

# The Billboard

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## Juke Box Exports: A New Look Coming

European Coin Mach. Trade Expands Operation To Fit Common Market Role, Edge U. S. Imports

By OMER ANDERSON

BONN, Germany—In March of this year more than 150,000 Germans living near the Danish-German frontier inundated the Danish frontier towns of Krusau and Padborg.

The explanation was butter—cheap Danish butter. Grappling with a butter glut, the Danes were underselling German dealers across the frontier by 65 per cent. For the Germans, the border butter foray was worthwhile, even after paying customs duty on their butter purchases.

In Cologne, German Ford has ousted its top German management and installed a team of hard-driving production experts from the parent Ford plant in Detroit.

In Mannheim, John Deere, of Illinois, America's second largest farm-equipment manufacturer, has purchased control of a German farm equipment firm, Heinrich Lanz AG.

And in The Hague, the Dutch firm of Van der Heem N. V. has signed a contract with AMI, Inc., for the production, in the Hague of AMI juke boxes for the European AMI sales organization with head offices in Switzerland.

There is a common link between the butter, the automobiles, the farm equipment and the juke boxes. This link is the European Common Market.

### New Economy

The Common Market will establish a new way of economic life not only in Europe but, in varying ways and to varying degrees, for the rest of the world.

The Common Market is no longer a dream—it is actually in the beginning stages. Soon, according to all current indications, it will be expanded into a Free Trade Area, encompassing all of Europe, Scandinavia and the British Isles.

The Common Market and the free trade area will alter drastically the patterns of European business

## Juke Foreign Sales Change

PARIS — Effects of Europe's Common Market are already being felt by the juke box business on both sides of the Atlantic.

A European juke box pool, patterned closely after the European Coal and Steel Community, and comprising manufacturers, importers and exporters of coin-operated equipment in the six CM countries, is underway. The net effect of such a pool would be to promote the sale of coin-operated products made by firms in those countries.

There has been a stepped-up expansion by European juke box manufacturers so that today there

(Continued on page 95)

across the board—from butter to jukes.

Drastic readjustments and reorientation of attitudes and outlooks will be required of every firm doing business in, or with, the new super-economic unit. The scramble to adjust to Europe's new way of economic life is beginning. And the firms—in almost every line of business activity—who adjust first to the new market concept stand to fare best in what promises to be a new era of rough-and-tumble competition for the European market—the new European super-market.

### Same Problems

In this supermarket, the coin machine industry will grapple with the same problems—and reap the same opportunities—as do the butter and egg men and the auto-makers.

The story of the Common Market is Europe's biggest business story of the century; a story that is everybody's business who has anything to sell Europe.

It is a story that began, after decades of dreaming and speech-making, in a chateau outside Brussels early in 1956, a chateau inhabited by a small corps of economists, technicians and bureaucrats.

Briefly, their task was this: To blueprint an economic United States of Europe, a single economic community in which goods and workers would move freely as between California and New York. The new economic community would comprise, initially, six nations—West Germany, France, Italy, Luxembourg, Belgium and The Netherlands.

These were the same six nations

(Continued on page 93)

## WHITHER POP CONCERTS WHEN CARNEGIE GOES?

NEW YORK — There's no place for talent here to perform in pop, folk and jazz concerts, says Art D'Lugoff, head of Festival Presentations.

"The Billboard's article on Carnegie Hall's pop attractions policy (September 29) didn't touch a major problem, the non-availability of Manhattan halls," he writes. "When Carnegie is gone, there won't be any hall of similar size. Space in Broadway theaters is at a premium, the city refuses to rent its halls, and school auditoriums are rentable only to non-profit groups. Town Hall is firmly booked a year in advance."

"Who really believes the great American audience will turn out to support highbrow culture? Who but a concert manager who lost his mind would think of sponsoring a full symphony ork at present union wage rates? What is wrong with folk, ethnic, jazz or pop programs at Carnegie Hall? Is a Mahalia Jackson, Billie Holiday, Dave Brubeck or Paul Robeson less worthy to be seen than Van Cliburn? There aren't enough major classical artists to fill Carnegie thruout the year. When the Lincoln Square project is established, there will be no other than symphony," the promoter continues.

D'Lugoff, who books a dozen Carnegie events each season, has "in self-defense" leased a Greenwich Village nitery, the Village Gate, to present jazz and folk programs.

## Seven Labels Split Longhair Cake on Classical Chart

Current Recap Tabs Market Control By Majors; Spotlights Preferences

By HOWARD COOK

NEW YORK — A recap of the over-all classical best-selling chart to date this year shows seven labels dominating the market. Eighty-three different packages reached the chart. Victor heads the list with 27. Columbia is a close second with 26. Capitol is third with 16. Next are Angel with six, Mercury and Epic with three and London with two.

Altho the total number of different albums that have reached the charts for each company are not necessarily an indication of the company with the largest sales, the tally does reveal that, while Victor and Columbia are still the leaders in the classical field, Capitol Records has been making impressive gains in the past few years. The combined totals of Angel Records, now a Capitol subsidiary, with Capitol's best-sellers indicates even more the increasing strength of the newer major label.

### Majors in Saddle

Another significant factor shown from the recap is that, while indie labels have been able to effectively challenge the majors to a great extent in the singles market and in pop and jazz categories in LP lines, the majors have a firm hold in the classical market. And, in addition to controlling so many of the first-rate orchestras, conductors, soloists and chamber groups, the majors also have newer talent and orchestras, that are not usually considered among the country's foremost, under contract.

A breakdown of classic music

into sub-categories emphasizes to an even greater degree the dominance of the majors in this market. Among symphony, concerto, ballet, solo instrumental and chamber music albums, eight labels (with Decca added in these categories) have had packages on the charts this year. Victor led again in these combined categories with 34 different LP's. Columbia was second with 20. Capitol, in third place, has had 11. Angel was fourth with eight. London followed in fifth place with five. Decca had three. Mercury placed two albums on the chart, and Epic had one. Again, the combined Angel and Capitol releases reflect the strides being made by the newer diskery.

### Duplication No Bar

The most preferred type of classical music appears to be orchestral or symphonic works. Even with many existing versions of a particular work crowding the catalogs, new releases by the major orchestras almost invariably become best-sellers. Tho the factor of duplication (not only among different labels, but often on the same label) applies almost equally to concerto LP's, this type of classical music is second in preference. Solo instrumental, opera and chamber music follow.

While the works of the baroque, classical, romantic, impressionist and early moderns are the most-recorded, there are more contemporary works available on disks than ever before. However, the romantic composers lead in terms of volume of works recorded.

Best-selling classical artist this year has been Victor's Van Cliburn, whose recording of Tchaikovsky's Piano Concerto No. 1 not only reached the classical chart but also continues to be a strong seller in the general, over-all LP market. Other top Victor classical

(Continued on page 4)

## NEWS OF THE WEEK

Broadcasters Ask ASCAP For Uniform Audits . . .

The All Industry Music License Committee of the National Association of Broadcasters, at a meeting in Washington last week, said that the major aim of the committee in its forthcoming ASCAP negotiations would be to get a uniform payment sked for radio stations. . . . Page 3

Old Hitmakers Seen Powers at Singles and Packaged Levels . . .

The music business is on a nostalgia kick as reflected not only in the singles field with artists remaking their old hits but with albums as well. Jocks' liking for old hits, plus the lure of making a proven winner even better in hi-fi are seen as reasons for the movement. Traders see stereo as a future vehicle for again remaking old hit material. . . . Page 4

Name Bands in Driver's Seat As Campus Prom Demand Grows . . .

There is a bigger demand for name bands to play college proms this year than in the past several seasons. Consequently, talent agencies are again in the booking-seat, and bands are getting more money for prom dates. . . . Page 2

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# Name Bands in Driver's Seat As Campus Prom Dates Boom

**By JUNE BUNDY**  
**NEW YORK** — There is a bigger demand for name bands to play college proms this year than in the past several seasons. Consequently, talent agencies are again in the booking-seat, and bands are getting more money for prom dates.  
 General Artists Corporation's band booking chief Howard Sinnott reports that whereas last year GAC bands played proms for as little as \$1,250, this year the same works are drawing guarantees ranging from \$1,500 to \$3,000.  
 He also notes that whereas last year student-buyers wanted extra attractions for proms (singers, etc.), this year they don't care. The "danceability" of the band is more important. In line with this, he points out that increased competition among colleges for bands has

sparked a new trend—mid-week proms.  
 The mid-week prom is particularly attractive to some schools, because GAC makes a price adjustment on these dates. For example, a band, which normally draws \$2,500 for a weekend prom date, is available for mid-week proms at \$1,500.  
 Stan Kenton played two mid-week proms last week — Alliance College, Cambridge Springs College, Pa., Tuesday (28), and Bethany College, Bethany, W. Va. An interesting aspect of the new trend is that mid-week proms are held from 6 to 10 p.m., as compared to the usual 9 p.m. to 1 a.m. for weekend proms.

Sinnott, who is currently booking proms into June of next year, attributes the increased interest in dance bands for proms to the fact that the original rock and roll generation is now of college age. Although they are no longer rock and roll fans, says Sinnott, they still like to dance (unlike their immediate predecessors who preferred to listen). They won't buy anything labeled rock and roll, but they're happiest when the bands they buy play with a driving r.&r. beat.  
 Sinnott also credits the extensive output of dance band LP's this year with sparking new interest in dancing by college students. However, he thinks the diskeries should "get on the ball" and put more promotion and publicity behind their dance ork albums.

In line with this, he cited the new label Everest as a company which has plans to put a big promotional push on a dance band series. (See separate story on Everest in this issue.) He also had kudos for the American Federation Musicians' new promotional push on dance bands. (See the Billboard, October 13.)

GAC's big prom attractions this year include Ralph Marterie, Stan Kenton, Billy May, Buddy Morrow, Claude Thornhill, and Johnny Long. Also active in the prom field this year (also not handled by GAC) are Woody Herman, the Elgarts, Les Brown, Tommy Dorsey-Covington, Glenn Miller-McKinley and others.

Marterie is currently booked for  
*(Continued on page 53)*

## Capitol Has Broad Nov. Release

**HOLLYWOOD** — Capitol's November release, on sale Monday (3), will consist of 33 albums, including 21 pop packages, six classical and six Capitol of the World.  
 Pop push will include albums by Nat King Cole, Louis Prima, George Shearing Quintet, Judy Garland with Nelson Riddle's ork, Les Baxter and ork, the Four Preps, Johnny Richards and ork, organist Don Baker and Trio, Ann Richards, Molly Bee, Alvino Rey, Tex Ritter, Faron Young, Hawaiian package by Webley Edwards, Jack Teagarden and Harry James and ork.

Others include albums featuring  
*(Continued on page 53)*

## Dunn, Bayless Elected to Cap. Board

**HOLLYWOOD** — Capitol Records, Inc., veepees Lloyd Dunn and Jim Bayless were elected to the CRI board of directors. Dunn is veepee in charge of sales and merchandising, and Bayless is veepee in charge of manufacturing and engineering.

With the addition of Dunn and Bayless, the CRI board has been expanded to nine members. Others include president Glenn Wallichs; veepee and counsel Dan Bonbright; L. J. Brown and J. F. Lockwood, both of London; A. J. Gock, Los Angeles; J. B. Lovelace, Beverly Hills; J. A. Wells, New York. Bob Carp is secretary and Walter Theiss, treasurer.

## Shad Orgs Own Firm; Two Labels

**NEW YORK** — Bobby Shad, who recently severed his relations with Mercury Records, has gone into business on his own. Shad will head up two labels, Time Records and Junior Records — the latter imprimature being Jr. Shad will release sides very shortly — by the Jades, a vocal group; Linda and Roberta, Tony Farrell and others. Shad has signed about 10 new artists recently, including Dodo Green, currently appearing at the Club Elegante.

First sides are expected to be shipped Wednesday (5).  
 Shad goes on the road this week to cover the East and Midwest. He has already set up much of his distribution.

Shad expects to start a stereo package line in November. This will include pop, jazz and classical. He has already made a tie-up for European classical product.

Arpena Tavittian, formerly with Mercury, has joined the Shad operation and is in charge of production.

## Storer's WIBG Rated No. 1

**PHILADELPHIA** — Station WIBG here has moved from sixth to first place rating-wise (Pulse and Hooper) since its purchase by the Storer Broadcasting Company 17 months ago.

The outlet, which will be upped from 10,000 to 50,000 watts in January, has built its success on a combination of a "Top 99" music programming format and extensive emphasis on promotion, both on and off the air. "Top 99" which features local best-selling platters (plus some standards and albums) is based on a WIBG survey of local record dealers, and is distributed thru 106 retail record outlets in the area.

Many of WIBG's promotion activities are "client-station" projects, with the station creating entire promotion - merchandising plans for advertisers. Newest project is a plan, whereby WIBG is placing community bulletin boards in grocery and supermarkets, which will be used by people in local neighborhoods to post meetings and event notices. This will coincide with hourly - on - the - air community bulletin announcements.

Among the numerous on-the-air  
*(Continued on page 53)*

## DECCA, M-G-M CHALK UP 'HOT 100' HONORS

**NEW YORK**—Decca and M-G-M Records, both of whom have seen their slim days on the pop charts, occupied between them, 30 per cent of the top 20 places on the Hot 100 chart for the second week in a row this week.

Decca found itself with four winners in the select circle—"Tea for Two Cha Cha," by Tommy Dorsey Band in the seventh spot; Earl Grant's "The End," next in eighth place; and Domenico Modugno's "Volare" and "Forget Me Not," by the Kalin Twins in 18th and 19th spots respectively.

For the second week running, M-G-M found itself with the winning combination, the No. 1 and 2 hits of the land. In one-two order, these were Tommy Edwards' "It's All in the Game," and Conway Twitty's "It's Only Make Believe."

## SINGLES TO BE RATED UNDER 'STAR' SYSTEM

**NEW YORK** — The Billboard this week has extended its star rating system to cover single records. Packaged records have been rated via the star system by The Billboard music staff ever since February, and the rating system for single records follows the same general pattern. Star system instead of the numerical system of rating single records will cut down the reading time for the dealer and disk jockey considerably.

The new star system for singles, as explained on the reviewing page, classifies singles, as before, into specific categories, but sub-divides each category via the star system. Four stars are for singles that have excellent sales potential, three stars for singles with good sales potential, two stars for fair potential, and one star for singles with limited potential. (One star records, tho listened to, are not given a regular review. They are only listed.)

The new star system does not change, in any way, the Single Record Spotlights. These will still be featured on the single records review page.

## Plans Set for Jock Conclave

**NEW YORK** — The Second Annual Pop Music Disk Jockey Convention and Seminar, which will be held in Miami Beach, Fla., next May (29-31), will have an international flavor. The Storz Stations, which sponsors the event, will hold a Latin American Deejay Conclave at the same time.

Altho the Latin American jockeys will meet simultaneously in Miami with the U. S. jockeys, their meets, most of which will be conducted in Spanish, will be held separately. However, the Latin and U. S. jocks will have an opportunity to get together and discuss mutual programming problems at the cocktail parties, luncheons and dinners sponsored by various American record companies.

The convention plans were finalized last weekend during a four-day meeting of Storz Stations executives at the Ambassador East Hotel in Chicago, to discuss business trends and expansion plans for the coming year. At that time, the chain's prexy, Todd Storz, told

the group that in spite of the recent recession, the chain has broken the previous year's earnings record each year for the past seven and is well ahead of last year's figures at a comparative time. He also noted that having just acquired a fifth station (KOMA, Oklahoma City),  
*(Continued on page 53)*

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Roger S. Littleford Jr.  
 William D. Littleford

Editors

Paul Ackerman ... Music-Radio-TV, N. Y.  
 Herb Dotten ... Outdoor, Chicago  
 Robt. Dietmeier ... Coin Mach., Chicago  
 Wm. J. Sachs, Exec. News Editor, Cincinnati  
 Lee Zhitto ... Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto ... Main Office, Cincinnati  
 R. S. Littleford Jr. ... Music-Radio Div., N. Y.  
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 Hilmer Stark ... Coin Mach. Division, Chicago

W. D. Littleford ... President  
 M. L. Reuter ... Vice-Pres.  
 Lawrence W. Gatto ... Treasurer  
 John Ross ... Secretary

Offices

Cincinnati 22, 2160 Patterson St.  
 L. W. Gatto  
 Phone: DUbar 1-6450

New York 38, 1564 Broadway  
 W. D. Littleford  
 Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.  
 Maynard L. Reuter  
 Phone: CEntal 5-9818

Hollywood 28, 1520 North Gower  
 Sam Abbott  
 Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.  
 Frank B. Joerling  
 Phone: CHestnut 1-0443

Washington 5, 1426 G St., N.W.  
 News Bureau  
 Phone: NAtional 8-4749

Advertising Managers

C. J. Latscha, Director

Outdoor-Mdse. ... Robert Kendall, Chicago  
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 Coin Machine ... Richard Ford, Chicago  
 Music-Western ... Robert McCluskey, L. A.

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# Hendler Upped To New WB Post

HOLLYWOOD — Herb Hendler this week was named administrative assistant to Jim Conkling, president of Warner Bros. Records. In his position, Hendler will touch virtually all basis of WB diskery's operations and will relieve Conkling of a substantial share of his administrative load.

Hendler comes well equipped for the position. In 1940 he joined RCA Victor where he worked in its advertising department until 1943. He moved to Victor's artist-repertoire department that year and became head of a.&r. in 1944. He left the label the following year to return to the Little Nipper fold in 1948 to duties which embraced a.&r., advertising and sales.

Hendler left Victor in 1950 to help form and manage the Ralph Flanagan and Buddy Morrow bands. He remained active in management until 1954 when he bowed out of that facet of the music biz to come to Southern California and focus his talents on music writing.

Hendler's latest activity was the formation of the Sonny Moon band which was recently signed by the WB disk firm (see separate story).

His appointment goes into effect immediately. He will base his operations at WB Records' Burbank (Calif.) headquarters.

# 14 NEW LABELS JOIN PARADE

NEW YORK — Fourteen labels joined the label parade this week. Here are the names and addresses of the newcomers: Buck & Sunny Records, care of Red River Songs, 5927 Sunset Boulevard, Hollywood 28, Calif.; Cleff-Tone Records, 117 West 48th Street, N.Y.C.; Pen Joy Records, 117 West 48th Street, N.Y.C.; S & S Record Company, 874 Broadway, N.Y.C.; Calico Records, care of Bill Lawrence, 1409 Fifth Avenue, Pittsburgh; Pa.; Cort Records, 302 Exchange Building, Nashville, Tenn.; Everest Records, care of Belock Instrument Corp., 111-01 14th Avenue, College Point, N. Y.; Lindy Records, care of Leithold's, 223 Main Street, La Crosse, Wis.; Guide Record Company, 9239 Mason Creek Road, Norfolk, Va.; Arch Records, care of George Jay Assoc., 1606 Argyle, Hollywood 28, Calif.; Samson Records, Parish Bank Building, Moline, Ill.; Topsy Records, care of Turvy Music, 723 Seventh Avenue, N. Y. C.; Smartt Records, P. O. Box 4006, Colorado Springs, Colo.; Reed Records, care of Artists Recording Company, 191½ First Avenue, North, Birmingham, Ala.

# ASCAP Meet Sparks Expected Fireworks; Brass Defends

## Dissidents' Battle Line Firmly Drawn; Will Fight Weak Decree

By PAUL ACKERMAN and MILDRED HALL

NEW YORK—What has been largely a behind-the-scenes struggle by the ASCAP board to maintain control of the Society in the face of pressure by the Justice Department broke into the open Thursday (30) at the Society's annual membership meeting. The session was the most emotional in years, highlighted by bitter attacks upon the ASCAP leadership. These attacks drew a robust defense from ASCAP brass, several of whom claimed the board's devotion to the membership was "selfless."

Discussions with members following the meeting brought out the following attitudes: 1) High stakes are involved; 2) despite the pleas for unity, the battle lines are clearly and firmly drawn between the top brass and the dissident elements.

Leaders of the dissident factions stated the present battle resembles events in 1950, when ASCAP retained Judge Patterson to negotiate with the Justice Department. It is alleged that Patterson was successful in persuading the Department of Justice to grant a decree satisfactory to the ASCAP brass. One publisher said the "Top Brass is trying to achieve the same result now thru the services of Arthur Dean." It was stated that the Brass and Dean had already been successful to the extent of securing a delay or reprieve, thus giving more time to work things out more satisfactorily to the ASCAP administration. It was also claimed that Patterson had received \$200,000 plus expense for his services; that the ASCAP administration would spare no expense in the current hassle.

"We will counter them as much

as we can, altho we have not their financial resources," stated one of the leading dissident members.

During the meeting, publisher Fred Fox called upon attorney Herman Finkelstein to give the membership a rundown of the Justice Department's demands and the counter proposals of the ASCAP board. Finkelstein refused, claiming that to do so would make him unwelcome at the Justice Department. He also felt this was improper strategy with regard to ASCAP; that such matters should be handled at the level of the ASCAP board rather than the general membership. Finkelstein (Continued on page 18)

# Stem Musical Cast Rights M-G-M Plum

NEW YORK — M-G-M Records is jumping with joy over the landing of the forthcoming "hot" new Broadway musical for an original cast recording — the show being "Whoop Up." According to reports all of the majors were fighting for the score. This is the first original cast album snagged by M-G-M Records in the history of the company, and the reasons hinted at for their getting it were the fact that the company is now as hot as a two dollar pistol and the fact that M-G-M did a tremendous job with the movie track of the flick "Gigi."

"Whoop Up" is based on the book "Stay Away Joe," of recent vintage. Fewer and Martin are the producers and Moose Charlop and Norman Gimbel penned the score. Frank Music is publishing the score. The F. & M. team has had nothing but hits and Frank Music has been a hit publishing firm with show scores, their last being the smash hit "Music Man."

M-G-M Records, in addition to cutting the original cast album, will also cut a jazz album of the score with Dick Hayman and an instrumental version of the score with David Rose.

# R-B Averts Tooter Strike

HOLLYWOOD—Ringling Bros. circus exec director Arthur M. Concello signed with AFM local 47 upon his arrival here thus removing the threat that a musicians' jurisdictional dispute would close the show during its 10-day run at the Hollywood Bowl. (The circus is signed with the AFM.) The hassle erupted last week when Ted Bentley, the circus' local promoter chose to hire Cecil Read's MGA members to play the show. Bentley refused to hire a 31-man band at \$18 per man per show, two a day, but agreed to these identical terms in hiring the MGA men.

Local 47 got AFL Labor Council blessing to picket the bowl, which may well have closed the show, inasmuch as circus performers (AGVA) and stagehands would have honored the picket line. Whether AFM would have actually picketed the Bowl remains questionable inasmuch as the MGA had obtained a temporary court restraining order banning picketing. Court was to have heard the motion today (3), the day after the show closed.

# JAZZ SCENE LEGEND

## Gabler Writes '30' for Commodore Disk Shop

NEW YORK — A 32-year-old legend of the music business and particularly of the jazz scene came to the end of the road this week with the announcement of the impending closing of the Commodore Record Shop.

The store originally opened in 1926 at 144 East 42d Street, later moving to larger quarters a few doors west at number 136. Six years ago, which was considerably after the golden era of the store, a move was made across to the north side of 42d Street when the original premises were razed to make room for a new skyscraper. The latter premises were small and crowded, however, and when a large Korvette discount store opened nearby, coupled with the promise of a new Sam Goody east-side operation also nearby, the decision to toss in the sponge was reached.

The first Commodore shop was a radio store which played music thru an outside loudspeaker. Pass-

ers-by would stop and ask if they could buy the records being played which prompted the operators later to stock records.

The store was opened and operated thru its long career by various members of the Gabler family. Milt Gabler, current Decca Records veepee and a.&r. chief, in the early days worked part time in the store under his father, but became active full time several years later.

In 1934, Milt Gabler established the Commodore label with a continuing series of reissues of jazz recordings. In 1938 the popularity of the label had grown to the point where Gabler commenced making his own jazz records with such artists as Eddie Condon, Pee Wee Russell, Jess Stacy, Bud Freeman, Chu Berry, Coleman Hawkins, Eddie Heywood and host of others.

The store became a hangout for these and many other musicians and writers, critics and college student jazz fans. In 1935 Marshall Stearns, then a student at Yale and a regular correspondent with Hughes Panassie and the French jazz cats, worked out with Milt Gabler an idea for a Hot Jazz Club in connection with the store. The operation became known as the United Hot Clubs of America and special disks were prepared for club members only. In effect, it was the first mail order record club, nearly 20 years B. C. (before Columbia). The hottest chapters (Continued on page 18)

# Lees Named Sales Head

NEW YORK — Lester Lees was named director of sales and sales promotion by United Artists Records last week. Lees, the former sales manager for Atlantic Records, is a 15-year veteran of the record industry.

Prior to his position at Atlantic, Lees was a band manager for Louis Prima and Jerry Wald among others. He was also associated at one time with Mercury Records in a sales capacity and later in record distribution in Albany, N. Y.

Monte Kay, vice-president and general manager of United Artists, viewed Lees' signing as a major step for the company.

