now being featured in the Broadway vehicle "The World of Suzie Wong." Spins possible. (Harms, ASCAP)

**ERNIE FELICE**  
Suzanne .....73  
RCA VICTOR 7371—Tune from the picture "Me and the Colonel" is sung neatly by Felice over warm ork support. (Dena, ASCAP)

**Suzanne**...73  
From the sound track of the "Me and the Colonel" picture comes this instrumental version of the tune. Listenable wax. (Dena, ASCAP)

**TEX BENEKE — THE MODERNAIRES & THE TEX BENEKE ORK**  
Boogie Woogie Play .....73  
CORAL 62037—Side is from the LP, "The Former Glenn Miller Singers Reunion." The oldie is revived with a Glenn Miller sound with a smart vocal by Beneke and the Modernaires. Good jockey side. (Mutual, ASCAP)

**RAY EBERLE & TEX BENEKE ORK**  
A Nightingale Sang In Berkeley Square...73  
Tune is also from the above-mentioned album. Pretty ballad is nicely delivered by Ray Eberle. Also a good side for jocks. (Shapiro-Bernstein, ASCAP)

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**JACK KANE ORK**  
Some of These Days .....73  
CORAL 62038—Instrumental reading of the standard by the sweet-voiced Kane crew may be able to garner some jock exposure. (Vogel, ASCAP)

**Poor Butterfly**...73  
Same comment. (Harms, ASCAP)

**MORGAN TWINS**  
Let's Get Goin' .....73  
RCA VICTOR 7373—The Morgan Twins handle this country novelty with sparkle, while the ork kicks off a swinging beat. (Acuff-Rose, BMI)

**While It Lasted**...72  
Rockaballad is sold nicely by the boys over unusual sounds of the triplet backing. (Acuff-Rose, BMI)

**THE NOMADS**  
The Perfect Crime .....73  
BALBOA 006 — Title refers to a lover's entrapment of his beloved. Background with a staccato beat is in the mock heroic. (Balboa, BMI)

**Paris After Dark**...72  
A lilting lyric and a well-crafted song mark this one. There's a Latin flavor to the rhythm. Adult rather than teen fare. (True-Blue, ASCAP)

**MARTY WILDE**  
Misery's Child .....73  
EPIC 9291—Dramatic blues is delivered warmly by chanter and choir. Fair potential. (Mapleleaf, BMI)

**My Lucky Love**...72  
Folkish rocker is attractive in Wilde's hands. (Beutley, BMI)

**VAUGHN MONROE**  
Ten Chaperones .....73  
RCA VICTOR 7345—A rumba with castanets and chorus in the backing. It's a novelty message about a couple who can't shake the chaperones. Monroe doesn't have enough juvenile quality for this. (Knollwood, ASCAP)

**Ghost Trains**...71  
This one is modeled closely on "Ghost Riders." It's a tale of the West with the familiar fast clip-clop rhythm. A folkish side which fans of the singer may like. (Hill & Range, BMI)

**JOE LEAHY**  
By Love Possessed .....73  
FELSTED 8542 — Lush instrumental.

coastal vocals is played well with big production sound. Jocks should like. (Cromwell, ASCAP)

**Does She Or Doesn't She**...71  
Jaunty oha oha gets cheerful reading from group and ork. (Caesar, ASCAP)

**WAYNE HEFNER**  
Wrapped Up In a Dream .....73  
PEPPER 888—Hefner sells this pretty ballad nicely over simple combo and vocal support. (Leeds, ASCAP)

**Pappa Don't Roll Them Bones**...70  
Novelty about a dice game is sung in fair style by the chanter. (Alpep, ASCAP)

**THE FIRST MODERN PIANO QUARTET**  
Fascinating Rhythm .....73  
CORAL 62036—The Gershwin average gets a driving whirl from the keyboarders, with strong ork support. Jocks and jakes can like. From recent album. (New World, ASCAP)

**Mine**...70  
Another Gershwin item gets a fair interpretation. Also from album. (New World, ASCAP)

**JOHNNY FULLER**  
Sister Jenny .....73  
IMPERIAL 5382—Fuller gives this rhythm tune a good Down South sound. The tune is done in catchy Fats Domino, New Orleans marching beat style. A toe tapper. (Commodore, BMI)

**My Heart Is Bleeding**...68  
A slow bleeder ballad delivered in okay triplet rhythm style by Fuller. More interest on the flip. (Reeve, BMI)

**BOB & RAYS**  
Go Home Ginny Ginny .....72  
MODERN SOUND 6906 — Rocker blues is given a fair shout by Bob with okay support from the group. Fair chances. (Banks, BMI)

**Mama Love**...72  
Side is done in similar fashion to the flip. It can go as well. (Banks, BMI)

**JOYCE WEBB**  
I Don't Care .....72  
DOMINO 600—A blues, similar in sound and quality to the flip. Lyric

here is more in the teen groove. (Balcones, BMI)

**AIN'T THAT JUST LIKE A MAN?**...71  
A moody, blues sound is captured here. Chick has an interesting voice. This sounds like an album side rather than a teen item. (Balcones, BMI)

**GUS BACKUS**  
You Can't Go It Alone .....72  
CARLTON 471—Rockaballad with an offbeat lyric is nicely handled by chanter and group. (Studio, BMI)

**My Chick Is Fine**...70  
Backus presents his own blues rocker straight. (Studio, BMI)

**RAY WILLIS**  
Whatta You Do .....72  
JANE 103—Chanter makes his own fast rocker fun, with pleasant group support. (Ted, BMI)

**Patricia Darling**...70  
Rockaballad gets listenable reading from Willis and group. (Ted, BMI)

**THE INTERNATIONALS**  
I Love You So .....72  
ABC-PARAMOUNT 9964 — Frantic rocker gets standard whirl from the good group. (Pamco, BMI)

**Going to a Party**...70  
Rocker gets busy reading with last year's sound. (Pamco, BMI)

**KING BROTHERS**  
Hypnotize .....72  
DECCA 30750 — Another rock-acha oha in minor flavor by the group. Cats have a good down country flavor. A well made record. (Singing River & Drake, BMI)

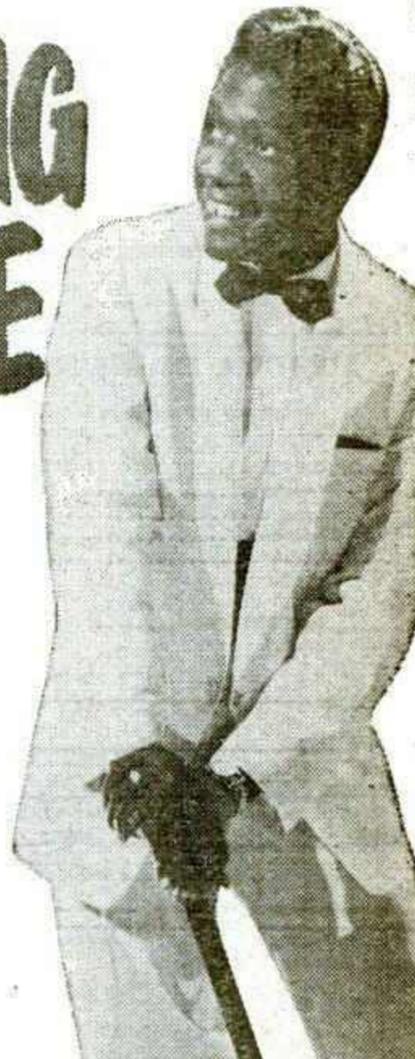
**I'll Die From Heartbreak**...70  
A pleasant medium beat rockaballad handed nicely by the boys. (Singing River & Copar, BMI)

**DOITY FREDERICK**  
Just Wait .....72  
20TH FOX 115—Medium beat rockabilly gets bouncing reading from the chick with good backing. (Wemar, BMI)

**Ricky**...70  
Rockaballad gets anguished performance from thrush with piano featured in backing. (Wemar, BMI)

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*(Continued on page 42)*

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• **Reviews of New Pop Records**

• Continued from page 41

**NEIL STEVENS AND THE DEE-VINES**

**What Could Be Better** .....72  
BRUNSWICK 55095—A rocker, with a lilting rhythm. Horn takes over from the vocal to spell the latter on a good solo. (Chappell, ASCAP)

**More and More**...70  
A rockballad, with conventional triplet and background voices in the arrangement. Vocal is competent. (Cornell, ASCAP)

**BEVI WRIGHT**

**You Know You Belong** .....72  
to Somebody Else .....72  
STEPHENY 1831—The standard is sold with feeling by the thrush aided by a vocal group. Pleasant jock record. (F. Fisher, ASCAP)

**Lost Love**...69  
The thrush tries hard on this rockballad but it doesn't really come off. (Southern, ASCAP)

**BILLY BRANDO**

**Magic Record** .....72  
WHIZZ 712 — There's a haunting, bluesy quality to this one. Lyric tells of the magic spell cast on lovers by a record. Backing has a fresh sound. (Music Maestros, BMI)

**Got Butterflies**...67  
A rocker. Fairly well done. Butterflies makes the chanter think of wedding rings, etc. (Music Maestros, BMI)

**TOM TALL**

**High School Love** .....71  
CREST 1052 — Bright country-tinged

ballad is nicely handled by chanter and group. (American, BMI)

**To Be Alone**...70  
Tall gives his own slow rocker a pleasant, countryish performance. (American, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

**TOMMY DENOBLE: Don't Procrastinate**  
With Me, Baby/I Wanna Go With You—Star Satellite 1003

**FOUR CHEERS: Perriwinkle Blue/Fatal**  
Charms of Love—End 1034

**ARNOLD GODWIN: I Told Everybody/**  
He Is Near—Pathway 2127

**GUS JENKINS: Slow Down/Slow Down—**  
Flash 131

**DOTTS JOHNSON: Street of Dreams/**  
Paradise—Metro 20002

**BOBBY LAWSON: Baby Don't Be That**  
Way/If You Want My Love—M-R-C 600

**LAZENBY TWINS: Wondering/Ooh La La,**  
I Fooled You—Pepper 890

**JANIE MCCARTHY: Talked Out of Loving**  
You/Cool Cool Kisses—Sundown 1108

**LEE SHEARIN: Your Love Is Just for**  
Me/Let's Just Sit This Waltz Out—Variety 1012

**BEVERLY STEWART: Growing Pains/**  
Bobby—Sundown 108

**LORD TENNYSON: You Said You'd Be**  
Mine/The Dance—Academy 5851

**THE TERRACETONES: Words of Wisdom/**  
Ride of Paul Revere—Apt 25016

**Jazz**

**SHIRLEY SCOTT TRIO**

**Four** .....80  
PRESTIGE 118 — The Miles Davis jazz theme is done in swingin' fashion by the trio. Good potential. (Prestige, BMI)

**Goodbye**...76  
The Gordon Jenkins tune is given a blues-like rendition, featuring organ, bass and drums. It can collect coin in this market. (LaSalle, ASCAP)

**SHIRLEY SCOTT TRIO**

**All of You** .....77  
PRESTIGE 117 — The trio has a smooth, medium-beat approach on the Cole Porter tune. Nice wax for both pop and jazz jocks. (Buxton Hill, ASCAP)

**The Scott**...76  
Up-tempo tune spotlights organ with rhythm accompaniment. This is also a spinnable side for pop and jazz deejays. (Prestige, BMI)

**Spiritual**

**THE SELAH SINGERS**

**Music in the Air** .....78  
GOSPEL 1001—The new subsidiary label of Savoy debuts with a strong reading by the Selah Singers who perform this new gospel effort with spirit and feeling. Good wax for the market. (Crossroads, ASCAP)

**Old Rugged Cross**...77  
The fine hymn is performed reverently by the group. (Robbins, ASCAP)

**THE ROBERTA MARTIN SINGERS**

**I Found Him** .....78  
SAVOY 4103—A deeply dedicated effort by the mixed group with a good male lead. Organ, piano and drums lend a solid rhythmic backing. Satisfying wax. (Martin, BMI)

**God Specializes**...77  
A fine emotional performance by the fem lead of the group. It's a slow, charmed, non-rhythmic effort with a lot of class, which leads into a strong pounding chorus. (Martin, BMI)

**MARIAN WILLIAMS**

**Hallelujah, Praise the Lord** .....76  
GOSPEL 1000—Thrush puts excitement into her own revival-style gospel tune, with fine fem group support. Action possible. (Fru, BMI)

**I Can't Forget**...75  
Anthem gets the true sound from lead and group. Worth plays in its market. (Planemar, BMI)

**THE GOSPEL TONES**

**Roll Jordan Roll** .....76  
GOSPEL 1003—A hand-clapper receives a bright, meaningful reading from the group sparked by a strong lead. This side could please gospel fans. (Planemar, BMI)

**How Long Has It**  
Been Since You Prayed...73  
The Gospel Tones bow on the new label with an expressive reading of a heartfelt gospel item. (Volunteer, BMI)

**THE SELAH SINGERS**

**Jesus Loves Me** .....70  
GOSPEL 1002—Anthem is beautifully handled by exalted lead and good group. (Planemar, BMI)

**Trouble in the Land**...74  
Uptempo lament over Sputnik gets strong job by the group. (Planemar, BMI)

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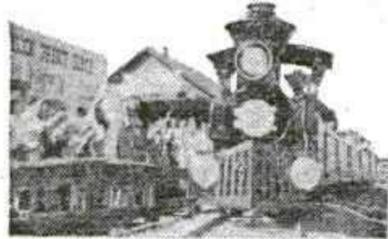



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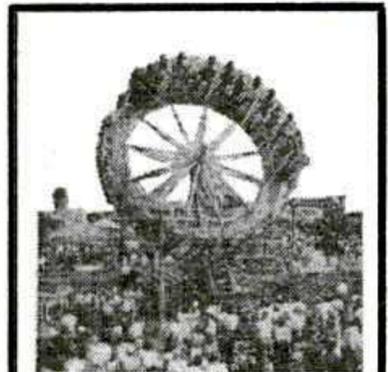
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**ARENAS & AUDITORIUMS**

**New Paris Exposition Hall  
Has Giant Spans, Huge Area**

By TOM PARKINSON

PARIS—Under construction here is the Palais des Expositions, the French National Center of Industry and Techniques. It is acclaimed as the largest exposition hall in the world. Certainly its construction is outstanding and its dimensions are tremendous.

A visit to the building, located in a suburb of Paris and well outside the English-speaking tourist areas, put this caller's French to a considerable test. Many of the points that came up for proposed discussion are still unanswered or confused. But personnel at the building was most patient and some information filtered thru.

It is quite clear to start with that the exposition hall is an example of advanced architecture. Its main section is a gigantic concrete roof shaped as a huge triangle on which each corner has been turned downward to the ground. This makes it a three-side structure, and each side is marked by a long, sweeping arch.

EACH SUCH ARCH spans 715 feet uninterrupted by any supporting member. That is more than twice the previous record for such an arch. To reach out that far, each arch bows upward about 300 feet.

The interior has two main floors in the central section. Additional levels are limited to each of the three sides, under the arches.

Those various levels and the main floors add up to approximately a million square feet of space. Approximately 800,000 square feet are to be available for exhibitions. Net space for actual booths will be 430,500 square feet, if the statistics have been changed properly from meters. That will make it at least as large as most of the largest buildings in this country. So here, indeed, is a giant in the exhibition building field.

It is not scheduled for completion until March, 1960. Currently, workmen are placing some of the interior flooring. The main floors are made of triangular sections of concrete. These are prefabricated elsewhere and placed in position here.

UTILITIES ARE TO BE available to exhibitors, of course. The second level in the main area of the hall actually is two surfaces, the ceiling of the first level and the floor of the second. Between them is about six feet, providing an enlarged "crawl space." In this between-floors area are the facilities for electricity, water, gas and telephones, and they are available from there to the areas above or below.

The giant areas described by the three arches and enclosed with glass become the principal facades of the building. They are fitted with built-in platforms that may be raised and lowered to give maintenance men access to the glass.

A walk around the building turned up some added points and features. A restaurant is being installed at one corner. At one section there is a giant overhead industrial crane installed as part of the building. This will be used in placing the heaviest kinds of displays. There is an entryway that is about 15 feet high, with added clearance available when needed. To increase the clearance to about 30 feet, one can remove a section of the flooring and create a high channel all the way into the roomy central area.

LIMITED SECTIONS OF THE building were opened in June, 1956, and the first exposition then used some 650 booths. Other shows are being staged regularly and one was moving in on the day of this visit. But they use only a minor fraction of the facilities. When it all is opened next spring, this will be one of the most advanced and apparently the largest exhibition hall in the world.

**Disclose New Plans  
For A. C. Convention Hall**

ATLANTIC CITY — The \$2 million modernization program for Convention Hall is expected to be completed by December, 1959. This was reported by Albert H. Skean, consultant to the Convention Bureau, who said the architect's plans are scheduled for completion by March 31. Bids are to be received in April, and actual work started by June 1.

Skean, who headed the Convention Bureau for many years, said the improvements will strengthen Atlantic City's competitive position in the convention field. He added that the new look in the big hall will be evident thruout from the Boardwalk to Pacific Avenue.

The alterations will add some 60,000 square feet of space, he said, and will make it possible to

hold two big conventions or trade shows simultaneously, or set one up while the other is still going on. This will be made possible by eliminating the driveway on the lower level and using the entire area for exhibits. A tunnel will be built under the Boardwalk for traffic, along with a lobby on the same level, so the lower level will have its own entrance, he said. Escalators will carry the visitors to the desired level. There will be separate entrances to the auditorium and the lower level.

Skean said the interior of the big hall will be completely re-decorated. The upper level around the stage will be regraded so the exhibits along the entire section can be reached without descending or climbing steps. The ventilating system on the lower level will be changed to get the best distribution of air possible, he said.

**Hornbeck in Texas**

SAN ANTONIO — Darrell Hornbeck, injured helicopter-sway-pole performer, is convalescing at the home of his parents, 222 Stardust Street, here. He was flown here recently after being confined in a Minneapolis hospital for over a month.

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## Charlotte Aud Nets 54G; Sets Icer, Circus, Rodeo

CHARLOTTE, N. C. — The Owens Auditorium and Charlotte Coliseum reaped a net profit of \$54,000 for the fiscal period ending June 30, Paul Buck, manager, announced.

Buck also disclosed attractions that are set for this season in the two buildings. Bill Graham opened September 21 for 35 days. A sports show is scheduled for later in the

winter; Ice Capades will be in and the Ringling Circus is set for March 4-8. Tommy Steiner's rodeo, plus a name attraction, will be presented in May of 1959. This winter among other hockey games, the Russian aggregation will make an appearance.

A full schedule of basketball is set. On November 25 the Boston Celtics will meet the Minneapolis Lakers in a pro cage contest. A Christmas tournament is set and Notre Dame will play North Carolina in January. The building will be the site of the NCAA Eastern cage finals in March.

## Berlin, Conn., Sets New Mark

HARTFORD, Conn. — The three-day Berlin (Conn.) Fair (October 3-5) set a new attendance record of 30,000, fair official attributing the development to good weather and warm temperatures.

One-day attendance figures were broken on concluding day, with some 12,000 patrons clocked. Traffic was reported bumper-to-bumper for miles on both sides of the grounds. Balloonist Ed Allen performed despite a brisk wind on Sunday (5).

## Mobile Cuts Show Tax

MOBILE, Ala. — The Mobile City Commission has abolished its amusement tax which had been in effect since 1942. The levy placed a 5 per cent tax on all amusement enterprises with the exception of motion picture theaters, which were taxed at the rate of 3 per cent. In its place the city has enacted a 1 per cent sales tax which is figured on all amusement enterprises.

## Texas State

Continued from page 48

George Gobel in the Cotton Bowl Tuesday night (14), and another free stadium show, with Red Foley and a line-up of talent from his "Jubilee U. S. A." TV show Wednesday night (15).

"The Music Man," in for 24 performances in the 4,126-seat Music Hall, had an advance sale of more than \$200,000 and appeared headed for another block-busting box office, probably close to last year's "My Fair Lady," which grossed \$337,500. The show is the national company starring Forrest Tucker.

The show had a sellout, with extra chairs installed in the rear of the house for Saturday (4), the night of the SMU-Notre Dame football game, and the show was sold out to the rafters for the Friday night (9) and Saturday night (10), the weekend of the Texas-Oklahoma game.

Riding on the strength of an all-out radio-TV promotion, "Ice Capades," brought in for 23 performances by Clarence Linz in the 5,000-capacity Ice Arena, also reported good business.

With its old grandstand demolished to make room for a new 7,000-seat livestock coliseum which will be ready for the 1959 fair, the fair has no thrill show or comparable attraction this year. Construction is continuing on the Coliseum site while the fair goes on.

## Little Rock

Continued from page 48

less came close to its 1958 ride and show gross, even tho it played to few Negroes and a smaller number of whites and had to contend moreover with bad weather.

Hardest hit were the night shows in front of the new grandstand. Extremely cold night weather, along with occasional rain or drizzle, cut down sharply the potential for these shows.

Edgar Bergen and Molly Bee headed the night grandstand show the first two nights, with Tommy Sands following as the headliner the last four nights. These names and the support talent were booked in by Eldred Stacy, of Music Corporation of America.

The rodeo in the Coliseum played to fewer people than last year, even tho the cowpoke show

## NEAR-PERFECT FAIR PATRONS—TEEN-AGERS!

ATLANTA — Future programming for the Southeastern Fair will be aimed at the teen-age market, Col. E. Lee Carteron, manager, says. Dick Clark's TV show set for Saturday (11) drew great throngs of kids all week long in quest of tickets. Carteron said the kids are virtually indestructible: They come out in any weather, stay out, spend money, and have no fear of epidemics. Closest thing yet to an ideal customer, he declares.

\$1,775,000

## Work Started On Calgary Building

CALGARY, Alta.—The Calgary Exhibition and Stampede has awarded a \$1,775,000 contract for the construction of a new multi-purpose exhibits building that will be ready for use at the 1959 fair.

F. C. Manning, board president, said the building will, for the first time, provide modern exhibit facilities for national, local and district exhibitors.

One floor of the split-level building will have 24 sheets of curling ice. The structure will also be used for home and auto shows, family fairs and other functions.

It will measure 400 by 240 feet and the north end will be tied in immediately south of the Fort Calgary stockade. It will be constructed of steel, masonry and have steel paneled walls. It will be the first split-level type exhibit building constructed in Canada and when completed will be the largest of its kind outside of the new Queen Elizabeth exhibits building at the Canadian National Exhibition, Toronto.

## New Mexico

Continued from page 48

ahead of last year's 416,000. The pari-mutuel total was \$3,114,000, also far ahead of last year's \$2,780,000.

Harms said they were well pleased with the results of the Lynn Beutler rodeo, featuring Arthur Godfrey, in the Coliseum. The attraction grossed approximately \$90,000, and while the fair's share will be about \$9,000 below last year's take on the Roy Roger's show, they attributed this to the weather.

The night grandstand show, acts plus Jimmy Wakely, was practically washed out by the rains. Altho it was scheduled for nine nights, several were completely rained out and cold hurt turnouts on other nights.

Siebrand Bros. Shows, aided by a big kid's day, overcame any weather damage and, according to Harms, finished more than 10 per cent ahead of last year.

offered both the Canadian Mounted Police Musical Ride and Red Allen as added lures. This drop-off was mainly a reflection of lower figures at the outside gate.

## Canada Fair Assn. Skeds Nov. Meeting

QUEBEC CITY — The Canadian Association of Exhibitions will hold its 32d annual convention November 25-27 in the Royal York Hotel, Toronto, Emery Boucher, association secretary, announced last week.

Topics on the agenda include advance ticket sales, grandstand shows, television, publicity, music, amendments to the criminal code, livestock classifications and home awards.

The meeting will be split into two days, with two sessions on each day. The third day will be used for a tour of museums and the Casa Loma as guests of the John Labbatt Company. On Wednesday, the delegates will be guests of H. T. Hand, president of the T. W. Hand Fireworks Company.

Officers are E. D. McGugan, London, president; H. E. McCallum, Toronto, vice-president, and Sam Foster, Toronto, honorary vice-president. Executives include J. K. Clarke, Ottawa; A. J. Anderson, Edmonton, Alta., and Alex Thomson, Truro, N. S.



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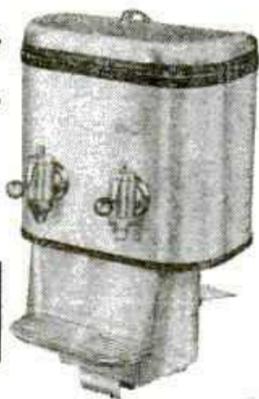
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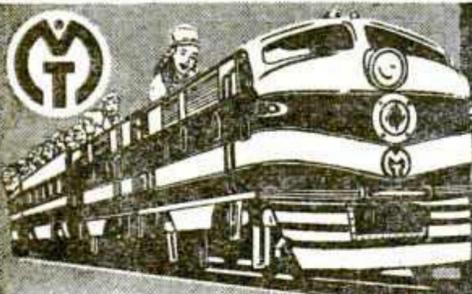
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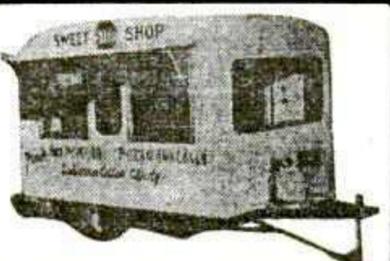
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# FOLK TALENT AND TUNES

Continued from page 45

ton, 17; Staff Club, El Toro Marine Base, Santa Ana, Calif., 22, and Staff 15 Club, Camp Pendleton, 30.

Mel Tillis, formerly associated with A. R. (Buck) Petty, is now under exclusive management of the Jim Denny Artist Bureau. . . . Songwriter Wayne Walker, who signed recently with Coral Records, has as his first release on that label "After the Boy Gets the Girl" b.w. "Just Before Dawn." Deejays may obtain a copy by writing to Cedarwood Publishing Company, 146 Seventh Avenue, North, Nashville. . . . Vince Schulting, of Melody Mill Ballroom, Dubuque, Ia., recently pulled good business with a two-day booking of 8-year-old Cookie McKinney and 12-year-old Bucky Wilkin, both formerly with Red Foley's "Junior Jubilee." Booking was made by W. E. (Lucky) Moeller, of the Jim Denny Artist Bureau.

Bud Moore, of Clearfield, Pa., was re-elected president of the American Folk Musicians' Association Union at the org's second annual meeting held recently at Kent, Conn. Pete Wasilke, Smithmill, Pa., was named vice-president, and James Daughenbaugh, Tyrone, Pa., secretary-treasurer. Tom Mayresky, Curwensville, Pa.; Bob Irvin, Tyrone; Cowboy Howard Vokes, New Kensington, Pa.; Walter Sallstrom, Terrington, Conn., and Bud Chase and Lou Rosato, Kent, Conn., were elected to the national executive board. . . . The Ervin Kids, Patricia, Shirley and Sammy, along with the Three Cases, Jerry, Johnny and J. C., appear on the Hudson Bros. show over KTEN-TV, Ada, Okla., this Monday night (13) at 9. Both groups are featured regularly on "Red River Jamboree," Paris, Tex.

Uncle Jerry Snyder reports that the third annual Larry Lee Memorial Night, Held October 3 in Newton, N. J., pulled good attendance. Among those who donated their services for the occasion were the Kramer Sisters four-some, Flying Floyd and His Sundowners, Jimmy Trent, Ted Paugh and His Jersey Mountain Boys, Bobby Thomas, Smokey and Elaine Phrees, Eddy Keiffer, the Echo Valley Kinfolk and Jerry Snyder.

Abbie Neal vouches for the veracity of this fishing yarn. It so happened that back in the summer of 1957, while Abbie and her hubby, Gene Johnson, were on a fishing trip in Canada, Abbie accidentally lost her rod and reel in 30 feet of water. After much effort by Abbie and Gene and their guide, Jim Moore, to snag the equipment by dragging, they gave up and chalked off the rod and reel to experience. Several weeks ago, while fishing the same waters, the unbelievable happened. If you're hep, you've guessed it. Abbie, relaxing after a cast, suddenly felt a tug at her line. She struck, and instead of coming up with the conventional rubber boat, she hauled in the rod and reel lost more than a year ago. And the funny thing, before embarking on the recent piscatorial exploit, Abbie had kiddingly predicted that she was making the trip to retrieve the lost equipment.

Jeanne Black, playing a repeat engagement on Cliffie Stone's

"Hometown Jamboree" Saturday (18) at 7 p.m. over KTLA, Los Angeles, will feature a tune she wrote herself titled "The Yodelers' Ball." . . . Jimmy Martin and the Sunny Mountain Boys, of "Louisiana Hayride," Shreveport, have a new Decca release in "Rock Hearts" b.w. "I'll Never Take No for an Answer." James O'Gwynn, of the same show, has a new D release coupling "How Can I Think of Tomorrow" b.w. "If You Don't Want to Hold Me." . . . Jim Reeves' Open Road Music, Nashville, a BMI affiliate, has had its "There's That Smile Again" recorded on the Dot label by Leon McAuliffe and band, with Cowboy Copas cutting the firm's "Looking for an Angel" and "A World That's Real" for the same label.

Texas Bill Strength scribbles that he's been constantly on the go the last several months, trying to beat the depression. He played "Louisiana Hayride," Shreveport, September 27, and last Saturday (11) did a guest stint on Red Foley's "Jubilee U. S. A." at Springfield, Mo., which goes out over the TV lanes Monday night (13). Bill says he's a sure shot to make the big c.&w. deejay convention in Nashville November 21-22. . . . Conway Twitty, whose "It's Only Make Believe," is kicking up a storm on the pop charts, was featured with his band each Friday night for six months at Club Trio, Pine Bluff, Ark., operated by Jim, Maxine and Bonnie Brown, two years ago. Incidentally, the Browns have three songs in their album which were written by Twitty under his real name, Harold Jenkins.

## With the Jockeys

Dudley Bernard, manager of KLFT, Golden Meadow, La., reports that many of the record companies have co-operated in the station's third anniversary celebration, slated for November 4, by sending in albums and singles to be awarded as prizes. "Each time one of the disks hit the air," typewrites Dudley, "it is plugged as one of those to be given away. Twice daily, two programs feature only those records and albums to be awarded. During the week of October 12-18, we plan to play only those records in prize No. 1, namely 1,600 records and two albums. This prize includes a copy of all the late releases received for the giveaway and makes good programming. What we seriously lack is country and western albums and singles. On a recent area survey of five towns in a 75-mile radius, our country and western shows topped all others and even out-rated our pop shows"

Bill Snidow, one of the c.&w. wax spinners on WKTC, Charlotte, N. C., reports that in a recent poll conducted by the station Johnny Cash was voted the No. 1 country and western entertainer, with Marty Robbins, Ernest Tubb and Faron Young the runners-up. The Louvin Brothers were voted the best group, and Kitty Wells, the best girl singer. Deejays on the all-country and western station, besides Snidow, are Tony Sposa, George Webb and Claude Casey. Snidow promises action to those artists and record firms who will put the station on their mailing lists for deejay samples. . . . Ben Worthy, of Station WKHM, Jackson, Mich., postals that his country music shows have been extended six more hours a week, with two other stations also added to the hook-up. With the additional time, Ben says he's in need of more c.&w. wax.

## Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	—	—
ACADEMY	1	—	—
APT	2	—	—
ARGO	1	—	—
AZALEA	—	—	1
BALBOA	1	—	—
BIG B	1	—	—
BRUNSWICK	1	—	—
CADENCE	1	—	—
CARLTON	2	—	—
CLARO	1	—	—
COLUMBIA	5	—	3
CORAL	6	—	—
CREST	2	—	—
D	—	—	1
DECCA	—	—	1
DOMINO	1	—	—
DOT	3	—	—
DUKE	—	1	—
END	1	—	—
EPIC	3	—	—
FEDERAL	—	1	—
FELSTED	2	—	—
FLASH	2	—	—
HICKORY	—	—	2
IMPERIAL	1	—	—
JANE	1	—	—
KAPP	1	—	—
KING	1	2	—
MERCURY	1	—	—
METRO	3	—	—
MGM	3	—	—
MODERN SOUND	2	—	—
M-R-C	1	—	—
PARIS	1	—	—
PEACH	—	—	1
PEPPER	2	—	—
PROFILE	1	—	—
RADIO	—	—	1
RCA VICTOR	2	—	1
SECURITY	—	—	1
STAR SATELITE	1	—	—
STEPHENY	1	—	—
STOMPER TIME	—	—	1
SUNDOWN	2	—	—
TEE GEE	1	—	—
20TH FOX	1	—	—
VARIETY	1	—	—
VEE JAY	1	—	—
VERVE	3	—	—
WIZZ	1	—	—
TOTALS	65	4	13

## Are You Ready?

Continued from page 4

to the guy. Think how many of them would have to get to in just a few days to make a dent in the performance picture. It wouldn't be physically possible. But it sure would be a practical way to get every station logged. Then nobody, even the smallest publishers would get taken. BMI publishers could pay every one of the station transmitters guys as much as \$50 a week and if everyone of the firms shared the cost, it wouldn't cost anybody more than a few dollars a month. We could eventually furnish them with special coded typewriters for the reporting job. Then every week, reports would be rushed to a central clearing house for mechanical tabulation. Then we would really have them. Don't you think that's too much, man?" At press time, Ike Diamond, in charge of BMI logging, could not be reached for comment on this latest threat to the calm of his operations.

# GIVE



through your town's  
**UNITED FUND or  
COMMUNITY CHEST**

## KDAY Expands

Continued from page 3

Under the new plan, a disk will be tested on the air via eight daily exposures for a 10-day period. If the disk has market value, the station contends, this intensive exposure will show whether the record company should throw its promotional weight behind it. If no interest in the platter is stirred by the 80 plugs, the recording firm may be wise to focus its promotional resources on a more promising release. For the eight-a-day 10-day test play KDAY charges \$400. Deal is written on a standard station contract and the plays are recorded on the station log.

The station contends its test plan cannot dilute its over-all programming quality. First of all, it argues, it plays approximately 200 disks per day which far outweighs the single test record. Secondly, the station claims it carefully screens disks it will accept for test purposes. For example, a platter which has been out for a while and taken on the usual route of station exposure but still proves to be a sales dud will not be accepted. Also, disks judged by the stations programming department to be substandard are refused. Station has turned down 15 disks since the plan started.

Geographically, the test plan has spread to other points in the West, allowing a diskery to gain regional coverage for test purposes. KDAY has effected a tie in with stations in Seattle (KOL), Portland (KCON), San Diego (KSON), Honolulu (KULA), and Denver (KTVR-TV). Cost of testing a disk on the above stations for a week plus Hollywood's KDAY for 10 days is \$1,200. A seventh market will be added within a week when San Francisco joins the record testing outlet chain.

## Kaltman Label

Continued from page 13

tain pop material by Lenny Herman plus classical items of Beethoven and the Strausses. This marks Kaltman's initial plunge into a speed other than 78 r.p.m. In his current Folkraft catalog, there are nearly 400 records in categories already mentioned. All are 78's. This is because, particularly in the case of the square dancing records, that large groups in-unison steps make such a vibration on a floor that needles would jump out of the groove in the narrower 45 and 33 speeds.

## Finn Reports

Continued from page 2

terest in stereo records abroad and that RCA is pushing it for all it's worth overseas. He also noted that English Decca has started to produce the Camden line in England and that Camden is now being distributed in all the Benelux countries as well as Sweden and France, with Germany next in line for the label. George Prutting, manager of the international record division, is setting up the Camden line in Europe, and hopes to have RCA Italiano out with Camden by Christmas.

RCA now feels it has gained tremendous momentum with its RCA line abroad. Prutting stated that RCA now has made over 80 per cent of its standard catalog available in Germany, Sweden, Holland, Belgium, Denmark and Norway.

## Burns Appoints

Continued from page 2

tor and materials division will continue to report to Watts.

Bob Seidel, executive veepee, will be assigned duties as assistant to the president of RCA. Marty Bennett, formerly veepee, merchandising, becomes veepee, distribution, reporting to Odorizzi.

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## Texas State Fair Gets Off to Big Early Run Crowds

**Opening Day's 260,306 Sets New Top; 'Music Man' Advance Tops \$200,000**

DALLAS — The 1958 State Fair of Texas got off to a fast start Saturday (4) and was running far ahead of last year's fair by the middle of the first week of its 16-day run.

Attendance last year was held down somewhat by rain, and the weather was threatening for the first weekend of the fair this year. It rained steadily for a couple of days before the opening day, but let up Friday afternoon (3) and showers failed to materialize thereafter.

The opening day combined Rural Youth Day, with its influx of some 100,000 4-H Club boys and girls, Future Farmers and Homemakers, with the SMU-Notre Dame football game which drew more than 61,000 into the Cotton Bowl.

At the huge Rural Youth Day picnic on the main parking lot, the fair fed hot dogs to more than 80,000 kids, a record, finally running out of food. In previous years the greatest number of youngsters to turn up for the picnic was about 68,000, the rest of them finding their own food on the midway and elsewhere on the fairgrounds.

### 260,306 in One Day

The Rural Youth football combination gave the fair a record opening-day attendance of 260,306, to beat out the old mark of 235,049 set on opening day in 1956.

Some 5,000 attended a revue starring Tennessee Ernie Ford and Molly Bee in the Cotton Bowl Sunday night (5). Show was sold at \$1.25 in advance and \$1.75 on the day of the show.

About the same number attended a free show starring Tito Guizar on Mexico Day Monday (6) in the bowl, and the fair's Music Festival Tuesday night (7), which featured Meredith Willson, composer of "The Music Man," leading some 4,000 massed high school musicians in tunes from his show which is playing at the State Fair Music Hall for the fair.

Another Cotton Bowl show behind a paid gate, an appearance by Eydie Gorme and Steve Lawrence, scheduled for Thursday night (9), was canceled when Lawrence, recently inducted into the Army, was unable to get leave to make the appearance. The show had been co-sponsored by the fair and Dallas Station KLIF.

### Names for Kids

Kirby Grant and Gloria Winters, the Sky King and Penny, of the

## Miss America Got Start at Miss. Fair

JACKSON, Miss.—J. M. Dean, former manager of the Mississippi State Fair here, last week pointed out that the new Miss America, Mary Ann Mobley, got her start at the fair.

Miss Mobley, who was crowned queen a few weeks ago at Atlantic City, was named Mississippi Forestry Queen at the 1953 fair. That year she and her court attended the annual banquet and ball of the Showmen's League of America during the outdoor conventions.

popular children's TV program, were to appear in a free Cotton Bowl show on Elementary School Day Friday (9).

Saturday (10) was the day of the big Texas-Oklahoma football game, a sellout for weeks past in the 75,504-seat stadium.

The middle Saturday and Sunday are traditionally the biggest for the fair in terms of attendance.

