Other Show Items Hot

CHICAGO — Townsfolk's need for show property isn't limited to the animal kingdom. Besides the elephants and camels, there are many other things in the same time is a fall, to find an elephant to work in the hospital and a parrot for singing.

Among the show property is the use of camels. Many shows have used camels for various purposes, including one show where the camels were used to carry luggage.

There are also many other animals used in shows, such as lions, tigers, and bears. These animals are used for their strength, beauty, and ability to perform tricks.

In addition to the animals, there are also many other items used in shows, such as props, costumes, and sets. These items are used to create a realistic and entertaining atmosphere for the audience.

As the season of fall progresses, the need for show property will continue to grow. It is important for show producers to have a variety of items available to ensure a successful show.
SORD Hails Pic-Affiliated Diskeries; Blasts Majors

Dallas — The entry into the record business of movie-affiliated diskeries was celebrated by the Society of Record Dealers of America's major months ago, when the Society leveled a shattering attack on major record companies for "forgetting how they got to be majors."

In a bold statement, Charles J. Lichtensteiner, society president, declared: "The so-called majors in the record manufacturing business have sold the independent record retailers down the river with their rack jobs, double talk and shibboleth schemes to circumvent the normal buying patterns. The nation's dealers have cried for help and the powers that be have ignored their pleas.

Referring to the entry of the big movie-makers into the record business as "a glimmer of hope," Simmons concluded: "The majors have written their own obituaries and called their own shots until now. Then Simmons singled out RCA Victor as the only one not to exude in record club endeavors."

Throwing down the gauntlet, Simmons wrote: "The place to the movie maholos: "Give the dealers of America a home of their own without rack jobs, without rack'in, without illegal transship'ment - give us goods promotion which do not always mean giving away our profits,--give us intelligent promotion by salesmen and dealers, give us a distribution system which will work with us and not against us."

"We will promote you in our major State dealer meetings and in our national publications," Simmons continued. "We will promote you in our national publications."

"Remarking that the "current major" has apparently forgotten how they got to be majors," Simmons asserted, "the nation's retailers are asking for help that will recapture any degree of the lost American tradition of the business.

"The majors have sold the independent record retailers down the river, and the independent dealers will not forget," Simmons concluded. "Rock and Roll is back, and the independent dealers will not forget."

Atlantic Guns Holiday Salvo

New York — Atlantic Records has issued the heaviest salvo of package promotions to date. Toned to the year-end buying binge, the label is issuing 12 stereo and monaural albums in the "1959 series," six monaural in the "6000 series," five EP's and seven 78's.


In the 12-inch 45's, the two sets are Chris Connor's "new Chris Craft," and a set simply titled "Shine."
The group of 12 in the "6000 series," which sells for $3.98, will add "Rock and Roll Forever, Vol. II." and disks by Frank Sinatra, "Clyde McPhatter and Ray Charles.


Col. Snare, Original Cast "Album Plumb"

New York — Columbia Records has come up with one of the hottest Broadway musical albums of the year. The release of the original cast rights to the forthcoming "Flower Drum Song," by Rodgers and Hammerstein. What is more imminent is that the disk companies, as chairman of rights to the show in the type of the fact that the show is not lasting steady, Pat Suzuki, is an RCA Victor (Va) contract artist.

It is significant at this time whether Victor will allow Miss Suzuki to wear a label on the album. Since RCA Victor refused to let Abbe Lane record for Columbia in her "Captain," ( 고 Allen Rodske) elected not to allow the two companies to talent transfers have not been too smooth. Columbia was rather miffed at R. & H. when the composing team selected Victor for the track verion of the movie version of "South Pacific" early this year. However, after all, in the context of the Columbia's R. & H. back to the fold with "Flower Drum Song," Percy Good-laid Liebman made the deal for the musical.

Welker Named To New Victor Marketing Post

New York — Ed Welker has been named to the post of manager of product planning and the new RCA Victor Record Division, according to M. J. Davis, vice-president, record operations branch.

Welker will be in charge of the development of new uses and new markets for record division products. He will also be in charge of record budgets and distribution techniques in the new improved methods.

He has been with RCA since 1949, most recently as manager of pop albums a. c.

Studebaker Closers To Diskeryy Cues Bids for Imperial, Cadence Labels

Chicagta — The Studebaker-Packard Corporation is moving for ward to an agreement with the Billboard (September 15) to purchase two record companies. The latest in interest from negotiations are expected to be closed next week with Liberace, of Imperial Records, and Cadence, of the Studebaker-Packard Corporation's acquisition committee. Sonnabend, an automotive producer, already has very good terms for this agreement. The round-up by that his business, he is now actively trying to merge the two companies with great management and integrated his plan to invest in show music because of his high gross potential. He said the opening of the coming week to starting will be real. He indicated that if these talks do not lead to deal, he will listen to other bids that look attractive.

The shrewdly material, will be a part of a large-scale S-2.5 million deal that will ensure the new company's position in the industry. He said the company will be called the Studebaker-Warner Corp. The track will be issued both in stereo and monaural.

TELEVISION • MUSIC • RADIO

The Billboard
Communications to 1564 Broadway, New York 36, N. Y.
October 27, 1958

27 Packages
On Mercury's Pre-Yule Sked

Chicagat — Mercury Records announced this week the pre-Christmas all-LP line-up. Among them, 15 packages for seven classics and five Enkymy jazz packs.

To help dealers and distribution, the company said, the release is divided into two parts, the first for the upcoming year, the other for early November.

Pop items in the first portion of the release include "the Holy Skies," and "the Riverboat," The Steely Brothers, Pappo Roza and his orchestra, and a new Diz-Dorin jazz pack.

INVENTOR LOST: CLEFFER FOUND

Los Angeles — Excer Stock, the cinema consultant who turned up in a hobo jungle this month, has been watched for months by one Billy Eckstine for Mercury. The first, "The Hallelujah," a classic 13 years ago, will be released next month. The sound is "We Were Loving When We Loved," where the object of a hobo jungle, Bessie Smith, when he left his home for Seattle and failed to return.

Craft Cuts All M-G-M Singles

New York — Morton Craft, director of sales and records for M-G-M Records, is now cutting all singles for M-G-M plus the label's two subsidiaries, Columbia and Imperial.

An actual deal for Bob in the future, the earlier masters from Jerri Wintin's "Oscar's Oxygant," and under which Columbia and M-G-M have a certain number of shirts, has been promised. The label is to mean the rear control room, with all singles for the last three weeks," but his bids behind the horizons.

Bondy Elected ARD Prexy; 100 Members

New York — The ARD (American Record Distributors), elected its President, with the meeting held here two weeks ago. Other officers elected were Irving Roach, Jerome Gold, and Martin Cooper, vice-presidents; Anderson, treasurer; and Charles Lichman, manager.

The next meeting of the ARD will be held Tuesday (28) at the Henry Hard Hotel in New York. At the meeting, it was agreed to enroll more members. At the presence of ARD, over 100 record dealers as paid up members. It intends to deal with the up-to-date, discussing sales of records in outlets other than record stores, etc.
ASCAP Meet Cues Mounting Tension; Fireworks Likely
Gilbert Angered by Winchell Smear; Demands Brash Relief
By PAUL ACKERMANN
NEW YORK—The American Society of Composers, Authors and...
Top 40 Menace to Industry, Says D.J.

NEW YORK — The Top 40, the country's primary charting force, is poised to make a move to help its image, according to a report by a market research firm. The move, coming after a series of controversies, is aimed at helping to kill the single record business as we've known it.

The report, conducted by a major research firm in the late 1970s, found that the Top 40 was increasingly seen as a tool for record companies and artists to manipulate the charts. The report also found that the Top 40 was often used to promote records that had little to do with the artists themselves.

The Top 40 is now being promoted as a way to promote new music and to give exposure to artists who might not otherwise get a chance to be heard. The report also calls for a redesign of the Top 40 chart to make it more transparent and to give listeners a clearer understanding of how the charts are compiled.

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CONCERT

Cantata Scores in Debut; Disk Natural

The N.Y. critics flocked last week to the first performance of Norman Dello Joio's dramatic cantata, "The Passion of Louis Braille," at the intimate concert of the Little Orchestra Society.

Under the baton of conductor James Shea, the orchestra was a study in musicianship with the new solo instruments (there's also a full solo version) well drawn from a D. H. Lawrence play. Met-\openess star Leonard Warren provided the Braille solo in a beauti-\flied voices powers and clean technique as the cantata was con-\fected firmly from the piano. The performance should be trans-\ferred intact as part of the So-\ciety's upcoming recording ses-\sions.

Dello Joio was also represented by "The Island" and "Ode to Reality," with orchestra, a work which suffers a bit from the occasional sound of the piano. The Four Saints in Three Acts, however, was handled with facility and grace, and the modernist, melodic 24-minute work for baritone and

NIGHT CLUB

Snyder Plays Well, Promotes Disks

A recording artist who makes a regular policy of "drop-in" vis-\its to New York is Dave Snyder. He has a new gimmick to further the business link between performers and his growing string of keyboard al-\bums. On September 28, he put on a "private session" at the ro-\lace Lounge of the Hotel Statler, N.Y., his current stand, is placed...
FCC Compiles Primer On Stereo B'casting

WASHINGTON — In view of all the hubbub and hype about stereophonic broadcasting, the Federal Communications Commission has issued (23) a brief rundown on the meaning and methods of stereo transmission.

The FCC rationale does not go to the public with a "bang" but with a "plop," via FM multiplexing, subchannels, which is too involved to discuss now, but simply to say that the Commission is concerned primarily with its impact on the high fidelity capabilities of regular FM broadcast.

The Commission's, ABC's of stereo defines stereophonic broadcasting by three phenomena: the sound源, the steiner, the bimorph; it is a way of using sound in association with "phantom," or sound, it esp. in a sense of sound reproduction which gives it the illusion that the orchestra is "spread out.

In stereo broadcasting, "the simultaneity of signals coming from the two sets of speakers placed in front of the sound source and separated by several feet." The two sets of speakers are the two sides of the two miles of transmission and area carried separately in the home over two loudspeakers reaching listeners from two direc.

To obtain stereo effect in the pip. sound by the addition of a new stereo channel via DVD of TV and FM, or TV and FM or AM and FM stereo. This is the usual method.

The FCC explains that in the FM-multiplexing system, only one receiver is required, but a special adapter is necessary for the listener to extract the sound from the multiplex channel. A lim. the discussion is concerned with the FM stereo that has been permitted to experiment with.

Possibly for those who are just beginning to hold hearings during the week of November 10th, but in doing so, members of the Commission, have members from the pressroom committee, or the afternoon, so that in addition the chairman is directed the staff to develop a Development of data on regular, which will be used at the hearing in January.

The committee held preliminary hearings on September 28th, 21, and will rendezvous at which time representatives of American Electronics, the Radio Corporation, the American Radio Bureau, Videodex and other audience equipment, appeared before.

Lubinsky Inks 3 Gospel Acts

NEWARK, N. J. — Herman Lubinsky, veteran New Jersey mem. continues on his swing to the top, July 28. The Newark, Harry S. Steinman of the Berger, Boss and Steinman.

Joyce Active On Bookings

NEW YORK — Jolly Joyce has signed a booking pact with Tommy Edwards, Newark, for a series of engagements throughout the states. Joyce also signed the Olsen and Johnson "lock and key" show for bookers, Chicago. The Joyce firm is also handling comic Alon Cohen, and regulars like, Bob M, for a movie. The Edwards booking, the Cole booking was set. Approximately 10,000,000, Harry Steinman, of the Berger, Boss and Steinman.

Sonny King Inked To Colpix Pact

NEW YORK — Sonny King of the Doris Day-Johnny Bond show has signed with Colpix Records. King was brought to Colpix by producer Tony Morabito.

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SINCEREST THANKS
FOR THE OVERWHELMING RECEPTION
ACCORDED OUR TELEVISION SHOW OF
OCTOBER 17th OVER NBC FOR
THE CHRYSLER CORPORATION

Barrie Chase—The Jonah Jones Quartet—David Rose
and Orchestra—Bud Yorkin—Hermes Pan—Herbert
Baker—Gino Malerba—Pat Denise—David Robel
Alvin Stoller—Bobby Hammock—Walter Ruick—Joe
Niemeyer—Mary Thomas—Darleen Engle—Joyce Horne
Larri Thomas—Mary Menzies—Glenda Guilfoyle
Terri Laurence—Barbara Frederickson—Roy Fitzell
Bert May—Paul Rees—Ricky Gonzales—Jimmy Huntley
Frank Radcliffe—Jerry Staebler—Rod Bieber—Herman
Belmonte—Art Gilmore—Edward Stephenson—Ray
Aghayan—William F. Wallace—Bill Cole—Jim Kilgore
Chuck Smith—Roy Montgomery—Paul Rose—Bob Graner
John Chambers—Frank Gaskins—Dale Applegate
Jerry Weiss—Carl Petsch—George Simpson—Karl
Messerschmidt—John Casagrande—Louis Fusari—Ian
Taylor—Eugene Schwarz—Mark Salvani—Robert Salle
Leon Fry—George Perry—Edward Colucci—William
Verdier—Fred Cole—Clyde Fox—Frank Elwood
Ray Beal—Bob Johnson—Larry Peterson—Frank
Barnhart—John Anderson—Howard Tollefson—Paul
Stanhope—Rita Bennett—Norman Salling—Lynn
Burke—Bob Conlin—Milt Altman—Russ Nies—Bob
Smith—Robert Grapperhaus—Carl Hansenman—Harry
Glyer—Gerald Smith—Sid Provost—Gordon Ward
Don Dunbar—Ken Baker—Wayne Kenworthy—Paul
Murphy—Lon Stucky—Ron Olney—Bill Levitsky
Marvin Cooper—Karl Ravosa—Rolf Gompertz—Virginia
Gregory—Mona Clark—John Christ—Don Tennant
Bernie Kamins—Elmer Holloway—Dean Craig—Marian Rees
Fred Astaire, Jr.—Jerry Gershwin—Mike Levee, Jr.—
Jimmy Taylor—Stanley Hall—Ava Productions

Fred Astaire
ON THE BEAT

By BEN GREGGAT

ABC-Paramount’s Paul Anka, just returned from a spectacular Nipponese tour, was telling us about the Japanese scene. “They were really wonderful to me over there,” Anka related. “When I got to Tokyo, they gave me a huge press parade and later on they gave me a gold LP record. We played Kyoto in the middle of a huge crowd, and the audience overflowed the hotel to the middle of this storm and saw the Japs being blown off their bicycles by the wind. Man that was some wind. But they still packed the house in the middle of the storm.”

Anka is probably one of the most widely-travelled artists on the current scene. Within a year he’s had two trips to England, the Japanese tour and now his manager, Irving Fuller, has announced that they’re planning an October tour to Europe that will start November 14. On that date he opens two weeks of one-nighters in Brussels. Thence he will head for the Olympia, Paris, starting the middle of December. Somewhere in between, he may appear on British TV. In January he’ll return to the U.S. and is considering a trip to South America and into Latin and in Germany. Next May, he’s expected to do a month in South America.

We asked the 17-year-old Canadian star about plans for school, what with all the travelling. “When things cool a little I want to take my last year of high school by a correspondence course,” he told us. “Then I’d like to study music, you know, composition and harmony. I love to write music. I’ve written most of my own songs, starting with ‘Over You’ just recorded on my new record called ‘It Doesn’t Matter Anyway.’ And they used the big sound of the rockin’ fiddles on that date too.”

On the matter of rock and roll, Anka is very positive. “The kids have to have it. It makes them happy. Why change it when you can’t keep them down these days? You’ll never stop their wanting it by banning it or shouting. This is important to them and I if I can have any share in it I’m for it. Believe me, kids want to last a long time in this business. Travelling and appearing in so many places that would have helped me feel at home on a stage and that’s important for any artist. And I’m spending a lot of money having an act written for me. Someday it’s going to pay off when I don’t have a hit record to carry me along.”

ARTISTS’ BIOGRAPHIES FOR JOCKEY PROGRAMMING

All Five Blobs Are Bernie Nee

Columbia’s Five Blobs are, one and all, Bernie Nee, ex-Siebeck, who got his first baseballing in on the All-American outfit in the late forties. He entered New York University, switching his major from dentistry to music. He was fortunate enough to graduate and be assigned to a family.

Upon graduation in 1948, Nee began his baseballing in small groups at dances and weddings and in and around New York City. Then in 1951, he began to make demonstration records for song writers. During the same year he also made 30 children’s records, and sang radio and TV commercials with the Goldwyn Singers.

The tall, brown-haired singer and tenor, married in 1952, married, and the father of three children.

Vox Jox

By JUNE BUNY

PATIENTS RATE PLATTERS: John Kaye, WCFL, Chicago, starts his sixth year this month as consultant on the Veteran’s Administration Research Hospital in Chicago. Kaye provides on-air entertainment for the patients, via a weekly “Platter Preview” show, telling all about patients’ best hits and drug hits. The hospitalized veterans listen to new records released, and rate their hit songs. Wherever possible Kaye brings along a record artist (feature, if a disc rated by the panel) as a guest star. In addition to Kaye’s show, the hospital staff public service project which the VA described as “an excellent valentine—a credit to the depression patients—should know about!” Carey served in the U.S. Navy in WWII and II and in Korea. In weekly his show at the hospital and a daily show on WCFL, the deejay writes a record column for a Chicago newspaper.

GRADY HURST SHOW UNITS: Joe Grady and Ed Hurst, veteran deejay team at WRCV, Philadelphia, will head up a stagework unit of their own for personal appearances and promotions. The team is managed by the John Grady Agency which is building an “All-Star Record Show” around them for impersonations and orginized stories. While virtually all Philly jocks have made their rounds, in the area, it is believed that Grady and Hurst will be the first to build up a show unit of their own. The “All-Star Record Show” will make its bow November 15 and 16 at Phil’s Eric Social Club. The hit list must be certain to limit rock to pop and include a variety of pop hits for established record artists. Initially the show will include on-the-air artists Doo and the Donis, Mary Kaye, Di Y-Sers and Dave Appel and the Apple-Jacks. In their earlier days, Grady and Hurst formed a regular dance band. In view of their vast radio commitments, the show will be booked to weekends only with a radius of 300 miles from Philadelphia.

TELL ‘EM THAT: Jim Tylward, WWRL, Rochester, N.Y., was recently the subject of a group which has been following his every move for some time. Word has it that the group has some new tricks up their sleeve to keep the romance alive with this young jockey. Tylward, a 1960 graduate of the University of Maine, has come a long way since his days as a jockey. He has written and published three novels and has a successful record company. In his spare time, Tylward enjoys playing golf and watching the New England Patriots. He is married to the former Elizabeth Smith and they have two children. Tylward is currently working on a new album and his next release is scheduled for next spring.

VOX JOX

YESTERYEAR’S TOPS—The nation’s top tens on records as reported in The Billboard

OCTOBER 23, 1948

1. A Tree in the Meadow
2. You Can Call Me Duke
3. Twelfth Street Rag
4. It’s Magic
5. My Happiness
6. Underneath the Arches
7. Hair of Gold, Eyes of Blue
8. Maybe You’ll Be There
9. Button and Bows
10. Rhumba of Happiness

OCTOBER 24, 1953

1. You, You, You
2. Nite Club Door
3. Crying in the Chapel
4. Oh! Oh! Oh!
5. St. George and the Dragon
6. No Other Love
7. Many Times
8. Elly Company
9. Service
10. Regional

12. Miss Morgan has also appeared on Broadway in “Ziegfeld Follies” and in summer stock. TV auditions continue in connection with the Ed Sullivan Show and the Big Re-union. Smith denies this year’s “Most Outstanding Female Personality” by the Women’s Advertising Club.
Audio Fidelity

Launches "Record" Record Sales Drive In

TRUE the MAN'S Magazine

Advertising: In the most powerfully concentrated sales drive ever to stampede the Record Industry, AUDIO FIDELITY "Lasso's" the TRUE Hi-Fi market... MEN! AUDIO aims at men because men specify and buy High Fidelity—the same way they buy a horse... for performance, not the way he wears his "feed-bag."

This giant 6-page insert Ad in TRUE (that un-ux-on-ous MAN'S magazine) spells out effective quality throughout their entire range of high fidelity records, stereodiscs and stereotapes... And over 4,000,000 will read it this November.

Promotion: TO TIE YOU IN... AUDIO FIDELITY and TRUE have put together a dynamic selling kit of display materials to make sure that you get every advantage from this powerful pre-selling in TRUE!

Your Audio Fidelity Display Kit Works 2 Ways for You!

* Kits are scientifically "pre-tested" for effective influence at the point of sale.

The Fabulous TRUE • AUDIO FIDELITY Display Contest... The Contest That Every Dealer Wins!

How to Enter—When you receive your TRUE— display kit, set up your window display the best possible way considering the layout of your windows. THEN, get your Audio Fidelity salesman to take a picture of your display... (He'll do it free and send in your entry too) TRUE Magazine will choose the best displays—based on the most effective, efficient and original use of the AUDIO FIDELITY Kit. REMEMBER—INGENUITY IS MOST IMPORTANT... SO THE SMALLEST STORE WITH THE BIGGEST IMAGINATION CAN WIN THE TOP PRIZE.

You Can Win ONE OF THESE PRIZES:

1. GRAND PRIZE .......... $600 Savings Bond
2. 1st PRIZES ........ $100 Savings Bonds
3. 2nd PRIZES ........ $50 Savings Bonds
4. 3rd PRIZES ........ $25 Savings Bonds

AND...

... 3 MORE PRIZES, THOUSANDS OF \$10! Poster your Audio Fidelity salesman for complete details—hints and helps! Every single store that enters the contest wins a... Full Year Subscription to TRUE, The MAN'S Magazine

(A $4.00 VALUE)

Get your Audio Fidelity window set up, photographed and send in your entry fast!

TIE-IN TODAY FOR MORE AUDIO FIDELITY SALES WITH THE MOST POWERFUL MERCHANDISER IN THE MEN'S FIELD...
DISK MERCHANDISING

How to Turn Part-Time Help Into Full-Time Sales People

BY RALPH FLEARS

NEW YORK — Retailing in general is entering the period of peak sales, long hours, heavy traffic, and a need for extra help. This need is already started. In the next few weeks, momentum will be added from now on, holiday selling will be getting full tilt. Holiday help is a perpetual problem. Often, unless you find the help, you could have more sales and make less. And yet, the retailer has to have it. What can the music man do to get experienced sales help pay their keep?

The dealer himself can take steps to turn an inexperienced person into an effective sales person. How? One way is to transmit your own enthusiasm to the novice salesman. Enthusiasm is catching.

Another method is to establish incentives for the salesmen. Most are rewarded by daily and weekly quotas. Don’t penalize for not meeting quota but offer small bonuses for exceeding them. But the bonus is not as important as the challenge that you throw down to the salesman. For that reason, keep your quotas and your bonuses low. Don’t make the challenge too great or the salesman will lose confidence and you want to do is keep his enthusiasm high.

Simple Sales Training

Another thing that can be taught is the new novel in simple sales principles. Wait a minute, you say: you taught the same thing yesterday. I got time. Besides, who’s a teacher? Sure, I know plenty about selling. I’ve absorbed it through my musical business experience. But I didn’t learn it yesterday.

That’s right. It did take years. And you’ve probably forgotten more than most text books contain. And here we are talking about a college course. We’re talking about a down and dirty and easy to grasp. And just to make the whole thing easier — if that’s possible — I’ve used a lot of old sales principles.

Talk in terms of the customer’s interests.

The only thing the customer wants to know is how the product will benefit him. Therefore, when you talk to him, don’t talk about your radio or stereo, photographe, don’t say, “It’s great, we’ve sold them for a long time.” That isn’t thinking in terms of the customer. He’ll say, “Well, that’s all right, but what does it do for me?”

Tell him that the portable radio is easy to carry because it is not too big. Tell him you can play a pair of flashlights batteries. Tell him that the portable radio can be used as a flashlight. Tell him that radio and portable radio will not oblige his old records, that he can play them as well as the new stereo kind. This is talking in terms of the customer’s interest.

Careful Handling

2. Don’t ask the customer for too many facts. Many trained sales people and managers will ask the customer all the questions he can think of, but that is not the thing to do. You want to ask about the product. Not about your customer. Nothing could be farther from the truth. For a starter, try to choose the feature about the product that you feel will most likely appeal to the customer—then, hit it hard. Remember, it took you a long time to absorb that knowledge. Why not pass it on to the customer? How can you expect the customer to absorb it in a few minutes? He won’t. He’ll go home and think of it some other time.

3. Don’t press the price. The novice salesman asks a “strike down.” He’ll do anything rather than let the customer walk out. So he presses too hard and pushes the customer away. Buying a top line stereo does not a top line customer make. But more often it results in an expensive high rate of returns. How can the salesman guard against this practice? One way is to offer the customer a little time to think it over. If he choses not to buy the product today, the buy and the sale will be permanent.

4. Let the customer talk. One of the things we’ve learned from self-service merchandising, particularly with records, is that the more a customer is allowed to handle the merchandise, the more is sold. If a man is interested in a portable radio, let him hold it himself. Let him turn it on and off and play with the knobs. Handling the item suggests ownership to the customer and breaks down sales resistance.

Other Factors

5. Borrow from Broadsheet. Be a showman when you’re handling the customer. Dramatize the portrait of the customer. Let him see that he will benefit from the purchase. One dealer found sales of anti-static cloth rings rapidly simple because he cleaned the surface of every one before he sold it. He added a good story that the sale. This led to the customer asking about the cloth rings. This sold an anti-static cloth ring and sales pitch. At a dollar a pitch, he soon added a healthy profit in accessories.

6. Store respect for the customer. If you must get fingerprints on the grooves and who else does it. The point is, you can sell a whole line of accessories which will improve the customer with the fact that he is selling first-class merchandise, not something that is not of a first-class quality. The fact that you really are careless, you lose it in the customer’s eyes.

Try It Yourself

The ideas are only a few of the things that distinguish the good sales person from the bad. The time that sales are slow is when the people are on hand, but you’ve got a lot of time to talk to the customer. You’ve got the time to talk about the product. The time that you’ve got to talk about the product is when the sales are slow. And you’ve got a lot of time to talk about the product.

Col. Coupon Deal

• Continued from page 3

Carson Pirie Scott of Chicago recently held a coupon deal for the Columbia Phono Lab. The deal was well enough received so that the Chicago Sun Times wrote a long article about it. The deal was a great success and the Columbia Phono Lab has continued to use it ever since.

Lilyard Board election. After its huge audience on the Hollywood battle ground, AFM is not expected to go into the fight in a field.

Will the record companies go far in the fight? Actually, AFM’s present strike is a 21 per cent pay boost pact for unionized employees. The new contract is far from being a disaster for the film industry. The new contract is a step in the right direction.

A special committee will be set up to look into the possibility of an additional 5 per cent raise for the film employees. It is expected that the new contract will be the starting point for the additional increase.

The union fund board will be set up to take care of the problems that arise from the strike. The union fund will be set up to take care of the problems that arise from the strike.
DISTRIBUTOR NEWS

By HOWARD COOK

CINCINNATI: Ike Klayman of A & I Record Distributors reports strong action on "The World Outside" by the Four Coins on MGM. He states that the disk has really broken out. "Kiss On, Let's Go" by Ritchie Valens on Del-Fi is also parking. "Fledging My Love" by Roy Hamilton on Epic is moving well. "Beep Beep" by the Jimmies on Roulette is big. "Hillbilly, I Love Her So" by Count Basie with Joe Williams on Roulette is selling well. Ditto "Let Nature Take Its Course" by Julius La Rosa on the same label. West-Coaster has a string in "Indian Love Call" by Rudolf Freund. Top LPs are "Have Band, Will Travel" by Lester Flatt and "The Ohio State Marching Band" on Fidelity Sound. The latter is a huge local hit. Klayman states that stereo sales are continuing to grow. Stereo Fidelity is especially strong. In some cases, stereo versions are more in demand than the monaural counterparts.

In Nathan and Vern Hawkins of Hit Records, Inc., report heavy sales on "Jambalaya" by Tab Hunter on Warner Brothers. The Fontane Sisters' version on Dot is also beginning to show. "Poor Boy" by the Royal Tones on Jubilee is starting. "Cimarron" by Billy Vaughn and "I'll Remember Tonight" by Pat Boone on Dot are strong. "Need Your Love" by Bobby Freeman on Jubilee looks promising. "Dreamy Eyes" by Johnny Tillotson on Cadence is now the side. There's a strong local interest reaction to "Come on, Everybody" by Eddie Cochran on Liberty. Best-selling albums are "Have Organ, Will Swing" by Buddy Cole on Warner Bros., "Tab Hunter and 'You're My Girl'" by Jack Webb on Warner Bros., and "Dales of Dixieland, Vol. 8" on Audio Fidelity. London's stereo LPs are also moving well. Hot test items are "All Time Top 12" and "Hills I Missed" by Ted Heath. "I Love You" by "Film Favorites" and "Green Forever" by Mantovani and "High-Fi-Esta" by Emundo Ros.

Lou Simon of Supreme Distributing Company lists "Walking Along" by the Diamonds on Mercury as his number one platter. "Flamingo L'Amour" by the Cadillacs and "If You Want My Heart" by the Flames, both on Mercury, are also selling well. Cadillacs appears to have winners with "I'll Be One Number" by the Chantors and "My Life in Your Hands" by Vic Dana. Varun has two hot singles — "Sarah-Lin" by Rock Murphy and "Judy, Judy" by Gary Crosby. Hit-est albums are "Hot Cargo" by Emile Anderson and "Singers of Great Films" by Herman Gelauben on Mercury and "Jack Scott" on Capitol. Simon states that stereo LPs are far exceeding sales expectations and are now accounting for a large share of albums business.

NOTES IN THE MAIL: Lee Cheshak of Cadet Distributing Company in Detroit writes that Cadence's Genevieve's recent appearance in "Can't Can't" has created interest in her version of "I'm Never Gonna Kiss." Epic has two of Detroit's biggest hits in "The World Outside" by the Four Coins and "Fledging My Love" by Roy Hamilton. Two instrumentals that could be sleepers are "Trumpet Cha Cha Cha" by Danny Davis on Cadet and "Tu-Tu" by Rono Gordon and Jimmy Clanton's Ann recording of "A Letter to an Angel" looks like a repeater. "It Don't Mean No More" by Nappy Brown on Savoy is shaping into a big hit. Top LPs are "Julie Is Her Name, Vol. 2" on Liberty, "Have Band, Will Travel" by Lester Lamin on Epic and "The Great T. D." by Tommy Dorsey on Capitol.

Ted Kellem of Munkel in Philadelphia writes that Savoy is hot with "Desean's Work" by Billy Hope, "It Don't Hurt No More" by Nappy Brown and "I Love You" by the Temptations. Epic has smashers with "The World Outside" by the Four Coins, "Fledging My Love" by Roy Hamilton. United Artists is blazing with "Whispering Crescent" by Sylvia Slocum, "The Green Machine" by the Time Rockers and "I'll Be With Her..." by Billy Barnes. Carlton is cooking with "Everybody Was There" by Bob Kayl. Top Specialty item is "Teaches and Crest" by Larry Williams. Capitol has strong LPs in "The Great G. D." by Benney Fields and His Minstrel Men. Amcote has hot items going with "Just Young" by Andy Rose and "Calla Calla" by the Pattie Sisters.