# S-F Regional Meets to Key Stereo Push

NEW YORK — Miller International (Somerset and Stereo Fidelity) has scheduled four regional meetings with distributors and their salesmen, starting November 7 in Philadelphia; November 8, Chicago; November 9, Las Vegas, Nev., and November 14, Philadelphia again. Purpose of the meets is to discuss an extensive new consumer advertising program on Stereo Fidelity's new release of 15 LP's. The LP's will be kicked off with the biggest consumer ad campaign in Miller's history, with ads in Life, Time, Esquire, New Yorker, Holiday, TV Guide, Playboy, Saturday Review, and several other national mags and trade publications. All the ads are timed to appear during the peak buying months of November, December (Continued on page 18)

# Same Old Problems Beset British Pubs

NEW YORK — The record business in England and France is very similar to that of the U. S. were the views put forth by four publisher execs from London and Paris offices of Affiliated Music Publishers, Inc., holding company for Francis Day and Hunter, B. Feldman, and Robbins, Ltd., of London, and Francis Day and Francis Melodie of Paris. The gentlemen were Paddy Crookshank, European rep for the Big Three firms there, Jack Denton, managing director of publications for FD & H., Ben Nisbet, general manager of B. Feldman, and Brian Bradley, background music director for FD & H. They were visiting the United States to attend the Big Three meetings held in New York (see separate story).

In sum, they said that the single records business in England is smaller by 20 per cent for the hit singles than it was a year ago, but that the market itself was expanding; that LP's were selling better than ever; that more and more new

labels were springing up due to low-priced LP's, and that the cha-cha beat there, as here was catching on with rock and roll kids. They opined that the commercial TV disk jockey shows had helped expand record sales.

On the publishing side they noted that sheet music sales had dropped in England and France as in the U. S., and that the business had become almost wholly performance based. They said that the Songwriters Guild in England (similar to our AGAC) was protesting to everyone about the large percentage of American tunes on the BBC but that American tunes were still spread-eagling the field. They also talked about the need for new American material and the high prices they had to pay as advances to get the hit Yank tunes due to the rough competition. Everyone, they said, now has his own publishing firm in Britain and they are all competing to get new material. They also said they were enjoying their trip to the States.

# GUIDEPOST

## Am-Par Puts Teen Code On Wax

NEW YORK — ABC - Paramount has recorded "The Teen Commandments," a "code for today's teen-agers to live by," featuring three of the label's best-selling young warblers — Paul Anka, George Hamilton IV and Johnny Nash.

Westinghouse deejay Art Pallan, KDKA, Pittsburgh, first read "The Teen Commandments" on his show earlier this year "in recognition of the need for guidance and understanding of today's teen-ager. Then another Westinghouse jock, Norm Prescott, WBZ, Boston, picked it up for his show.

Both spinners reported tremendous mail response from both teen-agers and adults. Prescott drew over 19,000 letters, following which "The Teen Commandments" was published in more than 25 Boston newspapers and read by Arthur Godfrey on his CBS network show.

The Am-Par disk, which features Don Costa's ork and chorus with "If You Learn to Pray" on the flip, was sent to 3,500 deejays across the country this week, with a suggestion that jocks use the platter as closers for their shows. The record will also be sold thru dealers.

"The Teen Commandments" spotlights a 10-point guide for the rock and roll era — "Stop and think before you drink," "Be humble enough to obey. You will be giving orders yourself, some day." "Choose a date who would make a good mate," etc.

# DISK JOCKEY CHECK LIST

The following stories which appear in this issue will be of special interest to disk jockeys.

- Teen Commandments .....Page 3
- Dick Pack-NAB .....Page 6
- Shock Tie-Up .....Page 6
- Plans Set for Jockey Conclave .....Page 2
- Star System for Singles .....Page 2
- Old Sounds .....Page 6
- Ted Steele Show .....Page 6
- WIBG-Storer .....Page 2
- How Smart Can You Be, Even as a Group? .....Page 6

# Midwest Sees New Gear Guage of Stereo Sales

CHICAGO — Midwest attitude about the prospects of the stereo-disk market, according to a Billboard roundup this week, was confident but somewhat less excited than several weeks ago. A mass market for stereo records shows all the signs of appearing sometime in the vague future, but more in the manner of an accumulating drizzle than a cloudburst.

The pace will best be gauged, opinion here holds, next January and February when the Christmas sale of stereo players opens the

demand for records to play. A heavy equipment sale could result in such disk demand that January and February could become record-breaking months for retailers. A moderate or light player sale will at least serve to shove stereo's presently small foot somewhat further in the door. But manufacturer, distributor and dealer opinion alike reflects general satisfaction that stereo has met the initial tests of public acceptance.

Nicest sale of stereo disk merchandise so far, according to Fred Kassman, manager of the Columbia distrib, is in suburban areas, a condition encouraged by two probable factors: the greater abundance there of consumer cash and the greater density of brand new homes being furnished with new styles of equipment. Many of the smaller record shops within the city limits, The Billboard survey showed, are not even carrying stereo yet.

## Carlton Beats Competition to Master Disk

NEW YORK — Carlton Records outbid several other companies to obtain the master of "Philadelphia U. S. A.," the latest "hot" platter to figure into the "bought master" parade.

The disk, produced by Bill Borelli, was waxed by the Nu Tornados with the Main Street and Ferko String Bands. The Philadelphia Chamber of Commerce is currently working with Carlton Records in promoting the disk. Several shots on local TV shows have been set, which will feature the teens dancing a new step called "The Mummies Strut," a teen version of the old Mummer's dance.

Several covers are already in the offing. Art Lund has done the tune for Coral, and Dot plans a Milton DeLugg version.

Polk Bros., biggest appliance retailer in the area, reports that stereo players are now moving at about a 50-50 rate with monaural hi-fi, sometimes spurring up to a 60-40 ratio. The store reported a tendency for a stereo prospect to seek a conversion kit if his hi-fi set is three years old or less, and a complete stereo outfit if hi-fi equipment is older.

One indie distrib had been given a 1958 quota of 270,000 stereo albums by one of its larger labels. So far, less than 100,000 have been moved to stores. The distrib believes that the first flush of stereo enthusiasm led to general over-optimism about the eagerness of the market, but he reiterated confidence in sizable sales that

he feels ought to develop by the middle of 1959.

Occasionally traces of skepticism are located. One sales exec said he mentioned to the head of a competitive distributor that he had no stereo in his home because his wife didn't want to upset the decor of the room. Replied the other, "Same case with me."

A lot of people don't have living rooms larger than 10 by 12 feet, this exec argues, and they need two speakers like a hole in the wall. Turning this thought to a kind of optimism, the exec said he believes the monaural market is solid for a long time to come.

## Big 3 Holds Staff Meets

NEW YORK — The Big Three concluded a successful series of meetings with its full staff of professional men from its New York, Chicago, Cincinnati and Los Angeles offices, plus its affiliated firms in London and Paris. Meetings were held under the aegis of topper Mickey Scopp, and were sparked by his recently completed realignment of the professional staff, whereby Norm Foley was made professional manager of the Big Three firms, Robbins-Feist and Miller.

The meetings were devoted to analyzing the various market problems faced by the different offices of the Big Three. These concerned the handling of film music and film scores, the handling of original material, and the method of exploitation of standard material. Scopp noted that the West Coast office of the Big Three was becoming more and more important as more record firms headquartered there. (Continued on page 61)

## Col., Decca Wax Language Lesson LP's

NEW YORK — Columbia and Decca are bringing out a new language series, as part of the better instruction for lower prices trend which has manifested itself in the language field over the past few years. Columbia's "Record Time Language Series" offers courses in French, Italian, German and Spanish prepared by the Institute for Language Study. Each course, accompanied by a hard cover textbook, lists for \$9.98, available on two 12-inch LP's or seven 45's.

Decca will distribute the "Listen and Learn Language Series," a division of Dover Publications, with the same four languages plus Russian available on three 10-inch LP's each, along with instruction book. List price is \$4.98. Both labels stress idiomatic conversation.

## Cap. Skeds Big November Wax Promot'n

HOLLYWOOD — Capitol will promote its November release by spotlighting the four fem vocalists featured (Peggy Lee, Judy Garland, Molly Bee and Ann Richards) in full-color displays. Double panel display will herald the new George Shearing Quintet's "Latin Lace" package. Full-color die-cut dis- (Continued on page 61)

## HOT 100 RANKS ADD NINE

NEW YORK — There are nine new listing on The Billboard's Hot 100 chart this week. These are:

54. Beep Beep—The Playmates, Roulette 4115
65. I Got Stung—Elvis Presley, RCA Victor 7210
77. Light of Love—Peggy Lee, Capitol 4071
86. The Mocking Bird—The Four Lads, Columbia 41266
88. Cannon Ball—Duane Eddy, Jamie 1111
92. Dreamy Eyes—Johnny Tillotson, Cadence 1353
96. It's Raining Outside—The Platters, Mercury 71353
98. A Part of Me—Jimmy Clanton, Ace 551
100. That Old Black Magic—Louis Prima and Keeley Smith, Capitol 4063

## SPLIT LONGHAIR CAKE

# Seven Labels Divvy Classic Chart Tallies

• Continued from page 1

artists include Artur Rubinstein, the Chicago Symphony under Fritz Reiner, the Boston Pops with Arthur Fiedler, the Boston Symphony Orchestra with Charles Munch, the NBC Symphony Orchestra under the late Arturo Toscanini and Jascha Heifetz.

Top Columbia classical chart maker is the Philadelphia Orchestra, conducted by Eugene Ormandy. The New York Philharmonic under Leonard Bernstein and Bruno Walter are also consistent scorers. Other top classical talent for this label includes Rudolph Serkin, Glenn Gould, Zino Francescatti, E. Power Biggs and the Budapest String Quartet.

Capitol artists whose releases continually reach the best-selling chart include the Pittsburgh Symphony Orchestra under William Steinberg, the hollywood bowl Symphony Orchestra with Felix Slatkin or Carmen Dragon, various orchestras conducted by Leopold Stokowski, Leonard Pennario, Nathan Milstein and the Concerts Arts Symphony Orchestra led by Eric Leinsdorf.

Mercury's Antal Dorati with the Minneapolis Symphony Orchestra is that label's leading artist. Their recording of Tchaikovsky's "1812

Overture" has had a high position on the classical chart for over two years. The Detroit Symphony Orchestra under Paul Paray and Maria Callas are also strong names for Mercury.

Top Angel artists are Sir Thomas Beecham and the London Philharmonic and the Philharmonic Orchestra under Herbert von Karajan. This label's forte appears to be opera. London is also strong in the opera category. Epic's top classical artists are the Cleveland Symphony Orchestra conducted by George Szell and Arthur Grumiaux.

## 10 Packages On Angel's Nov. Agenda

HOLLYWOOD — Angel Records' 10-album November release will be paced by a new Otto Klemperer recording of the Beethoven Ninth Symphony with the Philharmonia Orchestra and chorus.

Other packages in the release feature Maria Callas, Elisabeth Schwarzkopf, Dietric Fischer-Dieskau, Paul Kletzki, Vladimir Ashkenazy, Giuseppe De Stefano, Virtuosi Di Roma, among others.

Release will be backed by five full-color window and counter cards distributed to dealers. Two-panel poster will promote the Beethoven Ninth package with additional material touting the Schwarzkopf "Operatic Arias" album, Ashkenazy's Brahms Second Piano Concerto plus a display on the "Nutcracker Suite."

## AIM AT STAGE, CLICK ON WAX

NEW YORK — Carolyn Leigh and Cy Coleman have discovered a unique formula for writing pop best-selling tunes. Also they haven't had a Broadway show score (as a team) produced on Broadway yet, they've chalked up quite a record for writing hit "show" songs. Their best-seller "Witchcraft" was originally written for a never-produced musical version of Gypsy Rose Lee's autobiography "Gypsy."

Tony Bennett's current hit "Firefly" was penned by the duo for the same show. Jo Stafford's new waxing, "Hibiscus" was written by Miss Leigh and Coleman for the score of another unproduced musical, "13 Daughters," and also from the score is "You Fascinate Me So," Sylvia Syms' new Decca release.

The team is now writing the score for the forthcoming Broadway show, "The Wonderful O." "Even if the show is never produced," said Miss Leigh, "we'll have some more hits if the formula works."

## just why do you read The Billboard?

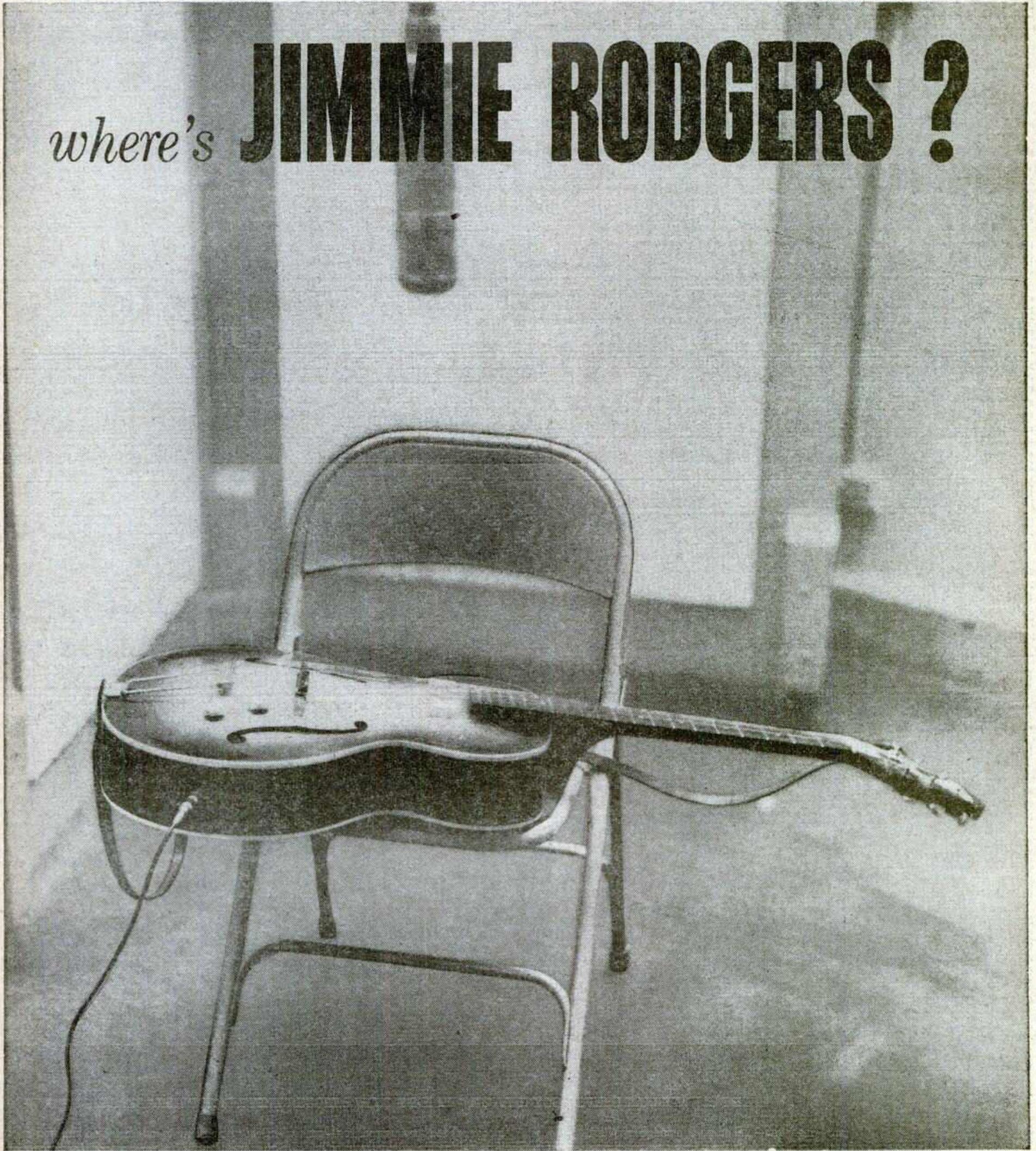
You're reading this issue of The Billboard because you want the facts in the news, all the facts.

And in The Billboard you know you get more news, more facts and more helpful information about what's going on in the music industry than you get from reading any other music trade paper or combination of trade papers.

That's why reading The Billboard every week is such a rewarding experience. It brings you more news, more about new records and new products, more about equipment and components, and more buying guides, and more profit-making and programming services.

You get more in The Billboard. That's why it's read by more people in the music industry. More people pay more money for subscriptions to The Billboard than for Cashbox, Music Reporter, Music Vendor, Record and Sound Retailing and Variety combined.

*where's* **JIMMIE RODGERS ?**



*he's on his way to* **BIMBOMBEBY**

*and* **BIMBOMBEBY** *is on its way*

*to a million on*  **ROULETTE** *R-4116*

## FROM LP'S TO SINGLES

## Vet Artists, Vintage Tunes Spark Renewed Nostalgic Listening

By REN GREVATT

NEW YORK — The lure of the old — in terms of artists, tunes and sounds — has never been so strong in the record business. This is not to say, however, that a yearning for the nostalgic is really anything new. For some time, the phenomenon has been observable in the LP field, but only recently has it come into focus on the singles scene.

Fraders are chalking up the current interest at the singles level to the sensational reincarnation of Tommy Edwards as a singles artist by M-G-M Records with "It's All in the Game." Since then, it appears that virtually half the stable at M-G-M, or at least that portion of the roster who've been on the scene for a number of years, are re-cutting their old hits "in hi-fi" as the saying goes.

In addition to previously noted examples of this trend, the latest is Art Lund whose new disk on Coral, "Philadelphia U. S. A." is backed with a re-cutting of his old hit, "Mam'selle." Al Martino is also out this week with a re-cutting of his old hit, "Here in My Heart."

## Established Practice

A glance backward, however, spotlights that the re-cutting or re-mastering of old favorites is an established practice in the LP field, and one that frequently pays off handsomely. Several years ago a motion picture caused a tremendous

surge of renewed interest in the Benny Goodman sound. The old Goodman Carnegie Hall masters were juiced up and new disks by a new Goodman band were cut in hi-fi of all the old favorite Goodman arrangements.

The same thing happened at the time of the "Glenn Miller Story" some years back. There were many revived old Miller records and there were new ones made by the Glenn Miller Band with Ray McKinley from the old Miller book, which continue to sell both on record and in person.

There has been a constant stream of "great name band" records on the market, which re-created familiar sounds of the Dorseys, Millers, Goodmans, Barnets, the Woody Hermans, the Hal Kemps and many others. Glen Gray's famous Casa Loma band has been revived via several LP's on Capitol with the old band's arrangements.

Most recent example of the old

artists with their old records on the comeback trail was an LP issued by Warner Brothers' Records last week. For this package, the label gathered together a flock of stars of yesteryear and cut their great hits in hi-fi. The artists included Art Lund, Skinny Ennis, Helen Forrest, Wee Bonnie Baker, Yvonne King, Martha Tilton, Larry Cotton, Donald Novis, Ray Hendricks, Jack Leonard, Pinky Tomlin and Ronnie Kemper.

There are a number of theories as to why there is so much interest in the oldies, particular at this time. Several disk men have pointed out that the repertoire situation is so confusing now that the most reliable course appears to be a fall-back on the venerable tunes of old. "They are throwing so much at the kids these days in the way of different types of records that they really don't know what they want themselves," is the way

(Continued on page 61)

## Westinghouse Exec Scolds Broadcasters

WASHINGTON — Network radio broadcasters were roundly scolded as principal offenders in prejudice against new music trends, and in "emotional, smear criticism" of pop music programmers, during the NAB's final fall conference meeting here last week (27-28).

Bearding the long-hair broadcast lions was Richard M. Paek, v.p. of Westinghouse Broadcasting Company, of New York, in his talk on music programming in radio. The lions bristled as Paek scored middle-aged station managers who kept prejudiced attitudes and were generally ignorant about current music.

Speaking for the Westinghouse six broadcast stations, which have been on an "independent" program basis for the past two years, Paek pleaded with the network broadcasters to quit berating segments of the industry they did not agree with musically.

"Deejay, top hit, juke play," have become "dirty words" to this group, said Paek. Irresponsible criticism labeling music and news stations as "radio's beat generation" has hurt the whole broadcast industry.

## Room for Opinion

"We live in a democratic nation and radio is a democratic industry. There is room for different tastes and opinions in both." Other media don't berate their members for a touch of corn, said Paek. All magazines can't be "New Yorkers," and all newspapers can't be "New York Times."

Managers of the anti-everything in popular music were taken to task for refusing to admit they were musically middle-aged, and far behind in musical knowledge.

## Talmadge Sec. Adds to Stint

CHICAGO — Art Talmadge, exec veepee of Mercury Records, has appointed Roz Gewarter to the post of production coordinator of all singles and LP disks, covering liaison between the home office and plants. Miss Gewarter also doubles as Talmadge's secretary, a responsibility regarded by informed observers as quite a man-killer in itself.

"Let's own up — the tunes we loved are 20 years old," said Paek, "If only for the good of the station ratings, managers must listen to the new records, know the music put out by the enormous and expanding popular record industry. Snobbery about pop music blinds some managers to the hard facts of what the public wants."

Paek had equally hard knocks for the mechanical "Top Sixty" formula. It takes more than a list to program music well. Appeal must be keyed to type of audience, time of day, music for dif-

(Continued on page 61)

## EQUIPMENT LACK SLOWS NIPPON STEREO PITCH

YOKOHAMA — Stereo appears to be moving ahead on the disk front here, with a number of labels becoming active in the field. One record firm is also ready to introduce stereo-playing equipment to the market place.

According to one source here, "stereo disks marketed by both Nippon Victor and Nippon Columbia are currently selling somehow or other." A spokesman has pointed out that: "So far, more than 10 selections issued by Nippon Victor have been mostly purchased by such specific customers as radio set retailers, highbrow tea houses or cabarets rather than by individual enthusiasts."

Victor sets most in demand are "King Prad in Hi-Fi," Tchaikovsky's Piano Concerto No. 1, and Beethoven's Emperor Concerto. With Columbia, classical and pop selections have found equal demand but it was noted especially that 'South Pacific' is selling more than other repertoires.

With matrices received from Deutsche Grammophon and Coral, Nippon Grammophon is now expected to take the bow into the field in December with Ferenc Fricay's reading of Beethoven's "Symphony No. 9." King Records, distributor of London, Telefunken, Mercury and ABC-Paramount, will have its first release ready on November 10. This will have only classical repertoire with pop held back till the second release.

On the other hand, Toshiba, distributor of Angel and Capitol, will

## TRES SHOCKING WAX-TV TIE-UP

NEW YORK — ABC-Paramount has made a promotional tie-up with WABC-TV's "Shock Theater" show here to push its new LP "Shock Music in Hi-Fi" by the Creed Taylor Orchestra.

Designed to cash in on the current popularity of horror movie programs on TV and in motion pictures, the LP spotlights jazz-flavored arrangements of Kenyon Hopkins compositions with spooky themes and sound effects. The package was a recent Billboard "Novelty Spotlight."

Free copies of the LP will be given out on the TV show, in conjunction with a contest. Am-Par plans to follow up with similar promotional tie-ups with other TV horror movie series on stations across the country.

## Steele Sets Talent for Holiday Show

NEW YORK — The talent line-up for the Ted Steele Bandstand Show, which will grace the stage of the Brooklyn Paramount Theater for five days over the Thanksgiving holiday, has just about been completed. Scott Muni, another key WMCA deejay at the New York station, will help Steele with the emceeing chores of the show. Talent line-up to date includes the Kalin Twins, Connie Francis, Clyde McPhatter, Cozy Cole, Big Bopper, Jimmie Clanton, Jerry Butler, Frankie Avalon, the Royal Tones, Dickie Dee and the Don'ts, the Solitaires, and five other acts.

Steele and Muni will make their radio broadcasts directly from the Paramount Theater while the show is in progress. Show will open on Wednesday, November 26, and run thru Sunday, November 30. H

(Continued on page 61)

## Mitch's Magic Packs a Midas Album Touch

NEW YORK — Mitch Miller, who as Columbia's pop singles chief has added a lot of fire and glamour to the singles business for many years, appears to be doing the same thing for the Columbia album business. Since Mitch took over the pop album division early this year Columbia has been coming up with more and more strong pop album sellers, and more and more have been hitting charts. Of these big sellers, Mitch himself has launched three with his own imprint.

Columbia's first "Sing Along With Mitch" album, which has turned into one of the label's strongest sellers in 1958, has passed the 300,000 figure and is still going strong. His second set of the same type, "More Sing Along With Mitch" has just reached 100,000 point and appears headed for bigger things. And now really to spread-eagle the field, Columbia has brought out a Christmas Mitch Miller package called (what else?) "Christmas Sing Along With Mitch." According to the sales people over at Columbia the orders on the Christmas Mitch set are exceeding their most optimistic expectations, or in plainer language, "It's getting orders like a single!"

In addition to Mitch's own personal sets, the hot ones going for the label in the pop field are the Johnny Mathis albums, especially "Swing Softly" and the new Ray Conniff album "Concert in Rhythm."