Special events for the second week of the fair include four free shows featuring LaVern Baker and Buddy Johnson's band on the Magnolia Midway stage Monday (13); a free show, starring TV comedian

(Continued on page 50)

## GATE UP 25%

# Miss. State Fair Races Ahead of '57

JACKSON, Miss.—The Mississippi State Fair thru Thursday (9), fourth day of its six-day run, was up 25 per cent in attendance, with all segments of the operation sharing in increased business.

Weather thru the first four days was excellent, matching that for the same period last year.

A rodeo, staged by Gene Madison, of Mountain View, Ark., played to bigger grandstand crowds each of the first four nights than an ice show did last year. The rodeo was in for six nights and two matinees.

The Royal American Shows chalked up a 30 per cent gain over ride and show receipts in the first four days over the corresponding period last year, N. S. Hand, fair manager, said.

Hand attributed the increased attendance to a combination of factors, chief among them the strong pull of the rodeo, more intensive advertising and publicity than last year, and greater acceptance of a paid gate than in any year since the fair switched from a free to paid outside gate.

## Wis. Fair Holds Conference on Com'l Exhibits

MILWAUKEE—In a move to upgrade commercial exhibits, the Wisconsin State Fair, managed by Bill Masterson, held a sales conference for its space salesmen and other staffers here Tuesday (7) at which sales and public relations executives from industry and showmen spoke.

Speakers were Ed Frantl, Milwaukee sales manager of the Miller Brewing Company; Michael Mike, public relations director, First Wisconsin National Bank; Robert J. Baer, president of Alemite Company of Wisconsin; Bill Young, sales department of the Lawran Foundry; Charlie Collins, director of the Milwaukee Sentinel Sports and Vacation Show, and Herb Dotten, outdoor editor of The Billboard.

Films on sales techniques also were shown.

## NEW MEXICO STATE FAIR TABS 425,000

**Tops '57 Despite Bad Weather; Mutuels Hit Top**

ALBUQUERQUE, N. M.—

The sturdy New Mexico State Fair closed its nine-day run here Sunday (5) after substantially topping last year's attendance and setting a new all-time high for pari-mutuel handle. This was accomplished despite weather that was called the worst in 21 years by Leon Harms, fair manager, who has been with the event for that period.

In all, the fair had four bad weather days and on the final night the rain came down in torrents.

Despite this, final attendance was expected to be 425,000, well

(Continued on page 50)

## ALA. STATE FAIR HIT BY WEATHER

**Cold, Rain Cuts Attendance; Missile Exhibit Draws Interest**

BIRMINGHAM—A big opening Monday (29) and a strong closing Saturday (4) were not sufficiently powerful to overcome attendance losses on four other days due to rain and cool-to-cold weather, and the six-day Alabama State Fair finished with attendance down from '57, when it also had been hit by bad weather.

The fair opened with all indications of a record-breaking attendance, with much interest centered in the vast display of rockets and guided missiles from the Army's ballistic agency at Redstone Arsenal in neighboring Huntsville. But, drizzles and rains, plus cool weather, which set in Tuesday (30) and continued thru all or most of the next three days slashed possible attendance.

The fair was given good attendance Friday night (3), when weather took a turn for the better. The Barnes-Carruthers No. 1 revue was in for six nights. Chester (Dennis Weaver), of TV's "Gunsmoke," was an added headliner in the night grandstand show the final two nights and accounted for the biggest crowds of the week. The Saturday night show was the biggest in recent years.

Cisco Kid, in for two matinees, proved a banner attraction for kiddies and adults alike.

Auto racing, staged closing afternoon by Al Sweeney, drew a closing-day matinee crowd that was up to last year's levels. Turnout was so heavy that for the first time

in the history of the fairs cars were parked in the race track infield and by 6:30 p.m. all available space within the recently enlarged parking areas was utilized.

R. H. McIntosh, fair manager, hosted many national and State political dignitaries and top Army officials, drawn by the fair's missile and rocket display. Press treatment given the fair was the most intensive in the memory of showmen here, with Virgil Pierson, fair publicity director, given credit.

Visitors included Douglas K. Baldwin, manager of the Minnesota State Fair; C. J. Sedlmayr, of the Royal American Shows, and Floyd E. Gooding, of the Gooding Amusement Company. The last two were on hand to view the Mad Mouse, new ride manufactured by the Allan Herschell Company, North Tonawanda, N. Y., which was placed in public operation for the first time on the Olson Shows.

## Can. B. Fairs To Buy Shows At Oct. Meet

REGINA, Sask.—Dates of the semi-annual meeting of the Western Canada Fairs Association, to be held in the Hotel Saskatchewan here, are October 25-28.

Midway and grandstand attractions for the Class B fairs circuit in 1959 will be chosen.

Altho the convention proper does not get under way officially until Monday (27), the attractions committee will be in session over the weekend to select a grandstand show.

The midway decision will be made during the regular business meetings.

Indications are that there will be 11 bidders for the grandstand contract and three for the midway. It is expected some 55 delegates from the 12 member-fairs will be on hand.

Officers of the WCFA are: President, J. S. Reynolds, Estevan; vice-presidents, Keith Stewart, Portage la Prairie, Man.; A. J. Adolph, Weyburn, and J. Morton, Red Deer, Alta. Secretary is George K. Ross, 59 - 20th Street East, Prince Albert, Sask.

## WEATHER, TENSION HITS LITTLE ROCK

**Attendance Sharply Below 1957; Night Show, Rodeo Both Suffer**

LITTLE ROCK—Hit both by weather and tension over the school segregation issue here, the six-day Arkansas Livestock Show closed Saturday (4), with attendance off sharply from 1957, when the segregation issue also had hurt.

Only a good turnout Saturday (4), which was given the best weather of the run, helped to keep attendance from falling still lower. The closing day's weather was anything but good, with skies menacing thruout the day.

The previous five days were marked by either rain, drizzles, threatening skies and/or unseason-

able cold. The mercury Wednesday (1) fell to the lowest for any day on record here since 1898, the weather bureau reported.

The segregation issue kept Negroes away. Normally, about 45,000 of them attend, but at the wind-up, Clyde Byrd, show manager, estimated that fewer than 300 went thru the gates.

Usually, the Negroes give the midway a big play, but the Royal American Shows, with more earning power than last year, nevertheless

(Continued on page 50)

There's No Trick . . . to finding GOOD BUYS in Used Equipment . . . just look over the many ads in the Classified Section this issue



## Montgomery, Ala., Fair Gate Tops '57

MONTGOMERY, Ala. — The South Alabama State Fair at the end of the first four days of its six-day run here Thursday (11) had total attendance slightly in excess of that of last year to the corresponding point.

Tuesday (7), kids' day, was the biggest single day in the history of the event, according to Bill Lynne, fair secretary-manager. Perfect weather prevailed thru the first four days.

In a departure, the fair present-

ed its commercial exhibits under canvas. Formerly, these exhibits were offered in the coliseum along with free entertainment.

A paid show, the Barnes-Carruthers No. 1 revue, was offered for the first time in the coliseum. Priced at 90 cents for adults and 50 cents for children, the show was well received but did not pull up to expectations.

On the midway, the Olson Shows chalked up bigger ride and show receipts than last year.

### Engineers Lick Stereo Aches

Continued from page 2

needle, being only .005 to .007 diameter as against the 1-mil diameter groove. Non-fill in this bottom groove is another problem, and this stereo LP's must be moulded much more perfectly than monaural disks.

But this is not the end of stereo technical difficulties. Level, or apparent level as the engineers call it, is also ticklish. The more level on any record the harder it is for a needle to track the groove. Since stereo disks "have a crazy, mixed-up groove" as one manufacturer explains, the gain level on a stereo disk has become critical for many vinyl compound (since carbon black is an abrasive) and have turned to vegetable dyes instead. Other manufacturers, notably Columbia Records, say that carbon records than on monaural LP's and lowered the level, thus allowing the groove noise at all, but refuse to explain their method for smoothing the groove.

Level! Headaches

But this is not the end of stereo technical difficulties. Level, or apparent level as the engineers call it, is also ticklish. The more level on any record the harder it is for a needle to track the groove. Since stereo disks "have a crazy, mixed-up groove" as one manufacturer explains, the gain level on a stereo disk has become critical for many vinyl compound (since carbon black is an abrasive) and have turned to vegetable dyes instead. Other manufacturers, notably Columbia Records, say that carbon records than on monaural LP's and lowered the level, thus allowing the groove noise at all, but refuse to explain their method for smoothing the groove.

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Breaking Top in

ever, this cuts down the playing time on a stereo LP to 18-20 minutes per side, as against the monaural playing time of 22-26 minutes per side. Other manufacturers have found ways to keep the level up as high as on monaural disks and have come up with generally satisfactory results via either different recording or re-mastering techniques. The level-playing time problem appears to be on the way to solution.

So far all stereo records have been made of vinyl compounds, but some manufacturers are experimenting with styrene. One manufacturer says privately that styrene, being a softer material than vinyl, may give a smoother bottom groove than the latter for stereo disks.

Most manufacturers also claim that a stereo record runs 7 to 10 cents more than the cost of making a monaural LP. Since most manufacturers charge 20 per cent more for stereo records than their monaural LP's, this has not caused any gray hairs among manufacturers. In addition, as stereo production goes up, these costs should decrease.

Many manufacturers feel that the fabrication of stereo disks now stands at about the same point as the manufacture of monaural LP's back about 1950. Monaural LP problems then, as we know now, were soon solved, so there is no reason why stereo production problems won't also be solved quickly too. One thing is certain, the good stereo records on the market today are practically hand-made by conscientious manufacturers.

Opinion Divided  
 Continued from page 2

has the catalog will do it. Why even MPHIC, which for years was violently opposed to rate deals, made them with M-G-M on various albums by Dick Hyman, which carried 60 tunes each.

But knowledgeable traders agreed that this was certainly one of the first known times when such deals were openly offered and promoted in black and white. Publishers were divided in their reactions. Some were quick to admire the move. "It's the smart thing to do," a stroke of genius. "Excellent," some smart business, were some of the comments.

On the other hand, there were those who took a dim view of the Morris maneuver. "It's a dangerous precedent to set with any record company," one trader who readily discussed his own bitter experience remarked. "Give the record companies just a taste like this and they'll not only take you for an arm and a leg, they'll gobble up your whole anatomy. You can't afford to spoil them that way."

Another spokesman pointed to what he called the paradox of the publishers. "The publishers spend time and money lobbying for legislation in Washington to obtain higher basic mechanical rates than 2 cents a side, on the ground that you can't even pay your costs for that, and then one of them turns right around and openly offers to cut the rates way down. What kind of a situation is that?"

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 and  
**HIS CHARMS**  
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**HOLD IT**  
**BILL DOGGETT**  
 King 5149

**JUST OUT**  
**THE SECRET**  
**OTIS WILLIAMS**  
 Deluxe 6170

### KING RECORDS

**Review Spotlight on...**  
**R&B RECORDS**  
**JIMMY REED**

**"COME BACK, MY LOVE"**  
 Jerry Butler and The Impressions  
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### SALES RESULTS—

the advertising columns of  
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Coming November 17  
**The Billboard's Annual Poll of  
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  - ★ FAVORITE C&W RECORDS
  - ★ FAVORITE C&W ARTISTS
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  - ★ EXTRA FEATURES AND LISTS
- Extra distribution at WSM's 7th Annual  
C&W Disk Jockey Festival  
Nashville, Nov. 21 & 22.



**Carlton Package** • Continued from page 3

ing, Liberate, Margulis, the Cheerleaders, Scott, Nini Nanni and the Oud are also issued in stereo.

The Oud, incidentally, is the beginning of a line of international material, authentic folk music, Carlton stated. He added that he is currently negotiating for classical product.

Carlton also stated that in February he will start releasing a compatible stereo disk. Negotiations on this matter with a German manufacturer involving a licensing arrangement are understood to be completed.

Carlton's package schedule will be eight a month, priced competitively, covering all facets of entertainment. All future releases will be both stereo and monaural. The initial release is being kicked off with a big ad campaign in trade papers, specialized insertions in such national consumer mags as the New Yorker and Esquire. Once monthly, a selected LP will be first being the Jack Scott package. Point of sale items include a mobile window display, on which displays are expected to share costs.

**MUSIC AS WRITTEN**

Sam Fox Music has appointed Lewis Roth as director of the firm's educational department in New York. Salvador Bacaloni has been signed to an exclusive contract by Grand Award Records. Enoch Light, a.k.a. chief, signed the vocalist Bill Henderson and The Three Sounds consisting of Gene Harris, Andrew Simpkins and Bill Dowdy. Irving Fields, now at the Sherry-Biltmore Hotel in Boston, has cut sides with singers Gina Gallo and Bob Riley. Victoria De Los Angeles will perform at New York's Carnegie Hall on Friday (17). Fritz Reiner will conduct the Chicago Symphony Orchestra at Carnegie Hall on Wednesday (15).

Roger Sanjek, 14-year-old son of BMI Special Projects Chief Russ Sanjek, has been named editor-in-chief of the school paper at Albert Leonard Junior High School in New Rochelle. Judy Scott will appear on the NBC-TV County Fair Show October 15 and 16. Teddy King opens at the Cabin Club in Cleveland on Friday (17). The Mello-Larks are at the Holiday House in Pittsburgh. Jimmy Nelson, the singing ventriloquist, is cutting a album for Jubilee Records. The Rover Boys are now playing the Black Orchid in Montreal.

Thrush Madeline Kern appears on the CBS Radio show, "Jazz Is My Beat," on Thursday (16) and leaves on November 7 as vocalist on the cruise ship S. S. Gergensford. HCA Victor has signed composer-arranger Sid Ramin to a recording pact. The 1959 Newport Jazz Festival will be held in Newport, R. I., July 4 weekend, just as in other years, we were informed this week by Louis Lorillard. Journal Records has signed Milton Kaye as musical director of the label, and has signed vocalist Ray Reno to a long-term pact.

**VTR Opens Road** • Continued from page 3

The VTR captures both the sight and sound and on playback gives the effect of the artist's live performance of the tune. Sybilind pays \$150 for the tape recording plus an additional \$30 for a tape duplicate of the original master tape. This tape is available for use on other stations with VTR equipment and as a master for film dupes. In Sybilind's case he is able to get film dupes at no cost thru a deal he concluded with Armed Forces Radio Services. Sybilind makes his VTR tape available to AFRS for use on their 15 TV stations around the world. Inasmuch as AFRS snips out all commercials from regular TV programs, the VTR disk tapes are welcomed as filler program material. In return for the VTR tapes AFRS provides Sybilind with filmed dupes of the tapes, thus permitting their use on all stations regardless of whether they have VTR playback equipment.

Expansion Expected

To date Sybilind has been able to VTR only those Mercury artists who happen to be in Hollywood. Expanded use of this record production method is anticipated as a means of harnessing the selling power of TV. According to Sybilind, delays on TV are eager to receive the program prestige boost- ing tapes of the disk artists performers.

Meanwhile Ted Tass, in charge of selling KITT's VTR services, is starting to contact other disk artists in an effort to similarly get them on the VTR road.

Mercury has pioneered in the use of the visual media for the production of records on TV. Earlier the Chicago-based diskery had produced actual films of its artists' performances for use on TV. Its few ventures into movie making proved to be quite costly, thus discouraging a firmer grip on the television sales tool.

VTR's elimination of high production cost for record companies may open a new era in disk production placing a new accent of importance on the TV stations and their delay personalities.

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YOUR LOVE**  
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Boy"  
THE ROYALTONES**  
Jubilee #5338  
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• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

R&B RECORDS

NO SELECTIONS THIS WEEK.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 4

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Rock-In' Robin, Bobby Day, Cls.
2. It's All in the Game Tommy Edwards, MGM
3. Bird Dog, Everly Brothers, Cdc.
4. Just a Dream, Jimmy Clanton, Ace
5. Down the Aisle of Love Quin-Tones, Hunt
6. Ten Commandments of Love Harvey & the Moonglows, Chs.
7. How the Time Flies Jerry Wallace, Chal.
8. Carol, Chuck Berry, Chs.

Charlotte

- 1. Rock-In' Robin, Bobby Day, Cls.
2. It's All in the Game Tommy Edwards, MGM
3. Tears on My Pillow Little Anthony & the Imperials, End
4. Win Your Love for Me Sam Cooke, Keen
5. Itchy Twitchey Feeling Bobby Hendricks, Sue
6. Bird Dog, Everly Brothers, Cdc.
7. Little Star, Elegants, Apt
8. How the Time Flies Jerry Wallace, Chal.
9. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
10. Ehe End, Earl Grant, Dec.

Chicago

- 1. It's All in the Game Tommy Edwards, MGM
2. Chantilly Lace, Big Bopper, Mer.
3. Topsy II, Cozy Cole, Love
4. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
5. Over and Over, Bobby Day, Cls.
6. Bird Dog, Everly Brothers, Cdc.
7. Susie Darlin', Robin Luke, Dot
8. Devoted to You, Everly Brothers, Cdc.

Detroit

- 1. It's All in the Game Tommy Edwards, MGM
2. Bird Dog, Everly Brothers, Cdc.
3. Rock-In' Robin, Bobby Day, Cls.
4. Topsy II, Cozy Cole, Love
5. Chantilly Lace, Big Bopper, Mer.
6. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
7. Win Your Love for Me Sam Cooke, Keen

Cincinnati

- 1. Tell It Like It Is Little Willie John, King
2. Down the Aisle of Love Quin-Tones, Hunt
3. It's All in the Game Tommy Edwards, MGM
4. Tears on My Pillow Little Anthony & the Imperials, End
5. Rock-In' Robin, Bobby Day, Cls.
6. Win Your Love for Me Sam Cooke, Keen

Los Angeles

- 1. It's All in the Game Tommy Edwards, MGM
2. Topsy II, Cozy Cole, Love
3. Tears on My Pillow Little Anthony & the Imperials, End
4. Bird Dog, Everly Brothers, Cdc.
5. Rock-In' Robin, Bobby Day, Cls.
6. Little Star, Elegants, Apt
7. Patricia, Perez Prado, Vic.
8. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.

New Orleans

- 1. It's All in the Game Tommy Edwards, MGM
2. Chantilly Lace, Big Bopper, Mer.
3. Tears on My Pillow Little Anthony & the Imperials, End
4. Rock-In' Robin, Bobby Day, Cls.
5. Win Your Love for Me Sam Cooke, Keen
6. Bird Dog, Everly Brothers, Cdc.
7. Susie Darlin', Robin Luke, Dot

New York

- 1. It's All in the Game Tommy Edwards, MGM
2. Rock-In' Robin, Bobby Day, Cls.
3. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
4. Susie Darlin', Robin Luke, Dot
5. Topsy II, Cozy Cole, Love
6. You Cheated, Shields, Dot
7. Tears on My Pillow Little Anthony & the Imperials, End
8. Bird Dog, Everly Brothers, Cdc.

Philadelphia

- 1. It's All in the Game Tommy Edwards, MGM
2. Bird Dog, Everly Brothers, Cdc.
3. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
4. Chantilly Lace, Big Bopper, Mer.
5. Topsy II, Cozy Cole, Love
6. Rock-In' Robin, Bobby Day, Cls.
7. Win Your Love for Me Sam Cooke, Keen
8. Patricia, Perez Prado, Vic.

St. Louis

- 1. Little Star, Elegants, Apt
2. Rock-In' Robin, Bobby Day, Cls.
3. Win Your Love for Me Sam Cooke, Keen
4. Ramrod, Duane Eddy, Jam.
5. Topsy II, Cozy Cole, Love
6. Carol, Chuck Berry, Chs.
7. The End, Earl Grant, Dec.

Washington, D. C.

- 1. It's All in the Game Tommy Edwards, MGM
2. Win Your Love for Me Sam Cooke, Keen
3. It's Only Make Believe Conway Twitty, MGM
4. Rock-In' Robin, Bobby Day, Cls.
5. Tears on My Pillow Little Anthony & the Imperials, End
6. Bird Dog, Everly Brothers, Cdc.
7. Chantilly Lace, Big Bopper, Mer.

ON THE BEAT

• Continued from page 7

Knows," "Born Too Late," "How the Time Flies," "The Ways of a Woman in Love," "Everybody Loves a Lover," and "It's Only Make Believe."

The power of American pop artists in Britain has again been demonstrated for all to see. In the Seventh annual popularity poll staged there by the New Musical Express, in six "World's Outstanding" categories, American artists dominated the balloting. British artists showed up in a separate "British Section," but none of these were mentioned in the first categories. In the "World" grouping, Elvis Presley and Pat Boone finished one-two in three sections, outstanding popular singer, outstanding musical personality—and as an afterthought category perhaps, outstanding American singer. The Everly Brothers edged out the Platters as World's outstanding vocal group, even tho the Everly's have yet to go abroad, while the Platters have spent much of their time in Europe. Under the favorite American female singer category, the order of finish was Connie Frances, first and Doris Day, second.

Visiting British big band maestro, Ted Heath, here on what has become an annual concert tour, figures this will always be so. "The British people never really accept British jazz or for that matter, popular rock and roll either. Nor do the Germans and the Scandinavians accept the same thing from their own countrymen. They all see jazz and blues and rock and roll as purely American and they feel the Americans are the only ones who can really perform in those veins," says Heath. Incidentally, on Monday (6) Heath was the guest of New York's Governor Averill Harriman, at the Governor's mansion in Albany. The Governor is a former Ambassador to Great Britain. The British delegation from the United Nations was also in attendance at the fancy affair. Another guest was America's top-selling current pop artist Tommy Edwards. Harriman, of course, is not the first politico to get in on the music scene. It's no secret that Governor Frank Clement of Tennessee digs country music the most.

Herman Lubinsky, of Savoy Records, returned from Chicago last week, where he signed up the spiritual group known as the Caravans, headed by Alvertina Walker. . . . Meanwhile, Don Robey, of Houston's Peacock label, says he also recently signed the Caravans while on a junket to the Windy City. Following the independent disk manufacturers' meeting there last week, Robey reportedly cut the group in a session. Robey has set distribution in the Washington, Baltimore, Richmond area for his three labels Company.

Spokesmen for Roulette say that rumors of a Count Basie, Joe Williams split are "completely ridiculous." The pair, it's reported, have just cut a third album for the label. Roulette has also issued a new Basie single, "The M Squad Theme," theme music, clefted by Basie, for NBC-TV's "M Squad" series. Roulette and Pall Mall, sponsor of the show, will jointly promote the disk. The label is also touting two new artists, Miss Canta Maya, a beauty from Alsace Lorraine sector of France, and Nashville chanter, Jimmy Nabors. The gal has "I'm a Kitten," and "Ask Me," while Nabors' sides are "There's No Tomorrow," and "I'm Working."

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 4

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throught the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Last Week on Chart

- 1. IT'S ALL IN THE GAME (ASCAP)—Tommy Edwards . . . 1 5
Please Love Me Forever (BMI)—MGM 12688
2. ROCK-IN' ROBIN (BMI)—Bobby Day . . . 2 7
OVER AND OVER (BMI)—Class 229
3. BIRD DOG (BMI)—Everly Brothers . . . 3 9
DEVOTED TO YOU (BMI)—Cadence 1350
4. TEARS ON MY PILLOW (ASCAP)—Little Anthony and the Imperials . . . 4 6
Two People in the World (BMI)—End 1027
5. TOPSY II (BMI)—Cozy Cole . . . 13 2
Topsy I (BMI)—Love 51134
6. SUSIE DARLIN' (ASCAP)—Robin Luke . . . 7 5
Living's Loving You (ASCAP)—Dot 15781
7. CHANTILLY LACE (BMI)—Big Bopper . . . 9 3
Purple People Eater Meets the Witch Doctor (BMI)—Mercury 71343
8. LITTLE STAR (BMI)—Elegants . . . 5 12
Getting Dizzy (BMI)—Apt 25005
9. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno . . . 6 7
Marit In Citta (BMI)—Dec 30677
10. WIN YOUR LOVE FOR ME (BMI)—Sam Cooke . . . 10 8
Love Song From "Houseboat"—Keen 32006
11. YOU CHEATED (BMI)—Shields . . . 11 4
That's the Way It's Gotta Be (BMI)—Dot 15805
12. IT'S ONLY MAKE BELIEVE (BMI)—Conway Twitty . . . — 1
I'll Try (BMI)—MGM 42677
13. JUST A DREAM (BMI)—Jimmy Clanton . . . 8 12
You Aim to Please (BMI)—Ace 546
14. SUMMERTIME BLUES (BMI)—Eddie Cochran . . . 12 4
Love Again (BMI)—Liberty 55144
15. DOWN THE AISLE OF LOVE (BMI)—Quin-Tones . . . 15 4
Please, Dear (BMI)—Hunt 321
16. CAROL (BMI)—Chuck Berry . . . 16 3
Hey, Pedro (BMI)—Chess 1700
17. HOW THE TIME FLIES (ASCAP)—Jerry Wallace . . . 18 2
With This Ring (BMI)—Challenge 59013
18. THE END (ASCAP)—Earl Grant . . . — 1
Hunky Dinky Doo (ASCAP)—Dec 30719
19. NO ONE KNOWS (ASCAP)—Dion and the Belmonts . . . 20 2
I Can't Go On (Rosalie) (BMI)—Laurie 3015
20. TEN COMMANDMENTS OF LOVE (BMI)—Harvey and the Moonglows . . . — 1
Mean Old Blues (BMI)—Chess 1705

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 4

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Last Week on Chart

- 1. ROCK-IN' ROBIN—Bobby Day . . . 1 6
Class 229—BMI
2. BIRD DOG—Everly Brothers . . . 2 7
Cadence 1350—BMI
3. IT'S ALL IN THE GAME—Tommy Edwards . . . 4 4
M-G-M 12688—ASCAP
4. CHANTILLY LACE—Big Bopper . . . 3 4
Mercury 71343—BMI
5. DOWN THE AISLE OF LOVE—Quin-Tones . . . 11 3
Hunt 321—BMI
6. TEARS ON MY PILLOW—Little Anthony and the Imperials . . . 6 2
End 1027—ASCAP
7. THIS LITTLE GIRL'S GONE ROCKIN'—Ruth Brown . . . 13 2
Atlantic 1197—ASCAP
8. TOPSY II—Cozy Cole . . . — 1
Love 50034—BMI
9. WIN YOUR LOVE FOR ME—Sam Cooke . . . — 3
Keen 32006—BMI
10. JUST A DREAM—Jimmy Clanton . . . 5 9
Ace 546—BMI
11. QUEEN OF THE HOP—Bobby Darin . . . — 1
Atlantic 6127—ASCAP
12. CAROL—Chuck Berry . . . 9 4
Chess 1700—BMI
13. LITTLE BOY BLUE—Bobby (Blue) Bland . . . 10 2
Duke 196—BMI
14. TEN COMMANDMENTS OF LOVE—Harvey and the Moonglows . . . 13 2
Chess 1705—BMI
15. YOUNG SCHOOL GIRL—Fats Domino . . . — 2
Imperial 5537—BMI

Specialty is working hard on its newest releases, Larry Williams' "I Was a Fool," and "Peaches and Cream"; the 4 Closures with "Rocka-My Soul," and "Maybe," and "Silly Again," by the Pentagons. . . . On the Atlantic front, it's Young Jesse who's causing the current rash of excitement with "That's Enough for Me," and "Margie," while on Atco, Bobby Darin continues to keep

things hopping with "Queen of the Hop," and "Lost Love." Cleffer of "Jodie," featured in Columbia Pictures "Calypso Heatwave," is Rick Darnell, who has just been added to the staff of WDAM-TV, Hattiesburg, Miss. Press agent C. C. Brown says Darnell's the "greatest thing to happen to TV since antennas," and calls him a "hot prospect for a recording company. He has voice, songs and will cut."

• Reviews of New R&B Records

LEROY WASHINGTON

Wild Cherry . . . 78
EXCELLO 2144 — Rocking Southern blues is sung with gusto by Leroy Washington as he tells of his wandering gal. It has some of the feeling of "C. C. Rider," and it should sell in the South. (Excellorec, BMI)
Be Kind . . . 73
Southern blues is sung in okay fashion. (Excellorec, BMI)

JAMES BROWN

Tell Me What I Did Wrong . . . 75
FEDERAL 12337—A nicely shouted, upbeat blues by Brown. He gives it a spirited reading, again in a traditional framework. This side swings. (Wisto, BMI)
Try Me . . . 74
A fervently delivered ballad with group support. Has a churchy quality. Nice performance by Brown in a traditional r.&b. groove. (Wisto, BMI)

JIMMY SCOTT

Don't Be Misled . . . 73
KING 51050—The cat offers an appealing chanting bit in a medium rockaballad. Good performance. (Jay & Cee, BMI)
Somehow . . . 71
A slow, deeply felt ballad with clink clink piano rhythm in the backing. (Algonquin, BMI)

BUDDY ACE

Angel Boy . . . 72
DUKE 199—A bluesy rockaballad gets feeling and heart from brother of the late Johnny Ace. Fair potential. (Lion, BMI)
Beyond the Rainbow . . . 70
Slow inspirational waltz gets sincere reading. (Lion, BMI)

Selling like the new Buick!!!

BUICK 59

The Medallions

#347

DOOTO RECORDS

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C & W Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 4

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'BIRD DOG (BMI)-Everly Brothers' and 'THE WAYS OF A WOMAN IN LOVE (BMI)-Johnny Cash'.

Most Played C & W by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 4

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'ALONE WITH YOU-Faron Young' and 'CITY LIGHTS-Ray Price'.

C & W Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 4

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Devoted to You, Everly Brothers, Cdc.
2. Bird Dog, Everly Brothers, Cdc.
3. She Was Only Seventeen, Marty Robbins, Col.

Dallas-Fort Worth

- 1. I Can't Stop Loving You, Don Gibson, Vic.
2. You're the Nearest Thing to Heaven, Johnny Cash, Sun.
3. Blue Blue Day, Don Gibson, Vic.
4. Give Myself a Party, Don Gibson, Vic.

- 5. The Ways of a Woman in Love, Johnny Cash, Sun.
6. Guess Things Happen That Way, Johnny Cash, Sun.
7. Bird Dog, Everly Brothers, Cdc.
8. Alone With You, Faron Young, Cap.
9. City Lights, Ray Price, Col.
10. Falling Back to You, Webb Pierce, Dec.

Houston

- 1. Bird Dog, Everly Brothers, Cdc.
2. Devoted to You, Everly Brothers, Cdc.
3. The Ways of a Woman in Love, Johnny Cash, Sun.
4. Blue Boy, Jim Reeves, Vic.

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Word from Ray Scrivner, veepee of Abco Music, Nashville, is that Jackie Dee, Liberty Records thrush, is off on a 30-day promotion and deejay tour of the Midwest...

Abbie Neal and Her Ranch Girls, still heard each Thursday night over WJAC-TV, Johnstown, Pa., 7-7:30, are appearing each Saturday night thru October and November...

The McCoy Kids, whose latest release on RCA Victor is "Throwing Kisses" b.w. "Full-Grown Cat," join Columbia's Frankie Miller as the guest talent on "Louisiana Hayride," Shreveport, Saturday (18).

Memphis

- 1. Bird Dog, Everly Brothers, Cdc.
2. You're the Nearest Thing to Heaven, Johnny Cash, Sun.
3. Devoted to You, Everly Brothers, Cdc.
4. Blue Blue Day, Don Gibson, Vic.

Nashville

- 1. Give Myself a Party, Don Gibson, Vic.
2. City Lights, Ray Price, Col.
3. Alone With You, Faron Young, Cap.
4. Blue Blue Day, Don Gibson, Vic.
5. Blue Boy, Jim Reeves, Vic.
6. Bird Dog, Everly Brothers, Cdc.
7. Guess Things Happen That Way, Johnny Cash, Sun.
8. The Ways of a Woman in Love, Johnny Cash, Sun.
9. She Was Only Seventeen, Marty Robbins, Col.
10. Devoted to You, Everly Brothers, Cdc.

New Orleans

- 1. Devoted to You, Everly Brothers, Cdc.
2. Give Myself a Party, Don Gibson, Vic.
3. She Was Only Seventeen, Marty Robbins, Col.
4. City Lights, Ray Price, Col.
5. Falling Back to You, Webb Pierce, Dec.
6. Borrowed Dreams, Bobby Helms, Dec.
7. Crying Over You, Webb Pierce, Dec.
8. The Ways of a Woman in Love, Johnny Cash, Sun.
9. Guess Things Happen That Way, Johnny Cash, Sun.
10. Jealousy, Kitty Wells, Dec.

St. Louis

- 1. Blue Blue Day, Don Gibson, Vic.
2. Blue Boy, Jim Reeves, Vic.
3. Guess Things Happen That Way, Johnny Cash, Sun.
4. Look Who's Blue, Don Gibson, Vic.
5. Send Me the Pillow You Dream on, Hank Locklin, Vic.
6. Alone With You, Faron Young, Cap.
7. She Was Only Seventeen, Marty Robbins, Col.

This Week's C & W Best Buys

- THAT'S THE WAY I FEEL (Starrite, BMI)
I HATE MYSELF (Lu-Tal, BMI)-Faron Young-Capitol 4050
A LOVE WAS BORN (Cedarwood, BMI)
WALKING THE SLOW WALK (Cedarwood, BMI)-Carl Smith-Columbia 41243

Review Spotlight on . . . C & W RECORDS

GEORGE JONES
Treasure of Love (Starrite, BMI)
If I Don't Love You (Starrite, BMI)-Mercury 71373
Jones presents two traditional-styled c.&w. numbers that should score with lovers of this sort.

Reviews of New C & W Records

Multiple columns of record reviews including LESTER FLATT & EARL SCRUGGS, PORTER WAGONER, JUNE WEBB, LEWIS FRIZZELL, THE McCOYS, JIMMY MARTIN, BUDDY MILLER, and others.



### Carnival Routes

Alabama Am. Co.: Citronella, Ala.  
 Alamo Expo.: Sulphur, La.  
 Alfier Am. Co.: Tombstone, Ariz., 18-19.  
 A-1 Am.: Steel, Mo.; Malden 20-25.  
 Amusements of America: (Fair) Sumter, S. C.; Lancaster 20-25.  
 Big State: Beeville, Tex., 15-26.  
 Blue Grass: (Fair) Tallulah, La.; (Fair) Dothan, Ala., 20-25.  
 Buck, O. C.: (Fair) South Boston, Va.; Washington, N. C., 20-25.  
 Burkhardt: Oak Grove, La. (Season ends.)  
 Beyer Bros.: (Fair) Lake Charles, La., 13-26. (Season ends.)  
 Capital City: La Grange, Ga.; Tifton 20-25.  
 Cetlin & Wilson: (Fair) Spartanburg, S. C.; (Fair) Macon, Ga., 20-25.  
 Cumberland Valley: (Fair) Attalla, Ala. (Season ends.)  
 Donovan Bros.: (Fair) Fayetteville, Tex., 13-14; (Fair) Bellville 15-18; Alice 24-26.  
 Drew, James H.: (Fair) Quitman, Ga.; (Fair) Bainbridge 20-25.  
 Dyer's Greater: Tunica, Miss.; Marianna, Ark., 20-25.  
 Endy, David B.: Camden, S. C.  
 Franklin, Don: Refugio, Tex., 14-16. (Season ends.)  
 Gala Expo.: (Fair) England, Ark.  
 Georgia Am. Co.: (Fair) Cornelia, Ga.; Toccoa 20-25.  
 Geren, W. R.: (Meadows Shopping Center) Indianapolis, Ind., 13-Nov. 1.  
 Glades Am. Co.: (Fair) Moncks Corner, S. C.; (Fair) Kingstree 20-25.  
 Gooding Am. Co., No. 1: Circleville, O.  
 Gooding Am. Co., No. 3: (Fair) Columbus, Ga.  
 Great Western: Odessa, Tex., 14-19.  
 Hammond, Bob: (Fair) Pasadena, Tex.; Houston 20-Nov. 1.  
 Heth: (Fair) Mobile, Ala.; (Fair) Cordele, Ga., 20-25.  
 Hoard & Mullis: (Fair) McRae, Ga.; (Fair) Glennville 20-25.  
 Hottle, Buff, No. 1: Crowley, La.; Jennings 20-25.  
 Johnny's United: (Fair) Troy, Ala. (Season ends.)  
 Kile, Floyd O.: (Fair) Clinton, La., 14-18.  
 Lee Am. Co.: (Fair) Griffin, Ga.  
 Le Grand Am.: (Fair) Jacksonville, Fla.  
 Leeright Midway: Florence, Ariz., 15-19.  
 Marks-Manning: (Fair) Athens, Ga.; (Fair) Selma, Ala., 20-25.  
 Midway of Mirth: Trumann, Ark.  
 Mighty Interstate: (Fair) Cochran, Ga.; (Fair) Elba, Ala., 20-25.  
 Moore's Modern: Crane, Tex.  
 Motor State Expo.: Charleston, Miss.; Cleveland 20-25.  
 Olson: Beaumont, Tex.  
 Orange Bros.: Frederick, Okla.; Tipton 20-25.  
 Page Combined: (Fair) Americus, Ga.; (Fair) Brunswick 20-25.  
 Palmetto Expo.: (Fair) Shelby, N. C.; (Fair) Anderson 20-25.  
 Pan-American: (Fair) Ozark, Ala.  
 Penn Premier: Winston-Salem, N. C.; (Fair) Henderson 20-25.

Peppers All States: Wiggins, Miss.  
 Peter Paul Am. Co.: Beaufort, S. C.  
 Powelson Am. Co.: Proctorville, O., 21-25; Newark 27-Nov. 1.  
 Prell's Broadway: Rook Hill, S. C.  
 Rock City: Bassett, Ark.; Laohville 20-25.  
 Rohr's Modern Midway: Cotton Plant, Ark.  
 Rose City Rides: Clarkton, Mo.; Charleston 20-25.  
 Royal American: Jackson, Miss., 13-17; (Fair) Shreveport, La., 18-26.  
 Schafer's 20th Century: Orange, Tex.  
 Siebrand Bros.: Tucson, Ariz.  
 Smiley's Am. Co.: Whiteville, N. C.; Chester, S. C., 20-25.  
 Smith, George Clyde: (Fair) Edenton, N. C.; (Fair) Littleton 20-25.  
 Southern States: Arlington, Ga.  
 Southland Am. Co.: (Fair) Donaldsonville, Ga.; Blakely 20-25.  
 Stephens, C. A.: (Fair) Sally, S. C.; (Fair) Smoaks 20-25.  
 Strates, James E.: Raleigh, N. C., 15-18.  
 Tennessee Valley Am. Co.: (Fair) Yazoo City, Miss.  
 Thomas Joyland: Roxboro, N. C.; Kinston 20-25.  
 Tidwell, T. J.: Turkey, Tex.  
 Tivoli Expo.: (Fair) Lafayette, La.  
 Uncle Joe's Am. Co.: Roscoe, Tex.  
 United States: (Fair) Hawkinsville, Ga.  
 Virginia Greater: (Fair) Pageland, S. C.; (Fair) Hartsville 20-25.  
 Wolfe Am. Co.: (Fair) York, S. C.; (Fair) Greenville 20-25.  
 World of Mirth: Anderson, S. C.