Samuel Kaufman of Kay-Cee Distributing Company in Baltimore sends word that their organization has entered the singles field. Bob Whitesell is handling promotion for the firm. Records currently making a noise are "The Reason" by the Chandles on De-L and "Hold Me" by the Kings on Jay-Wing. Top LP is "Midnight in London" by The Eddie Thompson Quintet on Vee.

Bob Hellie of Chips Distributing Company, Inc., in Philadelphia writes that Joe Leddy appears to have a chick in his Felled recording of "By Love Possessed." Roulette has fast-moving albums in "Maynard Ferguson at Newport" and "Valerie Carter," "The Soul of Spain" by 101 Strings on Sun's Fidelity. Allied's "Sweeterheart" by Lomie looks good. "Circus" by Bill Farrell on Cbs is getting action. "Side Street" by the Intervals on Apricot is stepping out.

DISTRIBUTOR DOINGS: Jerry Blaine of Caquot Distributing Corporation in New York has contacted the firm for a hotel vacation and golf spree in the Catskills. St. Claire Love of Canadian Music Sales Corporation, Ltd., phoned to say that his firm will handle the Colpix line. Jerry Zuckerline, sales manager of Audio Fidelity, is planning a trip to Montreal and Toronto at the end of the month to hold dealer meetings and set up a new district for his company. The new Canadian distributor is Phonodisc, West Toronto.

BRIEFS: Cy Segal of Warner Bros., New York borough, reports strong action on the following singles: "Pachalambas" from the label's top selling LP. "Terribly Sophisticated Songs", "Jealous Heart" by Tab Hunter and "Mad, Passionate Love" by the Many Kays. Top selling new LPs are "Too Much" by the Many Kay Trio and "Twenty Million Notes" by John Scott Trotter. Top five at Columbia Record Corporation, Inc., New York are "Call Me" by Johnny Mathis "Firefly" by Tony Bennett, "What Do I Care" by Johnny Cash, "The Hop" by the Five Bloops and "Stop Laughing At Me" by Beverly. Top five at Capitol in New York are "Sungle Dalt" by Robin Lake on Dot, "Rock Me Robin" by Bobby Day on Class. "The Little Girl's Gone Rockin," by Ruth Brown on Atlantic. Current news letter from Roulette lists Henry Douglas Ace Distributors in Detroit who names "Beep Beep" by Valerie Carr and "Blue Moon" by Jimmy Rovens as the label's top platters.
MUSIC AS WRITTEN

By BOB ROLONTZ

ANOTHER "VOLARE" ON THE WAY?

Lots of noise and lots of excitement are being created here by an Italian tune titled "Come Prima." The tune, a hit in Italy this past spring, was first recorded in the United States by the Platters for a Mercury album. E. Sugar, the Italian publisher, has sent a copy of the sheet music to Buck Ram, manager of the Platters, and they then wrote an English lyric for the tune, under the title "For the First Time." Before the Platters disk was issued a version was released by Tony Delardo. Since then other versions have been released by Polly Bergen on Columbia, Enzo Sturfi on United Artists, Mario Marini and the Radar Quartet on Columbia and the Dick Malley orchestra version titled "Come Prima Chica Chica," on Columbia. Now Mario Lanza has cut the tune for his new picture, under the title of "For the First Time," and RCA Victor will soon bring out his version. Tune is published here by A.M.C. Music.

A HOT TUNE FROM "SEPARATE TABLES"

New tune from the film "Separate Tables," which is due at theaters soon is stirring up some noise about the trade. Song, which is featured in the picture, was penned by Harry Warren and by Harold Adamson, and is being published by Hecht, Lancaster and Buzzell. So far, the song has been waxed by Eddy Gorme for ABC-PARAMOUNT and Vic Danann... for Columbia and Lou Ann Sims for Jubilee. Miss Sims, by the way, has just cut an album of Harry Warren tunes for Jubilee Records.

HARER PROFESSIONAL MANAGER FOR PORTRAIT

Bert Harer has been appointed the professional manager of Portrait and Royalty Music, the two Murray Kaufman publishing firms. Portrait has been one of the hot publishing firms over the past few months with such hits as "Stylish Splash," "Early in the Morning" and the current "Sweetheart." 

DREYER ACQUIRES FLICK SCORE

Dave Dreyer has acquired the score to the Spanish film "Polochera," a Latin fairy tale, for his Raleigh Music firm. The music was composed by Raul Lavista and Enrique Jovino. Film has been a smash in Mexico.

NATIEN'S HIT FIRM IN NEW QUARTERS

Is Nathan & Associates, operators of Hit Record Distributing Company, Cincinnati, representing some 40 labels, dedicated their new building at 3016 Colerain Avenue, Cincinnati, with an open-house cocktail session and buffet Sunday (10), to which record artists and music trade reps will be invited. The marriage of Custom Distributing (Cleveland) girl Friday Rita Medina takes place in Cleveland on November 8 at 10:00 a.m. to Frank Shary. Custom boss Sandy Rech is throwing the after-wedding party, so all manufacturers whose lines he handles are invited as well as all other distributors.

Marty Wyler, general manager of Holland Records, because the father of a baby girl, Robin Ann, last week... Gene Austin has written a musical comedy titled "The Jazz Story," which is being readied for production in March of 1959... New flick "The Man Inside" will feature a song titled "Trudie," which is currently a hit in England. Fiddling Music is publishing the tune here, and five diskeries have already waxed the song... The Cleveland Orchestra, under George Szell, will return to the CBS Radio network starting Sunday, December 23 at 10:00 p.m. Szell will last for 26 weeks... Multitone, publishing firm in Sweden which is devotedly by four Swedish record companies, Vernon, Kanwall, Decon and Philips, has acquired the Scandinavian rights to Quincy Jones Silhouette Music catalog. Arrangements were made thru Claus Dahlby's office, the New York representative of Multitone and Orion Development Corporation... Herman Chittison has cut his first album titled "Chittison With Strings." The United States Air Force Academy in Colorado is in the market for bands and theatrical sets. Bankers should contact either Danny Williams or Cadet James Blackwell at the Academy.

Chicago

Nick Noble invited by Paul Cohen of Coral last week and goes to New York to cut an album backed by Nell Hefi arrangements. First Coral single, "Silver Dollar," has just been released. Noble had a brief stay with Tiffany Records after an extended stint in Mercury's stable... Tony Martin opens Chez Paree Sunday (2).... George Treadwell, manager of Sarah Vaughan, has added Billy Holiday to his roster... Clancy has taken on The Brothers, Shreveport racetrack duo, and the Tracy Twins... Harvey Cohen, of Pan-American Distributors, Detroit, back at work after a heart attack.

Hollywood

Marty Melcher has signed 23-year-old nifty thrush Dicki Pal to a three-year Arvin contract. Arvin a.d. v.p., Eugene Joe Lohin cut two sides with her to be released soon, "Just Outside of Love" backed with "No Need for Crying." John Baitt set for a two-week stand at Room 1905, Riverside Hotel starting November 29... KMFC deejay Johnny Grant this week received Defense Department blessings to take his "Operation Soldier" on a tour of Far Eastern military installations during the coming holiday season. Grant and his group of 17 entertainers will leave December 15 and return December 31. He's now lining up talent to accompany him on the annual holiday hop.
ASCAP Distribution Overhaul

- Continued from page 4

now be made—and is being made—on an average basis without worry about classes. The shock of the switch to a performance-based fund is now over and controls no longer have to be built-in to take care of writers whose performances may not keep them up there classification-wise. Thus, performances become even more important for the writer than they have ever been before.

This is what the many members of the music fraternity are predicting is under way as well for publisher members of ASCAP. According to these troubadours, the old breakdown applied to performances, availability and uniqueness, respectively, in the composition of the income paid to publishers, will eventually be something like 80 per cent performances. The reason for the shift to a more straightforward performance-based distribution system is manifold, but here is little doubt, these insiders opine, that the complaints that sparked the Roosevelt hearings in Washington this past summer are one of the main reasons. (The Billboard, October 20.)

If the performance-based system occurs for publisher members of ASCAP, it is believed that many of the large independent publishers will want to join, without either picture or Broadway shows, who are not revenue dependent but want to keep their books of valuable musical compositions, such as audience endowment, symphonic, etc., in the industry, will have to make many changes in their mode of operation. Many of these publishers, who are having problems with their catalogs, are having to follow different approaches. The problem, however, is not just with the catalog, but with the financial staff of these firms and even larger firms may have to get out and start getting those sales again.

Of course, firms with much-performed standards will not be severally affected by a switch to a performance-based fund on the part of ASCAP; in fact, they may be helped rather than hurt. For performances standards will pay off as well as performances on current times.

Manuti Favorite

- Continued from page 4

great popularity not only on the local level, but also on the Federation level. Tip-off here was the fact that Hapgo, Kevin, AIM, front views, recently visited the local, addressed the men, and received a big ovation. Manuti is placing great emphasis on unity and repels the AIM 007 meeting in this fight. With a similar viewpoint in mind, he has added all the Cecil Mead district officers who left to repop the local.

Allied Reorgs

- Continued from page 4

president, Win Adams will handle the transcription service for American Sound, as in the past. He also reports to Hertzberg. Coordination and financing of this division will continue to be handled by Ernest Krebs, who reports to John P. Wegner, Allied administrative vice-president.

Blumberg started with the RCA Service Company in Richmond, Va., in 1953, transferred to the Boro, N. Y., branch where he backed up an enviable record and then went into the record division where he is a present assistant in the rack jobber field. Smolin has served several years as assistant manufacturing supervisor for Columbia Records at Bridgeton, Conn.

Merc's Pre-Yule

- Continued from page 2

in Sweden, Jimmy Rasure and George Wellington; and "Persecution at Work," Pete Rugolo.

The record portion of the release will be composed of sets featuring Mike Nichols and Elaine May, Bobby Christian, the Carl Stevens or, Carmen Mastren, Parti Page, Buddy Johnson, the Caribelles, Sandor Lakatos, the Rivet from Five, Harry Arnold's Big Band, Dvorak's Slavonic Dances and Sonetana's 'Bantered Birds' Parade. Andy Darmst and the Minneapolis Symphony, Kodaly's Dances and Ruptik. Weisen 'Two Russian Dances,' played by Delph and the Philadelphia University. Seifert's and the London Symphony. Nos. 39 and 41. Schmidt—Iscri- fotwst and the London Symphony.

Studebaker

- Continued from page 2

many potential pools of companies. A stockholders meeting Octo-
ber 11 approved a refinancing and acquisition program.

Studebaker already runs more than 100 companies including Botany Mills with a large network of wholesalers of chocolates as well as a hotel chain. One of his most opening deals is involved with a money-losing gun store manufacturer with a profitable subsidiary that sold airline parts. He has become one of the most skilled practitioners of the tax law by careful understanding of substantially different facts. Studebaker's business by burning it with money-making subsidiaries to in-

I WISH I KNEW
SYLVIA SYMS
Columbia
"BUZZIN" b/w "CRACKERJACK"
KATHY ZEE
Larry
BOURNE, INC.-MRC MUSIC
124 West 52 St.
New York 19

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

"Both Sides Are in Heavy Demand in All of the Larger C&W Markets. Looks Like Another Two-Sided Hit for the Artist" . . . Billboard

FARO YOUNG

"That's the Way I Feel" (Starrite, BMI)
I Hate Myself (Lu-Tal, BMI)—Capitol 4500
You" in his readings of two fine new songs. That's the hit song on the table to a chick. Flip it a dual-track, neg-

This Week's (C&W Best Buys

THAT'S THE WAY I FEEL (Starrite, BMI)
I Hate Myself (Lu-Tal, BMI)—Fanny Young—Capitol 4500
Both sides are in heavy demand in all of the large C&W stations. A hit. Looks like another two-sided hit for the artist. A previous Billboard Spotlight pick.

Review Spotlight on . . .

C&W RECORDS

PARSON YOUNG

That's the Way I Feel (Starrite, BMI)
I Hate Myself (Lu-Tal, BMI)—Capitol 4500
You" in his readings of two fine new songs. That's the hit song on the table to a chick. Flip it a dual-track, neg-

"I Hate Myself"

Record No. 4505
Personal Management
Hubert Long Talent, Inc.
616 Exchange Building
Nashville 3, Tennessee
Alpine 5-4154

CONWAY TWITTY
IT'S ONLY MAKE BELIEVE
I'll TRY
MNM X 13270
MARIELLE MUSIC CORP.
119 W. 57th St., N. Y.

THAT'S MY DESIRE
CREW CUTS
on RCA Victor 47-2371
MILLS MUSIC, INC.

A World-Wide Hit!

TOLLARE
BEL BLU, DIPINTO DI BLU
ROBINS MUSIC CORPORATION

GIVE
THE UNITED WAY
TO: UNITED FUNDS
COMMUNITY CHESTS

"Both sides are in heavy demand in all of the larger C&W Markets. Looks like another two-sided hit for the artist" . . . Billboard
FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

After several successful dates in the Midwest, the Johnny Cash unit moved south this week to open Tuesday (20) at the Collomum, San Angelo, Tex., to be followed by City Auditorium in Houston, Wednesday (21); the Collomum, Corpus Christi, Tex. Thursday (22); Mobile, Ala., Friday (23); Miami, Saturday, November 1; and Tampa, Sunday (24). Gordon Terry and Bob Luman will work the entire tour with Cash. Lefty Frizzell will appear in the package thru October 31; Johnny Horton thru October 30; Honkey and Jethro join it October 30, and Ray Price is in for the last two dates, November 1-2. At the conclusion of the tour, Cash wraps up his Hollywood to devote his time to his planned TV show.

Jim Denny and Owen Bradley flew out of Nashville last Tuesday (2) for a business trip to New York, Miss. Pearl placed to Cuba last week for a few days’ vacation. Webb Pierce and Carl Smith are back in Nashville following a lucrative swing thru the Pacific Northwest. At Spokane, they are expected to have attracted some 7,000 paupers, 3,000 more than the management had set out for. George Jones has signed an exclusive “Huston” contract with John Kelly’s World-Famed Attractions, Nashville. Ray Price is passing out the cherrons in celebration of the recent arrival of a new son, Clifton Ray, who weighed in at a whopping 8 pounds, 14 ounces. Everybody’s doing just dandy. "Peach State Jamboree," which for the last four years has occupied the stage of the Nancy Auditorium, Swannanoa, Ga., each Saturday night, disbanded last Saturday (17) engagement, with the house again becoming available to traveling shows beginning November 8. Johnnie Balles continues to manage the Nancy for Jim Denny and Webb Pierce.

"Honky Hayride" is now originating live from WGL, Fort Wayne, Ind., each Saturday at 11 a.m. The October (18) show featured Ray Kiser and His Country Gentlemen and Lee Moore, with Charlie Weller, bassman of the Trail Riders, cutting the ceuse chans. ... The Hank Snow show, featuring Judy Lynn and Pat Kelly, has returned to Nashville for a rest after a successful swing thru Oregon, Idaho, Washington, Nebraska, and Montana, set by John Kelly’s World-Famed Attractions. Unit is slated to resume its road trek in a few weeks. ... Ernest Tubby and His Texas Troubadours, Ray Price and the Cherokee Cowboys and Shazer Davis, after a string of dates for Hap Hayman, of Kansas City, Mo., returned last week to Nashville for recording sessions for Decca, Columbia and RCA Victor respectively.

Harrold Gunter’s initial release for Columbia Records is in the hopper and ready for release almost any day now. Ray Sanders has an upshot rockabilly release coming up on the same label October 29, with Bill Hall’s sacred release on Columbia set for November 1. John Kelly, personal manager for Stone- wall Jackson, is sending out deejay copies on the label’s new release, “Life to Go.” If you’re in need in the mailing, drop a card to Kelly at 318 Seventh Avenue North, Nashville. ... Hilo Brown and gang are appearing every Monday night on Channel 3, Chattanooga, replacing Flatt and Scruggs.

Rocky Raney and band have just entered their second year at the Turner Club, Chattanooga, with the original personnel still intact. Talent broker Steve Stebbins, of America Corporation, Woodland Hills, Calif., type writes that the country music business is very good, with five big c.d.w. names from Nashville due in the Los Angeles sector within the next four weeks. ... Ted Harris, discovery of Ted Daffan, head of Silver Star Music, and Joe Talbot, manager of the Hank Snow Music Center, Nashville, has just set his first session for BCA Victor, with release set for around mid-November.

Billy Walker (Columbia), now working under the personal management of Bad Bailey, played the Beacon Club, Casper, Wyo., October 20-25, and then played to Wichita Falls, Tex., where he appeared Saturday (29) at the Motor Hotel. He’ll be back on "Jubilee U. S. A." in Springfield, Mo., this weekend. Billy’s new release, "Dangone Tough on Me," is reported getting solid play in the Kansas City, Mo., and Omaha sectors. ... The Jimmy Dickens band and Jimmy Boyd occupy the guest slot on Nat Nighther’s "Country America" over KABC-TV, Los Angeles, Saturday (1), with Don Gibson cast in that role November 8. The "Country America" cast includes Joe Allison, Gary Jackson, Dobie Gray, Freddy Hart, Gordon Terry, Shirley Cadell and the Bobbie Bruce hometown band.

Dub Dickerson, Dallas, will receive the BMI award for the outstanding c.d.w. song of 1959 for his "Stood Up," done by Billy’s Nelson, on Imperial. Award will be made in Nashville during the country music dwarfs festival to be held there November 22-23. Dickerson’s new music publishing firm, Big World Music (BMI) begins.

(GOING GREAT!) "POOR BOY"
The Royaltones Jubilee 5328

"NEED YOUR LOVE"
Bobbie Freeman Josie 844

"I COULD BE A MOUNTAIN"
Don Rondo Jubilee 5341

JUBILEE RECORDS
1721 Broadway, N. Y. 18, N. Y.
Stereo Broadcasts on AM
Radio Just Around Corner

RCA Shows AM Stereocast System,
Battery TV, Home Video Tape Set

BY RALPH FREAS

PRINCETON, N. J. -- Engineers and scientists at the RCA Laboratories have gone behind the scenes to peek into an electronic future here over the next nine months. The high-speed development effort is led by Dr. Philip M. Young, who will be assisted by Dr. Ivan S. Hilsenbeck.

RCA spokesman also described the firm's experimental "Stielerator," a generator from which to get immediate power produce by the same fusion process that takes place in the sun. Stereo broadcast enclosures are of unusual size. A "stereo" channel was described by Dr. William H. Fowler, who is the laboratory's Senior Director of Research, as "the biggest forward stride in the standard broadcast field in more than 20 years.

The standard AM frequency is made up of a carrier wave and two sidebands of slightly higher and lower frequencies respectively, on either side of the carrier. In the stereo system, each of RCA's stereo channels is carried by one of the sidebands. If the stereo AM receiver is to hear the stereo program, two sidebands must be turned on. (Continued on page 22)

3 NEW MODELS

Decca's 'Mostest' Stereo Pricing

NEW YORK -- With the first major introduction of a trio of new stereo models, Decca, which now has a full line of stereo products in every price range, is once again in the vanguard of the new technology. The three models, the clinamen, "Shelby" and "Riverbide," are designed around the idea of a "master record," which contains all the information that can be turned out of sound, "avoiding stereophonic fiddles like much furniture in small rooms."

Under $130

"Clinamen" leads off the budget line, at $130.00. It has a four-speed changer, 10-watt peak amplifier, a tube-type speaker, and the Decca "pushbutton" design which can even be hung on the wall. In a mere $225 box, "Shelby" combines a Decca two-track stereo unit with a twofold expansion capacity and a measuring tape to help the user determine the best location for each of such Decca models as "Alnoma," "Crosby," "Allstate," etc. All Decca models except the very low-priced models include a "five-in-one" changer, and a frequency amplifiers, and with the systems in the associated unit with no major re-

Over-the-COUNTER

Hendel Expands Dealer Network, Sells Promos

By CHARLES SINCLAIR

BOSTON--After more than six months of field testing in key markets, the Hendel program of Hendel Company is now moving into high gear. Hendel's major spokesmen in the field are radio stations, and the company has a number of new dealers who are being trained in the fundamentals of the business. The use of dealers is a natural way of doing business, since the firm, ranked as the nation's biggest producer of wall-box type kits for sale in the five-and-ten stores, and a great change can be made to Hendel's dealers. (Continued on page 22)

Sales Trophy

Hi-Fi Show Dates Set for Far West

NEW YORK--Dates for High Fidelity Music Shows on the West Coast have been set. Tickets are still available for the shows in San Francisco, which will be held on February 15 and 16 at the 300 Market Street building. The shows in Los Angeles will be held on February 11-12, and the shows in the Northwest will be held on February 18-19. The shows in San Francisco will be held on February 7-8. (Continued on page 22)

How Many TV Shows You Get On A Gallon?

NEW YORK -- Even the driver may be able to enjoy TV on the road if RCA Laboratory scientists have their way. When Dr. James Hillard introduced RCA's experimental battery-operated TV sets in Princeton last week (see separate story), he said they would be operated on a car battery via the cigarette lighter connection. Many States, he pointed out, now allow the hybrid automobile TV be-

New Loader Can Up Reel-to-Reel Popularity

CHICAGO -- Armour Research Foundation will demonstrate a principle of automatic loading of reel-to-reel tape devices on both the tape bases and tape cabinets to increase the chances of the tape's being used. The device also may add more emphasis to the proponents of pre-stereo interception of radio waves.

Marvin Sams, senior physicist at Armour, who has developed a magnetic tape recording system that is said to work against the post-World War II research, will have the new machine on hand.

Stereo equipment is available in a lot of different types. The best type of machine is the reel-to-reel tape machine, which will simply load the

Webcor $6 Mil Consolidation of Facilities

CHICAGO -- Webcor Inc., major supplier of record players, tape recorders and reel-to-reel changers this week announced a $8,000,000 expansion program to include a new factory and offices in the western suburbs to take place in two years. The company, with headquarters in the Chicago suburb of Berwyn, will be able to meet the present demand for the new self-threading devices.

Seven days a week, the machine will operate with tape at 7 inches per second and 2000 tpi will work, says Willard. (Continued on page 22)

FM Stereocasting Gives a Boost in Equipment, Disks

WILMINGTON, Del.-- Airing stereocast music via FM multiplex-- in a nation-wide network--is having an immediate effect on everything from audio equipment sales to the kind of records that are sold. A part of major record labels, such as RCA Victor, Decca and Columbia, the general manager of Wilmingto's WMIR, local FM-only stations new to the art of FM stereo, are all experiencing a boost in channel broadcasting utilizing the Crabby demonstration.

"We are still stereocasting co-

In the future, there is a real demand to do it, and a real need to do it." said Reynolds. "It has an immedi-

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PAST PERFORMANCE SHOWED IT . . . CURRENT RELEASES PROVE IT!

APT

has the

GOLDEN TOUCH

for

TEEN TASTE!

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A product of AM-PAR Record Corp.

Distributed in Canada by Sparton of Canada, Ltd.
DENVER SUCCESS

New Demo Room Cues Phono Sales Spurt

By BOB LATIMER

DENVER — Because a separate room, acoustically modified, has been set up at the rear of their showroom, LeFlore's, musical and appliance dealers here, has seen phono sales rise the ace. According to Artewit Harding, manager, emphasis on phonographs lagged only briefly after the introduction of television to the Denver area, and, after some six months of drought, began picking up speed.

The separate demonstration room is a 12 by 10-foot room in the right rear corner of the store, with a soundproof door, which closes the listener away from the sounds of traffic from the 16th and Champa intersection in downtown Denver. Broad shelves at either side of the room display top lines of high-fidelity phonograph, including Columbia, RCA Victor and Victor. Signs urge the listener to call a salesperson to demonstrate high fidelity equipment to best advantage, as well as to "compare your favorite record on these sets and a standard set."

There are usually 16 phonographs racked along the walls of the Denver store, with a choice selection of high fidelity records. Classical music predominates.

"It might be well to point out that the high-fidelity move is far from being made up of long hair buyers," Harding says. "Often the man who merely follows the hit parade in buying his records is as likely to buy high fidelity as the more serious music lovers. At least.

(Continued on page 20)

English Firm Has Portable Stereo Phono

NEW YORK — Erosco Corporation announces a new stereo phono imported by them from England where it is made by the Tri-Electrical Equipment, Ltd. The unit is portable and consists of a high record player and a full range speaker. A unique feature of the unit is that the speakers are to the sides of the record player, making the entire unit portable. In operation, the speakers are detached and placed on either sides of the player for maximum stereo effect.

Called the "Trifon," the unit is comprised of a 

Mark II four-speed record changer. The circuit is designed around a "conservatively rated" eight watt amplifier. Controls are on a recessed front panel. Total weight of the unit is 34 pounds. (Continued on page 20)

Hoffman Sets Stereo Bonus

LOS ANGELES — Hoffman Electronics has created a special bonus promotion package to help dealers promote their stereo phonos. Dealers will be able to offer six new Bel Canto stereo albums, valued at $37.50, as premium with the purchase of complete Hoffman stereo phonos beginning at $289.90.

In addition to the albums, which include Decca, Latin American, dance tunes, polkas and jazz music, a special stereophonic demonstration record will be made available to dealers. The dealer promotional package also includes a stow banner, window banner, customer invitations to stereo demonstrations, dealers suggesting that their owners convert to stereo, and newspaper advertising aids. The premium offer is being made through Hoffman distributors this

NEW ROUTE

Air Stereo Via Pair of AM Outlets

CHICAGO — A unique experiment in stereo broadcasting has been conceived and is currently being tried by Frank J. Krants, Motorola distributor in Atlantic City, N. J.

The novel approach to stereo Listening enables the first-known use of two AM stations to simulcast the two tracks necessary for true stereophonic sound. Previous stereo broadcasts have employed one AM and FM station or one TV outlet plus one AM or FM station, but these Atlantic City broadcasts are believed to be the first employing two of the standard broadcast AM stations.

Groeb in addition to the effort are Atlantic City radio stations WFGC and WMDT. Programming originates from the studios of WFGC, which broadcasts the left half track while WMDT handles the right half.

An initial broadcast was tried on

$12 Buys Altec Stereo Gain Control

NEW YORK — Altec Lansing Corporation is introducing a new master gain control for stereo component systems. The 541 Master Stereo Control is equipped with two pairs of shielded cables and pin jacks to connect to two combinations of monaural amplifiers and preamplifiers.

It is specifically designed to work with Altec 406C control amplifier. The 541 is a half-watt power amplifier. However, it can be used with any model 440 preamplifier, 540, 541 or 350 power amplifiers in any combination.

It provides master gain stereo control for any program source—tapes, records or radio. Price is $12.

Factory Sales of Transistors Leap To Highest Marks

WASHINGTON — The trend toward "miniaturized" portable radios and record players is really giving the transistor industry a boost.

Latest figures from the Electronic Industries Association here show that factory sales of transistors in August (latest month available) attained "the highest level for any one month in the history of that industry."

So far, sales of transistors to manufacturers in the first eight months of this year has nearly equaled the sales of the miniature tube in each corresponding period of 1957. Dollar value of the sales in the January-August period were set at $59,419,783.
NEW SMASH HIT!

"It's the most played record in the city of Detroit and exploding sales wise!"
ARC DISTRIBUTING CO. DETROIT

"Looks like a big one"
SCHWARTZ BROTHERS, INC. WASHINGTON, D.C.

"We've got a winner!"
RECORDS, INC. BOSTON

"I Want To Be Happy Cha-Cha makes us most happy"
BENART DISTRIBUTING CO. CLEVELAND

"Sensational record! Excellent sales"
MALVERNE DISTRIBUTORS NEW YORK

"Taken off like wild fire!"
STANDARD DISTRIBUT. CO. PITTSBURGH

106,000 SOLD FIRST WEEK! HEADED FOR ONE MILLION!

by Enoch Light and the LIGHT BRIGADE
B/W
Cara Mia (Ciribiribin) Cha-Cha

GRAND AWARD RECORDS
HARRISON, NEW JERSEY

Sparton of Canada Ltd.
Peerless De Mexico, S.A.
**The BIG hits are made on**

Conn Organs!

Perez Prado's recording of "Patricia". NUMBER ONE HIT SONG in the nation for more than twelve weeks...was played on the magnificent Conn Organ.


"George Wright Plays The Conn Electronic Organ", Hi-Fi-R-712.

*And see his last outstanding "Concerto" and "Parade" on RCA-Victor.

Find out how good you'll sound on a Conn. Take a trip from recording artist Perez Prado...discover the noticeable difference in a CONN ORGAN.

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**Glaser-Steers Unit Has Stress on 4-Wire Hookup**

BETLELLVILLE, N. J—"A large number of stereo systems in the market offer an additional amplifier and speaker, and we believe there is great need for a better solution to some of the problems under discussion. The Glaser-Steers firm is currently looking at a four-wire hookup system," says Julius Glaser, president of the Glaser-Steers firm.

C.S. is now marketing a stereo-integrated version of its U.S. made receiver, which uses separate grounds for input and output, a mono-balanced output switch on the output transistor, dual-charge deck, quad-channel output amplifier, and a newly designed two-way motor.

The unit, the first in a series, is made under a Fair Trade policy. Protection of the dealer's profit margin has been assured, and will continue to be a keynote of our marketing," says Glaser.

**Stromberg Hi-Fi Booklet Gives Complete Data**

ROCHESTER, N. Y—The Special Products Division of Stromberg-Carlson is distributing a new booklet covering its new line of high fidelity components.

With 36 pages, 7\(\times\)11\ measure, the booklet contains full descriptions and specifications of 24 items in the program source, amplifier, and speaker system categories. Besides illustrations of the products in actual color, including Stromberg-Carlson's red-cored speaker, a two-page spread in the back of the booklet details complete specifications of all amplifier and speakers in easy-to-read tabular form.

Copies may be obtained by writing to C. S. Jones, Advertising Manager, Special Products Division, Stromberg-Carlson, 1400 North Goodman Street, Rochester 3, N. Y.

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**Olympic Sets New Finishes for Stereo Products**

NEW YORK—Olympic Radio & Television is introducing additional finishes in several of its models, one of its major innovations in stereo ...finishes such as gold, silver, and black, are among the new finishes. Olympic is also offering three duotone finishes: "Olympic Gold" and "Olympic Silver." These models have previously been available only in mahogany and blond finishes.

**Hub Hi-Fi Show**

Last year, A crowd in excess of 50,000 visited the two-day show, which operated from 27,000 square feet.

Richard Kaye, president of the event, attributed the big crowds to the growing interest in stereo. Almost every exhibitor had either a new line or another in the four floors used for the exhibit. Last year only three floors of the Hotel Touraine were used.

**Value Received**

The hotel's location is excellent for such a show, since it is right in the heart of the city and the free admission attracted many who were merely passing. One exhibitor remarked that if Byrd night he had drawn his expected attendance and gotten the value of what he paid for the show. There were then two more nights and days to run.

More than 900 exhibitors occupied space on the four floors, with Capitol, Mercury, London and Boston record firms being represented. The exhibition hall had two features in Frederick Steiner, conductor for Mercury records on hand for two days, with Arthur Fielder of the Boston Pops Orchestra for the opening night. Ken Koble also made several appearances.

Biggest purely-audio interest of the entire show, Kaye said, seemed to be focused on the Wright-St. George full-range electrostatic speakers, a wheel well worn out this year. The majority of the exhibitors were showing component parts with a dozen or more showing hi-fi stereo packages.