## Victor Disk Clubs Offer Yule Deal

NEW YORK — The RCA Victor Record Clubs are offering a special deal to their members for Christmas. Out of a prepared list of 14 different LP's, if a member buys any two, he gets one free, which gives him a saving of 33 per cent. Albums include two new sets and many standard items from the RCA Victor catalog. New sets include the Harry Belafonte "To Wish You a Merry Christmas." Older sets include the Perry Como album "Merry Christmas Music," "Ahmal" and the Night Visitors, and "Christmas Hymns and Carols" by the Robert Shaw Chorale.

## Col. Ups Morgan To A.&amp;R. Staff

NEW YORK — Bob Morgan has been added to the Columbia Records a.&r. staff as an associate producer in the pop a.&r. division. He will work under Irving Townsend, exec in the pop album division. Morgan has been in the Columbia Records training program for the past two years.

## HOW SMART CAN YOU BE, EVEN AS A GROUP?

NEW YORK — The ways of the music and record business are exceedingly strange and each week another outrageous story crops up that is even weirder or funnier than the one before. This week's entry concerns a top recording act, an alias, a hit record, and the consequences. Hip readers can maybe supply names missing from this story.

It seems that this top recording act, which has a string of hits behind it, cut a record on its own in the cellar of its office building outside the city of Philadelphia. The guys were so happy with the rec-

ord that they decided not to show it to their own label, a major diskery, but to peddle it themselves under another name. And so they invented the name, the Kingsmen, for their record containing the tune "Weekend." A Philadelphia distributor heard it, played it for a Philadelphia deejay who liked it and then sent the disk to Atlantic Records in New York. Atlantic bought it for their East West label.

The Philadelphia jockey laid on the record and as luck would have it, the record started to break out.

(Continued on page 61)

## UA to Tee-Off Major Push On 2 New LP's

NEW YORK — United Artists and United Artists Records have set a major promotional push on behalf of the diskery's two latest LP's, the soundtrack of "I Want to Live" and a version of the score by Gerry Mulligan's group. The campaign will involve a drive among thousands of retail outlets and more than 1,500 radio stations.

Plugging of the new albums will include special screenings for more than 1,200 deejays across the country and theater and music store displays. The company is circularizing its entire dealer list with a letter which will detail the steps of the promotion for the albums.

## Air Parody to Plug Fraternity Disk

CINCINNATI — Harry Carlson, Fraternity Records proxy, was informed Tuesday (30) by Anne Davis, of Grant Advertising, Inc., Hollywood, that the latter firm is doing a parody version of Shirley Forwood's counterpoint rendition of "Ma (He's Making Eyes At Me)," recently released on the Fraternity label, the parody take-off to be used as a commercial on the Lawrence Welk "Dodge Dancing Party" over the ABC-TV network from Hollywood next Saturday (8).

Featured in the parody version, which will tie in with the auto firm's new commercial punchline, "I'm in Love With the '59 Dodge," will be Larry Dean, Dianne Lennon and Rocky Rockwell, of the Welk contingent.

Fraternity's "Ma" record comes in for a plug in a release being sent out by the Grant agency to some 1,200 pop deejays, asking them to spin the platter on their programs this week so that the public may become familiar with it in time to appreciate the Dodge commercial Saturday night.

# LOUIS ARMSTRONG

and  
the  
All Stars

## THE MARDI GRAS MARCH

A Great Song from the 20th Century-  
Fox Film-Jerry Wald's Production "Mardi Gras"

## "I LOVE JAZZ"

Louis sings this Fabulous Rendition on  
the CBS-TV "Timex All Star Jazz Show"  
November 10th 10 PM E.S.T.

DECCA 9-30771



# VOX JOX

By JUNE BUNDY

**HOP GIMMIX:** Pete Johnson, WNOW, York, Pa., a dignified Madison Avenue type, pulled a personality switch for the sake of promotion last week. The jock recently conducted a "Queen of the Hop" contest on Bobby Darin's new Atco disk of the same title. The winner was escorted by Johnson to Philadelphia's Erie Social Club, where Darin was appearing last week. After Darin and the young "queen" danced, Johnson went out on the floor and performed a credible "lindy" with the pretty teen-ager.

**Tom Edwards, WERE Cleveland,** who recently added hula hoop contests to his record hops, writes, "To speed up the contests I have kids stand on one leg to weed out the losers. The single winner gets a handful of records. Hoops are given as prizes, too." ... Larry Burroughs, KPHO, Phoenix, Ariz., originated his two-hour morning show from the window of the Wilson Furniture Company last week. Featured on the show was a "needle hunt." Two teams of teen-agers hunted thru huge haystacks for hidden needles, with the winning team awarded a \$100 donation for the United Fund.

**ADULT HOPS:** Jocks at KDKA, Pittsburgh, are now doing one teenage hop and one adult hop every Friday evening. The teen affair is held at the Naval Reserve Training Center and the over-21 dance began last week at the Sherwyn Hotel. Deejays dividing their time between the two hops (start the evening at one and finish at the other) include Art Pallan, Bob Tracey, Jim Williams and Clark Race. In line with this, the nation's first UNICEF "Penny Prom" was conducted by KDKA's Pallan early in October. Williams and Tracey also contributed an evening each to run the dances, which are presented in various sections of Pittsburgh for the benefit of the United Nation's children's fund.

**GAB BAG:** Barney Vinson (air name Larry Monroe) KRIO, McAllen, Tex., writes, "Something to think about: The reason so many small record companies have limited chances for their artists to score big is the inferior quality of the disks. The records, when played several times, have a tendency to scratch easily, especially the opening. But many small companies certainly deserve credit for introducing fresh new talent to the public."

**THIS 'N' THAT:** Fred Brooks, KRBC, Abilene, Tex., writes "You might say we are 'new sound all around' since we only recently added new deejays to the staff and switched from strictly pop programming to spinning the Hot 100, new tunes, and the favorite old standards in their original form." The jockey roster at KRBC includes Brett Allison, Chuck Fade, Brooks and five other spinners.

Bob Furry, KTAR, Phoenix, Ariz., pens, "I think the 'Disk Jockey Check List' in The Billboard is a great idea! It couldn't be easier to find items that are of special interest to us, that is, unless you just can't read. I'll bet that Billboard could even come up with an answer to that!" Furry and fellow Phoenix jocks (Keith Morris, KRIZ, Larry Burroughs, KPHO) conducted a joint-record hop at a local high school last week.

**CHANGE OF THEME:** Eddie Newman has returned to radio, via a new show over WIFJ, Philadelphia, which is aired from 11 p.m. to 2 a.m. across the board. ... Jim Turner has started to program a daily jazz show over WEND, Baton Rouge, La., from 4:30 to 5 p.m. Monday thru Friday. From 2 to 4 p.m. Turner will continue to spin pop releases. New spinner with WCUE, Akron, O., is Bob Forster, who has taken over the station's early morning show. Forster was formerly with WITB, Baltimore.

Gene Fullen, who emcees several TV shows over WTVN-TV, Columbus, O., has taken over the evening deejay slot at WTVN, radio, from 7:30 p.m. to 1 a.m. He will also continue his video duties. ... Russ Baker has resigned as director of operations for WNBZ-AM-FM-TV, Binghamton, N. Y.

Another unusual WNOE contest "Wanted" was the branchchild of Budd Connell. Jocks described "certain people and gave them a limited time to go down to the station and identify themselves." Still another WNOE promotion, "Rear Window Time" (a Jimmy Noe Jr. idea), offered prizes to people whose license numbers were called if they also had a WNOE rear window sticker on their cars. Meanwhile, Brooks has signed a recording contract with a new local label, Ric Records.

Syndicated music columnist-critic Norman Weiser, one-time Billboard staffer, has started a series of daily one-hour deejay shows

## YESTERYEAR'S TOPS—

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

OCTOBER 30, 1948

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

OCTOBER 31, 1953

1. You, You, You
2. Vaya Con Dios
3. Oh
4. Ebb Tide
5. Crying in the Chapel
6. St. George and the Dragonet
7. Dragnet
8. Rags to Riches
9. Eh Cumpari
10. No Other Love

over WCBM, Harrisburg, Pa. The show, which has been pre-sold locally thru the balance of the year, features show tunes, standards and selected semi-classics. Weiser's column currently appears in more than 250 newspapers throughout the country.

Russ Naughton, WDRG, Hartford, Conn., will soon be airing recordings by local high school glee clubs. The station is making plans to send out recording crews to each of the high schools in the area to record their best glee club numbers for use on Naughton's "Shoppers' Special" program. The glee club waxings will be aired between 9:15 and 10 a.m. daily, and some of the disks will be utilized on other WDRG shows later in the day.

**PROMOTION - WISE WNOE:** New Orleans Station WNOE is going all out these days on unusual promotions. For example, D. J. O'Day, deejay-news director for the outlet, recently ran a contest offering "to give away to needy persons 7,000 dead grass hoppers. Of course," notes O'Day, "the people had to prove they really needed these welcome additions to their homes."

**TEXAS - CHANGE OF THEME:** New jocks at KPRC, Houston, are Ed Case and Johnny (The Redhead) Edwards. ... Gene Echols has joined KTHH, Houston, replacing Frank Benedict, who has moved to sister station KRYS, Corpus Christi, Tex. ... Fred Jones is now spinning 'em in the early evening slot on KMAC, San Antonio.

# ON THE BEAT

By REN GREVATT

It's very tough indeed for German disk artists and clefters these days, according to one of the top-ranking West German pop cats, one who is known there simply as Freddie. Freddie Quinn is his real name and he has been in the States observing the scene here and visiting with his friends at Hill and Range for several weeks. "More than 70 per cent of the popular records on the German radio are by Americans," Quinn told me last week. "With the way things are there, I can tell you I've been mighty lucky."

Quinn has Germany's very first million selling disk to his credit, a tune called "Heimweh," which is translated, "Homesick." He has also cut such American tunes as "16 Tons," and "Memories Are Made of This," with considerable success. "On my biggest record, they sold 250,000 in one month and they told me that the Polydor people had to cancel their vacations to keep up with the pressing schedule. This all happened even after Kurt Goetze, one of our famous radio disk jockeys, smashed my record right on the air. He's a jazz fan and I guess he didn't dig it too much."

Quinn started his career as a sax man in a travelling circus band in Austria. Later he played piano in the American Bar in Rome before the management discovered he knew only three tunes and said they couldn't use him any more. He's also worked in Casablanca and later in Hamburg where he was discovered by Deutsche Grammophon playing and singing in a night club. "They didn't make a record with me for a long, long time," Quinn says, "and for my first one they paid me \$110. Things are better now tho."

Quinn is planning a look see of the Hollywood scene next month but first, he may cut some disks with Milt Gabler of Decca here. His next disk in Germany is going to be an old tune, "Cigarettes, Whiskey and Wild, Wild Women."

According to Quinn, the current German hit parade carries such listings as "Sail Along Silvery Moon," by Billy Vaughn; "The River Kwai March" by Mitch Miller and Perez Prado's "Patricia." He adds that Presley and Sinatra are eternal favorites there.

"Our only real ambassador is our music," says M-G-M Records' thrush, Toni Carroll, who returned to the States last week from a seven-day visit to Moscow. Miss Carroll obtained clearance for her tour from the Soviet Embassy in London by tipping them off to catch her on British TV during her recent engagements there.

In Moscow, she called at the Moscow Art Theater where the students put on scenes for her from classic Russian drama works. Reciprocating, she sang American pop songs for them. Then, she relates, "The next morning two of them came to the Hotel Metropole and presented me with a gift. They told me, 'Thank you, yesterday was the happiest day of our lives.'"

Miss Carroll, with an interpreter furnished by Intourist, the Soviet Travel Agency, spoke with a large group of youths in a sidewalk exchange. "They were very interested in anything I could tell them about Ella Fitzgerald, Louis Armstrong, Dave Brubeck and Doris Day. They could sing the lyrics to Doris Day's 'Que Sera Sera' perfectly without even knowing what the words were saying. They said they heard the records on the Voice of America. Everyone begged for American records and I handed out all I had. There was one LP of Ella Fitzgerald which really went over big. I have an address for one of the students at the Art Theater who will dole out whatever records I can send and I intend to send as many as I can." Any disk people interested in helping the project can get in touch with Miss Carroll at M-G-M Records, New York.

Jackie Davis has opened an eight-week stand at the Club Ebony, Los Angeles. Booking was handled by Lil Cumber Agency. ... Am-Par's Johnny Nash will star in Hecht-Hill-Lancaster's upcoming film, "Take a Giant Step," which starts shooting November 13 in Hollywood. ... Hanover's Laura Leslie plugged her "Lollipop to Lipstick" disk on Bob Clayton's Boston TVer, Saturday (18) and on the Steve Allen show Sunday (26). ... C & M Records, Elizabeth, N. J., has signed Lee Richards. ... Duke is pushing a disk by Miss Lavell called "Teen Age Love," and "If," plus Long Tall Lester's "Working Man," and "All Because of You."

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Cozy Cole Hits With Drum Solo

With Topsy 11, his first single, Cozy Cole has become that rare phenomenon — a drummer with a

hit on the national charts featuring a drum solo. The percussionist got his first set of skins the Christmas he was five, and has been playing ever since. He's studied at N. Y.'s Julliard Conservatory, and with private teachers, and now spends time teaching others at the Gene Krupa-Cozy Cole Drum School.

One of the first to recognize his talent was Cab Calloway. Since playing with Calloway, Cole has developed many of his own groups including Cozy Cole's Big Seven, Cozy Cole's Quartette and the Cozy Cole Orchestra. As an individual, he's been featured with Raymond Scott, Benny Goodman, Artie Shaw and Louis Armstrong. The drummer records on the Love label.

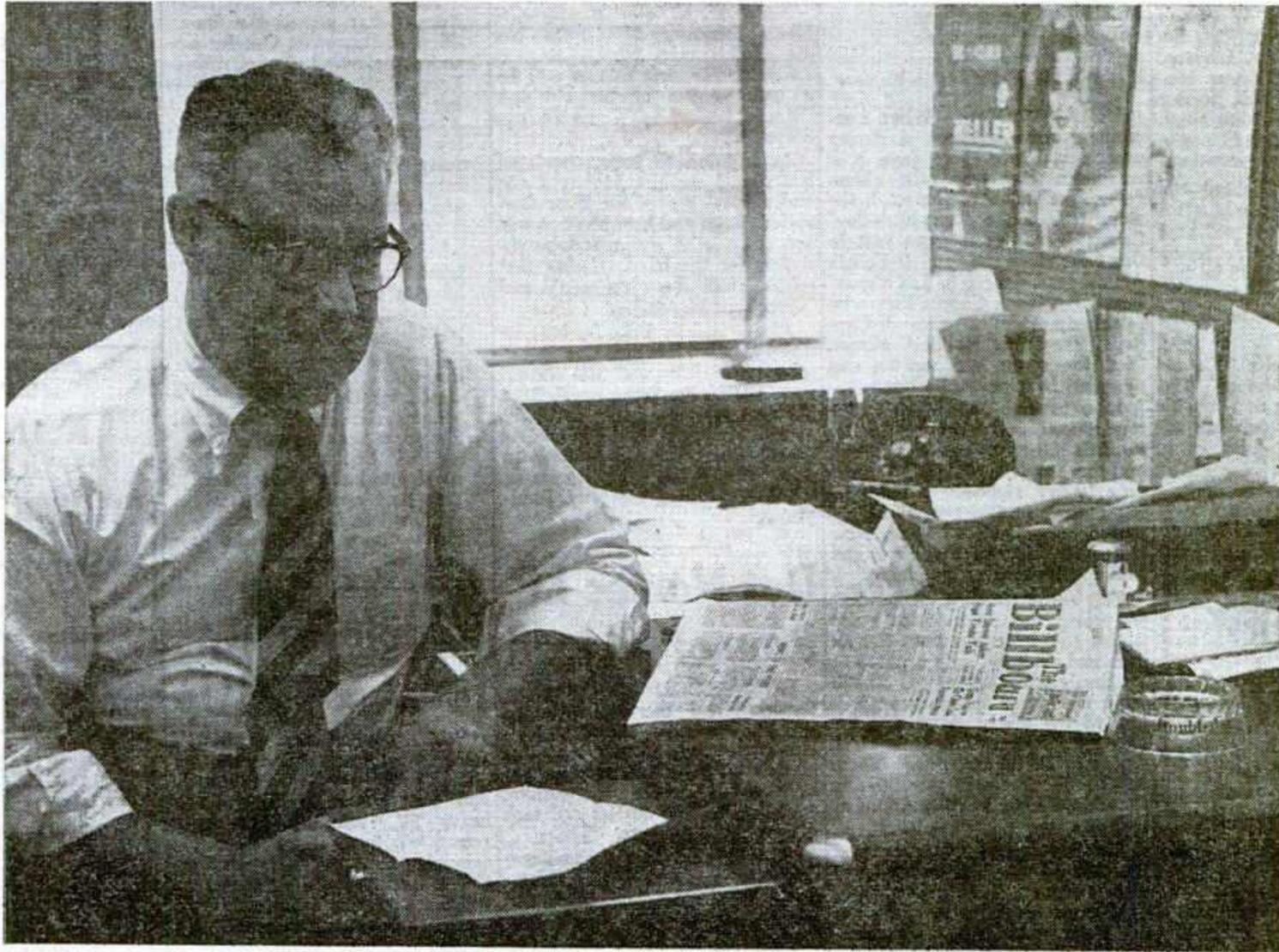
### Connie Francis Scores Again With 'Fallin'

Connie Francis, whose "Fallin'" is doing just the opposite on The Billboard's Hot 100, started in show business at the age of 12 on NBC-TV's "Startime Show." From that spot, she appeared on Arthur Godfrey's Talent Scouts and on the old redhead's morning program.

While attending Belleville High School in New Jersey, the young singer learned to play the accordion and made personal appearances in clubs, theaters and hotels in the New York area. With all this, she was awarded a scholarship to New York University upon graduation.



During the past two years Miss Francis has been seen on "Stage Show" and has sung in the sound track of two motion pictures — "Rock, Rock, Rock" and "Jamboree." For relaxation, the M-G-M artist digs the cha-cha and science fiction.

One in a Series of Industry Personality Statements

**GEORGES PRINCE, RECORD MANAGER, DOUBLEDAY BOOK SHOPS\*, says:**

“Members of our sales staff in all twenty-eight Doubleday shops are urged to keep abreast of developments in the music industry by reading *The Billboard* each week. As a matter of fact, our company pays for subscriptions addressed to our shops.

We also check the album charts and reviews in *The Billboard* each week to see that there are no holes in our own inventory of important merchandise.”

\*8 shops in New York City, 4 shops in Detroit, 2 shops in St. Louis and shops in Scarsdale, N. Y.; Manhasset, L. I.; Garden City, L. I.; Hartford, Conn.; Bala-Cynwyd, Pa.; Grosse Pointe and Birmingham, Mich.; Clayton, Mo.; Toledo, Minneapolis, Baltimore, Miami Beach, New Orleans and Boston.



## Sonny Moon Band to Deb

HOLLYWOOD — Warner Bros. Records last week lifted the wraps from its newly acquired Sonny Moon band. It was conceived by Herb Hendler, former RCA Victor artist-repertoire chief, and founder of the Ralph Flanagan and Buddy Morrow aggregations.

Structural concept behind the Sonny Moon ork is the combination of the commercial rock 'n' roll beat with the big band sound. "Sonny Moon," a non-de-disk, will be featured on singles at the outset with a possible package to be issued early next year.

First release couples "Countdown" with "Remembering." The "Countdown" ditty is tied-in with the Cape Canaveral moon-shot activities.

## NEW PITCH

### Cover Art Takes to DJ Trail

HOLLYWOOD — When a recording artist goes on a deejay promotional tour these days, it is not news. But when the album cover "art" takes to the road, the story takes on a "man-bites-dog" flavor. It has even more zest in this case, since the "art" is Felicia Atkins, lead dancer in Las Vegas' Hotel Tropicana Chorus line, who fetchingly graces the cover of Capitol's "Tropicana Holiday" album. (Yes, the album was written and recorded by Gordon Jenkins.)

Now back to Miss Atkins. Her tour is sponsored jointly by Capitol Records Distributing Corporation and the Tropicana Hotel. She goes on a 10-day, eight-city tour inspiring deejays in Chicago, Washington, Baltimore, Philadelphia, New York, Boston, San Francisco and Los Angeles to play the album.

Cap has prepared a special deejay record with Miss Atkins' voice tracks, two selections from the album and an insert with a photo of the lovely lass. Cap printed 30,000 table tent cards with a reproduction of the album cover and the message "Enjoy a 'Tropicana Holiday' on Capitol Records." These will be distributed in quantities in the cities visited by Miss Atkins as well as at the Tropicana itself.

This is believed to be the first time the gal on the cover comes to life for an extensive deejay promotion. It is also believed to be the first time an entire Vegas production is built around an album.

### Cologne Exec On Cap Visit

HOLLYWOOD — Dr. L. Veder, managing director of Cologne, Germany's Electrola Company, Capitol Record's West Germany

## Brito Starts Own Label

NEW YORK — Veteran warbler - composer Phil Brito has started his own label, Congress Records. His first release will be a new version of his old disk "Mama" backed by "Come Back to Sorrento."

In addition to Brito, the label has signed warbler Johnny Carlo and a vocal group, the Four Corvettes. Brito and Earl Sheidon will act as co-artist and repertoire directors for the label. Carlo's first release will be "Solitude" and "Clap Your Hands."

Also waxed by Brito for his new diskery are "Perchee-Cha Cha" (penned by Brito and Sid Wayne) and "There's No Tomorrow." Brito plans to release albums and EP's as well as singles, and is recording entirely in stereo. In conjunction with his new label, he has set up a BMI publishing company, Jerida Music.

## Dot Names LP Promot'n Head

HOLLYWOOD — Dot prexy Randy Wood this week named Webger Parrish as director of album promotion. Position is unique in that his duties require him to be constantly on the road working with distributors, dealers and rack jobbers in all markets.

He will work in close conjunction with sales veepee Chris Hamilton, album chief Tom Mack and Wood. He will also work with foreign operations head Jim Bailey to help formulate and carry out promotional plans for the overseas market. He will base his operations at Dot's Hollywood headquarters.

associate firm, is getting his first glimpse of Hollywood and the U. S. this week. He is here for conferences with Cap execs and for a close-up look at Capitol's promotion, merchandising and sales techniques.

While here he will also study operations of Capitol Records Distributor Corporation's Los Angeles branch. Prior to departing he will tour Cap's Scranton (Pa.) plant and confer with Cap execs in New York.

## EVEREST PACTS STADIUM ORK

NEW YORK — Everest Records has pacted the Stadium Philharmonic Ork for a series of classical albums, with Leopold Stokowski conducting the initial four works. First release will be his batoning of Shostakovich's Symphony No. 5 in January, to be issued in monaural, stereo and tape versions.

It is no secret that the ork, which plays the annual Lewisohn Stadium summer season here, is composed of most of the members of the New York Philharmonic, a group under exclusive contract to Columbia Records. The Stadium ork waxed for Decca (which distributes the Everest line) a few years back under the baton of Leonard Bernstein, sticking to basic library music. This time around, the works will be less familiar, according to Burt White, who is producing the series.

## Mason Candy In Wax Tie-Up

WESTPORT, Conn. — Mason Candy Company is offering six "top hits" on an EP for 50 cents and two candy wrappers, in a heavy TV, radio and newspaper promotion. Inter Disca Records is supplying the tapes, Holyoke Plastics is pressing the disks, which will be re-coupled about every two weeks to include the newer hot singles.

## Bill Levis, Music Merchant, Passes

ROCHESTER, N. Y. — Bill Levis, head of Levis Music Store here, passed away recently after a brief illness. He was 69 years of age. Levis' Music Store was established in 1903 by Mr. Levis' father, Samuel. The Levis Music Store, in addition to selling records and music also had a music instruction department. The business of the store will be carried on by executives who have been with the store for years. Levis is survived by his widow, Hildred.

## GTJ Distribs In 34 Markets

LOS ANGELES — Good Time Jazz and Contemporary Records have signed an agreement with Decca to distribute their records in Cincinnati, Denver, Indianapolis, Louisville, Pittsburgh and Salt Lake City. GTJ also assigned Santone Sales the territory of San Antonio. According to Bob Kirstein, general sales manager for GTJ, Contemporary, Stereo, California and Society for Forgotten Music labels, the firm now has distributors in 34 markets. Kirstein said the firm's business was up 20 per cent over last year.

**CONWAY TWITTY**  
**IT'S ONLY**  
**MAKE BELIEVE**  
b/w  
**I'LL TRY**  
MGM K 12677  
MARIELLE MUSIC CORP.  
119 W. 57th St., N. Y.

A Solid Hit!  
**THERE GOES MY HEART**  
LEO FEIST, INC.