### Circus Routes

Beatty, Clyde: Daytona Beach, Fla., 13; Melbourne 14; West Palm Beach 15; Fort Lauderdale 16; Miami 17-19.  
 Carson & Barnes: Ringgold, La., 15.  
 Clyde Bros.: Sioux Falls, S. D., 13-14; Spencer, Ia., 15; Charles City 16; LaCrosse, Wis., 18-19; Des Moines, Ia., 21-22; Moline, Ill., 23; Cedar Rapids, Ia., 26-27.  
 Kelly-Miller: Van Horn, Tex., 13; Marfa 14; Alpine 15; Fort Stockton 16; Ozona 17; Sonora 18; Menard 19; Brady 20; Llano 21; Lampasas 22; Killeen 23; Cameron 24; Mexia 25; Athens 26. (Season ends.)  
 Mills Bros.: Milledgeville, Ga., 13; Fort Valley 14; Eastman 15; Baxley 16; Claxton 17; Jessup 18; Jacksonville, Fla., 20; Gainesville 21; Leesburg 22; Large 23; Arcadia 24; Sarasota 25; Punta Gorda 27.  
 Polack Bros.: Denver, Colo., 13-19; San Antonio, Tex., 22-26; Jacksonville, Fla., 30-31.  
 Ringling Bros. and Barnum & Bailey: San Diego, Calif., 16-19; Los Angeles 23-Nov. 2.

### Thrill Shows

Jack Kochman Hell Drivers, No. 1: (Fair) Spartanburg, S. C., 13-18.  
 Jack Kochman Hell Drivers, No. 2: (Fair) Raleigh, N. C., 15, 17.

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### Miscellaneous

Fraker's Wildlife: Dothan, Ala., 13-18.  
 Grenadier Guards Band, Scots Guards, Pipers & Dancers: Eugene, Ore., 13; Corvallis 14; Portland 15; Vancouver, B. C., 16; Seattle, Wash., 17; Spokane 19; Calgary, Alta., 20; Edmonton 21; Saskatoon, Sask., 22; Regina 23; Brandon, Man., 24; Winnipeg 25.  
 Matchstick City: Spartanburg, S. C., 13-18.

### Ice Shows

Holiday on Ice of 1959: Columbus, O., 13-22; Indianapolis, Ind., 23-Nov. 2.  
 Ice Capades, 18th Edition: Dallas, Tex., 13-19; Corpus Christi 21-26; San Antonio 28-Nov. 2.  
 Ice Capades, 19th Edition: Philadelphia, Pa., 14-26; Buffalo, N. Y., 28-Nov. 2.  
 Shipstads & Johnson's Ice Follies of 1959: Louisville, Ky., 14-19; Chicago, Ill., 22-Nov. 9.

### New-Nel Kitchen, Zysset Win Suit On Food Chopper

CHICAGO—The Federal District Court here has ruled in favor of Karl Zysset and New-Nel Kitchen Products Company in its suit against Popeil Bros., Inc., in relation to Zysset's food chopper which is manufactured and sold in the U. S. as the Blitzhacker.  
 Federal Judge J. Sam Perry ruled that the American patent on the chopper is good and valid in law. Popeil Bros. was found to have been manufacturing infringing food choppers under the names Chop-O-Matic, Roto-Chop and Merry-Go-Round. The court ordered Popeil Bros. be restrained by injunction from manufacturing and selling any more of such food choppers. The court further ordered that Popeil Bros. pay damages to the plaintiffs on account of having violated Zysset's patent.

### Announces New Payment Plans

PHILADELPHIA — Globe Ticket Company, manufacturer of automatic ticket and parking control equipment, has announced a time-payment plan.  
 The plan, according to E. L. Worthington, vice-president, offers buyers terms to 36 months for the equipment which ranges in price from \$1,700 to \$4,500 for each entrance or exit lane.

### Chill Wills Heads Del Rio, Tex., Cele

DEL RIO, Tex.—Chill Wills, veteran motion picture performer, headed the entertainment program at the Del Rio-Ciudad Acuna Good Neighbor Celebration and Diamond Jubilee here recently.  
 Wills headed the parade that originated here and crossed the river to tie the two cities together. The event was the third annual between the two Texas and Mexican towns.

### Newberry Stunters Show 1959 Models

DEARBORN, Mich. — Earl Newberry's Trans-World Dare-devils were featured here last week in the Ford Motor Company program to introduce new models to a nationwide consumer pool.  
 The program included precision driving and several crash events. Personnel included Al Gross, Chuck Beeler, Bumps Willert, Jim Canton and Leo Overland.

## THE FINAL CURTAIN

**COOPER—Bertha E.**, 57, wife of William H. Cooper, animal trainer and former carnival owner, September 27 in St. Louis. Her husband tramped with the Smith Greater Shows in the 1920's and from 1935 to 1943 operated his own carnival org known as the Cooper Bros.' Shows. Surviving, besides her husband, are six sons, Robert, William, James, Charles, Raymond and Jerry. Services October 1, with interment in New Picker Cemetery, St. Louis.

**CROWLEY—Dr. Claud C.**, 83, retired physician, for years associated with his son in the operation of Crowley's United Shows, September 23 in Richmond, Mo. Survivors include two sons, George (Doc) and Kenneth, and three granddaughters. Burial in Richmond.

**CURLEY—George F.**, former ticket seller with Sells-Floto, Barnum & Bailey and the Chicago Stadium, October 5. Survivors include a sister-in-law, Mrs. Edward F. Curley, of North Andover, Mass. Burial at North Andover.

**CRULL—Harry Willard**, 79, former theater manager and vaudeville circuit staff man, in Miami October 3. Survivors include his widow; two sons of Batavia, Ill., and a sister.

**DUMONT—Irene**, 18, ballet girl with the Ringling circus, in an auto accident en route to Sacramento, Calif., October 6. Killed in the same accident was Mrs. Ruth Murphy, also of the circus.

**FALLON—John (Big Murphy)**, 50, formerly with the Ringling circus, the Gene Antry show and others, August 16 at Pittsburgh. Survivors include his widow and two daughters.

**GROSS—Otto A.**, 65, theater manager, at East Point, Ga., October 3.

**HARROP—John**, member of the Circus Fans' Association and officer of the Chicago CFA group, at Chicago Thursday, October 9, of a heart attack. He had done art work for and about circuses, and he was an employee of International Harvester Company. Survivors include his widow, Mable, Chicago, and a son, Jack, in the Air Force at Omaha.

### Coming Events

Continued from page 51

**Texas**  
 Beeville—Centennial, Oct. 19-26  
 El Paso—Southwestern Sun Carnival, Dec. 28-Jan. 1  
 Liberty—Trinity Valley Fair Rodeo, Oct. 8-11. O. K. Boyt.  
 Odessa—Permian Basin Oil Show, Oct. 16-22.  
 Tyler—Texas Rose Festival, Oct. 17-19. Frank Bronough.  
**Utah**  
 Ogden—Golden Spikes Livestock Show, Nov. 14-19.  
**Washington**  
 Seattle—Wash. Jr. Poultry Show, Oct. 8-9.  
 John O. Wilson, 314 2d Ave. Bldg.  
 Seattle—National Boat Show (Nat'l Guard Armory), Nov. 28-Dec. 7. Hal Hamper.  
**West Virginia**  
 Spencer—W. Va. State Black Walnut Festival, Oct. 19-21. W. B. Reed Jr.  
**CANADA**  
**Alberta**  
 Edmonton—Fall Livestock Show & Sale, Oct. 29-31. A. J. Anderson.  
**Ontario**  
 Orysler—Intl. Plowing Match & Farm Machinery Demonstration, Oct. 7-10. F. A. Lashley, Dept. of Agriculture, Parliament Bldgs., Toronto.  
 Toronto—Royal Agrl. Winter Fair, Nov. 14-21. C. S. McKee.  
**Saskatchewan**  
 Saskatoon—Dairy Cattle Show & Sale, Oct. 18.  
 Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11.  
 Saskatoon—Swine Show & Sale, Oct. 17. S. N. MacIsaac.

**MORGAN—Mack**, 65, for many years livestock superintendent of the Collin County Fair, McKinney, Tex., in that city, October 3, following a heart attack. He was a swine breeder and was a former officer and director in the Texas Swine Breeders' Association, and served as secretary of the Collin County Purebred Livestock Association. Morgan was preparing an exhibit for Texas State Fair, Dallas, when stricken. Survivors are his widow; a son, Buford Morgan; two daughters, Mrs. Dorman Sewell and Mrs. Royal Hines. Burial in Pecan Grove Cemetery, McKinney.

**MURPHY—Ruth**, 22, ballet girl with the Ringling circus, in an auto accident en route to Sacramento, Calif., October 6. Killed in the same accident was Irene Dumont, also of the circus. Survivors of Mrs. Murphy are her son, Michael, injured in the accident, and her husband, Pat Murphy, elephant man with the circus.

IN MEMORY OF OUR  
**MOTHER AND FATHER**  
**Ella Mae Long**  
 October 15, 1952  
**Walter (Whitey) Long**  
 August 23, 1944  
**Mildred and Elizabeth**

**ROBINSON—John W.**, 80, secretary of the Catawba Fair, Hickory, N. C., since 1909, October 1 in a Morgantown, N. C., hospital. During his many years in the business, he had served as president and vice-president of the North Carolina Association of Agricultural Fairs. Robinson was a leader in a drive for good roads and rural consolidated schools in the county and was an early exponent of soil conservation practices. Survivors include a son, John, and a daughter, Mrs. L. Alex Campbell, of Winston-Salem, N. C.

**WARD—Travis C. (Speedy)**, 38, veteran motordrome rider, in Huntsville, Tex., September 29, of injuries sustained in an auto accident. A native of Texarkana, Tex., Ward began his career on the John Francis Shows and before taking up drome riding worked as a high diver and a cyclist in the Wall of Death act. Services from Smith's Funeral Home, Stamps, Ark., October 5, with interment in the family plot in Lakeside Cemetery there.

**WEST—James H.**, 17, ride hand on the T. J. Tidwell Shows, October 2 of injuries sustained while working on a Merry-Go-Round. Survived by his parents. Burial October 5 in Bowie Cemetery, Bowie, Tex.

### MARRIAGES

**ARNOLD-WEBSTER—**Tommy Arnold and Alice Webster September 26 in Fort Smith, Ark. Both are with Schafer's 20th Century Shows.

**BICE-LAMB—**Joe Bice, photo concession operator, and Beverly Lamb, concession agent with Peppers' All-States Shows, at Baptist Church, Asheville, Ala., September 20. Bridegroom is a stepson of Col. Bob Sickels.

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## American Parks To Take On European Glow

• Continued from page 1

installed fixtures to light up its many trees. And all lighting is soft.

Pacing the lighting effects at Munich's Oktoberfest was the new ride that captured the American park men. This is the Calypso ride which has 3,500 light bulbs on it. They are used in cycles that one time feature light in one color, one time in another, still other times in various combinations of colors.

All other rides and shows at the Oktoberfest make similar use of lighting—easy to look at because of lower power and pleasant to look at because of the attractive color and movement involved.

### English Illuminations

The American amusement men saw colored lights in good use at several places in England. Among them was the illuminated garden at Dreamland Park, Margate, England. Here is a pleasantly landscaped area that each evening features display of animated figures in special lighting. Dreamland uses an animated panel for depicting a juggler, it uses shadow effects to show Indians inside a tepee, and it uses plastic and indirect lighting to create multi-colored artificial flowers. There are many more lighted figures in the park.

Later in Blackpool, England, the tourists observed how an annual lighting festival has been used to extend the resort town's season by several weeks in the fall. Seven miles of illuminated and animated figures line the seashore. Literally millions of Britons come to see the lights.

Some Blackpool features are animated light panels that recall to mind the moving signboards of New York, Chicago and other cities. Several of these have more than one phase to them so that more than one action is depicted in the animation. In other Blackpool features the lighting is on colored three-dimensional panels depicting children's stories, historic events and Disney characters.

Thus, as the park men assembled here for their return trip, they compared notes about lighting tips they had picked up. They said that for most carnival midways, present types of American lighting were probably the best. But they declared that for many American amusement parks, especially those seeking a garden or picnic grove atmosphere, lighting was due for a change to the latest European ideas. And many of them had developed ideas or made preliminary sketches of how they could best use their new ideas at their own parks. Next spring will bring the new glow.

## NAAPPB GROUP MAPS RESULTS

# Traveling Park Men Tell Plans For Transplanting European Ideas

PARIS — Definite results of the NAAPPB's European park tour will be seen in several U. S. amusement centers by next spring. And if present enthusiasm of the NAAPPB tour members is a criterion, these first-year efforts will be only the start of changes that will be made in parks over the next several years.

Biggest, quickest direct result of the trip was the purchase of a new Calypso ride by Jimmy Johnson, San Antonio park owner. He declared that the flash of this ride will force him to light up the rest of his park in improved fashion.

Johnson said he now sees that park ride operation is a three-step proposition. Lights, music and the ride itself combine to create a multiple appeal in depth.

Similarly, Carl Sinclair, of Meyers Lake Park, Canton, O., said they expect to make immediate use of ideas from the Tivoli at Copenhagen and the Oktoberfest at Munich. These include ideas on lighting from the trees and from the ground.

"Europe," he said, "is far ahead of us on ideas for flashing rides and parks. I expect to have my son come over here next year to see these ideas, too. And we definitely will have 1959 improvements that are a result of this trip."

Sinclair also said that he plans to buy a Calypso ride for 1960.

Robert Plarr, of Dorney Park, Allentown, Pa., stated that he would adapt European lighting techniques to a 2,000-foot stretch in his park. He'll use colored lighting in trees and flowers.

Marvin Staton, who has Springlake Amusement Park, Oklahoma City, said: "U. S. parks don't decorate the rides as we should." He intends to redecorate several of his rides and he has specific ideas in mind for doing so. Inspiring them

are the European set-up for adding show fronts, backing or other kinds of flash to the basic ride framework.

Fred Massey, Nashville Kiddieland operator, plans to pick up the theme for decorating rides. He will add scenery to several of his. For example, he expects to deck out a Boat Ride with a Popeye theme. Then he will add Popeye music to it.

"I'll definitely install music on every ride I have," Massey said. He pointed out that music and decoration go hand in hand in achieving the appeal Europeans have.

Directional speakers caught the attention of Massey. At the Oktoberfest each ride has its own music, either a band organ, speaker or both. He observed that European directional speakers permit each

ride to have its own, different music going without conflicting with the music from the adjacent rides. Massey said he anticipates putting a directional speaker on each of his rides.

Lighting also figures in the plans outlined by Charles Winslow, of the Santa Monica, Calif., Pier. He plans to add some rides and he also picked up ideas at the Blackpool Illuminations for the use of lights at his pier.

"We have a terrific opportunity for colored lights and I got some ideas for this at Blackpool," Winslow stated. He was thinking especially of a revolving light device which looks like a Ferris Wheel and can be used for advertising the pier.

Frank Tilyou, of Steeplechase Park, New York, said that he liked the way Europeans use cycles of colored lights, with numerous changes. He also called attention to the fact that Europeans use very small bulbs, reducing the electric charges.

### Thompson Tells Plans

Jimmy Thompson, operator of parks at Lake Charles and Alexandria, La., cited several direct benefits of the European tour that will be in evidence next spring at his parks.

At his Alexandria park he will install running lights, duplicating ideas seen at Copenhagen, Munich and Blackpool. Pleasure Beach at Blackpool has running lights all along its extensive Coaster track. A possible addition for Alexandria for the future is a duplicate of the Upside Down House spotted at Dreamland Park, Margate, England.

And for this coming year Thompson will install an outdoor rolling skating surface such as he saw at the Margate park.

Lake Charles will see a change in hThompson's Skooter building. He said that he had plans for removing the Skooter ride this com-

## Jimmy Johnson Buys German Calypso Ride

PARIS—Jimmy Johnson, owner of Playland Park, San Antonio, announced here he has purchased a Calypso ride. The new device was ordered direct from the Franz Mock company in Munich. The Calypso made its debut at the Oktoberfest there and was seen in operation by NAAPPB members touring Europe.

The 70-foot ride is to be delivered in San Antonio by February 15, according to terms of the contract. Johnson said the ride, with extra parts and other expenses, would cost him approximately \$50,000. He said he would use the ride at his park and might also place it at the State Fair of Texas in 1959 but would not try to move it any more than that.

Johnson is to get the second Calypso, with certain improvements over the initial model seen at Munich. The changes involve chiefly a set of larger capacity motors.

Johnson stepped out in another way when he arrived at Paris. When the NAAPPB group attended the "Folies Bergere," Johnson was selected from the crowd for an audience participation stunt in which he did so well several people in the audience asked for autographs.

ing season, but that seeing decoration treatment of a Skooter building at the Oktoberfest in Munich caused him to reverse his plans. Now he will flash up the building with lights and Fiberglas and keep it in operation.

These plans outlined by some members of the NAAPPB tour are typical. Nearly all of the participants had similar ideas in mind for early use at their own places.

## Allan Herschell Ships 2 Rides To Guayaquil

NORTH TONAWANDA, N. Y. —Allan Herschell Company, Inc., has shipped a 36-foot Merry-Co-Round and a Roller Coaster to the Bim Bam Amusement Park in Guayaquil, Ecuador.

Dr. Eduardo Carrion Toral is the owner of Bim Bam Amusement Park in Ecuador. Dr. Toral reports his park was inaugurated August 9 with an attendance of over 30,000 people, the largest gathering of people in one place in the history of Guayaquil.

The park operates in the dry season, which runs from June to late December.

## ROLLER RUMBLINGS

# Palisades Building \$350,000 Combo Rink

By STAN FISCHLER

NEW YORK—Skating scored a resounding victory over bowling last week when Palisades (N. J.) Amusement Park okayed plans for a \$350,000 outdoor combination ice and roller rink rather than build kegling lanes on the same property.

According to Palisades owner, Irving Rosenthal, the rink will be 200 by 300 feet, and will be open for ice skating from September until April, and then will be converted into a roller rink. The area, he said, also could be used for concerts and other musical events.

In addition to regular pleasure skating sessions, the Jersey promoter intends to stage hockey games, figure skating exhibitions and races at the rink, which will be embellished by a 3,000-seat grandstand.

Target date for completion of the project is September, 1959. Work is slated to begin in December.

"It was a toss-up between bowling and skating," said Rosenthal about the property at the north end of the vast amusement park. "We chose skating because we feel it can draw more of the type of customers we get and want in the summer."

Rosenthal noted that there are only a few ice rinks in the general

vicinity of Palisades, one in West New York, N. J., and another at Bear Mountain State Park.

Altho present plans call for an outdoor rink, Rosenthal stated that it is planned to build a Kaiser aluminum structure around the rink in the future.

### RSROA Conclave Set for Boston Arena in 1959 . . .

BOSTON—The Roller Skating Rink Operators of America have contracted to hold their championships and convention in the 7,500-seat Boston Arena the last week of July, 1959. John S. Rando, president of the New England chapter of the RSROA and a member of the national board of control, reports that plans are being finalized for the event.

The Arena Authority will supply the portable floor, one of the points which had held up arrangements. Plans have been completed for a New England company to build the facility. Rando has been attempting to bring the championships to Boston for a number of years.

Rando plans to attend the Roller Skating Congress to be held the first week of January, 1959, in Christchurch, N. Z. The group, which met here a few years ago, has invited 15 of the senior winners of the American championships to attend.

## Rocks' Starts New Restaurant; Signs Operators

NEW YORK — Rockaways' Playland is pouring footings and foundation for a new restaurant building and will operate its Cuddle Up over the foundation in 1959. Following the end of the season the ride will be removed again and construction will begin.

Another of the projects under way is elimination of the last remaining Boardwalk stretch on the midway, replacing it with colored concrete.

The new restaurant will be under management of Neal Rubin and Abraham Lefkowitz, who are taking over the park's food operation. Included are eight refreshment stands and the Circus Bar and Restaurant adjoining the Arcade. Martin W. Martin is retaining two corner restaurants across the street on park-owned property.

A recent visitor was Doc Firestone, of Flint, Mich., who was shown around by Dick Geist. Mr. and Mrs. A. Joseph Geist are on a seven-week trip to California and Las Vegas. Harry Curry, major concessionaire at the park, has been visiting his family on Prince Edward Island, Canada.

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## COAST TOUR BIG FOR KELLY-MILLER

Season Scheduled to End October 26; Recent Stands Include Strong Houses

INDIO, Calif.—Al G. Kelly & Miller Bros. Circus will end its season on October 26 at Athens, Tex.

The show has completed its first tour of the West Coast and reports a highly successful season. Business was above expectations, it was stated. Show played fresh territory, including a great number of feeder towns for cities. Many schools have been dismissed for the show this fall and in more cases the schools have routed buses to the show grounds to see animals in the mornings. All aided business.

Big houses were attracted at several Southern California stands, despite hot weather in some cases

and cool weather with fog in others.

Paso Robles (September 26) had a straw house at night and a one-third matinee. San Luis Obispo had two capacity houses (27). Pismo Beach gave a capacity matinee-only Sunday (28). Santa Maria followed (29) with three-quarters and capacity houses. Lompoc (30) was light in the afternoon and capacity at night, the show reported.

### Many L.A. Visitors

Newhall (October 1) brought a light afternoon and a turnaway at night, with ticket wagons closed early because of the sell-out. The day (2) in Corona was light in 108-degree temperature. Indio had 109 degrees and light business.

Visitors in the Los Angeles area included Harry Chipman, Laura Anderson, Harold Hall, the Howard Bryants, the Rudy Jacobis, Jake Posey, Blackie and Betty Escalante, Linda Crouch, Johnnie Kline, Percy Turner, Rubin and Anita Olvera, Jerry Stanfield, Mary Nolls, Mingo, Arky Scott, Mabel Chipman, Harry Hammond, the Slivers Madisons, Mrs. Paul Bolton, Joe Applegate, Bob Steele, Adolph and Clara DelBosq, Tim and Tiny Twist, Wally Ross, Ted Gallup, the Bill McGaws, the Bill Woodcocks, Roy Barrett, Parley and Ernestine Baer, Don and Hope McLennon, and the John Strongs. Show now is in Texas and will complete its tour there.

## Mills Sets Season End In Florida

PUNTA GORDA, Fla.—Mills Bros. Circus will close its season here October 27 and return to winter quarters at the fairgrounds in Jefferson, O. The show will have completed a 27-week season and traveled 7,718 miles. This week Mills Bros. Circus is making a tour of Georgia and next week will be in Florida. Show has not played the South for several years.

## Royal Dumbar Hit by Storm

MARACARBO, Venezuela — Circus Royal Dumbar was leveled by a storm that hit the show during its recent stand here. The show, continued, however, was moving on to Barquistimeto, Valencia and Caracas.

It came here from Panama. Personnel came by airplane and the plane developed motor trouble as it neared the airport. The animals and equipment came by ship, which also developed troubles. Performance runs three hours

## MILLS, BEATTY PLAY SARASOTA

SARASOTA, Fla. — Mills Bros. and Clyde Beatty circuses will be in opposition at this circus city late in October. The two shows will be two days apart.

Beatty will be in with Exchange Club auspices October 23. Mills plays under Lions auspices October 25. They also will be close to each other in Gainesville, Fla.

## Lancaster Suit Filed Against Ed F. Kelly

SARASOTA, Fla.—Stuart Lancaster and his mother, Mrs. Hester Ringling Sanford, have filed a new legal action, this one against Edward F. Kelly, executor of the Edith Conway Ringling estate.

They ask the court to require Kelly to forfeit commission, post \$100,000 bond, and give an accounting of his activities for the estate. The suit charges that Kelly filed no annual return for the period 1953 to 1957.

A hearing was scheduled for Monday (13).

## Hunt Sells Helicopter

BURLINGTON, N. J. — The Hunts sold their helicopter last week to a firm operating several such machines in Latin America. Harry Hunt said the sale price, about \$28,000, was less than the original tag but good in view of the 1,200 flying hours the helicopter made.

Hunt Bros.' Circus used the machine for aerial advertising, starting in 1955. It was felt best to sell and start thinking of obtaining a new whirlybird. The Hunts retained the sound equipment.

Elsewhere in quarters, painting has begun on rolling stock, with the big elephant truck ready for the artist. White will again be the main color in 1959. Jess Bradley is in winter quarters with his wife, recuperating from a midseason heart attack.

Harry Hunt said the show, which eyed fair dates last season, is still open for propositions in its territory which would not conflict with its one-day spots.

and includes the elephant Judy, formerly owned by Harry Haag; a hippo walkaround; and two lion acts.

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## NEW KIND OF LOT

# Beatty Show Testing Shopping Center Idea

MACON, Ga.—Its tour of Florida and Georgia starting off to booming success, the Clyde Beatty Circus is trying a new experiment in playing a shopping center at its Augusta date, Floyd King, general agent, revealed in a visit to his home here last week.

Results of the Augusta test may shape a definite policy for future seasons, King said, by which the show may bypass the traditional show lots and play parking areas in shopping centers.

The traditional circus lot is fast disappearing by the advance of suburban residential and business development, King said, and in many cities the show finds the old lot no longer available.

"We first experimented with this idea in Hamilton, Ont., in the early summer," King explained. "The show played a shopping center about three miles from town and it was a successful engagement."

The usual showgrounds in Augusta is known as the Greene Street lot, which has been played for a generation. This week the Beatty show plays the Daniel Village Shopping Center, four miles from downtown, under Jaycee auspices.

"If this date turns out as good as Hamilton we will play other shopping centers next season," King said.

### Back to De Land

There are pros and cons to the idea, as downtown merchants resent the move and it is more difficult to obtain lithograph showings, he admitted. But on the plus side, the 40 merchants in the center are all using tie-in ads boosting the circus and giving liberal TV time. Parking facilities are generally better in the centers.

## Gainesville Had Earlier Circus, Morris Recalls

GAINESVILLE, Tex. — This town, known for its Community Circus over the past 25 years, had an even earlier community show. George C. Morris recalls that there was a Gainesville show from 1892 to 1897. Show appeared at the Cooke County Fairgrounds, like its successor, and included many local performers.

Morris said that the only survivor of the first Gainesville circus is Albert Bass, now of Chandler, Okla. Another member of the show was Will T. Hodgkinson, of Gainesville, who died a month ago.

## Clyde Plays Dodge City

DODGE CITY, Kan.—Clyde Bros. Circus played to houses that ranged from 1,200 to 2,800 persons during a five-performance, two-day stand at the City Auditorium here September 29-30. Shrine was the sponsor. Afternoon shows drew 2,400 and 1,600 persons while a morning show drew the 2,800 capacity. Night houses were 1,600 and 1,200.

### Circus Aces on TV

LOS ANGELES—A film in which Clayton Behes, Ernestine Baer and Jack Bray appear, will be carried by NBC television Wednesday (15). Show is scheduled for 9:30 p.m. here. It is a Ziv production entitled "A Noose Fits Anybody" and is a Bat Masterson Western.

Business in the Southeast has been exceptionally good, King said. At Tallahassee, Fla., there was a two-thirds house in the afternoon and sellout at night. The show jumped into Georgia at Albany, where the afternoon was slightly better than two-thirds capacity and there was another sellout at night. At Tifton, Saturday (4), the show had two good houses in the rain.

Show will play seven dates in Georgia and re-enter Florida at Jacksonville (11) and will play a route of 23 stands in Florida, closing with a matinee-only Sunday date at Palatka November 2.

Earlier plans to winter the show in Ponce De Leon Springs, Fla., have been changed, and the show will go back to quarters in De Land.

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## NEW DATES IN '59

### Petersburg Bids Rainy Week Adieu

PETERSBURG, Va. — The Southside Virginia Fair bid a dry-eyed adieu to its rain-smitten dates last week, and most persons connected with the event adjudged the departure as good riddance. Rain and more rain has been the experience in recent years under Lions Club auspices, and a firm decision has been made to advance a couple of weeks in 1959.

This year the six days, ending Saturday (4), drew some 68,000 admissions, about 7 per cent less than last year when, despite intermittent rain all week, some 100,000 persons attended. Dodging was impossible this time, however, Manager Ralph Lockett said. It rained solidly from Wednesday thru Friday (1-3), and the wound ran especially deep, as schools were closed the second two days for a teachers' convention.

Casualties were gate admissions

and the Friday night rock 'n' roll show, which was canceled due to the rain.

Saturday was clear and drew 16,890 in paid gate admissions, also helping the Amusements of America midway to come out of the hole somewhat. About 900 persons attended for a car giveaway in front of the grandstand. It was the only good day of the week, which had opened just fair on Monday, and which had anticipated a big stretch beginning with the children's days.

New dates will be set after the new board of directors takes office November 1, and the feeling is that mid-September will be the verdict. This would put the event ahead of the nearby Virginia State Fair, which is not looked on as a conflicting fair, despite its proximity (less than 30 miles).

Features this year were the Maid of Virginia Beauty Contest, and the women's department.

### Free Shows, Upped Gate For Frederick

#### Md. Annual Wins With New Pattern As Gate Clicks

FREDERICK, Md.—The switch to a free grandstand, operating behind an upped admission price and uniformed gate guards, proved highly successful for the Great Frederick Fair which closed Saturday (4) with significant increases in important departments.

Paid general admissions were 32,457, which topped last year's 27,724 by nearly 5,000. Total receipts were also up by \$10,300. Fair officials were commendable in describing the work of the Anderson Patrol, which provided eight guards and a supervisor for the week.

Wade Hursey, fair manager, said the tightened gate's success was evident from the outset.

In front of the grandstand was a  
(Continued on page 58)

### Atlanta Chugs to Record; 213,658 For First 6 Days

#### Clark National TV Show Stimulates Interest; Beats '57 Day by Day

ATLANTA—Despite a three-day rainy setback the Southeastern Fair was rolling comfortably ahead of last year's attendance up to Thursday (9). Considerable interest was generated by the Dick Clark Bandstand TV show, which was scheduled to be held in front of the grandstand on Saturday (11).

Col. E. Lee Carteron, general manager, said the Pinkerton turnstile count for the first six days starting Thursday (2) was 213,658. This was more than 7 per cent ahead of the same period in 1956, the record year, when the first six days drew 230,056.

It appeared another gate record would be set barring more bad weather, and with terrific attention being stimulated by the national TV hookup with Dick Clark. The 1956 record was 353,230. Last year, rain-struck fair did 319,649.

#### Gate Upped to 75 Cents

There was a capacity of 6,000 for the Clark appearance. Carteron said teen-agers had been lining up daily to obtain tickets. There appeared to be no objection to the front gate increase of 15 cents, to a 75-cent fee.

Midway occupied by the Gooding Show unit managed by Morris Lipsky was doing well on the basis of ride and show receipts, but concession spending was down about 20 per cent. In front of the grandstand, the 10-day event had nightly Jack Kochman Hell Drivers performances, with two shows scheduled for Saturday and Sunday (4-5). Jack Duffield was on hand to supervise nightly fireworks.

For days, the grandstand was occupied with such things as Marine drum and bugle presentations, WAC band, gospel singing and pony show.

Parking at the Lakeview Park site was improved this year, with angled parking expanding the capacity by 4,000 additional spaces and providing four entrance lanes instead of two as in the past. On the grounds there was a daily changing orchard show, culminating with a parakeet show, a still presented by the Alcoholic Beverage Commission, and a rail steam locomotive museum.

Maurice Coleman was again handling publicity. Despite the rain on the first three days, attendance was ahead of 1957 every day thru midweek, Carteron noted.

### Winston-Salem Greeted by a Record 50,000

WINSTON - SALEM, N. C.—Ideal weather following several spotty weeks gave the Dixie Classic Fair a grand kickoff on Tuesday (7). Estimates on the kids' day attendance ran as high as 50,000. With city and county school systems closed, manager Neil Bolton said it was the best single day the fair has known.

Grandstand had the Aut Swenson Thrillcade all week. On opening night the gross was higher than the grandstand and Coliseum show combined on the identical day in 1957, Bolton noted.

The Coliseum this year has been returned to its original use, that of a commercial building. The hall was sold out of exhibit and public service space.

On the midway was the World of Mirth Shows, moving in from a rainy week in Greensboro, N. C.

### Chase City Weather and Crowds Good

CHASE CITY, Va. — Weather which hurt other Southern fairs and hindered setting-up activities at the Mecklenburg County Fair turned favorable for fair week, and the event was doing very well thru midweek.

Garland Moss, manager, said attendance was ahead of last year on Monday and Tuesday (6-7). Opening day, usually light, produced a two-thirds grandstand audience for the Jack Kochman Hell Drivers.

GAC-Hamid agency provided an organist and ventriloquist for the week, and Moss had independently-booked acts with them. A beauty contest was also held. L. I. Thomas Shows was on the midway.

### Danbury's 138,374 Trails 1957 by 5%

DANBURY, Conn. — A strong wind-up was registered by the Great Danbury Fair, the nine-day event closing Sunday (5) with 138,374 paid admissions, only 5 per cent off the 1957 pace. The fair had dropped behind 25 per cent over the first five days due to an opening-day rainout and another weathered-out day Wednesday (1).

For the final four days the 1957 attendance was exceeded daily to wipe out most of the deficit. Final figures were as follows:

	1958	1957
Saturday (27)....	5,456	20,082
Sunday (28)....	40,361	41,065
Monday (24)....	6,805	5,085
Tuesday (30)....	6,145	6,354
Wednesday (1)...	1,444	8,174
Thursday (2)....	7,911	6,048
Friday (3).....	6,735	6,587
Saturday (4)....	31,153	28,316
Sunday (5).....	32,364	24,378

Totals ..... 138,374 146,139

The total this year also fell just 14,747 short of 1954's all-time

record of 153,121. John Leahy, general manager, and assistant J. Irving Jarvis were more than satisfied with the week's results. The grandstand enjoyed a good weekend, with more than 5,000 persons watching Saturday's (4) midget auto racing and the same number turning out for stock car events on closing day.

The final Saturday's attendance was a record for that day. Next year's fair, the 90th, will have Grange displays based on the theme, "Summer Goes, Autumn Is Here, Winter Shows, Spring Is Near," Leahy announced.

### Winnipeg Nets \$9,304; Sets Expansion Plans

WINNIPEG, Man.—The 1958 edition of the Red River Exhibition showed a net profit of \$9,304 and is launching plans to gain "A" status, it was announced at the recent annual meeting of the association.

Of the profit, \$2,800 was spent on permanent electrical equipment, leaving \$6,504 to be transferred to the reserve fund. Grants of \$4,500 from the city and \$3,812 from the Province of Manitoba made it possible for the exhibition to show a profit. C. E. Parker, treasurer, disclosed. The livestock building, erected west of the arena, was paid out of the reserve fund earlier in the year.

Major income items were: Admissions, \$48,338.94; exhibitors, \$27,490; grandstand, \$6,867.30; midway, rides and shows, \$20,931.50; midway concessions, \$6,551.54. Expenditures included: Attendance prizes, \$13,622; grandstand, \$10,459.65; livestock show, \$11,985.43; rent, \$16,500; administration, \$21,966.15. Total revenue was \$138,893 and expenses \$132,388.

Claude B. Main, exhibition president, said the 1959 fair would

again be held at the present site. Negotiations with both James Enterprises, which operate the race track here, and the City of Winnipeg, will continue, he said. President Main was re-elected, as were S. C. Millett, executive vice-president, and Parker, treasurer. Noel Buxton was elected secretary.

R. E. Stewart, managing director said efforts now must be directed to making the 1959 exhibition one of the top first-class fairs in Western Canada. Then, the board must be prepared to make application for an "A" class fair status and receive the necessary grants for buildings. Property considerations would be one of the first problems to be settled, he said.

### Denver Stock Expo Updates For Colo. Cele

DENVER—The National Western Stock Show, first big event of the Rush to the Rockies Exposition commemorating Colorado's centennial year, will present a number of new attractions plus more than \$100,000 in new construction and facilities.

Willard Simms, general manager of the livestock event, will have the largest project, a 92 by 202-foot addition to the concrete livestock exhibit hall, ready for the show's opening January 16 for the nine-day run. The addition will provide space for an additional 280 beef animals. The building is being constructed so a second floor may be added later.

Already completed is a new entrance and ticket-selling lobby in the old Stockyards Stadium. Six ticket windows are provided to speed up ticket purchases. The old lobby had but two ticket windows.

Additional eating facilities, in-  
(Continued on page 58)

### Charles Defieux Retires as PNE Publicity Head

VANCOUVER, B. C.—Charles M. Defieux, dean of fair public relations directors in Western Canada, will retire from the Pacific National Exhibition January 1 after 12 years in the post.

Defieux, who has also written a column in The British Columbian of New Westminster, B. C., for some time, will devote his time to free-lance writing.

Ed Moyer, staffer on The Vancouver Sun, will take over the position.

### FIESTA DANCERS and singers

- Presenting authentic Spanish and Mexican dances and songs in colorful native costume.
- Thrill to these south of the border performers.
- Gorgeous attraction for Home Shows, Celebrations and Special events.

#### THE BARBETTES

Small line of vivacious young dancers

- A mobshell of entertainment.
- A Must for your show.

B. TAGGART, 1602 National, Rockford, Ill. Phone: 4-2789

## Rocky Mount Rain Slows Buck's Pace

Most Southern Spots Okay; Union's Improvements Up Show's Potential

GREENVILLE, N. C.—Favorable weather graced most of the early Southern dates for the O. C. Buck Shows, but Rocky Mount again pulled rainfall, this time in the form of Hurricane Helene's backlash.

Most concessionaires, pessimistic by nature, tore down Friday but didn't lose anything by doing so. Show tore down Saturday (27) at about 5 p.m., just before the worst of the wind struck. The date held up to last year, with three fairly well attended kids' days.

Reidsville, Rutherfordton, Carthage and Union have been okay for the Buck unit. Union, a 250-mile jump, was reached in ample time for the show to be up Sunday night. The layout was a decided improvement, being enhanced with new hard-topping and mesh fencing. An athletic stadium and concrete and steel grandstand were at the end of the midway. Buck cred-

ited Hydrick L. Kirby and son, Jack, managers, for the fair's advancement.

Sunday's (28) preopening crowd of 2,000 people strolled around, giving an inkling of business to come. Straight sales did a good business.