Because LeMoine's maintains a large service department capable of handling the complex of television, radio and phonograph repair or adjustments, the show will probably get into component sales in the near future. Phonograph sales are rolling along smoothly, in the meanwhile, with "package in" the $150 to $250 bracket showing up strong.

LeMoine's maintains a huge phone department and has been instrumental in the past in getting calls for sales. We are seeing the recent concentration on electronics and the steady 3,000 sales per week. When we tell the customer that we offer service, we try to stress the high quality, we want to be certain that he is satisfied. Even if it means selling a remote speaker to supplement the speaker in the set.
The Bright New Stars are on...

PAM GARNER
ME AND MY SHADOW
PINCH ME
9-62041

NICK NOBLE
BON JOUR, BON SOIR, BONNE NUIT
b/w
A LUCKY SILVER DOLLAR
(A Penny With the Lord's Prayer)
9-62050

BURT KEYES
ANNE McCREADY
IF YOU ARE BUT A DREAM
I GOT EYES
b/w
9-62040
9-62044

MIRACLE OF THE JUGGLERS
EACH NOW AND THEN
Audio Feedback

By CHARLES SINCLAIR

ADVENTURES WITH A STEREO PICKUP

"It’s currently in its third stereo disk hookup. The first was a makeshift, using the space input on a tape recorder for the Channel Two phone line and a record changer with a long-play stereo cartridge. As we found out, we need a transcription table's and a suspension which is much lower and tighter, and we had to polish up and play, and as we found out, we needed a pair of speakers for monaural-in-parallel—went into a more sophisticated set-up, using a four-pin magnetic cartridge.

Well, we got a lot of stereo sound—and a hum that sounded like a buzz when one stereo channel or the other. What we did, we shot the ground terminals at the cartridge, establishing a common ground line. In other words, a three-pin operating system."

"Ah ha, we said, "Larry LeKashman was right," and started mentally composing a choral note to the memory of the stereo deflection. We were making stereo cartridges as St. George went down to defend maidens in distress.

Cartridge-three and probably ultimate-re Refine the rig, and you have the essence of the present stereo equalizer. It combines monaural tone controls and a master stereo knob to bring it up in a mixture. Otherwise, it’s a match for the first preamp. Everything was plugged in, and — you guessed it — everything hummed like mad.

Some bundling of all the lines for retransmission connections, had everything checked out fine. On a hunch, we went back to four, listened, swapped them, tried the three-pin operation. Again, the hum cleared up.

Moral of the story? None, really—except that which of the three stereo signal lines does not make a difference but that it seems to shift with circumstances. In the case of the earlier hookup, the two preamps and amplifiers were on separate stands, but with the four-pin-and-sound-channel combi would be in a "converted" phone.) Possibly, the common ground was the weak link by linking the two chassis in an overall ground. In the case of the second, the separate grounding probably doubled a "hump loop" since the three-pin system was almost impossible."

"However, the lack of feedback to the stereo control of the second, and then on to the amplifier."

"All the equipment, of course, is AGC, so the AGC shock hazard factor is no problem. All of it is top-notch gear, and the kind of thing used by audiophiles all over the country. Even the polarity of the AG systems was checked during the height of the hum."

The solution comes out of the take-your-choice option possible with the four-pin cartridge—also it’s a problem far more likely to plague the domestic audio hobbyist than it is found in every end-rigged packaged or manufacturers or their distribution.

But we’d still like to hear some theories (including those of the E-C cats out in Buchanan, Mich.) on just what happens when the channel-selector is changed with soldering irons, screw drivers, styrofoam pressures, and suchlike.

THE PRINTED CIRCUIT

There were several executive-level shuffles in the audio field last week. Colonel James W. Anderson Jr. has been named General Manager of the Magnavox Company’s Urbania, III. Division. He’ll have complete supervision of the facilities there, which include making a number of secret and semi-secret gadgets for the military... Southeast Sales, of Atlanta, has been appointed the Southen rep for the revamped line of Hallmark Records and stereo equipment... Francis A. Ramseyer Jr. was appointed General Manager of Admiral International Corporation and Admiral Inter- americans, succeeding Earl Niesen, who has resigned... David H. Kettler has been appointed National Sales Manager for Reeves Soundcraft Corporation, marketing a territory ranging from Virginia to Florida... Sid Cottin has been appointed show director for the Institute of High Fidelity Manufacturers, replacing Dillon Davis. Lott was formerly with Crest Records.

HI-TOP SILVER LIGHTS

A reproduction of recording tape in everything from the music industry to computers keeps on rolling along. Audio Devices, Inc., is now backing a 20,000 –square –foot area for magnetic tape production adjacent to its present Stanford, Conn. plant.

It’s the second addition within a year, exec says.
TRAVEL WITH DORIS THROUGH "THE TUNNEL OF LOVE"

DORIS DAY'S

SMASH FOLLOW-UP TO "EVERYBODY LOVES A LOVER"

b/w RUN AWAY, SKIDADDLE, SKIDOO

4-41252

ON HIGH-FIDELITY RECORDS

BY COLUMBIA®

www.americanradiohistory.com
The Billboard Buying Guide for
PACKAGED RECORDS

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

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**Pop Albums**

**GIVE THE LADY WHAT SHE WANTS**

Lena Horne with Leslie Hayton Ork—RCA Victor LPM 1879

Miss Horne is at her sultry, sexy best in her latest offering, Arrangements by Ralph Burns and Leslie Hayton back the throat all the way. Tempos vary from slow and vulnerable to toccata and exciting. Tunes include "Diamonds Are a Girl's Best Friend," "Speak Low" and "You'd Better Know It." Beautiful cover shot of the artist.

**WHEN YOU COME TO THE END OF THE DAY**

Perry Como with Mitchell Ayres Ork & the Ray Charles Singers—RCA Victor LPM 1885

A fine new album by Perry Como that should have very wide appeal, especially over the next few months. It contains inspirational songs such as "He's Got the Whole World in His Hands," "S'Wonderful," "Moon of Manakoora," "I May Never Pass This Way Again," and "In the Garden." They are sung by Como with the sincerity and meaning that marks all his work over simple backing by the Joe Reisman orch. An excellent release for Como's many, many fans.

---

**Jazz Albums**

**CAL TJADER'S LATIN CONCERT**

Cal Tjader Quintet—Fantasy 3275

Cal Tjader conjures up a delightful dish of tabasco flavored jazz sure to have wide appeal. The free-style conceptions shimmer with originality. The performance is clean and crisp, and above all, the highly inhibiting Afro-Cuban rhythmic creations captivate the ear and spice its sales potential.

---

**Jazz Talent Albums**

**HALFWAY TO DAWN**

Marian Bruce—Riverside RLP 12826

Miss Bruce has a sultry alto that she projects in listenable fashion on a wonderful series of tunes. Her style is her own and, it's refreshingly different to draw comparisons. Backing unfortunately lacks, but the treatment is classical, the vast range excellent. It can attract both pop and jazz interest.

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**Jazz Special Merit Albums**

**PETE KELLY LETS HIS HAIR DOWN**

Warner Bros. 1217

STEREO & MONAURAL

Jazz buffs will get a pleasant surprise from this one. Eight of the West Coast's top sidemen, from Eddie Miller and George Van Eps to Dick Cathcart and Nick Fatool, are spotlighted in improvised jazz tracks with a riverboat flavor, with each soloist set against a subtle rhythm backing and turned loose in subdued fashion. Feeling of the first side is "blues." The "red" flip side is brighter in tempo. But all of it is highly listenable and the artists couldn't ask for a better showcase, in both one-track and two-track sound.
MAL 3 SOUNDS
Mal Waldron Sextet—Prestige 8201
The talented young pianist's third in his series by all means his best. His fine technique is shown to advantage with interestingly voiced support from trumpet, flute, cello, bass and drums and vocals by his wife, Elaine Waldron on some of the numbers. It's an imaginative and inventive set with great piano offered by Waldron and excellent group support. "For Every Man There's a Woman" is an excellent solo on "So
Set deserves exposure. Price appeal is to hard bop fans, but others can be sold.

JAZZ CANTO, VOL. 1
Poems read by John Carradine, Hoagy Carmichael, Ben Wright, Bob Dorrough, Roy Glenn to music by Gerry Mulligan, Chico Hamilton, Fred Katz, Jack Montrose—World Pacific WP 1244
STEREO & MONAURAL
Here is one of the finest weldings of speech and synchronization on record since poetry and jazz started going together. It's outstanding on a number of counts. Artistically, it's a superb combination of the right ingredients. It dips into the writings of Walt Whitman, Dylan Thomas, William Carlos Williams, among others. Its readers appropriately range in style from the classic, rich tenor John Carradine to the Dancing Hoagy Carmichael. The music settings are brilliant in conception and outstanding in performance, and could stand quite well on their own sans verse. Commercially, this package combines the current appeal of jazz and poetry with the moquette value of such names as Carradine, Carmichael, Chico Hamilton and Gerry Mulligan.

PONCHELLI: LA GIOCONDA (3-12")
Zinka Milanov, Soprano; Giuseppe Di Stefano, Tenor; Leonard Warren, Baritone with Various Artists & The Orch. & Chorus of The Accademia De Santa Cecilia, Rome (Previtali)—RCA Victor LM 6139
An exciting waxing of this melodrama, Leonard Warren a standout as the villain, powerful in his malignancy and a brilliant voice. The others are all fine, too, bringing passion to extravagant situations. A Metropole-Victor Club choice, handsomely packaged with text, with superior sound. Despite competition, this should thrill opera buffs.

DERUSSY: IBERIA; RAVEL: VALSES NOBLES ET SENTIMENTALES, ALBORADA DEL GRACIOSO
The Chicago Symphony Orch. (Reiner)—RCA Victor LSC 2222
As is other stereo sets featuring Reiner defining the Chicago Symphony, this package has the benefit of superior sound, among the best put out by Victor. Previously spotlight material, the 3-D version rates equally high in its class.

BEETHOVEN: EROICA SYMPHONY
The Boston Symphony Orch. (Munch)—RCA Victor LM 2233
A leisurely, introspective reading, moody rather than dramatic, will interest "Eroica" fans for its fresh viewpoint. Wide competition, but fine sound and set's name should win adherents.

FANTASIA (3-12")
The Philadelphia Orch. (Stokowski)—Disneyland WDX 101
STEREO & MONAURAL
This handsomely packaged double-fold album should fare well in the Christmas gift market this holiday. The pioneer, stereo effort—out 15 years ago for the Disney film "Fantasia"—should hold interest for stereo addicts, while exciting performances and colorful bookbound booklet containing descriptions and paintings of selections—"Ave Maria," "Night on Bald Mountain," "Nutcracker Suite," etc., carry strong appeal to beginning collectors.

**ALBUM COVER OF THE WEEK**

CONTINENTAL VISA
For Those Who've Been Abroad
CONTINENTAL VISA, Warner Bros., 1115. Wonderfully detailed cover photo by Kurt Hutton of old woman holding picture in her hand: imparts a strong old-world flavor, that catches perfectly the mood of the album. More in stock. Fine three-dimensional effect.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 18
Albuns are ranked in order of the greatest number of plays on disk jockey radio shows across the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. ONLY THE LONELY .................. Frank Sinatra
   Capital W 1053
2. SWING SOFTLY ..................... Johnny Mathis
   Columbia CL 1185
3. LESTER LANIN GOES TO COLLEGE .... Lester Lanin
   Epic LN 3474
4. BAUBLES, BANGLES AND BEADS .. Keely Smith
   Columbia CL 1211
5. POLITELY .......................... Keny Smith
   Capitol T 1073
6. THE KINGSTON TRIO ............... Kingston Trio
   Capitol T 998
7. STARDUST .......................... Pat Boone
   Dot DLP 3118
8. MORE SING ALONG WITH MITCH ... Mitch Miller
   Columbia CL 1169
9. HOT CARGO ......................... Ernestine Anderson
   Mercury MG 20354
10. SING ALONG WITH MITCH ......... Mitch Miller
    Columbia CL 1169
10. CONCERT IN RHYTHM .......... Ray Conniff Orch
    Columbia CL 1163

Best Selling Pop EP's

FOR SURVEY WEEK ENDING OCTOBER 18
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 above given. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and controlling supervision of Billboard and the School of Retailing at The University of New York University.
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

++ + Good Potential—Will Sell

++ Moderate Potential—Salable

−−− For dealers who stock all merchandise.

SISTER/A LENA

(Decca London, England)

Decca London’s newest sister, "I Love My Baby," is presented to you by A. Clarks, Los Angeles, and Miss Nevada, reigning Miss Universe.

The debut album, featuring a medley of current popular tunes, has been recorded in a unique manner, with each song presented in a different style. The album is accompanied by a full-color booklet, and the entire package includes a set of beautiful Italian posters.

HOLLYWOOD EXOTIC SONGS

(Decca, London, England)

Decca London’s latest sister, "From Hollywood to the Exotic East," is presented to you by A. Clarks, Los Angeles, and Miss Nevada, reigning Miss Universe.

The debut album, featuring a medley of current popular tunes, has been recorded in a unique manner, with each song presented in a different style. The album is accompanied by a full-color booklet, and the entire package includes a set of beautiful Italian posters.

Review Spotlight on Albums . . .

CLASSICAL SPECIAL MERIT ALBUMS

MOUSSORGSKY: MELODIES (4-12")

Boris Christoff, Buss with Alexandre Labinsky & Gerald Moore, Piano & The Orchestre National de la Radiodiffusion Francaise (Tzigane)—Angel 3575 D/L

Here is an impressive package—a complete recording, in strict chronologic order of Moussorgsky’s melodies. Christoff’s rich expressive bass has full justice to all 63 songs. The four LP’s are handsomely packaged with a 16-page booklet featuring a flack of photos and descriptions of the material, composer, and artist. A strong entry in the field.

DOHNANYI: CELLO CONCERTO; KODALY: SONATA FOR SOLO CELLO

Janos Starker, Cello, with The Philharmonia Orch. (Susskind)—Angel 35627

Neither of these works is currently in the catalog, yet both have considerable interest and the Kodaly work, especially, may be regarded as a "must" for cellists. Further, the technical and sonic resources of the instrument in music making of the mould of both. The Dohnanyi concerto is a full-throated melodic litany, with great emotional intensity. Starker, considered the heir to Casals by many, supplies both tenderness and strength, as needed, in addition to the required virtuosity.

BULLET ALBUMS

TCHAIKOVSKY: THE SLEEPING BEAUTY (2-12")

The Philharmonia Orch. (Weldon)—Angel 3579 B

A fine, glowing interpretation of one of the most popular ballets. The complete version is available, but this version holds its own against its. It’s a beautifully and elaborately packaged set, which includes a descriptive and informative booklet.

INTERNATIONAL ALBUMS

LA VIOLETERA

Sara Montiel—Columbia WL 139

This is one of the best so far in the frequently-fattening "Adventures In Sound" series. Sara Montiel, whose Hollywood and European films have won her a growing list of followers, is showcased in a rundown of her top international hits, including two versions of her original soundtrack recording of "La Violetera" ("Wanna Somebody Buy My Violets") as well as a mixture of tunes from the Madrid-Paris-Rome circuit.

Her vocal style is much like Italian born Nilla Pieri and the platter should please anyone with a taste in Continental music. Attractively covered.

FOLK ALBUMS

SONGS OF A BOLD BALLEADOR

Ed McCurdy—Riverside LP 12-828

Here’s an outstanding new set for true folk fans by Ed McCurdy, one of the most enjoyable and entertaining of contemporary balladists. The charm of the album lies not only in the excellent selections but the forthrightness and the quality with which McCurdy endures each song, and the guitar work of the singer and Erk Darling, folk songs include "Worried Man Blues," "Big Rock Candy Mountain," "I’ve Got No Use For Women," "Blowin’ on the Saddle," etc. A real treat for followers of the folk idiom.

THESE AIN’T THE MEAN’ HERE TONIGHT

Bob Gibson—Riverside LP 12-830

Gibson’s latest LP compares most favorably with his previous releases. The talented artist accompanies himself on banjo with other plucked string support on some selections. Numbers include traditional folk tunes and spirituals. He’s one of the better of the younger folk artists. Set should move with folk music enthusiasts. Fine cover photo will help.

Spiritual Albums

AMEN?

Della Reese and Her Meditation Singers with Ernestine Rundles—Jubilee JLP 1083

Miss Reese turns to a group of spirituals, gospel songs and sacred themes in her latest album. She is given wonderful support by the Meditation String, Organ and piano accompaniment is provided by Erny Radford and Kirk Stuart, respectively. Those who know Miss Reese only as pop artist are in for a pleasant surprise. Her renditions are warmly sincere. Good cover shot of the album.

(Continued on page 59)
Get set for BIG HOLIDAY SALES with these new pop releases from RCA VICTOR!

- **Frank Sinatra** - Sings the songs that made him famous. Night and Day, The Song Is You, 10 others. A sales wow! LPM-1632
- **Leonard Leigh** - With another hit album of big, bouncy 1910 hits. Sure to be a great holiday seller. LPM 1795 *
- **Cootie Williams** - In Hi-Fi
- **Urbie Green** - Turns 30 top McHugh hits into a terrific pop album. Includes Lovely to Look At. Don't Blame Me. LPM 1741 *
- **Clef Dwellers** - 12 selections in 9 popular dance tempos. Dance instructions appear on liner. It's a self-seller—a hot seller! LPM-1809 *
- **Arthur Murray's** - Music for Dancing. Includes Concerto for Cootie, 11 other sure winners. LPM-1718 *
- **Randy Van Horne** - And His Swinging Choir
- **The Chocolate Soldier** - Riss Stevens - Robert Merrill - Sullivan - Palmer - McCollum - Morgen
- **Frankie Carle** - With a new hit album of old favorites—Somebody Loves Me, Dancing in the Dark. A certain hit! LPM-1868
- **Other Worlds Other Sounds** - Esquivel and Orchi
- **Latin Nightingale** - Xiomara Alfaro

*Also available on new Living Stereo records*

RCA VICTOR

*Copyrighted material*
HOTTEST DANCE REVIVERS, SPIRITUAL ROCK ROCK MEDALLIONS, HIT STORES.

LONG>

ROCK

DANCE:

Hottest dance revivers, spiritual rock rock medallions, hit stores.

...Continued from page 26...

**Reviews and Ratings of New Popular Albums**

**ALTERNATIVE BEAT**

King Arthur, Prince; Theateas, Bacon. And the beat goes on.

STUDIO MONOURAL

Quiet performances of old favorites, such as "Fondness," "Mandolin," "Blue Skies," and "Polka Dot" are tackled by the same group for a modest, not necessarily excellent setup of a small group approach to top pop music which is technically well done but lacks both excellent background or most music. Those who like the old stuff should enjoy this.

**LOW-PRICE POPULAR**

LEO DANCE: Leo Brown Band, Vocals. This is a fine collection of old favorites including the "Leo Brown" when he was still active. For those who like Leo Dance, this is a fine collection.

**LOW-PRICE POPULAR**

THE BEST OF OKLAHOMA:

Various Artists with Low Raymond Orchestra & Chorus, Tote. This is a fine collection of old favorites including the "Best Of Oklahoma." The songs are well done, and there are new vocals.

TONY MARTIN

Vocals. Vocal stylings. This is a fine collection of old favorites including the "Tony Martin" vocal stylings. There are new vocals.

DICK HAYMES

Vocals. Vocal stylings. This is a fine collection of old favorites including the "Dick Haymes" vocal stylings. There are new vocals.

GEMMIA

Pearl Bailey with Dick Redmond Orchestra, Vocals. This is a fine collection of old favorites including the "Gemmia" with Pearl Bailey. There are new vocals.

SUGGESTIONS: Happiness comes across this new line of "VJ Never Snuff Sticks." "Love" and "Love Again" are the major hits. Good traditional romantic was for the price.

THE ROARING 20'S, Vols. 2

Stoolie & His Chauffeur Band. Also includes the "Stoolie" in songs.

...Continued from page 26...

**LOW-PRIICE POPULAR**

**EDMUND HIGGINS**

FRANKIE CARRIE, Piano with Instrument Arrangements. This is a fine collection of old favorites including the "Frankie Carrie." The songs are well done, and there are new vocals.

...Continued from page 26...

**STANDARDS**

Robert Ork. Richmond B. 1627

This is a fine collection of old favorites including the "Robert Ork." The songs are well done, and there are new vocals.

...Continued from page 26...

**LOW-PRIICE POPULAR**

**ANDREW'S WOODSTOCK**

Toby Burke, Piano & Orchestra, Vocals. This is a fine collection of old favorites including the "Andrew's Woodstock." The songs are well done, and there are new vocals.

...Continued from page 26...

**BANDS**

**THE SCOTTS GUARD**

London, England. This is a fine collection of old favorites including the "The Scots Guard." The songs are well done, and there are new vocals.

...Continued from page 26...

**NOVELTY ALBUMS**

**SHOCK**

The Creed Terry Ford—ABC-Paramount ABC 259

Jocks in search of something different should latch onto this package of spookily mood music with special sound-effects (creepers, groans, etc.) and tasteless, hallowing-instrumental treatments (like top jazz musicians) by composer-arranger Kenyon Hopkins. A good, off-beat album idea for late-night jocks and/or TV horror fans. Many of the tracks are nicely done, but there are a few duds throughout.

**MARSHALL AT SUNSET**

Fantasy 7003

Murf Said, the most refreshing and highly original entry in the U. S. humor derby in many a year, displays his rib tickling ways to good advantage in this package. This slice of satirical wit was cut in 1933, but it splatters up to the minute smartness of nightingale's personality at the luny bug, Friday baseplate Adrienne where he got his start and still finds himself in the numerous TV programs, movies, and on record albums, Said has built a legion of followers. To them, this album will be a "must."

**LOW-PRICE CHILDRENS' ALBUMS**

**FRANK LUTHER—VOCALIUM 3625**

There's plenty of sales potential in this attractive album by Frank Luther, who is a young, unknown boy with a wonderful voice that can do a small fry, the Luther-penned tunes deals with kiddie games, texts, and childhood pets, with some tunes in each section. Luther has a warm, friendly manner that kids will love and adults will not find amusing. Too, the tunes are quite catchy, and could be pushed as an ideal gift item for shoppers seeking something that will appeal to young tastes.

...Continued from page 26...
Walt Disney's story of
SLEEPING BEAUTY
told and sung by
MARY MARTIN

THE ULTIMATE IN STORY TELLING RECORDS
THE ULTIMATE IN RECORD PROMOTION

WITH A SIX-MILLION-DOLLAR FILM, A MILLION-DOLLAR
PUBLICITY CAMPAIGN AND ALL THE PROMOTION
RESOURCES OF THE DISNEY STUDIO—INCLUDING
TV SPOTS, RADIO, MAGAZINE ADS, GAMES, TOYS
AND GREAT POINT-OF-SALE MATERIAL

Orchestra and Chorus Conducted by CAMARATA

A Record and a Picture Book

Music Based on the Tchaikowsky Ballet

HELPING SELL IS THIS BIG DISPLAY OF
SLEEPING BEAUTY'S CASTLE
PRINTED IN FOUR GLOWING COLORS

CASTLE FREE
WITH EVERY ORDER
OF 12 SLEEPING BEAUTY
STORY TELLER RECORDS

STOCK UP NOW FOR YOUR BIGGEST CHRISTMAS SELLER

Disneyland
RECORDS
BURBANK, CALIFORNIA
A BILLBOARD PICK
1959 SOMETHIN' ELSE
Cannonball Adderley with Miles Davis
(courtesy Columbia Records)
Here's one of the outstanding jazz albums of the past few years and an example of how jazz may be listened to. This LP is music for the ears.

OTHER RECEIPT OUTSTANDING UP RELEASES
1950/66 Jimmy Smith at "Savile" Paradise
1959 Further Explorations by the United States Quartet
1960 Blue Grass by the Blue Grapes
1961 String Along and "Casanova"
1965+ All Day Long-Jimmy Smith
1967/54 Gary in Harlem-All Blues
1967 The Story of Elmore
1981 Benny Moton at the "Harlem Versace"
1978 The Lister-Clay Morgan
1975 Blue Train-John Coltrane

For Complete Catalog Write to
BLUE NOTE RECORDS
At West 63d St., New York 23,

RAYMOND MASSEY
Reads
ABRAHAM LINCOLN'S
Own Writings and Speeches on
AUDIO BOOK 16 rpm Records!

INTERNATIONAL **

Cafe De Paris
Raymond Jessel, Accordion & His Ensemble
Bronn BR 6050

An album of dance music and songs.

PARIS JUKE BOX, Vol. 1
Jimmy Rushington, piano, vocals, vocals
Bronn BR 6076

An album of rhythm and blues.

LOW-PRICE
LATTIN AMERICAN ***

Pancho Time
Pancho & His Rhumba Versus Verano Y. SIMON
Pancho & His Rhumba Versus Verano

An album of Latin American music.

RELIGIOUS ***

Holy, Holy, Holy
Richard E; Organ & Organ Choir, M.G.M. E 3477

An album of religious music.

JUNGLING MEDITATIONS
Chaves
Vocal Ensemble

An album of jungle music.

A Farewell to Steam
A Fairground Sounds

An album of fairground music.

PACKING UP
The Ward Shapers, Silver McN. 4675

An album of packing music.

SPOKEN WORD

The Torch is Burning
Franky MacConvic with Russ Garcia & Ork.

An album of spoken word.

Audiolab a new selling force
...for dealers...

AUDITION
In Full Color Every Month in the Audiolab
NEW RELEASES AND PROVEN BEST-SELLERS FROM

RCA CAMDEN

PHIL HARRIS

WHAT'S WHAT I LIKE
ABOUT THE SOUTH

PHIL SILVERS
KANIT, TONY LARAY
AN ORIG. BROADWAY CAST RECORDING

HIGH BUTTON SHOES

“MOONLIGHT" SONATA
IN C SHARP MINOR, OP. 27, NO. 2

“PATHETIQUE" SONATA
IN E MINOR, OP. 13

DUKE ELLINGTON

AT THE COLONIAL CLUB

CHRISTMAS

THE HAPPY-GO-LUCKY SONG

PERRY COMO
SINGS JUST FOR YOU

CHRISTMAS MAGIC

HUGO WINTERHALTER ORCHESTRA A CHOIR

DORFMANN

DANCE PARTY

DANCE DANCE DANCE

MARIO LANZA

YOU DO SOMETHING TO ME

LUIGI "PEPE" "RCA CAMDEN"

A GREAT PERFORMANCE OF "WINTERWALD" FOR THE FIRST TIME ON RECORD

JOY TO THE WORLD

THE ROBERT SHAW CHORALE
ROBERT SHAW CONDUCTING

THE ART OF LILY PONS

EACH L.P.

$1.98

YOUR CUSTOMERS WILL LOVE THESE

BARGAINS IN STEREO, AT ONLY $2.98

BIG-NAME RECORDINGS AT
HALF THE BIG-NAME PRICE

RCA CAMDEN

MANUFACTURER'S NATIONALLY ADVERTISED
PRICES SHOWN -- OPTIONAL WITH DEALER
<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
<th>Weeks on Chart</th>
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<tr>
<td>1</td>
<td>It's All in the Game</td>
<td>By Dave and Sue</td>
<td>Capitol</td>
<td>19</td>
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<td>2</td>
<td>It's Only Make Believe</td>
<td>By Connie Swing &amp; Nat</td>
<td>Famous</td>
<td>3</td>
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<tr>
<td>3</td>
<td>Topsy II</td>
<td>By Ruth Mecena</td>
<td>Capitol</td>
<td>4</td>
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<td>4</td>
<td>Tom Dooley</td>
<td>By Dave Gust</td>
<td>Best Records</td>
<td>3</td>
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<tr>
<td>5</td>
<td>Rock 'n' Robin</td>
<td>By J. Thomas</td>
<td>Best Records</td>
<td>10</td>
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<tr>
<td>6</td>
<td>Tea for Two Cha Cha</td>
<td>By Vincent Youmans</td>
<td>Hollywood</td>
<td>5</td>
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<tr>
<td>7</td>
<td>Bird Dog</td>
<td>By Roselle Humes</td>
<td>Brunswick</td>
<td>11</td>
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<td>Tears on My Pillow</td>
<td>By Erwin Bould</td>
<td>Candle</td>
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<td>Volare (Nel Blu Dipinto Di Blu)</td>
<td>By Dominique Moreaux</td>
<td>American</td>
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<td>10</td>
<td>Chantilly Lace</td>
<td>By J. P. Richardson</td>
<td>Glad</td>
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<td>11</td>
<td>Susie Darlin'</td>
<td>By Robin Luis</td>
<td>Capitol</td>
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<td>The End</td>
<td>By Jimmy Franks-Hodges</td>
<td>Columbia</td>
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<td>Near You</td>
<td>By Craig Good</td>
<td>Capitol</td>
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<td>14</td>
<td>Forget Me Not</td>
<td>By Larry Martin-Kelly</td>
<td>Modern</td>
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<td>15</td>
<td>Little Star</td>
<td>By Virginia</td>
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<td>Pussy Cat</td>
<td>By Sammy Taylor-Tom Givens</td>
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<td>22</td>
<td>I Got a Feeling</td>
<td>By B. Knight</td>
<td>Modern</td>
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<td>23</td>
<td>Summertime Blues</td>
<td>By Eddie Cochran &amp; J. Capleski</td>
<td>American</td>
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<td>24</td>
<td>Firefly</td>
<td>By Sammi Lewish</td>
<td>Hollywood</td>
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<td>This Little Girl's Gone Rockin'</td>
<td>By Gloria-Curtis</td>
<td>Hollywood</td>
<td>-1</td>
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<td>26</td>
<td>Ten Commandments of Love</td>
<td>By M. Fain</td>
<td>RCA</td>
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<td>27</td>
<td>Patricola</td>
<td>By Peter Vass</td>
<td>Modern</td>
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<td>28</td>
<td>How the Time Flies</td>
<td>By GEA Foster</td>
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<td>29</td>
<td>Just a Dream</td>
<td>By Jimmy Clanton</td>
<td>Modern</td>
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<td>30</td>
<td>For My Good Fortune</td>
<td>By Blackwell-Steven</td>
<td>Modern</td>
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</tbody>
</table>

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
Announcing
A HIT!
SAMMY
SALVO
singing

"AM I LUCKY"

"HERE I GO AGAIN"
RCA VICTOR 47/7350

Sammy Salvo, a previous Billboard talent pick, comes across with a very personable delivery on this moving rockaballad. He packs plenty of heart and feeling into his delivery, and the side could easily take off. Flip is "Here I Go Again." (Acuff-Rose, BMI).

The Cash Box
Sleeper of the Week

"AM I LUCKY" (2:02) (Acuff-Rose BMI-Salvo)
SAMMY SALVO (RCA VICTOR 7350)

Sammy Salvo, a talented singer on the brink of stardom, could make the grade with his latest Victor pressing, "Am I Lucky." Ably accompanied by a vocal combo called the Jubilaires, Sammy chalks a catchy domestic rockaballad that could meet with vast teenage approval. Lad has a great sound on this platter. Keep a tab on it.