**SINGERS . . . . . SONGWRITERS**  
**TIRED OF THE RUN-OF-THE-MILL-TYPE DEMO?**  
Send lead sheet or come by land, sea, air or subway to O-D-O RECORDING STUDIO, Suite 406, C.B.S. Theater Bldg., 1697 Broadway, N. Y., N. Y., and we WILL CREATE A MASTER DEMO THAT HAS PUNCH! Minimum 3-PIECE BAND INCLUDING VOCALIST and maximum imagination used TO SHOWCASE YOUR TALENT. FULL PRICE \$37.50. Deposit \$10.00 per song. Balance C.O.D. Telephone: PLAZA 7-3180. Open 10 a.m. to 9 p.m. Songwriters, send for FREE BROCHURE. O-D-O Music & Recording Co., C.B.S. Theater Bldg., 1697 Broadway, N. Y. C. 19. Telephone: PLAZA 7-3180. Open 10 a.m. to 9 p.m.

**"BUZZIN'"**  
**Kathy Zee**  
Laurie  
**"I WISH I KNEW"**  
**Sylvia Syms**  
Columbia  
BOURNE, INC.—ABC Music  
136 West 52 St. New York 19

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

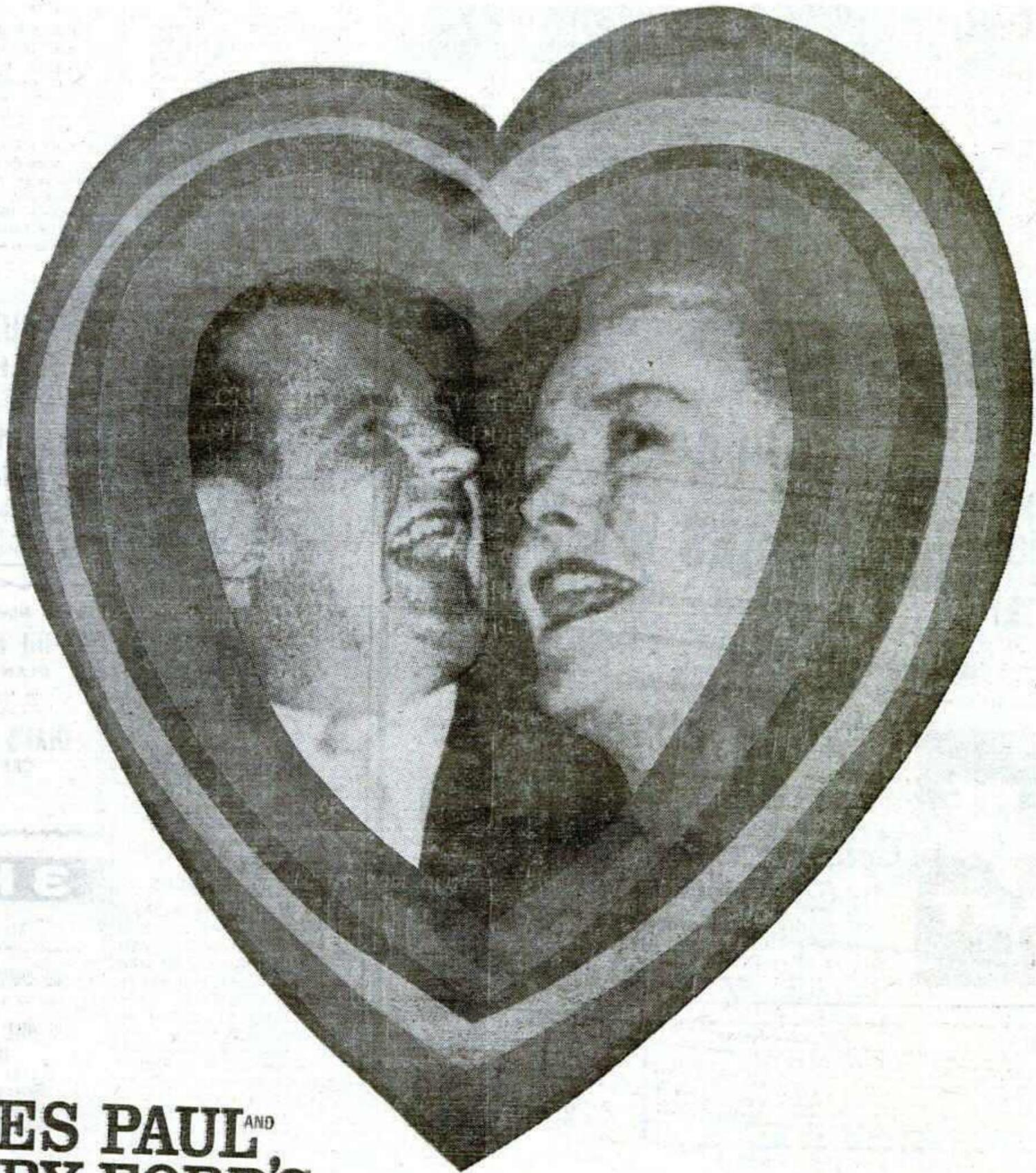
**3 HITS**  
**IT'S ALL IN THE GAME**  
TOMMY EDWARDS MGM  
**GO CHASE A MOONBEAM**  
JERRY VALE COLUMBIA  
**YOU WILL FIND YOUR LOVE IN PARIS**  
PATTI PAGE MERCURY  
MUSIC PUBLISHERS HOLDING CORPORATION

*There'll always be a*

**WINTER WONDERLAND**

*... and always ... those*  
**Great Recordings**

**BREGMAN VOCCO AND CONN INC.**  
New York • Hollywood



**LES PAUL<sup>AND</sup>  
MARY FORD'S**

**"JEALOUS HEART"**

The perfect follow-up to  
"Put a Ring Around My Finger"

b/w BIG EYED GAL 4-41278

ON HIGH-FIDELITY RECORDS BY

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**B  
E  
A  
T  
BEAT  
BEATS  
'EM ALL**

# MGM Records

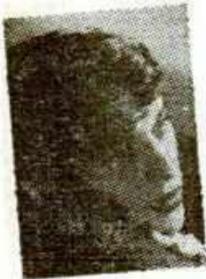
## THE HIT-MAKING LABEL OF THE STARS

Soaring

JONI JAMES

THERE GOES MY HEART

MGM K12706 on 45 & 78 RPM



Smash Original Version

TOMMY EDWARDS

LOVE IS ALL WE NEED

MGM K12722



It Is Good!

JOHNNY DESMOND

C'EST SI BON CHA CHA

MGM M12717



Cash Box Pick

TONI CARROLL

KISSIN' CONVERSATION

I LOVE YOU ENOUGH FOR THE TWO OF US

MGM K12721



Hit Parader Pick

JIMMY NEWMAN

YOU'RE MAKIN' A FOOL OUT OF ME

MGM K12707



## MUSIC AS WRITTEN

By BOB ROLONTZ

### BUCK RAM TO DO FLICK SCORE

Buck Ram has been pacted by producer Frank Tashlyn to write the music for his forthcoming 20th Century-Fox movie, "Say One for Me." Ram, who has penned many hit tunes, including "Twilight Time," on which he was a co-writer, will write four tunes for the flick.

### New York

Johnny Mathis is winging to Australia for a nine-day string of one-nighter dates in the land down under. He starts his trek on November 15. After the Australian tour he returns to the States for a turn at Paul Raffles' Black Orchid in Chicago. . . . Teddy Randazzo, late of Vik, is now waxing for ABC-Paramount Records. . . . Karl O. Westin, American columnist for Aftonbladet, Swedish daily, has been named U. S. rep for Wilhelm Hansen Musik-Foelag of Copenhagen and Nordiska Musikforlaget of Stockholm. He will handle reciprocal agency agreements between the Hansen and Nordiska companies and American diskeries and publishers. . . . Goerge Simon has been set by Lawrence White as writer and associate producer of the forthcoming Timex Jazz Show to be televised from the Americana Hotel in Bar Harbor, Fla., on November 10. This is Simon's third stint as writer for the Timex seg. Simon is also serving as writer and producer of the Sammy Kaye TV show.

A new diskery, Monacle Records, starts waxing next week. Firm has signed Warren Evans, Geraldine, Hap Draper, and Scott Milano. . . . Singer Johnny Nash will star in Hecht-Hill-Lancaster's production of "Take a Giant Step" with Ruby Dee. . . . Karen Chandler, formerly with Decca, is now with Sunbeam Records. Her first disk will be out next week. . . . Polly Bergen has made a friend of every jockey to whom she sent a set of four ball point pens, we are told. We got one, too—thanks. Pens were sent out to plug her waxing of "Come Prima."

Betty Madigan will appear on the NBC "County Fair" Show on November 6 and 7. . . . Ralph Stevens, head of Ridgecrest Records and Talent Management System of La Grange, Ga., has signed a new rock and roll combo, The Fabulous Six, to a pact. Group will play at the University of Tennessee's homecoming dance. . . . Trombone man Si Zentner in New York this week to promote his two new LP's on Bel Canto. One is "High Noon Cha Cha Cha," the other "Introducing Si Zentner." . . . Leon Merian, trumpet player and ork leader, is now with 20th Fox Records. His first release will be out in another week.

Richard Kayne and Richard Loring will write the title song for "House on a Haunted Hill," new flick is being made for Allied Artists. . . . Muzak will supply tunes of varying nationalities for the new Walter Reade's new gourmet chain, which will be located in suburban shopping centers. First opens in Paramus, N. J., next week. . . . Mel Butler, BMI publisher and cleffer, has re-activated his Decoy Records label. A.&r. man Bruce Earp has signed Tony Valero, Jack Butler and the Goshen Four to the label. Decoy will headquarter in Clinton, N. C.

The Swan Silvertone Singers appeared in Newark and New York last week, their last appearance in the East until February. Group has been cracking box-office records in Gotham and Philadelphia recently. . . . Ivan Mogull, of Ivan Mogull Music, is flipping over the new Louis Armstrong Decca cutting of his tune "I Love Jazz." Tune will be introduced nationally on the Timex TV show over CBS on November 10. . . . Steve Clayton opens at the Town House in Pittsburgh on November 10. Right now he is on the road promoting his new record "I Wanna Be Loved" on Roulette. . . . M-G-M Records is releasing Tom Poston's Off-Broadway show of last year, "The Best of Burlesque" on a new LP. . . . Fern Dee, 13-year-old thrush, has set her waxing of "A Boy Meets a Girl" on Jubilee Records. Master was made by George Scheck, her manager, who sold it to Jubilee.

The Platters open November 6th at Las Vegas. . . . Contemporary Records has signed jazzman Art Pepper. . . . Joe Antel, of Payson Records in New York, told us this week that the firm has completed national distribution for the label and is acquiring masters for the label. . . . Newest jazz spot in New York City is the Columbia Restaurant at 110th and Broadway. Every Wednesday Eve Paul Knopf and his jazz trio appear there. . . . Miles Davis and his sextet returns to the Vanguard in New York's Greenwich Village this week. Davis will be there for three weeks with thrush Ernestine Anderson joining the bill on November 11. . . . Marshall Grant and his trio are now at the Cafe De La Paix in New York. . . . Steve Gibson and the Redcaps have been held over at the Sands Hotel in Las Vegas.

Vaudeville returns to New York tonight (3) at the Gate Theater with thrush Felicia Ferrari, Smith and Dale, Willie (the Lion) Smith and actress Sala Staw. Two performances per evening. . . . Tony Mammarella, producer of the various Dick Clark TV segs, became a father for the fifth time last week. New child, a daughter is named Palmina Agnes.

### Hollywood

Cameras started rolling this week on Metro's "The Beat Generation," heavy dramatic pic, with Louis Armstrong and His All Stars as first to be lensed. Also scheduled to appear: Cathy Crosby, Ray Anthony and Billy Daniels. . . . Gale Robbins starts a two-week stand at Gotham's Le Cupidon November 4. . . . Liberty has signed a new contract with Al Anthony and will issue his first album, "Swingin' Hi Fi With Al Anthony" in its upcoming release. He will head out on a promotional tour in mid-November and will appear as soloist with the Hometown Symphony Orchestra when he plays Waukegan, Ill., December 6. . . . Capitol producer Dave Cavanaugh is in New York for several weeks' diskings sessions. . . . Dot's Randy Wood is recording four sides with singer-actor John Ashley to bring Wood's personal a.&r. tally to the 80-side level during the past two weeks.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Billy Walker and Ronnie Self headlined a c.&w. package at Pittsburg, Kan., Saturday (1), and duplicate that feat at Fort Scott, Kan., Saturday coming up (8). . . . Don Reno and Red Smiley and their Tennessee Cut-Ups continue their success on "New Dominion Barn Dance," Richmond, Va., and their regular weekly television stints at nearby Danville, Va., and Roanoke, Va. Reno and Smiley have a new record coming out on Dot this week, "Unforgettable You" b/w. "One Teardrop and One Step Away." . . . Merl Lindsay and His Ozark Jubilee Band, a 10-piece combo, will be a feature of one of the social sessions of the Seventh Annual Country and Western Disk Jockey Festival at the Andrew Jackson Hotel, Saturday night, November 22. Lindsay's new release on Mercury is due out this week.

"Louisiana Hayride's" Johnny Horton, James Gwynn, Jimmy Martin and Jimmy and Johnny show their wares at Jackson, Miss., Wednesday (5), and Hattiesburg, Miss., Thursday (6). . . . Clyde Moody and Slim Wilson will head a c.&w. package skedded for appearances at Joplin, Mo., December 9; Pittsburg, Kan., 10; Manhattan, Kan., 11, and Junction City, Kan., 12. Balin-Wire Bob Strack, who whirls the country biscuits at KOAM, Pittsburg, will appear with the unit on its appearance there. . . . Bill Tyler and the Circle T Ranch Boys, of Cedar Rapids, Ia., have signed a two-year pact with Ridgecrest Records and Talent Management System, of La Grange, Ga. The group has just recorded a pair of Bill's own tunes, "Please Forgive Me, Darlin'" and "Blue Dawn." Wilma May is fem vocalist with the crew.

Don Pierce, of Starday Records, Madison, Tenn., hopped into New York recently to line up a premium deal to tie in with a Del Wood album on RCA Victor. While in the Big Town, he also made arrangements for an album outlet for his Starday Country and Gospel Masters and also set a deal for foreign representation. . . . November bookings for the gospel-singing Blackwood Brothers Quartet are as follows: Newton, Miss., November 4; Jackson, Miss., 6; Houston, 7; Fort Worth, 8; Amarilla, Tex., 9; Denver 10-23; Winston-Salem, N. C., 26; Greenville, S. C., 27; Kingsport, Tenn., 28, and Birmingham, 29.

Jimmie Skinner, Mercury Records artist and owner of the Cincinnati Music Center bearing his name, marched on Nashville recently accompanied by his manager, Lou Epstein, and entertainers Connie Hall, Ray Lunsford and Rusty York to cut four new sides for Mercury with Connie, with Rusty playing guitar and helping out on duets. During his stay in the country music capital, Jimmie appeared on WSM's "Friday Night Frolics," "Grand Ole Opry," "Mr. Deejay, U. S. A.," and the Hank Snow and Ernest Tubbs shows aired from their respective music shops. He also visited with deejays Bob Jennings, of WLAC, and Johnny T, of WENO. The above appearances enabled Jimmie to get in some solid plugs on his new album, "Songs That Make the Juke Box Play."

Texas State Fair authorities in Dallas are still beaming, as is "Jubilee, U. S. A.'s" tele-

vision sponsor, the makers of Dickies work and casual clothes, over Red Foley's crowd-pulling power at the recent annual event. Dickies, whose home office is in nearby Fort Worth, put a heap of on-the-fairgrounds exploitation behind the appearance of Foley and Company at the Texas annual, with the result that they outdrew both Tennessee Ernie Ford and George Gobel. Foley is slated for a Decca session this week at Owen Bradley's Nashville waxery.

Singer Carla Rowe, of Portland, Ore., and her guitar-playing husband, Bobby Gibson, are the most recent additions to the booking stable of Top Talent, Inc., Springfield, Mo. The young pair played last week at the Beacon Club, Casper, Wyo. . . . June Carter and Eddy Arnold were "Jubilee U. S. A.'s" principal guests last Saturday (1), with Brenda Lee and Cookie McKinney slated to head up a half-hour version of "Junior Jubilee" on ABC-TV this Saturday (8). . . . Hank King, Blue Hen recorder, is sporting a new release in "Cry Like a Baby" b/w. "Believe In Me." Jocks may obtain a copy by writing to King at 1229 Forest Avenue, New Kensington, Pa.

Beverly Mae Wilson was guest on Cliffie Stone's show over KXLA, Los Angeles, October 28, and appears with Jimmy Dickens on the new "Smoky Rogers Western Caravan Show" over KFMB-TV, San Diego, Calif., November 28. . . . Lee Harris, lead vocalist with the Smokey Rogers group has been inked to record for the Jackpot label. . . . Denver Duke and Jeffery Null have a new country tune, "Tears in the Wind," which they'll wax soon for Guitar Records. . . . Gary Williams, while visiting recently at his home in Spokane, appeared on the Webb Pierce portion of the big c.&w. show presented by John Kelley at Spokane Coliseum, which attracted an all-time record crowd for the spot. . . . Suzi Arden, who last Saturday (1) concluded a three-day stand at the Flame Club, Minneapolis, is set this week, Monday thru Friday, at the Beacon Club, Casper, Wyo. Chuck Bowers, who opens Wednesday (5) at Ray Perkins' Flame nitery, follows into the Beacon next week.

Jimmy Case and Bobby Crank and Their Swingin' Strings, who recently signed to wax for Tek Records, will appear Saturday (8) at the Hippodrome, Eveleth, Minn., on a bill headlined by Marvin Rainwater, of "Jubilee U. S. A." On Friday (7), the group makes a stand at the Kitten Club, near Minneapolis. Case reports that's no longer associated with Station WKRS, Waukegon, Ill., and asks that the record firms take his name off the list for c.&w. samples until he gets relocated.

Gordon Terry, formerly on "Grand Ole Opry" and recently signed as a regular on Nat Nigberg's "Country America" heard over KABC-TV, Los Angeles, has been signed by Chet Atkins to an RCA Victor recording contract. He is slated to cut his first two sides this week. . . . Red Foley and his "Jubilee U. S. A." gang will be the entertainment feature at the annual meeting of the Texas State Teachers' Association at Will Rogers Auditorium, Fort Worth, November 28.



THE  
**HIT-MAKING  
LABEL OF THE STARS**

*Climbing*  
**CONNIE FRANCIS**

---

**FALLIN'**  
AND HAPPY DAYS and LONELY NIGHTS  
MGM K12713



*A Million Seller*  
**CONWAY TWITTY**

---

**IT'S ONLY  
MAKE BELIEVE**  
MGM K12677



*Picked by All Trade Papers*  
**LEROY HOLMES** and His Orchestra

New Recording

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IN  
A **PERSIAN MARKET**  
MGM K12723



*Upcoming Smash Seller*  
**FRAN WARREN**

New Recording

Cash  
Box  
Pick

---

**SUNDAY KIND OF LOVE**  
MGM K12718



*Really Hot!*  
**MORTY CRAFT** & His Orchestra

---

LOVE THEME FROM  
**CAT ON A HOT TIN ROOF**  
From MGM Film "Cat on a Hot Tin Roof"  
MGM K12726



## 'Flower Drum' Sure Hit, Has Likely Disk Clicks

By CAMERON DEWAR

If not quite up to the quality of "South Pacific," the new Rodgers and Hammerstein musical, "Flower Drum Song," which opened at the Shubert Theater, Boston, has enough singable melodies to stir the record firms into energetic activity. It is obvious, despite minor early shortcomings, that it is destined to become Broadway's newest long-run hit.

This tale of conflict between the old and the new generations in San Francisco's Chinatown boils down to a simple and frequently touching saga of boy meets wrong girl—switches to right girl—all live happily, etc. The book is based on the novel by C. Y. Lee. Perhaps tops in the familiar-type R. & H. score is "A Hundred Million Miracles," an enchanting and unpretentious little piece delightfully sung by Academy Award-winning Miyoshi Umeki. On the "sock" side are "I Enjoy Being a Girl" and "Grant Avenue," which give the peppy Pat Suzuki a chance to introduce her wondrous blowtorch style. "Love Look Away" and "She Is Beautiful," are numbers which demand good singing voices. The first is given a passionate rendition by classically-inclined Arabella Hong and the latter gets the fine technique of Juanita Hall, with a sweet-style duet version employing star-calibre Ed Kenney.

"Chop Suey," a fairly good novelty production number has Miss Hall swinging merrily as the lead singer. "The Other Generation," another ensemble opus, has all the humor and swing of "Heart" from "Damn Yankee." A torrid offering with some risqué lyrics is "Gliding Through My Memoree" is set in a Chinese night club with plenty of ecstasies activity. Probably in the minor leagues are pleasant but unimportant numbers like "Like a God" and "I'm Going to Like It Here."

Ed Kenney is young and handsome and pipes a telling baritone but he's about as Chinese-looking as chop suey, which apparently isn't. The clarion-voiced Miss Hall is up to her usual high standard and teams well as an older generation Chinese with movie veteran Keye Luke. But it is the youngsters who carry the show. The two girls are champions in their respective adorable and hotcha roles. Night club comic Larry Storch is in there pitching perhaps a little too hard, which evolves as fine Oriental mixed with Catskill circuit.

Carol Haney's choreography brings a pleasing blend of Chinese and Western, much of it imaginative and exciting, with the fine hoofprints of director Gene Kelly showing. Irene Sharaff's costumes may create an Oriental trend in fashion and Oliver Smith's decor paints many scenes of rare beauty. After four weeks here, FDS should come into full Broadway flower with tightening, trimming and pacing.

## Nat Cole Reconquers Copa With Fine Augmented Ork

By REN GREVATT

Following the usual choreo-comic preliminaries, the lights go out, the drums roll and 10 extra musicians slip onto the stand to hail Nat Cole's entrance in this, his annual stint at Gotham's Copacabana. Working with this superior, augmented backing (fiddles, cello, flutes, etc.) Cole again proves a master of the underplayed floor technique. At show caught (28), Cole opened with a carefully turned out reading of "St. Louis Blues" and a jumping, "Thou Swell." Then, reviving his pleasant habit of using verse material of songs, Cole offers such smart standards as "The More I See You," "I Am in Love" and "But Not for Me."

Other highlight items in the repertoire included a bluesy reading of "I Want a Little Girl"; a pair of great tunes out of the catalog of Redd Evans, "Dance, Ballerina, Dance," and "Too Young"; a touch of material from the "Cole Espagnol" album; the current hit, "Non Dimenticar," and a fleeting fling on piano with "I Want to Be Happy." Then comes Cole's greatest get-off seen to date, a driving blues called "You'll Hate the Day You Lost Your Joe." Reminiscent of an earlier day Sammy Davis get-off on "Birth of the Blues," this has Cole in a big finish, with the band picking up with blasting horns as he dances his way off. With this routine he comes back three times, in each case with a "one more time" routine, which has them begging for more.

Maestro Lou Donn handles the 18-man band in fine style in a truly handsome set of arrangements. Others on the bill include the hard-working Blackburn Twins and new partner Jerry Collins, dancer Peggy Womack, and the new Copa line, the best-looking edition in quite a spell.

## Handsome Met Revival Can Move 'Rigoletto' Waxings

By BERNIE HODES

The Metopera's first "Rigoletto" in two years (October 30) was a triumph of the whole rather than the parts. The resplendent sets and costumes, the grace of the ballet and the beauty of the staging worked in harmony toward an artistic unity. Since this fine production will be toured (and broadcast) by the Met later, dealers on the route have the chance for tie-ins, displays and to stock on the RCA Victor and Angel waxings.

Our greatest current Rigoletto, Leonard Warren, fitted his dark baritone and strong thesping to the tragic parts of the title role, with fullness and sonority carrying the day despite an early wide vibrato. Eugenio Fernandi played his first Duke here with striking appearance, but flatted and choked occasionally and sounded uneasy at the top. Roberta Peters has consistently grown in the role of Gilda, her "Caro Nome" exemplifying the perfection of vocal command and the certainty of her grasp. Her histrionic detachment alone prevents her from being a coloratura second to none.

## NIGHT CLUB

### Gordon MacRae a Comic Revelation

Rushing in where most movie baritones fear to tread, Gordon MacRae took the Waldorf, New York, by storm last week with bright chatter, dance steps and sharp impersonations in a great hour-long nitery act. In the process, he revealed a voice even mellower and better trained than filmgoers remember. And he neither sang nor mentioned his

current hit single, "The Secret."

Rambling mostly thru the Rodgers and Hammerstein catalog, MacRae used a beautiful falsetto and some powerhouse top notes in "Oklahoma" excerpts, "Some Enchanted Evening" and "You'll Never Walk Alone." He sang "Young Love" a la Tab Hunter and "Blue Suede Shoes" like Elvis to much laughter and

scored heavily with Como, Godfrey and Cagney chatter, tho this seg needs tightening.

Of infinite aid is Mrs. MacRae, handsome Sheila Stephens, who sings with 'devilish charm' as Katharine Hepburn. Lena Horne, Dinah Shore and Zsa Zsa Gabor. They duet sweetly with new lyrics to "I Remember It Well" and "Grown Accustomed to Your Face," Mrs. M. making some costume changes. The Empire Room MacRae is a revelation. Bob Bernstein.