Twenty-five rides decorated the midway, including Stanley's rides, two kiddie rides, Roll-o-Plane and Del Flore's Chairplane. Monday night's opening was good and three kids' days were ahead. Show faced a 318-mile move to Greenville, N. C., second of the fairs played for Norman Y. Chambliss, of Rocky Mount.

Chet Miller joined with his cookhouse, as did William Tucker, also with a cookhouse. Mrs. Elizabeth Murphy had a surprise visit from her sister, Eleanor, who is in the service and was recently transferred from Texas to Goldsboro, N. C.

## C&W Rolls Along; Most Fairs Red

Fayetteville a Washout, Richmond's Week a Bonanza, Greenwood Opens O.K.

GREENWOOD, S. C.—With only one weathered-out fair being experienced thus far, Cetlin & Wilson Shows has done at least as well this season as last. If business continues at its present pace the final analysis should be a good one.

Fayetteville, N. C. turned out poorly with week-long rain spoiling everything. Otherwise, however, the fair season has ranged from okay to excellent.

Three spots are contracted for 1959, Jack Wilson reported, giving the show a good start on its route. These will be repeat appearances at the State Fair of West Virginia in Ronceverte, the Reading (Pa.) Fair, and Ionia (Mich.) Free Fair.

One of the year's best weeks was experienced in Richmond, despite two days being lost to rain. Ahead on the route are fairs in Spartanburg, S. C., Macon, Albany and Waycross, Ga., and Jacksonville, Fla.

### Many Visitors

Greenwood was running very good thru midweek. Aided by improved publicity results, among them a half-page, front page picture story on the life of Peasey Hoffman the week before the fair, both the show and fair were going well. Wednesday (88), white kids' day, was the best day the fair ever knew on the basis of adult paid admissions. Fair people visiting during the week represented the Florence and Charleston (S.C.) Fairs, Paul Black of Spartanburg, Guy Sullivan of Anderson, S. C., and Bob Wade of Macon, Ga.

Raynell's revue continues to pull down top money on the back end, where some 15 rides hold forth. The line-up has held steady with 42 rides also on the midway. Good business has been won by Bert Slover's Flying Jet (Roto Jet), the Purtles' Lion Motordrome, and Al Dorso with his food stands and Bingo. Raynell has 21 performers including Sally Rand, and also runs

## VIVONAS EYE BIG WEEK IN CHARLESTON

Show Expands for Windup; Rain Hits Petersburg 4 Days

BURLINGTON, S. C. — With five fairs already contracted for 1959 the Amusements of America is pointing toward a big windup to the season at Charleston, where it plays the Exchange Club Fair the week of October 27. A couple of new show units have been signed and the spot, biggest fair yet played by the Vivona clan, will be offered the largest and best layout they can muster.

All locked up for 1959, are two fairs in Maryland and three in (Continued on page 57)

## Jasper, Ala., Gives Drew A Big Week

SWAINSBORO, Ga. — The James H. Drew World's Fair Shows moved here last week after racking up big business at the Northwest Alabama Fair in Jasper the week previous. As a result of the ride and show gross there, Neil Kilgore and Christie Summers, fair's co-managers, invited the show back for next year.

James H. Drew Jr., owner-manager of the midway organization, said here that despite rain in the spring, the season should wind up as the best on record. The new Scrambler and the Rock-o-Plane did solid business at all spots, Drew reports.

Following the close of the season November 15, the show moves into its permanent winter quarters at Augusta, Ga., and Drew will then head for the Chicago outdoor meetings.

## Dallas Fun Zone Up; Eye Weekend

Rides Lead With 20% Increase; Back-End Units Show Slight Gain

DALLAS—With the State Fair of Texas off to a good start attendance-wise, midway concessionaires and operators reported excellent business over the opening Saturday and Sunday and were getting ready for the traditional gigantic middle weekend.

Fred Tennant, midway superintendent for the fair, said that shows, rides, games, food and novelties all were considerably up over last year, with rides topping the list with an increase of some 20 per cent over the same period last year.

The increase was attributed in part to the addition of six new rides to those on the permanent midway for the fair. The Velare Brothers' Space Wheels occupy the choice spot at the entrance to the fun zone. Sammie Bert brought in a Wild Mouse from Germany, which arrived too late to be ready for the opening day, Saturday (4), but was in operation by the second day. The Wild Mouse will be a permanent midway ride. Other additions included an Orbit, Paratrooper, Mix-Up and Scrambler.

In addition, Joe McMurtrey brought in a Round-Up for the fair, and Earl Atkinson a racing car ride.

Clif Wilson, who again brought in the shows for the midway, reported receipts were up more than 3 per cent in spite of the fact that the midway setup allows less space for shows than last year.

Wilson reported that Charlie Taylor's "Cotton Club Revue" was getting the best play. Next in order were Hedy Jo Starr's Hollywood Stage Show, Glenn Porter's Monkey Speedway and Mike Miller's "Streets of Paris" posing show, with Emmett and Percilla Bejano, monkey girl and alligator boy, following.

Other shows on the midway include Bob Matthews' Flea Circus, Manuel King's Vampire Bat Show, Ken Baker's Mother Goose in Kiddie Town, Eddie Exline's Fat Boys' Water Ballet, Milo Anthony's Freaks, Capt. John Hanley's Davy Jones Locker, Milo Anthony's Animals, Everett Harris Motordrome and Mike Miller's Prehistoric Monsters.

Midway got usual all-day good play on Rural Youth Day on the opening Saturday, as some 100,000 farm and ranch kids took over the fair. Sunday (5) was also a good day, with the customary slackening off Monday (6). Texas Public School Day and Music Festival Day, Tuesday (7), gave a lift to the fun zone, and Dallas Day, Wednesday (8), brought its usual good nighttime crowds.

Midway ops were preparing for the big ride and show business that accompanies Elementary School Day, Friday (9), and of course the huge middle Saturday and Sunday of the fair.

## RAS Gross Up 30% At Miss. State Fair

JACKSON, Miss. — Rides and shows of the Royal American Shows registered a 30 per cent increase in the first four days of the six-day Mississippi State Fair here over the same period last year as the fair's gate rose 25 per cent.

A heavy nighttime play marked the first four days. Mitzi paced the shows, followed in order by Leon Claxton's Harlem in Havana, Bill Kemp's Motordrome and Dick Best's Side Show.

The Wild Mouse paced the rides, with the Kiddieland rides drawing down second-place money.

The Arkansas Livestock Show, at Little Rock, played the previous week by the Royal, returned a ride and show gross almost on a par with that of last year, tho attendance was down because of bad weather and tension over the school segregation issue.

DETROIT — John F. Reid, owner-manager of Happyland Shows, was scheduled to leave here Monday (13) for a month's trip to Europe. While there he will visit the Brussels World's Fair.



O. C. BUCK, OWNER OF THE SHOW BEARING HIS NAME, was instrumental in helping the Union, S. C., area Red Cross Blood Bank go over its quota for the first time while his show was there for the Union County Fair recently. Pleased with the results were, left to right: Capt. John W. Finnerty, Salvation Army; William Melton, chairman of the Union Red Cross blood program; Buck; Kenneth Copeland, commander of the local American Legion Post, sponsor of the blood drive, and Ellis From, local Red Cross chairman. Buck gave each donor a book of tickets for his fun zone, which did the trick. Quota was 150 pints, donors came up with 211 pints. Roy Peugh, show press agent, gave the accomplishment a big play in the newspapers and on the radio.

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GOOD  
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just look over the many  
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### NOVEMBER 13-22

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For Eating and Drinking Stands contact  
Cetlin & Wilson Shows

For Kitchen Gadgets and Direct Sales write or wire:

### GREATER JACKSONVILLE FAIR ASSOCIATION

1245 E. Adams St.

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Jacksonville, Fla.

## GLADES AMUSEMENTS CO.

Want for Williamsburg County Colored Fair, Kingstree, S. C.,  
October 20-25; to be followed by Colleton County Fair, Walterboro, S. C.,  
October 27-November 1; and then into Florida.

WILL BOOK RIDES—Octopus, Tilt, Scrambler, or any major  
Ride.

SHOWS—Especially want Colored Girl Show, Animal Show,  
Mechanical City.

CONCESSIONS of all kinds that work for stock.

**JERRY SADDLEMIRE**

Berkeley County Fair, Moncks Corner, S. C., this week.

## GEORGE CLYDE SMITH SHOWS

Want for Littleton, N. C.

Ball Games, Fish Pond, Duck Pond, Age and Scales, Hoopla,  
Grab, Photos, Cork Gallery, Slum Spindle, 6 Cats and  
Buckets.

SHOWS: Want Girl Show, Side Show and Monkey Show.

All replies

**GEO. CLYDE SMITH SHOWS**

Edenton, N. C., Fair this week; Littleton, N. C., next week.

## WANT 40 LUSSE SKOOTER CARS

LATE MODELS PREFERRED

Can also use plates if in good condition. State age, condition, price.

**FRED SINDELL**

1116 SURF AVENUE, BROOKLYN 24, N. Y.

Hickory 9-2664

## MIDWAY CONFAB

Pete Johnson, Rocket foreman on the Cetlin and Wilson Shows, had his house trailer wrecked moving into Greenwood, S. C., for the fair, but neither of the Johnsons or their children were injured. All were riding up front in the car at the time.

New members of the Ladies' Auxiliary to the New York show club include Mrs. Ethel Kyle Lacey, Gertrude M. Daly, Esther Payne Carey, Frances Cohen, Virginia Leonard, Eva Marden, Esther Hecht, Virginia Reynolds, Katherine Friedman, Louise F. Amada, Martha Rapp, Ina M. Schaeffler, Flora M. Scheer, Selma Shavitz and Marty S. Little.

Harry Gold writes that he's confined in B'Nal Brith Home and

### Frederick, Md.

• Continued from page 55

Frank Wirth revue, changing Friday night to a "Grand Ole Opry" unit fronted by Little Jimmy Dickens. Jack Kochman Thrill Show drew two good houses on Saturday, with seats at \$1.10.

This year's fair had a 90-cent general admission, compared with the 60 cents of last year. While it is premature to make a decision, Hursey said sentiment is strong for continuing this year's pattern. The 250 life members meet in December to name a board of directors who will guide the 1959 fair. Among the improvements being considered are new 4-H barns, a chicken show building and portable roof for the grandstand stage. Stand seats 3,000.

Sulky racing was held in front of the grandstand in the afternoons Tuesday thru Friday. On the midway, Prell's Broadway Shows rolled up one of their better weeks of the year, being handicapped just on Wednesday night when it turned cold.

Grandstand crowds for the free show were slim until Thursday, from which day they were overflow thru the end of the fair.

### Denver Stock

• Continued from page 55

cluding two lunch counters in the old stadium, are being installed.

Aware of the drawing power of an attraction aimed at children, Simms said the show will feature a children's ranchland livestock barn showing families with baby chicks, pigs, lambs, colts, calves and ducklings. This will be located on the second floor of a two-story barn formerly used for hog exhibits.

Another new feature, to tie in with the Centennial year, will be a historical exhibit of the development of riding habits, saddles, bits and bridles during the last 100 years. Riding teams will also give exhibits in the Coliseum arena showing the riding styles of the old U. S. Cavalry and young women of 100 years ago.

Simms added that since the show is a livestock event to support the leather industry, all badges and ribbons awarded exhibitors and contestants will be made of leather.

Want To Buy

### A USED OCTOPUS

Write or call

**S. F. JOHNSTON**

Rt. 1, Box 732, Elk Grove, California

Phone: MU 5-4603

### MIDGET BLACK ANGUS COW

24 inches tall, perfect, \$250.00;  
giant Ant Eater, \$75.00.

**J. FREDERICK**

Fairgrounds, Charleston, Miss.,  
Oct. 13-18; Cleveland, 20-25.

Hospital, 131 N. Tucker, Street, Memphis, and would appreciate mail. . . Don Butter is also laid up at Broadlawn Hospital, Des Moines, and expects to be confined there for some time.

Col. Lew Alter, veteran back-end unit operator, and Pauline and Eugene Skerbeck, owners of Skerbeck's Great Northern Shows, were subjects of a recent feature story in the September 29 issue of Time magazine. Alter was caught at the Gratz, Pa., fair, while the Skerbeck's were interviewed at the Ludington, Mich., annual event.

Sally (Mrs. William) Bedlock has pulled out of the Buck show to take her son, Skipper home to Tampa for the school term. Also leaving the show at Union, S. C., was Charlie Wright, who closed for the season. Woody McBride joined in Reidsville, N. C.

Mr. and Mrs. Troy Scruggs now have their Rolloplane on Capital City Shows after a good tour with Bee's Old Reliable and a stand at the Mid-South Fair, Memphis. . . Fred C. Landrus, magician, closed with the Hall & Leonard Side Show at Tulsa and is now playing school dates in Oklahoma and Texas.

## SMILEY'S AMUSEMENTS

Want for Chester, S. C., Colored Fair, Oct. 20-25;  
Great Loris Fair, Loris, S. C. Oct. 27-Nov. 1.

Can use Eating Stands of all kinds, also Hanky Panks of all kinds, Allibi Stores and Percentage. Can use Colored Girl Show, Minstrel Show and any other family-type Shows.

Can use for Loris, S. C., White Girl Show, Motordrome, or any other family-type Show.

Want Ferris Wheel Foreman and other Ride Help. Semi drivers preferred.

All wires and replies to Whiteville, N. C., this week.

## MARKS-MANNING SHOWS

Selma, Ala., October 20-25; Marianna, Fla., October 27-November 1.

CONCESSIONS—Eating Stands, Hanky Panks, Ball Games, Novelties.

SHOWS—Any Grind Show not conflicting.

All replies—ROSS MANNING

Athen, Ga., this week. (Phone in Carnival office)

## PRELL'S BROADWAY SHOWS

Want for Colored State Fair, Oct. 27 to Nov. 1

Car given away Saturday night

Open Midway

Open Midway

Concessions of all kinds, Eating and Drinking Stands, Age and Scales, Novelties, Hats, Photos, Palmistry, Glass Pitch, Bear Pitch, Bird Pitch. Can use two Colored Shows with own equipment.

All answers

PRELL SHOWS, Rock Hill, S. C.

## WANTED

Floss and Applis, Shooting Gallery, Photos, Jewelry, Games of all kinds. Shows of all kinds, Funhouse, Motor Drome.

### LAWRENCE COUNTY FALL FESTIVAL

Sponsor: Agricultural Society, Proctorville, Ohio, Fairgrounds, Oct. 21-25.

### FUN FEST and HALLOWEEN CELEBRATION

Sponsor: Exchange Club, Newark, Ohio, Oct. 27-Nov. 1.

### POWELSON AMUSEMENTS

BOX 125, COSHOCTON, OHIO

Phone: MA 2-1727.

## James H. Drew World's Fair Shows

Bainbridge, Ga., Fair, Oct. 20-25; with Fairs at Dublin, Fitzgerald and Augusta to follow.

Will place legitimate Concessions. No phonies. Can place outstanding Grind Show that caters to the whole family.

RIDES: Can place Coaster, Dark Ride and one other major Ride that does not conflict. NOTE: Mr. Hollingsworth, answer.

FOR SALE: Late Model Ell #12 Ferris Wheel with circle and star, in perfect condition, price \$5,000. Can be seen operating on our show until late November. All address:

**JAMES H. DREW WORLD'S FAIR SHOWS**

c/o WESTERN UNION, QUITMAN, GA., THIS WEEK.

# Showmen's League Opens Final Drive

CHICAGO — The ways and means committee of the Showmen's League of America last week launched a late-season drive to wind up its activities for 1958 with a direct mail campaign and a personal canvass of Canadian and American shows.

Al Sweeney, committee co-chairman, who returned here after closing his auto racing season at Birmingham, Ala., disclosed that Olson Shows, headed by Paul Olson, staged a benefit jamboree there, with \$3,200 raised. Proceeds came from the sale of Cadillac tickets and an auction conducted by Stretch Rice and Bob Parker. More money was expected to be raised at Montgomery, Ala., and Beaumont, Tex., according to Olson.

J. P. (Jimmy) Sullivan, co-chairman and director of the SLA drive in Canada, reported that two benefit shows were held in the interest of the League thus far this season,

with more anticipated before all fairs are completed.

The Conklin organization raised \$1,600 at London, Ont., and the World's Finest Shows, managed by Sullivan, gathered another \$1,600 at Quebec City. This money was to be divided with the Canadian Showmen's Club in Montreal, according to Sullivan.

The William T. Collins Shows reported a total of \$2,200 raised during the Nebraska State Fair, Lincoln. Owner William T. Collins and Manager E. W. (Slim) Wells announced that a share of the receipts would be turned over to the League and that the remainder would go to the Midwest Showmen's Association, of which Collins is president.

Bernard Thomas, owner-manager of Art B. Thomas Shows, staged a joint benefit for the SLA and the Midwest Showmen's Association at Spencer, Ia., with \$1,100 raised from midnight performances staged by members of the midway organization and acts from the Barnes-Carruthers revue.

Floyd Gooding, owner of Gooding Amusement Company, and Hal Eifort, his manager, reported a benefit show was held in the interest of the League at the Atlanta fair last week. SLA President Jack Duffield assisted.

## Prells Okay On Southern Fair Dates

WILSON, N. C.—Prell's Broadway Shows pulled in here after one of the year's better stands at the Great Frederick (Md.) Fair. Thirty rides and 10 shows are featured.

Weather for Southern dates has been generally good, Joe Prell reports. The recent storm avoided the show in Salisbury, and only one spot, Trenton, N. C., suffered from rainfall. The spot drew considerable rain.

Season's gross is decidedly ahead of 1957. Sam Prell, elder member of the clan, is on hand regularly at the pinochle corner, taking on Maxie Sharpe and all other comers. MacIntyre's food operation and the Harry Weiss bingo have been doing well.

## Reithoffer Skips N. Y.; Ends Season

DALLAS, Pa.—The Reithoffer Shows returned to the barn following the Bloomsburg Fair, instead of jumping to New York City, as reported earlier (The Billboard, September 29).

It was said that four weeks on city lots were charted by Pat Reithoffer, who had issued the report. Cold and wet weather compelled a decision to close for the season rather than take any risks of showing.

Reithoffer, one of showdom's most avid outdoor sportsmen, will leave soon on a hunting trip to Newfoundland. The Pennsylvania deer season usually takes preference over the Chicago outdoor conventions with him.

## Evans United In W.Q. After Record Tour

PLATTSBURG, Mo. — Evans United Shows was back at its winter base here last week after chalking up its best season on record. Mrs. Pearl Evans, owner, reported total ride and show gross this season, which ended October 4 at Liberty, Mo., was nearly 20 per cent ahead of that of 1957.

The show, managed by Mrs. Evans and her two sons, Bill and Don, played a long string of fairs in Kansas and Missouri after still dates and celebrations early in the summer.

Mrs. Evans and her sons plan to attend the Chicago outdoor meetings and will also be on hand for the Kansas and Missouri State fair gatherings.

**THE LARGEST AND GREATEST EXPOSITION IN JACKSONVILLE HISTORY**  
**THE FIRST FAIR OF 1958**  
 10 DAYS October 30-November 8 10 DAYS  
**DUVAL COUNTY EXPOSITION**  
**SPEEDWAY PARK, JACKSONVILLE, FLA.**  
 Featuring All American Dare-Devils Thrill Show, Championship Rodeo, Hillbilly Show, Beauty Pageant, Exhibits, Boat Show, Automobile Show, Two Big Kiddie Days, Free Give-Away 1959 Chevrolet.  
**JAMES E. STRATES SHOWS ON MIDWAY**  
**BOOKING NOW** Pitchmen and Demonstrators, get your money here.  
 Write, wire or phone DUVAL COUNTY EXPOSITION, 317 O'REILLY BLDG., Jacksonville, Florida.  
 Phone Elgin 5-3892

**World's Largest Indoor Motorama**  
**ROD and CUSTOM EXPOSITION**  
 Kentucky Fair & Exposition Center  
 Louisville, Ky., November 14-15-16  
**ESTIMATED ATTENDANCE . . . 75,000 PEOPLE**  
**WANT THE FOLLOWING CONCESSIONS:**  
 1 Handwriting Analysis 1 African Dip 1 Fortune Teller 1 Ball Rack  
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**Contact**  
**MOTOR SHOWS, INC.** N. Perry Luster, Vice-President  
 5555 E. Everett Ave. Phone: Midway 3-1900 Chicago 37, Ill.  
**NO COLLECTS!**

**EXCESS RIDES FOR SALE**  
 2-Abreast, 24-horse Allan Herschell Merry-Go-Round, with or without trailer. 7-Tub Tilt-a-Whirl with 2 Trailers. Rockplane, with or without trailer. Dark Ride with van Trailer.  
 18-tub Caterpillar without trailer. Super Rolloplane with Trailer. All Rides in good condition and priced to sell for cash only. Some can be seen in operation at Covington, La., this week. Contact **ROMEO DUNN**, Covington, La., or **BUFF HOTTLE**, BUFF HOTTLE SHOWS, Crowley, La.

**PAGE COMBINED SHOWS**  
 Want for one of Georgia's outstanding fairs, Oct. 20-25.  
**CONCESSIONS:** Hankies and Direct Sales of all kinds. Also Derby Racer and Arcade.  
**SHOWS:** Funhouse, Glass House, Motordrome, Snake Show or any other outstanding Grind Shows.  
**RIDES:** Scooter, Dark Ride, Rock-O-Plane, Roundup.  
 Those joining now will be given preference at our Florida fairs. Jack Vinson, contact immediately.  
 All replies **PAGE COMBINED SHOWS**, Americus, Ga.

**CAPITAL CITY SHOWS**  
 Want for Coastal Plains Fair, Tifton, Ga.; followed by Moultrie, Thomasville, Valdosta.  
**CONCESSIONS:** Prize-Every-Time and Stock Concessions of all kinds, Novelties, Bird, Bear and Glass Pitch, Name on Hats (All Eat and Drinks sold.)  
**SHOWS:** Sideshow or any Grind or Family Type Show not conflicting.  
**RIDES:** Twister, Wild Mouse or any Ride not conflicting. Can always use good Ride Help who drive. All replies  
**J. L. KEEF**  
 c/o Western Union or Legion Fairgrounds, La Grange, Ga., this week.

**ADULT AND KID RIDES CHEAP FOR CASH**  
 Roll-o-Plane, super de luxe. 3-phase motors, big flash for park, \$3,000; Kiddie Merry, 6 aluminum horses, trailer type, \$850; Gas and Electric Train, engine and 3 coaches, \$550 each; A. H. 8-Car Auto Ride, \$850; A. H. Spillman de luxe model, 2 abreast, 16-car Auto Ride, top, sidewall, etc., the best, \$1,650; Kid Boto Whirl, like Tilt-a-Whirl, something new, \$1,050; 8 American Hot Rode, cost \$1,250 ea., sell \$300 ea.—need tuneup, paint; 35 K.V.A. Westinghouse Light Plant, A.C., 110-220 volts, for six-ride show like new, \$2,250. Also trade.  
**FRED ALLEN, 1400 BREWERTON RD., SYRACUSE 11, N. Y. PHONE: GL 43606.**

**SOUTHERN STATES SHOWS**  
 Want to join at once, Ride Men who drive semis and have license. Want Cookhouse or neat Grab, High Striker, Basket Ball, Novelties and Bingo for Arlington, Hahira and Cairo, all Georgia, then Levy County Fair, Williston, Fla. All answers to  
**JOHN B. DAVIS, Arlington, Ga.**

**WANT—PETER PAUL AMUSEMENTS—WANT**  
 The Big Winter's B.R.—Mix lot—Beaufort, S. C., October 13-18. Can use Minstrel Show, Girl Show, Fun House and any other clean Show for midway. Stock Concessions only—also any Prize-Every-Time stands. Can use Glass Pitch, Grab Joint, RIDES—Any major Rides except Wheel. Also place limited number of Joists for all Winter's work in our park in Florida—one location—starting November 15.  
**Call or wire MANAGER, Beaufort, S. C.**

**FOR SALE**  
 10 SPITFIRE CARS, \$75.00 EACH;  
 KIDDIE STREET CAR, 18 CAPACITY, WITH 300 FEET OF TRACK, \$500.00  
 Both in A-1 Condition. Can be seen thru Oct 26th at PLAYLAND AMUSEMENT PARK, 76th LaGrange Road, Willow Springs, Ill Phone Terminal 9-1404. Mail: Box 311, Argo, Ill.

**FOR SALE**  
 Spitfire Ride, 10 cars, bottom load (good). 1638 #8 Ell Wheel; 30-ft. adult Merry-Go-Round; Kiddie Airplane Ride, 3 planes; Kiddie Chair Ride, 10 chairs; Drive Yourself Tractors. Transportation available if wanted. Cash talks. Rides stored Stumbo's Tri-State Shows' winter quarters, Gravette, Ark. All replies: **CARNIVAL MANAGER**, this address.

**HUBERT'S MUSEUM**  
 228 W. 42nd St., New York, N. Y.  
 Open all year round  
 Want Freaks and Novelty Acts. State salary and particulars in first letter.

**FOR SALE**  
 Grind Show built on 22-ft. semi. Built brand new this spring. Made of steel and aluminum. Beautiful front 38 ft. long. Complete and operating. Room for living inside. With or without tractor.  
**MIKE MILLER**  
 c/o Fairgrounds Post Office  
 Texas State Fair, Dallas, Texas

**FOR SALE—DARK RIDE**  
 Want to sell Dark Ride with transportation in fair shape. Cheap for cash. No deals.  
**AL WALLACE**  
 c/o General Delivery, Hot Springs, Ark.

**Thank you WALTER (Junior) NOEL**  
 Met. Concessionaire for your G.M.C. truck purchase "Save Money With Johnny"  
**JOHNNY CANOLE**  
 Phones: W1 3-0003 or W1 4-9347  
 Altoona, Pa.

**THOMAS JOYLAND SHOWS**  
 CAN PLACE FOR KINSTON, N. C., OCT. 20-25  
**RIDES:** Round-Up, Coaster, Twister, Helicopter, Spitfire, Pony Ride.  
**SHOWS:** Place Shows of all kinds.  
**CONCESSIONS:** Place Penny Arcade and Concessions of all kinds.  
**GET YOUR WINTER BANK ROLL HERE.**  
 Contact **L. I. THOMAS, MGR.**  
 Roxboro, N. C., this week

**MOTOR STATE EXPOSITION**  
 Wants for Charleston, Miss., Fair, Oct. 15-18; Cleveland, Miss., Fair, Oct. 20-25.  
 Hanky Panks, High Striker, Scales, 6-Cats and Buckets. Can use Grind Shows with Hankies. All replies as per route.  
**J. J. FREDERICK**

**FOR SALE**  
 Complete Jungle Show built on extra long wheel base Ford truck, with living quarters in front; 48-ft. Banner front Show Side-walled in. One Blue Face Mandrill in full color. Boas and Cobras. Amplifier and Tape Recorder. Everything in perfect condition. Priced to sell, \$2,200 cash. Without stock, \$1,500. Pictures on request. Sallor Katzy, Lee Amusement Co., Griffin, Ga., Oct. 13-18; Greenville, Ala., Oct. 20-25; Pasagoula, Miss., Oct. 27-Nov. 1; DeFuniak Springs, Fla., Nov. 3-8. Winter Quarters: Jungland Zoo Park, Highway 47, Rt. 3, Box 568, Tampa 5, Florida.

# THE MARKET PLACE FOR BUYERS and SELLERS

## Acts, Songs, Gags

**SEND FOR FREE PRICE LIST NEWEST**  
Comedy Material, or send \$10 and get \$50 worth of Gaffles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 108 W. 43 St., New York, N. Y. oc27

**23,000 PROFESSIONAL COMEDY LINES.**  
Routines, Sight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. no24

## Agents, Distributors Items

### BRAND NAME GENERAL MERCHANDISE AT LOWEST POSSIBLE PRICES

Send for 1959 Catalog today.

Appliances, housewares, luggage, Jewelry, diamonds, silverware, sporting goods, watches, clocks. Will sell you merchandise or hire you to sell for us on a commission basis. Write for details.

**ATZ BROTHERS, INC.**  
27 S. Wabash Ave. Chicago, Ill.  
33 years of square dealing.

**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities, quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts ch-np

**EARRINGS, ASSORTED STONE AND TAILORED.** \$6 per gross plus postage. Bil-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. oc27

**ENGLISH CHAMOIS AT GROUND FLOOR** tannery prices beat competition. Steady repeaters. Good profits. Quick delivery. Chamtana, Rt. 2, Lakeland, Fla.

## FAMOUS MFR. CLOSEOUTS

Assorted Stined Brooches ..... \$1.75 dz.  
St. and Tailored Earrings ..... 1.75 dz.  
Pierced Earrings on Display ..... 1.25 dz.  
Charm Bracelets, asst. .... 1.50 dz.  
Eng. Lord's Prayer Neck, boxed ..... 3.00 dz.  
Stined Cameo Sets, boxed ..... 6.00 dz.  
Stined Heart Miracle, boxed ..... 4.50 dz.  
Children's Jewelry, boxed, asst. .... 2.95 dz.  
Asst. Tie Slide, carded ..... 1.00 dz.  
Tie & Cufflinks Set, asst. .... 3.75 dz.  
Pearl Necklaces (domestic) ..... 1.45 dz.  
Neck & Earrings, asst., boxed 7.20 & 9.00 dz.  
Cufflinks, carded, asst. .... 1.95 dz.  
Necklaces, asst. .... 1.50 dz.  
Engraving Charm Bracelets ..... 2.00 dz.  
Asst. Earrings, carded ..... 6.50 gr.  
Ropes & Poppits ..... 2.25 dz.  
1-Pc. Pearl Sets, boxed ..... 6.00 dz.  
Cultured Pearl Tie Tack/Display ..... 3.50 dz.  
Broken Jewelry—Min. 5 lbs. .... 1.00 lb.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.  
**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**HILARIOUS CHRISTMAS CARDS, SEND \$1** for two sample sets; each different; plus wholesale list. Ace Enterprises, Box 262, Lyndhurst, N. J. oc20

**HOSIERY—LOW PRICES: LADIES' MEN'S, Children's.** Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1258 Market St., Chattanooga, Tenn. oc27

**LARGEST WHOLESALE SUPPLY SOURCE** in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesalers, Box 52-BB, Burlington, Iowa. ch-np

**NEW "X11" CHRISTMAS SIGNS, 7c** retail 50c. Large selection tinsel Christmas signs. Sample free. Lowy, 812 Broadway, Dept. 986, New York 3. ch-np

**REAL DIAMOND RINGS, NATIONALLY** advertised, sell direct. Make big middle-man's profit. No investment. Experience unnecessary. Free catalog, details. Gleam-light, 111-P4 North Columbus, Mount Vernon, New York. np

**SELL COMIC, WITTY COMBINATION** Sign and Jumbo Post Cards. Dime brings sample, etc. Koehler Novelty Signs, 12 Caldwell Drive, Cincinnati 16, O. oc27

**SIGN LETTERS—FLUORESCENT FOR** Store Windows. Send \$1. Samples worth \$3. Credit \$1 on 1st order of \$10. Postpaid Richardson Signs, 745 Heywood Ave., Louisville 8, Kentucky

**TOP ACTION BALL POINT PENS 9 FOR \$1.** Refills .20 for \$1. We sell wholesale. Bonomo 54 Jefferson St., Brooklyn 6, N. Y. oc13

## JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. .... \$18.00  
E2—Stone Earrings, Asst. Gr. .... 21.00  
E3—Stone E/Rings, Etc., Asst. Gr. .... 12.00  
O1—Odd Lot Neck & Brace, Gr. .... 15.00  
W1—Men's 6-Piece Watch Set ..... 5.15  
W2—Ladies' 5-Piece Watch Set ..... 6.25  
R3—Gent's Stone Rings, Asst. Dz. .... 2.50  
B2—Boutiques, Boxed, Asst. Dz. .... 3.00  
L2—Ronson-Type Lighter, Dz. Cd. .... 4.50  
S20—Snapshot Camera, Boxed, Dz. .... 14.40  
R-164—Religious Medallions, Bxd. Dz. .... 5.75  
2256—3-Piece Pearl Set, Bxd. Dz. .... 7.20  
2357—Hunting Knife & Sheath, Dz. .... 7.20  
9967—2 Hunting Knives & Sheath, Dz. .... 12.00  
1165—Tri-Color Flashlites, Bxd. Dz. .... 4.00  
3119—8" Girl's Doll Handbag, Dz. .... 3.75  
9474—8" Plush Stand'g Ted. Bear, Dz. .... 5.40  
4995—8" Plush Sitting Ted. Bear, Dz. .... 6.50  
25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8, Prov., R. I.

**BE INDEPENDENT**  
**START YOUR OWN BUSINESS** . . . stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key protectors. Samples of either 50c with your name, address and Social Security number. Catalog free.  
**GENERAL PRODUCTS**  
Dept. BB 41, 188 State St., Albany, N. Y.

## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. **RATE:** 20c a word, minimum \$4. **CASH WITH COPY.**

**IMPORTANT:** In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

## DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. **RATE:** \$1 per agate line, \$14 inch. **CASH WITH COPY** unless credit has been established.

## FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

This is a **DISPLAY CLASSIFIED AD** Your Advertisement Displayed in a space this size will cost only **\$14 per insertion**

**YOUR OWN BUSINESS—SUITS, \$1.50;** Overcoats, 65c; Mackinaws, 35c; Shoes, 12 1/2c; Ladies' Coats, 30c; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 6. ch-np

**59N UNITS SPRAY-MIST PERFUME.** Terrific \$2.50 gift item. Sample and quantity prices, \$1. Banco Perfumes, 534 Orchard St., Toledo 9, Ohio.

## Animals, Birds, Snakes

**CHIMPANZEES, BABIES, SPECIAL PRICE—**\$500 each and up. Monkeys: African Greens, Sooty Mangabeyas, Monas, and Spot Nose; Special 5 for \$100, F.O.B., N. Y. Write for our complete Animal List. Trefflich's, 228 Fulton St., New York.

**FOR SALE—CAR JUMPING HORSE AND** complete Dog Act with props, including two Somersault Dogs. Steele's Frontier Days, Inc., London, Ohio.

**FOR SALE—9-MO. WHITE TERRIER BACK** Somersault Dog, \$150. Also one outstanding Dog doing several feature tricks. Honey Bear Farm, Rt. 7, Olney, Ill.

**WANT TO BUY—DOG OR DOG-PONY ACT.** Tell routine, breed. Box C-402, c/o The Billboard, Cincinnati 22, Ohio. oc13

## Business Opportunities

### ATTENTION PROMOTERS!

This is a sleeper! We have for sale the largest underground Fairyland in Wisconsin. A miniature Caribad Caverns. Over 43,000 paid visitors in 1958. Potential income \$50,000 to \$75,000 a year. Can be purchased on a 15-year basis. For additional information contact agent.

**Mr. Solk**

10 No. Clark Street Chicago, Illinois  
FI 6-8578

**BUY WHOLESALE! 25,000 NATIONALLY** advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX, Levee, Dallas 7, Tex. ch-tn

**LEARN PIANO TUNING AT HOME FOR** only \$29.95! Tools and recorded examples included. Write: Musical Enterprises, Box 5074-B, St. Paul, Minn. oc13

**ROLLER RINK—SELL, LEASE, TAKE** experienced partner. Population 56,000. One rink in town. S. Oblen, 1712 Washington Rd., Kenosha, Wis.

**RSROA SKATING RINK WITH PROFESSIONAL** Teacher, Building, 90'x200'; skating area, 70'x140'; beginners' area, 25'x60'. Fully equipped. All new shoe skates. Operation 3 1/2 years. Only thing needed promotion. Domestic difficulties reason for selling. Sacrifice for quick sale. Skipper's Skating Rink, Charleston, S. C.

**TIRED OF TRAVELING? HERE'S A** chance to utilize your show business knowledge. \$20,000 investment required. Business established 50 years, now grossing \$150,000. Box C-398, c/o The Billboard, Cincinnati 22, Ohio.

## WANTED TO LEASE

For winter operation, 3 factory-built Kiddie Rides. No junk or antiques.

Par Time Miniature Golf.

c/o C. D. SIMPSON

5607 Old Mission Road, Chattanooga, Tenn.  
WE PAY \$3.50 LB. DRIED. GROW MUSH-rooms. Cellar, shed and outdoors. Spare, full time, year round. We have 27,000 customers. Free book. Washington Mushroom Ind. Dept. 319, 2954 Admiral Way, Seattle, Wash. oc20

**WILL SET MUSIC FREE TO GOOD CHRIST-**mas Poems sharing half on all profits. Herma Cox, 2987 Kimball Terrace, Norfolk 4, Virginia.

## Costumes, Uniforms, Wardrobes

**GIRL SHOW, STRIP, BALLY, CLOWN** impersonator Wigs, Ostrich Fans, Tights, Plumes, Rhinestones. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

## Food and Drink Concession Supplies

**ABOUT ALL MAKES OF POPPERS, CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krippy Korn, 120 S. Halsted, Chicago, Ill. de8

## For Sale—Secondhand Show Property

**ALLAN HERSHELL 10-CAR AUTO RIDE,** \$850; Hershell Swan Ride, \$850. Both for \$1,600; A-1 condition. Williams, Box 518, Nashville, Tenn. oc20

**BUILD KIDDIE RIDES—TESTED PLANS:** Auto, Airplane, \$100 Chairplane, \$5 each. Free 72-page plan catalog. Brill, Box 875, Peoria, Ill.

**DOGME, 10 CARS, AND PORTABLE** Building, 32'x30' ft. Kiddie Playland, 5521 Paragay St., El Paso, Tex. oc13

**FOR SALE—2 GARBRICK WHEELS, 36-**foot wheel, 10 seats, \$5,000; 42-foot Wheel, 12 seats, \$6,500. Financing can be arranged. Garbrick Mfg. Lewis H. Garbrick, Centre Hall, Pa. Phone: EM 4-1403. oc20

**FOR SALE—FIVE RIDE SHOW: ALLAN** Hershell Kiddie, Jenny, mounted 30-foot Wheel, Kid Rides. Write: Wiggin Show, Canton, S. D. oc13

**FOR SALE OR TRADE—TWO LONG** Range Galleries: one Mangels 18' straight truck, '53 Int., ten guns, complete, \$1,500; one King Gallery on semi, 20', complete, 10 guns, '49 Chev. tractor, \$2,000, or will trade on nice Popcorn Wagon. Phone 4101, Buckeye Lake, O. Write: Carl Carlin. oc13

**FOR SALE—FERRIS WHEEL, MERRY-GO-**Round, Tilt-a-Whirl, Spinnaroo after Labor Day. Write Box 818, c/o Billboard Publishing Co., 390 Arcade Bldg., St. Louis 1, Mo.