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>WEEK</th>
<th>TITLE</th>
<th>ARTIST, COMPANY, RECORD NUMBER</th>
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<tbody>
<tr>
<td>1</td>
<td>IT'S ALL IN THE GAME</td>
<td>Tommy Edwards, Mel arm 1588</td>
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<td>2</td>
<td>IT'S ONLY MAKE BELIEVE</td>
<td>Girl Groups, Forty 45654</td>
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<td>3</td>
<td>TOPSY II</td>
<td>Don Cornell, Columbia 3134</td>
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<td>4</td>
<td>ROCK-IN' ROBIN</td>
<td>Bobby Day, Chas 229</td>
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<tr>
<td>5</td>
<td>TEARS ON MY PILLOW</td>
<td>Little Anthony &amp; the Imperials, Keen 1917</td>
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<tr>
<td>6</td>
<td>BIRD DOG</td>
<td>Eddie Beverly, Catera 1954</td>
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<td>7</td>
<td>TEA FOR TWO CHA CHA</td>
<td>Tommy Edwards Ar s-Warner Cartridge, Decca 3094</td>
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<td>8</td>
<td>SUSIE DARBIN</td>
<td>Ruby Keis, Decca 1008</td>
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<td>9</td>
<td>CHANTILLY LACE</td>
<td>Big Hoppe, Mercury 7245</td>
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<td>10</td>
<td>THE END</td>
<td>Earl Grant, Decca 3971</td>
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<td>11</td>
<td>FORGET ME NOT</td>
<td>Kitty Trent, Decca 38154</td>
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<td>LITTLE STAR</td>
<td>Elgin, Anv 3705</td>
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<td>13</td>
<td>VOLEARE (Mel Blu Dipinto Di Blu)</td>
<td>Domestica Modugno, Decca 3817</td>
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<td>14</td>
<td>TO KNOW HIM IS TO LOVE HIM</td>
<td>Teddy Bers, Decca 296</td>
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<td>15</td>
<td>NEAR YOU</td>
<td>Roger Williams, Rca 2235</td>
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<td>YOU CHEATED</td>
<td>Sheila, Decca 33660</td>
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<td>LONESOME TOWN</td>
<td>Ricky Nelson, Imperial 1148</td>
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<td>18</td>
<td>PUSSY CAT</td>
<td>Anni Brothers, Rca Victor 7135</td>
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<td>SUMMERTIME BLUES</td>
<td>Eddie僵尸, Liberty 10144</td>
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<td>MEXICAN HAT ROCK</td>
<td>Applehead Cia 189</td>
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<td>THE TEN COMMANDMENTS OF LOVE</td>
<td>Harvey &amp; the Moon Glowers, Chas 1195</td>
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<td>I GOT A FEELING</td>
<td>Ricky Nelson, Imperial 1191</td>
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<td>THIS LITTLE GIRL'S GONE ROCKIN'</td>
<td>Buck Owens, Atlantic 1197</td>
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<td>HOW THE TIME FLIES</td>
<td>Jerry Wakefield, Challenge 5013</td>
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<td>THE DAY THE RAINS CAME</td>
<td>Jane Morgan, Kap 156</td>
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<td>TOPSY I</td>
<td>Love Club, Love 58534</td>
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<td>27</td>
<td>FOR MY GOOD FORTUNE</td>
<td>Pat Boone, Decca 2655</td>
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<td>28</td>
<td>JUST A DREAM</td>
<td>Jimmy Clanton, Ace 546</td>
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<td>FIRELY</td>
<td>Tony Bennett, Columbia 41337</td>
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<th>WEEK</th>
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<tbody>
<tr>
<td>1</td>
<td>QUEEN OF THE HOP</td>
<td>Bobby Darin, Alan 4137</td>
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<td>2</td>
<td>THE SECRET</td>
<td>Gordie McRae, Capitol 1926</td>
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<td>3</td>
<td>CALL ME</td>
<td>Hank懋, Capitol 483</td>
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<td>4</td>
<td>WITH YOUR LOVE</td>
<td>Hank Scott, Capitol 483</td>
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<td>5</td>
<td>NO ONE KNOWS</td>
<td>Din &amp; the Belmonts, Laurie 296</td>
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<td>6</td>
<td>THERE GOES MY HEART</td>
<td>Joe James, M-G-M 12566</td>
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<td>7</td>
<td>PROMISE ME, LOVE</td>
<td>Andy Williams, Cameo 138</td>
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<td>8</td>
<td>LA-DODADA</td>
<td>John Hawley, Chesser 998</td>
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<td>9</td>
<td>WIN YOUR LOVE FOR ME</td>
<td>Don Cooke, Knox 2064</td>
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<td>10</td>
<td>BABY FACE</td>
<td>Little Richard, Specialty 48</td>
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<td>DEVOTED TO YOU</td>
<td>Eddie Beverly, Catera 1138</td>
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<td>12</td>
<td>NEED YOU</td>
<td>Dinny Owens, Gordon 2061</td>
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<td>13</td>
<td>LEAVE ME ALONE</td>
<td>Dinny Doe &amp; the Borns, Swan 4516</td>
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<td>14</td>
<td>ALL OVER AGAIN</td>
<td>Johnny Cash, Columbia 4135</td>
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<td>15</td>
<td>GIVE MYSELF A PARTY</td>
<td>Don Gibson, Rca Victor 7130</td>
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<td>16</td>
<td>HIDEAWAY</td>
<td>Peer Empires, Paris 816</td>
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<td>17</td>
<td>FIBBIN'</td>
<td>Pat Pope, Mercury 71305</td>
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<td>18</td>
<td>THE BLOB</td>
<td>Pat Boone, Columbia 41285</td>
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<td>POOR BOY</td>
<td>Royal Teens, Jolite 315</td>
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<td>20</td>
<td>ITCHY TWITCHY FEELING</td>
<td>Bobby Hendricks, Sue 790</td>
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<td>21</td>
<td>THE HULA HOOP SONG</td>
<td>Georgia Gibbs, Roulette 4186</td>
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<td>22</td>
<td>TREASURE OF YOUR LOVE</td>
<td>Edwin Hodges, Columbia 31314</td>
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<td>23</td>
<td>BORN TOO LATE</td>
<td>Paul Tiirke, ABC Paramount 9316</td>
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<tr>
<td>24</td>
<td>THE HULA HOOP SONG</td>
<td>Teresa Brewer, Coral 82655</td>
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<td>25</td>
<td>GEE, BUT IT'S LONELY</td>
<td>Pat Boone, Decca 1042</td>
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<tr>
<td>26</td>
<td>LOVE MAKES THE WORLD GO ROUND</td>
<td>Perry Como, Rca Victor 7323</td>
</tr>
</tbody>
</table>
THE BILLBOARD'S BEST BUYS

These records have shown the greatest national SALES BREAKOUT potential this week for the first time. Action sides are listed in capital letters.

POP

COME ON, LET'S GO... (Marvin, BMI) Framed (Quindel, BMI) Del Fi 4106

LOVE IS ALL WE NEED... (Tommy Edwards (Shelton, BMI) Mr. Music Man (Yukon, ASCAP) M-K-G 12722

The above are previous Billboard Spotlight picks.

A LOVER'S QUESTION... (Clyde McPhatter (Eden-Progressive, BMI) I Can't Stand Up Alone (Marpet, BMI) Atlantic 1199

THE DAY THE RAINS CAME... (Raymond LeFevere (Maurice, ASCAP) Butter Fingers (Maurice, ASCAP) Kapp 231

WALKING ALONG... (The Diamonds (Maurice, BMI) Eternal Lovers (Marks, BMI) Mercury 71366

GO CHASE A MOONBEAM... (Jerry Vale (Wilmington, ASCAP) Around the Clock (Reis, ASCAP) Columbia 41238

MR. SUCCESS... (Frank Sinatra, BMI) Sleep Warm (Sands, ASCAP) Capitol 4070

C&Ws

NO SELECTIONS THIS WEEK

R&B

NO SELECTIONS THIS WEEK
Jerry WALLACE follows his smash—
"HOW THE TIME FLIES"

- with -

"ALL MY LOVE BELONGS TO YOU"

and

"DIAMOND RING"

#59027

---

**Billboard HOT C & W SIDES**

FOR THE WEEK ENDING NOVEMBER 2

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<thead>
<tr>
<th>TITLE</th>
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<tbody>
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<tr>
<td>2. ALONE WITH YOU</td>
<td>Faron Young, Capitol 6901</td>
</tr>
<tr>
<td>3. THE WAY OF A WOMAN IN LOVE</td>
<td>James, Gray, Capitol 6903</td>
</tr>
<tr>
<td>4. BLUE BOY</td>
<td>Jim Reeves, RCA Victor 7266</td>
</tr>
<tr>
<td>5. SQUAWS ALONG THE YUKON</td>
<td>Hank Thompson, Capitol 4917</td>
</tr>
<tr>
<td>6. PICK ME UP ON YOUR WAY DOWN</td>
<td>Charlie Walker, Columbia 41111</td>
</tr>
<tr>
<td>7. TUPELO COUNTY JAIL</td>
<td>Webb Pierce, Decca 36711</td>
</tr>
<tr>
<td>8. ALL OVER AGAIN</td>
<td>Johnny Cash, Columbia 41101</td>
</tr>
<tr>
<td>9. GIVE MYSELF A PARTY</td>
<td>Don Gibson, RCA Victor 7238</td>
</tr>
<tr>
<td>10. HALF A MIND</td>
<td>Ernest Tubb, Decca 36655</td>
</tr>
<tr>
<td>11. ALL GROWN UP</td>
<td>Johnny Horton, Columbia 41110</td>
</tr>
<tr>
<td>12. WHAT DO I CARE?</td>
<td>Johnny Cash, Columbia 41101</td>
</tr>
<tr>
<td>14. THAT'S THE WAY I FEEL</td>
<td>Faron Young, Capitol 6902</td>
</tr>
<tr>
<td>15. YOU'RE THE NEAREST THING TO HEAVEN</td>
<td>Johnny Cash, Sun 361</td>
</tr>
<tr>
<td>16. INVITATION TO THE BLUES</td>
<td>Roy Price, Columbia 41191</td>
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<tr>
<td>17. TOUCH AND GO HEART</td>
<td>King Wall, Decca 36756</td>
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<tr>
<td>18. JEALOUSY</td>
<td>Ernie Worth, Decca 38682</td>
</tr>
<tr>
<td>19. BIRD DOG</td>
<td>Ernest Tubb, Columbia 41146</td>
</tr>
<tr>
<td>20. FALLING BACK TO YOU</td>
<td>Webb Pierce, Decca 36711</td>
</tr>
<tr>
<td>21. LOOK WHO'S BLUE</td>
<td>Don Gibson, RCA Victor 7238</td>
</tr>
<tr>
<td>22. I HATE MYSELF</td>
<td>Faron Young, Capitol 6909</td>
</tr>
<tr>
<td>23. I WILL</td>
<td>Faron Young, Capitol 6904</td>
</tr>
<tr>
<td>24. HEY, SHERIFF</td>
<td>Rusty and Dory, Hickory 108</td>
</tr>
<tr>
<td>25. MY BABY'S GONE</td>
<td>Louis Brothers, Capitol 6903</td>
</tr>
<tr>
<td>26. TALK TO ME, LONESOME HEART</td>
<td>Jimmy O'Grady, D 8006</td>
</tr>
<tr>
<td>27. BLUE BLUE DAY</td>
<td>Don Gibson, RCA Victor 7219</td>
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<tr>
<td>28. HEY, MR. BLUEBIRD</td>
<td>Ernest Tubb and Wilburn Brothers, Decca 36604</td>
</tr>
<tr>
<td>29. LONELY ISLAND PEARL</td>
<td>Jim &amp; Jack, RCA Victor 7224</td>
</tr>
<tr>
<td>30. GUESS THINGS HAPPEN THAT WAY</td>
<td>Johnny Cash, Sun 355</td>
</tr>
</tbody>
</table>

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**挑战**

ULTRA HIGH FIDELITY

Challenger Sparten Records • Canada

Challenger Sparten Records • Canada

Billboard - Canada

OCTOBER 27, 1958
Pretend Cha Cha
RALPH MARTERIE
and his Marlboro Orchestra

COUPLED WITH
FLIGHTY
MERCURY 71379

SOLID SELLING HITS

Walking Along
THE DIAMONDS
71366

FLAMINGO
L'Amore
THE GAYLORDS
71369

Chantilly Lace
BIG BOPPER
71343

Prisoner Of Love
BILLY ECKSTINE
71372

THE BILLBOARD

MUSIC
SALES ARE SOARING!

DUANE EDDY
CANNON BALL

MASON DIXON LION

DONNIE OWENS
NEED YOU

The Jordan Bros.
SEND ME YOUR PICTURE

OH LOLLY

Deejays, contact us if you haven't received your sample copies

Manufactured by JAMIE-GUYDEN RECORDS
Distributed Nationally by GONE RECORDING CORP.
London Records

Has bought another proven hit

Over 12,000 copies of this sensational folk ballad sold in Baltimore in 1 month!

Now breaking nationally

Billy Grammer

Gotta Travel On

400

Monument Records
Distributed by London Records, Inc., 539 West 25th St., New York 1

**Best Selling Sheet Music in U. S.**

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

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
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<tbody>
<tr>
<td>1. IT'S ALL IN THE GAME (Remlick)</td>
<td>1 6</td>
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<tr>
<td>2. NEAR YOU (Supreme)</td>
<td>3 7</td>
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<tr>
<td>3. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins)</td>
<td>2 13</td>
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<tr>
<td>4. DEVOTED TO YOU (Acuff-Rose)</td>
<td>9 9</td>
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<tr>
<td>5. NON DIMENTICAR (Cromwell)</td>
<td>11 2</td>
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<tr>
<td>6. THE DAY THE RAINS CAME (Garland)</td>
<td>8 3</td>
</tr>
<tr>
<td>7. THE END (Criterion)</td>
<td>13 2</td>
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<tr>
<td>8. PATRICIA (Korwin)</td>
<td>4 14</td>
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<tr>
<td>9. FIREFLY (Morris)</td>
<td>7 3</td>
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<tr>
<td>10. BIRD DOG (Acuff-Rose)</td>
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<tr>
<td>11. EVERYBODY LOVES A LOVER (Korwin)</td>
<td>6 12</td>
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<tr>
<td>12. IF DREAMS CAME TRUE (Korwin)</td>
<td>12 15</td>
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<tr>
<td>13. TEARS ON MY PILLOW (Acuff-Rose)</td>
<td>10 4</td>
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<tr>
<td>14. GEE, BUT IT'S LONELY (Acuff-Rose)</td>
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<tr>
<td>15. LITTLE STAR (Korin)</td>
<td>15 4</td>
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</tbody>
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**Best Selling Sheet Music in Britain**

(Per week ending October 14)

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A CERTAIN SMILE—Johnny Matters (Fontana)</td>
<td>— 1</td>
</tr>
<tr>
<td>2. NEVER YOU THINK—Cliff Richard (Columbia)</td>
<td>— 2</td>
</tr>
<tr>
<td>3. COME PRIMA—Marvin Martin (Durium)</td>
<td>— 3</td>
</tr>
<tr>
<td>4. KING CREOLE—Elvis Presley (RCA)</td>
<td>— 4</td>
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<tr>
<td>5. BIRD DOG—Everly Brothers (London)</td>
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<tr>
<td>6. BORN TOO LATE—Faye Travis (HMV)</td>
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<tr>
<td>7. IT'S ALL IN THE GAME—Tony Edwards (MGM)</td>
<td>12 12</td>
</tr>
<tr>
<td>8. A CERTAIN SMILE—Johnny Matters (Fontana)</td>
<td>— 8</td>
</tr>
<tr>
<td>9. VOLARE—Dean Martin (Capitol)</td>
<td>— 9</td>
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<tr>
<td>10. MAD PASSIONATE LOVE—Bernard Brooklee (HMV)</td>
<td>— 10</td>
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<tr>
<td>11. POOR LITTLE FOX—Ricky Nelson (London)</td>
<td>— 11</td>
</tr>
<tr>
<td>12. MORE THAN EVER—Mildred Vaughan (HMV)</td>
<td>— 12</td>
</tr>
<tr>
<td>13. WESTERN MOVIES—Ralph Rial (HMV)</td>
<td>— 13</td>
</tr>
<tr>
<td>14. HOOPS! MON—Lind Rockingham's XI (Decca)</td>
<td>— 14</td>
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<tr>
<td>15. WHEN—Katie Twins (Bromwich)</td>
<td>— 15</td>
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<tr>
<td>16. VOLARE—Marino Marini (Durium)</td>
<td>— 16</td>
</tr>
<tr>
<td>17. SOMEBODY—Linda Smith (HMV)</td>
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<tr>
<td>18. VOLARE—Demetrio Midhagen (Oriole)</td>
<td>— 18</td>
</tr>
<tr>
<td>19. BEBOL ROUSER—Dave Dudley (London)</td>
<td>— 19</td>
</tr>
<tr>
<td>20. MOON TALK—Perry Como (RCA)</td>
<td>— 20</td>
</tr>
</tbody>
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**Best Selling Pop Records in Britain**

(Per week ending October 14)

<table>
<thead>
<tr>
<th>This Week</th>
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</thead>
<tbody>
<tr>
<td>1. STUPID CUPID—CAROLINA MOON—Connie Francis (MGM)</td>
<td>— 1</td>
</tr>
<tr>
<td>2. MOVE IT—Cliff Richard (Columbia)</td>
<td>— 2</td>
</tr>
<tr>
<td>3. COME PRIMA—Marvin Martin (Durium)</td>
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</tr>
<tr>
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CHECK LIST of CHART CHAMPS...

they're the hottest... and they're all on

ABC - PARAMOUNT

<table>
<thead>
<tr>
<th>ABC</th>
<th>ALMOST IN YOUR ARMS</th>
<th>JUST YOUNG</th>
<th>ABC</th>
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</thead>
<tbody>
<tr>
<td>9960</td>
<td>Johnny Nash</td>
<td>Paul Anka</td>
<td>9956</td>
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<tr>
<td></td>
<td>with Don Costa Orch.</td>
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<tr>
<td>ABC</td>
<td>FAKE OUT</td>
<td>CAMEO RING</td>
<td>ABC</td>
</tr>
<tr>
<td>9963</td>
<td>Frankie Sardo</td>
<td>Sonny Vito</td>
<td>9958</td>
</tr>
<tr>
<td>ABC</td>
<td>OHO AHA</td>
<td>A THIEF</td>
<td>ABC</td>
</tr>
<tr>
<td>9962</td>
<td>Frank Verna</td>
<td>Danny &amp; The Juniors</td>
<td>9953</td>
</tr>
<tr>
<td>ABC</td>
<td>CAN'T HELP LOVIN' DAT MAN</td>
<td>I LOVE YOU SO</td>
<td>ABC</td>
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<tr>
<td>9965</td>
<td>Shorty Allen</td>
<td>The Internationals</td>
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<tr>
<td>ABC</td>
<td>CHA CHA CHERIE</td>
<td>SNEAKY ALLIGATOR</td>
<td>ABC</td>
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<tr>
<td>9961</td>
<td>Enric Madriguera</td>
<td></td>
<td>9954</td>
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</tbody>
</table>

ALL THESE...

plus

NEW! NEW! NEW! SMASH! SMASH! SMASH!

3 sensations that'll streak up the charts like lightning!

DOUBLE-SIDED DISC TAKES DEAD AIM AT YOUR MARKET!

ABC-9972

YOU NEED LOVE b/w STAGGER LEE

Lloyd Price

TEEN-TEMPO BALLAD WITH LOTS OF HEART!

ABC-9970

THE TIME

Joan Shaw

TIMELY TUNES CASH IN WITH CHA-CHA BEAT! SURE TO SOAR!

ABC-9973

RUDOLPH, THE RED-NOSED REINDEER CHA CHA

b/w NOTRE DAME VICTORY MARCH

CHA CHA

Hernando Hopkins

Distributed by AM-PAR Record Corp.
"Jazz" ****

PAL DLOYD - JAZZ IMPRESSIONS
Kenny Drew Trio. Riverside - RPL 1109 STEREO MONO.
Effective stereo technique heightens the value of these tasteful, steady-styled jazz transcriptions of memorable Ragtime and Blues standards from the short and essential sessions of "Pal's Boys." (Harold Arlen, Reggio, Bob, Rostarrow and Stan Wilson.)

ZONKING
Johnny Charles & Art Hodes. Atlantic (Fresh 1076).

JOEY'S - JAZZ IMPRESSIONS
Pal Dloyd Trio. Riverside - RPL 1109 STEREO MONO.

"Classical" ****

SCURBURY PIANO SONATAS. Vol. 1

Three sonata arrangements by Scurbury, a recitative and straightforward approach to his sonatas in music by the C.M. von Weber and the E Flat Major Op. 122. The sonatas are playable, and the pianist's splendid manner, scholars and music critics welcome this fine disc in M.G.'s previous edition of all Scurbury's sonatas. No competitive records speak of.

WALTON: FACADE SUITE, JOHAN-
NISCHENBACH. FESTIVAL, POSSIBLES,
POINT, CROWNED IMPERIAL, ORB
AND RECEPTOR.

The witty, bombastic choral of "Facade" is there, but it is merely a service on the same sort for most of the Royal Ballet's "Facade". While a popular theater. The others are more traditionally "British" in feeling—"Johannischnabach." The Canticum-march, which is piously triated in exile, and the universality of the rest. The sonatas by the Philharmonics are bright and clear.

LOW-PRICE SEMI-CLASSICAL **

BLUE DANUBE
Bosnian Muzik Orch. Richmond 8 14015.

Good was for chassis, superman and dubbel in low-price field. Repertoire includes many of the popular: "Vivace" in C major, Haydn's "Carmen," symphony No. 1, Opus 30, "Emporer Waltz" and "Annen Lieder."
Elvis recorded this just before he shipped out for Germany. Let us ship you a batch!

I GOT STUNG / ONE NIGHT

47/7410

RCA VICTOR
**Reviews of New Pop Records**

**BIDE COCHRAN**
*C'Mon Everybody*

LEHR 5160 — 1956... Comes from a big, heavy band, good as the way the last one might sound or for another support. Side has a lot of style and could push the pin. (.M.C., BMI)

**JUNE COOK**
*Blue Moon*

KEN 208 — Wasteful tendency of a time's topic. A lot of general singing content. (Robinson, ASCAP)

**LOVE ME OF ARIZONARE THE WEEK'S SINGLES**

**ELVIS PRESLEY**

ONE NIGHT (Travis-Presley, BMI)

I GOT STUNG (Gladsy, ASCAP)

"One Night" is a rockaballad that is delivered in the artist's usual straight style. Excellent New Orleans-type backing with the emphasis on proper roll. Flipping strings is effective. Flip, "I Got Stung," is a rockaballad that is sung with vigor and drive. Tri-market appeal.

**THE EVERLY BROTHERS**

PROBLEMS (Acuff-Rose, BMI)

LOVE OF MY LIFE (Acuff-Rose, BMI)

The brothers have another likely two-sided click with their great wurling on these fine sides. "Problems" is a rockaballad, done with a "Bo Diddley" rhythm. "Love" is a warm reading of a Latin tinged medium-beat. Both tunes are by the Byrants. Top potential.

**CHUCK BERRY**

SWEET LITTLE ROCK AND ROLL (Arc, BMI)

JOE JOE GUN (Arc, BMI)

Berry has two hot sides to follow up "Carol." Top tune is similar to "Sweet Little Sixteen." Berry handles the rocker-blues in his form. Flip, "Joe Joe Gun," is a novelty rocker about a cat who lives in the jungle and has encounters with various beasts. Strong r&B prospects also.

**MARTY ROBBINS**

AIN'T I THE LUCKY ONE (Acuff-Rose, BMI)

THE LAST TIME I SAW MY HEART (Famous, ASCAP)

Robbins follows his "She Was Only Seventeen" with two rock recordings. "Ain't I" is a country-flavored rockaballad which the artist sings about a broke-down fine string backing. "The Last Time" is a pretty three-quarter melody with a Spanish flavor. Both sides can click in pop and c&W markets.

**LITTLE ANTHONY AND THE IMPERIALS**

SO MUCH (January, BMI)

OH YEAH (Real Gone, BMI)

"So Much" is somewhat along the lines of " Tears on My Pillow." Anthony's fine vocal is given listenable group support. Tune is a rockaballad. "Oh Yeah" is a brighter tune in the rocker groove that also has a money sound. Two likely pop r&B clicks.

---

**NEW YORK'S MUSIC POPULARITY CHARTS... POP RECORDS**

**THE BILLBOARD**

**THE WEEK'S SPOTLIGHT WINNERS OF THE WEEK**

---

**WALK, TALK AND KISS...**

**UMBRELLA**

COME FOR... - Umbrella does the pretty tune better in this deck. Light strings accompany the warm vocal. Good prospects, despite other current versions. (A.M.C., ASCAP)

**FRANCIS CHARPIN TUX**

El Rachete Do March - KAPP 245. On the current release with a Continental flavor. Good decay flavor. (RCA Victor)

**VOCI**

Exclusively soulful and given an arrangement by that finely cutomatic arranger. (Qaaford, BMI)

**HEARTBEAT**

In Your Eyes... (Wen) - The lead singer has a lot of style and could push the pin. (.M.C., BMI)

**DOMINICO MODUGNO**

Come Prima... DECCA 10797-Pretty Italian impact is given to a fine, heavy ballad with "father" feel. Vocal is in Italian. Light strings added at the end of the tune. It has a good vocal. It has a chance. (A.M.A., ASCAP)

**TRADE**

No Peau... 76 - Light marching style. Vocal was favorably coupled with "No." Flip appears top side. (Leeds, ASCAP)

---

**BUDDY HOLLY**

*WARM UP*

Coral 450515 — Buddy Holly is delivered with a ballad backing. Tune calls of a lot when the end of the song is reached. Vocal comes into view. It could become a hit tune. (.O.S., BMI)

**THE TOMMY DORSEY ORK**

*STAND-A-RONIE*

I Want to Be Happy Cha-Cha... 90 - DECCA 20156. A new one now put on top with a big hit, could have another. Flip has a lot of style and could become a hit side. (RCA Victor)

**BOBBIN'S**

*FINISH THE SONG*

Put On a Baby Face... 91 - The tune with the original Dorsev singer gets a lot when it is heard. Vocal comes into view. It could become a hit side. (RCA Victor)

---

**JACKIE WILSON**

**LONELY TEARDROPS**

BURLINGTON 38 - Jackie Wilson really pulls out all the stops on his mono-conscious release of Lamon after that moves all the way. He is backed by a group and it is a knock. (Mercury, BMI)

In the Blue of Her Eyes... 76 - The fine standard really fits as a attractive ballad standing from Wilson which is filled with heart. Should get aces, but flip side is a little stronger. (Phonofax-Bennett, BMI)

---

**THE FLAMINGOS**

*That Love Is You*

END 1524 — 1958... A good, heavy song with a doo-wop feel to it. The tune is very nice and it is a promising one. (Mercury, BMI)

---

**LENNY LADY**

Never Say Goodbye... 74 - A fine, heavy ballad is handled with declamation by the group with fine chorus backing. A pleasant side. (Dry-Grey, BMI)

---

**JO STAFFORD**

*HOTSPOTTER*

She Could Have Been Millionaire... 77 - The tune could have been a signature tune of the group which could attract teen boys. Tune has a light country flavor. Fine entry here. (Mercury, BMI)

---

**THE WERTONS**

*My Love Love Love*

MGM 2724 — 1958... The lead singer provides a cute reading and the instrument line is fine as well. (.O.S., BMI)

The tune presents a cute reading and is given a launch date in the group's fine vocal. (.O.S., BMI)

---

**THE BILLBOARD**

*THE PICK OF THE WEEKS*

**THE BILLBOARD**

*NEW RELEASES OF THE WEEK***

---

THE JOB OF A LIFETIME (Melrose, BMI)

This simple story is given a simple, effective, and clever arrangement by the group. It should get some airplay. (London, BMI)

---

*THE BILLBOARD**

*THE BILLBOARD**

---

**SUMMER STAY-BACK**

**BILL BAY**

SUNDAY, WE GOOFED AGAIN (Winneton, BMI)

The new artist has a fine sound on the rockaballad-styled dirge. The side has drive and rhythm. It is already getting some action in areas. Cat could have a winner with his first effort. Flip is "This Is Real." (Rosen, ASCAP)

**BILLY CRAMMER**

GOAL TRAVEL ON (Senga, BMI)

The lead delivers the folklife ballad with feeling. Bright, cheerful backing with banjos featured helps sell the side. Disk is moving well in Southern markets and it figures to break thru nationally. Flip is "Chasing a Dream" (Combine, BMI). It is being handled thru London Records. (Monument, ASCAP)
THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS...

ROGER WILLIAMS
THE WORLD OUTSIDE (Chappell, ASCAP)
TCHAIKOVSKY PIANO CONCERTO NO 1 (Garland, ASCAP)

Williams could repeat his current hit "Near You" with either of these patent sides. Top side is currently out by other groups, but the pianist's big sound and the chorus chanting makes this a side to be considered. The Tchaikovsky theme also has the artist presenting a big sound against a coloratura and vocal. Both are strong bets to score.

(The Four Preps)

CINDERELLA (La-Bell, BMI)
GIDGET (Shapiro-Bernstein, ASCAP)

The group has a hit sound on these tunes from the forthcoming flock, "Gidget." Cinderella is a medium-speed side that shows choice harmony by the crew with good vocal backing. Gidget, in a cute song about a teen-age siren. Both have strong teen appeal and figure to keep in "Prep's Kit string going. Capital 4079

JERRY WALLACE
DIAMOND RING (Marlow, BMI)
ALL MY LOVE BELONGS TO YOU (Lois, BMI)

"Diamond Ring" is a Latin-beat rocker with a theme that tells all of the things a cat is going to buy for his chick. Strong performance by Wallace matches that on his current click, "How the Time Flies." "All My Love" is a pretty rockaballad — waiting to catch the lid is given strong chorus and vocal support. Strong teen bait. Challenge 50027

FATS DOMINO
COQUETTE (Feist, ASCAP)
HOLE LOTTA LOVING (Marquis, BMI)

These are Domino's two strongest sides in a spell. He give "Coquette," the old standard, a good sunny reading with excellent support from a teen chorus. "Whole Lotta Loving" is a rocker with New Orleans backing. Crazy piano work by the artist on this side. Either side could break them for plenty of pop and R&B. lo. Imperial 5553

Billy Barnes
If You But Knew (Eden, BMI)

Colonial化s backing helps the young artist on the rocky-rockabilly. The tune is washed with feeling. It's a fine debut dish that could catch on with exposure. Impressive first disk. Flip is "You Want to Fall in Love" (Big Bill), BMI.

United Artists 148

Pop Novelty

THE CALDILLACS
PEEK-A-BOO (Tri-Park, BMI)

The tune has the name, infectious quality as "Takety Yak." Great group performance by the crew on the catchy novelty could mean big coin. Flip is "Oh, Oh, Lulita" (Wamar, BMI).

Jr. 840

Pop Disk Jockey Programming

BERNIE LEE
THRU A PRAYER (Havibhorste, ASCAP)

THE VISION OF BERNADETTE (Joy, ASCAP)

The talented lad has a warm sound on these two lovely inspirational themes. Both are quality sides rendered with much feeling. Spins will provide a real treat. Vocals on both are backed by big ond chorus support.