## NIGHT CLUB

### Romberg Salute Makes Hot Package

New York's plush Hotel Pierre continues to mine fresh nuggets from its latest discovery in musical motherlode: nostalgic operettas. Back-to-back with its successful "packaged concert" nitery salute to Victor Herbert, showcased in the Cotillion Room, has been launched another 50-minute

show of equal grace, charm and production polish, this time honoring Sigmund Romberg.

Earl Wrightson, in rich baritone and rakish beard; Felix Knight, whose clear tenor and grand manner make a "gemutlich" match with Romberg's romanticism; and blonde, shapely

Betty Benee, who looks like Marilyn Maxwell and sings like Kathryn Grayson, for the entire performing cast.

Judging from the applause of the fashionable capacity crowd that turned out on one rain-drenched night, the vocal triobly backed by Joe Ricardel's house ork—is all that's needed. They made a total of 14 Romberg solo and duet evergreens flow into each other as smoothly as liqueurs in a Pousse Cafe. Charles Sinclair.

## CONCERT

### Artistry & Scholarship at Pro Musica

The New York Pro Musica scored again Saturday (18) in a program of early German baroque music at the Kaufman Auditorium. The group of six singers and four instrumentalists has been delighting concertgoers and record collectors since 1952, under Noah Greenberg's able direction, and it was standing room only as usual.

New this season are soprano Bethany Beardslee and baritone Gordon Myers, and perhaps because of their comparatively short tenure the voices of the ensemble sounded not quite in balance. However, the familiar loving attention to detail and co-ordination was much in evidence, especially in intricate a cappella selections such as Michael Praetorius'

"In dulci jubilo." Russell Oberlin offered the high points of the recital in Heinrich Schutz' "Bringet her den Herren" and "Habe deine Lust."

Harpsichordist Paul Maynard supported him in excellent style. Since the instrumentalists double, triple and quadruple on a combination of 18 early instruments, virtuosity on all of them cannot be demanded. But scholarship and artistry and devotion by all hands produced an evening of rarely heard, beautifully performed music. Bernie Hodes.

## NIGHT CLUB

### Nejla Wiggles, Tun Tun Burns Bright

The Chateau Madrid, a smart, highly decorative New York room, has a fairly entertaining bill of fare in the very shapely form of Nejla Ates, the Turkish belly-dancer of "Fanny" fame, a quartet of flamenco dancers and Tun Tun, a versatile dwarf performer. Miss Ates, Tura Records star, is definitely the "name" draw and undoubtedly does a major share of bring 'em in, but, for the show caught, one cannot say she holds

to this ratio when it comes to audience acceptance.

Her act consists of much dancing, two songs—sung surprisingly well—in Turkish, including a most pleasant "Uskadara," a tune made popular via Eartha Kitt's version on RCA Victor. Her gyrations, naturally, please the males but are not enough to hold down feature billing, without some strong backing by other acts. This she gets in Goyo Reyes' solos, outstanding a la Jose Greco, and Tun

Tun, comedian, singer, impressionist. Goyo Reyes teams with Pepita, Olga and Curro Amaya to form both couples and a quartet in colorful costumes and exciting flamenco dances.

Tun Tun is a ball of energy possessing a powerful singing voice and the ability to give terrific impressions of Ed Sullivan, Nat King Cole, Eckstine, Presley and Liberace (including a midjet piano to add to the hilarity). Definitely a type performer who would add life to any show, altho his act could use a little tightening to make more sense out of the tremendous pace he sets. Tom Noonan.

## REVIEWED IN BRIEF

Vladimir Ashkenazy

Angel Records has a sure winner in 21-year-old Vladimir Ashkenazy, and can count on a snowballing sale of the Soviet youth's albums as his fame grows. He must unquestionably be ranked even now as close to the world's leading artists in ability if not always in interpretation. The throng which filled Carnegie Hall for his local debut quickly had the main question answered, for Ashkenazy is one of those artists who transmit their personal kind of electricity immediately. In this case, the charge grew stronger as the program went on, and nowhere was more potent than in the youth's closing work, a dynamic rendition of Prokofiev's exciting Seventh Sonata, a performance which deserved and elicited prolonged cheers.

But Ashkenazy is even more potent in delineation of the lyrical and romantic, showing a melting tone which can be absolutely ravishing. Thus, he shone particularly in a Chopin nocturne and the fourth Scherzo, and added the necessary bravura to make his Liszt Mephisto Waltz a joy to hear. Virtually this entire performance is already available on the two Ashkenazy albums already released by Angel. A third,

featuring the Brahms Second Concerto, is due momentarily. (Chase)

Rape of Lucretia

The N. Y. City Opera's revival of "Rape of Lucretia" proved the Benjamin Britten work is not commercial. From the vantage point of a dozen years, it remains a meager vocal and dramatic vehicle with some marvelous scoring. Despite beautiful scenery and costumes and an impressive William Chapman as Targuinius, audience response was tepid. It's highly improbable it could sell on wax. (Hodes)

Cenerentola

A complete waxing of this Rossini masterpiece is needed in the catalogs. A packed house found it joyous at the N. Y. City Opera's revival last week, with conductor Arturo Basile in full command of a bubbling, infectious performance. Frances Bible again was the Cinderella of the title, tossing of the florid coloratura passages with clean fluidity. Giuseppe Baratti debuted as the Prince with a sweet lyric tenor, while Ralph Herbert gave a remarkable comic characterization as the father. (Steiner)

Ted Mack Returns  
The "Original Amateur Hour"

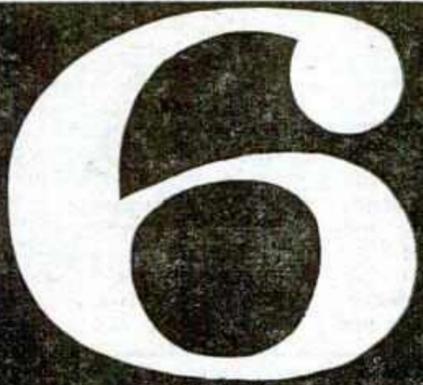
premiered October 26 (5:30-6 p.m., CBS-TV) as successfully as in former seasons on other networks. Ted Mack remains an excellent emcee, handling each act in a sure, deft manner. On the preem, seven entertaining amateurs, all voted top finalist by viewers during the summer, showed new wares. Talent scouts should watch. (Rolontz)

In Love and War

Jerry Wald's lavish "In Love and War" makes money for 20th Century-Fox. It's a strong story of Marines and their girls which, except for a sloppy wind-up, holds you fast. Background score is fine but won't dent as an album. Robert Wagner and Sheree North are standouts in a top cast. (Bernstein)

Young Audiences, Inc.

Young Audiences, non-profit organization which brings music to schools, joined with WCBS-TV, N. Y., for the first of a series of informal and informative hours October 19. The Contemporary Brass Quintet was featured, with each musician describing his instrument and demonstrating playing techniques. Tuba player Herbert Wechselblatt, spokesman, has a natural way with kids and worked up an audience participation show. Fascinated sixth graders in the studio asked intelligent questions and had a whale of a time. (Hodes)



# SOLID SELLERS

**THE WORLD  
OUTSIDE  
THE FOUR ACES**

9-30764

**I WANT TO BE  
HAPPY CHA CHA**

**Tommy Dorsey Orchestra**

FEATURING WARREN COVINGTON

9-30790

**FORGET  
ME NOT  
KALIN TWINS**

9-30745

**COME PRIMA  
DOMENICO  
MODUGNO**

9-30777

**THE FOOL  
AND THE ANGEL  
BOBBY HELMS**

9-30749

**LOVE LAND  
AL HIBBLER**

9-30752





LaScala shows concern for customer convenience. Sign on front door reads: "Parking opposite Egden Theater." Store won't take chance on losing sale because of traffic problems.

## DISK MERCHANDISING

# Dual-Purpose Rack Doubles in Display and Storage for LP's

By BOB LATIMER

DENVER — A stock of 10,000 LP's are featured in the new La Scala Music Company, Inc., which opened here October 1.

Headed by partners Sepp Kurzhals and Ben Weaver, this new entry in the Denver record and hi-fidelity market will build its reputation on the largest stock of LP's available between Kansas City and the West Coast. Occupying a 50 by 44-foot store, divided into separate sections for records and hi-fidelity equipment, the store is replete with unusual merchandising "gimmicks."

Kurzhals, a native of Germany, has an electronic engineering degree, and long experience with sound systems. Weaver, on the other hand, has been a radio personality in the East, with considerable FM broadcasting experience in Denver, before teaming up with Kurzhals in the new store.

### Display Innovations

Kurzhals, who has a broad knowledge of classical music, has tossed away much of the traditional in the design of the new store, particularly where record display methods are concerned. Typical is the line-up of overhead record cabinets, as pictured below, which runs the length of the right wall of the record department. Here, Kurzhals borrowed an idea from record wholesalers, in building 70 compartments, each of which can accommodate 24 LP records, six feet above the floor. At waist height, beneath, are ordinary flip-thru racks for LP's, each compartment classified by a small strip sign into show music, classical music, European and other foreign music favorites, etc. There are 36 of these bins, all of which are correlated with the overhead bins above.

The 70 overhead compartments pay dividends from two standpoints, according to Kurzhals. First, they vastly simplify merchandising of individual LP records. The customer uses the waist-level bins, which contain up to 50 numbers, to make a selection, but draw the actual record to be demonstrated or purchased from the overhead compartments. Thus the samples stay in place, and selling is done from the overhead rack.

### Easy to Find

Next, all LP records which are associated with the general category below are also shown in each compartment, so that the customer buying LP polkas, etc., can find all of the polka stock, amounting to as many as 20 records, in one of the other of two compartments directly above, thus far extending the number of records available in any given category. "It's a matter of association of ideas," Kurzhals said. "Once we have explained it to the customer, he can serve himself efficiently thereafter."

Third, and most important from a time-saving standpoint, is the fact that the 24 records, well above eye level in the cases, can be inspected, and replaced far more swiftly than in the usual types of racks. Kurzhals found, in visiting record distributors, that by standing at one side of a high shelf, and pulling out one sleeve after another, he could quickly get an idea of the compartments' contents. The same system works out from the retail standpoint. "It is seldom necessary for the customer to pull the record out more than three or four inches, to determine what it is, and slide it back in place, without removing it from the compartment at all," he said. "In this way, any customer can handle many more records in a short

space of time, with less danger of breakage, mixing of titles, and similar problems.

### Other Display

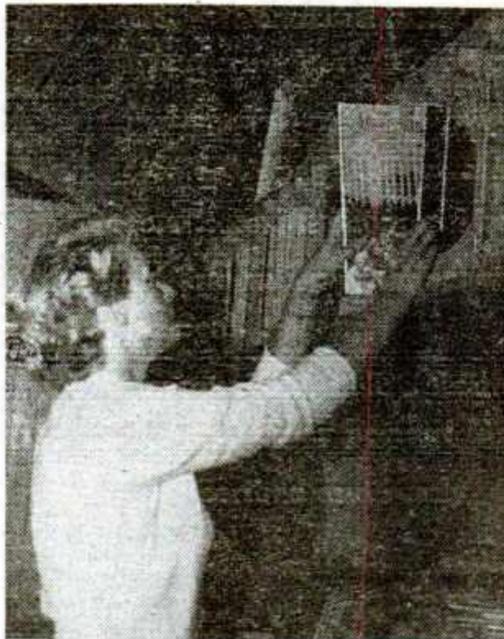
Big self-service gondolas down the center of the record department, show more LP's, to provide space for the 10,000 numbers carried, and there are wrought iron and plywood racks for \$1.49 and \$1.98 low-priced leaders toward the front of the department. In all cases, LP's get the benefit of heavy emphasis.

The partners used a full-page ad to announce the new store, using a distinctive treble clef reverse-signature cut which will be the store's trademark. Stressed in opening-day ads in both Denver newspapers was the fact that the store will specialize exclusively in Columbia high fidelity cabinet sets, which line the walls of a 25 x 15-foot showroom at the left front. In the center space is a big tape recorder display, and in the rear, a complete components department. Just as the store has built its appeal on the biggest LP record stock available, it plans to hold top recognition as a component center. "Denver up to now has had very few audiophiles," Kurzhals indicated, "which will give us the opportunity to start from scratch."

### Bargain Furnishings

Most customers to date have remarked about the luxurious taupe wall to wall carpeting thru all the departments, and heavy, attractive display cases used for record accessories, a components display, etc. Kurzhals and Weaver had stroke of good fortune when two of Denver's largest department stores gave up their former buildings, in favor of a brand new \$12,000,000 store in the downtown district. This meant that literally acres of carpet, which had had very little use, as well as fixtures, were for sale at both stores, so that Kurzhals and Weaver simply bought what they needed in fixtures and carpet at terrific savings.

Two FM radio shows per week will be used for major promotional efforts, plus scheduled appearances of leading figures in both classical and popular music.



Overhead rack supplements open, full-face display on gondolas (not shown) arranged down the center of the store. Eye-level positioning of rack makes title-browsing easy for all but smallest customers.

## DISTRIBUTOR NEWS

By HOWARD COOK

PHILADELPHIA: Bob Heller of Chips Distributing Company reports strong action on Jimmie Rodgers' latest waxing "Bimbombey," on Roulette records that are going well are "Beep Beep" by the Playmates and "Bad Girl" by Valerie Carr. "Leave Me Alone" by Dickey Doo and the Don'ts on Swan is also big. Heller and Harry Chipetz, manager of Chips, were recently guests of RCA Victor's Ed Heller in New York. Heller hosted a party for former Philadelphians, which included Arnold Maxim of M-G-M and Danny Kessler of Broadway Music.

Ted Kellem, of Marnel, in Philadelphia, writes that Epic is swinging with "The World Outside" by the Four Coins and "Pledging My Love" by Roy Hamilton. Hottest Imperial platters at Marnel are "Whole Lotta Woman" by Fats Domino and "Lonesome Town" by Ricky Nelson. Carlton has big releases in "Five Little Numbers" by the Chantones and "My Life Is in Your Hands" by Vic Donna. Savoy is hot with "Deacon's Walk" by Billy Hope, "It Don't Hurt No More" by Nappy Brown and "I Love You" by the Temptations. Strongest United Artists singles are "Whispering Grass" by Sylvia Synt and "The Green Mosquito" by the Tune Rockers. Specialty is leaping with "Baby Face" by Little Richard, "There's a Father Above" by Sonny Lowery and "Moon on the Loose" by Roddy Jackson. Top Cameo disks are "Mexican Hat Rock" by the Applejacks, "Nine More Miles" by Georgie Young and "Does He Really Love Me" by Peggy King. Amco is strong with "Just Young" by Andy Rose and "Calla, Calla" by the Paulette Sisters. "Trumpet Cha Cha Cha" by the Danny Davis Ork is going well for Cabot.

Paul Knowles, manager of the RCA Victor Record Division of Raymond Rosen & Company in Philadelphia, writes that "Sweet and Innocent" by Roy Orbison and "Gee Whiz" by the Twins are hot disks. The Twins were recently in the area promoting their disk at local record hops. "Pledging My Love" by Jesse Belvin looks like a winner. Perry Como's "Mandolins in the Moonlight" and "Love Makes the World Go 'Round" is a two-sided hit. Ditto "Pussy Cat" and "No One But You" by the Ames Brothers. "I Got Stung" by Elvis Presley and "Guaglione" are very hot.

PITTSBURGH: Janet O'Brien of Record Distributors reports that "Diamond Ring" by Jerry Wallace on Challenge is repeating the success of "How Time Flies." "Heartbeat" b-w "Well, All Right" by Buddy Holly on Coral is also stepping out. "Lonely Teardrops" by Jackie Wilson on Brunswick is big. "Secret Love" by Ahmad Jamal on Argo is selling well. "White Bucks and Saddle Shoes" by Bobby Pedrick Jr., on Big Top is a strong item. "Pledging My Love" by Roy Hamilton and "The World Outside" by the Four Coins are big platters. "It's So Easy" by the Crickets on Brunswick and "Sweetie Pie" by the McGuire Sisters on Coral are strong. Top LP's are "Ahmad Jamal Trio" on Argo and "Have Band, Will Travel" by Lester Lanin on Epic.

Glenn Miller of Bill Lawrence, Inc. in Pittsburgh lists "Fake Out" by Frankie Sardo on ABC-Paramount as his top disk. "Dance With Me Teacher" by the Olympics on Demon is hot. There are heavy advance orders on "Susie, We Goofed Again" by Billy Dawn on Coed. "High School Girl" by the Rock-A-Fellas, a local group, on Ampar is a strong territorial item. "Close Friend" by the Poni Tails on ABC-Paramount looks like a repeater. "The Reason" by the Chelons on Deb is leaping. "To Know Him Is to Love Him" on Dore is still selling strongly. The firm will host a "Beer and Cheese" party for local deejays early in November.

BALTIMORE: Phil Markman of Marnel pens that "Pledging My Love" by Roy Hamilton has broken out. "The World Outside" by the Four Coins is also one of the top disks for the firm: "Bubble Gum" by the Whelan Cousins on Claro is starting. United Artists is hopping with "Coma Prima" by Enzo Stuarti and "If You But Knew" by Billy Barnes.

NEW YORK: Top five platters at Columbia Record Distributors are "Call Me" by Johnny Mathis, "Firefly" by Tony Bennett, "Mocking Bird" by the Four Lads, "Stop Laughing at Me" by Beverly Ros and "The Blop" by the Five Blops. Coming up are "Tunnel of Love" by Doris Day, "What Do I Care" by Johnny Cash and "Hibiscus" by Jo Stafford. Counterpoint (nee Esoteric Records), New York diskery, has added the following new distrib: Commercial Music, St. Louis and Kansas City, Mo.; R & D Distributors, New Orleans; Sun State Distributors, Los Angeles; Tell Music, Wisconsin, and Tru-Tone, Miami.

Al Hirsch of Malverne Distributors writes that "I Want to Be Happy Cha Cha" by Enoch Light on Grand Award is hot. "The World Outside" by Roger Williams on Kapp is also big. "The Day the Rains Came" by Jane Morgan and "Chinchilla" by the X-Rays are other strong selling Kapp Singles. ABC-Paramount is strong with "Oho Aha" by Frank Verna. "The Two of Us" by George Hamilton, IV, "Seven Minutes in Heaven" by the Poni Tails, "The Voice in My Heart" by Eydie Gorme and "You Need Love" by Lloyd Price. "Mexican Hat Rock" by the Applejacks on Cameo is strong. Swan is on top with "Leave Me Alone" by Dickey Doo and the Don'ts and "My Heart Belongs to Only You" by Mary Swan. Hot Liberty entries are "C'Mon, Everybody" by Eddie Cochran and "To Each His Own" by Margie Rayburn. "Dance With Me Teacher" by the Olympics on Demon is going well. Gary Crosby's latest Verve platter, "Judy, Judy" is selling well. Top LP is "Ella Fitzgerald Sings the Irving Berlin Songbook."

BRIEFS: Robert Bernstein, of Florida Music Sales in Miami, writes that the top Warner Brothers albums are "Tab Hunter," "Have Organ, Will Swing" by Buddy Cole; "Tropicale" by Tommy Morgan; "Continental Visa" by Warren Barker, and "A Thousand and One Notes" by John Scott Trotter. . . . Jerry Kennedy, manager of R & K Distributors in Shreveport, La., has added the following labels: Ram, D. K. Allstar, Goldband, TNT, Zynn, Minor, Orbit, Dixie and Starday.

**Q** • Where to look for sure-shot money records?  
**A** • Simple as **ABC-PARAMOUNT!**

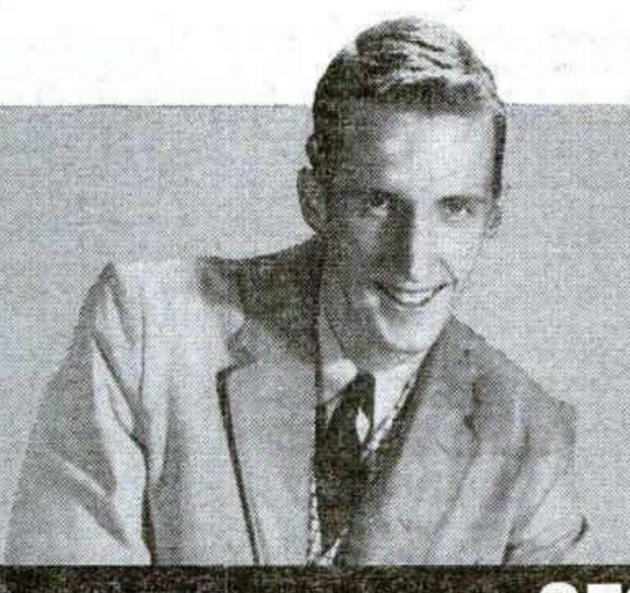


**THE VOICE IN MY HEART**

**SEPARATE TABLES**  
 Arranged and conducted by DON COSTA

**EYDIE GORME'**

**ABC-9971**



**LUCY, LUCY**

**THE TWO OF US**  
 Arranged and conducted by DON COSTA

**ABC-9966**

**GEORGE HAMILTON IV**



**SEVEN MINUTES IN HEAVEN**  
 Arranged and conducted by DON COSTA

**CLOSE FRIENDS**  
 Arranged and conducted by O. B. MASINGILL

**THE PONI-TAILS**

**ABC-9969**



Distributed by AM-PAR Record Corp.

Distributed in Canada by SPARTON of Canada, Ltd.

## NEWS REVIEW

## Fine Engineering, Sound Key MGM Stereo Debut

NEW YORK — M-G-M has entered the stereo market with 10 releases priced competitively in the \$5.98 bracket.

Packaging is merely a repeat of the monaural editions with an adhesive sticker in the upper right-hand corner for identification, but the veteran movie label shows it has plenty on the engineering ball when it comes to good sound work. All of the first release batch rank high on that score.

From a sales standpoint, the label may well have a stereo blockbuster in its long-awaited, two-track version of "Gigi," taken from the stereo-recorded film. The movie is still in a hard-ticket, first-run series of play dates, and is still riding on its initial lavish promotions. David Rose's instrumental version of the Lerner-Loewe score—probably the best of the many non-soundtrack waxings of the overly-recorded work—also gains notably in its stereo version, and provides a fine running mate.

Another pair of strong stereo albums in the M-G-M group are the stereo editions of the previously released Maurice Chevalier "Yesterday" and "Today" platters, with

the veteran "Mr. Paris" achieving a real feeling of reality—in the living-room. Kay Ballard's "Fanny Brice Story," while in a similar vein of nostalgia, is well done, but hasn't the broad appeal of the Chevalier waxings.

A quartet of instrumental offerings—a "mood music" platter by David Rose that's nicely timed to the season; a "mood jazz" offering by Morty Craft that couples lush strings with a brassy background (Continued on page 60)

## 'Beep' Beeps Nash Dealers

NEW YORK—Roulette Records' new sales chief Irv Jerome has arranged for distributors in a number of areas to make local tie-ins with the Nash-Rambler auto dealers on the Playmates' new waxing "Beep-Beep."

The disk (a Billboard "Best Buy" this week) features a race between a Nash-Rambler and a Cadillac with the former coming out the winner, which explains why Roulette (Continued on page 53)

## NEWS REVIEW

## Two New Jazz Mags Pack Buff, Musician Appeal

NEW YORK — Two brand new, scholarly, literate and quite attractive jazz magazines bowed nationally this month. One is a jazz quarterly, priced at \$1 per throw, titled simply "Jazz" and edited by the erudite jazz critic and writer and syndicated columnist for The San Francisco Chronicle, Ralph Gleason. The other publication is a monthly titled "The Jazz Review" which costs 50 cents per issue and which is edited by two hip Eastern jazz critics, Nat Hentoff and Martin Williams. Both magazines are now on the newsstands.

Gleason's "Jazz" is a labor of love from start to finish. It has a finely designed, eye-catching cover, and it is aimed at the serious and devoted jazz fan and jazz musician, in addition to articles on jazz by Studs Terkel, Dr. Louis Bottlieb, Ron Randle, Peter Tamony, A. J. McCarthy and Gleason himself, it contains reviews of jazz records and a listing of jazz LPs that is helpful to jazz buffs. Terkel's piece on Big Bill Broonzy and

McCarthy's article on mainstream are worthy of much praise. Only one article mars the issue, a slashing attack on Nat Hentoff by acid- (Continued on page 60)

## Reducing LP, 'Kate' Album On Harmony

NEW YORK — Harmony Records has tied in with Good Housekeeping magazine to produce a reducing record for the ladies to retail at \$1.98. The disk, which features a series of exercises for women who wish to take off a few pounds, also contains a special calorie chart on the back of the envelope and a four-page booklet with facts on reducing and exercising.

The platter will be exploited in Good Housekeeping magazine, and the diskery intends to work tie-ups (Continued on page 61)

## NEWS REVIEW

## Cap Adds Fine Supplement To '57 Christmas Series

With the aid of its far-flung EMI recording facilities, Capitol is offering another of its globe-spanning Christmas album series that should follow the success route of last year's "Christmas In..." packages.