**FOR SALE—GIBBS FASCINATION AND** Skill-A-Line Games, complete. Also 200 stools. Write Abe Ruben, 514 Eighth Ave., Asbury Park, N. J. oc27

**FOR SALE—SET ERE TYPE DIGGERS.** Box 1568, Aransas Pass, Tex.

**KING FIRE ENGINE, KING PONY CART** and King Combination Ride. All rides 2 years old, located in permanent park. Shapiro, 37 Schuyler Road, Springfield, Pa. Phone: Kingswood 3-7017. oc20

**MAJOR RIDE ON WHEELS, SNO-CONE,** Popcorn, Screened Sacrifice. Carl Robertson, Pottery Road, Washington, Mo. Phone 1143-R.

**RIDES FOR SALE—ELI FERRIS WHEEL 25,** Caterpillar, Scooter and St. Moritz. Rides now erected on location and are in good condition. Can be seen till November 1. Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. ch-oc20

**TRAINS ALL SIZES; GAUGES, TYPES.** New used, custom built. Photographs, details \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc13

**150 PR. CLAMP SKATES, 20 PR. SHOE** Skates, Skate Grinder, P.A. System, Pop Cooler, Refrigerator, Lounge Benches, Cash Register, Electric Signs, miscellaneous. Sacrifice, \$400. Joe Krebs, 141 Wroe Ave., Dayton 6, Ohio.

## Help Wanted

**ENTERTAINERS, COMBOS, GROUPS NEEDED** by outstanding personal manager. Also female singers, musical and rock and roll units to play top clubs nationwide. Submit photos, tape, record. Alan Sherwood Enterprises, Houghton Lake, Mich.

**WANT LADY ASSISTANT TO TRAVEL** with me. I heal disease, sick people. Write Ray Lynch, P.O. Box 121, Whitford, Pa.

**\$75-\$130 WEEKLY TYPING FOR BUSINESS** service. Work home. Mail \$1 for instruction manual. B. A. Hopson, Rt. 1, Harbor Beach, Mich.

**LEARN AUCTIONEERING—TERM SOON.** World's largest school. Big free catalog. Reisch Auction School, Mason City 18, Iowa. oc13

**WANT TO PLACE TRUCK MOUNTED** Whip, Ferris Wheel at park or shopping center in Florida. Heyl, 6209 Carter, Baltimore 14, Md. oc13

**NEW 152-PAGE ILLUSTRATED CATALOG—** Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50c. Nelson Company, 338 South High, Columbus, Ohio. no3

**FISHING EXHIBITION TANKS, 100x20 AND** 50x20. Easy to knock down, transport and assemble. Lucky Fisherman, P. O. Box 214, Bronxville, N. Y. oc27

**RETIRE NOW! LEAD LEISURELY LIFE!** Wealth unnecessary. Remarkable new book shows how. Postcard brings free details. Belmont, Dept. 124, Wyckoff, N. J. ch-1fn

**FOR SALE—15 KW. LIGHTING PLANT** Case Motor, G.E. Generator, like new, \$1,200. N. C. Hansen, 707 Crawford St., Corona Calif. oc13

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**300 8 1/4x11 LETTERHEADS AND 200 6 1/4** Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. oc13

**1,000 EMBOSSED BUSINESS CARDS, \$3.99.** Free samples and style chart. Joseph A. Winters, Box 333B, Pleasantville, N. J.

**100 8 1/4x11 HAMMERMILL BOND LETTER-**heads and 100 6 1/4 Hammermill Bond Envelopes, \$2. W. A. Simons, 1027 Madison St., Henderson, Ky.

## Salesmen Wanted

**AD MATCH SALES! YOUR OWN BUSI-**ness, without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-294, Chicago 32. oc27

Did This Ad

## ATTRACT YOUR ATTENTION! USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

**Rate: \$14 Per Inch**

Rule border permitted when using two inches or more.

**GOLD MINE OF 600 MONEY MAKERS.** Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-oc27

**IF YOU LIKE TO SELL TO FARMERS GET** details of big money making opportunity selling subscriptions to America's leading poultry magazines. Liberal commissions, expense allowance, bonus. Sales helps furnished. Write Poultry Tribune, Box C-87, Mount Morris, Ill. np

## SEA SHELL EARRINGS

Unique, Beautiful New Designs. Retail \$1.25 to \$1.50 per pair. One dozen assorted to card. Sample card, \$5 postpaid; 6 cards, \$24; 12 cards, \$45. 25% deposit, balance C.O.D. Cash in full, we pay postage.

## SCHILLING'S SHELLCRAFT

Route 2, Box 12 Sarasota, Florida

**SELL QUALITY NEW YEAR'S EVE PARTY** goods to hotels, clubs, taverns. Best sellers. 30% commission. Sperry, 1021 Oak Elmira, N. Y. oc20

**\$300 FIRST WEEK OR MONEY BACK—AD** Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ch-np

## Tattooing Supplies

**TATTOOERS! HARD TO GET ITEMS,** Solder-All, Contact Points, Concentrated Black, No. 12 Sharps and new modern designs. Zeis, 728-A Leslie, Rockford, Ill. np

## Wanted to Buy

**CASH FOR SPITFIRE, ADULT MIXUP,** Kiddie Cage Ferris Wheel; truck for same. James Barber, 280 E. Congress, Coolidge, Ariz.

**TANGLE OR NATIONAL AIR CALLOPPE** wanted. Working condition or not. Particulars to H. Harris, Post Office, Box 1545, Halifax, Canada. oc20

**WANTED—FUN HOUSE OR DARK RIDE** for good amusement park location. Venick Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. ch-oc20

## COIN MACHINES

## Opportunities

**SALES REPRESENTATIVES WANTED BY** Coin Machine Manufacturer. Men selected must have following among coin machine distributors. Hottest coin machine on the market. All territory assigned will be protected. Send full background and territory requested to: C. C. Vending Mfg. Co., 214 E. Howard St., Baltimore 1, Md.

## Used Equipment

**A.B.T. KIRK GUESSER SCALES, \$35 EACH;** Mills Trolley, \$30; Mills Lobos, \$20; like new, never been outdoors. Send 25% deposit, balance sight draft. Don Leary, 56 East Hennepin, Minneapolis 1, Minn. oc20

**SHIPMAN DUPLEX STAMP MACHINES,** \$10; Triplex, \$29.50 each; like new folders, direct factory prices. USP Co., 100 Grand, Waterbury 2, Conn. oc27

**WATLING SCALES—SCALES—WATLING** 500 Guesser, Watling Fortune, \$35 ea.; Watling 500 Fortune, A.B.T. Kirk HiBoy Scales, \$45 ea.; renewed, reconditioned. Send deposit and shipping instructions, bal. sight draft. Gaycoin Distributors, 4965 Woodward, Detroit 1, Mich.

**20 BRAND-NEW NON-COIN-OPERATED** Pool Tables; regulation, 6 pocket; 7-ft. by 4-ft. 2 1/4-in. balls, numbered, \$125 ea. ABC Coin, 2509 So. Presa, San Antonio, Tex.

## Wanted to Buy

## WANTED IMMEDIATELY Bally SPELLING BEES and CROSSWORDS

Must be ready for location. Send best price.

**Glausser Music Co.**  
300 Gearing Ave., Pittsburgh 10, Pa.

### TALENT AVAILABILITIES

**RATE:** 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

**IMPORTANT:** In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

#### Agents and Managers

**SATANA THE MAGICIAN** LOOKING FOR work. Disappearing acts, all kinds of magic with humor. A. Miller, 439 Orange St., Mansfield, O.

#### Hypnotists

**HYPNOTIST FOR YOUR CLUB, LODGE, Party.** A very funny show. Also looking for good Agent. Norman, 78-61 221st St., Flushing, N. Y. oc27

#### Miscellaneous

**IMPERSONATOR, DANCER, FEATURING** "Satan and the Siren." Wardrobe, appearance and ability. Photos. Paul Page, 1314 Wright St., Logansport, Ind.

**PUNCH AND JUDY PUPPET SHOW** wants Agent for school work. A-1 Kiddie Act. Route #4, Box 4, Asheville, N. C.

**SATANA THE MAGICIAN** LOOKING FOR work. Disappearing acts, all kinds of magic with humor. A. Miller, 439 Orange St., Mansfield, O.

**WANTED JOB FOR HANDICAPPED PERSON** as chauffeur driving your car. Good references. Have license, will travel. Chas. Sherrick, Harrison, Mich. oc13

#### Musicians

**A-1 RHYTHM DRUMMER—20 YEARS' COM-** plete and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Hotel, Louisville, Ky.

**AT LIBERTY—TRUMPET. WIDE EXPERI-** ence. Prefer location. Will consider other work. Milton Abramson, 23 West Knapp St., Rice Lake, Wis.

**BASS, DOUBLING GUITAR, SING, READ** bow, excellent appearance, car, wardrobe; go anywhere. Taft Baker, 735 Cornish Drive, Encinitas, Calif.

**BASSMAN-VOCALIST AVAILABLE OCTO-** ber 17. Wire or write to Otto Woolsey, Box C-463, c/o The Billboard, Cincinnati 22, Ohio.

**DRUMMER—SOLID BEAT, LEGITIMATE** foundation, good reader. Clean cut, solos, considerable 2-beat experience. Travel anywhere. Stan Melmer, P. O. Box 633, Wagner, South Dakota.

**STRING BASSIST—NAME BACKGROUND.** Interested any worth-while proposition; 3 to 4 hour radius New York City. Responsible, good personality. Local 802. Musician, Box 32, Richmond Hill Station, Jamaica, N. Y.

**TENOR CLARINET—ALL STYLES. COM-** mercial, jazz, read, fake, tone. Address: Musician, 1314 S. 25th St., Omaha, Nebr. Ph.: JA 1569. oc20

**TENOR CLARINET, VOCALS. ALL ESSEN-** tials, sober; available October 11. Contact Harold Nelson, 614 West 5th St., Apt. 3. Telephone 2-9626, Casper, Wyo.

#### Outdoor Acts and Attractions

**BALLOON ASCENSIONS, PARACHUTE** Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc13

**HIGH FIRE DIVE SOMERSAULT. SHARP** spears, blazing gasoline; smallest tank in the world. Rigging illuminated and visible from far off. A Fox Movietone feature. Address: Mac Productions, 456 Lamphier N.E., Warren, O. Tel.: MA 91479. oc20

**IT PAYS TO ADVERTISE RAY'S CIRCUS** Revue Will fill your fondest expectations as a Free Act Magnolia Ohio Route #1 oc20

**OUTSTANDING PLATFORM TRAPEZE** Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

**RAY'S CIRCUS REVUE - SIX PONIES.** Dogs, Monkeys, Bozo Clown with Timmie the Mule. Magnolia Ohio Route No 1 Phone Union 62010 oc20

**ROYER'S WESTERN REVUE - PERFORM** ing Horses, Clown Mules, Dogs, Monkey, Trick Riding, Roping, Sharpshooting Bull Whips, Chariot Races, Bucking Ford Contact Revue, 422 W High Ave. New Philadelphia Ohio oc20

#### YULE SPECIALS

## Leather Goods Looms Big on Gift Horizon

FALL time is leather time for many folks, and since the holiday season, with its gift-giving implications, is already on the horizon, a great percentage of the presents to be exchanged in months to come will be actual or simulated leather.

As to the leathers, the great strides made by the plastics industry have pushed leather to the background in many fields. Furniture upholstered in leather is advertised nationally by leather associations as durable and not as costly as the public might think. The general tone of this advertising, which has also covered personal items like handbags and wallets, is that plastics have become so popular due to their workability and low price, that leathers have automatically assumed an air of high cost. Too high for the average consumer, in fact. It is vaguely similar to advertising in the automotive industry which reminds the buyer that it costs not much more to obtain a car in the bracket above the low-priced three.

Differences between plastic and leather merchandise items are often in cents as well as dollars. Plastics are more workable and colorful, if color is a sales point, and definitely low in price. They retail at rock bottom and, for less than \$1, they are good buys.

#### Class Appeal

The class appeal of genuine leather is undisputable, however. At the start of a wide range of styles and prices there is a genuine leather woman's handbag for \$1.98 wholesale. On a dozen basis, for \$35.65, there is a broad selection of pieces in black, brown and navy. Included are swagger pockets, leatherette linings, inside zipper compartments and other sales points. Big women's bucket-styled bags are only \$21.35 a dozen, with over-arm handle or shoulder strap (adjustable). Kiddie size is \$15.75, just a bit smaller than the larger models, which measure 7 by 7 inches.

There are many tooled bags available for those who like the Western and Latin look. In leather, they run from \$15.75 to more than \$120 a dozen, all of good quality but in varied tooled designs. There are large and small flap closures, safety turn and spring locks, saddle stitching, inside zipper compartments, shoulder straps, inside

(Continued on page 67)

# FOR QUICK RESULTS

USE

## The Billboard

# CLASSIFIED

# ADVERTISING

# COLUMNS



### HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
- Advertising Specialties
- Agents, Distributors Items
- Animals, Birds, Snakes
- Business Opportunities
- Calliopes and Band Organs
- Collectors Items
- Costumes, Uniforms, Wardrobes
- Food & Drink Concession Supplies
- Formulas and Plans
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions and Schools
- Locations Wanted
- Magical Supplies
- Miscellaneous
- Mobile Homes, Accessories
- M. P. Films—Accessories
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies & Developing
- Ponies
- Printing
- Rigging and Props
- Salesmen Wanted
- Scenery, Banners
- Talent Wanted
- Tattooing Supplies
- Trucks, Trailers, Accessories
- Wanted to Book
- Wanted to Buy

#### Music, Records, Accessories

- Business for Sale
- Record Pressing
- Situations Wanted
- Used Dealer-Distributor Equipment
- Used Records
- Used Record Pressing Equipment

#### Coin Machine Headings

- Help Wanted
- Opportunities
- Parts, Supplies
- Positions Wanted
- Routes for Sale
- Wanted to Buy
- Used Equipment

#### Talent Availabilities Headings

- Agents and Managers
- Bands and Orchestras
- Dramatic Artists
- Hypnotists
- Miscellaneous
- M. P. Operators
- Musicians
- Outdoor Acts and Attractions
- Vaudeville Artists
- Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word. Minimum \$4
- DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)

TALENT AVAILABILITIES AD—5c a word. Minimum \$1 Classified and all Talent Availabilities ads must be paid for in advance.

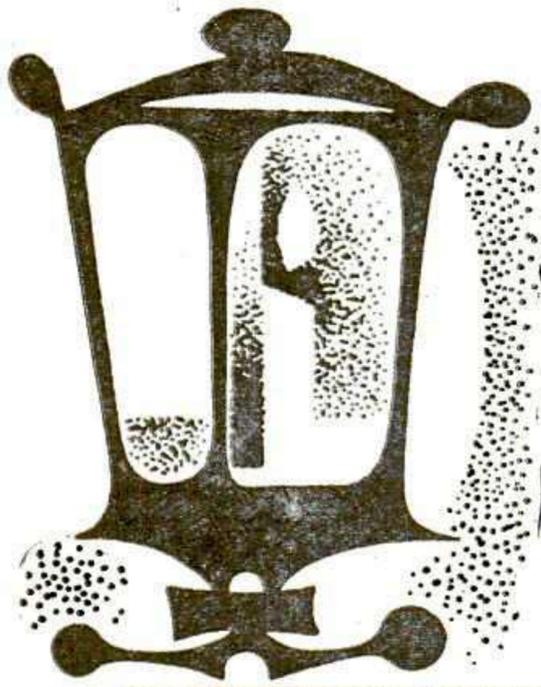
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in..... Issue

NAME \_\_\_\_\_ I enclose

ADDRESS \_\_\_\_\_ remittance of

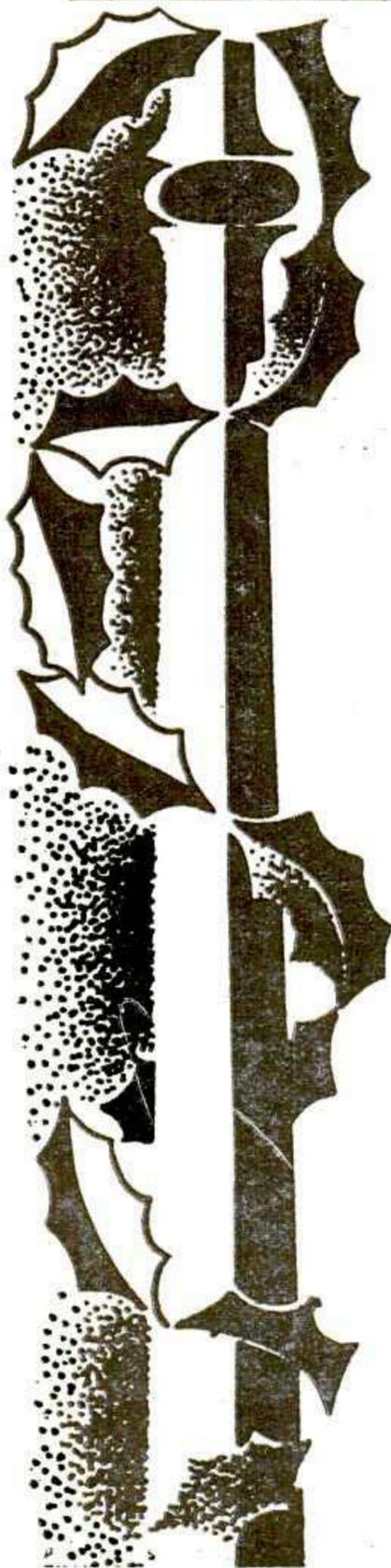
CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_



# The Billboard

## GIFT MERCHANDISE SECTION FOR 1958

Wholesale  
Gift headquarters



### RECORD '58 CHRISTMAS SALES SEASON PREDICTED

#### SUMMER BIZ SO-SO

## Winter Drive Seen By Demonstrators

**T**HE Rover Boys Go Indoors" was never used as a book title, but it can aptly describe the winter plans of the nation's thousands of pitchmen and demonstrators. After a season of toil on boardwalk and fairground midways, the boys find themselves not too well off financially, and this winter will definitely not be one of hibernation.

A bankroll of sorts has usually been built up by the demonstration clan during the warm weather outdoor season. This year, however, has been uncommonly cold and rainy, and grosses have tumbled. Products are not to blame at all. It was an uncomfortable combination of bad weather and competition.

On one end of the scale was rainfall on weekend after weekend, when it was impossible to build a tip for a demonstration of gadgets or other items. And on the other was a situation of crowding. One fair in Iowa is an example—five booths of chopper workers alone were in operation there. It was a prime example of price footbaling, as the price dived to \$1.98 with some workers throwing in "desperation packages" of assorted gadgets.

#### Moving Indoors

So the boys are going indoors this winter. Department stores, chain stores and farmer markets will all be visited, some on a more

or less permanent basis and others as just one-shots. They will be selling any manner of objects associated with pitch and demonstration techniques. While the larger department store outlets will be charging as high as 40 per cent of the gross, this is the exception rather than the rule, for the chain store average of 25-35 per cent prevails thruout the industry. For years the dominant rental was 30 per cent, and the increase to 35 per cent was a stiff one, compelling the boys to turn over considerably

more merchandise to make the desired three-times-cost retail price. Once the gross is attained the worker then lays out his 35 per cent for rent, more for garbage disposal, more for his living expenses and food, and on down the line. It's a tough row to hoe. The markup runs higher, however, on products having a chemical element, such as miracle glues, foot powders and so on.

The term, the boys, is, of course, an all-inclusive one because the pitch clan includes a considerable number of women. Many of these workers are adaptable enough to switch from object to object, altho there are some who prefer to specialize. In this fashion it is uncommon to find coil workers—salesmen of static elimination coils—also working other items. The same situation applies for medicines, and in many cases kitchen gadgets.

(Continued on page 69)

## Watches Still High As Profit-Makers

By IRWIN KIRBY

**O**F ALL the merchandise items available in the low-price field, the most alluring, profitwise, is watches. Men's watches, women's watches, new ones, reconditioned ones, wrist and pocket timepieces, and a wide variety of gimmick models all are available to earn profits both during the outdoor and indoor seasons.

In catering to a market that responds to low-price overtures, the storekeeper (or street salesman,

auctioneer, concessionaire, etc.) is always faced with a decision regarding name brands. Nationally advertised watches, factory fresh, cannot be had below the \$20 level if they are of major brands. There are two obvious ways to stay within the line: Make use of reconditioned famous brand pieces, or dependable non-branded merchandise.

While many outlets have decided opinions favoring one of the aforementioned courses, many favor

(Continued on page 65)

# CHRISTMAS SPECIALS - REAL MONEY MAKERS



**HARRIS SPECIAL**  
**4-PIECE CAMEO & BRILLIANT**  
**STONE JEWELRY SETS**  
 Necklace, Earrings & Flexible Bracelet  
 to match. 24 kt. gold plated. Satin  
 lined Gift Box.  
**\$12.00 dozen**  
**\$1.50 sample set**



## MEN'S 11-PIECE WATCH SET

Consists of yellow Goldtone Watch with metal  
 Goldtone Expansion Band to match. Retractable  
 Ball Point Pen & Pencil Set, Wallet, Gold-  
 tone Pocket Lighter, Cufflink & Tie Slide Set,  
 Money Clip & embossed, hinged silk-lined box.  
 Service Guarantee included.  
**\$6.50** set complete  
**SAMPLE SET \$7.50**

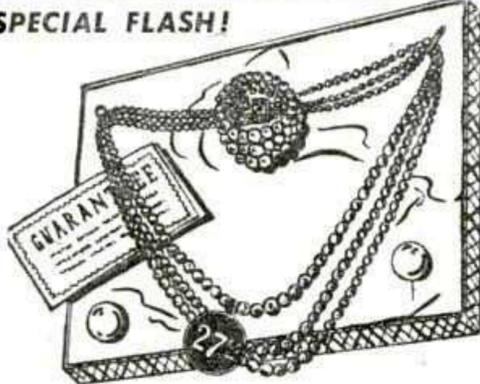


**Lord's Prayer Cathedral Pen**  
 Read the Lord's Prayer  
 magnified thru lens at  
 top of Pen.  
**\$6.00 per doz.**



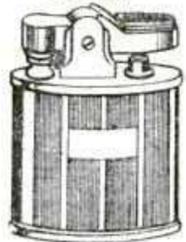
**ELECTRIC DRY SHAVER**  
 Ideal for Men and Women  
**\$21.00 Dozen**  
**Sample \$2.00**  
 With guaranteed ticket and price tag.

### SPECIAL FLASH!



**PEARL SET, \$8.00 DOZEN**  
**Sample Set \$1.50 Postpaid**

### Fully Automatic CHROME POCKET LIGHTER



**\$3.50** Per Dz  
**\$39.00** per Gross  
**ENAMEL POCKET LIGHTERS, \$4.50 Doz.**

## TREMENDOUS VALUE!

Multi-Color Desk Companion Ensemble

**4** Ball Point Pens and Desk Stand  
 Red Green Blue Black  
**\$4.50** Per Doz Sets

\$45.00 per gr.

**SELLS ON SIGHT!**

A wonderful gift and a practical and useful item for every-  
 one. Red Pen writes Red, Green Pen writes Green, Blue  
 Pen writes Blue and Black Pen writes Black. Desk Stand  
 Bases—Black. All sets fully guaranteed and individually  
 boxed.  
 Sample sets, \$1.00 postpaid. Send for latest price lists on  
 other items.



## MECHANICAL JUMPING FLIP DOG

Large Size—Very Beautiful Colors—  
 Individually Boxed  
**\$3.50** per doz. **\$36.00** per gr.

**MECHANICAL TURN OVER CATS**  
**\$4.50** per doz.



## SANTA CLAUS SNOW MAN SALT & PEPPER SET

Beautiful red and white colors.  
**\$4.00** per dozen

**SPECIALY PRICED**  
**\$5.50**  
 PER. DOZ. SETS



### SEASON'S GREATEST VALUE

Most Sensational Pen Deal in Years.  
**SIX PEN POCKET SECRETARY SET**—  
 Including:

- (1) Six Retractable Ball Point Pens. New Top-Action Pens, Assorted Colors, Red, Green and Blue inks.
- (2) Leather Grain, Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.
- (3) Standard Memo Pad, handy & replaceable. This set is popular with every man both in business and socially.

All Pens Fully Guaranteed.  
 Sample Set \$1.00 Postpaid.

**\$57.00 per gross**



### MEN'S WATERMAN SET

Men's 7-piece Waterman's Retractable  
 Ball Point Pen Set complete with Cuff  
 Links, Tie Bar and Money Clip. 24 carat  
 gold plated. Metal silk lined Gift Box

**\$2.50** per set

### MEN'S JEWELLED GOLD TONE WRIST WATCH

Expansion Band to  
 match

**\$3.50** each  
**\$39.00** per doz.

### LADIES' GOLD TONE WRIST WATCHES

With Expansion Band  
 to match

**\$4.00** each  
**\$45.00** per doz.

Add \$1.00 each for sample Watches.



## The New MIRACLE CROSS & CHAIN

With magnified Lord's  
 Prayer in center of  
 Cross. Each Cross in  
 beautiful box. As-  
 sorted colored stones  
 This makes a beauti-  
 ful and practical gift

**\$5.00** doz.



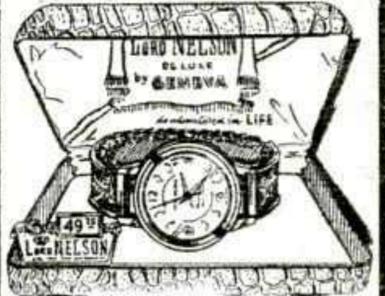
### 7-Pc. MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—  
 Watch & Expansion Band to match. Advertised  
 in Life magazine, powerful seller. Choice of  
 Key Chain or Metal Gold Tone & Pencil Set.  
 Tremendous value.

2 Year Service Guarantee

**\$4.50** per set **\$51.00** per doz. sets

SAMPLE SET, \$5.50 POSTPAID



### Lord Nelson, Windsor & Mercury waterproof, shock-proof, anti-magnetic MEN'S WRIST WATCH

With split second hand, stainless steel  
 back and combination leather and metal  
 Expansion Band. Advertised in Life  
 magazine. Boxed with \$49.75 price tag.

**\$6.00** each **Sample \$7.00** postpaid  
**\$69.00** per doz.

### MUSICAL JEWEL BOX

4"x5"x6 3/4"—All hand painted, velvet  
 lined with back mirror included. Key  
 with each box.

**\$3.50** each



### CHROME LIGHTER AND PEN SET

Ronson Type Lighter and Retractable Ball  
 Point Pen and Pencil to match—Gift  
 Boxed.

**\$8.00** per dozen



## SPECIALS

- TEN COMMANDMENT BRACELETS . . . . . \$ 5.00 per doz.
- 6" X 12" CRUCIFIXES . . . . . 5.50 per doz.
- PLASTIC SET NATIVITY . . . . . 2.50 per doz.
- LADIES' CLUTCH WALLETS WITH ZIPPER AND CHANGE PURSE . . . . . 6.50 per doz.
- TABLE OR DESK LIGHTERS 10 DIFFERENT STYLES . . . . . 9.00 per doz.
- LADIES' PEARL BEADED BAGS ASST. STYLES . . . . . 21.00 per doz.

25% deposit required—money order or cash  
 We Ship Same Day We Receive Order. We Ship All Over the World

# HARRIS NOVELTY COMPANY

1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.  
 Phone: Market 7-9848—WA 2-6970 Send for Latest Catalog

**this week's**

**BEST Merchandise BUYS**

**PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.**

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

**SELL THESE BIG, POPULAR MONEY MAKING ITEMS FOR CHRISTMAS...**



**THE COLORADOAN**

Out of the West comes this very beautiful envelope bag. Lifetime wear. Stylish thru all ages. Hand-laced, handsomely carved in lovely floral scroll, also lined. A big favorite with the women.

- No. 170—10 x 7 1/2 ..... Wholesale ..... \$6.50
- No. 71—6 x 8 x 3 ..... Wholesale ..... \$3.50
- No. 72—4 1/2 x 8 x 2 1/2 ... Wholesale ..... \$2.50

**TOOLED CLUTCH BAGS**

- 6 inch ..... \$10.80 doz.
- 8 inch ..... \$16.50 doz.



- 1 1/2 inch Trophy Belts, top quality, tooled leather, sizes 22 to 48 ..... \$6.75 doz.
- Assorted Nickel Silver Buckles with western motifs ..... \$7.75 doz.



**1958 SENSATION LIFETIME COIN PURSES "MITE MIDGET"**

OVER 1,000,000 sold to date. The famous "MITE MIDGET" is a big profit item. Extra deep embossing, extra long zipper, extra neat hand lacing, authentic western design. On attractive counter display.

- 3 1/2" ..... \$3.75 doz.
- 4 1/2" ..... \$5.75 doz.

**ATTENTION, BONA FIDE WHOLESALERS & JOBBERS**  
If you are well rated, will ship samples of these and other red hot leather goods numbers on memo with jobbers' prices; if not rated and you are a jobber, \$25.00 will bring you outstanding samples (returnable).

**Atlas Novelty COMPANY**

**FREE — ILLUSTRATED CATALOG — WRITE**

All Our Products Are American Made From Top Quality GENUINE WESTERN COWHIDE LEATHER NOT To Be Confused With Imitations. We Are the West's Largest Distributor of Hand-Tooled Hand Bags.

ORDERS FILLED SAME DAY RECEIVED

Open account to well-rated concerns; otherwise send money order.

1128 16th ST.

DENVER, COLORADO



**HOLIDAY PARTY FUN!**

Every Bartender, Storkkeeper, Barber, and Clerk is a potential customer. An easy sale when outfit is shown. This merchandise is also a big seller to the stores for resale. ORDER YOUR SAMPLE SET AT ONCE. BE THE FIRST IN YOUR TERRITORY.

- 1 Rayon Vest, Red, White & Blue with Happy New Year Designs and wording.
- 1 Novelty Rayon Tie with metal clasp.
- 1 Satin Derby Hat.
- 1 Merry Christmas Banner, Non Flameproof.
- 1 Happy New Year Banner, Non Flameproof.
- 1 Merry Christmas Banner, Flameproof.
- 1 Happy New Year Banner, Flameproof.

WE WILL SEND PREPAID TO JOBBERS & SPECIALTY SALESMEN ONE EACH OF ABOVE ITEMS UPON RECEIPT OF \$5.00.

Eagle Specialty Co.

2234 114th St. Akron 14, Ohio

Mfg. of party hats, horns etc.



No. 75

**FRINGE MERRY CHRISTMAS BANNER**  
A white fringe Merry Christmas banner printed in red and green. Top of banner is sewed with cloth leaving extra ends for lacing. Size of banner is 10 feet long and 18 1/2 inches wide.



No. 76

**FRINGE NEW YEAR BANNER**  
A white fringe Happy New Year banner printed in red and blue. Top of banner is sewed leaving ends for lacing. Size of banner is 10 feet long and 18 1/2 inches wide.

**X-MAS SPECIALS!**

**LADIES' NYLONS—FIRST QUALITY \$4.80 per doz.**  
in five doz. lots. Sample box \$1.35 postpaid.

**MEN'S TIES—IMPORTED FABRICS—SILK & COTTONS LATEST STYLES—\$1.50 Seller \$6.75 per doz.**  
Sample 75c postpaid.

**MEN'S QUALITY FLANNEL SHIRTS ASSORTED PATTERNS \$15.75 per doz.**  
Sample Shirt \$1.50 postpaid.

FREE 32-PAGE CATALOG

**I. WOLFMARK**

931 W. Roosevelt Road, Dept. BB Chicago 8, Illinois

**FREE!**

Weinman's Bonus Offer Rhinestone



**RING WATCH FREE**

With any order of \$49.00 or more. Limited time only—while supply lasts. (This portion of ad must accompany your order.)



**WATCH VALUES** **BULOVA! ELGIN!**  
**BENRUS! GRUEN! WALTHAM!**  
NEW STYLES

**SPECIAL**

- .22 Cal. Gas Powered Pistol Set, complete with target, pellets and powerlet tube. BB1 .... \$13.95
- .22 Cal. Gas Powered Rifle. BB2 ..... 11.85
- 25 In. Walking Doll with rooted pony tail. BB3 ..... 7.25
- F.O.B. Terre Haute—Postage Extra. Send 25% Deposit With C.O.D. Orders

**LEVIN BROTHERS**  
Established 1886  
TERRÉ HAUTE, INDIANA

**PITCHMEN—AGENTS**  
A NEW FAST-SELLING NUMBER

**TROUSER REASER**  
ALWAYS NEATLY PRESSED EVERY MORNING  
Only \$1.49 per pair  
SAVES PRESSING BILLS  
Every man will buy from 1 to 3. Women buy them for men—you can't miss. \$9 doz. prepaid; sample carton of six will be mailed for \$5.00.  
SOUTHERN SALES COMPANY  
Box 804, Dept. B, Oklahoma City, Okla.

**FUR COATS**  
Low Priced! Big Profits!  
JACKETS CAPES • SCARFS  
ALL GENUINE FURS  
Our new 1959 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG plus details of our very popular remodeling service. Satisfaction guaranteed or money refunded. Prompt deliveries.  
H. M. J. FUR CO. 150-B W. 28th Street New York

**WEINMAN'S**  
182 S. MAIN ST. MEMPHIS, TENN.

**DISTINCTIVE WALL PLAQUES**  
for Gift & Dept. Stores

We offer modern unique designs, and many of the old favorites. Washable colors, modern packagings, the right price and unsurpassed workmanship make our product sell over any counter. Let us prove it.—Rush \$10.00 for sample assortment prepaid. Retail value \$22.00.

Order today—Satisfaction Guaranteed  
**PLASTER CRAFT CO.**  
116 W. Wood St. Lowellville, Ohio  
Distributors wanted in Southern and Eastern States. Send for Price List.

GIVE TO DAMON RUNYON CANCER FUND

**ATTENTION, ALL COIL WORKERS**

The new Spit-Fire Coil and also the Spark-Master. You can go over your old territory with the new Spit-Fire—it has a new shape, different colored box. Increase your business with this new Spit-Fire Coil. Lots of stock on hand. You never have to wait. Orders shipped out the same day as received. Not plastic or porcelain, but genuine bakelite that will not burn or streak. Carbon resistor in all coils. \$5.50 Price on Box.

**HAROLD NEWMAN**  
PHONE—WRITE—WIRE FOR PRICES

**UNIVERSAL IGNITION CO.**  
New Address: 2556 W. LAWRENCE AVE., CHICAGO 40, ILLINOIS  
Shop Ph.: Longbeach 1-3499 Home Ph.: Rogers Park 1-6475

**BEST IN ...**  
★ QUALITY  
★ SERVICE  
★ PRICE

**LAMPS**

16" tall Vanity Lamps with FIBERGLASS Shade. Asst. Colors. Crystal Base.  
**\$1.20 Ea.**  
in doz. lots (Min. order)  
SAMPLE \$2.00 prepaid.

Closeout While they last  
28" Table Lamps  
Asst. Bases with Shades, \$2 ea. in doz. lots. (Values to \$10)

Write for Bargain Flyer.  
25% dep., bal. C.O.D., F.O.B. Chicago.  
**CAMBRIDGE PRODUCTS CO.**  
1451 W. Irving Park Rd., Chicago 13, Ill.

**50 YEAR ANNIVERSARY "FABULOUS CLOSEOUT"**

1500 Doz. Neckwear, \$7.50, \$9 & \$10.50 Mds. (Wide shape)  
To Be Sold At Only  
**\$2.25 Doz. \$24.00 Gr.**  
Special Price for Entire Lot.

All Silk Imported Neckwear—New Shape  
**\$8.50 Dozen**  
**HARRY LEINKRAM**  
915 Broadway  
New York 10, N. Y.

**INDISTINGUISHABLY NEW**

**BULOVA—BENRUS ELGIN—GRUEN, ETC.**

FACTORY ORIGINALS. 30 day money-back guarantee. Boxed & G.F. Ex. Band.  
15-J \$9.95—17-J \$10.95  
**JOHN A. HYATT, 1331 N. E. 211th St. North Miami Beach, Florida**

**Egyptian Cubits**  
The GAME With A BRAIN T.M.  
**CLEOPATRA KNEW**  
"THE SECRET OF CHARM"  
Prognosticate—Foretell the Future

OUT OF ANTIQUITY. Up from the dim, dusty, quiescent past, down the infinite space-ways of the endless centuries, to our time, came EGYPTIAN CUBITS. Used by the "ANCIENT ONES" in the SECRET TEMPLES to PREDICT what's your FORTUNE. TELLING 373,248 intelligent answers to Charm, Love Courtship, Marriage, Happiness, Health, Family, Children, Security, Friends, Travel, Vacations, Faith, Power, Fame Career, Savings, Promotions, Investments, Inheritance, Luck, Money, Wealth, Success. **KNOW YOUR DESTINY.** For a complete set of EGYPTIAN wood CUBITS (prepaid) send 2 Dollars to

**DESTINY MFG. CO.** 304 Mendota St. Pittsburgh 18, Pa.  
"Bank References on Demand"

**RUBBER REINDEER INFLATES**  
with loud squawker. First quality—fresh stock.



doz.  
Small ..... \$1.80  
Medium 19" ..... 4.50  
Large 24" ..... 6.25  
Extra Large 36" ..... 12.75

We highly recommend these reindeer. They are well constructed of heavy, airtight, double-seam rubber with rubber plug. Stock up early. Special price in gross lots.

**WIND-UP MECHANICAL ACTION TOYS**

 **Jumping Fur Dogs, \$3.00 dz.**

 **Roll Over Cat w/Ball, \$3.50 dz.**

 **Boy on Bicycle, \$3.50 dz.**

Santa on Bicycle	.....	\$3.50
Drinking Bear	.....	6.50
Winking Bear	.....	6.50
Large Plush-Covered Walking Cat w/Ball	.....	6.50
Large Plush-Covered Walking Dog	.....	6.50
Large Plush-Covered Begging Cat w/Ball	.....	6.50
Crawling Baby—attractively dressed, assorted colors	.....	6.00

Special prices in gross lots.

**SANTA HURRICANE LANTERN**  
with 3-way switch



**\$4.80 dz.**

**BALLOONS**

Spiral Balloons	.....	\$5.50 gr.
Rudolf Red-Nose Reindeer	.....	7.50 gr.
Tiger Cat Balloons	.....	6.75 gr.
2-in-1 Balloons (with inside mouse head)	.....	6.75 gr.
Star Balloons	.....	6.00 gr.

Minimum order \$10.00.

Terms: 1/3 deposit w/order, balance C.O.D., F.O.B. N. Y.

**SCHATTUR NOVELTY CO.**  
144 Park Row New York 7, N. Y.  
Phone: COrtland 7-8986

**MAN! THESE SELL LIKE CRAZY! CHRISTMAS TREE LIGHT SETS**

Sure-Fire Profit-Makers All Winter Long!