Joy 225

JIMMY MARTIN
SONG OF THE DUGONS (Gil, BMI)

Martin handles the timely tune in semi-recitative form. It deals with sailors' tales about mermaids that usually turn out to be Dugongs. With newspapers currently devoting space to the recent capture of two such sea mammals, spins offer much matterial. Good presentation by the artist. Flip is "Jack Cobb," (Gil, BMI).

Gone 5044

(Continued on page 47)

THE STYLISTMEN
Carolina in the Morning...74
CAPITOL 4076—The standard done as a mellow recital of the new. Sweetly — produced wax. (Boyd, ASCAP)

You're a Sweetheart....76
Like the flip, another great side. Chorus is well placed against a mellow background. (Boyd, ASCAP)

(The Stylistmen)

VICK DONNA
My Life Is Your Hands....76
CARLTON 469—At interesting title and the tune moves along well. Donn's vocal quality is again supreme. The tune with vocal backing by a ball staff is very good. Sound (Piano, BMI)

Drew Girl....78
Donna, a neat and easy flip pleasantly on this tribute to a dream girl. (Piano, BMI)

PEE WEE KING
Janka....78
RCA Victor 712—Chorus has the backing that pulls under the continual theme to Jacka which spotlights musical whimsical singing and backing sound. (Kodak, BMI)

Lovable Heart....79
Soft rendition of the side is done with a little extra. Nice vocal quartet with a good jockey material. (F.ve, BMI)

TONI KERR
Window....94
What's going on in that lovely heart of it. The girl is in song with mild essence by the trio in the side. A winning performance that could get more on play. (Desire-Bernstein)

(Desire, BMI)

WILLIAM SPARKS
Russian (BMI)

LINES 21—A sentimental side. The girl is waltzing the side as the bass and tenor add lovely vocal support to the lovely side. (BMI)

ARLENE DE MARCO
Miss Me To Her....76
EMBER 1044—The arrangement is done as a rockaballad with Jimmy Miller playing the piano in support and a soft rhythm of bass and drums. Sound is a good one. (Excellence, BMI)

Rita Senda....74
A heavy 4/4 beat backing with beat in a humorous fashion. Good rock backing and a chorus support. Flip appears on top side. (Excellence, BMI)

THE STEWART TWINS
Daddy....79
RAYDON 33—The Stewart Twins team is a pretty realistic treatment of a teenager song that has a fitting music. With exposure it could get some play. (Homestead, BMI)

Pamela Party....73
The girls are on again with a rocking pinata party on this driving effort. One side. (Crest, BMI)

THE JORDAN BROTHERS
Oh, Lad....79
JAMIE 1121—The boys have an engaging affair with a very catchy rhythm backing with Southern style. Sound is very good, the flip can do business. (Jordan-Jamie, BMI)

Seed Me Your Picture....78
(A New Orleans piano with a good hat for teen coin. Nice sung by the lads on the cover side. Nice change of pace from the flip. Potential appears similar to it. (Jordan-Jamie, BMI)

THE PEPPERS
Reminiscing.....75
JANE 105—A pretty tune is played

crude by the Peppers with an imagin- ing and charming arrangement that could help it get some space. (Lamar, BMI)

Yoko Hoko Hono....75
Japan-demonstrated rock and roll effort is placed against the Peppers with occasional vocals to the group. Two decay sides. (Thomas, BMI)

DONNY YOUNG
It's A Long, Long Time For Me....75
DECCA 3036—"It's A Long, Long Time." Donny Young on this medium tempos traditional country — folk single. Wonderful wax. (BMI)

DONNY YOUNG WITH RODGER MILLER
Oh, This Mountains Too....76
He sticks on the country top and makes a big hit of the side. The tune here. A warm performance by the country singer. Jailed by Roger Miller on this side. (Champion, BMI)

JOHNNY SABBO
Good Heart....105
WARNER BROS. 3044—Rabidly is nicely presented by the group. Rabidly supporting group provides necessary backing. With exposure wax side could make some noise. (Champion, BMI)

1. W. Rock....78
Rocker is done in same style as the side on the other side and is a good and huge sell side. Side can attract. (Warner, ASCAP)

THE SPARKS
Earth...76
ARRANGEMENT 110—The Sparks team is a strong selling on a catchy effort which they sing with a ball. Backing sounds off. Great wax. (Warner, BMI)

Something Happened....74
Luma-Rama is a neat song with the cover by the other medium tempos with the help of the combo. (Bayway, BMI)

ANITA KERR QUARTET
Give Me Gene Ice....77
DECCA 40324—French delay with a new Frenchistic slang is sung in waltz style by the quartet with Phyllis Luma-Rama.

New side. (Cornell, ASCAP)

Keep Your Bawl...74
Rearn Baby....74
The gals are joined by a male group on the other side with a ball, but the flip sounds much more attractive. (Rearnstable, ASCAP)

SALLY BLOX
She Serves a Nice Cup of Tea....75
M-G-M 3779—The theme handles the tone attractively and with class. String backing and a double combo from the Tony Martin kids. fantastic for jazz. (Dot, BMI)

Daddy....74
A gau gau tune finds the vocals in a smooth dealing on the cover side and chang- es on the flip to a quiet tempo. Good song in cover. Has some forest and finally a murrak woman with a new woman for a duel effort. Some more jazz feel. (Bacup, BMI)

RICKY PAGE
I Could Be Millionaire....76
THE SHIPS SONG—The ships handle the tone attractively and with class. String backing and a double combo from the Tony Martin kids. fantastic for jazz. (Dot, BMI)

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I Could Be Millionaire....76
THE SHIPS SONG—The ships handle the tone attractively and with class. String backing and a double combo from the Tony Martin kids. fantastic for jazz. (Dot, BMI)

GRADY CHAPMAN
See You Sooner, Bette....75
KNIGHT 2003—Mitchell attractive presentation. Chapman is simple thing of a Billy Williams, Sun Cookie style. This is a hit with many nice from abroad sounds plus an organ. Good side with exposure. (Rutland, BMI)

JOHNNY PAGE
Night Time Bright....74
A bright beauty, "Great Time Me A

(Continued on page 46)
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July 2, 1958

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**Spotlight Winners of the Week...**

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**Pop Disk Jockey Programming**

**LEROY HOLMES ORK**  
**IN A PERSIAN MARKET**  
(Bosworth & Belwin, ASCAP)  
SPANISH ROCK  
(Haworth, ASCAP)

The orchestra has a bright colorful sound in its up-beat treatment of "In a Persian Market." The old tune takes on attractive new life in this swingin' version. "Spanish Rock" is a rhythmic adaptation of the "Carmen" theme from "Carmen." Smart sides are great jockey material.

---

**C & W Talent**

**SLIM DUSTY**  
THE PUB WITH NO BEER  
(Lawrence, BMI)

Strong performance by the Australian folkish tale makes for interesting and different fare. Pop jocks could also take to this. The cut has a real way with a lyric. Flip is "Walking on My Way" (Nicholson's Pty., Ltd.)

---

**R & B Records**

NO SELECTIONS THIS WEEK.

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**PAGE CAVANAUGH TRIO**

I'll Remember April  
(TSC 716)  
Haworth, ASCAP

---

**THE SCARELTS**

Dear One  
(Tim 920)  
BMI

---

**FLAUNTA HALL**

Counterfeit  
(16)  
BMI

---

**LITTLE ANTHONY GUARDINE**

Lover and Lady  
(Savoy 138)  
BMI

---

**B.B. KING**

Sweet Sixteen  
(25)  
BMI

---

**BUZZ CLIFFORD**

For Always  
(TSC 416)  
BMI

---

**FRANKIE VAUGHAN**

The One That Got Away  
(TSC 713)  
BMI

---

**KERRY LEE MARTIN**

The Rock Is Bigger On The Outside  
(Decca 3725)  
BMI

---

**THE QUEEN OF THE HOP**

---

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WADE FLEMONS

veeJay 295

**“EVERYTHING WILL BE ALRIGHT”**

GENE ALLISON

VooJay 299

---

**VEE-JAY RECORDS, 2129 S. Michigan, Chicago (16), Ill. CA 5-6141**
Mick's new label continues its Colibri-American tempo with nice dance tempo and good charting by area. "Temptation" by (Lead, ASCAP).

Fire in the Night... [song title]

DING DINGA LINGA LINGA and WHAT I WANT

BILL FARRELL

CRASHING THRU

LILLY ANN CAROL

COMING BACK TO SORRENTO

CIRCUS

BILL CUB K9015

Toby and Iris

DING DINGA LINGA LINGA and WHAT I WANT

CUB K9009

JIMMY WILLIAMS

ONE MORE TIME and LAUGH AWAY

CUB K9017

*Reviews of New Pop Records*

*Continued from page 47*

Mick's new label continues its Colibri-American tempo with nice dance tempo and good charting by area. "Temptation" by (Lead, ASCAP).

Fire in the Night... [song title]

Don't Wake Up THE KIDS

OTIS WILLIAMS and HIS CHARMS

Deluxe 6174

The Secret

OTIS WILLIAMS and HIS CHARMS

Deluxe 6178

All My Love Belongs to You

b/w

Why Don't You Haul Off and Love Me

LITTLE WILLIE JOHN

King 5154

Poor Boy

THE SUGAR CANES

King 5157

Nine More Miles

THE CHECKERS

King 5156

Try Me

JAMES BROWN and THE FAMOUS JAMES

Federal 12337

Poor

BUTTERFLY

DICK STABLE

Bethlehem 11004

Brand new...

'I Love You MOST OF ALL'

Sam Cooke

Keen 2008

It's Tender... IT'S TOUCHING

ALONE IN THIS WORLD

by The 5 TROJANS

Tender record 216

It's 7 and 7

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DONT WAKE UP THE KIDS

OTIS WILLIAMS and HIS CHARMS

Deluxe 6174

THE SECRET

OTIS WILLIAMS and HIS CHARMS

Deluxe 6178

All My Love Belongs to You

b/w

Why Don't You Haul Off and Love Me

LITTLE WILLIE JOHN

King 5154

Poor Boy

THE SUGAR CANES

King 5157

Nine More Miles

THE CHECKERS

King 5156

Try Me

JAMES BROWN and THE FAMOUS JAMES

Federal 12337

Poor

BUTTERFLY

DICK STABLE

Bethlehem 11004

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singing

RAINY SUNDAY

and

YOUNG AND IN LOVE

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www.americanradiohistory.com
STATE FAIR OF TEXAS GETS RECORD 2,757,734

Gate Tops 250,000 on Four Days; 'Music Man' Grosses $298,343

DALLAS—The State Fair of Texas ended its 16-day run Sunday (19) with a total attendance of 2,757,734, a figure which easily exceeded last year's mark of 2,540,533 and the all-time record of 2,672,253 set in 1936. The 1957 fair had four days of school and 180,966 students in attendance. Both the 1957 fair and the 1956 fair exceeded the 1955 fair attendance of 2,463,171 by a total of 294,563 and 294,563, respectively.

The financial picture will be summarized by the board of directors get together for their annual meeting in December.

THE BILLSBOARD Communications to 118 W. Randolph St., Chicago 1, Ill.

OCTOBER 27, 1958

RINGLING TO PLAY 7 MEXICAN STANDS; MAY ADD MORE

Opens November Tour at Juarez; Plays Mexico City in December

JUAREZ, Mexico — Ringling Bros. and Barnum & Bailey Circus is all set to play a route of seven Mexican cities, including Juarez, later this month.

The route will begin in Juarez on November 3, immediately following the show's Phoenix, Arizona, opening.

Harry DeBe, routing executive of the company, confirmed the Mexican route Friday (24) in New York. While the Ringling show played Mexico City last year and American shows play the country frequently, it is a first for the largest show on earth.

Whilephthalmics Inc. has played this kind of route in this country, Self-Set, St. Louis Rides and 101 Ranch all played similar routines a half-century ago.

Ringling's route goes like this: Juarez, November 3-10; Torreon, November 11-17; Monser, baseball park, November 14-16; San Louis, fair ring, November 18-19; Guadalajara, ball park, November 21-23, and Puebla, November 23-27.

May Add Cities

This will be the first tour Mexico City, where the show will open on December 10 at the National Auditorium. The stand is to be about four weeks.

Similarly, other cities, among them Yucatan and Vera Cruz, will be added between the Puebla and Mexico City dates. Ringling promotion will be handled locally by way of Ringling Bros. and Barnum & Bailey Show, Inc. and its Espectaculos Internacionales, which also had last year's tour in the Mexican capital.

This year the show will take its

Louisiana State Fair Races Ahead At Record Pace

Attendance Well Ahead of 1957; All Attractions Score Big Gains

SHreveport — The Louisiana State Fair last week was racing at a pace that could well duplicate its record-breaking schedule in nearly all segments.

Within, close weather was helping the fair pile up big attendance and whopping earnings. Joseph T. Harvey, general manager, reported that Thursday (23), a total of 364,007 had paid their way into the grounds. This was sharply ahead of last year when for the first three days of the fair there had chalked up 222,640. Monsour said that by Friday (24) the total for the final three days should top its previous record of 563,039 set in 1955 and could easily go over the 600,000 mark.

Experiment No. 1 moving the Barnes-Carrollers No. 1 Revere into the Hirsch Youth Center (collie) improved an excellent move and Monsour said he would now hold the show outdoors. As of Thursday, the show, in its fourth evening performances, was 29 per cent with rides, shows, games, food and novelties all up from 22 to 364,007, it has been a money year for the fair.

The previous record for the fair was 317,750.

Mobile Fair Pulls 137,500 For New High

Heth Rides, Shows Big Top; '57 by 40 Per Cent

MOBILE — The Contermin Gulf Coast Fair wound up its six-day run here Saturday (18) with a total attendance of 127,200. E. H. Haman, general manager, discussed the fair’s new record for the four-day fair.

Weather was ideal threat the entire run and Heth Shows, which provided the midway attractions, reported rides and show income was more than double last year’s.

Major attractions in Ladd Stadium, center point of the fair, were James Aries of TV’s “Gomodex,” Ted Andrews, who is Major John Mental, as well as “The Glass” and a fire engine pageant (23), which was sponsored by the Ohio Firemen’s Company.

Haman said that the expected large attendance would go back into stadium improvements. It also indicated that long-range plans are being discussed for the construction of a new fair ground.

Hanan is scheduled to attend the Chicago outdoor meetings.

Raleigh’s 600,000 Beats All Records In Ideal Weather

Tops for 5 Days; Strates Gross New Record; Autry, Outdoor Shows Close

RALEIGH, N. C. — The nation’s biggest five-day exhibition recently wound up healthfully over the top in attendance. With a tremendous crowd estimated roughly at 600,000, populating the North Carolina State Fair for the first time.

There was no steaming the attendance from Tuesday (14) on. All elements were perfect and considered to show the totals a good 15 per cent over previous records, J. S. Diel, Diel’s manager, reported.

On the midway, the James E. Strates Show and the William E. Estes Show were held in the fair grounds. The midway made up large part of the fair. Erle Mac Donald, president of fair, said the public in attendance this year was in the highest percentage of visitors of the fair since it opened.

Scalpers were run off with a drawn battle, with a lot of people who were not admitted for admission during fair week.

The tract adjoins the fairgrounds on the right of way, with a depth of 600 feet. The acquisition increases the grounds by nearly 20 acres.

Two other developments of note were the construction of a new section of the fair and the installation of a new large civic and school farm equipment display area.

Politics, Yule Up Animal Mart

Continued from page 1

of Christians, and several opera-

ners who have had season plays at

shopping shows all year.

This specialized demand for men-

agerie animals drops to all right

over Christmas and the owners

again take up routes of indoor cir-

us engagements. But between now and then it is open season.

Middleton Adds Area; Strong, Howard Named

MIDDLETOWN, N. Y. — The first day of the first of the Middlesex Fair is the acquisition of 12 acres of parking space for the Orange County Fair, Ben Strong, president of the Orange County Society, announced. The acquisition last week following years of negotiations.

Middlesex edged into the new lot and kept pace with that record this year. Strong said part of the new property will be developed for parking 2,000 cars, and the rest made into a picnic grove and enlarged farm equipment display area.

Copyrighted material
TAKES OVER REINS

State Fair of Texas to Operate Western-Type Amusement Area

DALLAS — The State Fair of Texas will build and manage "Grand Of Texas," the Western-type amusement area conceived by Peter Wolf Associates of Dallas, it was announced here.

James H. Stewart, executive vice-president and managing director of the State Fair, said the fair will build the project according to the proposed Peter Wolf designs. The Wolf organization will have responsibility for the artistic direction of the project, he said.

Peter Wolf Associates had originally intended to build "Grand Of Texas" under a lease arrangement with the fair. But the project will cost an estimated $2,500,000, Stewart said. It will cover some six-and-a-half acres and will be somewhat expanded from the plan originally proposed.

"It is contemplated that plans will be completed and constructions will begin during the spring of 1960 and the opening of "Grand Of Texas" will take place sometime during the spring of 1960," Stewart said.

Charles B. Meeker Jr., vice-president and assistant general manager of the fair, will be in charge of the State Fair management end of the project.

After the project is built, Peter Wolf Associates will be responsible for the artistic direction of "Grand Of Texas" and will share in the revenues, Stewart said.

The project will be built on a tract of land southwest of the fair's main parking lot and south of the Cotton Bowl. The main entrance would be from the midway.

"Grand Of Texas" will be a year-round operation, and is expected to be a prime tourist attraction as well as a top fairtime feature. The project will be a liv ing re-creation of some of the glamorous and exciting years of Texas history from frontier days thru the early oil booms.

Detroit, Windsor Plan Joint Cele

DETROIT — Plans for combined international celebration for Detroit and its sister city, Windsor, Ont., have been made by their respective mayors, Louis C. Mirabile and Michael J. Patrick.

A tentative date, according to Roy Pearson, executive secretary to Mayor Mirabile, is Freedom Feb. 27, 1960. The event will be built around the twin events of July 1, Canada's Dominion Day, and this year's Centennial.

"The biggest profits come from the best rides"

CHICAGO — National Speedways (Al Smith Associates) continued its complete renovations and has run four of its auto race dates post poned by rain. Sweeney, now back at his Chicago headquarters, said the weather was the worst his organization has experienced in its 26 years of operation, he added, pointing out that in all of the previous years only 10 days had been lost to rain.

Despite the heat that made the weather, the gross for the year was up 15 per cent, as crowds surpassed those of last year when weather was good. Two record dates at the Iowa State Fair, Des Moines, and all-time high grosses at Nebraska State Fair, Lincoln; Missouri State Fair, Sedalia, and Clay County Fair, Spalding, Ia., helped to narrow losses caused by rain. Bonus checks and trophies were presented to the top 10 drivers.

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Van Tilsburg Sets Expanded St. Paul Boat Trade Show

ST. PAUL — Fourth annual Land-O-Lakes Boat, Yachting and Travel Show is scheduled for January 19-24 at the St. Paul Auditorium. Show manager is Noel Van Tilsburg, who states the show is experiencing strong growth in both interest and attendance. The show is divided into two sections: the main area for the large boats and the smaller boats section. The show will feature live music, dancing, and a variety of food vendors.

ARENAS & AUDITORIUMS

British Designer Comments On Exhibition Procedures

By TOM PARKINSON

LONDON — A visit to the recent Food Fair at the Olympia in London brought an interview of the show with Richard Stock, designer of the multiplex show. The show is designed to be a world-class event with a focus on high-quality products and services.

AREAS & AUDITORIUMS

New Rodeo Site To Be Chosen

November 6-7

DENVER — Selection of the site for the new National Western Stock Show and Rodeo’s world-class event is scheduled for November 6-7 in San Francisco, California. The event will be held at the Moscone Convention Center.

This was announced by John Van Cronkhite, general manager and business manager for the National Western Stock Show and Rodeo. The selection process will involve evaluating multiple factors, including the location’s proximity to the city, its accessibility, and its capacity to accommodate the large crowds.

The National Western Stock Show and Rodeo is the largest event of its kind in the world, drawing thousands of visitors each year. The event features a variety of activities, including rodeos, horse shows, and agricultural exhibits.

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Sno-cone, candy floss, apples, and popcorn are popular items at the fair. The Sno-Kones stand, located at the center of the fair grounds, is a favorite among visitors.

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The National Western Stock Show and Rodeo is the largest event of its kind in the world, drawing thousands of visitors each year. The event features a variety of activities, including rodeos, horse shows, and agricultural exhibits.

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SNO-KONES—CANDY FLOSS—APPLES—POPCORN

GOLD MEDAL PRODUCTS COMPANY

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SIOUX FALLS, S.D.

NEW RODEO SITE TO BE CHosen

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BISMAN—Paul, 60, manager of the St. Louis Municipal Opera for 25 years, past vice-president of the Independent Booking Offices, manager of the City Theater in St. Louis for 38 years, and past president of the Legitimate Independent Theaters of North America. He died at St. Louis Sunday (October 14). Survived by his widow, Marion; a son, Robert; a daughter, Mrs. Pauline Williams; and brothers and sisters. Burial at All Saints Cemetery, Jensen Beach, Fla.

MARRIAGES

BURCH-CORRELL—Ennis Burch, down, and Moran Correll, acrobat, at Miami, October 21, in a fancy ceremony, among the top of the Clyde Beatty circus, with both of whom he was also a member of the American Showmen's Club. The couple are former circus owners and a star, Clarence L. Poplin.

CONNOLLY—Charles A., proprietor of portable lighting systems for fairgrounds and race tracks, at Kenos, O., September 27. He was first to light a night baseball game, first to light a professional auto race and first to light night sport football. He also illuminated many special events at the fair with striking and surprising results.

KAUFMAN-KRUM—Judith Carol Kaufman and Robert Joseph Krum, of Chicago, and formerly one of the owners of the American Showmen's Club, in Chicago. He is a veteran circus owner on stage and in the midwest.

MACKEY-HOSS—G. E. (Jerry) Mackey and Beverly Hoyt September 12, in Reno, Nevada. He is a former conces- sionaire and one of the owners of the American Showmen's Club at Chicago. Their home has operated concessions for many years. They are both members of the Merchant Men and Royal Canadian Showmen.

JONES—A daughter, Laura Lynn, to Gloria and Ward Jones October 7, Bluefield, West Va. The couple are a brother and sister, and parents of Mrs. James E. Strates, of the Strates Shows.

LUCAS—A daughter, tightly, to Gloria and Bill Lucas, of Jonesville, N.C. Their son is the great-grandson of Mr. and Mrs. James E. Strates, of the Strates Shows.

MOORE—A daughter, recently to Mr. and Mrs. Aaron Moore, in Fort Stockton, Tex.

SOLL—A daughter, Janet, to Mr. and Mrs. Joseph Soll, in Charleston, S.C.

STRATES—A son, John Augustus Jones, October 16 to Mr. and Mrs. John A. Jones, of Los Angeles. Parents operate the Johnny Jones Circus. Son is named for his father who was the leader of the Johnny Jones Amusement Company.

VIVONA—A son, Morris Joseph, Jr., to Mrs. Morris Joseph, Jr., October 11 in St. Michael's Hospital, Newark. He is a former sales agent for the Amusement Company of America circus. It is the couple's third child, first boy.

Redden Recuperates

SOUTH BEND, Ind.—Earl J. Redden Sr., of Flayland Park here, is expected to be home following a heart attack sustained last week.

Circus Routes

1-A Los Angeles, Ark. (Season ends)

American Amusement Company


Carnival Routes

1-A: Am. Lepanto, Ark. (Season ends)

Barnum & Bailey, at Chicago, S.C.


Blue Grass: Fair Panama City, Fl. (Season ends)

Brown Bros.: Fair New York, N.Y.

Celtis & Willows: Fair Albany, Ga. (Fairway) 3-4.


Drew's Greatest: West Helena, Ariz. (Old Friend) 3-4.

Eugene Red: Fair Baltimore, Md. (Fairway) Walter- son, S. C.


Hall, Clyde: Fair Tuscaloosa, Ala.

Man, Homestead, Bosten, Tex. (Fairway) Northfield, Minn.; Fair Louisville, Ky.

Walter, Mrs. Jane, Fair Pensacola, Fl., (Fairway) Mobile, Ala.

Theodore, Miss, Fair Fall River, R.I., (Fairway) Westfield, Mass.

JOLLY JOYCE

The Circus isISBN

3-4.

The World: Fair Atlanta, Ga.

JOLLY JOYCE

The Circus is

Walters, Mrs.场面, Fair Chicago, N.Y. (Fairway) Atlantic City, N.J.


State: Fair Chicago, Ill.

River: Fair Atlantic City, N.J.

Walters: Fair Atlantic City, N.J.

27-30.


River: Fair Atlantic City, N.J.

Walters: Fair Atlantic City, N.J.

27-30.
PARKS-KIDDIELANDS-RINKS
THE BILLBOARD
Communications to 188 W. Randolph St., Chicago 1, III.
OCTOBER 27, 1958

P. R. PROGRAM CLICKS

Aggressive Coney Regaining Stature

NEW YORK — It has taken three years to do it, but Coney Island is finally starting to look like a successful tourist center again with confidence rather than desperation. The business, usually slim, has increased steadily since 1955, and ought to be even better this year than last, when one of the highlights was a 1,000,000 tonus on a rainy day.

Major reasons for this improved business outlook is the stepped-up promotion and publicity campaign which operates on both short and long-range objectives. As a long-range project, for instance, the Armed Forces Day military display is one of the elements which is regaining for Coney much of its stature of foyger years. Still another is the "Blessing of the Fleet." Also important is "Operation Parking." It is no coincidence that these successful promotions, which are now familiar features, got off on the right foot with the acquisition of Milton H. Berger as publicist and special events director. Berger, founder of the 80-year-old public relations, brought with him a lifetime of history of the theatrical and allied amusement fields. Back in 1918, he worked at Coney Island's Chace Park when he also acquired the New York Chamber of Commerce account.

Wont Parking

A first-class thought in an emergency situation was also a bonus. Berger helped forestall the city's plan to b006 parking by both improving the facilities and development housing on the old Luna Park lot. A traffic study was successfully pointed out that Luna were better suited for off-street parking and that a parking lot was available for housing. This gave the Chamber a foothold in parking. Berger next set about the rightest the busiest intersection.

Berger's next move was to establish a parking lot and open consciousness in the public's mind. With its myriad independent operators, the Island ways had opened in fits and starts, never being in full swing until Autumn Day. The 1950 season has proved to be the most popular, with records set in attendance and magazine articles as he made his last season's record. Since then the Travel Authority has seen it to modernize its Stillwell Avenue station, in keeping with the annual facelift.

The Armed Forces Day program is one of several special events initiated by Berger. Originally an idea, it expanded to the second and third years to major significance with active displays of the various branches of service. The purpose of the event, through Berger's efforts, was made jointly by Mr. H. A. Wagon, John Ward of the Clarence, and Lt. Col. Thomas Herrero, director of the Armed Forces Day Committee. Congressman Victor Anfuso has the proclamation put in the hands of the military. Berger has kept the concept, that Coney's Boardwalk, as he calls it, is the largest staging area, was pressed for seasons with the desired results.

It is hoped that a permanent parking lot will be installed along the Boardwalk, and partial success here has been won by the Recreation Department's plans for a $500,000 International Playland to be in the park near Coney Island. Recreation Commissioner Robert W. Conklin told the park commissioners the playground would be both an educational and entertainment area and assured that constructions would be the highest quality.

The proposed site is on an eight-acre plot, bordering the waterfront along Coney Island's ex- ducted reserve. The majority portion of the playground is designed as a terraced, sloping recreational area set above a foot deep lake formed by the reserve. A portion of the lake will be placed on the lot, providing facilities for foreign and commercial exhibits.

City Council has agreed to provide $350,000 for plans and initial construction, and Crawford hopes to raise a part of the additional funds from exhibitors and concessions.

Weather Clips

Philadelphia

Plans 600G Playland Area

PHILADELPHIA — The Fairmount Park Commission approved the Recreation Department's plans for a 600,000 International Playland to be in the park near Coney Island.

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SHOOTING GALLERY

FOR SALE

Mangels, 30 ft. wide, well built, offering a wide range of games, complete with all necessary. Must be moved.

D. J. MAHER

Recreation Pier
Long Branch, N. J.

LOCATION WANTED

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HOMES COOK MINATURE GOLF
(See Million Players — 140 Weeks at Miami Beach, Park, New etc.)

Roller Rumblings

Natl'l Queen Contest kicked off in East

By STAN FISCHLER

NEW YORK — Roller-players in New York and New Jersey are fighting a battle of promotion this month with events that are no less than the national skate queen contest at Miami Beach, November 17.

One New Jersey girl will be chosen by an event in a contest in Atlantic City, N. J., November 13, while new candidates for the national finals.

Contestants from New York [N. Y. ] and New Jersey will have an opportunity to compete at those locations and in their respective areas. Then New York Journal-American judges will see

The two local champs will get an appearance in the Skate Queen contest at the Crown Hotel. The contest will shower the eventual winner with a college scholarship or its cash equivalent.

In addition the queens will be continued on the roller skating in- dustry. Each Contestant must be represented on the panel. The winner will be sent to the winner, had early promotions to the NAAPB trade show has been a formula for success in these events and booths, all but four large ones have been selected. Bowman has borne the NAAPB's observations for NAAPB members.

Martin is understood to have ac- cepted a position with a West Coast Rink Roller, it was learned last week after the questioning of Starn Rink Operators of America, which he served as secretary-treasurer for many years. Martin's resignation and the appoint- ment of Charles E. Cahill to succeed

Cahill, who was the RSROA's assistant secretary for seven years, was appointed to Martin's post by the association Board of Control upon the recommendation of Victor J. Brown and his advisory committee. Cahill, a lawyer, has served as RSROA legal counsel and also holds a degree in business admin-

Martin has been with the RSROA in various capacities since its inception 21 years ago. As the son of Fred A. Martin, former RSROA secretary and for many years a speed skater and operator of the old Arena Gardens, Detroit, he became thereby versed in all branches of the skating. At one time he served as Arena's professional and was one of the pioneers of international roller skating at the Arena. He holds numerous RSROA medals in various types of skating.

Moryans Opens New One

VINELAND, N. J. — Vineland Roll-O-Rink opened for the first time in several years with an affair at the Albert H. Halsey High School. The opening of the rink was attended by Mayor Russell Bridgett, School Board President Victor M. Bacchus, President of the Vineland New Friends of Long Island and the Chicago Roller Skate Company.

Contesting the overall king balloting, contestants also be determined in the contest of the year. The prize includes a large sculpture of the Chicago Rink to the winner, with a grandiose price of $2,000 to the European Press at the Annual Convention in November. Martin elected RSROA be for Coast Rollery Point.

CINCINNATI — Robert D.

Wildwood Seeks City Publicity

NORTH WILLOWD, N. J. — Wildwood, N. J., the town of the American Legion, Inc., and the Salvation Army's National Convention. The men's Association will approach the city Council with several suggestions for increased publicity for this resort better known.

At a meeting of the association, the council came up with the idea of setting up an Information Bureau at the Wildwood and Wild- wood Crest have. The association also held the idea of setting aside funds in the budget for advertising. The advertising would be used to promote both Wildwood Crest as a summer resort.

MORO ROLLER SKATING MIKE HANCOCK, 256 South Main St., Idal, N. Y.