The half dozen albums in the current release feature location recordings in Austria, Cuba, Portugal, Australia, Brazil and Poland—a collection that supplements, but doesn't duplicate, the Capitol coverage of last season in such countries as Mexico, England, Holland, Germany, France and Sweden.

Least "professional" of the group, but certainly the most delightful, is "Christmas in Brazil," which spotlights the Coro Das Meninas de Casa de Lazaro. This choir of teen-aged orphan girls has the kind of naive, heart-rending charm that is only occasionally reached by

more sophisticated musical artists and typified by early Chaplin comedies and films like "The Bicycle Thief." It's doubtful that even Dickens' Scrooge at his crustiest could hold out against their slightly off-key Portuguese versions of "Jingle Bells" and "White Christmas"—a pair of tunes reprised in everything from Spanish to Dutch in many of last year's series but largely skipped in favor of native carols and hymns in the present release.

The balance of the sets range widely in mood. "Christmas in Poland" explores the musical folklore of that deeply religious nation through the voices of the all-male Schola Cantorum. "Christmas in Australia" is traditionally English in feeling, altho Australians are celebrating (Continued on page 53)

## WB Gives Piano Nov. Spotlight

HOLLYWOOD — Warner Bros.' Records spotlights the keyboard in its 10-album November release of all piano music. Of the 10 monaural albums issued, six will be duplicated in stereodisk form. Packages feature pianists Marvin Wright, Herman Saunders, Alton Purnell, Ray Sherman, made available only monaurally at this time. Monaural and stereodisk versions will be issued of albums by pianists Barclay Allen, Buddy Cole, Brooke Pemberton, Geri Galian and Eddie La Mar.

An 11th package, tagged "Keys a La Carte," consisting of tracks from the above 10 albums, also will be issued in double-pocket twin-LP form. This will retail at the suggested price of \$3.98, bringing it into the low-price field. WB normally suggested \$3.98 for its monaural LP's and \$4.98 for the stereodisk albums.

Promotional campaign supporting the release consists of 12,000 window streamers, mounted easel displays of album covers, window display units composed of a die-cut piano, plus point of sale material.

## Carlton Backs SORD Beef Within Limits

NEW YORK — Carlton Records prexy, Joe Carlton, has stated his agreement with the position taken by the Society of Record Dealers of America in regard to "major record companies selling the independent record dealer down the river."

In a letter to SORD prexy, Charles L. Simmons, Carlton said that while he shared the Society's feeling with regard to record club merchandising by some major labels, the position nevertheless "omits reference to the very record companies who today are doing more for the independent record dealer than any other companies. . . . I refer to 'non-affiliated' record companies such as Cadence, Kapp, Roulette, Atlantic, ourselves, etc."

"We believe in the future of the retail record dealer and consider record clubs a symbol of opportunism, not progress," Carlton asserted. "Why appeal to film-affiliated or any 'affiliated' companies? Why not appeal to and enroll the co-operation of the non-affiliated company which lives and dies by records alone? In time you may find that film-affiliated companies think more of film grosses and film problems than record division policies."

## S-F Regional

• Continued from page 3

and January. In addition, the label will mail out special EP's (containing all material recorded by the "101 Strings") to 2,000 radio stations.

The new Stereo Fidelity album release is highlighted by a four-record set of the complete "Messiah," which retails at \$11.95 in stereo and \$8.95 monaural; Beethoven's "Ninth Symphony"; and "Grand Canyon Suite" and "Gypsy Campfires" by the 101 Strings.

The meets will be hosted by prexy Dave Miller and national sales manager Joe Martin. Also representing the label will be George Phillips, Wally Hill, Jules Malamud, Dr. Erich Buermann, and Al Fingerman, of the Ernest William Greenfield Advertising Agency. Eastern distributors will attend the first meet in Philly November 7, while Southern distributors will make the November 14 meet, also in Philadelphia.

## ASCAP Meet Sparks Fireworks

• Continued from page 3

stated that if changes were made, Dean would probably appear before the membership, as Patterson did. Many felt Finkelstein's point of view was well taken.

The dissidents noted that Finkelstein's refusal to take the membership into his confidence with even a general rundown of the situation was proof that "the matter must be handled behind closed doors."

## Weak Decree Unlikely

Meanwhile, a check of Washington sources revealed the following prevailing attitudes: 1) A weak, or watered down decree is unlikely in view of the testimony in the Roosevelt hearings. 2) A weak decree is unlikely in view of belief that the Justice Department is apparently dissatisfied with the present workings of ASCAP. 3) In view of criticism aimed at the Justice Department involving matters other than ASCAP, there would be all the more tendency for a strong decree.

One knowledgeable Washington source stated: "The circumstances are not the same as they were in 1950. . . . Obviously things don't look too good for ASCAP. . . . I don't think Dean will be able to work a miracle." A former government man stated: "If I were there now, I wouldn't want to run the risk of a weak decree."

The annual membership meeting was marked by emotionalism and clashes of personalities. President Paul Cunningham chaired the session, and in a 40-minute speech gave a rundown of public relations activities. He prognosticated success on the juke box effort. Wolfe Gilbert recapped the Walter Winchell incident. Ned Washington upheld the activity of the board, stating that what you hear on the street is completely opposite to what you learn on the board—that the board has a "selfless devotion," and is aware of the membership's problems and doubts. Washington expressed concern that great standards were going into public domain. He urged

## Gabler Writes 30

• Continued from page 3

of the club were in Chicago and at Yale, altho there were a number of members at Princeton as well.

After tremendous publicity attained for Commodore as a result of an eight-page spread in Life in 1938, a branch of the store was opened on 52d Street, then known as Swing Alley. After this, Gabler commenced the practice of promoting free Sunday afternoon jazz concerts. "I would provide the drinks for the musicians and we would all have a ball," Gabler told The Billboard. "The publicity it got us was great." Sessions were later held at the Famous Door which featured such acts as Bessie Smith, Teddy Wilson, Bunnie Berigan, Joe Marsala and other familiar 52d Street denizens.

During the war the 52d Street branch was closed but the firm maintained the 42d Street store and opened separate quarters on Lexington Avenue for the growing mail order operation. In 1945 Commodore established its own pressing plant in Yonkers. In later years the plant was operated by Danny Gabler, while Jack Crystal, brother-in-law of Milt Gabler, ran the store. Gabler himself had joined Decca Records in 1941, but always retained an interest in the Commodore operation. Crystal, to this day, has continued to stage jazz concerts at the Central Plaza on Third Avenue.

Despite the closing of the Commodore store, the Commodore label, tho recently inactive, will be continued. Six 12-inch LP re-releases of Commodore collectors' items are now in the works for early release and three others are planned.

the membership to keep on writing good songs so that ASCAP's bargaining position with users could be maintained. He accused the enemy of "unethical and immoral" practices in writing songs with titles similar to ASCAP titles. He claimed this confuses the logging and diminishes the copyright. He attacked rock and roll, and stated good songs were turned down by diskeries because they were "too good." He called this "sickening" and predicted the pendulum would turn. Good songs would preserve ASCAP, he added.

Redd Evans heatedly stating that ASCAP was in trouble, referred to passages in the Roosevelt hearings having to do with erasures. He claimed "dry runs" were made before a logging or distribution change was put into effect, and he cited conversations with Fred Fox as illustrative of the claim that when a member raised sufficient fuss, he could secure "adjustments." Evans deplored the voicings of "platitudes," noted that the leadership had been unchanged in 40 years, took a dim view of the necessity of so many attorneys, and charged that BMI was growing stronger all the time. He said he would like to have a good BMI deal to assure the existence of his ASCAP firm. He urged that the British Society, PRS, be asked to set up a distribution system for ASCAP, or that the Justice Department devise an equitable operation. He raised the idea of bringing an outside agency into the picture, such as Price-Waterhouse. "Let's clean house," he said.

## Finklestein Reply

Finklestein devoted considerable time to answering Evans' charges, and discoursed on the classification problem, seniority, and the nature of the ASCAP product. He pointed out that it was necessary to strike a balance and dispense "rough and ready" justice. He stated everything is being done to assure proper recognition for copyrights. With regard to Dean, he stated he was retained because he is known as the foremost antitrust authority in the country.

Ferdinand Pecora stated that in the face of attacks from within and without, ASCAP was growing. "If ASCAP is dying, the corpse is robust," he said. He stated that government of the Society was wholly devoted and unselfish.

Other speakers included Hans Lengsfelder, Irving Caesar, Irvin Drake, Jule Styne, Barney Young.

## Robinson to Noga Firm

NEW YORK — Wally Robinson, former pop singles publicity rep at Columbia Records, has joined the Noga Management Company as East Coast general manager of the firm. In his new position he will represent Johnny Mathis, and a new comic, Joby Baker, just pacted by the firm.

Noga Management is John and Helen Noga's management firm. They found and developed Johnny Mathis in the short period of two years. Lad today is Columbia's top-selling pop single and album artist. The Noga firm will set up offices in the East which will be headed by Robinson, out of which he will handle management and direction of artists, music publishing and related affairs.

The hiring of Robinson by the Noga firm is part of a big expansion program under which the management company will take on new artists, and will also take on other types of functions as well. Robinson said that there will be an intensive drive to expose Noga artists on TV and radio shows throughout the world.



**THIS MAN HAS JUST  
MADE A MONEY RECORD  
JESSIE BELVIN  
PLEDGING MY LOVE  
C/W FUNNY**

47/7387

Watch for these NBC-TV shows, in Color and black and white! Perry Como Show, Eddie Fisher Show, Ellery Queen, George Gobel Show, Northwest Passage. They're all sponsored by RCA VICTOR.



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



# Home Demo Method Spurs Phono Sales

**Appliance Store Ups Sales 20%  
By Taking Stereo to the Customer**

By RALPH FREAS

NEW YORK — Phonograph sales are up 20 per cent over last year at Bright's Manhattan, hi-fi and appliance outlet at 44 Cortland Street. The reason for the healthy boost, according to sales heads Irving Small and Bernie Berman, is stereo. An added, but not unimportant reason, is the special home demonstration technique developed by the store.

For the past three months, a small ad (four inches on two columns) has appeared five days a week in The New York Times. "Phone CO 7-8131 for a home demonstration," says the headline. The body of the ad shows a picture of the portable stereo phono above a very bold line reading "Motorola Stereo." "Hear it tonight!" the ad further states. A complete description of the phonograph is included. And, at the bottom of the ad, an easy payment plan is offered, just above the name and address of the store.

The ad is not big, to be sure, but it is run consistently. This, says Bernie Berman, is the secret of its success.

**Regular Sales Force**

Bright's regularly employs six sales people. These six handle both the home demos and work on the sales floor. No outside help is hired for the home demos. The salesmen, who work on a salary plus commission basis, look upon the home demo as a way to add to their take-home pay.

The home demo takes from a half hour to an hour. The salesmen have been maintaining a sales batting average of 80 to 90 per cent. Importantly, 100 per cent of

sales made on home demos have been final. There hasn't been a single bring-back since the promotion started.

**Few Rules**

The salesmen observe few rules in conducting the home demonstration. They have no prepared sales spiel, preferring to let the phonograph speak for itself. They carry two phonos with them on a demo, the \$159.95 Motorola SH 12 and the \$99.95 Motorola Model SF 11. They naturally try to push the higher priced model but, if the customer balks, they can fall back on the less expensive unit.

Essential to the sale are the stereo demonstration records prepared by the manufacturer. Several of these are taken on the demo. Channel separation is stressed rather than heightened reality of sound reproduction. The demo records produce sounds of trains, ping-pong games and similar separated channel effects.

All home demos are given in the evening. The reason for this is not only convenience of the salesmen but to be able to present it to a whole family at the same time. This overcomes the possibility of a husband or a wife placing an order

(Continued on page 26)

## New Altec Woofer Has \$66 Tag

NEW YORK — Altec-Lansing has added a 15-inch woofer to their speaker line. The unit, designated the Model 803B, has a frequency range of 30 to 1800 cycles.

Design of the speaker is based on a controlled linear excursion system which results in a longer cone stroke and perfect centering of the cone at the completion of each excursion cycle. The 803B is rated at 30 watts but, according to the firm, it is highly efficient and requires considerably less amplifier power to produce the necessary sound output.

The magnet weighs 2.4 pounds and the speaker has an impedance of 16 ohms, a voice coil diameter of three inches. Its shipping weight is 19 pounds and it is priced at \$66.

## Stereo Models Have American Colonial Look

GARDNER, Mass. — John Alden's Priscilla might well get the surprise of her life if she could take a look at the new line of stereo phonos being launched by Colonial Deerfield, a division of the Colonial Chair Company here.

The four models so far launched in limited marketing by the firm contain such components as a four-speed V-M changer plus diamond-tipped stereo pickup, a two-track amplifier that will peak at 25 watts per channel, optional AM-FM tuners with separate sections and optional Miracord changers, and multi-speaker systems in infinite baffles.

But it's the cabinetry that's the stopper. All models are housed in "authentic hand-crafted Early American pieces." Two of the models—a "dry sink" and a "Gallery Coffee Table"—are master units, containing changer, amplifier, etc.; the other two—a "Dough Box" and a "Gallery End Table"—contain Channel Two speakers, and there is a matching version in each case which serves as a record cabinet.

Outwardly, the units are disguised to look like antique Americana, fitting neatly into room decors in this type. Controls are hidden from view, and the sense of Early American "atmosphere" is carefully maintained. Price schedule is not included in the company's first batch of promotion pieces.

## SCHOOL SIDEMEN TO ELKHART GIG

CHICAGO — Twenty-five bands and more than 1,500 high school bandmen will take part in a centennial celebration of Elkhart, Ind., "the band instrument capital of the world," Saturday, November 15.

Howard Barlow will be guest conductor of an all-star unit representing each of the schools.

## JET-PROPELLED

# Now It's a Hi-Fi Tour Of Europe!

WASHINGTON — New gimmick in "conducted tours" is the projected "High Fidelity Music Tour of Europe," scheduled to leave by jet flight from New York on May 23 under the guidance of two well-known Washington music personalities, M. Robert Rogers and Pierson Underwood.

Announcement of the forthcoming tour, which is open to the public, was made by Mrs. Jouett Shouse, chairman of the committee handling the music festival to be held early next year in the nation's capital for the benefit of the National Symphony Orchestra.

The junket will last four weeks. On the itinerary are such music centers as London, Amsterdam, Wiesbaden, Vienna, Salzburg, Venice, Florence, Rome, Milan and Paris. There will even be a side-trip — for those desiring it — to Moscow. Otherwise, the travelers will touch base at most of the top music festivals, visiting concerts, groups of music lovers, and even sitting in on special recording sessions slated to be held in Germany and Austria.

Rogers, active in longhair music circles and a director of the National Symphony, was one of the founders, with Underwood, of the Good Music Station in Washington. Underwood is president of the Greater Washington Music Council and program director of the Washington Arts Club.

By all indications, the tour will cost the music-minded tourists a good deal more than just buying the same music on records — but they'll have little to complain about when it comes to how "hi" the "fi" of the live music sessions.

## TAGGED \$99.50 LIST

# Webcor's New Holiday Model Stereo-Voiced

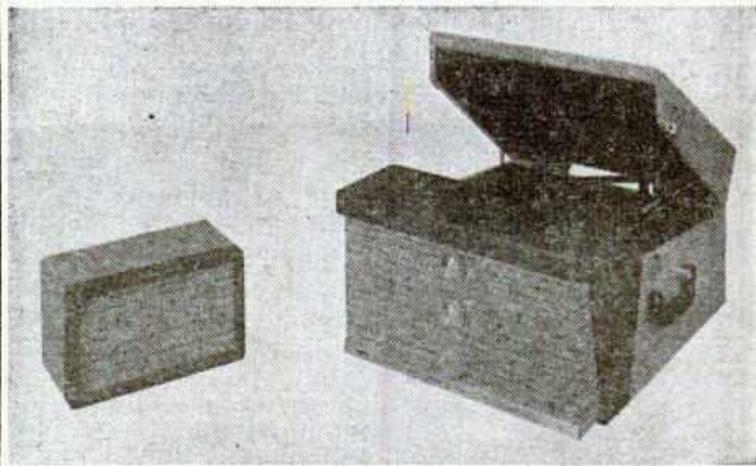
CHICAGO — Webcor is out to capitalize in stereo on one of its most famous model names — the "Holiday" portable — with a new stereo edition of the unit bearing a \$99.50 list price.

Titled "Holiday Stereofonic Fono-graf Model 1956," the portable has a dual-track amplifier and self-contained Channel One and Channel Two five-inch speakers. A matched speaker - enclosure unit, the Stereo Mate IV, is listed at \$14.95. Both units are available for immediate shipment, according to Webcor executives.

Record-playing equipment in the

newest Holiday unit feature a Webcor "Magic Mind" stereo changer, permitting the interchange of stereo or standard records, 33 and 45 r.p.m. in any sequence of size. There are separate tone and volume controls on each channel.

The matching stereo speaker (see photo) is linked to the main unit in an interesting circuit. When plugged in, the Channel Two amplifier output is switched to the Stereo Mate, permitting better separation between channels, altho the unit will handle stereo records "as is."



## Stereo Pickup For Only \$9 Now Marketed

NEW YORK — The already-wide choice retailers and audion shops have among stereo cartridges continues to expand, with the latest offering landing in the under-\$10 class.

Unit is being marketed by Dunkirk Sales Corporation, and will list for \$9. It is a stereo crystal pickup, supplying approximately 0.7 volt output, and is a turnover type, playing LP's, 45's and stereo on one side, and 78's on the flip side. Two sapphire styli are included.

According to Dunkirk execs, the low price tag "makes it ideal for inexpensive stereo conversion and low cost installations."

## Jensen Combats 'Sales Fright' With DJ Promos

CHICAGO — As part of its 15th anniversary sales push, Jensen Industries, major manufacturer of phono needles and other audio products, is stepping up a special plan whereby deejays in leading cities are making on-the-air offers of free phono needles to listeners able to identify mystery tunes.

Idea behind the campaign, which Jensen has been testing on a dozen radio stations around the country, is too "boost brand consciousness."

According to Mike Remund, sales manager of Jensen Industries, "all too often potential needle sales are put off because customers have 'sales fright.' They don't know what to ask for at the point of sale, and so they hesitate to buy."

**Simple Plan**

The bonus plan, which also benefits dealers, is flexible, and very simple. Disk jockeys offer certificates which listeners who guess the identity of tunes can take to any

(Continued on page 26)

# 'Don't Take Plunge on Component Sales—Unless You Know Facts'

By CHARLES SINCLAIR

LOS ANGELES—A warning to phono retailers, music stores and other merchants who may have eyed the audio components field as a potentially lucrative sideline has been voiced by Edward Altshuler, a veteran executive in the audio field and a noted West Coast consultant in both audio management and sales.

Altshuler's caution to dealers was voiced recently at a sales seminar series attended by members of the National Appliance & Radio-TV Dealers' Association — a public appearance in which Altshuler, however, foresaw a bullish future for retailers of home music gear, from tape machines to stereo phonos. "That equals the sales opportunity you had when TV first

captured public attention and dollars."

**One-Step Plans**

A basic difference between the package goods line and components cited by Altshuler is in the distribution channel used. "Most package goods manufacturers distribute on a 'two-step' basis while their brothers manufacturers in the components field distribute thru a 'one-step' plan," he said, defining the latter as "selling thru a network of manufacturers' representatives directly to the dealers who sell to the consumer at a price called 'audiophile net.'"

Most service dealers at the local level who handle hi-fi equipment make their purchases from local electronic parts wholesalers or jobbers, according to figures of the

Institute of High Fidelity Manufacturers cited by Altshuler.

"These wholesale jobbers are actually the major retail outlets for most hi-fi component goods," he explained. "They purchase the components directly from the manufacturers at a discount ranging from 33 1/3 to 50 per cent plus 10 per cent and sell to the so-called 'audiophile' at prices suggested by the components manufacturer. They do not have outside salesmen contacting other retailers to sell them hi-fi. In fact, most of the franchises with the factories involved specifically prohibit 'transshipping' to other accounts."

"Companies like Fisher, James B. Lansing, Stephens and others control their own distribution and

(Continued on page 26)

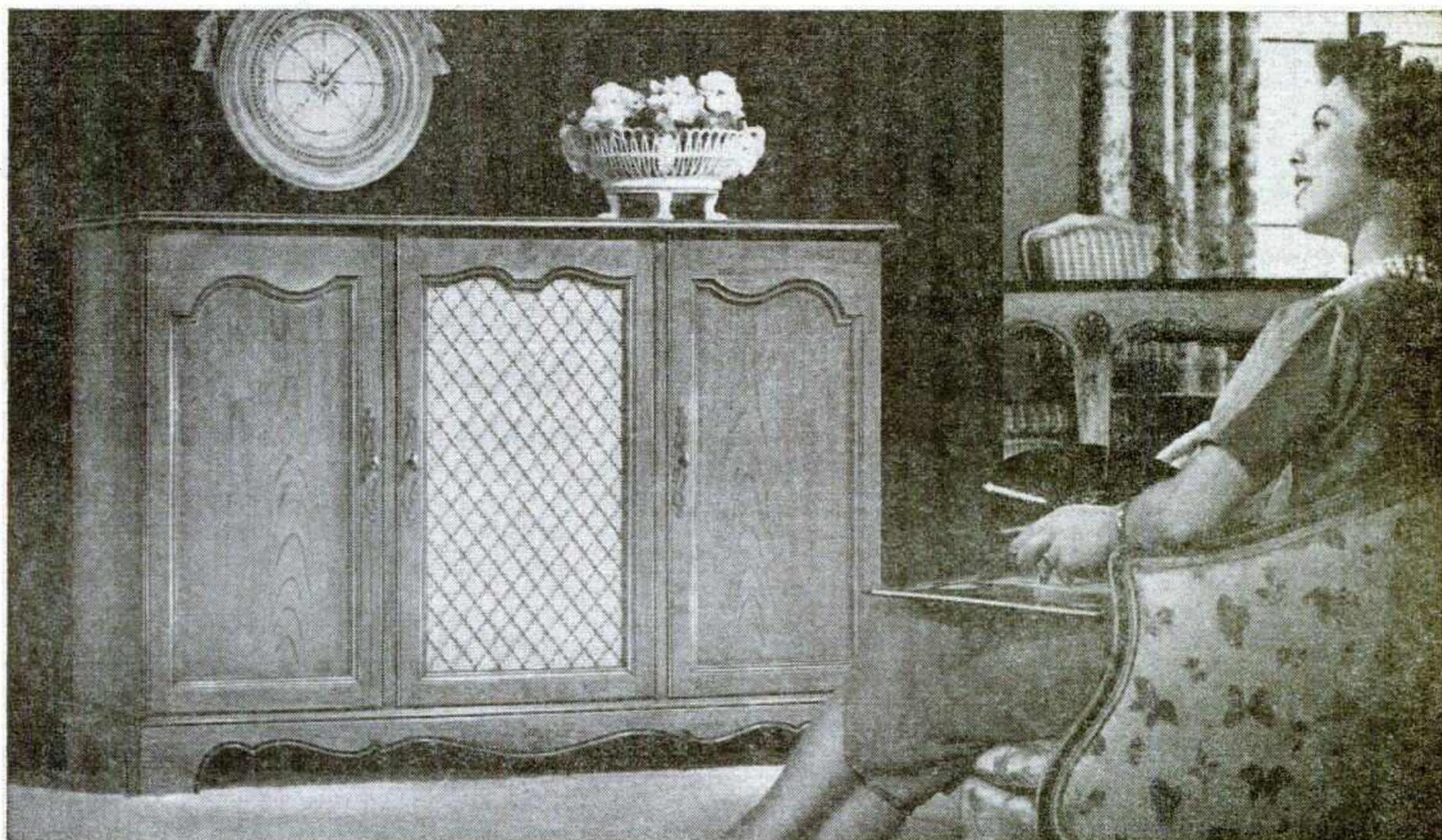
## Admiral's Profit Takes a 42% Jump

CHICAGO—Admiral Corporation reports that its first nine months' profit after taxes was over 42 per cent higher than for the same period in 1957. After tax earnings were \$947,254 or 40 cents a share on the 2,367,376 shares outstanding, compared with \$665,264 or 28 cents a share during the same period last year. Profits before taxes were \$1,757,481 compared with \$1,343,707 in the first nine months of 1957. Consolidated net sales for the period totaled \$123,529,953 compared with \$129,044,499 last year.



Be there in person!

The new Zenith — world's finest high fidelity — creates living sound from stereophonic records



PLAYS ALL YOUR PRESENT RECORDS WITH A DEPTH OF SOUND YOU NEVER REALIZED WAS THERE

A new and complete line of high fidelity instruments has been created by Zenith. They are unlike anything you have ever heard before.

You'll hear a new depth of sound in all your present records. You'll hear music as live as the minute it was recorded—music with dimension and movement—from the new stereophonic records. You seem to hear the performers in per-

son—not the speakers, not the records.