Show these lights anywhere—to anyone... and watch the sales and profits pour in! Imported color candelabra, mirror finish, clips, add-on, etc.

<b>\$2.98 Seller!</b> 15-LIGHT INDOOR SET your price \$1.80 in lots of 20 SAMPLE: \$2.00 25% deposit—Balance C.O.D.	<b>\$4.50 Seller!</b> 15-LIGHT OUTDOOR SET your price \$2.50 in lots of 10 SAMPLE: \$2.75
---	--

**FREE CATALOG** of other light sets, bulbs, tree ornaments, icicles, sno-bombs and accessories.

**LOOP STAR SALES**  
1543 N. Milwaukee Ave.  
Dept. B-2, Chicago 22, Ill.

**Sell IMPORTED PAINTINGS!**



Genuine works of art. NOT pictures. Hand painted by master artists on silk canvas. Beautiful landscapes, birds and florals (full colors). Full 15"x18" size framed in real hand-carved cedar. Genuine paintings. Not silk screened. Look like \$50 value. Folks snap up these bargains. Sample \$2.50 post-paid (refundable). FREE details.

**HREBENYAR CO.**  
4436-W Hamilton Scipio Rd.  
Hamilton, Ohio

**DEMAND SOARS**

**Appliances Come Into Own Season**

WITH the winter buying season rapidly approaching, appliances are one of many merchandise facets to be getting increased attention.

During the summer there is always an emphasis on toys and jewelry, sometimes to the detriment of the deserving appliance trade, wherein excellent mark-ups can be attained by premium people, game operators, home salesmen and storekeepers. The diminishing outdoor amusement activity, which departs with the arrival of cold weather, brings other forces into play.

Cold weather is a partner of the Christmas season, seemingly covering only the Christmas-New Year's week but actually spreading over the entire period from October thru January. Countless millions of dollars are turned over in purchases during this stretch of weeks, and much of the sale in higher priced items; that is, those out of the customary \$5 ceiling, takes place then. Appliances, those useful household electrical items, are in the fore.

At first thought it might appear that a short listing of items covers the available appliance range, but the list grows and grows until it is

evident that a terrific number of pieces can be displayed without repetition. There are steam and electric irons, toasters, scalp and body massagers, blenders, hair-cutting sets, stand-up and hand mixers, coffee makers, saucepans, fryers, broilers, vacuums, floor polishers, fans, air conditioners, radios, television sets, electric blankets, power tools, shavers and many others.

In the appliance field there is more brand-consciousness than in many other merchandise phases, and nationally advertised products in many cases sell as low, or nearly as low, as non-branded items. Some of the more well-known brands offering mark-ups are Westinghouse, Oster and Dormeyer. Oster's hair dryer wholesales at around \$12 from the jobber, as does the hand massager. Osterizer blender is \$32; Dormeyer's is under \$21. Non-branded items are 10 to 20 per cent cheaper.

**Hair-Cutting Set**

An attractive piece for home use is the hair-cutting set. This contains virtually all needs for family grooming and is therefore a good piece for store demonstration. It (Continued on page 67)

**Watches Still Profit-Makers**

• Continued from page 62

both. It almost goes without saying that the salesman making such a decision has a fantastic variety of watches at his disposal.

In quantity, the rebuilt jobs run as cheaply as \$6.50-\$7. Now this is dirt cheap for timepieces bearing such established labels as Bulova, Elgin, Benrus, Waltham and Gruen, and mark-up possibilities come to mind without straining the imagination. But persons attracted by that price range are not, of course, limited to the rebuilt. Without going over \$7 they can obtain such brand-new merchandise as the following:

Man's chronograph wristwatch (calendar) for \$5.95 boxed, or \$5.50 without box.

Man's watch with sweep second hand and expansion band, in white or yellow, at \$3.95.

Woman's boxed jewelry set with necklace, earrings and watch, in quantity at \$4.50.

Man's boxed set with tie bar, cufflinks, moneyclip and one-jewel watch for \$3.95.

There are many more items in the cheap watch field, all of which are flashy and dependable. But this, of course, is not to the detriment of the rebuilt, which many salesmen have found to sell very well without resorting to misrepresentation. What heat there has been was the result of selling a rebuilt and proclaiming it as new. In recent seasons it has been found just as profitable to come out openly and sell the item for what it is, a reconditioned timepiece, stressing such sales points as new expansion bands, watch cases, crystals, faces, and cleaned works. An accomplished talker can build the resultant product into a watch virtually better than new and, incidentally, turn it over at a satisfying mark-up. Since the branded watches are mentally associated with prices from \$50-\$100, the wholesale price can be trebled with little consumer resistance. Where the watch is a game prize, it is even more valuable since it is on display and requires no sales talk.

**Good Non-Brand Items**

In the non-branded field there are exceptional values in imported jeweled movements. Lowest priced pin lever watches (one jewel) are

serviceable for about a year with no problems. Jewel lever movements (seven jewels and up) are absolutely dependable for 25-30 years and can be used for any purpose. Pricewise, the offerings are impressive. Such as a 17-jewel woman's model with gold-filled case and band, boxed, for \$8.95. This is about as low a wholesale price as one can find for 17-jewel timepieces. There are equal values in the low-priced men's 17-jewel model. These start at \$9.95.

Gimmick watches have moved to the fore in the personalized jewelry field. Many years back the lapel watch adorned many women's garments and was the first big-selling novelty piece. But today, with low-priced circular movements available, the little timepieces appear in a variety of settings. A man's 17-jewel ring watch is \$11.75. In a lighter, the watch costs \$9.50. In a cufflink, \$7.95 and \$13.95, depending on whether one or seven-jeweled. The small movements are also snapped onto women's pocketbooks, set in men's tiebars (a variety of styles), and in women's revolving brooches. Lapel rhinestone watches are \$6.50 (one-jewel) and \$12.65 (17 jewel).

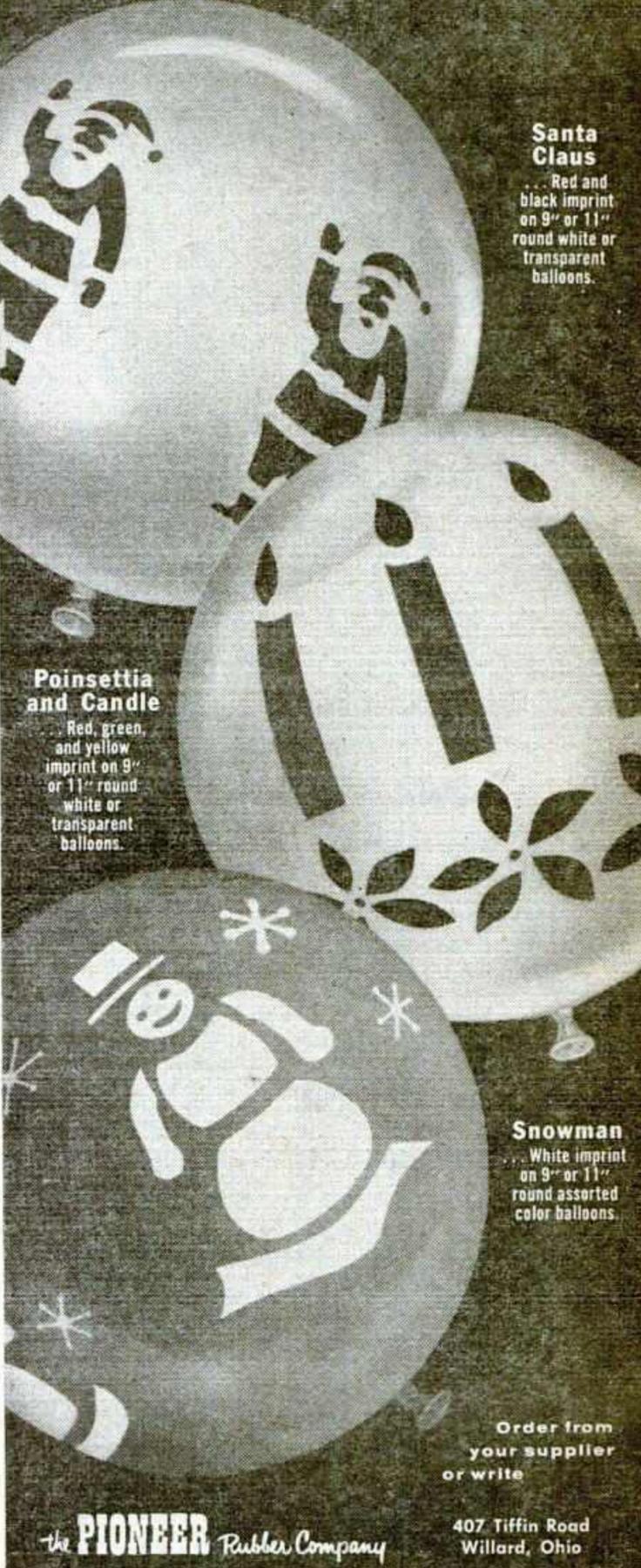
In automatic timepieces the field starts at \$11.75, with a black-faced model available at the same price. It is jeweled, shockproofed, water resistant, anti-magnetic and has an unbreakable mainspring.

Other price leaders include the 21-jewel man's waterproof watch, \$13.75 in white and \$15.75 in yellow. Ladies' 25-jewel starts at \$14.65 for the bangle wristwatch. For a good seven-jewel woman's watch, gold filled and with plenty of rhinestones, prices start as low as \$7.95.

As can be seen, the wholesale prices of new and reconditioned watches are much the same. A fully stocked inventory offers the outlet no end of possibilities for salesmanship since if a customer does not react to a good non-branded watch he may be impressed with a Gruen, Bulova or some other such nationally advertised and recognized brand, or vice versa. Either way the clever salesman will know how to turn this preference to his own advantage and profit.

**Christmas Shopper SPECIAL!**

**Qualatex<sup>®</sup> Sprayed Balloons**



**Santa Claus**  
Red and black imprint on 9" or 11" round white or transparent balloons.

**Poinsettia and Candle**  
Red, green and yellow imprint on 9" or 11" round white or transparent balloons.

**Snowman**  
White imprint on 9" or 11" round assorted color balloons.

Order from your supplier or write

**the PIONEER Rubber Company** 407 Tiffin Road Willard, Ohio

**GIVE TO DAMON RUNYON CANCER FUND**

**this week's**

# BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

## Cel-Max Smash Hits

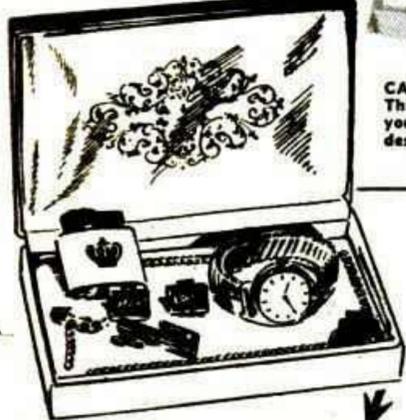
FOR PROFITABLE CHRISTMAS SELLING

Sparkling Elegance for Christmas Variety.

### Boxed Jewelry Sets

**\$12.00** Sample, **\$1.50** DOZ.

Hand-set sparkling stones, simulated pearls. Earrings • Bracelet • Necklace in dazzling satin-lined gift box! 24-K gold plated.



### Men's 24 K Gold-Plated WATCH SET

**\$4.75** Set

A volume seller for fabulous profits! Smart Watch with matching Cuff Links • Tie Bar • Key Chain and Lighter! Assorted Styles.

Min. order 12 (Less than 12, \$4.98 set)

LOADED with Sales Appeal

Get on the Cel-Max "gray train"—fast sellers—profit-makers to keep your business moving! Get on the Cel-Max mailing list for other sensational offers!



CASH IN this Christmas with CEL-MAX! This amazing Jewelry offer can make your year a BIG success! All fashion designed—sell on sight!

### The STARFIRE for Rocketing Sales This Christmas! Ladies' Boxed WATCH SET

**\$6.95** Set

Min. order 12 (Less than 12, \$7.95 set) Exquisite set includes distinctive watch with necklace and matching earrings in crystal with replica pearls, Hamilton gold plated. PLUS ball point pen with shimmering rhinestones! Presentation case is lined and lovely! Write for two catalogs. 25% cash with all orders, bal. C.O.D. All merchandise shipped F.O.B. Memphis.



CEL-MAX, Inc. 582 So. Main St. MEMPHIS, TENN.



### SPECIAL

Beautifully Boxed

Rhinestone Watches **\$7.95**

17-Jewel, \$8.95

Latest style rhinestone or plain cases. Famous make 7-jewel movements, rebuilt and GUARANTEED like new! Smart stretch band! Sensational profit makers!



### 3 in 1 COMBINATION

APPEALS TO ALL AGES & BOTH SEXES!

1. TIE CLASP
  2. PEN KNIFE
  3. MONEY CLIP
- & MANY OTHER USES



- Space for monogramming and personalizing!
- In Velvet gift box ideal for holiday season!

No need to "push." Just wear and use it... everyone will want one! Yellow gold-like finish guaranteed not to tarnish. Highly styled to fit any apparel. Handy pocketbook item for women. Clasp to attach to chain.

**\$7.20** per doz.

SAMPLE **\$1.00**

25% dep. with order, balance C.O.D.

Enclose payment in full.

CUTTLER & COMPANY, INC.

928 Broadway, New York 10, N. Y.

### 3 HOLIDAY SPECIALS FRUIT CAKE



... chock-full of Nuts and Fruits! **\$8.75** doz. The Finest Quality Ingredients. **\$8.25** doz. Packed 1 Dozen to Carton. 2-Lb. Tins. in gross lots. A 5-Lb. Tin of Rum & Brandy Nut Fruit Cake—**\$1.80** ea. in dz. lots. **\$1.65** ea. in gr. lots.

### CHOCOLATES



Nine varieties of Pure Coated Chocolates in each box. 1 1/2 lb. box Chocolate, Xmas wrapped. Retail at \$3.00.

**\$9.60** Dz. **\$9.00** Dz. in Gross Lots

### IT'S NEW--IT'S TERRIFIC 4 IN 1 DESK PAL



• Letter Opener • Ruler • Ball Pen • Desk Set • Refillable • Beautifully Individually Boxed

• All Pens Guaranteed Your Cost \$2.00 Dz. Sets. **\$22.00** Gross Sets

We carry a complete line of 1001 other Gift, Toy, & Novelty items. 25% dep. required, bal. C.O.D. We ship same day we receive orders. All our prices Net F.O.B. N. Y.

### SENSATIONAL LOW PRICE

ALL WATCHES GUARANTEED NATIONALLY ADVERTISED

ONLY **\$2.85** ea.

Strap Band as shown **\$3.10** Expansion Band

Shipped 12 to a carton. Send \$34.20 plus 50c postage, or \$37.20, for Expansion Band plus 50c postage. Sample add 50c.

LADIES' WATCHES **\$3.75** AVAILABLE Strapped or \$4.00 with Expansion Band

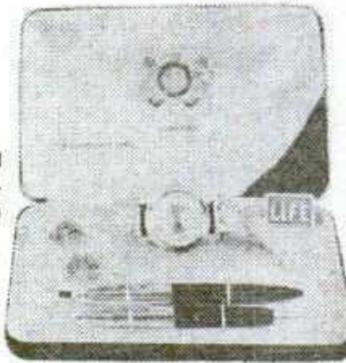
7 PC. MEN'S WATCH SET

ONLY **\$4.25**

Complete in Metal Gift Box

Shipped 12 to a carton. Send \$51.00 plus \$2.00 Postage. Sample \$1.00 extra. Rated firms 30 days net.

LADIES' SET **\$5.25** AVAILABLE Set w/exclusive Jewelry



At least 25% deposit on all orders. Bal. C.O.D., F.O.B. N.Y.

PENGUIN IMPORTING COMPANY 37 West 47th St., New York 36, N. Y.

### MIRACLE ALL PURPOSE KNIFE WITH DOUBLE-CUT BLADE



Made of Swedish Tool Steel in Solingen, Germany **OUTSELLS ALL KNIVES WHEN SEEN**



Only **\$3.00** set of 6 knives. Stainless Steel

Meinhardt Import Co., 4333 N. Pulaski Rd., Chicago 41, Ill.

A terrific knife premium, gift and prize. Bought in hundred and thousand quantities. Very handy in the kitchen for cutting needs, from frozen meats, hams, roasts, hard bread, fish and even bones. Nothing like it—patented diamond cutting teeth that stays sharp always. Size 12 inches; retails \$3.95. Price \$21.00 dozen—2 for \$5.00 for cash with order samples.

### SOLINGEN STEAK KNIFE SETS—GIFT BOXED

Just arrived for volume buyers—beautiful mirror polished silver-like handles with fine serrated keen cutting blades of stainless steel. First time offered at this low price to quantity buyers.

### DEMONSTRATORS, PITCHMEN SPECIALTY SALESMEN AUCTIONEERS

Make **BIG** Money with the **FAMOUS ORIGINAL KOPEEFUN**

NOW, for the first time, you can buy direct from factory and make your own deal. Your take can be as much as \$400 to \$700 a week. Set up your own spots at auctions, stores, fairs, shows, etc. Terrific fall and Xmas item! KOPEEFUN stops and holds the crowds when you "create" thousands of cartoons. Fabulous "turns" every time.

Over **220%** gross profit! Sells for 50c—your cost only 15c ea. Send check or money order at once—\$21.50 gross, F.O.B. Elizabeth, N. J. Sorry, no C.O.D.'s. (Samples 50c.) **EMBREE MFG. CO., ELIZABETH 4, N. J.**

### DEALERS—JOBBER

CASH IN ON THIS SPECIAL PRECISION TOP-ACTION "THE FEATHERLITE" BALL PEN

W/Precision Ink View Refill **\$14.40** NOW ONLY

Imprinted as you like it. \$13.00 per 100. Refills \$3.50 per 100 or \$32.00 per 1000.

Many other styles. 25% Dep., Bal., C.O.D. Write for Catalog to

**COASTLINE PEN CO.**

23 W. 38th St., New York 18 LI 4-1740

### TIES @ \$6 dz. CASH PROFIT

Top values—Direct from Manufacturer. Biggest assortment of new designs! Finest Fabrics—in Hand Blocked Prints and woven effects. Up to \$2.00 values.

**\$6.50** dozen 3 Dozen: \$18.00 Other items. Cash in on 100% profit now!

**EMPIRE CRAVATS** 656 Broadway, Dept. B New York 12, New York

### TREMENDOUS PROFITS with Hagens

**EXCLUSIVE TEAR-GAS PENCIL!** 100% PROTECTION

SELLS EASY TO THEATERS, SERVICE STATIONS, STORES, BAR-CAFE WORKERS, BANKS

This Tear-Gas Pencil discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast; leaves no permanent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$3.95 for complete demonstration kit of Automatic Tear-Gas Pencil, 10 demonstrators & 3 Tear-Gas Cartridges. Not sold to minors. **HAGEN SUPPLY CORP.** Dept. BB 108 St. Paul 4, Minn.

### SYDCO INDUSTRIES, INC.

624 Broadway, New York 12, N. Y. AL 4-6666

### FOREIGN COIN PROMOTIONS!

Coins and Bills from 1/2¢ up Send for FREE Catalog or \$1 Sample Kit

**ROYAL COIN CO., INC.** 47-B West 46th St., New York, N. Y.

### BEAUTIFUL CROSS



**MIRACLE CROSS**  
When you place the center to your eye you can see the

**A REAL MONEYMAKER**  
-999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish.

**LORD'S PRAYER**  
clearly and distinctly.

**\$4.75 Doz. \$54.00 Gross**

-999-G. Same as above. Sells on sight in beautiful gold finish.

**\$6.00 Doz. \$66.00 Gross**

No. 877  
**A Real Money Maker**  
**\$3.00 Doz. \$33.00 Gr.**



**WARRIOR HEAD**  
**\$4.50 DOZ. \$51.00 GROSS**



Rated wholesalers, write for samples.  
**PROVIDENCE RING COMPANY**  
49 Westminister St., Providence, R. I.

### Demand Soars

• Continued from page 65

has hair clippers, barber shears, comb, neck brush, neck apron, special clipper oil, five comb attachments for the clipper and instructions. Boxed and weighing three pounds, it is a \$12 wholesaler. A \$6.50 version contains clipper, shears, comb, attachment for crew-cuts and instructions.

An example of the disparity between brand and non-brand appliances is in coffee makers. While one big-name item is a \$14 wholesaler, a non-brand one is \$4.75. The cheaper one is non-automatic, in aluminum, black plastic handles and stand. The branded one makes three different strengths of coffee at a touch, has signal light, second selector for warming or brewing, no-drip pouring spout, decorated aluminum finish, and automatically keeps coffee warm after brewing. Both have display flash but as can be expected, the costlier one is a more complex machine.

The same price difference holds in round deep-fry cookers (\$7.50 versus \$14) and other electrical home items.

Also in the coffee vein, for patrons who might be attracted by big samovar-like units, there is a \$20.50 model of European design, with period engraving and a 12-cup capacity. It is a four-piece unit, consisting of samovar coffee percolator, serving tray, creamer and sugar bowl, all in matching metal finish. A 10-cup model of more sleek, modern design is \$18.85. A big 30-cup percolator is \$25, which is fully automatic and has swinging handle and spigot outlet.

### Leather Goods

• Continued from page 61

purses—an endless assortment, all in top grain cowhide.

Men's wallets in alligator-styled vinyl are as low as \$3.60 a dozen, with most of the features found in better billfolds. The genuine leather ones start at \$6 a dozen. Gift boxed, they have two currency compartments, one with zipper; card pockets, removable leather pass case and hand-turned edges. For \$12 a dozen is one in choice of black, brown and chameleon, which also has zippered change and billfold pockets and secret compartment. Vinyl women's wallets can be had in a \$3.60 dozen assortment with varied colors and embossings.

**SAME DAY SHIPMENT!**  
**BUBBLE ELEPHANT. \$30.00 dz.**  
**BUBBLE MONKEY. . 36.00 dz.**  
**DRINKING BEAR. . 36.00 dz.**

24" Taffeta Clown, bagged. \$6.50  
Mech. Clown Acrobat, boxed 5.40  
Official Rin-Tin-Tin Pillows 8.00  
4" Plastic Dolls, bagged . . . . .75  
No extra Charge For Samples.  
48 Pcs. (1 dz. ea.) only \$20.65 FOB.

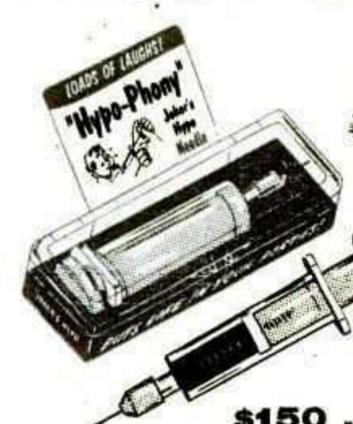
**CLOSEOUTS—All First-Class Stock**  
24" Shaggy Plush Poodle \$24.00 dz.  
23" Giant Seal, bagged . . . 16.50 dz.  
24" TV Choo-Choo Hassock. 18.00 dz.  
40" Taffeta Doll, bagged . . . 12.00 dz.  
Fur Dangle Monkeys . . . . . 3.00 gr.

No Extra Charge for Samples.  
3 each large closeout Toys plus 1 gr. Monkeys—  
**156 Pcs. only \$20.65 F.O.B.**

**REPRESENTATION WANTED**  
1/3 dep., bal. C.O.D. if not rated.  
FREE 3-Color Catalog of 400 items.  
Full line of plush Low End and Slim.

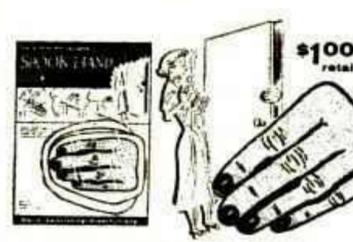
**ACE TOY** 536 Broadway N. Y. C. WA 5-3234

### FAST SELLING LAUGH NOVELTIES!

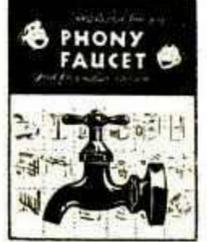


**\$150 retail**

**Sensational "HYPO-PHONY"**  
Fun gag hit of the year! Looks like a genuine hypo, but it's fake. Needle disappears as though it's penetrating skin. Press button and it appears as though it's drawing or injecting blood. Each in plastic box. No. 683—Per Dozen \$9.65.



**"SPOOK HAND"**  
Lifelike plastic hand is a real shocker! Attaches on bathroom doors, car doors, table top, etc. Spine-chilling scare for all who see it. Bubble packed on card. No. 679—Per Dozen \$6.15.



**PHONY FAUCET**  
Realistic chrome plated plastic faucet holds by suction onto the craziest places. Never fails to get laughs. Each on bubble card. No. 677—Per Dozen \$7.20. \$1.00 retail.

**ASK YOUR JOBBER**  
Direct Orders—Add 35c per doz. for postage.  
**TRIAL OFFER ONLY—1 Doz. of Each Item \$23.00 Prepaid.**

**H. FISHLOVE & CO.**  
714 N. Franklin Street Chicago 10, Illinois  
Since 1914—Manufacturers of Novelties That Amuse

### SMART BUYERS!

Take Advantage of These TERRIFIC VALUES!

RETRACTABLE BALL PENS . . . \$ 7.50 gr.  
6 PEN SECRETARY W/PAD . . . 54.00 gr.  
4 PEN DESK SET W/BASE . . . 39.00 gr.  
CIGARETTE PEN, KING SIZE . . 16.50 gr.  
PEN DESK SET, EA. BOXED . . . 18.00 gr.  
CHROME CIG LIGHTERS . . . . . 33.00 gr.  
RAIN BONNETS IN CASE . . . . 5.95 gr.  
"ZIPPO" TYPE LIGHTERS . . . . 45.00 gr.  
10 COMBS IN CELLO PKG. . . . 16.20 gr.  
CLIP POCKET COMBS . . . . . 1.95 gr.  
BRUSH & COMB SETS . . . . . 8.64 gr.  
REG. 2 CELL FLASHLIGHTS . . . 24.00 gr.  
3 COLOR FLASHLIGHTS . . . . 42.00 gr.  
25c STEEL NAIL FILES . . . . . 7.20 gr.  
50c NEEDLEBOOK W/THREADER . 7.20 gr.  
10c-25c ASST. GRAB BAG TOYS . 7.20 gr.  
2-PC. STAINLESS CARVING SETS . 5.40 dz.  
CHROME "FLIP" CALENDARS . . 4.50 dz.  
\$2.00 IMMERSION HEATERS . . 7.20 dz.  
\$2.49 TV ANTENNAES . . . . . 4.80 dz.  
MEN'S NYLON STRETCH HOSE . . 3.00 dz.  
\$1.00 CHINA ITEMS, Ass't. Styles 4.20 dz.  
21 IN. XMAS CARDS, BOXED . . 3.00 dz.  
\$1.00 FRICTION & MECH. TOYS . 6.00 dz.  
CUFF LINK & TIE BAR SETS . . 4.20 dz.  
TEN COMMANDMENT BRACELETS . 4.20 dz.  
MUSICAL JEWELRY CHESTS . . . 33.00 dz.  
LIST FINDER-AUTO TELE. INDEX . 7.20 dz.  
\$1.00 POCKET KNIVES, "Carded" 3.75 dz.  
MUSICAL LIGHTERS . . . . . 30.00 dz.  
"ROYAL GUARD" WALLETS . . . 24.00 dz.  
7-PC. ALUM. CANNISTER SET . . 27.00 dz.  
ROCKET POCKET RADIO . . . . 21.00 dz.  
MEN'S LEATHER WALLETS . . . 4.80 dz.  
NECK & EARRING SETS, BOXED . 7.20 dz.  
"SOVEREIGN" Watches by Bonrus 4.50 ea.  
GIANT HORSE & CLOCK . . . . 6.25 ea.  
100 PC. GIFT ASSORTMENT . . . 50.00

**Every Item a Guaranteed Money-Maker**

Over 40 years of value-giving is your assurance that our prices, item for item, are the VERY LOWEST. 25% deposit or full payment with all orders. All orders P.O.B. stores. For PROMPT SERVICE send N.O. or certified check. Our NEW 1958 CATALOG free with all orders.

**MILLS SALES CO**  
Wholesale Since 1916  
889 BROADWAY, New York 3, N. Y.

### ACTIVE PARTNER WANTED

65-Pssgr.—7-Minute

**"OUTER SPACE FLIGHT"**  
\$3,000 to \$5,000 will buy up to 45% of a \$20,000 business. Contact immediately. Southern route planned.

**SPACE SHIP EXHIBITS, INC.**  
Box 96, Millburn, N. J. South Orange 2-0325

### CLOSEOUTS!!

**WE BUY & SELL FABULOUS CLOSEOUTS**

- Premiums • Gifts • Toys
- Appliances • Novelties
- Notions • Cosmetics
- Perfumes and many others.

Contact us for your needs. When in New York Stop and see us.

**K & R TRADING**  
29 East 20th St., New York, N. Y.  
ALgonquin 4-0250  
Wholesale Distributors of General Merchandise

### COSTUME JEWELRY

**DIRECT FROM THE MANUFACTURER!**

- Miracle Prayer Crosses, boxed \$4.25 dz.
- Men's 3-Rhinestone Rings, boxed 2.50 dz.
- Necklace, Earring Sets, boxed. 6.50 dz.
- Necklace, Bracelet & Earring Sets, boxed. . . . . 11.00 dz.
- 5-Piece Sets, beautifully boxed 1.75 ea.

**MANUFACTURERS CATALOG & SAMPLES PUT YOU IN BUSINESS!**

Sell from our beautifully illustrated catalog. You'll find more than 250 large pictures of Men's and Ladies' jewelry sets, watches and watch sets, earrings, scarf pins, bracelets, rings and religious items. Take advantage of this terrific money making opportunity. Write today for selling information.

25% Deposit on C.O.D.'s.

**Packard Jewelry Co.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

### Midget Bible

Only 1x1 1/4 in. Over 200 pages. Illustrated. Black overleaf cover, gold printed.

**ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION**

Send 25¢ for samples of both. Either style: 9¢ dozen, \$6.70 per 100, \$50.00 per 1000. F.O.B. Detroit. Johnson Smith Co., Detroit 7, Mich.

### BINGO CARDS

and supplies  
Sets 100 to 6000 cards  
No duplicate cards

### BINGO SHEETS

**FOR T. V. OR RADIO**  
5,000 to 1,000,000 Sheets may be printed with any name other than Bingo if so desired.

Literature on request  
**K. & B. CARD CO.**  
340-358 Broad St., Wadsworth, Ohio  
P.O. Box 126  
Manufacturers world's largest line of Bingo cards.

### ELECTRIC DART BOARDS

"YOUR HITS LIGHT UP ON THE SCORE BOARD!"



Size of board: 18" by 24". Six Darts. Operates AC-110 volts. SAFE 4 volts HITS! Sample \$9.50. All territories available. Also make Bingo Blowers, \$49.50. 3-piece. Flashboard, \$185.00.

**LIPKA MFG. CO.**  
617 East 11th Street  
New York 9, N. Y.  
Phone: CAnal 8-3318

### FALSE TEETH STAY TIGHT

For months with amazing new soft plastic sheet liner. Quickly eases sore gums, giving you lasting comfort — eat anything. Easy to use—painless. Ends daily bother with stickums that don't last. Fills out hollows, making your mouth look and feel younger. Gentle soft pink PLASTI-CUSHION will hold dentures tighter longer than anything you ever tried or your money back. Save money and time—send only \$2 for long-lasting supply or ask for circular.

Plasti-Cushion, Box 85 (BB-810), Elyria, O.

### SENSATIONAL SELLER!

"4 NICKELS TO 4 DIMES TRICK"

Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished. No skill required.

SAMPLE \$1.00 postpaid.  
WHOLESALE PRICE—\$5.00 per doz. postpaid. Remit with order. DEALERS: Ask for Wholesale Catalog of fast selling Tricks and Jokes. Mention business.

127-B W. 17th St.  
**D. ROBBINS & CO.** New York 11, N. Y.

### NEVER BEFORE OFFERED AT THESE PRICES!

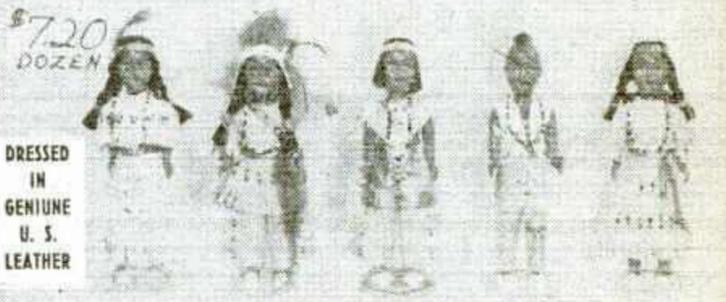
7 1/2 in. Indian Dolls With Moving Parts

\$7.50 DOZEN



DRESSED IN NATIVE NAVAJO COSTUME

\$7.20 DOZEN

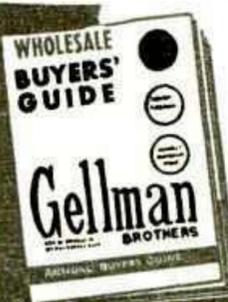


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Business concerns, \$8.00  
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In lots of 6  
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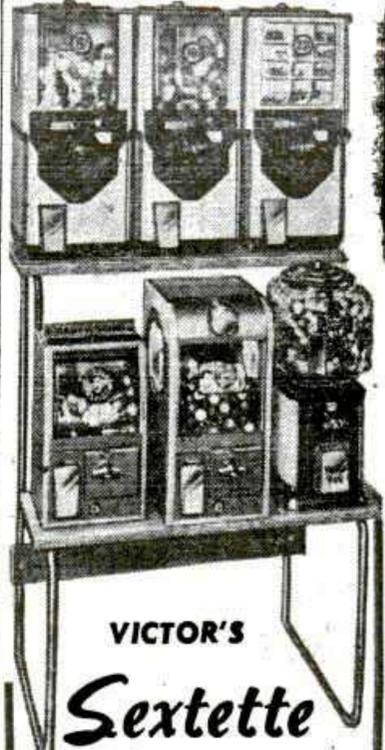


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A terrific money-maker in those  
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ELKTON, MARYLAND

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36 INCHES LONG 90c Per 100 \$7.50 Per 1000  
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REPEAT ORDERS COAST TO COAST! AUTHENTIC REPRODUCTIONS IN NATURAL COLORS. IDEAL FOR MANTEL PIECE, DESKS, DESKS, ETC. THESE BANKS ARE ATTRACTIVE, GOOD DETAIL AND COLORING. NOW AT THESE NEW LOW PRICES:

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1-A Parachute packed in red and green foil tubes.  
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Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

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Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

**LOWEST PRICES ANYWHERE**

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All have expansion bands MEN'S or LADIES

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**\$1.00** Ea.

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Write for free catalog! Wholesale only. 25% deposit with order, balance C.O.D. Open account to rated houses.

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7 JEWEL **\$7.95**

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6 assorted... 44.95  
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Write for information and prices

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## PROFILE OF WEEK

### Lifetime Of Travel

L. H. KIRKPATRICK

L. H. Kirkpatrick, owner-operator of Kirk's Vending Company, Arlington, Va., is a man who likes to get home from work in time for his evening meal. On four successive mornings each week he restocks his sedan with loaded service heads—he can carry 40 at a time—and starts out for the rural centers of Northern Virginia. Some days he's in the little towns which dot the Eastern slopes of the Shenandoah Mountains. At other times he's down around Fredericksburg, Winchester and Culpepper—towns familiar as battlefields to students of the Civil War, but vending machine locations for the slender, unassuming owner of Kirk's. About 3 or 4 o'clock on these days Kirkpatrick turns his car back in the direction of Arlington and calls it a day.

Kirkpatrick is a "homebody" by nature. He gave up a busy position as home furnishings buyer for a Washington, D. C., department store five years ago so that he could spend more time with his family, which includes a six-foot son, Barry, who is now a freshman at the University of Richmond, and a teen-age daughter, Dolores.

#### Traveled the Road

For almost 22 years he traveled to sales shows, and was weeks away from home on buying trips, burning the midnight store oil on sales catalogs. It seemed that most of his life since he left business studies at Marshall College, Huntington, W. Va., had been devoted to the pursuit of better merchandise for some department store. For six years he was a buyer for a store in York, Pa., then there was another buying job in Syracuse, N. Y., where he met and married Rena, a vivacious brunette, who helps him today in his vending business.

When he had an opportunity to go on his own in the vending business, he jumped eagerly into it, turning his merchandise know-how to advantage by selecting new sales sites and picking his gum and charms carefully. For the first year he operated from a small shop in Falls Church, an adjacent community, also in the Greater Washington, D. C., area. Then he moved to his present spot.

Now that Kirk—as he is known to friends—is back on approximately an eight-hour day and a five-day week, he has a chance to do something else which seems to fit in well with his outgoing personality. He's active in all manner of civic enterprises. For two years he was president of the Northwest Arlington Civic Association. He and his wife have been busy with PTA committees, and at one time Cub Scouts and Boy Scouts gathered for meetings in the Kirkpatrick home.

#### Chairman of Board

He's been chairman of the board of the Christ Methodist Church of Arlington. The main structure of the church was completed two years ago, but the congregation wants extensive additions for the Sunday School. He's also a Mason and enjoys the Tall Cedars, a Masonic club. In the environs of the nation's capital politics is always high on the civic agenda, and the owner of Kirk's Vending Company finds himself occasionally doing house-to-house canvassing on behalf of a candidate. He's active in two county political clubs.

The Kirkpatricks go to Constitution Hall in Washington for the concerts, subscribing to the annual series. In summer they occasionally attend the Watergate Concerts on the north bank of the Potomac River, near the Lincoln Memorial. Kirk says it all started when his son began playing the trumpet in the high school band and orchestra.

## OP TRAINS LOCATION TO SERVICE OWN VENDERS

DEDHAM, Mass. — Keeping hundreds of bulk venders in working order is a basic problem to every full-time operator. The jammed machines of course lose revenue and good will, an operator can never be positive whether a policy of keeping machines in continuous working order may not hurt profits in the long run. Particularly when an operator works a large area, he may find himself neglecting standard servicing too often by keeping all machines functioning continuously.

Whenever possible, local operator Sam Winthrop makes arrangements whereby the location is instructed in simple repair and servicing of bulk venders. In a number of those spots he merely sells the merchandise and the proprietor takes care of the machines. This is done with an inventory check.