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CONTINUED ON PAGE 62
October 27, 1958

Texas Tows Good to Kelly-Miller

Season Ended Sunday; Show to Hugo;
Destinations of Personnel Listed

Menard, Tex. — The C. Kelly & Miller Bros. Circus had some rough traveling this week in the stretch of Texas that has had considerable bad weather. But the show still kept its schedule and performed well strongly. Season ended Sunday (8).

At Alpine, Tex., Wednesday (15), the show had a capacity house in the rain at night. Fort Stockton (16) had half and three-quarter houses. Odessa (17) had two capacity houses on a gomago lot where all equipment had to be washed. Sonora (18) gave pair of three-quarter houses. Menard (19) had a full house for the Sunday afternoon show. Show reports cattle, cotton and oil business in a good Texas this fall.

After closing the season, personnel will split up, with some going home to report and others going to home in other parts of the country and some making winter circus circuits. Destinations include:

—Mary Anne and Eliza Glass, a cat managers, to Rochester, Minn.;
—Phillip Marcus to Cincin- nati; 
—Warren Gordon, Idaho Falls, Idaho; 
—C. C. Cline, Blackford, Idaho; 
—Bob Boonman, Hugo. The advance closed October 18 at Alpine, Tex. After that staff, the Kelly Miller and D. R. Miller, Hugo; H. D. Boeneman, Hugo, will spread out as an agent, Hot Springs; Jack S. Smith, auditor, Sarasota, Fl.; Charles W. Bentley, Sheboygan, Wau, Emma V. Bray- ley, Hugo; Joe Jones, Hugo; Donald, Dave, A. D. and Flo Me- lon, Hugo; Lilly Smith, Sarasota.

—Tammie, Side Show manager, Hc Springs, E. L. Rebb, Hugo; Frank Elish, legal assistant, Hugo;
—Art Miller, Walnut Ridge, Ark.
—Rand-R, H. Voss, band leader, Grandview, Kan.; 
—Ted, Hugo; 
—Wally, Texas Graigl, Fl.; 
—L. E. Graigl, Gibsonton, Fla.;
—Eugene Morse, St. Petersburg, Fla.;
—Maw Nose, Family, Bob Hill, Mo.

Captain and Mrs. Fred Logan, Honolulu, Hawaii; Captain John Narfki, Honolulu Shrine Circus; Captain John Narfki, Hugo; Pete Smith, general superintendent, Hugo.

—The Loyal Troop, Sarasota, Fla.;
—Lou Walton, Hugo; Henry and Craig, Thousand Oaks, Calif.;
—W. D. and Dea Head, Hugo; Chief and Mrs. Keys, Hugo, and then California; Oklahoma Shorty and Mr. Mose, Mooreland, Okla.;
—Robert and Lona D. Daily, Sarasota, then winter dates. 
—Sara and Mrs. Sydor, winter dates, then Cleovel, Fl.; 
—Roy and Della Thomas, Hugo; 
—Henry, Hugo; 

Ringling Gross At San Diego

Reaches 85G

San Diego, Calif. — Ringling Bros. and Barnum & Bailey Circus grossed approximately $85,000 during the scheduled four days ending Sunday (16). Between Sunday and the close of the show at the two shows Saturday and the closing day matinee, Tom Haynet.

Packs Reveals Set-Up
For New Orleans Show

ST. LOUIS — Tom Packs Circus headquarters have an announced details and line-up of acts for its 16th annual New Orleans Shrine Circus to be held November 22-30. It will be held with a Canal Street November 21. Participating in the production will be Ringling Bros., Barnum & Bailey, and animals will be the new Orleans Shrine Tem and other organizations.

An innovation this year will be the spectacularly mounted illusionists, who will perform each engagement with an audience of the first order, according to Jack Lentini, Packs spokesman, event marks the group's first appearance in any American circus, although it has been seen on Medrano in Paris and other shows. Included in the line-up are the following:

Aerial Ballet 15; Fat Man's Wild 14; Young Jumping 13; Circus Ring, 4; Circle Ring, 4; Don Marfo, headlining triplets; The Screes, lad- der-throwing combinations; Youngy's Chimp's, Allen's Bears; The Cincinnati, operating act; Bud, llamas, 

HOOVER

Bricks, Los Angeles, Calif., have moved to San Francisco, where they will play three shows a week, including two during the coming week.

—Uno and Trema Shearer, Oke- homa, junior stars, have moved to Los Angeles, where they will work for a time with the Chamberlain troupe.

—Guy Warren, one of the most prominent members of the Los Angeles Variety Club, died last week in Los Angeles. He was a member of the Variety Club for many years and was well known to many members of the circus world.

—The Los Angeles Variety Club wants to extend special sympathy to the war-damaged home of Oliver F. Honeymooner, who was killed in the recent air raid.
Spartanburg Pulls Big 200,000 Week
Weather Ideal; New Pony Show and Flower Display Both Successes

SPARTANBURG, S. C. — A week of ideal weather helped all departments of the Piedmont Interstate Fair, which rolled up $120,000 admissions during the five days ending Saturday (18). In spite of coldness or rain appeared, a welcome change from previous years. On the midway the Cettin & Wilson Shows turned in a record gross for their appearances here. Also satisfactory were the Jack Kochman Hell Driver shows and the night grandstand production, also provided by Kochman.

As in former years a highlight of the fair was the flower show, one of the nation's outstanding. Utilizing the theme "Winter Wonderland," Mrs. George B. Moore created a delightful Southern manner house scene in the Arts Building. A mansion front with frozen fountains was decorated with a decorated pine tree for a snow effect, and five bubble machines spewed streams of bubbles through the display. Overhead snowflakes were suspended in rows from the ceiling, and subdued lighting transformed the exhibit into an impressive, snow-plantation scene.

There were 60 flower show judges this year, 40 of them appearing for the first time. Special guests included Mrs. Bradley Morral, of Greenville, past president of the National Council of Pioneering Garden Clubs; Mrs. J. T. Rutledge, president of the South Carolina Federation of Garden Clubs; and Mrs. Leonard Slavos.

The fair's first pony show attracted more than 600 ponies, paid president Paul Black reported. Col. Art Roberts, Harrodsburg, Ky., presided over the auction at the cattle barn, where 500 animals were purchased. Art Linfoy, Nashville, was ringmaster, aided by C. M. Williams, Jonesboro, Ga., and R. D. Blackman, Spartanburg. Black signed the event would be continued in the future. Several tests were required for the livestock workforce.

It was Spartanburg's best fair from virtually every angle. Closing day's main feature was a tailgate auction, with proceeds going to local charities and 12 free trips to the International Livestock Show in Chicago.

Elected H. Gordon Love C. of C. Vice-President
CALGARY, Alta.—H. Gordon Love, first vice-president of the Calgary Exhibition and Stampede, has been elected national vice-president of the Canadian Chamber of Commerce. He is president of Radio Station CFRN, Calgary.

Dallas Bowl Names Draw 50,000 Total
DALLAS—State Fair of Texas "Shower of Stars" events played to an estimated 50,000 people in the fair's Cotton Bowl during the exposition.

Another show had four performances on the Magnificent Mansion stage before a regretting audience attempted to see them all. Only one show was a paid gate attraction, the Cotton Bowl show, Sunday night, October 5, starring Erna Ford and Molly Bee. Show grossed some $4,850 with ticket prices $1.25 in advance and $1.75 at the door. Audience was estimated at almost 5,000.

All other shows were free. Along with estimated crowds and 10,000 in attendance, Tino Ganzie, Cotton Bowl, Monday night, October 6; a Mexican Day show with fireworks, 7,500, close.

Music Festival, Cotton Bowl, Tuesday night, October 7, Memorial Day show, 7,500, close.

Chamber of Commerce Fashion Shows, Cotton Bowl, Wednesday, October 8, 7,500, close.

Theatre shows close the 1959 exposition.

Western Canada Fairs Association, Regina, Sask., October 23-28.

Canadian Association of Fair and Expositions, Royal York Hotel, Toronto, November 25-26.

Canadian Association of Fair and Expositions, Royal York Hotel, Toronto, November 25-26.


International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3.


CARNIVALS

Royal Outpaces 57
At Shreveport Fair

Big Crowds, Good Weather Helps;
Claxon Show, Mouse Top Lineup

SHREVEPORT — Aided by strong attendance at the Louisiana State Fair, ideal weather and good spending, Royal American Shows were racing far ahead of 1957 totals. Fair attendance for the first three days was 20,000 over last year’s numbers and offered a strong opening to the midway.

Leading the list of front- end attractions was Leon Claxton’s Results Claxon Show, which came to Shreveport by special arrangement with the show-owned Mitzi unit and Dick Berg’s Side Show. The Wild Mouse on the midway was also a showstopper.

CULVER CITY, Calif. — Domey, a 4-year-old mouse, owned by Dean E. Dorso, 2307 Hollywood Blvd., Los Angeles, and operated by Royale Shows Inc., won the annual Miss Mouse contest here last week.

Injured Ride Man
Moved to Texas

EMONTON, Alta. — Severely injured when he was pushed into the side of a Rotor ride at the Edmonton Stampede midway on July 19, Stephen McNutt, of Tampa, a Royal American Shows employee, has been transferred to the 100 Mile House, B.C.

Mr. McNutt was transferred from his hospitalized in Edmonton Wednesday (8) at the preliminary attendance of the annual North West Exposition at the Edmonton Coliseum, of Smith Cooking Lake, Alta.

Cumberland’s 11th Signed For A. of A.

1959 Routing Pattern Now Set; Also
Set Sumter Repeat; Grosses Hold OK

CHARLESTON, S. C. — The Cumberland (Me) Fair has been announced for America’s 1959 fair route, giving the show 11 fairs already under contract. This announcement by the Virginia family came on the eve of the opening of the Exchange Club fair here this week.

With the 1958 season a week from opening, the show has the success for a solid route for the coming season, and will be looking to fill in during the winter meetings.

As evidenced by this week, the Cumberland and Wilson shows are on the road to solid success for the Fair next year.

A. of A. had six satisfactory fairs already, and was greatly by fine weather in additions to increased earnings powers.

There were 60 rides and 15 shows working, and three were given care away. Lancaster & C., which fal- lowered, proved okay as the show opened up for one more.

Gooding Sets Mark
At Atl’ta, Columbus

ATLANTA — The Columbus Fair has set all-time records in the number of rides and show receipts. The 17,391 total was set at the recent 10-day Southern Fair in Columbus, which was the all-time record for the fair.

The record total, announced by Col. E. Lee Carter, fair manager, eclipsed the previous high of 18,223, set in 1958 on the Columbus fair. The fair was given perfect weather, as only seven days of the recent run were wet due to rain.

The record gross topped last year’s 1958 record of 19,786. The previous record was set in 1959 at 19,786. The fair was given perfect weather, as only seven days of the recent run were wet due to rain.

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Sullivan Wraps Up
Good '58 Season

Concessions Off; Rides, Shows Up;
Increased Rail Rates Hike Nut

SIMCOE, Ont.—J. P. (Jimmy)
Sullivan, owner and operator of
the Simcoe County Fair, has
wrapped up a profitable season
here after a tour that began April
21 in Brampton, Ont., and took
the show far into Western Canada.

A number of people were
abroad and shows were
up to 20 per cent over those
of last year.

The show has been
a success due to the
weather. Sullivan
said. The run on the
Canadian B C
island, although
were down but rides and shows
were up by an average of 15 per cent.

Charley Taylor’s Rock and Roll Revue
and John Faso’s “Vive Les Girls”
took top honors in the band
section. The Buckaroos and Tim
and Dan concluded the season with
a bang.

Scrambler Leads
Top gross spot in the major ride
division was claimed by the Circus
and Scrambler, according
for the second year, with the
Roller-Coast, Dixie, Coaster, and
Tilta-Whirl, Octopus, Roll-
O-Plane, Auto Scooter, Ferris
Wheels and Moos Powder River
and a mid-way revenue producer.

The Roll-O-Plane, big Merry-Go-Round, Tilt-O-Wheel, and
Round-Up completed the major
attractions for the season.

At the conclusion of the
Western circuit at Prince Albert, Sask.,
and then ran the remaining
miles to Trois Rivières, Que., to open
under the cockpit for the three
Quebec exhibitions at Trois
Rivieres, Sherbrooke and Quebec.

Frank Conklin
Adds Blue Man
To Stables

BRANTFORD, Ont.—Frank
Conklin, Canadian midway
driver and owner of Cocklin Farm,
has purchased a string of horses.

Blue Man, and will syndicate
the horses for stud duty in Canada.

Conklin has been one of the
leading breeders of race
horses in Canada. He
began his career at the Annual
from A. W. Abbott, Lexington,
Ky., and the animal arrived here
in early September.

Blue Man is a son of the
top race horse in Canada,
and a grandson of the
late Col. E. R. Bradley’s famous Blue Leaper.

During the horse’s
season, he won the
Runyan Stake, Experimental
Handicap, No. 2, the Yankee
Handicap and the Derby
Stakes. He placed
three times in the
Kentucky Derby.

During his brief three-year-old
season, Blue Man won $259,935.

He won five races while a
two-year-old and then
announced the animal
of $277,035 in less than one and
one-half years of racing.

A & D. SHOWS
Want for Cleveland County (S. C.) Colored Farmers’ Fair
Concessions of all kinds.

For Sale: 12-car Ride-O, can be seen in operation.

DOM VIVONA
Francis Marion Hotel
Charleston, S. C.

Hampton Roads Agricultural Fair, Portsmouth, Va.

WANTED TO BUY
SCRAMBLER
Without transportation for permanen
t location.

Please supply name and latest price.

BOX A-217, c/o The Billboard
1959 North Avenue St.
Hollywood 28, Calif.

MILLER AMUSEMENT
ENTREPRISES

REED FOR PUTNAM CO. FAIR
PALATKA, FLA., NOV. 10-15

Class, family-type shows; five or more horses; При.+o. or wi.
FRED MERKEL
Fairgrounds, St. Leo, Fla., this week, or
Bethlehem, N. Y., Oct. 6-8.

CRYSTAL UNITED SHOWS

Henderson Fair, Henderson, Ky.; Canby County Fair, Canby, Oreg.; Chicago Industrial Exposition, Chicago, Ill.; Chicago World’s Fair, 1933-34; South Dakota State Fair, Rapid City, S. Dak.; Morgan County Fair and Exposition, Morgan County, Ill.; Fairmont Fair, Fairmont, Minn.; Wisconsin State Fair, Milwaukee, Wis.; Hennepin County Fair, St. Paul, Minn.; Arizona State Fair, Phoenix, Ariz.; Kansas City World’s Fair, Kansas City, Mo.; Idaho State Fair, Boise, Idaho; Canadian National Exhibition, Toronto, Ont.; Wisconsin State Fair, Chicago, Ill.; South Dakota State Fair, Vermillion, S. Dak.; South Dakota State Fair, Brookings, S. Dak.; State Fair, Fla., Tallahassee, Fla.; World’s Fair, Chicago, Ill.; Oregon State Fair, Portland, Oreg.; Wisconsin State Fair, Milwaukee, Wis.; Chicago World’s Fair, Chicago, Ill.; Illinois State Fair, Springfield, Ill.; New York State Fair, Syracuse, N. Y.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Kenosha, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wis.; Wisconsin State Fair, Milwaukee, Wis.; Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Milwaukee, Wisconsin State Fair, Green Bay, Wisconsin State Fair, Microwave.

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Greatest JACKSONVILLE FAIR
AGRICULTURAL AND INDUSTRIAL

NOVEMBER 13-22
ON THE MIDWAY
CEL Tin & WILSON SHOWS
DUVAL COUNTY’S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION
For Eating and Drinking Stands contact Conlin & Wilson Shows
For Kitchen Gadgets and Direct Sales write or wire:
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JAMES H. DREW WORLD’S FAIRS
S-County Fair, Fitzgerald, Ga., Nov. 3-8; 2-State Colored Fair,
Augusta, Ga., Nov. 5-10.
CONCESSIONS: Will place Prize-Every-Time and March
-

due Concessions of all kinds.
SHOWS: Will place one outstanding Grind show with
modern equipment.
NOTE: We are now booking and contracting for the 1959
season. Route will include 20 fairs and many special events.
All addresses this JAMES H. DREW WORLD’S FAIR
SHOWS, Dublin, Ohio, Please write.

A. & D. SHOWS
Want for Charleston County (S. C.) Colored Farmers’ Fair
Concessions of all kinds.

For Sale: 12-car Ride-O, can be seen in operation.

DOM VIVONA
Francis Marion Hotel
Charleston, S. C.
Oktober Year Nearly Ended for Prells
Most Fairs Beat Poor Weather; Wilson Ahead, Rock Hill Good

LAURENS S. C.—Fall weather aided by overflow crowds boosted the gross of Prell's Brookway Shows at Rock Hills, S. C., Tuesday (14) was a log kids' day. This has been a good enough season, and with following the fair in Columbia, S. C. (Colored), Sam Prell noted. Weather has been rainy but spared most of the ninety end of the season. Wilson, N. C., preceding Rock Hill, was up 20, S. C.

The lot here held 13 major rides, 13 kiddie rides, 8 shows and around 60 concessions, including the rings of Harry Weiss and Max Fries. Carl Prell has been working with the bingo staff. Back end had the Side Show and Illusion. Earl Myers, Ola, Baby Doll and TNT, Johnny Gamble, Rock 'n Roll, Mrs. Thompson, Motorhome, Johnny Burro, and Baby Thelma Fat Show.

With this year were McIntyre's cookbook, Muen's glass pitch, Charley Croes, Homers digest, Sydney Leb'son's jewelry, and Dr. Stephens with the custard and popcorn. Joe Prell's ice cream, Sonny Poplar, Mary and Larry Lawson, Chafer Anderson's kids' rides and concessions, and Mrs. Palmer with ponies and souvenirs.

Prell again was manager and agent, Abe and Ben Forsy in the office, Maxie Sharp, concessionaire, and Fries' side show, Anderson: Al Reyinger, side superintendent, Mary and Larry Lawson, and H. B. Lue.

Show will again winter in Coldharbour, La., closing the season on Wednesday when wound up okay. Salisbury, during storm were escaped rainfall. The Wisconsin circus had nearly a complete set in, and Prell sold all his new for its operators and the show.

Macon Fair
Registers 16% Hike for C-W

MACON, Ga.—At the halfway point of the six-day Georgia State Fair, greatly exceeded the expectations of the Wilson Shows who had gained over the same days last year, averaging 18 per cent increase, and actually were up 25 per cent on Monday, Kids' Day. The Mac铜 Fair has an increase of over the same days last year.

Midway had 31 rides and 15 shows and weather was good.

Ed Prell has made his rounds with the show, added a Spiltfire which he bought last week from Manager groove in Jacksonville. Miss. Edwards and his wife, Virginia, who have played the fair here for 27 years, said Monday's business passed all former Maccon records.

The fair's grandstand lights failed Monday night due to electrical trouble and the show turned off its large sky-lights making the performance impossible to go as scheduled. Fair officials praised lay Ceylon and Jack Wilson, co-owner, for their co-operation in this emergency.

The owners and fair manager, Bob Wade, and a committee from the show and fair decorated the Mall of late E. R. Jordan and held brief memorial services on the third anniversary of his death Wednesday. Jordan was general manager of the fair for about 35 years.

Rides were getting the heaviest business mid-week, with the Hayzel Car Show and Jerid Jack's Columbia Show reported business on a par with 1957.

Misses Mary, wife of William B. Moore, business manager, and Mrs. Claude Scott, of the fair's concession business, manager, visited from Miami, Louis (Peary) Hoffman, press and public relations director, arranged for 400-foot television film to be made of midway activities. For the day, shorter news film was made Tuesday of Hoffman and a party of 450 orphans on a midway trip.

Les Nichols, former Side Show operator, is working school and by show shows for the Division of Supervised Sticates of the State Colleges, Fargo, N. D. He is doing a lecture on birds plus invitations of various birds and animals.

U.S.T. SHOWS

WASHINGTON, D.C.—Two days before the opening of the American Labor Congress, Leonid Brezhnev, the first foreign leader to speak before the congress, arrived here Tuesday to deliver his address before the assembled Congress. The address was delivered Wednesday morning at 10 a.m. in the Constitution Hall of the Capitol. The address was delayed for one hour due to technical difficulties.

The address was delivered in Russian and was translated into English by the Department of State. The address was broadcast on radio and television and was also available for download on the internet.

Brezhnev spoke on the topic of international cooperation and the need for a more peaceful world. He emphasized the importance of dialogue and understanding between nations and called for the abolition of nuclear weapons.

The address was well-received by the audience, who gave Brezhnev a standing ovation at the conclusion of his speech. The address was widely praised by political leaders and scholars alike, who praised Brezhnev for his words of peace and cooperation.

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Club Activities

Showmen's League of America

CHICAGO — First Vice-Presi-
dent Bill Carky opened the Thurs-
day (23) meeting assisted by Ed
Superan, third vice-president, and
Hank Shelly, secretary. Eddie
Levinson served as treasurer. Al
Sweeney and Ned Ferris assisted on
the platform.

New additions to the plaque are
Robert Hickey, Ernie Venkatis, N.
Perry Luster, Steven Croly, Archie
Wagner, Lee J. Cotter and Archie
Dumont.

William K. White is a new
member. Johnny Christ is still in
Alexandria. Hotel here. Dave
(Fox) Goldsmith and Miney (Mush)
Messman are in Chicago's Veterans'
Administration hospital. Tommy
Boswell is recuperating at home.
Henry Poynt left Selma, Ala., to
ship the bodger of Gardner Lloyd
to Aurora, Ont., home.

Hudji Delgardo served spaghetti
and meat balls at the meeting.

Clubroom visitors included Lou
Lehnard, Chick Bodin, Sam (Re-
挠ance) Solomon, Ed Superan, Whi-
ly Lehrter, Bill Hetlich, Max
Brandtman, Charles Zemater St. and
Tom Sharkey.

Pacific Coast Showmen's Associa-
tion

LOS ANGELES — Matthew
(Jimmy) Lantz, president of the Pacific
Coast Showmen's Association, was
appointed to a standing vote of
thanks for his work in raising ap-
proximately $5,000 for the club
during the season. Lantz presided at
the regular meeting Wednesday
(30) when he returned from the road
with the Crafts Shows.

On the program with Lantz were
Art Anderson, first vice-president,
and Al Flint, executive secretary,
who unveiled the plaque to the recog-
nition of Bob Matthews, secretary. He
invited Ed Harris, Hunter Farmer and Ted
LeFors, all past presidents, to
the program. Also seated there was
Lo Dufer and H. H. (Doyle)
Searce.

Checks for shows-within-a-show
were presented to the club by Sam
Dulosh. He reviewed action on the
West Coast Shows during the
summer, when over $1,000 was
raised at functions and ticket
sales.

C. E. Mark Jr. and Ovillo M.
Perry were voted into the organiza-
tion as members.

Al Flint reported that John
Backman had suffered a fractured
left leg when he was coming along well. C.
C. (Candy) Moore, who has been on
the sick list, visited the club.

Meyer Schlosser is doing very well in
a real home and M. M. Buskey
continues to improve in Phoenix.

Lantz cast on several mem-
bers to re-introduce them to the
club. They included Charles
Smith, Harry Lewis, Norman
Schne, Dave Clocken, Dave Kann,
Charles (Corky) Cooper, L. (Rocky)
Brown, Ernst Hobbs, M. M. Buskey,
Schlosser, Dunlop and Duefour.

Midwest Showmen's Associa-
tion

Ladies' Auxiliary

MINNEAPOLIS — The first fall
meeting was held in the club-
rooms Thursday, Oct. 9, with Millie,
chairman. The regular meeting will be
held at 7:30 p.m. the same day.

The New HAMPTON HOTEL
20 SOUTH DEARBORN
IN KANSAS CITY IT'S THE BELLERIVE HOTEL
100% AIR-CONDITIONED

At the Gayety Theater in Nor-
folk, Va., is newer L. M. I.
son, who has been working in the
same capacity for the last 24 years.
In Norfolk, she has been working in
the same capacity for the last 24 years.

Ted and Dolores Webb, aided
by their son, Butch, had their
cars stalled at Dallas when they
were traveling. From Dallas they
went home to Topeka and then to their
home in Indiana.

Walter Cobb, Royal American
trainman, was in St. Louis recently en route
to Chicago on a business trip. He
returned to the Willard on Friday
(24) to be on hand for the show's
home-run move.

Lancashire is now in charge
of the Willard State shows managing
one of Bobby Sicko's picture
concessions.

PCSA Skeds

Annual Fete

LOS ANGELES — November
17 has been set as date for the
annual homecoming party at the
Pacific Coast Showmen's Associa-
tion office.

The original committee was
Arthur Moore, Ben Zemaster
and Sam Stoffel, co-chairmen,
announced.

Stoffel said that food and
beverage for the night would be free.
Dolman reported that the board of
executives had appropriated suffi-
cient funds for the event, with a
number of the members making
donations of money and beverages
for the occasion.

Dolman advised that the event
would be held at the conclusion
of the Arizona State Fair, Phoenix.
He said that all show people at
that event would be invited to attend
the special invitation which will
personally invite him.

Lagasse Back

Continued from page 57

to the big Lowell Commons date,
there were units operating on Ham-
ilton, William and Webster; Mrs.
Fine weather was the case and a
good week was registered.

Changes have been made in
routing in recent years, with 85
per cent of the dates being under
church auspices. Staff in addition
to Wesley included unit managers
Harry Ryan, Besse Drey, A. H.
Carter, Bobo and Homer and
Victor L. Major.

A forty-Mile-Goon-Round is
to be added this year, Wesley
said. The show also has four Ferris
Wheels among its rides.

At 733 Court Street, Mobile, Recent
recei vers of contributions, who
were Mrs. George B. Flint, Charles
Clemones, Mrs. William D. Wood,
Mrs. Eugene Fedman, Mr. and Mrs.
Evelyn Chapman, George Crowley and
Mr. Paul, said Mrs.

Mrs. Robert (Joy-An) McCand-
less is sitting and would like to re-
cieve mail in care of Ethel W. Gil-
rin, Macon, Ga. She and Mrs.
Her husband is confined in a Waco
Hospital. Mrs. McCandless, who
with her husband, operates
popcorn on W. E. Page Shows.

Hobart Arnold is now with Pop-
er the All-State shows managing
one of Bobby Sicko's picture
concessions.

J. Lee (Jr.) Gladie played the fair at Mobile and then
headed for the Jacksonville, Fla.

NEW MEMBERS:
EXECUTIVES
1958

BUSINESSMEN
FAMILIES

During certain convention periods, all
Chicagohosts reserve the right to
charge a reasonable fee for
accommodations in the heart of the Loop,
where rates of $25 a day are
continued. The charge is
ferred Guest Car' from the Hotel Har-
mony, the exclusive meeting room for
the family, and business executives
for a night at the Wrigley Hotel.

Rates from $5

MIDWAY CONFAB

For charities thru the Variety Club
wishing well, with the division
being made equally between the
Miami and Jacksonville Variety Clubs.

Jack Wilson estimated
income from the odd furniture sale held at the
event.

Fairs in Allenby and Waynes-
ville, Ga., are being held prior to the
wind-up date, the Greater Jacksonville
Fair, November 12-22.
**COMING EVENTS**

**Fair Assn. Meetings**

- Continued from page 58

January 3-7, Hubert Ranum, Saint James, South Dakota.

Massachusetts Agricultural Fair Association, Bay State Horse Show, Worcester, January 6-7. Paul Conran, Topfield, secretary.


Ohio Fair Managers' Association, Double-Blind Rodeo, Columbus, January 13-15. Golde V. Schellinger, Chairman, Main Street, Dayton, executive secretary.


North Dakota Association of Fairs, Governor's Mansion, January 22-23. A. D. Scott, Box 88, Fargo, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Cripple Creek, P. D. Cooper, Shelby, secretary.


Massachusetts Agricultural Fair Association, Bay State Horse Show, Worcester, January 6-7. Paul Conran, Topfield, secretary.

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- Cuff Link Matched Enamel Cuff Link Center with White Stone Linings.

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**CEL-MAX Ensemble**

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- A complete Ready Shipped Warehouse stock with addition to the usual size.
- Solar wavelength, without out any time or expense.
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- Special discount to the Retail.
- Special discount to the Wholesale.

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804 W. 42nd Ave. Denver, Colo.

SWEENEY TOUR
Continued from page 51

one of the biggest attendance days on record. In addition to the first-day total, 25,000 attended the first football game against Iowa State and Northwestern State College. Monday (30) was the biggest attendance for the season to date. The display was won a big play by the Soup.

The sale of display space this year has set a steady 10 per cent ahead of last year. The fair’s popularity and development showed a steady gain through the week. Mayor said that also getting much attention was a complete laundry exhibit brought in by a local concern at a cost of $50,000 and another display from the Post Office Department.

A delegation of four from the Veterinarian’s Association visited the fair to study its big youth program.

THANKS!!!

For the wonderful responses on the State Choral Music Bus-it was a success. All petrol orders will be serviced.

J & N COOK

Our only factory, managed & operated by Jim & Nat Cook

Record Tex. Gate
Continued from page 50

Welshman’s Bonus Offer

RINGLELESS RUMBLING

Continued from page 54

The gross was approximately $30,000 more than in 1957 when rain put the attendance.

Alice advertised to open Thursday (30) for a five-day run, but impressive performance was given Wednesday night’s in the Westgate Stadium, which seats 8,000, being sold out right to Freight of San Diego. Fobert handled the tickets for this one show.

In addition to the burmaway crowds on the closing two days Hayes said that the Sunday evening performance also grossed more than $10,000, which he considered good for the ending.

Hayes said that the show will play Phoenix on November 4 and that all licensing was obtained. The city has ruled that such events are not allowed 30 days prior to the Arizona State Fair, which opens Friday (31) for 12 days. For the cinema license to be approved by State Fair officials Hayes said.

THAT’S GREAT, BILLY

Continued from page 53

promoter for this date and Phoenix said.

Sweeney Tour
Continued from page 51

with the wind-up October 8 at the Baltimore State Fair.

A dinner by Sweeney to 60 drivers, our-owned, newspapermen and fair officials was held that night at the Bankhead Hotel.

Sweeney said that Bill Clark, production director, is back in Des Moines, editing material for the 1959 season after returning from the show at Mary Clinic Rochester, Minn. He is reported back from his auto agency.

Ces Van Winkle, circuit manager, and his wife, Lucinda, at the Lincoln, Neb., where Van Winkle has returned work at his auto agency.

Wayne Goert, a member of the press staff, is to join the staff of a Midwest newspaper as sports editor.

Ces Harmon, in charge of outdoor advertising, is back at his Lebanon, Ky., home. Wayne Fair, press agent, who has returned to his Lebanon, Tenn., home, will join the staff of an Almanach, N. Y., newspaper, but will be back with the National Speedway staff next year.

Bill Miller and Phil Miller, press agents, are back at their homes in Minneapolis and Hutchinson, Minn., respectively.

Sweeney, accompanied by his wife, planned an early business trip to New York.

Det. Windsor
Continued from page 51

The Independence Day, three days later.

A variety of entertainment is planned for the final three evening.

Scope of the project at a tentative schedule of the Patrick’s citation of models- New Orleans’ Marcia Grass, the Canadian National Exposition, and the Calgary Stampede.

Record Tex. Gate
Continued from page 50

OKLAHOMA football classic due to be played at the Cotton Bowl on the opening day.