The complete line of Zenith High Fidelity Instruments includes deluxe, full stereophonic instruments, self-contained in magnificent classic, traditional or modern fine-furniture cabinets. Also stereophonic equipped high fidelity instruments with companion Zenith remote speaker systems which may be added now or later for

full stereophonic sound. See—and hear—the new Zenith at your Zenith Dealer's.

Above is the Zenith Classic—Full Stereophonic High Fidelity, self-contained in a single cabinet, with FM-AM radio. In cherry veneers and cherry hardwood solids, elegant Provincial styling, Model SF2580, \$800.00\*. Stereophonic-equipped models are priced from \$199.95\*.

ASK FOR A DEMONSTRATION OF STEREOPHONIC SOUND AT YOUR ZENITH DEALER'S



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS.

The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 40 years of leadership in electronics exclusively. \*Manufacturer's suggested retail price. Slightly higher in the Southeast and West Coast. Prices and specifications subject to change without notice.

ZENITH

The quality goes in before the name goes on

## STEREO MERCHANDISING

# How to Telephone Your Way to More Stereo Phonograph Sales

By RALPH FREAS

There has been a recurring theme in the promotional literature tossed out by phono manufacturers this year. It is this. If you want to sell the new stereo phonos, demonstrate them.

Demonstrate, demonstrate, demonstrate. There is one important reason why the manufacturers and sales brains in this industry concentrate on that theme. The stereo phono has features that are easy to demonstrate and that make a strong impression on the customer.

One problem remains to be solved. What is the best, least expensive way to get the customer into the store so that he can be exposed to this exciting new merchandise? It comes as no news to dealers that they can advertise in newspapers or on the radio. Direct mail pieces can be sent out. Other contacts with the public can be made thru demonstrations for clubs, businessmen or church groups. A less frequently used method—one that we will discuss at greater length here—is telephone contact. Pick up the phone and call people. Tell them about the new merchandise and invite them to your store to hear it. Or offer to take it to them for a home demonstration.

### Special Techniques

An expert in the field of selling by telephone is a man named Jack Schwartz. Los Angeles insurance salesman and author of the book, "How to Get More Business by Telephone." Many music merchants heard Schwartz deliver a talk on telephone technique at the NAMM Convention last July. It would be a good idea to review his remarks now, if you heard his July Talk. If you didn't hear it, read the following and see for yourself if it doesn't make a lot of sense.

Jack Schwartz finds "telephone prospecting" important for the following reasons. 1) It saves time in contacting a prospect. 2) It enables the salesman to expose himself to more people. 3) The telephone will get him in to the prospects where other methods often fail. 4) The telephone is a direct contact with the other person. 5) A call conditions the prospect—when you see him in person, he already knows you. 6) It helps the salesman keep in contact with former customers. 7) It is an exciting and challenging way of meeting new and interesting people.

### Five Dollars a Call

"Every time I lift the receiver off the hook, I make five dollars," Jack Schwartz says. What does he mean by that? This is what he says.

"If I make 100 phone calls, the law of averages guarantees that 20 of these people will say, 'Yes, Mr. Schwartz, this sounds interesting. You may come to my home or office.' Out of that 20, I sell five. My average commission on a sale is a \$100. Dividing the hundred calls into \$500, every time I lifted the phone off the hook, I made \$5. If I want to make \$50 or \$100 a day, all I have to do is make 10 or 20 telephone calls and I have made it. The law of averages guarantees it to me."

### Three Steps to Take

According to Schwartz, the telephone prospector must project a definite personality for best results. He suggests three steps to be taken. The first step is to smile, simply smile while talking on the phone. This accomplishes something important. Psychologically, something happens to the person who smiles. His voice comes across to the prospect as warm, cheerful and friendly. And people, he points out, like to do business with pleasant people. Therefore, smile.

Step number two is "develop the proper mental attitude for selling." Adopt the attitude that the call you are about to make is going to help the prospect. Schwartz states that the music merchant is "selling happiness." Take the attitude that "selling is the act of one done in behalf of another in the interest of both."

Step number three is "develop the will to believe in yourself." So many people, says Schwartz, believe their doubts or doubt their beliefs. Belief in one's self is important in any kind of selling. This is no less true in selling by phone.

How many people can you talk to by phone in an hour? Ten seems a reasonable figure. Look what happens if you use a phone an hour a day. If you do this five days a week, you will have exposed yourself to 50 people. Do it 50 weeks a year and you will have contacted 2,500 people. Out of 2,500 people, there is no reason why the good will and friendship of 1,000 cannot be developed. Show them that you are interested in them and they will beat a path to your store.

What will you say when the person on the other end picks up the phone? It is necessary to arouse their curiosity and interest about your store. It is necessary to plant a seed, start them thinking about you. Let the customer know that you are interested in them and that you can help them if they will give you an opportunity.

A typical conversation might go something like this:

MR. SMITH: Hello, is this Mrs. Russell?

MRS. RUSSELL: Yes.

MR. SMITH: Thank you. This is Jack Smith at the Smith Music Company.

MRS. RUSSELL: Yes.

MR. SMITH: You purchased a television set from us two years ago. Is your family enjoying it?

MRS. RUSSELL: Very much.

MR. SMITH: Well, I know that you have been one of our good customers and I wanted to tell you that we have some wonderful new things that you and your family might be interested in. Have you heard about the new stereophonic phonographs?

MRS. RUSSELL: Well, I've heard about them.

MR. SMITH: Perhaps the next time you're down town you'll drop in and give us a chance to tell you about them, and let you hear them.

MRS. RUSSELL: I don't get down town very often.

MR. SMITH: I tell you what I would like to do Mrs. Russell. I have some very interesting literature about our wonderful new machines that will tell you and your husband all about them. May I mail it to you?

MRS. RUSSELL: All right.

MR. SMITH: Well, it has been nice to talk to you, Mrs. Russell. Thank you so much. Good bye.

MRS. RUSSELL: Good bye.

Here a contact was made. It took only a minute or two and it wasn't necessary to leave the store to do it. A seed of an idea was planted. Mrs. Russell has a good impression of the store and the next time she hears the word "stereophonic," she has to think of the Smith Music Company.

### Who to Call

One of the biggest problems many salesmen have is finding new customers. But new customers are everywhere. Look in the newspaper. You'll see names of people who have been appointed to new jobs. Call them and congratulate them. You'll see names of people who have just purchased homes. Call them and see if you can be of service. Look in your telephone book. Where will you start among those thousands of names? Well, if your name is Williams, start with the Williams. Wouldn't a Kelley want to buy from a Kelley?

### Further Thoughts

A few other tips that Jack Schwartz gives on the proper use of the phone are these. Learn to be a good listener. You can't find out what people want unless you listen intently. Relax. Be natural. Be yourself. Hold the mouthpiece directly in front of you and speak clearly. Be as courteous voice-to-voice as you would be face-to-face.

Finally, talk benefits. Don't just tell the prospect that you want to sell them stereophonic sound. Sell them the benefit—what it will do for them. Answer the question, "What will it do for me and my family?"

There are 58,000,000 telephones in the United States. Each of them is a direct contact to someone, someone who might buy and buy from you. Use the phone.

## MYSTERIOUS EAST DEPARTMENT, AUDIO PRODUCTIONS DIVISION

TOKYO—According to The Billboard's correspondent in Japan, Shusaku Fujita, video tape recorders are now in full swing at two commercial TV stations plus the government-sponsored web. His report also states:

"In view of expensive cost of the machine, the Ministry of International Trade and Industry of Japan has been leading the Japanese industry in furthering home production of the machine.

"Domestic production is about to start, as some of the leading Japanese electronics manufacturers already kicked off trial production after studying information obtained as a result of disassembling the Ampex video tape recorder.

"MITI will further these manufacturers' home products by actively co-operating with them and will set a policy to restrain the further import of the machine.

"What is still left over to be dissolved is a matter of patent problem. But, in view of Ampex's friendly policy made clear to co-operate with the Japanese manufacturers, it is expected that the problem will be feasibly settled."

## DEALER-DESIGNED

### New 'Sales Edge' for Irish Brand Tape Boxes

OPELIKA, Ala. — There'll be a new "selling edge" to the Irish brand tape promotions this winter.

Nat Welch, sales vicepres for ORRadio Industries, is launching a sales push on a new Irish tape package whose edge appearance on dealers' shelves has been improved.

Recent survey made by the firm revealed that dealers stack tape boxes flat on the shelves with only the edges of the boxes visible to the shopper. According to Welch, "the edge of most tape boxes is too narrow to give brand identification. Six feet away the customer cannot make out the brand name on the tape box."

The new Irish package is de-

signed to eliminate this problem. It has an edge one-eighth-inch wider than old-style tape boxes, with the Irish logo appearing in much larger type on the edge for clearer identification. Also, the brand name appears on three sides of the box, making it easier for stock clerks to display.

Package is the creation of Paul Mayen, New York designer, with gold circles now ringing an alternating green-and-white pattern that forms the background on the copy.

Another feature is the acetate window on the cover, revealing the tape inside the box. On the back is space for cataloging the reel by date, subject, speed, length in minutes and footage. Each box carries the unconditional guarantee of the Irish brand.

### 'Billiards' in Stereo? New Speaker Has It

WHITE PLAINS, N. Y.—University Loudspeakers will give audio consumers a chance to play twin-track "sonic billiards," with stereo reaching the listener by what amounts to a four-cushion shot.

Unit involved is the firm's new "Trimensional" packaged speaker, geared specifically for stereo and priced at \$258 in mahogany and \$263 in blond and walnut finishes.

A striking feature of the unit is that it is geared to do away with the two-enclosure pattern for stereo, managing to achieve the proper separation factor thru the utilization of "reflections from the walls of the listening room."

Bass for both stereo channels is carried on a University C12HC woofer, which has a dual voice coil and is driven by both amplifiers. Says University: "Since no directional effects are associated with the lower frequencies, stereo effect is fully achieved.

Mid - frequency and high - frequency ranges for each channel are carried on a pair of eight-inch direct radiators and a pair of compression - driven tweeters.

On the front of the unit are two "deflector doors," which swing wide to "aim" the sound toward adjacent room walls, from which it "reflects" — in the manner of a billiard shot — to the listener, giving him a feeling of separation on the stereo channels. The doors, however, can be adjusted to control the degree of separation, since when fully closed there is considerable mixing of the two sound outputs.

sists of a portable phono. In addition, Admiral is supplying display materials for use during the promotion.

### Stereo? So Who Needs It? Asks San Diego KITT

WASHINGTON—The angriest blast against FM broadcast of stereo music by multiplex channel has come from Music Unlimited, operating a San Diego FM station, KITT, itself recently converted to multiplex operation. KITT says the whole stereo picture has been exaggerated, and FMers may be risking sound income to make way for "the visionary and the faddist."

In answer to FCC query on further subsidiary operations for FM broadcasters, KITT took the opportunity to slam stereo itself. Very little music has been specifically written for stereo's "pingpong" effect, says KITT. Also, as stereo by its nature requires constant attention, "probably an hour a day would be all the would be practical."

And in the meanwhile, the San Diego broadcasters fears that back at the good old functional music channel, interference from the stereo newcomer may drive away the paying customers.

KITT asks the Federal Communications Commission to leave the decision about stereo-multiplexing on FM to the old grads who have struggled with FM problems for the past 10 years, and have worked out survival patterns. The least the agency can do to protect background music function, they believe, is to set aside special channels for the stereo use, and protect private music clients from being pirated via public adaptors for a new stereo-broadcast service.

The San Diego station also asks the FCC not to forget other commercial broadcast interests in its zeal to open up new fields to the (Continued on page 26)

### Motorola Ties Phono Promotion To Shoe Outlets

CHICAGO — Motorola phonographs are being used in window displays by more than 1,000 Brown Shoe Company "Glamour Deb" dealers in a unique tie-up recently announced by the phono firm.

Under the plan, each of the dealers will award a Motorola "Playmate" Fibreglas portable phonograph in a local essay contest. (Continued on page 26)

### GE 'Subscription' Service Manuals

UTICA, N. Y. — A new service manual subscription plan for radio and phonograph service technicians has been announced by W. T. Curtis, product service manager of General Electric's radio receiver department.

Each subscriber to the new plan will receive a comprehensive service manual on each new GE radio and phonograph at the time the product reaches the market, and (Continued on page 26)

### Admiral's Full Steam Ahead

CHICAGO—Admiral Corporation reports widespread dealer acceptance for a new promotion, Operation Phonograph, tailored to give small retailers "a good selection of merchandise on which to demonstrate records without necessity of extensive equipment purchases."

Stereo-slanted package, already signed for by some 1,000 record retailers by Admiral's count, con-



It's  
growing  
fast

# "HIBISCUS"

Jo Stafford's  
latest and we think  
it's got that something  
that appeals  
to everyone

Published by the  
Melrose Music Corp.  
(ASCAP)

Lyrics by Carolyn Leigh  
Music by Cy Coleman  
b/w LAZY MOON 4-41281

on high-fidelity records by



© Columbia Records  
A division of Columbia Broadcasting System, Inc.

**HIBISCUS**

Lyrics by CAROLYN LEIGH      Music by CY COLEMAN

March Tempo (1/2)

The girl HIBISCUS kiss boy HIBISCUS  
'Cause girl HIBISCUS enjoy hibiscusing.  
So dear, assumin' you feel like bloomin'  
let's do the human thing to do!

(a little more robust)

No lady octopus has ever socked a puss  
of any octopus who said, "Let's octopi!"  
I hate to be pushy, but I'm feelin' mushy,  
and if squid can be squooshy, so can you!

If a he-shad had to ask a she-shad's dad  
if he could be the she shad's beau  
And her dad pulled a shot gun on the poor shad lad,  
she'd have a sad shad roe to hoe

So why you're waitin' is most bewild'rin'  
procrastinatin' is just for little children,  
birds in bowers and fish and flowers  
and I can risk a smooch or two,  
So my HIBISCUS, why can't you?

## LYRICS:

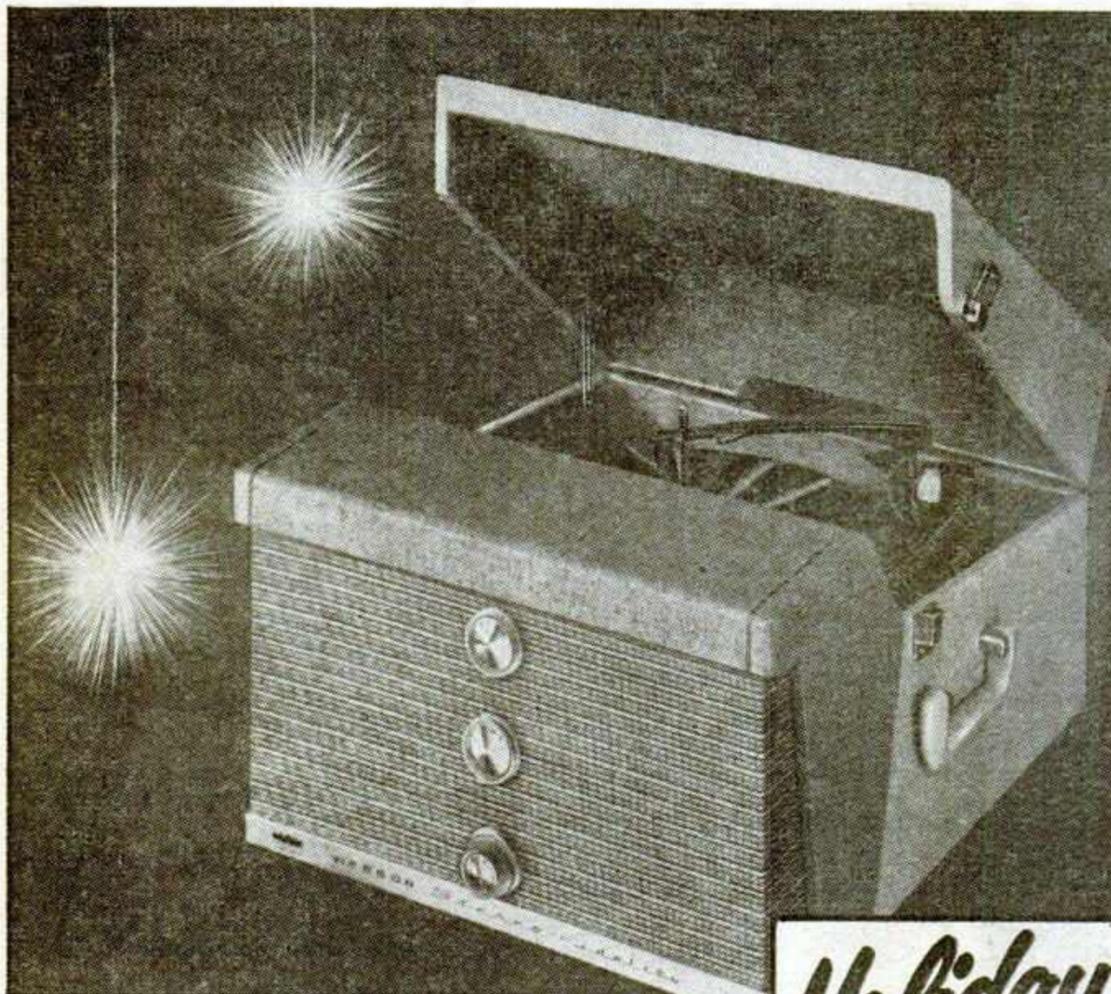
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and I can risk a smooch or two,  
So my HIBISCUS, why can't you?

# STEREO Fonographs by WEBCOR



## NEW from WEBCOR!

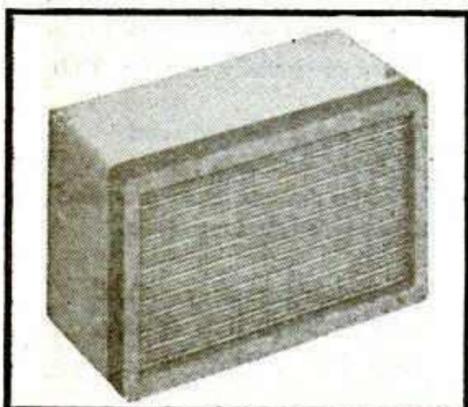
*Holiday*  
STEREO-FIDELITY  
FONOGRAF—Model 1956  
Only  
**\$99<sup>95</sup>**

### A Self-Contained Stereo High Fidelity Portable—Just Out And Priced For Big-Volume Holiday Sales!

This is it . . . the budget-priced Webcor Stereo Portable with the red-hot sales future! The brand-new Holiday Stereo-Fidelity Fonograf has two powerful 5" speakers, wide-angle mounted across the front of the carrying case for the most spectacular stereo sound yet to come out of a self-contained portable stereo instrument.

- Dual channel amplifier
- Separate tone controls for each channel
- Separate Volume controls for channels 1 and 2
- Webcor "Magic Mind" 4-speed Stereo-Diskchanger plays 33 and 45 stereo and monaural records intermixed
- In ebony and grey tweed or coral and grey
- External speaker jack

Sell Webcor for your merry Christmas. Call your Webcor distributor today!



Stereo Mate VI—Model 4906

**ALSO! For customers who want greater stereo separation! New! Budget-priced two-speaker system you can sell for only \$14.95.**

The new Stereo Mate VI external speaker system is specially designed for use with the new Holiday Stereo Fonograf for customers who want greater separation than in the self-contained unit. This fine 2-speaker system provides up to 12 feet of separation for 2nd Channel sound and truly magnificent stereo reproduction. May also be used with any Webcor Fonograf equipped with an external speaker jack. A natural for big-league profits!

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

## Audio Feedback

By CHARLES SINCLAIR

### ROCKBAR GOES AL FRESCO

We have no objection to the semi-fantasy trend in advertising photography—the kind of thing typified by a Dunbar couch in the middle of Central Park or Noel Coward mixing a v-e-r-y dry martini in the midst of Sahara sand dunes—but some of it doesn't go too well with audio products. Or, at least, we think it doesn't.

Take the case of Rockbar's current magazine ad for its Collaro record changers. The one that portrays "Ralph Bellamy, starring in 'Sunrise at Campobello,' listens to stereo on his Collaro changer and Goodman's Traixonal Speaker System."

Okay—we'll stand still for the fantasy gimmick of actor Bellamy listening to his pair of speakers in the middle of what looks like a forest of California Redwoods, and not wonder such heretic thoughts as where he's getting his AC current from or what the outdoor location will do to the sound quality.

But it's that Collaro Model TSC-840 changer sitting smack atop the right-hand speaker system that threw us. Ruined whatever was left of the mood, so help us. Why? Well, we spotted the ad in the November issue of Audiocraft (page 12). A few pages away was Joel Ehrlich's readable article on rumble, phase and hum problems of stereo disk playback. That's what really did it, for one of the points cited early in Ehrlich's report reads as follows:

"A stereo record-playing system is more susceptible to acoustic feedback also—again, because either vertical or lateral motion produces an electrical output from a stereo cartridge. Don't mount the player on or close to a speaker system." See what we mean?

### MOTOROLA GOES FOR INCENTIVES

A firm with a good sense of sales promotion, Motorola has been using a new incentive gimmick among individual distributor salesmen. Regional managers of Motorola have been distributing sterling silver cuff links that are exact reproductions in miniature of the salesmen's business cards. The gift cuff links were part of a special promotion on Motorola clock and table radios which in at least one market shot sales to over 200 per cent of quota.

### EICO GOES FOR ACCURACY

Not long ago we mentioned en passant in the column that Hegeman Laboratories, which has just set up a consultant relationship with Lafayette Radio on wire-it-yourself audio kits, also "had a hand in the Eico line of kits." This promptly drew a letter from Iz Zam, prexy. of Zam & Kirshner, the advertising and p.r. firm handling Eico. Said Zam:

"Under an exclusive license agreement with Hegeman Laboratories, our client Eico is manufacturing the Model HFS-2 omni-directional speaker system. It is also true that neither Mr. Hegeman nor Hegeman Laboratories has ever taken any part in the design, development or production of any Eico Kit.

"We have a very high regard, indeed, for Mr. Hegeman as an acoustic and speaker engineer. It is also understandable that we would not want your readers to get the wrong impression from the phrase you used. Eico always has done its own engineering and production for all its electronic and other products. The Model HFS-2 speaker system is the one exception to this fact—and the only exception."

Our apologies to Messrs. Zam and Hegeman and Phil Portnoy, of Eico. When we tossed in the over-the-transom reference to Eico, it was the HFS-2 we had in mind. Seeing it portrayed in Eico displays and ads, along with other completed Eico models, we had assumed—incorrectly, as it turned out—that it was available in either kit form or ready-made. We knew of the Hegeman connection with the unit, but we forgot to notice that it's advertised as "Completely factory-built." Hence, no Hegeman kit.

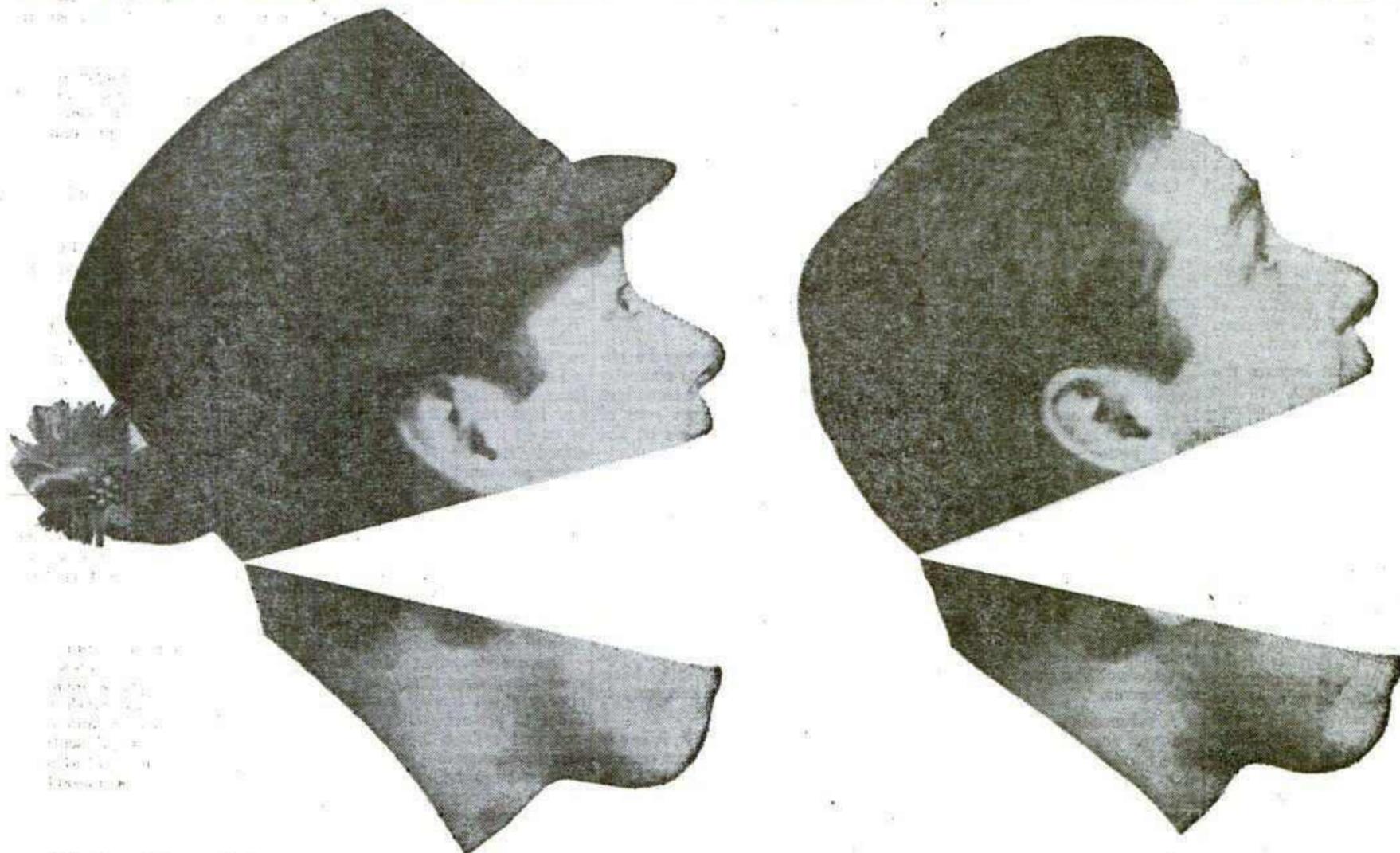
### EXECS GO FOR BRASS

Clark Lambert has been named sales administration manager in the Consumer Products area of Olympic Radio & TV, according to Morton Schwartz, sales v.-p. Lambert replaces Sy Lipper, who has resigned. . . . At the same time, Olympic has named Coffin & Wimple as the exclusive distributor for the State of Maine. . . . Walter L. Brough has been named manager of the manufacturing division, a new post, at ORRadio Industries, according to prexy J. Herbert Orr. . . . William D. Gannon has been named to the new position of resident sales manager for Sylvania Home Electronics in Cincinnati, where he'll be responsible for phono, radio and TV Sylvania sales to dealers in that marketing area.