The better spots have multiple installations, which assure sales in case one of the machines should break down. With about 500 machines in Massachusetts and New Hampshire, Winthrop finds this the best solution. "If you are going to run around every spare minute fixing troubles, you can't succeed to any great extent in the bulk vending business," he says.

#### Chain Stores

Locations near metropolitan Boston he services himself once every two to three weeks. He reports that his policy of instructing the store to service machines has made it possible for him to have many far-flung locations. The program works best in chain stores where he puts a battery installation on location. The take is high enough to make management feel it is

(Continued on page 83)

## Accord Is Likely Focus of Charm Mfr.-Distrib Talks

### Best Chances for Co-Operation Seen In Sales Program for Smaller Ops

By FRANK SHIRAS

CHICAGO—In what way can co-operation between charm manufacturers and distributors be most successful? This will probably be the focal point of discussion between the two groups that will meet during the National Automatic Merchandising Association convention in St. Louis next month.

In Miami Beach, Fla., last May the two groups staked out a sales policy that has been put into effect by most charm manufacturers in the ensuing months. Generally, distributors are given an allowance in some form for handling and promoting charms, and the price break

on volume discounts has been raised. This policy is a concession to distributors, and chances are that distributors won't press for more concessions at St. Louis.

#### Causes Problems

Chief reason is that the new sales policy causes problems to those manufacturers that follow it. Customers that can't buy in large enough quantities to get the volume discount are inevitably antagonistic. The risk is run that these operators may either buy less charms or turn to a manufacturer that will give quantity discounts in smaller lots. Then, too, the new sales program has only been

in operation about six months, and agreements are by no means formal. Reports are that a manufacturer generally works out policies with distributors on an individual basis.

Over the years distributors have been building up customers that are inaccessible to direct selling by manufacturers. Manufacturers struck a deal with distributors in Miami Beach largely because it seemed the best way of selling more charms to customers of distributors. Distributors argued that if they received a discount for handling and promoting charms, it would be worth their while to increase their charm purchases and spend more time promoting their sale.

#### Smaller Operators

Since manufacturers generally recognize that distributors stand firmly between them and hundreds of smaller operators, discussion in St. Louis could easily center on how to increase charm sales to this segment of the industry with the help of distributors. A sales program based upon regional meetings immediately suggests itself. Distributors are confident that operators in outlying areas would respond favorably to a showing held in a large city in their area. Chief reason for their optimism is that many of their customers feel their isolation keenly.

Distributors claim that these operators want to be better informed to talk with other operators, see equipment and merchandise that is available, and take a good, long look at the multitude of different charms on the market. As it is, too many operators in small towns and rural areas can't afford to make enough trips to cities where distrib-

(Continued on page 72)

## YOU'RE NOT ALONE

### Selling to Chains Is Tough for All

CHICAGO—"How do I get into food store chains?" This is a common question asked by bulk vending operators. Many have never tried because they are perplexed about where to begin. Many who have approached food chains have found themselves taking a discouraging ride on a merry-go-round. An operator is often passed off from one executive, buyer, or manager to another until he gets dizzy and gives up.

The fact of the matter is that there is no uniform, best way to approach the food chains. This was revealed in talks with both association officials and exhibitors at the annual convention of the National Association of Food Chains held here last week in the Palmer House. The internal organization of individual chains is so varied as to preclude generalizing on how to best deal with them as a group.

#### Reticent Exhibitors

Exhibitors at the convention were reticent to even discuss the

problem of selling the food chains. The reason given was that competition is so severe that disclosure of successful methods could easily put them at a disadvantage. One manufacturer said that its salesmen spend months learning the internal organization of food chains in their different territories. Said this manufacturer laconically: "Somewhere in the chain, there is one man responsible for buying your equipment. It takes time to find him."

Apparently the policy of "going to the top" with a sales presentation is not necessarily sound. Some chains delegate considerable responsibility. Others make most of their decisions at a top executive level. One manufacturer said that it is not unusual to find that the correct person to see carries no title whatsoever. Generally he is an assistant to an executive and makes decisions on matters that his superior delegates to him. Persistence in a variety of approaches to the food chains seems to be the only rule to follow.

#### Buying Committees

However, a public relations representative of National Association

(Continued on page 83)

## AFRICAN FIRM WANTS BUBBLE GUM VENDER

JOHANNESBURG, S. Africa—Bubble gum has caught on in a big way here, and a local manufacturer is looking for a vending machine to sell it.

Chapelat Industries, Ltd., manufactures a line of square, wrapped bubble gum, and wants a machine that will vend two pieces of gum for an African penny. The penny is made of copper and measures an inch and a quarter in diameter.

The firm's line of bubble gum is named Chappies, comes in various flavors, and is sold in pieces approximately a half inch square. Each piece is wrapped in a colored piece of waxed paper, and a printed "Did You Know?" series is carried on the inside surface of the paper. Did you know that "Cinderella did not wear a glass shoe? It was fur."

## BULK BANTER

### REPORT FROM LOS ANGELES By SAM ABBOTT

Things are picking up in the bulk vending line in Los Angeles following some rough times. Workers are returning to jobs in the motion picture studios and in aircraft and automobile plants. Overtime, a sit was two years ago, is no longer supplying extra money, however.

Operators, all of them progressive and active in the Western Vending Machine Operators' Association, feel that 1959 will be a good year. But then, they explain, returns per machine may never be the same. They will make more money by increasing the number of machines and upgrading their lo-

(Continued on page 73)

## FTC Prohibits L&M's Use of Mildness Claim

NEW YORK — The Federal Trade Commission has barred the Liggett & Myers Tobacco Company from making certain advertising claims on behalf of Chesterfield cigarettes.

The order outlawed the claims that Chesterfields are "milder," that they have "no adverse effect upon the nose, throat or accessory organs," and that they are "soothing and relaxing."

The company is permitted to claim that Chesterfields leave "no unpleasant aftertaste" on the ground that neither Chesterfields nor any other cigarettes leave unpleasant aftertaste.

The commission cited evidence that cigarette smoke is "an irritant capable of affecting adversely to some extent" the nose and throat. It added that Chesterfields were "not significantly different" from other brands in their irritating effect, and concluded that the smoking of Chesterfields "will not, as a matter of fact, soothe or relax the nerves of cigarette smokers generally."

**WINTERTIME OPERATIONS  
CANDY BALLS**

210 Count, with CHARMS;  
also 100 Count Candy Balls.  
FREE: Candy Ball Labels.

**SO ROUND, SO SWEET,  
SO PROFITABLE**

Samples and information on request.

**EPPY**

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Jamaica 35, New York

**There's No Trick . . .**

to finding

GOOD

BUYS

in

Used

Equipment . . .

just look over the many  
ads in the

**Classified Section**  
this issue

**Charm Mfr.-Distrib Talks**

• Continued from page 71

utors are located. On the other hand, distributors aren't able to make more frequent sales trips. The upshot, claim distributors, is that a big market is left relatively neglected.

Essentially, a distributor's customers would be invited to attend a one or two-day meeting in a large city. A meeting room in a central hotel could be used for the purpose. Interested manufacturers would show their lines. Old as well as new equipment would be demonstrated and explained to operators. One or two speeches and a question-answer session could be included. It would be an excellent opportunity for charm manufacturers to state their case against the use of winner balls. In meeting one another, operators competing in the same areas might meet one another for the first time. It would be an opportunity for them to compare operating practices and settle competitive problems.

National Vendors' Association would in all likelihood want to participate. The association's counsel, Milton Raynor, firmly believes that regional meetings would be an effective way of building membership. Distributors are equally convinced that they can play a key role. They point out that NVA's membership has grown slowly, in spite of the fact that manufacturers and operators themselves have tried to build the association. Their backing and personal contact, claim distributors, are needed in order to awaken operators to the advantages of belonging to a national association.

**No Direct Sales**

The condition of any such program participated in by distributors would of course be a policy of no direct sales to operators. Even if manufacturers approved of such a plan in principle, there would be fundamental practical

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STANDARD TOPPER**

1c Ball Gum Vendor **\$13.25** ea. **\$12.75** each  
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**\$5.50** per M (empty)

When emptied, has dozens of extra uses as salt, pepper, sugar shakers, water bombs, etc.

Filled Capsules from \$15 to \$20 per M

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**MEN WHO READ  
BUSINESS PAPERS  
MEAN BUSINESS**

problems to solve. Would it be feasible to have more than one distributor representing charm manufacturers at such meetings? Odds are against it. Since charm manufacturers don't have franchised distributors, operators could easily become confused about the placing of orders. They might find themselves involved in arguments, and leave feeling that the whole show was more a battle for their business than it was beneficial to them.

Having separate shows for individual distributors has problems as well. There is more than one distributor in some major cities, and most territories overlap besides. Singling out a single distributor as a representative could easily arouse animosity on the part of others, as long as there is no recognized franchising by charm manufacturers. Repeat shows on a rotation basis is a possibility, but manufacturers could understandably feel that it would be unwarranted repetition.

Nevertheless, the big advantage of such a program is that it would not necessarily depend upon major concessions by either manufacturer or distributor in the existing status quo of charm distribution. Since the access to hundreds of smaller operators is admittedly thru distributors, there is the possibility of developing this market without necessarily involving a struggle over existing practices. At any rate, the staging of several such meetings would undoubtedly go a long way toward evaluating the distributor claim that he can build up the bulk vending industry, given the incentive.

**CIGARETTE AND  
CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. . . \$110.00
- STONER PENNY GUM MACHINES, reconditioned . . . 22.50
- STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model . . . 110.00
- STONER 8-COLUMN CANDY, postwar, 5-10-20 . . . 165.00
- NATIONAL CANDY, 9-column . . . 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. . . 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c . . . 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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**ADVANCE  
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Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin deflector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

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"KING" Size

**SOLID BALL  
BUBBLE GUM  
QUALITY**

to increase your sales!

**PRICED**

to increase your profits!

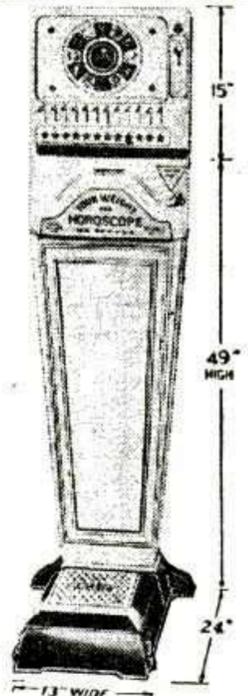
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Also "Star-Brite"  
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**CRAMER GUM CO. INC.**

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**5c**

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TOP OF SCALE PAYS BIG  
DIVIDENDS . . . NOW YOU  
CAN REALLY MAKE MORE  
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BALANCE \$10.00  
PER MONTH

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Occupation . . . . .



# BULK BANTER

Continued from page 71

operators here, Bill is anticipating a great deal in 1959. William Siegle, Western Vending Machine Operators' Association president, was hard hit early in 1958 when a number of industrial plants in the area he serves curtailed their operations. While he he bought about as many machines this year as he did last, 1958 is lagging in revenue. With workers returning to jobs and plants on fairly full schedules, Siegle anticipates a big 1959.

Joe Arguelles, who operates in the Long Beach area, has bought 20 per cent more machines in 1958 than in 1957. While takes are up for the route, they are down per machine. . . Harold Hall, operator in the Downey and Long Beach areas, started in vending in late 1956 and 1957 was really his first year. He expanded his route about 5 per cent. But he is switching gradually from bulk venders to cigarette machines. The higher priced sales will give him more income, he says.

The many friends of Bob Biro, Western Vending Machine Operators' Association program director, is the proud father of a daughter, the third child in the family. . . Friends of Cliff Ladbury will be glad to know that he is out of the hospital following a long illness. . . Ronnie Collins, formerly a bulk operator, attended the September meeting. Collins has moved into larger equipment, but still keeps contact with the bulk merchandisers.

Bill Coombs, a youthful operator now serving his first year as the Western Vending Machine Association secretary, has found 1958 much better than 1957, but he added 50 per cent more machines. While he is beyond the starting point in bulk vending, following in the footsteps of his father, Preston Coombs, who is one of the largest

operators here, Bill is anticipating a great deal in 1959. William Siegle, Western Vending Machine Operators' Association president, was hard hit early in 1958 when a number of industrial plants in the area he serves curtailed their operations. While he he bought about as many machines this year as he did last, 1958 is lagging in revenue. With workers returning to jobs and plants on fairly full schedules, Siegle anticipates a big 1959.

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## Peanut Stocks

Supply of peanuts held in off-farm positions at the end of August amounted to 405 million pounds of equivalent farmers' stock (uncleaned, unshelled basis), according to Agriculture. Supply was 13 per cent below the amount held a year earlier. During August shelled raw peanuts used in making candy, salted peanuts, peanut butter and sandwiches totaled 60 million pounds, 5 per cent above August, 1957, and near the highest usage during any August on record.

**VENDING MACHINES — Parts, Supplies;** Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

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Silver King 1¢ B.G. or Mds.	8.00
ABT Gums	30.00
Mills 1¢ Tab Gum	12.00

## MERCHANDISE & SUPPLIES

Almonds, 5 lb. Vac. Pack	\$ .90
Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Large Tulip	.73
Pistachio Nuts, Vendor's Mix	.68
Pistachio Nuts, Sheik	.48
Cashew Whole	.44
Cashew Butts	.38
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.33
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.55
Hershey-ets	.47

Rain-Bio Gum, 60 ct.	.28
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
Wrigley's Gum, all flavors, 100 ct.	.45
Beach-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

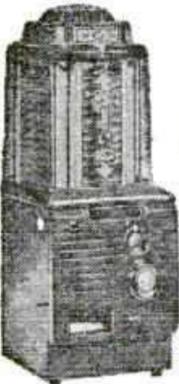
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
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**PACKAGE GUM VENDOR**  
This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

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No cards, capsules or tickets to buy.

FULLY AUTOMATIC.

All you do is collect the money. Will earn \$20 to \$75 per month.

Guaranteed for 5 years.

\$20 deposit puts it to work for you.

Order or write for details.



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Dept. D  
3206 Grace St. NW, Washington 7, D.C.  
Send more details  Send scale   
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## Averages \$3.50 per 1,000 THIRTY-FIVE THOUSAND GIMMICK and FILL MIX 35,000 for \$122.50

Consists of Ten Different Gimmicks, one thousand of each—TOTALING 10,000 — and 25,000 FILL CHARMS, consisting of SERIES #10, #45, #90 and #2. A RICH VALUE and VARIETY.

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## BIG SAVINGS

## on BALL AND VENDING GUMS

Some fine flavors, Centers and Coating.

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Bubble Ball Gum, 140-170 G	27¢ lb.
210 ct.	27¢ lb.
Chicle Ball Gum, 130 ct.	35¢ lb.
Clor-a-Vend Ball Gum	40¢ lb.
Clor-a-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 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.	

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34 years of manufacturing experience  
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## THREE DAZZLING BEAUTIES! and every one a winner.

<b>Jumbo Diamond</b> "Big Jim" (Diamond Jim, of course!) \$12.50 per M 5M or more.	<b>Pearl</b> "Ivory Tusk" (from the land of the African elephant!) \$10.00 per M 5M or more.	<b>HORSESHOE</b> "Rodeo" (exciting as a Western Mustang!) \$12.50 per M 5M or more.
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Adjustable. Vends Perfectly. Also Sure-Lock Capsules. Free Displays.

Send 35¢ for SAMPLE KIT OF CHARMS

**SURE-LOCK**, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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World's Largest Selection of Miniature Charms  
NATIONAL SALES HEADQUARTERS  
"FOR ATLAS-MASTER PENNY-NICKEL MACHINES"



**WE HAVE oak's "ACORN"**

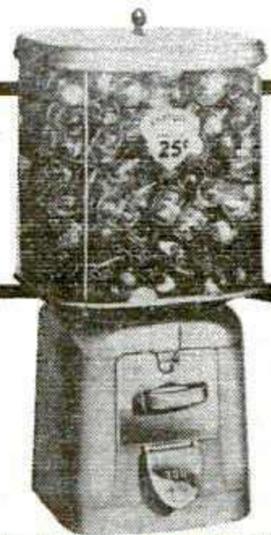
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## oak's 25c CAPSULE VENDOR

only \$18.45

Here's the 25c Vendor that has the whole trade talking! At the low, low price of just \$18.45 this machine pays for itself on one loading... takes in \$87.50!

The Oak 25c Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory sales offices listed below. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you!



west coast factory sales east and midwest factory sales  
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Los Angeles, California Pittsburgh, Pa.

**oak** MANUFACTURING COMPANY, INC.  
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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of October 6, 1958)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Main table containing coin machine price index data with columns for High, Low, Mean, and various machine models like AMI, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, and GENCO.

ROCK-OLA SETS THE TEMPO OF THE INDUSTRY WITH THE PHONOGRAPH LINE OF '59 ROCK-OLA advertisement featuring a hand holding a needle and the Rock-Ola logo.

(Continued on page 78)

## N. Y. Judge Refuses To Sign Injunction

**Cites Failure of Bernoff to Produce Contract In Location Dispute With Hirsch; Trial Seen**

NEW YORK — The temporary injunction which was to have been handed down against Joseph Hirsch, of Manhattan Vending, prohibiting him from operating at Al & Ab's Restaurant, Queens, is being held up in New York Supreme Court by Judge Joseph A. Gavagin.

Judge Gavagin refused to sign the injunction he granted late last month when the plaintiff, Charles Bernoff, Regal Music, failed to produce the contract which allegedly was in effect between Bernoff and the location when Hirsch moved his juke box into the stop. Bernoff charges that Hirsch induced the location to break a contract.

Robert Markewich, attorney for Hirsch, said that his client is still operating on the location and will continue to do so.

### Early Trial

Bernoff explained that he is willing to abide by the judge's decision that Hirsch be allowed to operate on the location for the time being, but he added that his attorney, Abraham Pollack, is preparing to file papers for an early trial.

According to Bernoff, his failure to produce the contract is prompted by his reluctance to disclose his strategy before trial. He added that the contract will be produced at trial and will be subject to scrutiny by handwriting experts. Hirsch had suggested that the contract might be a forgery.

What gives this case unusual significance is that Bernoff is not seeking specific damages, the usual procedure in a civil suit involving a location dispute between two operators. In most cases of this sort, the plaintiff seeks a sum based on the expected earnings of the location, minus commission and service costs, from the time the alleged breach took place until the expiration of the contract.

### DAILIES

## Highlight M. Gisser Exporting

CLEVELAND — The growing impact of coin machines in world trade was emphasized in a feature article appearing in a local daily newspaper on the export activities of Cleveland Coin Machine Exchange, Inc., distributors here.

The article was bylined by marine editor, Homer Hendrickson, in The Cleveland Plain Dealer, September 23. It pointed out that according to the firm's head, Morris S. Gisser, the distributorship moved over 1,000 machines out of the country per year, utilizing Great Lakes shipping during season, and Eastern ports at other times.

Gisser, who leaves next week on a European tour to check on his export business, started his overseas activity a scant two years ago. His shipments include juke boxes, vending machines and games.

The feature article lauded the growing importance of coin machine exports to world trade, and served as an excellent good-will public relations piece for the Cleveland firm, according to Gisser.

Bernoff wants the location back and he also wants all revenues collected, minus commissions, from the time of the alleged breach until such time as he regains the location.

Bitter charges and countercharges accompanied the original filing of the action this summer. Hirsch claimed that he can produce affidavits from six persons who allegedly were victims of contract breaches by Bernoff.

He cited that Bernoff's action is part of a campaign by Al Denver, president of the Music Operators of New York, and Local 1690, Retail Clerks International Association, AFL-CIO, to harass him. He also charged that Ben Chicofsky, MONY secretary, warned him to give up the location, and that the location in question was picketed by Local 1690 before he got a restraining order against the union.

Bernoff maintains that he had a three-year contract with the location on which he had operated for 12 years, that Hirsch had been informed of the contract but jumped the location anyway. He added that Hirsch had told him that he had a list of Regal Music locations and said, "If you start anything, I'll go after the other locations of Regal Music and get them to throw out your machines. Other operators have found out I can take away their locations."

## DELAY SURVEY ON LICENSING

CHICAGO — A comprehensive study on juke box licensing, scheduled to begin this week in The Billboard, is being temporarily delayed.

The study, prepared for The Billboard by a private market research firm, covers a survey of 397 cities, representing a controlled sampling from 48 States.

It covers data on population, number of juke box licenses, number of eating and drinking places and relations between these.

## Seeburg Bows With Stereo But No 200's in New Line

**Operator Showings to Begin Oct. 18; 100 & 160 Sel. Jukes to Be Unveiled**

CHICAGO — Seeburg reportedly unveiled both stereo and monaural models of a new 160-selection and 100-selection phonograph to their distributors at a special meeting staged here last week. However, missing from the line was a 200-selection model, which unofficial reports now indicate has been dropped from the firm's line.

Distributors are expected to hold operator showings of the complete new line beginning October 18.

### Twin Speakers

Altho Seeburg officials refused comment until actual showings were held, it was reliably learned that stereo would be available in either model, with Seeburg taking the so-called two-speaker approach. That is, besides speakers in the

juke box, the stereo models would have two additional wall speakers, each carrying a separate sound channel. In addition, Seeburg is reported to have supplemental speakers which they are recommending for use to get best stereo results.

The cabinet design on both units is said to be only moderately modified, with main emphasis reported to be in internal modifications, and the introduction of the binaural sound.

Dropping of the 200-selection model came as a surprise in some quarters. However, it was too early yet to get any accurate trade reaction, nor was there any comment from Seeburg officials on the move.

## W. Va. Ops Pick New Slate at 2-Day Meet

HUNTINGTON, W. Va.—The West Virginia Music Operators Association staged a two-day meet

here, October 3-4, with talks by Music Operators of America president, George Miller, local and State civic leaders and the annual election of officers highlighting the conclave.

The group wound up their meet with a traditional banquet and floorshow, Saturday (4) evening attended by some 185 operators and guests.

The group also voted to hold their next regional meeting, November 9, in Charleston at Tabor Music Company offices.

George Miller spoke on Friday evening, outlining the current steps being taken in MOA's battle against copyright legislation, along with details of the new MOA insurance plan which was slated to go into effect October 1 (see separate story).

Saturday's speakers included West Virginia's Attorney General W. W. Barron and Charleston mayor John Copenhagen.

Altho well attended, the group ran into program difficulty when several speakers were forced to cancel out, requiring readjustment of the program and cancellation of several scheduled forums.

The new officer slate is: Edward M. Oliver, Montgomery, president; James Stevens, Clarksburg, first vice-president; Raymond Tabor, Charleston, second vice-president and acting secretary and C. H. Flannery, Logan, treasurer.

William N. Anderson retires from his office as president to a post on the advisory council.

## Trans-World Sole Agent For New Juke

CHICAGO — Trans-World Trading Corporation will be exclusive export agent for the new 100-selection juke box that Atlas Manufacturing Company, Kaukauna, Wis., plan to produce (The Billboard, September 22). Announcement was made last week by Joe Caldron, head of the export firm.

Caldron says his firm has represented Atlas for approximately two years for the firm's other lines, including a power saw and a background music system, and has exclusive rights on the juke box.

Initially Atlas will confine their sales efforts to the overseas market thru Trans-World, Caldron said. Trans-World has sent several samples of the phonograph overseas, and plans to ship as soon as Atlas gets into full production. Caldron mentioned Belgium, Venezuela and Ecuador as countries where samples had already been shipped.

## Rock-Ola Previews Stereo Models at Distrib Showing

**New 200, 120 Stereo & Monaural Phonos Highlight Line; Sked Op Showings Nov. 2**

CHICAGO — Rock-Ola was expected to unveil a completely new phonograph line, featuring stereophonic and monaural models at a special distributor preview held at the Sheraton Hotel here Sunday (12).

Expected to be shown were a new 120-selection and 200-selection machine, available in monaural and stereo. Also on tap were a new 200-selection Playmaster hideaway in both stereo and monaural and a new color combination on the Rock-Ola 1464 wall model phonograph.

The meeting was a special session for the firm's distributors and

was closed to the general public. Operator showings of the new line are expected to get under way the week of November 2.

### Named Tempo

The new line has been named Tempo by the firm and was viewed by all Rock-Ola's domestic distributors as well as distributors from Belgium, Canada, Newfoundland, Cuba and Central America.

Altho actual details were not available by Billboard press time, the event was scheduled to get under way at 5:30 with a cocktail party, followed by a banquet and then unveiling of the line.

It was also a chance for most of the firm's distributors to meet E. G. Doris, newly named vice-president of Rock-Ola, who was introduced by Les Rieck. Distributors were also addressed by David C. Rockola, president.

Many of the distributors were expected to remain in Chicago thru Monday (13), with numerous sales meetings planned at the Rock-Ola factory to settle promotion details of the line.

Actual model designations of the new Tempo line were 1475 and 1475ST for the 200; 1468 and 1468ST for the 120; 1460 and 1460ST for the hideaway.

## Slate Solons For Colo. Ops Special Meet

**Sen. Carroll, Rep. Rogers; MOA's G. Miller to Speak**

DENVER—Congressman Byron Rogers and Senator John A. Carroll together with Music Operators of America President George Miller addressed a special meeting called by the Colorado Music Merchants here October 9.

The meeting was called at the last minute by President Jack Arnold, who stressed this was not in place of, but in addition to the group's regularly scheduled meeting October 20.

Altho the program was not announced, Arnold's letter to members indicated that the meeting would concern the current fight against copyright legislation with ASCAP.

Meeting was held at the Cosmopolitan Hotel, 7:30 p.m., to good attendance.

The group's regular scheduled meeting will be held the 20th, with the yearly election of officers to highlight the evening.

## Committee To Resume Juke Probe

WASHINGTON—A spokesman for the Senate Rackets Committee said that hearings would resume on the juke box and vending machine industry in November or early December.

The hearings were begun last year, but have been temporarily discontinued.

The inquiry is reportedly aimed at uncovering any tie-ups between racketeers and labor unions in juke box and vending operations.

The committee spokesman indicated that a number of unions, including the Teamsters, are involved in the investigation.

# Bar Owner Charges Union Harassment

NEW YORK — A Queens tavern owner who switched from an operator with a union contract to one with no union contract has said he would file a complaint with the Queens County District attorney on alleged harassment by Local 266, International Brotherhood of Teamsters.

The bar owner, Michael J. McNamee, charges that for the last three weeks a Local 266 picket has been sitting in a parked car in front of the premises, popping out with a placard every time a deliveryman shows up. McNamee claims that this procedure does not constitute picketing, but is merely harassment.

A couple of months ago, the location was serviced by Albert Ar-

nold, a local operator who had a collective bargaining agreement with Local 1690, RCIA, AFL-CIO.

## Switched Operators

Altho the location and the operator had a contract, McNamee had the operator remove his juke box and had it replaced by one operated by Bill Dillon. Dillon's serviceman is reportedly not a union member.

According to Drew Calland, Local 1690 official, the union approached Dillon in an attempt to sign his servicemen to its local. When Dillon refused, Local 1690 picketed the location. However, the pickets were soon removed when union officials were convinced that Dillon was firm in his stand.

Three weeks ago, according to McNamee, a Local 266 official told him that he must take Arnold back as the juke box operator or his location would be picketed. When McNamee refused, the picket in the parked car showed up. According to the tavern owner, the only time the picket leaves the car is when a delivery truck pulls up.

McNamee said that for the first week of picketing, Teamster deliverymen paid no attention to the Local 266 picket. The reason for this, according to McNamee, was that John J. O'Rourke, head of Teamster Joint Council 16 was out of town for the first week and did not authorize observance of the picket lines. When he returned, said McNamee, the picket lines were enforced and Teamster deliveries were prevented.

McNamee said altho he had a contract with Arnold, he feels he was justified in breaking the pact because "Arnold did not live up to the terms of the contract." According to McNamee, the operator refused to get him a new juke box, and he failed to place new records in the machine.

Arnold still has a game in the location, with the contract due to expire in January. McNamee said the machine will remain for the duration of the contract, but that the contract will not be renewed.

According to McNamee, the operator's failure to provide new equipment and records has been responsible for the location receiving small weekly takes.

McNamee said that the commission agreement called for the operator getting the first \$20 a week, with location getting the next \$20 and all money above that being split down the middle. In practice, said McNamee, Arnold would get the first \$20, and the location would average from \$5 to \$7, as that was all that the juke box would take in.

McNamee said that Dillon's serviceman is a Local 1690 member,

but Local 1690 officials said they had no knowledge of this. They speculated that he might be a freelance serviceman belonging to the union.

Meanwhile, in Levittown, L. I., investigators questioned two Local 266 pickets who are attempting to halt deliveries at Caruso's Restaurant because the location owner dumped an operator serviced by Local 266 and bought his own juke box.

The pickets, Kenneth Ciazzo and Charles Deforte, both of Brooklyn, had turned back Teamster deliverymen attempting to make deliveries to the location.

The location owner, Sal Caruso, said he had bought his own machine for \$1,500 from Hal Zimmerman, Economy Vending, Oceanside, N. Y., because he was dissatisfied with the service the operator had been giving him.

According to Edward Coleman, manager of the restaurant, pickets had stopped five food and liquor trucks in one day. He said the pickets warned the truckmen, also Teamster members, not to cross the picket lines.

Nassau District Attorney Frank Gulotta and investigators for the Senate Rackets Committee are checking into charges that Zimmerman had received threatening phone calls after he sold Caruso the juke box.

In another development this week, Samuel Mezansky, attorney for A. David Feldman, Kingsboro Music, said that Local 266 has signed a stipulation in Kings County Court agreeing to refrain from picketing the Noful Tavern.

According to Mezansky, the serviceman handling the location is a member of Local 1690, and the location was picketed by Local 266.

## COIN CALENDAR

Association Meetings scheduled. Check for changes.

October 14—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, West Springfield, Mass.

October 14—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.

October 14—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

October 15—Automatic Equipment & Owners' Association of Indiana, monthly meeting, 550 Broadway, Gary, Ind.

October 15—New York State Operators' Guild, monthly meeting, Palatine Hotel, Newburgh.

October 15—Eastern Pennsylvania Amusement Machine Association, monthly meeting, General DeKalb Inn, Norristown, Pa.

October 16—Eastern Ohio Phonograph Operators' Association, executive board meeting, 4104 Rush Boulevard, Youngstown, O.

October 16—Phonograph Merchants' Association, executive board meeting, Hollenden Hotel, Cleveland, O.

October 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

October 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

October 28—Music Operators of New York, Inc., quarterly meeting, 250 West 57th Street, New York City.

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Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

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MODEL  
UPB-100

Mechanically correct... beautifully styled... in colors that blend into every decor... delivering richest high-fidelity sound...

the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment.

For long-lasting harmony between operator and location... for continuous profits year after year, cover your territory with Music by United. Write for details.

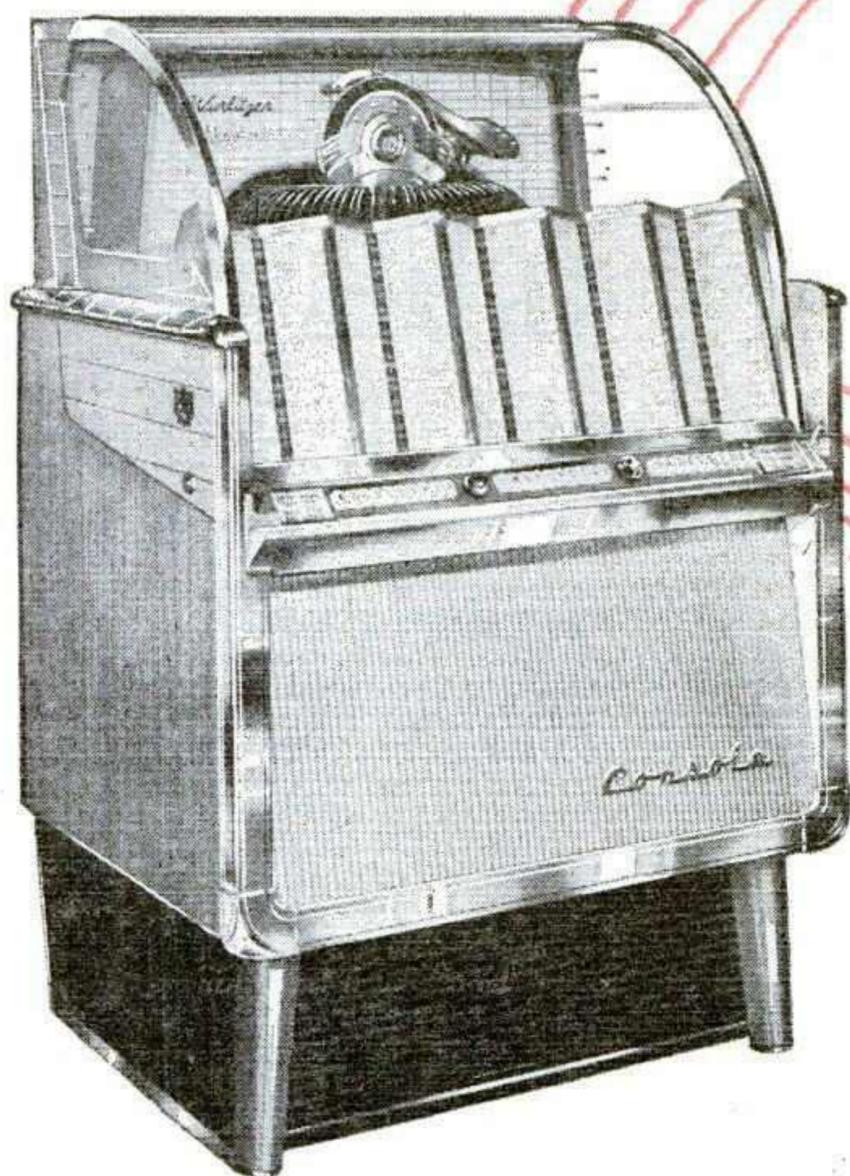
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**HEAR IT... and you won't be satisfied until you have it on location**

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*Stereophonic*  
**SOUND**

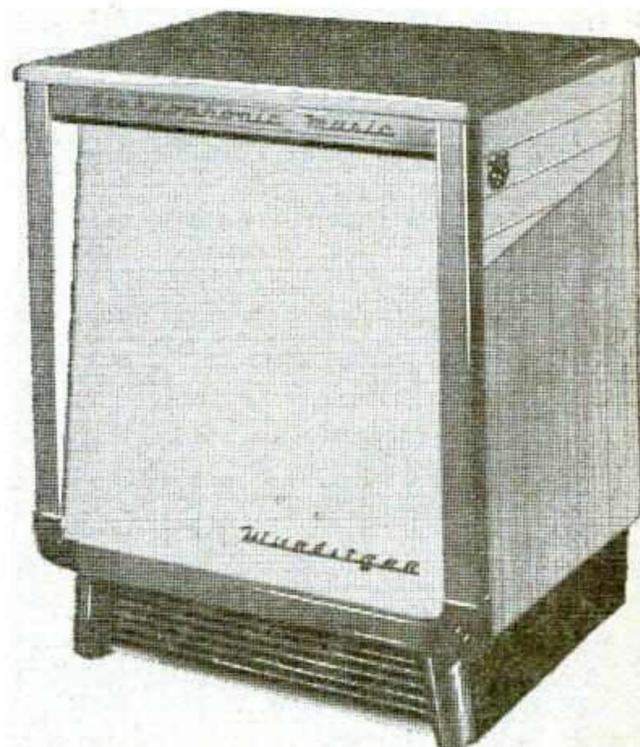


**A NEW HIGH IN "MONEY MUSIC"**

Actually years ahead in ear appeal, WURLITZER STEREOPHONIC SOUND introduces revolutionary depth and realism. Sheer magic for landing locations, this is "MONEY MUSIC." It will pay off with amazing increases in operator earnings. Hear it today.

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*Stereophonic* **MUSIC SYSTEM**

- 1. SIMPLICITY** — Only two main components. Any current Wurlitzer Phonograph — plus — a Wurlitzer stereophonic companion unit with comparable speaker output.
- 2. COMPATIBILITY** — Plays both Stereophonic and Monaural records to the full range of their recorded performance.
- 3. EASY INSTALLATION** — Each Wurlitzer Stereophonic Unit is complete. Can be quickly installed on location.
- 4. DUAL PRICING AT THE PHONOGRAPH** — The famous Wurlitzer Coin System accepts coins of five to fifty cents in combination to allow selective dual pricing at the phonograph.