The closing of the 1959 fair will be a new collection on the fairgrounds, with permanent buildings and the gardens of the fair.

Catalog Now Ready-Write for Copy Today

Catalog of Royal’s is available in a beautiful picture book of 50 well-handled, color photos, plus facts and figures.

ACME PREMIUM SUPPLY CORP.

1107 Tenth Ave., New York 9, N.

GREAT TIMES!

BIG BONANZA ZOO!

Continued from page 51

Hawaii "TI PLANT LOGS"

Continued from page 53

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LAMAS, CLOELS, RAMINAEZ, HUASAILO, ALUMINUM VENTS, DETERMINATION TOOLS, TEXTILES, ADJACENT CATERING, CAN.DAR STRIPED, W.A.A.T., HILTON, G.L.U.S., SPECIAL MERCHANTISE.

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GREAT TIMES!

BIG BONANZA ZOO!

Continued from page 51

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GREAT TIMES!

BIG BONANZA ZOO!

Continued from page 51

Catalog of Royal’s is available in a beautiful picture book of 50 well-handled, color photos, plus facts and figures.

ACME PREMIUM SUPPLY CORP.

1107 Tenth Ave., New York 9, N.

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GREAT TIMES!

BIG BONANZA ZOO!
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 point rule border on ads of 2 inches or more.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, O.

Food and Drink

Concession Supplies

ABOUT F. M. KING, 96 Main St., Waterbury, Conn. This is the place for anyone interested in concessions. Large selection of Concession Supplies. All kinds of Hot Dog Equipment, Cones, Bun Warmers, etc. Phone: 514-2902.

For Sale—Secondhand

Show Projects

ALL NEEDS, SHORTLY USED. PUMP PUMP for Hot Dog Machine. Free Cool. Contact: Baby Winchester, 1234 North St., South Bend, Ind.

Instructions & Schools

LEARNING AACHING—TERM SOON. CLASSIC HOT DOG NOISE EXHIBIT. RAINIER STEELE. Dept. 1000, 1210 S. Springfield Ave., Chicago 7, Ill.

Magical Supplies

NEW 15 PIECE ILLUSTRATED CATALOGUE. Magic, Magic. Write for your free copy. Budget Magician, 2060 NW 51st St., Oklahoma City 2, Okla.

Miscellaneous

FISHING EXHIBITION TANKS. M. M. Design, 372 E. 72nd St., New York 21, N. Y.

PHOTO BOOTHS, KANSAS CITY, MO. Also PHOTO BOOTHS. Amer-Photo, 701 W. 2nd St., Kansas City 1, Mo.

Photo Supplies and Developing

PHOTO BOOTH CIRCLES, E.P. Paper. Also any type of photographic paper and prints. Write for information. E.P. Paper Co., 701 W. 2nd St., Kansas City 1, Mo.

Ponies

IN NEAR MAKE, ALL FOR 300. Complete outfit, including saddle, bridle, boots, etc. Write to Mrs. E. C. Reynolds, 724 West Ave., Dallas 1, Tex.

Printing

LETTERPRESS AND OFFSET—PRINT ON any material, any kind of work. A. F. F. Printing Co., 216 West Broadway, Jersey City 6, N. J.

To: All Billboard Readers


COIN MACHINES

Used Equipment

MECHANICAL PONDER LESS THAN YEAR old. Well-maintained machinery. Easy to handle. Can be used for location sales. Great money saver and pays for itself quickly. Write now before price goes up.

HUMPHREY STAMP MACHINES, Styles: $25 each; new Price, $30 each. Write for details. Humphrey Stamp Makers, 606 S. W. 4th Ave., Oklahoma City 7, Okla.


JEWELRY COLOURED

L. T. Taylor, 701 W. 2nd St., Kansas City 1, Mo.

JOHN G. HATTON, 216 W. 2nd St., Kansas City 1, Mo.

L. M. HICKS, 216 W. 2nd St., Kansas City 1, Mo.

SOMEBODY IN THE WORLD...

There's a buyer for your talents... services... or merchandise.

Call any pawn shop, jewelry store, or coin dealer near you.

This is a DISPLAY CLASSIFIED AD. Your Advertisement Displayed in a size this week will cost $14 per insertion.
**LETTER LIST**

MAIL ON HAND AT

**THE BILLBOARD**

**OCTOBER 27, 1958**


MAIL ON HAND AT

CINCINNATI OFFICE

301 Patton Place

Cincinnati 22, O.

Adler, Eugene

Addison, Al & Mrs.

Addison, Dene

Addison, Frank

Addison, Fred A.

Adkinson, Norma

Aikens, John

Altmann, N.

Alvarez, Frank

Alvarez, Frank

Ames, James E.

Amsler, Jack

Anderson, John

Anderson, William

Anders, Robert

Anderson, Paul

Andrews, Mrs. J.

Andrews, William

Andrews, W. H.

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Roll of Coins Best Way to Pay Spot: Op

GOLDEN, Colo.—Paying a loca-
tion owner his commission in cur-
rency by check is actually "de-
feating the very purpose of the
vending machine operation," ac-
cording to Clyde McCathren, ven-
dee Colorado bulk vending op-
er, whose routes cover several
States.
McCathren, who travels as far
east as 400 miles on servicing his
distant routes, has worked up a
special arrangement with his loca-
tion owners. He never counts out
the pennies from each machine in the
location owner's presence. In
stead, McCathren makes each com-
mission payment in the morning,
and invariably he pays the cus-
tomer off in mills of pennies.
This puts plenty of pennies back
in the cash register, ready to make
(Co ndinued on page 66)

DAVE WEINBERG IS YOUNGEST BULK OPERATOR

PHILADELPHIA — Da-
vond Mark Weinberg is prob-
ably the youngest bulk vend-
ing operator in the business.
Weinberg, who recently cele-
brated his four (month) birth-
day, is owner of a 15-machine
operation, half gum and charm
route.
Minnie Baker, local distrib-
utor and grandfather of the
young operator, gave the op-
eration to Weinberg as a birth-
day present. Contracts are
made out in Weinberg's name
and profits are placed in a
special account in his name.
"Weinberg probably wouldn't
take over active management of the
route, too, for another
15 or 20 years. In the me-
antime, his seniority is
handling young Wein-
berg's locations.
(Co ndinued on page 67)

Koritz Cashew Route Built on Policy of Complete Uniformity

By JOHN HICKS
Second in two-part series
ST. LOUIS — If one word
can be said to characterize the
success of the Marjay Vending
Company's bulk food cashew
vending machines, it would be
"standardization." The entire
operation is designed according
to a formula: a machine is
obtained from the manufacturer
and using standardized parts
for the machines, to have only
one key which fits every piece
of equipment, say owner James
Koritz.
It is believed that the success
of the company also is the result
of using a quality product. All the
bulk cashew machines have been
delivered by the same vendor
since the company was organized.
Koritz explains that the row vs.
the column is one of the differ-
ences between those machines
such as the one in his company
that made it possible for each
buyer to pocket the cash.
"No one wants to be in a sit-
cation where they have to
search all over in the machine
to find a key," said Koritz.
(Co ndinued on page 67)

Put Jumbo Capsule Vender In Quality Spot, Says Graff

DALLAS — Jumbo capsule
vending is most successful in the
quality adult location, says Everett
Graff, vice-president of the
Graff Vending Company. Busy
eateries, cock-
tail lounges, and hotel lobbies
are examples of the type location
operators in their area are finding
best for capsule merchandise
reports Graff.
A large distributor, Graff
closes closely with operators in his
area who have the quarter capsule
vender on location. "Operators are
finding that the quarters machine
will get attention because of its
strong eye appeal," he says, "but
it must be located in the better-
type location."

(Co ndinued on page 67)

NUT FRESHNESS

Crisman: Vacuum Pack Worth Cost

CHICAGO — The advan-
tage of using the Crisman
Vacuum Pack in vending
machines more than justifies the
extra cost, says W. Paul
Crisman, co-owner in King
& Company.
Since the nuts are put up in air-
tight metal containers, the prob-
lem of spoilage is eliminated. This
also makes the product more
appealing to the consumer from a
distributor to make regular
check-ups, which saves time to save on freight, said Crisman.
Often the problem of spoilage
and minimum freight charges
makes nut vending prohibitive
for out-of-town operators, said
Crisman. Minimum freight generally begins at 100 nuts. Many op-
erators can't use this quantity of
nuts in their machines in a month's
time, which is the average time
that nuts generally stay fresh, said
Crisman.

(Co ndinued on page 67)

NAMA Sessions Apply To Bulk Vending Too

CHICAGO — Business sessions
that are most likely to interest bulk
distributors at the annual Auto-
matic Merchandising Associa-
tion convention were discussed
at two sessions Monday morn-
ing. The first, entitled "You Are
Losing Money," dealt with the
decay in the economy of
proper business control. Book-
sellers were urged to follow in
determining the profit-
ableness of an operation will be ex-
plained in the speech. Bulk vend-
ning operators should find much
here that is of direct application
to their business, said Beitel.
"Session Following"
The session immediately follow-
ing is a panel that will discuss
the topic "Selling Vending Serv-
ices." Panel members are loca-
television and radio personal-
ities, and effective ideas and tech-
niques will be discussed during
the session. Basic principles of
logging selling all to types of
vending advertising and
vending operators
should profit from the panel.
Two speakers on Tuesday deal-
ing with the problems and future
trends in vending will be of
interest to bulk vending opera-
tors, he said. It will be an oppor-
tunity to use how the problems of
(Co ndinued on page 67)

Daylight Thief Hits Chi Spots

CHICAGO — Broad-daylight
thefts of bulk venders has been
reported during the past month,
said Bob Kantor, Confection Special-
ties, Inc., last week. Both he and
a few other operators here have
lost a number of machines reminis-
cent of a national trend of the last
years back, he said.
The thief simplyUILT into the
location, opened the machine
under his arm, giving a "bump"
away from the location. Careful not
to arouse suspicion, the for-
mother of the machine, are asking
them to notice the number of any unauthorized person
taking out the machines, said Kantor.
The method was used in the previ-
ous instance, and the thief was
eventually apprehended, said
Kantor. Kantor said it is par峦or not to
give individuals a chance since
the machine is in a "visibility
of Liability."
BULK BANNER

- Continued from page 65

In this way, bulk vending holds firm during a depression while other businesses take a nose dive.

Both of these points of view can be correct because each refers to a different factor in the health of bulk vending. People with a lot of loose change that is cheapened may very well spend it without much thought. Wanting to spend money in some way during hard times can also help a business such as bulk vending.

This outlook, however, takes the bulk vending industry as a whole.

Perhaps surprisingly, bulk vending may be booming while individual operators may be hurting. The more operators with machines on location there are, the more the industry will grow. While the individual operator finding himself faced with more and more competitors actually loses business. This situation becomes aggravated during inflation, when prices on an operator must eventually put more machines on location in order to realize the same real earnings of years gone by.

There are some indications that this is starting to occur, especially in metropolitan areas. Diminishing returns and a secondary machine earning less than its predecessor is a not uncommon complaint. Such a situation puts a premium on new ideas and approaches. Some operators diversify into a restricted area. Others use a single fill and take to the highways. Others turn to high-speed routes and install special installations. Still others re- and try to simplify servicing and bookwork in order to have more time to solicit locations. Unfortunately, the penny becomes thinner and the old corner store white-wash in plate glass.

NAMA Sessions
- Continued from page 65

bulk vending compare to major equipment vending. This is useful information to have, especially if an operator plans on buying major equipment. Commissions, direct selling to the location, financing and obsolescence of equipment will be dealt with in detail, said Beitel. The mutual responsibilities of manufacturer, operator and supplier will be explored on the future of automatic merchandising, he said.

Cigarette Clinic

Tuesday evening there is a cigarette clinic and another for mothers and small size operators. In the cigarette clinic the various problems encountered in cigarette vending will be discussed. One of the main subjects in the second clinic will be specialization in the full line vending. Both clinics should be of interest to bulk vending operators, said Beitel.

There promises to be a large turnout of bulk vending operators at the convention. At press time, 130 exhibitors had signed up for the show, according to Walter Reed, director of public relations for NAMA. More than 5,000 are expected to attend the convention, November 2-5 in Kiel Auditorium, St. Louis, Mo.

Rolls of Coins
- Continued from page 65

change for small fry and adult customers who want to use the machines," McCathren pointed out.

We have never heard of a machine in which a location owner objected to taking change in pennies. "They may be a long time in being used up, the store never runs out of pennies to make the machines useful."

Paying the commision on the return trip means a fine return on every case since McCathren's first and last rolls of pennies when he arrives. "Just as businesses everywhere benefit by plenty of food wherever you are, in circulation, we like to keep a lot of pennies in our pockets," McCathren said.

"Naturally, making up the rolls of pennies or procuring them from bulk dealers is not an extra time and effort, but the results have always been worthwhile."

L. I. Operator Exhibits at Trade Show

HICKSVILLE, L. I., N. Y.—County Cigarette Service, a vending operation which has recently gone into the juke box field, represented the coin machine industry Thursday thru Saturday (9-11) at the Hicksville Chamber of Commerce Festival, a large tent set-up, with local industry displaying its wants to businessmen and the general public.

Partners Dave Hoffman and Bob Hirsch displayed two cigarette machines, drink units and a juke box. The box provided the music for the affair and was popular with the teen-age.

While County Cigarette participated in the festival primarily as a public relations effort, several local businesses were interested in the equipment and the time wound up with a few locations leads.
H. N. Hardy Named
To Reynolds Post

OCTOBER 27, 1938
T. J. Reynolds Tobacco Company has elected H. Noel Hardy chairman of the executive committee, suc-
ceeding E. A. Darr, who died last week. Hardy, who has been with the
firm for 45 years, has been vice-president since 1949 and a
director since 1945.

Elected vice-presidents were Spencer B. Hanes Jr. and Francis C. Carter. Hanes has been a direc-
tor since 1948. Carter was formerly sales manager and has been
with the company since 1934.

Cutchins Named
B&W President

NEW YORK — William S. Cutchins has been elected presi-
dent of the Brown & Williamson Tobacco Company, manufacturers of Viceroys, Kool, Raleigh and dis-
continued cigarettes. He succeeds
Emery L. May, who has retired.

Cutchins joined the company 30
years ago and was elected a direc-
tor in 1944. He was also vice-
president in charge of advertising
and had been executive vice-pres-
ident since 1935.

Cigarette Manufacturing

Cigarette manufacturers in July
totaled 39,705,126,418, an increase
of 4.1 per cent over July, 1937,
according to Treasury Department.
For the first seven months of this
calendar year, manufacturers
produced 268,649,110,024, up .2 per cent from the first seven months of
1937.

Tobacco Production

Production of all types of tobac-
co was forecast at 1,751 million
pounds by Agriculture, as of Sep-
tember 1. This is 5 per cent above
1937 production, but 16 per cent
below 1947-46 average. However,
yield per acre of 1,608 pounds
will be highest since 1932 according
to Agriculture estimates.

Flue-cured production estimated
at 1,071 million pounds is 10 per
cent above 1937, but 18 per cent
below 1947-46 average. Tobacco
prospects are for 483 million
pounds, 1 per cent below 1937, 14
per cent below the 10-year average,
and second only to 1935 as small-
est in 18 years.

Cigarette-filler production is 53.7
million pounds, up 17 per cent from
1937. This is more than 1.0 billion
pounds in prospect for 1938, but will be 5 per cent
below last year, and lowest on record. Cigar wrapper production
estimated at 17.8 million pounds is 6 per cent below last year's,
but would be second largest on record. Agriculture reports.

Koritz Cashew Route Built

In St. Louis, Koritz's son, Mark, has
enrolled as a freshman at Washington University. He will be
19 in November and has ar-
ranged his schedule so that he can
have enough time off to take over
operations of the Marjey Com-
pany in the St. Louis area or terri-
tory west of the Mississippi River.
This will leave his father time to
concentrate more in out-State
must, Illinois and Indiana. Mark
currently is separated from mili-
tary service under the six-month
Armed Forces Reserve Act plan.

Beside their business interests, the Koritz family is active in civic
activities. Mark is in training to be-
come an auxiliary policeman in
University City, a municipality in
the St. Louis area where the family
lives. Mrs. Koritz has contributed about 1,300 hours in three years of
volunteer work at the John J. Cuthbert Veterans' Administration
Hospitals.

New—For Additional Income

ADVANCE AMCO

HOT POUCH COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the
best in vendors. Provides a highly appreciated location
service and fits in well on location with other vendors.

Built to last, to deliver a comb for each coin deposited
and is guaranteed against mechanical defects.

Because the yield per each
operation is the same, and has
no other cost, the vendor
increases its profit on each
operation. The amount the
investor pays for the machine
is returned to him in a few
months.

SPECIFICATIONS

Price: $12.50

Dimensions: 19 3/4 in. w. x 13 in. h. x 7 1/2 in. d.
Weight: 15 lbs.

Cost of Parts: $7.00

Net Profit: $5.50

Profitable Machine-Cash vendor.

Immediate Delivery on Machine and Comb. Order Today!

Write for information on other types of vending machines & merchandizers

J. SCHONBACH

Cigar and Snuff Manufacturer

715 LINCOLN PLACE, BROOKLYN 16, N. Y.
COINMEN YOU KNOW

New York

Tenth Avenue distributors report that the recession seems to be tip-
ing off and that sales are what they should be for this time of year.
...Ryman Sales recently donated

a 45-p.m. joke box to the Jewish Center of West Orange, N.J., and
Barney Sherman, of Ryman's, rem-
tained a warm letter from the or-
ganization thanking him for his
gift.

Harry Rosen is running him-
self in Miami.... Nearly ev-
eryone in the trade here has
planned to attend the annual
dinner-dance of the Music
Operators of New York at the
Town and Country Saturday night.

John Bliotta, Newark, N.Y.,
Wurlitzer distributor, became a
grandfather recently; parents are
Bob and Pat Bliotta. The young-
ster, Bliotta's first grandchild, is
John Brayton Bliotta.

Irving Kaye is busy with his
new Deuces Wild game.... Nash Gordon and Delores Tripy at MNY are
working hard on the organiz-
ation's banquet.

Little Rock

By ELTON WHISNETH

Little Rock operators report
business good despite the
involved legal maneuvering
and uproar over the integra-
tion question. C. O. Temple,
owner of Hope Novelty
Company, hopes to report his
recent entry into the cigarette
vending field was a good investment. In
a similar vein, J. Earl Gill, Gill
Amusement Company at Hot
Springs, reports his 5-cent gum
machine route is doing well.
He added those machines to his music,
cigarette and game routes.

R. G. Jenkins, R. G.
Jenkins Cola Machine Company,
was seen on a recent Sunday
piloting friends in his new
four-seater plane. He recently
finished flying lessons, bought
a new plane.

E. J. Malhout, Malhout
Amusement Company at Stuttgart, had
a series of bad breaks recently.
He was in a wreck five months ago,
suffered a serious head injury and
fractured skull. A month later he
blew out while driving from
Stuttgart to Munich, had another
wreck. A month ago his house
destroyed. Case was believed
the brain damage from the
wreck is recovering now.

W. E. Lewis, Lewis Novelty
Company, Little Rock, reports
a big upsizing in game
collections in recent weeks.
Winter vacations are scram-
ing to the resort city, he said.
... Fred Swan, Swan Amuse-
ment Company, Forest City,
reports his change-over to
December play a few months ago
has been quite successful.

Lord Barber and Wayne Car-
tillie report their new
$45 Music Company at Forest
City is getting off the ground
tidyly. They've got a good-sized
eroute out and are working hard on
expansion. Both were routes
for other operators before taking
on a route themselves. Delores
Bokker, Bokker Amusement
Company, Forest City, reports
that cleaning and relaunching of machines
on those route has upset
collections.

(Continued on page 79)

Monday, October 27, 1958

M.L.&.M. Presented
Award by NATD

NEW YORK — The National
Association of Tobacco Distri-
butors' Award for the "Most
Original Exhibit" at the 20th
annual NATD convention was
presented to the Liggett &
Myers Tobacco Company's
special luncheon at the Fifth
Avenue Club.

The award was given by Henry
Coen, NATD director at large,
to W. B. Lewis, Jr., L&M vice-
president.

VACUUM PLATED RINGS

DRINKING RINGS...$1.25 per

ROCKET SERIES RINGS...$1.00 per

VACUUM PLATED CHARMS

ROCKING HOSES...$1.00 per

TELEPHONES (2 pcs).......

POCKET WATCHES...$9.00 per

TRAINS—$1.75 per

MONEY STAMP FOLDERS—Lowest Prices

Get IMMEDIATE delivery of these

KEENEY VENDORS:

$3.00 combination
Hot Coffee/Chocolates
$2.50 combination
Hot Coffee/Chocolates

Write for the New Circulars
and Easy Payment Plans

J. H. KEENEY & CO., INC.
1200 W. 30th St., Chicago 22, Ill.

OFFICIAL

COLLECTIBLES

SOLID BALL BUBBLE GUM

SHIPPING

Every Day!

24 Hours a Day!

Ask your distributor to ship

at your delivery or write

CRAMER CO., INC.
130 Orleans Street

New York 7, N.Y.

Member of National Vendors' Ass.}
Cloon & New AMI Dealer in Chicago

Chicago—Cloon Music Co., just announced it has been named a dealer in AMI products for the Chicago market. The announcement came last week from Robert Spagnoletti, manager of AMI Music Co., the AMI local representative.

Cloon Music Co. was formed to augment AMI products within the distribution of AMI products. Both firms would continue to serve identical territory.

Spagnoletti said the appointment is made "to give operators greater control over the products which they carry among AMI products. I invite operators to utilize the facilities of Cloon Music Co. and join AMI Co. in making music," he added.

With the inclusion of Cloon will come full line of AMI products and with parts, and will complete the entire line of AMI products.

Cloon, who recently handled the Baltimore line, keeps his full sales and service staff and will operate out of his present Evesham Ave. location. The AMI staff includes J. S. Paris, Irving Ositz and Herb Harris. Cloon Music Co. is in the same building with that of Jon and Jack. The office is located just off the corner of Jersey Franks and Oakwood.

Besides phonographs, the firm handles everything and carries all types of radios and record players, as well as entertainment goods and venders.

Cloon's Complete List of Stereo Singles and EP's Not Available

STEREO SINGLES
Almost Square-Little Bird-Larry Fatone and Osk.-Bel Canto-45-029
Ride Bye-Blues Teddy-Rae Larry Fatone and Osk.-Bel Canto-45-028
Man's Changing-Blues Teddy-Rae Larry Fatone and Osk.-Bel Canto 45-029
There Goes Mr. Heart-Fun-Jimmy James-M-G-M Stereo 1-7289
You're Just in Love-When You Grow Too Old-Della Reece & Kick Stuab-Bel Canto 45-020
My Baby Just Cares For Me-1'll See You in My Dreams-Byrd Brothers-Bel Canto-45-019
Diane-Charme-Don Rouh-Jubilee 9002
Peg O' My Heart-Banana-Don Rouh-Jubilee 9003
Thank's Is A Trampetto-Bob Sherwood-Brothers&Rouh-Jubilee 9004
Cocchita & Mi Bambina-Adele and Walt-Mike-And His Continentals-Jubilee 9005
How Does The Game-Cisco-Don Rouh-Jubilee-9006
Lava La La-La - Della Reece - Jacket - 9007

STEREO EPs
Almost Square-Little Bird-Larry Fatone and Osk.
This is the first time that Evesham Ave. location.

Cloon Music Co. has been named a dealer in AMI products for the Chicago market. The announcement came last week from Robert Spagnoletti, manager of AMI Music Co., the AMI local representative.

Cloon Music Co. was formed to augment AMI products within the distribution of AMI products. Both firms would continue to serve identical territory.

Spagnoletti said the appointment is made "to give operators greater control over the products which they carry among AMI products. I invite operators to utilize the facilities of Cloon Music Co. and join AMI Co. in making music," he added.

With the inclusion of Cloon will come full line of AMI products and with parts, and will complete the entire line of AMI products.

Cloon, who recently handled the Baltimore line, keeps his full sales and service staff and will operate out of his present Evesham Ave. location. The AMI staff includes J. S. Paris, Irving Ositz and Herb Harris. Cloon Music Co. is in the same building with that of Jon and Jack. The office is located just off the corner of Jersey Franks and Oakwood.

Besides phonographs, the firm handles everything and carries all types of radios and record players, as well as entertainment goods and venders.

Cloon's Complete List of Stereo Singles and EP's Not Available

STEREO SINGLES
Almost Square-Little Bird-Larry Fatone and Osk.-Bel Canto-45-029
Ride Bye-Blues Teddy-Rae Larry Fatone and Osk.-Bel Canto-45-028
Man's Changing-Blues Teddy-Rae Larry Fatone and Osk.-Bel Canto 45-029
There Goes Mr. Heart-Fun-Jimmy James-M-G-M Stereo 1-7289
You're Just in Love-When You Grow Too Old-Della Reece & Kick Stuab-Bel Canto 45-020
My Baby Just Cares For Me-1'll See You in My Dreams-Byrd Brothers-Bel Canto-45-019
Diane-Charme-Don Rouh-Jubilee 9002
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NOW! TRUE STEREO REALISM!

THE NEW STEREOPHONIC

Seeburg"222"


DESIGN PATENT PENDING

SEEBURG

TWIN STEREO SPEAKERS

These speakers, available only in pairs, are the key to full, beautiful stereophonic reproduction in every location. Heavy duty, 8-inch high fidelity type. Attractive, modern housing. For wall or corner installation.

ALWAYS INSTALLED IN PAIRS AND DIRECTLY OPPOSITE ONE ANOTHER
HEAR IT ANYWHERE
in the LOCATION*

THE NEW STEREOPHONIC

Seeburg "220"


DESIGN PATENT PENDING

STEREO

Now bring the listening magic, brilliance and realism of stereophonic music to every location. *With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a "live" performance of the recording musicians. Both of the two new Seeburg phonographs are stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speaker systems. And, both are completely compatible—monaural records sound better than was ever possible on even the finest single channel systems.
Detroit Collections Lag; Ops Buy Less Jukes But Disk Buying Stable

By HAL REYES

DETROIT — Local juke box business is in a perplexing state at present. Average business levels are down from 1957, with a resultant effect upon sales of new machines and supplies. Records, however, are different. Some operators, following a purchasing formula, are playing slightly fewer discs, while others keep on buying at usual under adverse conditions.

General economic conditions look more hopeful than a few weeks ago, but this is far from a strong upturn.

Yellow Pages

Our significant point is that out of seven firms doing enough business to advertise in the local classified phone directory, two have gone out of business.

According to Frank Allirot of Frank's Music, the purchase of new phonographs has been cut down because of the lack of money coming in. This company allocates a percentage of revenue to new record purchases. With the decline in volume, record buying drops proportionately. There have been no visible signs of an upswing.

Business is “down from last year,” says a salesman for Metz Music. However, there are some signs of a slight pickup now, perhaps because “during the summer months people didn’t have faith, and now of course the strikes are somewhat settled.”

Lou Fisher of Fisher Music Company estimates business for the year 20 to 25 percent under 1957. Fisher has been buying just as many records as a year ago, but has temporarily stopped buying new discs for his 100-unit route. Encourageingly, he says, “there has been a little seasonal pickup in the last few weeks—nothing spectacular—sometime is always pretty bad. But I’ve seen it all in the economic picture yet.”

Erie B. Mass of Mony Music considers business a little off, compared to 1957, down a

AMI Names Monarch New Canada Distrib

WINNIPEG — Monarch Coin Machine Company, Winnipeg, Man., has been named distributor by AMI for the provinces of Manitoba and a portion of Ontario west of 88 degrees longitude.

The firm is headed by Andrew Petrasik and Sedo Savage, and will maintain complete sales and service facilities at 211 Rupert Avenue, Winnipeg. Location with the AMI factory will be maintained in the

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THE ROCK-OLA MANUFACTURING CORP.

Cordially Invites You to the
OPERATOR PREVUE
At Your ROCK-OLA DISTRIBUTOR Showroom
During ROCK-OLA WEEK

NOVEMBER 2nd THROUGH NOVEMBER 8th, 1958

to See and Hear How

ROCK-OLA
SETS THE
tempo

of the Industry with the Phonograph Line of '59

UNITED STATES

A M & A Distributors, Inc.,
401 South Broadway
New Orleans, Louisiana

Amusement Distributors, Inc.
1015 St. Emanuel
Houston, Texas

Automatic Games Supply Co.
104-04 University Avenue
St. Paul, Minnesota

Automatic Music Company
211 West Archer Street
Tulsa, Oklahoma

Badger Novelty Co., Inc.,
504 N. 30th Street
Milwaukee, Wisconsin

Bomber-Sunshine Novelty Co.
3010 4th Street, N. W.
Albuquerque, New Mexico

H. M. Branson Distributing Co.
811 East Broadway
Louisville, Kentucky

H. B. Britsch
603 East Front Street
Butte, Montana

Calderon Distributing Co., Inc.
428 N. Alabama
Indianapolis, Indiana

Capitol Music Distributing Co.,
115 East 70th Street
Jackson, Mississippi

City Music Company
54 West Washington Street
Phoenix, Arizona

Coen Automatic Distributing Co.
211 West Main Street
Johnson City, Tennessee

Fabiano Amusement Company
108 Liberty Avenue
Buchanan, Michigan

Fabiano Sales & Service Company
700 Fanchi Avenue
Detroit, Michigan

France Distributing Co., Inc.
24 North Perry Street
Montgomery, Alabama

General Music Sales Co., Inc.
243 W. Broad St.
Baltimore, Maryland

Hallgren Distributors, Inc.
1803 Third Avenue
Minneapolis, Minnesota

H. Z. Vending & Sales Co., Inc.
1990 Douglas Street
Omaha, Nebraska

Lake City Amusement Co., Inc.
4628 Payne Avenue
Cleveland, Ohio

Paul A. Laymon, Inc.
1203-37 West Pico Blvd.,
Los Angeles, California

B. D. Lazar Company
1619 Fifth Avenue
Pittsburgh, Pennsylvania

LeSueur Music Distributing Co.
2828 South Boulevard
Charlottesville, Virginia

Modern Distributing Company
3022 Tejon Street
Denver, Colorado

Overland Music, Inc.
4309 Mountain Blvd.
Oakland, California

Pan American Sales Co., Inc.
810 South Freer Street
San Antonio, Texas

Patton Music Company
615 E. 4th Street
Meadows, California

Pajet Sound Novelty Co., Inc.
114 Elliott Avenue, West
Seattle, Washington

Robinson Distributing Company
335 Edgewood Avenue, S. E.
Atlanta, Georgia

J. Reesefeld Company
4101 Washington Blvd.
St. Louis, Missouri

Rose Distributing Company
3401 N. W. 36th Street
Miami, Florida

Ross Distributing Company
50 Riverside Avenue
Jacksonville, Florida

Royal Distributing, Inc.
379 Kessen Avenue
Cincinnati, Ohio

S & H Novelty Company, Inc.
1406 Texas Ave.
Shreveport, LA

S & M Distributing Co., Inc.
1074 Union Avenue
Memphis, Tennessee

Sanderson Distributing Co.
415 Fourth Avenue, South
Nashville, Tennessee

Scott-Cross Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania

Scott-Cross Co.
330 East Locust Street
Scranton, Pennsylvania

Seaboard Distributors, Inc.
1200 North Avenue
Elizabeth, New Jersey

Dan Stewart Company
140 East 2nd Street
Salt Lake City, Utah

N. J. Steinke Company
111 Main Street
Buffalo, New York

Superior Music Company
128 Pearl Street
Hartford, Connecticut

Uni-Con Distributing Company
3415 Main Street
Hammer City, Missouri

Walbox Distributing Company
360 Main Street
Dallas, Texas

Western Distributors
1206 Southwest 10th Avenue
Portland, Oregon

World Wide Distributors, Inc.
3220 North Western Avenue
Chicago, Illinois

HAWAII

Automatic Vending Machines Co.
50 Lahaina Avenue
Wahiawa, Oahu, Hawaii

CANADA

Jack L. Haeuw
Ray Cliff Inc.
Melford Bay, Ont., Canada

Lawrence Novelty Company
500 Bluer Street
Moncton, Que., Canada

William Pound Agencies, Ltd.
St. John's, Newfoundland, Canada

A. Pullmer Company
145 Scotia Street
Winnipeg, Man., Canada

Select Music Company
1502 Commercial Drive
Vancouver, B. C., Canada

Van Duraen Brothers
1026-1036 Janes Street
Edmonton, Alberta, Canada

Van Duraen Brothers
703-705 Avenue
Calgary, Alberta, Canada

ROCK-OLA MANUFACTURING CORPORATION 500 North Kedzie Ave., Chicago 51, Ill.
Tune Talk...

Sally Hansen, youthful record buyer for Western Automatic Music Company, Chicago, comments on records she is putting out on this route.

the picks

Old Black Magic, L. Prima, K. Smith (Capitol) "There's been a lot of good music out a couple of weeks, and lately has received a lot of air play. Personally, I think this is important. It has a lot of influence on customers we have. Especially in kid spots. They hear the tune on their car radios and stop in the location and want to hear the same thing. In this case, we especially salute because of the Prima and Smith names. They each have done well for us in the past, separately, and together they should be a natural. You've usually sales with any new release by a name that's been going well for you. I don't think this is any exception.

Mislerou, Earl Washington (Checker)

This is what I would call a record beat. It ought to go good in jump spots. I'm not recommending it for locations with older people—that is, old people who like quiet music. I bought this strictly on customer request. Washington is a newcomer to me, but I did hear him on radio a few times. When the locations asked starting for the tune, I decided to try it.

the buyer

Port and vivacious Sally Hansen looks more like a teen-age girl than an experienced record buyer. But at the ripe old age of 22, Sally has probably amassed more record experience than most people many years her senior. Literally born into the business, she's helped her father, Paul Brown, since she was old enough to answer the phone, while Sally often was ring up to 24 hours a day. While a student at Chicago's Amundson High School, Sally also worked part-time in her dad's retail record store, a later year addition to Brown's Western Automatic Music, Inc. She went on to three years of music's training, and may work in record buying expert in the country who is also an Registered Nurse. More recently, her parents have moved and to Washington Wednesday in St. Louis, presenting Brown's own, in Kenora, Canada, and Sally has been left in complete charge of record buying for the route. Happily must have a bit more and that Sally is doing a swell job with such as fishing, water-skiting and as free time activities with her husband.

"Tone Talk" is a speed cue for juke box operators. Each week, The Billboard interviews a different juke box operator or route regional buyer to find out what records they are putting out on their route that week, and why.

200 V CONVERSION

Eliminates 2021 Table Follow-Up Payment!  Convert original 30V feature smalls to trouble-free operation with Adam’s Super Conversion. Adam’s conversion eliminates the need for a 2021 table follow-up payment. Can also be installed by anyone in two minutes. Send $19, 50% or for conversion, A.D.O. 1, P.O. Box 966 * Springfield, Mass.

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

You have been paying premium price on whole sale music business, you feel business because of delay in your own on your old and readily to deliver, because your one-stop service has no such barriers.

SWITCH TO MUSICAL MACHINES AND GET BACK ON THE PROFIT ROAD! Musical Machines Company, Branch offices in Baltimore, Washington and Phila., is the oldest and largest record and accessories service in the nation. The huge national sales office in both cities ensures one of the most complete in the business. For the benefit of the associated dealers, the musical service department generates sales data that is distributed to the world:

MUSICAL MACHINES CO.
Musical Machines, Inc.
Baltimore, Md.

St. Joseph Valley Ops Host Banquet

South Bend, Ind.—Music Operators of St. Joseph, Vermont, had a dinner meeting here at Irving’s Dining Room, last week, with an excellent turnout helping to make the event a success. No business was transacted, the group was addressed by Secretary Al Evans on the association’s progress during the past few years, and by Frank Fabian, who spoke on behalf of Music Operators of America during the past nine years.

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RESULTS AT A GLANCE

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<tr>
<th>Percent of Respondents</th>
<th>Increase</th>
<th>Decrease</th>
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<td>1. Have you adopted at least a 1000 selection machine?</td>
<td>6.1%</td>
<td>63.9%</td>
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<td>2. Have you adopted at least a 500 selection machine?</td>
<td>4.2%</td>
<td>95.8%</td>
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<td>3. Have you adopted at least a 250 selection machine?</td>
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200’s Don’t Up Play—Ops

Continued from page 69

MOC to Admit Cig Operators To Membership

BOSTON—At last Boston, the local AMO district, has been bought by Anthony (Tony) Grazio, who operates Grazio New AMI Distributors, Company of Quincy, large from cigarette machine operators. The firm was bought from Louis and Berna Heffetz, etc., finally after retiring from a successful career.

Grazio will dispose of one of his operators, with the agreement of all the distributors on full-time to the district. The distributors will do their best to help and to get all the sales information.

The other thing is the same. Grazio, vice-president, who expressed the need for a public relations man to combat the recent harmful publicity given the coin machine industry.

Guests included Ralph Bridge, Russell Maudville, president, and Paul Rechab, vice-president, of the Western Massachusetts Operators Guild, and members of the Red Distributing Company, Boston; Runyan Sales of Connecticut, and members of the American Tobacco-New York Corporation.

MONEYSAVING SUBSCRIPTION ORDER

Enter subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

A. Payment enclosed
B. Bill me

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<td>$15</td>
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<tr>
<td>2</td>
<td>A year subscription to Billboard with full subscription order form</td>
<td>$15</td>
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Notices

MONEY SAVING SUBSCRIPTION ORDER

Send to The Billboard, 2160 Patterson St., Cincinnati 22, O., a service of the same number of year.

RICHARD BILEY JR., Evansville, Ind.: "The county is the best of the county. It helps: On records you can go longer without changing.

HENRY KRAUTER, Maplewood, N.J. : "I believe that I can use 200s on the better-paying stops..."
COMPLETE PROGRAM right up front

with Today's top tunes in the center panel

TWO OUTSTANDING SELECTION SPEEDING FEATURES OF THIS FASCINATING PHONOGRAPH THAT MEAN MORE PLAY MORE PAY

WURLITZER Console PHONOGRAPH

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Established 1856
EDITORIAL

Forgotten Customers

Do we have a coin amusement game that appeals to teenage-agers? The teen population in the U. S. (15 to 19 years of age) is estimated at 41,000,000. This is a group that might attract them—bowling games in particular—are designed primarily for tavern locations, out of bounds to most teenagers. Even clubs and other outlets are likely to be hampered.

The new type of game that teen-agers generally come in contact with is the pitch-and-bowl or pinball game. It is a high-attraction type of game that can be played in a variety of locations, from the bowling alley to the snack bar. It is questionable, however, whether the pinball is suited to teenagers. Most communities frown on teen pinball.

Too often the teen-age group—in other industries as well as ours—is looked upon as a burden rather than an important segment of the market.

The game industry can take a tip from the jug box field in this respect. If the jug box manufacturers took into consideration the perception of the nation's young set, the jug industry should have a better group of potential customers deserving thought. The teen-agers are a focal point of the game trade, for they remain tops in terms of numbers of locations available.

As always, manufacturers can't afford to overlook an important portion of its potential customers—the teen-agers. Can we come up with a game that would be equally as entertaining to teen-agers as the jug box? Let's get on our thinking caps.

ACCLAIM AND ACKNOWLEDGEMENTS

United Sky Raider New Machine Gun Game

CHICAGO — The Sky Raider, a new game featuring mounted twin automatic weapons guns, has been designed for amusement parlors last week by United Manufacturing Company.

The Sky Raider is derived from evolving pinball design at cabinet bottom on slide, side walls and back of a series of bombarding planes traveling at between left to right intervals to simulate enemy fire.

Player lines up place in bullseye or target, the center of the table, both guns simultaneously. Direct hit are taken as good or bad. Gun is fired as a rotating gun, firing dawn sinking skull and ending score. Scoring for both guns is varied, and depending on number of hits made before plane disappears.

Score is played for both games, and last time firing, with a timer updating points at ends of game, Bonus score and other game play.

Game provides realistic shoot-down action, with simulated repositioning, sliding down, and breaking the target.

To play, pull the lever, and shoot at the target. Each round fired is scored, and the score is added at the end of each round.

Cincinnati: Cincy Coin, located in a game shop at 1958 N. 32nd St., has a Sky Raider machine in place and compact, measuring 28 by 20 inches and standing, with gun mount, 46 inches high. The gun's wheels serve up less space than standard .22 caliber rifles.

Sky Raider features easy servicing, with back door swinging out front to give access to drum unit and inner mechanisms. Drum unit is mobile in a small area, with separate reel on top of machine. Cabinet also rides out easily from top of cabinet. Each gun opens on slide, side walls and back of a series of bombarding planes traveling at between left to right intervals to simulate enemy fire.

Screen glass is reinforced with stronger glass and a break-beak. Screen glass is actually at bottom section of cabinet rather than top. Cabinet is a single piece, single coin chute unit. Individual reels on screen glass show player's score and time. Player presses button after play to register time bonus score.

A Machines

New Bowling Games Can Take Punishment

CHICAGO — Perhaps no other coin game takes the physical beating that a bowling game does on location. But manufacturers have taken this into consideration and provided many new safeguards against breakage and abuse over the past year. While the safeguards haven't eliminated breakage completely in general, they certainly have cut the number—possibly by half.

How do bowling games differ from earlier models? Actually, models of a year or more ago and most of the new machines in some respects, but at least manufacturers have the overall appeal that today's game presents.

The largest difference is in the manner in which the ball hits the target. About one year ago machines came up with a new scheme in which the ball was activated at random, usually by the player, and simply make contact with trip switches below the pins.

This new idea added greatly to the realism and action appeal of the game, but it put a premium on the bowling machine and break-beak damage to some extent.

FEBRUARY BREAKDOWNS

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## 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 in brand new condition as advertised, either at least 10 times for the period shown or at least 5 times together with a computation based on annual averages.

**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 given should be considered, however, to be a handy guide for price ranges. Any price obviously depends on condition of the equipment, age, time of year, location, 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 of the Index. It is a simple average of a very high price and a very low price. While the "true" "high," "high," it indicates the "low" is a unique price probably available as "as is" or "on consignment."

### MUSIC MACHINES

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### OUTSIDERS

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<th>Low</th>
<th>Avg</th>
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### SHUFFLE GAMES

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### ARCANE EQUIPMENT

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### PINBALL GAMES

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### ENCORE

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*Note: Prices and information may be outdated and should be verified for current pricing.*

*Source: American Radio History, www.americanradiohistory.com*
NEW KLOPP CATALOG LISTS
COIN COUNTERS

LIVONIA, Mich.—Klopp Engineering, Inc., makers of coin counting
and sorting units, has prepared a new catalog showing its present
line of equipment.

Included is the electric coin counter, Model MDC, hand-operated
coin counter, Model D, portable coin counter, Model D2, electric
coin counter, Model JC, hand-operated
coin sorter, Model J1 and the
electric coin package sorter.

The electric coin counter counts
500 to 1,000 coins per minute and
wraps 15 packages per minute. The
hand-operated counter counts
900 coins per minute, wraps
eight packages per minute, as
does the portable unit.

The coin sorters sort 1,000 mixed
coins per minute.

Klopp Engineering crumps the
open end of a coin package, creat-
ing a tamper-proof rolled edge.
Coins cannot be removed without
evidence of wrapper mutilation.

When answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○○о
COINMEN YOU KNOW

Continued from page 65

Milwaukee

The Wurlitzer stereo joke box floor model at United, Inc., is stirred considerable interest among operators, according to Harry Jacobs Jr. Other items from the United, Inc. headquarters: Andy Wise, the firm’s ace mechanic, has left them to return to his old job in Texon, Ariz., with Canyon States Distributing Company.

Atlanta, Ga., per department, has retired.

Harold Lieberman, head of Lieberman Distributing Company, Inc., was in terms in the World Series. His guests at the games included Mercury Record tappers Morris Price, Irvine Steinberg and Art Talbym. Also in attendance was Mitchel Novelty Company. claims that the joke box stimulus developed by the firm’s owner, Joe Beck, is doing a fine job of building route reports.

Vacant slot holders for a couple of the World Series games were customers Young and Turcotte, of Soldiers Grove. “Most Valuable Player” lounge, given by Mercury Records went to John Heidrich, of the Lieberman Distributing Company, Inc.

The first stereo joke box was put into operation here last week by P & P Distributing Company - Rossie foster. Carl Betts reports initial reactions have been excellent. “This looks like it can be a terrific thing for the joke box industry,” he says. “It has to be properly sold to the location, however. There has to be a lot of promotion behind the unit just to get it off the ground and bring in business.”

According to Joe Jamon, Music Mart counterpart, there has been only a slight interest displayed by his customers concerning stereo joke boxes for home use. “It’s too early to pick up soon, tho,” hepredicts.

A cracked rib that will keep him on the sidelines was suffered by Charles A. Anderson of United, Inc. His partner, Bob Polsin, will handle office details in the meantime. Bud Jacomet has joined the throng of hunters aiming for pleasant and not so pleasant ways to spend his days. Eddie Czarowskis, Red nos Novelty Company route foreman, reports that the firm is putting out an increasing number of Auto-Fillio units. A new line was added last week for United, Inc. The firm is now the State Distributor for Sine-Sonic Music, background music equipment products of_picture, a subsidiary of National, Inc.

United, Inc., according to Harry Jacobs Jr., is planning to put several men out in the field to sell the Sine-Sonic systems.

Memphis

Drew Canale, owner of Canale Amusement Company, has a big football party planned for a crowd of friends who worked to help get his cousin, Robert Hoffmann, selected councillor in August. Canale has chartered a bus which will take the Oxford Mias, for the University of Houston’s big game. Canale will have refreshments and hands served on the bus to the party.

George Sammesen, president of Southern Amusement Company, is looking hale and hearty these days. He’s back to work and going strong after a stay in the hospital with a complicated operation that suffered while helping move a job. He’s not recommending anymore, however, on doctor’s orders.

George and his partner, Cotton Pulley, have been operating operators from Memphis and the Mid South looking into new electronic joke boxes they were showing. . . Clarence A. Camp, president of Southern Amusement Company and other enterprises, reports interest in coin-operated games is growing.

Edward H. Newell, owner of Ornament Amusement Company, reported an increase in business has overcome losses suffered due to the mild recession. Ditto for Allan Dixon, general manager of S & M Sales Company.

Douglas Highfill, owner of Rain- Co, has been increasing equipment on his route. He has built his route up considerably in the last few years, put in a lot of hard work and it is now time to turn a profit off of it.

Bill Forsythe, Forbesh Amusement Company, has most of his new equipment on the roads in West Tennessee. He reports collections are up considerably and maintain the good condition of the coin box.

Mike Solimonti, owner of Ace Music Company, seen at the St. Louis-Missouri-Kentucky football game in Memphis recently, has been getting most of his equipment, partner in Tri-State Amusement Company, reports his East Coast is going well on his route. He uses about ten 100 per cent standards in his programming.

Bill Fitzgerald, manager of Mike Sales Company, reports orders for records among Mid-South operators have picked up considerably since the fall season got under way. He’s selling more records to operators now than in a long time.

Edward and June Redenheimer, Shelby Amusement Company, report they have a lump in the popularity of pop records on their route and a corresponding fading of interest in rock ‘n roll.

Denver

By Bob Lattin

Lou Steinman, head of Modern Music Company, is taking it easy these days. Altho he still sees polices and handles mail at his desk, the veteran Denver operator has assigned several of his younger employees to handling calls in the hands of various department managers. . . Andy Groves, owner of Groves Company, has completed remodel-
Coinmen You Know

Continued from page 79

lighting system and air conditioning.

Ralph Toergerson, son of bulk vending route operator Torger Toergerson, was injured when his motor scooter was struck by a truck. "Charles Flowers, Denver bulk operator, took a trip to Chicago where he served several lines of new equipment, along with seeing the sights and enjoying meeting the friendly in the Windy City.

Most friends of Walter Bujec, formerly a police officer and now a justice of the peace for the Collins district, don’t know that Bujec was Northern Colorado’s biggest bank operator at one time. Retired several years ago to devote all of his time to the legal profession, Bujec ran bank, gin, and peanut routes throughout this section of the State.

Miami

By PAUL DANIEL

Lucky Scholzkie’s champion quarter-horse, Rambling Lady, gave birth to a filly. Mother and filly doing fine, but Lucky is stuck for a name. . . . David Scott for the last several weeks has enlarged his operation, just taking over from his mentor, Max Lesh, . . . Bert Lane returned to his activities in the area after visiting his New York operations. Harry Baren, veteran operator from New York, has regained his health and now has a large scale route in Miami.

A. Saxson bought out Ruth Michelson’s Music route, . . . Coinmen who are planning to be in Miami around December 13, are invited to the annual AMOA shindig at the Saxson Hotel. Contact William Bliss, . . . Music Makers enlarged their operations by taking over K&J jobs and Gunze operations.

PAL is gaining a foothold due to the support of AMOA. A new high that has been attained is a full program on WPST-TV, Channel 10, including every activity from boxing to variety entertainment by youngsters aged four to 16 years. Weekly prizes for events are donated by business firms in the area and AMOA offers kiddie records thru Music Masters for the weekly PAL events.

Visiting coinmen are making Art Bruns King Arthur’s Court a regular meeting place, looking forward to greeting National Assocation of Con- cessionsmen during their convention in December.

St. Louis

By JOHN HICKS

Nerman Friedman is a mechanic for W. B. Distributors here, but spends his weekends at a completely unrelated field—growing mushrooms. His mushroom crew recently was to add 1,000 square feet of the plants to the 1,500 square feet he already has. Within the next few weeks the number of apples will be increased by another 1,000, he said. Mushrooms, he said, grow best in an even temperature that can be maintained and are planted on the same to the square feet.

The Budweiser Distributors are awaiting the arrival of their third child. Schraier, of Local 656, Company, and his wife, Mari- on, were home two weeks. He has been with the Rosen- field Company for 10 years. . . . Finlee Davies, of Bite-Way Distributors, said operators are beginning to start purchasing again, and a great many are from out of town. “People we have not seen for a while have started dropping in,” she said.

William G. Geiger, president of AMOA Supply Company, recently displayed a six-pound bass among his catch from the Du Quoin (Ill.) fishing tournament about nine miles from the city of Du Quoin where he lives. He and his wife are spending their Christmas week in East St. Louis, where their two daughters will treat each weekend to their home. Almost every weekend they are hosts to a Pennsylvania bar because of their Du Quoin home.

Boston

By CAMERON DEVAR

There is great joy these days at Atlas Distributors (341 Commonwealth Avenue). Tony Gonzales has newly taken over and Louis and Barney Blatt are enjoying a well-earned rest. Adjoining is Jack Segal, with whom Tony is picking up business from the addition of the new equipment. Jack said he has practically given up his night-time role of musician. He plans to spend a winter trip around Boston.

Kenneth Chilson, of K & H Music Distributors, Brockton, says it’s almost too easy it virtually is now allowed to dine cot to dance with the same women who was long ago used to scream, he says. Now he gets little re- sistance and feels that people almost expect to pay 10 cents and most spots can be converted with only a very slight amount of grumbling.

Phil Schwartz, of Winnet Vending Company, Brookline, had a bit of trouble finding his route one day. His truck was stolen from a downtown parking spot. The robbers cut the burglar alarm and made off with cash and cigarettes valued at $3,500. This is the second such case in as many weeks. Dave Baker, of Malo-Tone Vending Company, Arlington, lost $1,400 under similar circumstances.

Ralph Lackey, of Karel Mu- sic Distributors, Brockton, is rushing around these days on the program book for the third annual banquet at Music Distributors of Massachusetts, which is slated for Monday, November 10, in the Sheraton Plaza Hotel. . . . Dave Croom, of Reasons Hill Music Company, Boston, is also ac- tive as chairman of the ticket committee.

Arnold Brill, Bluepoint operator, finds his radio service of great help. For a nominal charge (least a call every hour from a firm which broadcast the time of business- men in various fields. He simply tunes in on a little pocket radio, listens to them and calls them up and why . . . Peter Pompeo, of Pompeo Music Service, Milton, has several seven-day locations, and business will pick up sharply in those spots now that the leaves have resumed.

Hirsh Machines continues to enjoy good business, says Berger Brothers.

Washington

By DELORES NEWCOMB

The G. B. Macke Machine Com- pany’s report for the fiscal year ended last month was a good one, according to advertising manager Bill Goudel. He says the company’s profit location was near in location to earlier in years, and collections were good. Macke has several seven-day locations, and business will pick up sharply in those spots now that the leaves have resumed.

Hirsh Machines continues to enjoy good business, says Berger Brothers.

SPECIAL

14 FT. BOWLERS

Cleaned & Checked

Keeney-Chicago Coin-United

T. and L. DISTRIBUTING, INC.

1648 Central Parkway Cincinnati 14, Ohio

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

BIG TIME

$100.00

GAY TIME

$90.00

VARIETY

$70.00

IMMEDIATE DELIVERY, 1% DEPOSIT.

F RANK MGR., Sect. R-6

SUPERIOR SALES CO.

7655 Story Ave. Chicago 8A Bayport 1-1661

The Billboard

OCTOBER 27, 1958

275 NEW YORK, N.Y. 10036

ALLEYS

United 16 JUNIO BOWLING ALLEY . . . . . $525

14" BOWLING ALLEY . . . . . 245

11" BOWLING ALLEY . . . . . 245

CAPITOL S. . . . . 225

MACY’S C. . . . . 165

RAINBOW S. . . . . 125

CC 16 T. V. BOWLING LEAGUE . . . . . $525

Dance Skill Ball Room . . . . . 145

ARCADE

Gene State Fair G. . . . . 195

Davy Crockett . . . . 225

Champion Baseball . . . . 145

Great Marsh . . . . 210

Williams Ten Strike . . . . 275

King of Swat . . . . 195

Double . . . . 195

Bally’s Bull’s-Eye Gun . . . . . 225

Ball, Cee Big League . . . . . 195

Bull’s-Eye B. B. . . . . 195

Thanks Treasure Cove G. . . . . . 195

League Shuffle . . . . 195

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SAVE MONEY

SAVING TIME

Buy all the equipment you need from ROSEN. We always carry one of

THE NATION’S LARGEST

STOCKS

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BEST PRICES

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Our Complete Lists

Today

WRITE—WIRE—PHONE


GAMES

BEACH BEAUTY $150
WALLACE $125
WALLACE $95
WALLACE $50
WALLACE $25
WALLACE $10
WALLACE $5
WALLACE $2

THE HUB ENTERPRISES

2416 DIVISION ST.
BALTIMORE 17, MARYLAND

THESE RECONDITIONED GAMES

ALL RECONDITIONED GAMES

$695$ SEEBURG VL 200

MAIL DISPOSE OF

9 ACE MUGS
10 WORLD CHAMPS
7 AUTO RACES
8 BACHRAC
9 REV COX CROSS
6 RAINBOW
12 STRAIGHT FLUSHERS

THE HUB ENTERPRISES

1128 W. 11TH STREET
COLUMBUS, OHIO

RECONDITIONED GAMES

SOLD AT LOW PRICES

WE SOURCE THE LOWEST

SOLD AT LOW PRICES

STAGE LADY 3007

.. Continued from page 13

operator in Dallas around November 1... Charles Wright, Dallas agent, is con- ducting auctions each Sunday after- noon at his Dallas offices, 5511 East Grand, for new songwriters and pros- pective recording talent. He invites writers to shoot him tups and denses.

Joe Taylor and His Indiana Red Birds are still feature each Saturday night over WGL, Fort Wayne, Ind. On October 18, the crew worked the showcase of the local Chevrolet dealers to promote the 1937 models. Gaining with the group for the occasion were the Stewart Brothers, Bob and Bryan. Jimmie Walker has been set as the regular Friday night feature at the Wagon Wheel, Salisbury, Md., by a band sponsored by the Bandwagon Company and His Country Boys (Oven Martin, Last John Crofth and Bob Rose have just cut four sides for Blue Bonnet Records. These are "This Prin' Em In," "A Hooley- Tink Slaw," "Tears at Grand Ole Opry" and an instrumental, "Steel Guitar Country Children's Day held in November, 21-22, will be the appearance of Hank Thompson and his Bruza Valley Boys at a dance at the Andrew Jackson Hotel Ballroom on Friday night of the convention. Thompson and his lads are playing the date under sponsorships of the newly formed Country Music Association, the Peanut Flour- cloth and his aggregation, the Hot-Roast Hillbillies, played the recent Dudley County Fair in Georgia, pulling satisfactory attendance in the face of inclement weather. Paul Card, who took the contest in c.c.w. style and was a member of Station WAPA, Chattanooga.

Slick Norris, the c.c.w. promo- tion expert from down Highways, Tex., was on hand under date of October 22. "Sure was great to see the big boys taken in The Billboard this week on the work at the Hot 30. c.c.w. Sides. is great. as it adds all phases of the industry a much greater scope as to what is and isn't happening.
Flood of State Tax Bills

Continued from page 76

take action before a bill becomes law, since it is much harder to change it then. National associations lobbying for legislation services know this. For example, Norval B. Hader, chairman of the National Automatic Merchandising Association legislative committee, stated in a recent bulletin that group of states was considering a great deal in heading off unfair tax proposals if we know about them promptly. Once an irresistible law is passed, the job of removing or altering it is 10 times harder than heading off such legislation when it is being considered.

Knowing the legislators is a basic consideration to preventing a case for a business. Next January, The Billboard plans to publish the names and addresses of all state officials and congressmen of the State on tax committees and will have available for operators the names and addresses of all State and congressmen and officials.

Legislative activity during 1958 indicates that a high percentage of the State continues to propose legislation unfavorable or unfair to either the amusement business or businesses. This is reason enough for operators to be alert to State legislative activity. As indicated above, however, most of the new legislation in Kansas was not to be considered during the session. Altho this in turn indicates that legislators will treat the operators fairly, if they know all the necessary facts, it also shows that legislation is continually being passed which affects the general operation of amusement establishments.

1958 Record

Of the 17 State Legislatures that met in regular session, 12 considered 21 bills directly affecting either joke box or amusement games or both. Of these 21 laws, 11 died in either the House, the Senate or in committee. Bills relating to the percentage of the total bills proposed were concerned with business taxes which would affect operating companies. Here's a sampling of laws considered:

Two States—Kansas and Louisiana—considered per-machine taxes which would include both joke box and amusement games. The Kansas bill, providing for a $25 assessment on each machine, died in such an automatic amusement device, died in the Senate; the Louisiana bill, which required an imposed license taxes on all coin-operated machines, $100 for 2 to 5-cent types, $500 for 5- and over types, died in the House.

Georgia considered three bills concerned with regulation pinballs. Altho these three laws died, a fourth was approved. It is expected these laws would be included in this section concerning pinballs. Kentucky considered a bill relating to gambling machines which would have removed a section excepting pinballs from the act. This bill failed.

Massachusetts passed a bill providing for the study by a special commission of the licensing, operation and operation of "so-called" automatic amusement devices. New Jersey considered a bill which would authorize games of chance or skill where awards were limited to merchandise of less than $3 in value and where the charge for playing them did not exceed 25 cents. It passed the Senate, but the House referred it to a county commission.

The New Jersey Senate passed a bill creating an amusement games control commission which also was referred to a county commission by the House. A bill considered by Rhode Island to legalize gambling died in the House.

The consideration of such bills during an off-year for State Legislatures is enough evidence of the need for operators to be informed and prepared to argue against unfair legislation.

How can operators do this? The answer is basically simple. At the Music Operators of America convention, last January, Mrs. Griffin, of Emporia, Kan., outlined what Kentucky Senators were doing in discussion of the pending legislation in Kansas that would have licensed every coin-operated game. An article including his remarks appeared in the November issue of Billboard. A large part of these remarks follow:

Wingrave said operators appeared before the State committee in taxes with only one argument: "Figures and facts showing that operators were already being taxed more than any other business on a percentage basis." This argument was rejected.

"We had analysis of statistics showing that with our income taxes, federal licenses, city licenses Name unreasonable valuations, motor and State fuel taxes (1 penny per gallon in 1958) we were already paying more taxes—percentage-wise—than any other business in the State." This argument was rejected.

Wingrave said that the State Senator "were amazed because (in the absence of facts) they had never considered that we were paying our fair share. Twenty minutes after we were dismissed by the committee (following our testimony), we were notified that it had passed the bill out of committee with the recommendation that the bill be passed in the same form (in other words, killed)," he said.

Wingrave made it plain that it was the duty of the State legislators to inform their dependent merchants to bear their fair share of the tax burden and that only unfair discrimination and excessive taxation should be fought by operators.

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### Tom Callaghan

- **Continued from page 76**

He was a well-known and very popular man in Chicago, and the subject of lengthy and colorful obituaries last week in Windy City newspapers. The Chicago Sun-Times, for example, characterized his government career as a colorful one "packed with all the thrills of a Nick Carter dime novel." The paper wrote of him as "the man who talked back to Presidents and laid down the law to Al Capone.”

Callaghan guarded the lives of eight Presidents during his government career. The first was William Howard Taft; the last, Harry S. Truman.

The Sun-Times obituary details a World War II exploit he was involved in when he waged war against ration coupons fakers. In 1944, he smashed one of the largest black market operations in the Middle West, according to the newspaper.

Callaghan was buried in All Saints Cemetery. Requiem Mass was offered Saturday (18) at Our Lady of Mount Carmel Church. Survivors include his widow, Angie, a brother and two sisters.

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Arcade Doubles Business With Novelty Line

DALLAS—One of the best investments ever made by The Fun House, downtown Penny Arcade here, is a $1,500 inventory of puzzles and tricks.

The Arcade, in operation for more than five years, is set up in what was formerly a retail store, with two board display windows, one on either side of the entrance. Formerly, this space was used only to display posters and signs, not particularly flattering to the building's appearance.

Two years ago, however, it was decided to experiment with retailing puzzles, novelties and table games, and the Fun House management filled up an entire window with the display. Included were such familiar novelties as Groucho Marx's mustache, noise and speech toys, exploding cigars and matches, humorous books and magic tricks. With the combination of the novelty inventory and long line-up of coin games, the Penny Arcade immediately increased its business by one-third, and during the next six months actually doubled it.

Another stunt successfully used to build interest and traffic is a display of antique amusement machines in the shop entrance. Included are antique gum vendors, penny "dribblers," early movie machines, viewers and kaleidoscopes.

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