**HURRY... HEAR IT AT YOUR WURLITZER DISTRIBUTOR**

# Coin Machine Price Index

Continued from page 74

ARCADE EQUIPMENT			
CODE: AP—Auto Photo, B—Bally, CC—Chicago Coin, EV—Evans, Ex—Exhibit, G—Genco, Gb—Gottlieb, K—Keeney, M—Int'l Mutoscope, R—Roovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoin, U—United, W—Williams, Wa—Walling.	High	Low	Mean Avg.
ABT Challenger (5-46)...	25	25	25
AA Gun (K) ('48)...	99	99	99
All Star Baseball (W)...	100	100	100
Atomic Bombers (M)...	100	100	100
Auto Photo (AP)...	1595	1595	1595
Anti Aircraft...	99	99	99
Air Raider (K) ('48)...	125	125	125
Air Hockey...	195	195	195
Air Football...	195	195	195
Balloonat Capitol P (1-55)...	195	195	195
Baseball (Sc)...	95	85	95
Baseball, 2 Player (G)...	175	175	175
Basketball (G)...	175	175	175
Basketball (CC)...	175	100	100
Basketball Champ (CC)...	125	125	125
Bat-a-Score (Ev) (8-48)...	95	40	95
Bat-a-Score Sr. (Ev) (8-48)...	95	95	95
Bart Lane Merry-Go-Round...	275	275	275
Big Broncho (1-51)...	350	350	350
Big Inning (B) (47)...	425	425	425
Big League Baseball (3-51) (W)...	130	130	130
Big League Baseball (W) (2-54)...	145	145	145
Big Top (G) (6-54)...	225	225	225
Bingo Roll...	95	95	95
Bonus Deluxe (U)...	350	300	325
Bonus Gun (U) (1-55)...	175	175	175
Broncho Horse (Ex) (10-47)...	375	375	375
Card Vendor (Ex)...	50	45	50
Carnival Deluxe (U)...	295	150	245
Carnival Gun (U) (10-54)...	160	75	160
Carousel (Se) (11-54)...	325	325	325
Champion Baseball (G)...	145	145	145
Champion Hockey ('46)...	100	100	100
Coon Gun (S)...	135	135	135
Coon Hunt (S) (2-54)...	95	95	95
Dale Gun (Ex)...	50	45	50
Defender (B) ('40)...	150	125	125
Derby (Ex)...	125	125	125
Derby, 4 Player (CC) (3-52)...	155	155	155
Drivemobile (M) (7-54)...	150	150	150
500-Shooting Gallery (Ex) (3-55)...	75	69	69
Flash Hockey (Coinex) (9-46)...	99	75	99
Flying Saucer (M) (6-50)...	150	150	150
Football (M)...	175	175	175
Goalie (CC) (1-46)...	49	49	49
Gun Patrol (Ex) (5-51)...	160	95	95
Gypsy Fortune Teller...	10	10	10
Harvard Metal Typer...	195	195	195
Heavy Hitter (B)...	65	65	65
Hi Ball (Ex) (2-38)...	65	65	65
Hockey (CC)...	75	75	75
Home Run, 6 Player (CC) (3-54)...	95	95	95
Hot Rods (Meteor) (6-53)...	485	485	485
Jack Rabbit (Amusement) ('46)...	125	125	125
Jet (B)...	110	110	110
Jet Gun (Ex) (12-51)...	110	110	110
Jet Fighter (W) (10-54)...	165	150	150
Jumping Jack (G) (11-52)...	85	35	75
Jungle Gun (U) (7-54)...	295	295	295
Kicker & Catchers...	20	20	20
K O Fighter...	150	150	150
Life League (W) (2-54)...	125	125	125
Lord's Prayer (M) (6-56)...	295	195	195
Lovometer (Ex)...	25	25	25
Mauser Pistol (Ex)...	89	89	89
Mercury Counter Gripper...	25	25	25
Midget Movies (CC)...	125	125	125
Midget Racer (B) (11-56)...	75	75	75
Midget Skee-ball (CC)...	125	125	125
Mill Scales...	65	35	50
Panoram (Mills)...	325	325	325
Pennant Baseball (W)...	100	100	100
Periscope (CC)...	95	95	95
Photomatic (M) (1-50)...	350	350	350
Photomatic Deluxe (M) (2-36)...	245	245	245
Pistol (CC) (1-49)...	75	75	75
Pistol Pete (CC)...	99	45	75
Pistol Target Skill...	15	15	15
Pitch'm & Bat'm (S)...	195	195	195
Polar Hunt (W)...	169	169	169
Pop Up...	18	18	18
Quarterbacks (G) (9-55)...	125	125	125
Ranger (K)...	195	195	195
Rifle Gallery (G) (6-54)...	175	145	145
Rocket Ship...	310	149	275
Round the World Trainer (CC) (10-53)...	350	325	350
Royal Mustang Horse...	275	275	275
Scientific Boat...	250	250	250
Set Shot Basketball (Munves) (6-52)...	250	195	195
Shoe Brush Up...	95	95	95
Shoot the Bear (S)...	120	120	120
Shooting Gallery (Ex) (6-54)...	225	95	150
Sidewalk Engineer (W) (5-55)...	175	100	150
Silver Bullets (Ex) (11-49)...	95	95	95
Silver Gloves (M)...	195	175	175
Six Shooter (Ex)...	100	95	95
Skee Ball (W) (8-36)...	245	245	245
Sky Fighter (M) (9-53)...	110	110	110
Sky Gunner (G) (9-53)...	125	125	125
Sky Gunner (CC)...	125	125	125
Sky Rocket (G) (5-51)...	195	195	195
Space Gun (Ex)...	100	100	100
Space Ranger (Deco)...	225	225	225
Space Ship...	295	150	295
Speed Boat (B) (7-53)...	325	275	325
Sportland (Ex) (11-51)...	75	75	75
Sportsman (K) (11-54)...	145	110	145
Standard Metal Typer, F. S. (9-54)...	275	275	275
Star Series (W) (4-49)...	85	85	85
Star Shooting Gallery (Ex) (9-54)...	120	120	120
Steeple Chase...	395	395	395
Strike-a-Lite (ABT)...	195	195	195
Submarine (K) (1-42)...	125	125	125
Super Home Run (CC) (3-54)...	125	125	125
Super Jet (CC) (4-53)...	250	225	250
Super Jet (CC) (8-53)...	295	295	295
Super Pennant (W)...	100	100	100
Super Slugger (U) (7-55)...	275	275	275
Telequiz (1-49) (T)...	95	65	65
Ten Strike (E) (46)...	275	275	275
3-D Theater (M) (12-53)...	150	150	150
Three-of-a-Kind...	20	20	20
Three Way Gripper (Gb)...	25	25	25
Treasure Cove (Ex) (6-55)...	245	245	245
Trigger Horse (E) (7-53)...	395	395	395
Undersea Raider (2-46)...	125	125	125
Voice-o-Graph (M) (4-46)...	325	325	325
Wild West (G) (2-55)...	245	245	245
Wizzard Whiz...	25	18	20
Zingo (1-51) (U)...	65	65	65

## QUICK CHECK

### Lake Placid Ops Utilize Disk Jackets

LAKE PLACID, N. Y.—Jack LaHart and Tom Oddy, partners in the Up-State Vending Company in this resort town, have developed a novel method of keeping track of which locations have which records, and which disks the new ones have replaced.

As soon as a record is changed, the routeman takes the old record and puts it in the jacket of the old one. Records and jackets are then taken to the shop where they are placed in the bin assigned to the particular location. Extra title strips of the new record are inserted in the jacket. When the record and jacket are back at the shop, the old record is taken from the new jacket and inserted in the appropriate empty jacket in the bin.

#### Check Box

Thus each location bin has empty jackets (except for the extra title strips) of each record in the box. When LaHart or Oddy want

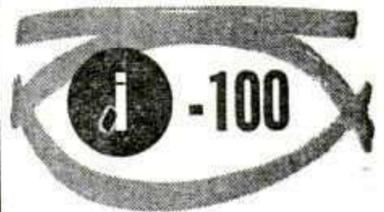
to know what is in any given machine, they merely check the location box and see what jackets are there.

While title strips are easy to lose and often difficult to file, the jacket makes a perfect repository and makes them easy to find.

LaHart and Oddy, both of whom were elected to the board of directors of the New York State Coin Machine Association, report that the Lake Placid is a resort area, the operation does a pretty good year-round business.

The Adirondack area, in addition to being a summer playground, is also a prime ski area, and the only slack seasons are early fall and late spring. About half of the locations operate year-round.

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

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## WE NEED FOR EXPORT

Wurlitzer 1500's, 1500A, 1700, 1800, 1900, 2000, 2104, 2150; also 5210 Wall Boxes. Seeburg M100A, M100B, R's.

If you have any of the above listed equipment we will pay cash or trade for the equipment listed below

### NEW IN CRATES

- Chi Coin—4 Criss Cross Hockey
- Chi Coin—8 Batter Up
- Chi Coin—6 Croquet Pool

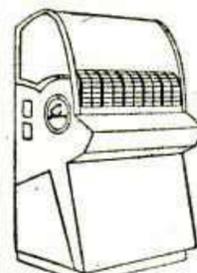
### BALLY

- 4 Space Gunner
- 4 Spook Guns
- 4 Golf Champs
- 4 U. S. A.
- 4 Skill Rolls
- 3 Big Inning
- 8 C.C. 6 Player Tournament Ski Rolls
- 3 C.C. 6 Player De Luxe Ski Rolls

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### with SPEED-READ

The NO DRUM—NO TURN PROGRAM HOLDER for V-200 and VL-200

\$34.50

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Complete F.O.B. Chicago

• Factory-Type Curved-Contour Provides Full Visibility of Mechanism. Easily, Quickly Installed.

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### SETS

### THE

# tempo

## FOR GREATER PROFITS

## WITH THE PHONOGRAPH LINE OF '59

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## MOA PREXY COMPLETES U. S. JUNKET

OAKLAND—George Miller, busy president of Music Operators of America, returns to Oakland after a two-week nationwide tour.

Miller spoke to operator groups on MOA's insurance program and the group's fight against copyright legislation. He also met with MOA attorneys in Washington and juke box manufacturers in Chicago.

He remains in Oakland until the MOA board of directors meeting to be held in Chicago's Morrison Hotel, November 2-6.

His past itinerary covered: September 25-26, Chicago meeting with manufacturers; September 29, Norfolk, Va., meeting with operator groups; September 30, Richmond, Va., meeting with operators; October 1, Washington, D. C., legal staff meeting; October 3-4, Huntington, W. Va., operator conclave; October 5 back to D. C.; October 6, in Chicago with manufacturers and operators; October 7, 8 and 9 in Cheyenne, Casper and Denver, Colo., to meet with operator groups.

**COMING UP**

## Guns Could Blast Thru Sales Hush

CHICAGO — The amusement game trade appears ready to call up its "artillery" in what may be the final 1958 thrust to break thru stiff sales resistance on the new game front. The big push may well come in the form of new types of gun games—secret weapons to date.

One manufacturer, Williams Manufacturing Company, has already announced its intention of bringing a new type of gun to market; and at least two other manufacturers are expected to join the campaign in short order.

The prospects for new guns look good:

1. No new type of location-type gun game has been introduced since Bally Manufacturing Company bowed its ping-pong ball shooting Space Gunner last May; and the last rifle unit produced was Genco's Gun Club, shipped last January.

2. Prices of late-used rifle units have held to high figures.

3. Distributors note a demand for new types of guns with fresh target set-ups.

4. Guns have proven to be one of the few types of novelty games that have appeal for tavern and restaurant locations as well as Arcades.

**Boomed in 1954**

The big period for guns began in the summer of 1954. They established themselves, in the form of the .22 rifle units, as the top game

attraction of that year. Fifteen different models were introduced in 1954, 10 in 1955. Guns then gave way to the boom in coin pool games. Relatively few new model guns were introduced in 1956 and 1957—a total of 10 over the two-year period. Just three models have appeared so far this year, one designed for kiddie play.

Thus, with a comparative dearth of new guns over the past three years, manufacturers feel the trade is ready for new ones.

While most guns brought out since 1954 have been standard .22 rifle units with varying target set-ups, new 1958 guns are expected to show some new thinking in play ideas.

## Chi Coin Sets Production on Twin Bowler

CHICAGO — Twin Bowler, a double alley ball bowling game with a single ball return runway, was readied for production at Chicago Coin Machine last week. Shipments were expected to begin this week.

Each of the alley units has separate pin set-ups, scoreglass and mechanisms. Length of each is 14 feet. Two alleys are inseparable, but break up in three double sections, one section including backglass and pin panels, other sections dividing playfields.

Four players can compete on each of the two alleys, permitting eight-way play where desired. Advantage of double alley is that it reduces chance of game being tied up by one group of players.

Game is set for regulation play, uses four-inch ball which hits both pins and trip switches below pins. Available with two-for-quarter play or straight dime.

According to Chicago Coin, the double alley game is priced at "a little more" than the cost of a single-alley unit.

## Kaufman, Berger Get Writ Vs. Local 1690

BROOKLYN—New York Supreme Court Justice Edward G. Baker has enjoined Local 1690, Retail Clerks International Association, AFL-CIO from picketing juke box locations serviced by Harold Kaufman, Playmor Amusement Company, and the Harry Berger Operating Company.

Last week's decision is the latest development in a running feud between the two rival coin machine unions, locals 1690 and 266, International Brotherhood of Teamsters. Both Kaufman and Berger have collective bargaining agreements, thru the Associated Amusement Machine Operators of New York, with Local 266.

The location involved in the case is Berger's and is serviced by Local 266. Kaufman entered the case as a joint plaintiff on the basis of a previous location dispute he had with Local 1690.

Local 1690 pickets carried signs which read: "The automatic phono-

## WILLIAMS PREPS NEW TYPE GUN

CHICAGO — Williams Manufacturing Company is readying a new type of gun game for production in the near future, Sam Lewis, director of sales, said last week.

While details on the new model are still under wraps, Lewis said the game will incorporate some play features never before seen on a coin-operated gun unit. The gun is also expected to present new ideas in cabinet design.

## TALCUM TIP

### Op Solves Rocket Ball Problem

SOUTH BEND, Ind.—Operators of rocket-type puck games can take a tip from Mike Lanko, operator here, who solved the problem of rubber balls getting stuck in the playfield holes and tying up the game.

Mike simply douses the rubber balls in talcum powder every two weeks, and reports he's had no trouble with any of these games since.

Lanko has a good part of his route on rocket games and notes fine results, once he overcame this one important drawback.

## N. Y. State Coin Assn. Re-Elects Full Slate

ALBANY, N. Y. — The New York State Coin Machine Association, at its second annual meeting at the DeWitt Clinton Hotel here October 2 unanimously re-elected the entire officer slate. Serving for the second consecutive year are Tom Greco, Glaso, president; Mrs. Mildred McCarthy, Hurleyville, secretary, and Max Cohen, Woodridge, treasurer. Vice-presidents, selected by region, are Mike Garramone, Albany (North); Bob Charles, Binghamton (South); Lindry Nardone, Rochester (West), and Pat Marey, Boonville (Central).

Reappointed were Lou Werner, counsel, and Stretch Hanofee,

## Ops, Distribs Won't Get SBA Fund Aid

### New Small Business Legislation May Help Some Mfrs., But Loan Laws Hazy

By DELORES NEWCOMB

WASHINGTON — Small business legislation enacted by Congress this session will benefit some manufacturers of juke boxes and amusement machines who want to borrow money, but it will be of no help to distributors or operators of juke boxes and amusement equipment.

Recently passed law authorizes the Small Business Administration to license and make loans to small investment companies organized to help small businesses with long-term financing. New investment companies will be able to apply to SBA in November for federal licenses. Investment companies taking part in the program will need \$300,000 as a minimum of capital to get started.

After starting, the companies will be encouraged to rely on private capital. SBA, however, is empowered to loan up to 50 per cent of the company's capital. Law will allow banks to participate in the operation of the new companies as affiliates.

Legislation will help many small businesses who are feeling the pinch of slowly rising finance rates, because it means that more money will be available. Cost of borrowing

has been trending upward since late May, according to Federal Reserve System's board of governors.

**Qualifications**

It will also benefit manufacturers of juke boxes and amusement machines if they qualify under SBA's definition of small business. To qualify, a manufacturer would have to meet the following standards:

1. Be independently owned and operated, and not dominant in its field of operation. 2. Number of employees and dollar volume of business would have to meet SBA's approval. 3. Maximum number of employees to qualify as a small business would have to be met. This varies from time to time.

Generally, a manufacturing company would be considered small if it employs 250 or fewer persons, including employees of affiliates, and large if it employs more than 1,000 persons. If it employs more than 250, but not more than 1,000, it may be considered either small or big, depending on the employment size standard developed by SBA for particular industries.

In addition, an applicant must

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## Fischer Ships Party Pool, 6-Way Play

TIPTON, Mo. — Six different varieties of pool can be played on Party Pool, the new Fischer Sales & Manufacturing Company bumper play model shipped last week.

Enlarged over the usual bumper table size, Party Pool measures 43 inches wide, 63 inches long, 31½ inches high.

Games are shipped with rules cards explaining how six games of pool can be played on the same table: "14-ball bumper," "eight-ball," "eight-ball tag," "cat and mouse," "rotation," and "sudden death rotation."

Cabinet is de luxe style, in two-tone enamel finish highlighted with gold trim. Slate playfield is standard. The game uses 52-inch cues, 15 2½-inch numbered balls, and the Fischer Visiball tray.

Bill Weikel, Fischer sales manager, says that the game was especially designed with current market demands in mind: "We all know that bumper-type games were immensely popular because they offered competitive play and an opportunity to develop definite physical skills. Perhaps as many as 150,000 bumper tables were built and placed on location in this country. While a majority of them have been replaced by six-pocket or other type equipment, literally tens of thousands of them remain on location because the patrons of these locations demand a bumper-type game. Regrettably, most of them are old and in a somewhat deplorable state.

"Why did bumper-type tables lose in popularity after a season on location? The main reason is that the rules called for only one game. What if the players had opportunity to play five or six different games? Following this line of thinking, we devised six new and different games basing their rules on a moderately enlarged table using a full set of 15 numbered balls."

## Spotty Reports Mark Calif. Op Picture

LOS ANGELES — The answer to "How's business?" depends upon what is operated and where.

Generally speaking, revenue from both games and music is down. The degree of downwardness depends upon the area. For instance, Gene DeVilbiss, who has music and Arcade equipment in the Lake Arrowhead region (swimming in summer, skiing in winter) reports that his takes have been good and that a cold winter will work in the opposite direction than with other operators for him. At present, his operation is in a transitional stage, but this was expected.

From down San Diego way, Don Swalm reported that his music and games, principally Arcade equip-

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## Check Payoffs In Kentucky

LOUISVILLE—City and Jefferson County police have begun a drive against payoffs on pinball games here after noting a reported 36 per cent increase in federal gambling stamps issued in the area.

County Police Chief Edwin A. Richardson said that every establishment possessing such a gambling stamp would be visited by county officers.

Pinball payoffs are illegal under State and city law here. While there is no federal law barring payoffs, machines on which payoffs are made must bear the federal \$250 gambling tax stamp.

business manager and director of public relations. Steve Nekos and Murray Cohen were named as sergeant and assistant sergeant at arms.

**Licensing Push**

The Empire State coinmen discussed the possibility of pushing for a State game licensing authority to eliminate some of the chaos involved in transporting and operating various games.

Jack La Hart, Lake Placid operator who introduced the resolution, explained that State police will pick up one game in one area and ignore the same game in another area.

He suggested that if the manufacturers could get games cleared before shipping them into New York State the operators would know exactly what they could and what they could not bring in, subject, of course, to local ordinances.

La Hart added that State approval stamps could be affixed to machines, with the operators bearing the enforcement cost. This

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## Rules Free Play Pins Illegal

PORTSMOUTH, O. — Free plays awarded for high scores on pinball games were recently ruled illegal by Municipal Court Judge Lowell Thompson here.

Police Chief Robert M. Edwards filed the court action to test the scope of an ordinance licensing pinballs at \$10 each annually.

Judge Thompson fined George M. Clark \$25 and costs for exhibiting a pinball as a "gambling device." The city ordinance specifies that players may not be awarded "anything of value."

Police expressed the belief that free games were only a means of covering up the giving of cash for high scores.

graph on these premises is not serviced or maintained by members of Local 1690, RCIA, affiliated with the American Federation of Labor, play only those automatic phonographs that are serviced by union members . . . Help us maintain decent and fair standards."

At the time the injunction was handed down, pickets had been removed from two of the three locations involved. Picketing was continuing at the third stop.

Judge Baker ruled: "It seems clear to me that there is no labor dispute within the meaning of Section 876-a, C.P.A. and that the picketing is not for a lawful labor objective."

**No Evidence**

He added that there is no factual support for the defendant's affidavit, that "it is the personal belief of the defendant that Local 266 is dominated by corrupt elements and is not a labor union

(Continued on page 81)

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**N. Y. Assn. Elects**  
 • Continued from page 79

action, La Hart explained, would make local authorities think twice before confiscating games which are legal by State standards, and it would also bring forth uniformity in enforcement of State laws.

Counsel Lou Werner said that the danger in such a system is that it could become a tax measure, with the operators paying not just enforcement charges, but additional fees for the general treasury. The motion was tabled.

Twelve board members from widely scattered areas of the State were elected. They are: Phil Benevento, Onondaga; Barney Rapp, Monroe; Tony Catones, Rockland; Henry Knoblock Jr., Warren; Anne Koenig, Ulster; Carl Pavesi, Westchester; Joe Reich, Greene; Jack La Hart, Essex; Charles Keppler, Onondaga; Jack Wilson, Orange; Gertrude Browne, Dutchess and Tom Oddy, Franklin County.

**Local Groups**

Werner traced the history of the organization and said that the group will embark on a program of encouraging and helping to set up county coin machine associations. Most of the activity will be in the northern and western parts of the State where association activity is relatively weak.

Hanofee told of his work in screening legislation at Albany and told of the association's success in stopping a coin machine tax in Sullivan County.

The association voted to accept annual memberships for the balance of 1958 and extend them thru 1959 in an effort to encourage new members.

**Spotty Reports**  
 • Continued from page 79

ment, was off approximately 20 per cent.

North of Los Angeles, around Bakersfield, William H. Black said his games business had been spotty but music was holding up in ratio to tourist traffic. A number of Black's games and music machines are on the highway. Up north, but in another direction, Ray Wheritt, of San Luis Obispo, has found 1958 so far better than 1957. He bought more equipment, however, this year with a number of the bowlers going on his route.

Tom Workman, of MAC Vendors here, reported that both the music and games operations were looking up after a couple of bad months. Music, he added, had been off about 15 per cent and games, 30, but was getting better. Workman attributed the slack months to layoffs in the motion picture studios, auto and aircraft plants. While some of the plants are returning to schedules, overtime payments have been cut.

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**Principal Says Pins Eat Up Lunch Money**

HIGHLANDS, N. J. — Local school Principal Joseph Piscornia has complained to police that children are going hungry at lunch-time to put nickels in a pinball machine, but Police Chief Howard Monahan said the situation is not as serious as represented by Piscornia and that storekeepers have been requested to keep the children away from the machines.

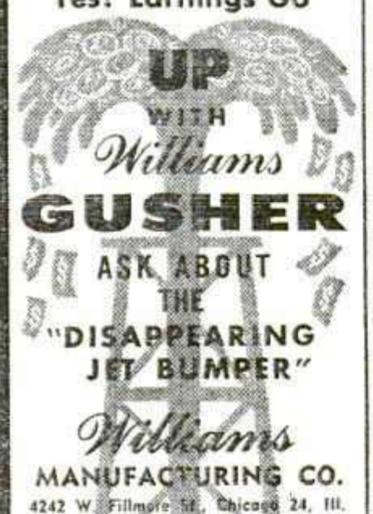
According to Piscornia, a youthful pinball player asked him for lunch money, and Piscornia gave him 25 cents. The principal said he discovered that the child's weekly allowance, plus his lunch money, went into the pinball machine.

What really irritated Piscornia, tho, is that the youngster took the 25 cents and spent it in the pinball machine, he said.

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**Gusher 5-Ball In Long Run**

CHICAGO —Gusher, Williams Manufacturing Company five-ball pin game, introduced early in September, has set a long-run production mark for the firm, according to Sam Lewis, director of sales.

Lewis said output on the game began September 2 and is still going, with expectation to keep on until at least October 20.

Gusher features a new idea in playfield action—a "disappearing" ball bumper that pops up and down depending on player's skill in hitting contacts.

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By JOHN HICKS  
Frank Schroeder, of W. B. Distributors, and his wife, Marian, are expecting an addition to their present family of two boys and four girls sometime in October. Altho the girls outnumber the boys two to one, Schroeder said the sex of the new baby will make no difference to him. The Schroeders have been married for 15 years.

**Ops, Distribs Won't Get Aid**

Continued from page 79

(1) Be of good character. (2) Show evidence that he has the ability to operate his business successfully. (3) Have enough capital in the business so that, with loan assistance from SBA, it will be possible for him to operate on a sound financial basis. (4) Be able to reasonably assure payment. Also past earnings record and future prospects of the firm must indicate ability to repay a loan out of income from the business.

Under law, SBA can make loans to small firms only when financing is not otherwise available to them on reasonable terms. Before applying to SBA, therefore, the funds must first be sought from a local bank or other local source of financing.

Establishment of the investment companies will not aid distributors or operators of jukes and amusement machines, however. SBA states specifically that it will not grant loans if the purpose is "to finance recreational or amusement facilities." Spokesmen for SBA told The Billboard that distributors and operators are "too close to the amusement end of the field." They say this is not a "black eye" to the amusement machine distributor and operator—"It's simply the way our loan policy is set up."

When queried as to why manufacturers would be eligible, SBA could only say that policy originally was to lend money only to manu-

facturers. That policy has been modified somewhat, and loans are now made to distributors and wholesalers in some industries.

Attorneys for SBA say that operators and distributors of amusement machines are in the "prohibition area" as far as loans are concerned. While SBA's loan policy is being reviewed and may be altered, there is very little chance that jukes and amusement machines would be given a break loan-wise. "We'd have a rough time convincing Congress that an operator of pinballs is not in the amusement industry, and that he's entitled to borrow the taxpayers' money," one attorney said.

He pointed to the case of the downtown four-wall theaters. A recent decision of SBA made such theaters eligible for loans, but drive-in theaters are not eligible.

Other legislation enacted this year makes SBA a permanent agency of the federal government. On the tax front new laws will enable small businesses to take 10 years instead of 15 months in which to pay estate taxes on a business held by a few persons, and increase from \$50,000 to \$100,000 the amount of earnings that may be retained, instead of being distributed, without stiff tax charges.

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**Kaufman, Berger**

Continued from page 79

which seeks to benefit the interest of its members.

The judge pointed out that the defendant had not denied the existence of a collective bargaining agreement between the plaintiffs and Local 266 nor had he denied that Local 266 is not a proper bargaining unit for employees in this field.

"On the papers before me," the judge ruled, "the conclusion is inescapable that the purpose of the picketing is to coerce the owners of the premises in which plaintiff's machines are located, into discontinuing the use of such machines, thereby forcing plaintiffs to breach their agreement with Local 266, and thus forcing their employees to join defendant union."

Drew Calland, an official of Local 1690, said his union will take the matter to trial.

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Vendall, 8 col., new . . . . . 85.00
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CHICAGO—A four-sheet rule card shipped with the new Fischer Sales & Manufacturing Company pool table, Party Pool (see separate story), tells how six different games can be played on a single bumper table.

The games, and the basic rules for each are as follows:

**Fourteen-Ball Bumper—Winner:** First player or team to pocket all seven balls. Regular bumper rules apply.

**Eight-Ball—Winner:** First player or team to pocket all seven balls, then pocket No. 8 ball (8 ball may be pocketed ANY cup). If No. 8 ball is pocketed before scoring ALL seven balls—opponent wins game.

**Eight-Ball Tag—Winner:** Same as "Eight-Ball" except player may continue to shoot, altho he has not scored, IF he forces one of opponent's balls into contact with No. 8 ball. (TAG) if ball from striker's group contacts No. 8 ball, striker loses turn, even tho ball may have been pocketed on shot (Ball counts).

**Cat & Mouse — Winner:** First player or team to "pocket" all seven balls. ALL shots must be banked off cushion, center cluster of bumpers or ball from strikers group. If ANY ball from opponent's group is touched by ANY ball from striker's group, striker loses turn and opponent drops touched ball, by hand, into cup.

**Rotation — Winner:** First player to pocket all seven balls. Balls must be scored in numerical order.

**Sudden Death Rotation — Winner:** Same as "Rotation" unless either player can force opponent to pocket highest numbered ball in player's group (No. 7 or No. 15) in any cup—opponent loses game. If striker pockets highest numbered ball in his group (No. 7 or No. 15) prior to scoring all other balls—opponent wins game.

Note: No. 1 thru No. 7 (solid color balls) for one side—No. 9 thru No. 15 (striped balls) for other side. No. 8 ball is used ONLY in "Eight-ball" or "Eight-ball Tag."

Ten colorful "table tents" are shipped with the rules card to be used as promotion items for placement on tables and along bar on location, calling attention to the six games that can be played.

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Genco CIRCUS GUN . . . . . \$350
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Keeney RANGER . . . . . 195
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Wms. JET FIGHTER . . . . . 150
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SPEEDY S. A. ....	125
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Genco SKILL BALL (2 Player)....	145
STATE FAIR GUN .....	250
DAVY CROCKETT GUN.....	245
HI FLY BASEBALL.....	175
CHAMPIONSHIP BASEBALL .....	175
Bally BULL'S-EYE GUN.....	225
Williams 10 STRIKES .....	295
SIDEWALK ENGINEER .....	145
HORSE FEATHERS .....	145
Exhibit TREASURE COVE GUN....	225
Scientific BATTING PRACTICE....	95
Mutoscope K. O. CHAMP .....	275

**CENTRAL OHIO COIN MACHINE EXCHANGE, INC.**  
858 N. High St., Columbus 8, Ohio  
TEL: AXminster 4-3529

**You're Not Alone**  
• Continued from page 71

of Food Chains said that considerable impetus is presently being given to "buying committee" meetings. These are regular meetings by buyers and other executives in a chain, at which interested businessmen are given the opportunity to make a sales presentation of the product. He suggested that a vending operator would do well to write the headquarters of a chain a letter of inquiry to determine whether such "buying committee" meetings are held and whether he might be permitted a sales presentation.

A manufacturer at the convention said that voluntary and retailer co-operative chains generally publish a house organ for their own members. New ideas, products and practices of other members in the chain are explained. This was suggested as a good way for a bulk vending operator to present his product. Stores in these chains are individually owned, but a central office handles a variety of procedures common to all the stores.

common sales resistance from the supers arises from the possibility of gum being thrown on the floor. He finds that there is no easy way to get around this objection other than persuasiveness. Once the supermarket agrees to give bulk vendors a trial, however, Winthrop seldom has complaints about customers throwing gum in the aisles.

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**BRAND NEW MACHINES!**

15 Bally SKILL ROLL  
6 Bally U. S. A.  
1 Genco SPACE AGE  
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GENCO-FISCHER

**Op Trains Locat'n**  
• Continued from page 71

worthwhile to have an employee instructed in simple servicing and repair.

Winthrop understandably limits his line of merchandise to capsules, ball gum, tab gum, and scales, which are the easiest to service. He doesn't use any nuts because he feels that the added servicing problem is restrictive in his type of operation. However, he does have a few pistachio machines, because of their relative cleanliness.

Machines are also located in supermarkets whenever possible. Winthrop reports that the most

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Williams CRANE .....	99
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Bally SKILL ROLL .....	195

**UNITED BINGOS**

BRAZIL .....	\$145
SOUTH SEAS .....	135
MONACO .....	125
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STARLET .....	95
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ROCKET SHIP .....	\$275	ACE HIGH .....	\$185
CRISS CROSS .....	265	AUTO RACES .....	175
STRAIGHT FLUSH .....	255	RAINBOW .....	145
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## Bowlers Up Coast Sales

LOS ANGELES — Sale of games by distributors during the first three quarters of this year was spotty, but the installation of two batteries of devices helped to create an optimistic view of the period ending December 31.

The two batteries, comprising 25 units, boosted the third quarter sales for C. A. Robinson Company, United Manufacturing distributor, and Phil Robinson, Chicago Coin's Western regional sales manager.

Fifteen United Playtimes, the 16-foot bowlers, were bought by Frank Zambrino and Rudy Illions, both veteran park operators, from the Robinson firm. These games were installed at the new Pacific Ocean Park, the multi-million-dollar park financed jointly by the Los Angeles Turf Club and the Columbia Broadcasting System in Santa Monica.

Also at POP but outside the park itself, 10 Chicago Coin Commandos were installed in a battery by the Beach Sports Center, Commando Gun Gallery Division. Officers of the firm are Major Mohr, Max Kleiger and Phil Markell. The sale was made by Phil Robinson, who has represented the manufacturing firm here for a number of years.

Ed Wilkes, Paul A. Laymon, Inc., general manager, said that games sales from the first of the year thru September had been "fair." He added that there were indications for a better fourth quarter.

At Badger Sales, William R. Happel Jr., said that games sales had held up "fairly well." He added, however, that the industry could use something new and popular at this time.

## TRIMOUNT'S Special of the Week

### 10 Gottlieb ROCKET SHIPS

Like New Twin Chutes **\$275 ea.**

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- ROCK-OLA PHONOS—50-120-200 SELECTION
- CHICAGO COIN CRISS CROSS HOCKEY

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- 1442 Rock-Ola, 50 Sel. .... \$395.00
- 1446 Rock-Ola, 120 Sel. .... 445.00
- 1448 Rock-Ola, 120 Sel. .... 545.00
- All Star Deluxe Bowler, new .. 295.00
- Trophy Bowlers (new) ..... Write
- Like New A.B.C. Bally Bowling Lanes, 14 ft. .... 395.00
- Like New Strike Bally Bowling Lanes, 14 ft. .... 575.00
- Skill Rolls, new ..... 195.00
- used ..... 145.00
- Seeburg Chrome Wall Boxes ... 45.00

### 5 BALLS

- Balls-a-Poppin' ..... \$175.00
- Genco Fun Fair (like new) .... 275.00
- Bally Circus, new 2 player .... 295.00
- Bally U.S.A. (new) ..... Write

### BINGO GAMES

- Cypress Garden ..... Write
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All machines have been checked, cleaned and ready for location.

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**NEW Calcoin 45 RPM**  
 Conversion for M-100A  
 with fast-moving carriage gear!... **\$49.50**  
 Also Conversions for All Machines.

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 All Visible, No Drum  
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It's Loaded with New Player Appeal...

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Has "Whirling Numbers" in the Lite Box!

Look at these terrific features:

- "Whirling Numbers" create all new lite box animation
- Triple rollovers and triple holes spot numbers indicated by arrows around "Whirling Numbers"
- Making red and white numbers to complete corresponding circles in lite box scores specials
- Liting both circles re-lites rollovers for specials
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- 5 on-off pop bumpers
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- Match feature
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See your distributor today!

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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

New "Rating Chart" Lites Automatically Indicating Player Score Progress!

**Amusement Pinballs**  
 as American as Baseball and Hot Dogs!

# Now! **DOUBLE** Profits with **DOUBLE** Play!!!

Featured in Chicago coin's

## TWIN Bowler

**FOR THE FIRST TIME . . .**  
2 Players Can Bowl At The Same Time!  
As Many As 8 Players Can Participate!

**FOR THE FIRST TIME . . .**  
You Take In 2 Coins Instead of One,  
Giving You Double The Profit In A  
Bowler. Only 18 inches Wider Than A  
Single Bowler!

Players Bowl  
With **LARGE**  
4 inch **BALLS!**

TWIN BOWLER is  
ONLY 48 inches  
wide and 14 ft.  
long!

Each Lane Oper-  
ates Independ-  
ently Of Each  
Other!

Game Designed  
In 3 Sections For  
Easy Set-up!

Available in 10c or 2/25c models!



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# Bally BEACH TIME

**SMASHING IN-LINE EARNING RECORDS**

Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME ... all adding up to biggest earning-power in years.

**4**  
MAGIC SQUARES  
plus **2**  
MAGIC LINES

**"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3RD, 4TH OR 5TH BALL**

Get your share of the big BEACH TIME money. Get new Bally BEACH TIME at your Bally distributor today.

## Bally LUCKY ALLEY



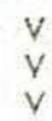
WITH NEW **LUCKY STRIKE** FEATURE  
Biggest thrill in bowling!

4" RUBBER BALL or 4" HARD BALL

- Official bowling scores
- 1 to 6 can play
- Streamlined cabinet
- Quiet-roll alley
- Extra husky pins
- Protective foul-light

3 Popular Sizes  
11 ft., 14 ft., 18 ft.  
2 COIN STYLES  
DIME-A-GAME or 2-FOR-QUARTER

SEE YOUR *Bally* DISTRIBUTOR FOR OTHER TOP MONEY-MAKERS



- LUCKY SHUFFLE
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- U.S.A.
- KIDDIE-RIDES

## Sensational Bally GOLF CHAMP



**3**  
TRICKY GREENS  
FLAT - UP-HILL - SIDE-SLOPE  
EXCITING "19TH" HOLE SCORES UP TO 200  
SHIFTING DOUBLE SCORES  
FREE SHOTS

Fun for one player, double fun for two players, GOLF CHAMP injects new life into slowest locations, earns top money in every location.

1 or 2 can play  
2 ft. by 8 1/2 ft.

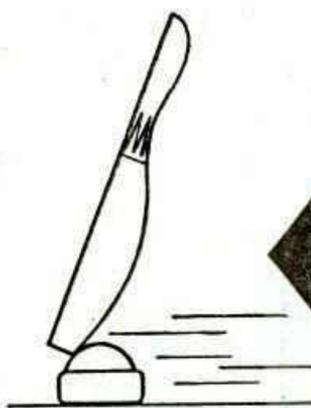
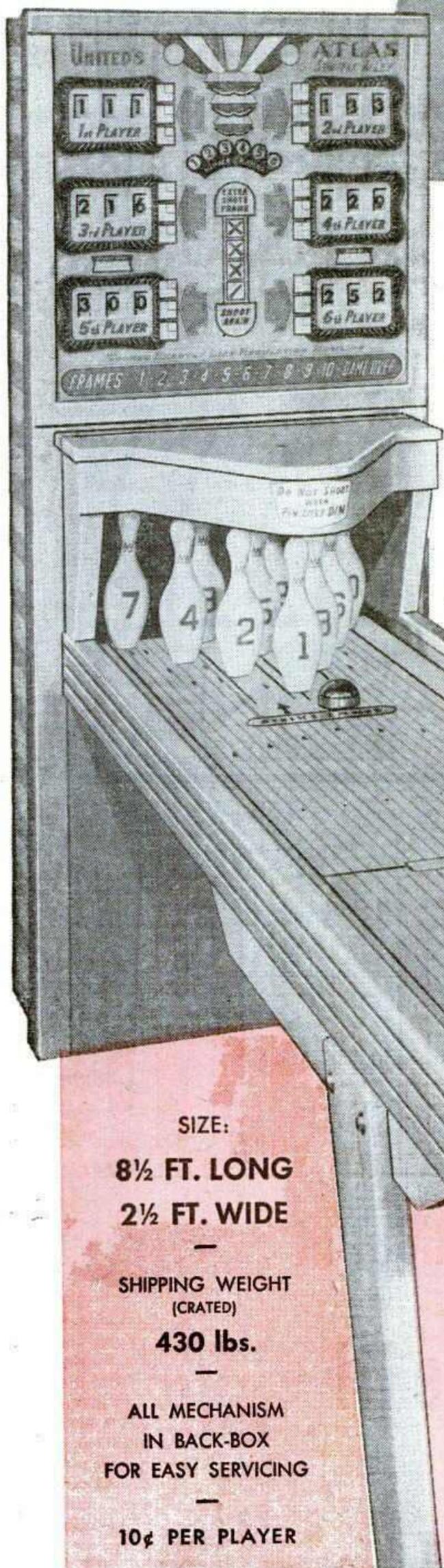
9 SHOTS  
10¢

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UNITED'S

# ATLAS

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### NEW, LARGE BALL-TYPE PUCK

ACTUALLY HITS PINS  
AS IT CROSSES ROLL-OVERS

REALISTIC BOWLING ACTION FOR THE  
FIRST TIME ON A PUCK-TYPE GAME

### REGULATION BOWLING SCORES

### Fifth Frame Feature

(OPTIONAL)

Regular and  
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Pilfer-Proofed  
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Equipped with NATIONAL REJECTOR

**STURDY CONSTRUCTION**

SIZE:

**8½ FT. LONG**

**2½ FT. WIDE**

SHIPPING WEIGHT  
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**430 lbs.**

ALL MECHANISM  
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FOR EASY SERVICING

**10¢ PER PLAYER**

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# NEW! STEREO!



WITH

CHANNEL

**1**

AND

CHANNEL

**2**

# NOW PLAYING!

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Hear It!... See It!

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*America's Finest and Most Complete Music Systems*