### JERROLD GOES FOR PLUG-INS

Philadelphia's Jerrold Electronics Corporation is launching an interesting home TV-FM system that may well prove a topnotch accessory item for both audio and appliance dealers, as well as many a record outlet. It's actually an antenna signal amplifier that feeds the boosted signal around the house to a set of plug-in outlets. A user can then plug in antenna leads of TV sets, FM tuners or even AM as simply as plugging in a light. Complete kit (amp, flush or surface outlets, fasteners, twin-lead, etc.) goes for \$67.75.

# EVERYONES YELLING for 1355



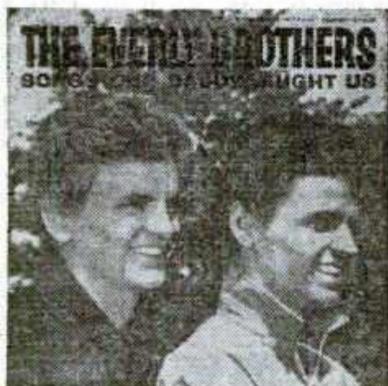
## THE EVERLY BROTHERS

### SMASH SINGLE **PROBLEMS • LOVE of MY LIFE**

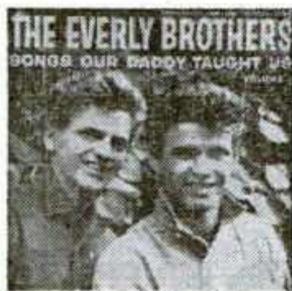
CADENCE 1355

and just as loudly for **SONGS OUR DADDY TAUGHT US**

Soon to be released on LP and three EP's



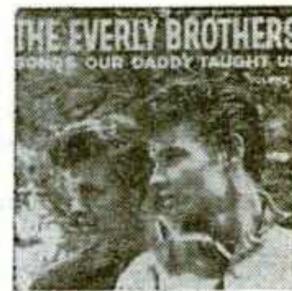
CLP 3016



CEP 108



CEP 109



CEP 110

*Presses still working overtime on...*

**LP's, \$3.98 ea.**

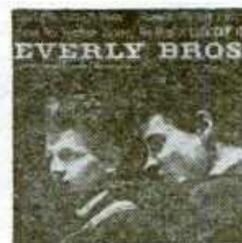
**EP's, \$1.29 ea.**



CLP 3003



CEP 104



CEP 105



CEP 107

**CADENCE RECORDS, INC.**

119 West 57th Street, New York 19, N. Y.

## Home Demo Spurs Phono Sales

Continued from page 20

for a unit without the other hearing it. Often, this results in having the unit sent back. When Bright's closes a sale, they want it to stay closed.

Bright's sells 10 Motorola units to one of another brand. The main reason is that they promote it heavily. But the outlet feels that the portable unit is ideal for their purposes. One of its more important features is the fact that both speakers are detachable from the master unit with its controls. This permits maximum flexibility in placing the speakers for top stereo effect. For example, the turntable and controls can be in a chairside position and the two speakers placed opposite. This isn't possible, of course, when one of the speakers is located in the master unit.

Other features that impress the customers, Bright's finds, are the portability factor and the "balancing" control which brings up one speaker and lowers the other. Finally, they feel the unit is priced right for the market they want to reach.

The interest and curiosity of the customer for stereo is matched only by their confusion. The word "stereo," in Bright's experience, is "meaningless" to the average guy. A tremendous education program is needed before sales will attain a very high pitch. Typical of the customer's confusion is the question that is most often thrown at the salesmen. They say, "I know this is stereo, but is it hi-fi?" Salesmen are instructed to tell the customer that stereo is "higher-fi."

But, happily, if they are confused, they are also curious. Every day in the week, Bright's regularly has from 200 to 250 people in their store listening to their new stereo models between the hours of

noon to two in the afternoon. This, Bright's explains is something new in their experience. This crowd just stands and listens. Little selling is done at this time because the store doesn't try to high-pressure. This noon hour crush is simply considered to be exposure to the customer. Bright's finds that many of these people come back later on for more information, for additional demonstrations and to buy.

One reason the store attracts such crowds is the new display they have given to stereo phonos. A few months back, they tore the interior of the store apart and installed a huge phono display that occupies 40 feet along one wall. Phonos are arranged in three tiers along this wall. Demonstration here is effective too or the crowds wouldn't come in. But the most effective demonstration, Bright's believes, is the one they conduct in the home. In the home, the units sound better and the customer is in a better buying mood.

## GE 'Subscription'

Continued from page 22

bonus publications sent to subscribers will include complete replacement parts price lists and technical bulletins on subjects such as transistor and printed circuit developments.

A subscription, priced at \$2.50, will run for 12 months from the date of receipt of the order. Subscriptions may be obtained by sending a check or money order, payable to General Electric, to the General Electric Company, Radio Receiver Department, Technical Publications, 869 Broad Street, Utica, New York.

## Jensen Combats

Continued from page 20

Jensen dealer, and exchange for sapphire styli to fit their own phonos.

In turn, the dealer receives two needles — a bonus needle free, plus the replacement — for every certificate he redeems. The same guarantee applies to the distributor. This provides dealers with a bonus of an extra needle for every certificate they turn in, which has already made the "two-for-one" promotion so successful Jensen is keeping it in action.

One payoff has been in new dealer outlets. In such cities as Amarillo, Oklahoma City and Minneapolis, according to Remund, "distributors report many inquiries from retail music and record stores which have never handled Jensen products."

Jensen replacements can be obtained now, according to company execs, for needles and/or cartridges for approximately 80 per cent of the present phono models on the market.

## Who Needs Stereo?

Continued from page 22

stereo disciples. KITT is still smarting from the high cost of installing multiplexing equipment in its FM operation, as required by the FCC. It wants nothing that will risk further loss of subsidiary background music income necessary to its existence.

KITT, formerly KDFR, is one of the three most recent converters to multiplexing mentioned in FCC decision to slam the door on any more simplexing. (A "Triggered" Cutoff.) Other two who have recently completed the changeover are WHOO-FM, Orlando, Fla., and WCAU, Philadelphia.

## Be Sure You Know the Facts

Continued from page 20

appoint their franchised accounts in each area employing the services of a hi-fi sales representative to service the accounts."

The service dealer, Altshuler feels, thus has little rank in the components field. "With one-step distribution," said Altshuler, "there is not enough spread in the pricing to permit the jobber to resell to the service dealer or to you and make a satisfactory profit."

In turn, this bothers many a retailer. Some may feel that the local wholesaler "is selling directly to the consumer merchandise they feel traditionally belongs to the retailer," according to the audio exec. For another, the local wholesaler who handles "other products on which they can make a legitimate profit cannot sell them hi-fi components."

Few component firms have the financial resources of a big package firm for national advertising or co-op advertising, and few can afford "the kind of sophisticated sales personnel you find in the package goods field."

Discounting is complicated in audio components, Altshuler cautioned, pointing out that manufacturers may have a list price and an audiophile net but "the discount to the reseller who purchases direct from the manufacturer is figured on the audiophile net."

Dealers invading the component manufacturers are very choosy about issuing franchises in order to protect dealer territories, and that selling "big ticket" hi-fi may involve setting up credit deals for the consumer—alho a willingness to organize credit may present "a big opportunity for the appliance dealer who knows how to handle credit sales."

Altshuler wrapped up his advice thusly:

"If you go into the hi-fi components business, either by opening another store or putting in a hi-fi components department, you will be able to purchase directly from the hi-fi components manufacturer and you will get the same discount as the radio parts jobber or hi-fi specialty shop in your area.

"On the other hand, if you want to pick up an occasional hi-fi components sale, you cannot buy directly from the manufacturer, and you may have trouble purchasing certain items from your local jobbers. Remember, they are not authorized to sell you for resale on most hi-fi components."

## Motorola Ties

Continued from page 22

try blanks are available as traffic builders for the shoe stores.

Supporting the traffic build-up promotion is an ad in Seventeen Magazine and other publications which not only promote the "Glamour Deb" line of shoes but shows the Motorola set and lists, with addresses, all the participating dealers.



they all say: "It's his greatest"

**AL ALBERTS**

Singing

**THINGS I DIDN'T SAY**

CORAL 9-62035

**CORAL RECORDS**

# GONE WITH THE WINNERS

ONE OUT OF TWENTY OF ALL THE HITS BY INDEPENDENT RECORD LABELS IN 1958 WERE BY GONE RECORDING CORP.

AND NOW PRESENTING OUR FALL ROUND-UP OF NEW HITS, BIGGER THAN EVER!

SO GREAT  
"SO MUCH"

by  
THE  
IMPERIALS  
END #1036

HEADED FOR THE CHARTS

"SONG OF THE DUGONGS"

JIMMY MARTIN  
GONE #5004

THE NEW  
DUANE EDDY  
SMASH  
"CANNON BALL"

b/w  
"Mason-Dixon Lion"  
JAMIE #1111

BUSTED WIDE OPEN

"KING OF FOOLS"

by  
SAM HAWKINS  
GONE #5042

GOING ALL THE WAY

DONNIE OWENS  
"NEED YOU"  
GUYDEN #2001

SOARING UPWARD

"LOVERS NEVER SAY GOODBYE"

by THE  
FLAMINGOS  
END #1035

IT'S NEW-IT'S BIG

THE  
JORDAN BROS.  
"SEND ME YOUR PICTURE"

b/w  
"OH, LOLLY"  
JAMIE #1112

"WICKED RUBY"

by  
DANNY ZELLA  
and his Zell Rocks  
FOX #101

# GONE RECORDS

1650 BROADWAY, NEW YORK, N. Y. JUDSON 6-1060

# Over 52 Million Readers

WILL FEEL THE IMPACT OF

SOMERSET



STEREO

# BLOCKBUSTER

These sales pulling publications will send millions of new stereo buyers into your stores in December and January

**LIFE**

TIME

THE NEW YORKER

**HOLIDAY**

**TV  
GUIDE**

**PLAYBOY**

*Esquire*

*Saturday Review*

**HiFi**  
A MUSIC REVIEW

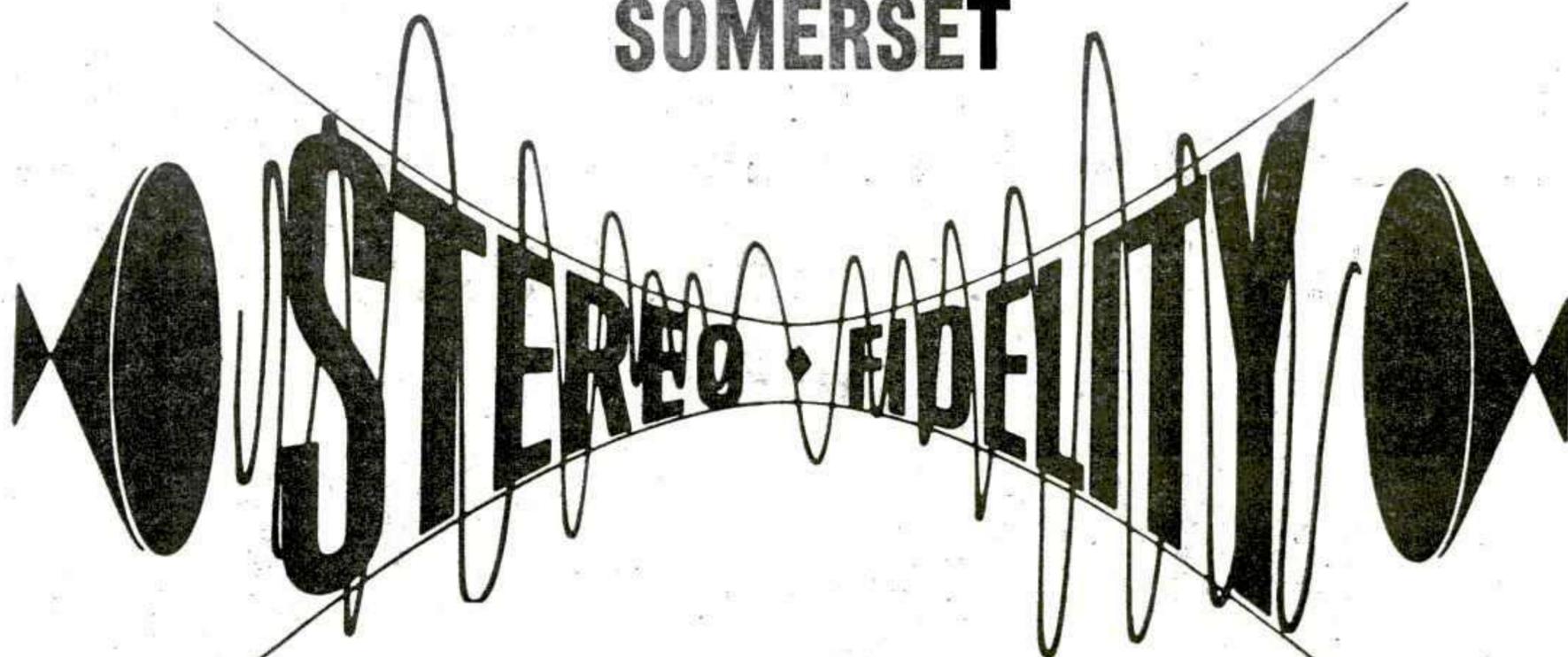
*High Fidelity*

THE  
**HARRISON**  
CATALOG

**schwann**  
CATALOG

2700 radio stations will be programing *101 Strings* special tie-in library exposing 70,000,000 to the sound of magnificence

# SOMERSET



will premiere the

# WORLD'S GREATEST STEREO RELEASE AT ANY PRICE

to the following distributor personnel at meetings on the following dates . . .

## EAST

Friday, November 7, 1958, at  
Somerset Factory, Swarthmore, Pa.  
Chips Dist. Co., Inc.  
1415 N. Broad St., Philadelphia, Pa.  
Cosnat Dist. Corp.  
415 Halsey St., Newark, New Jersey  
Eastern Record Dist.  
26 Clark St., East Hartford, Conn.  
Records, Inc.  
790 Commonwealth Avenue, Boston,  
Mass.

Leonard Smith Co.  
30 N. 3rd St., Albany, New York  
Tico Dist. Co.  
659 10th Ave., New York, New York

## MID-WEST

Saturday, November 8, 1958,  
at Chicago, Illinois  
A & I Dist. Co.  
1000 Broadway, Cincinnati, Ohio  
Commercial Music Co.  
2338 Olive St., St. Louis, Missouri  
Cosnat Dist. Corp.  
1233 W. 9th St., Cleveland, Ohio

Cosnat Dist. Corp.  
3727 Woodward Ave., Detroit, Mich.  
Heilicher Bros., Inc.  
119 North 9th St., Minneapolis, Minn.  
James H. Martin, Inc.  
1341 S. Michigan Ave., Chicago, Ill.  
Record Sales Corp.  
1070 Union Ave., Memphis, Tenn.  
Record Sales Co.  
640 Baronne St., New Orleans, La.  
Tracy Mitchell  
506 Seventh St., Buffalo, New York

## WEST

Sunday, November 9, 1958  
at Las Vegas, Nevada  
Big State Dist.  
1550 Edison Street, Dallas, Texas  
Calmar Dist. Company  
408 N.W. 7th St., Oklahoma City,  
Okla.  
Chatton Dist. Co.  
2517 San Pablo Ave., Oakland, Calif.  
Great Western Record Dist.  
2806 E. Colfax, Denver, Colorado  
Great Western Record Dist.  
1364 S. 2nd St. West, Salt Lake City,  
Utah

M. B. Krupp  
309 S. Santa Fe, El Paso, Texas  
M. B. Krupp  
1919 North 16th St., Phoenix, Arizona  
L. A. Music Sales  
2100 W. Washington Blvd.,  
Los Angeles, Calif.  
Santone Sales  
412 S. Main Ave., San Antonio, Texas  
Stanley Distributor  
235 Westlake North, Seattle, Wash.

## SOUTH

Friday, November 14, 1958, at  
Somerset Factory, Swarthmore, Pa.  
Allen Dist. Company  
3409 W. Leigh St., Richmond, Virginia  
Astor Records, Inc.  
1901 5th Ave., Pittsburgh, Pa.  
General Dist. Co., Inc.  
2329 Penna. Avenue, Baltimore, Md.  
Mangold Dist. Co.  
2212 W. Morehead St., Charlotte, N. C.  
Pan American Dist. Corp.  
3401 N.W. 36th St., Miami, Florida  
Southland Dist. Co.  
441 Edgewood Ave., Atlanta, Georgia



is Manufactured by Miller International Co., Swarthmore, Pa., U.S.A.



# Christmas Albums

## Christmas Spotlights . . .

### Christmas Albums

**MERRY CHRISTMAS**—Johnny Mathis with Percy Faith Ork. Columbia CL 1195  
This will certainly be one of the most potent albums for the season. Mathis presents popular Christmas songs on one side of the disk; the other has traditional carols. Lush settings by Percy Faith are excellent. Attractive cover shot of artist will help. Warm readings of "The Christmas Song" and "O Holy Night" are especially fine.

**CHRISTMAS SING-ALONG WITH MITCH**—Mitch Miller & the Gang. Columbia CL 1205  
Mitch Miller and his gang have had solid success with their two previous "Sing Along With Mitch" albums, and this de luxe Christmas item looks like another big seller. It contains 13 familiar carols sung in a capella fashion by the mixed vocal group. And the beautifully packaged album contains "sing-a-long" lyrics sheets that can be snapped out of the package so that caroleers can sing along with Mitch. A powerful holiday item.

**THE STAR CAROL**—"Tennessee" Ernie Ford. Capitol ST 1071. STEREO & MONAURAL.  
Here's a sales natural—stereo or monaural. Ford offers tender, reverent vocal treatments of his favorite Christmas carols. Selections include "Joy to the World," "The First Noel," "Silent Night" and "Adeste Fideles." Prime yule programming wax for jocks.

**TO WISH YOU A MERRY CHRISTMAS**—Harry Belafonte with Bob Corman Ork & Chorus. RCA Victor LPM 1887.  
This one can hardly miss being a powerful threat. Belafonte applies his touching, lowest pressure approach to 18 Christmas carols and pop songs of the Christmas season. A chorus is worked attractively into the arrangements and guitar backings by the singer's regular accompanist, Millard Thomas, and guest virtuoso, Laurindo Almeida, are tops. A shining production which can be a leader this holiday season.

**THAT CHRISTMAS FEELING**—Bing Crosby. Decca DL 8781  
The listenable set includes modern and traditional Christmas music. Crosby's approach is as listenable as ever, and his name, long associated with various holiday programming packages, should prove very strong saleswise. The attractive cover in warm hues of brown and yellow adds to the over-all appeal.

**CHRISTMAS WITH MELIS**—Jose Melis Ork. Seeco CELP 423  
Here's a hot Christmas item from Seeco Records. Jose Melis, who has become nationally known via the Jack Parr show, has a Christmas album here that is out of the normal groove even tho' all the tunes are well-known carols. His piano work and his touching manner of singing the carols adds much to the genuine flavor of this holiday set. Should turn into a big one for the label during the season.

**CHRISTMAS WITH GRANDMA MOSES**—Grandma Moses with Various Artists. RCA Victor LOP 1009  
Here is a charming Christmas gift item for the holidays, with strong appeal for Grandma Moses fans, collectors of quaint Americana and the family trade in general. An elaborate double fold album, with bound-in photos and reproductions—in color—of famous Grandma Moses paintings—is a big sales plus. The ancient (98) painter reads excerpts from her autobiography with charming clarity and awareness. While nostalgic musical segs—"Jingle Bells," "Blue Tail Fly," etc.—are provided by

the Ralph Hunter Choir, Skitch Henderson and boy soprano William Meyerhoefer.

**CHRISTMAS HOLIDAYS AT RADIO CITY MUSIC HALL**—Radio City Music Hall Symphony Orch. (Paige) & Various Artists. RCA Victor LOP 1010  
This is one of the best looking albums on the market, with 12 pages of liner notes and a beautiful and uncredited set of striking color photos of New York's famous theater showcase in action, including a huge fold-out of the full chorus line. With 8,000,000 admissions yearly at the Music Hall, this "sound track" of the famed Christmas show (everything from organ solos to ballet, plus the "sound" of the famed precision Rockettes) should have a pre-sold audience.

### Low-Price Christmas Albums

**THE GLORY OF CHRISTMAS**—101 Strings. Stereo Fidelity SF 7100. STEREO ONLY.  
The prolific 101 Strings have a strong holiday item for the low-priced albums marked in this collection of traditional Christmas themes—"Silent Night," "Jingle Bells," "Hark! The Herald Angels Sing," etc. Excellent sound value for stereo fans, and joyous yule-time programming for jocks.

**CHRISTMAS IS FOR THE FAMILY**—Dennis Day with Lou Hollingsworth, Organ & Vail Boys Choir & Ork. Design DLP X 1  
This is a first rate set for low-priced LP customers. It starts out with a conversation between Jack Benny and Dennis Day and then Day, supported by the Vail Boys Choir, sings favorite carols such as "Silent Night," "Jingle Bells," etc. Packaging is excellent with a picture of Jack Benny as Santa Claus. Should be a strong seller during the holiday season.

**BELOVED CHRISTMAS HYMNS & CAROLS**—The Canterbury Choir (Marrow) with Ernest White, Organist. Lion L 70082  
This low-price reissue of an extremely popular M-G-M album should rake in Christmas coin. The late Macklin Marrow made familiar carols like "Adeste Fideles" and the "First Noel" a treat to hear by taking singers of the finest quality and leading them thru spritely, animated arrangements. The voices balance to perfection. A real buy.

**CHRISTMAS FOR CHILDREN**—Frank Luther with Zora Layman, James Ballister & Quartet. Vocalion VL 3626  
A charming "Night Before Christmas" reading plus adult moppet medleys of holiday songs, complete with organ, bells, sound effects and jolly soloists. A fine \$1.98 buy.

**40 ALL-TIME CHRISTMAS FAVORITES**—Robert Maxwell, Harpist. Lion L 70081  
This disk is a whopping bargain among Christmas packages, a fact doubly emphasized by its low price. In terms of sheer quantity, the 40 numbers here represented encompass the whole varied range of Christmas music, running from novelties and pop hits thru carols and hymns. Qualitywise it's a good bet, too, for those who appreciate the harp. Bob Maxwell, an old hand at slick harp renditions, does his usual imaginative job in these performances and the end result is a tasteful potpourri for the yule season.

**AN OLD-FASHIONED CHRISTMAS**—Richard Ellsasser playing the Harmonium & Celeste. Lion L 70083  
"What Child Is This," "Virgin Unspotted" and other less familiar yule titles make an attractive collection of instrumentals, with warm soloing by Ellsasser. A good value at this price, with displayable cover.

## Reviews of New Christmas Packages



### EXPLANATION OF PACKAGE RATING CATEGORIES

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

- SPOTLIGHT—Sure-Fire Merchandise—Top Demand
- ★★★★—Very Strong Sales Potential—Essential Inventory
- ★★★—Good Potential—Will Sell
- ★★—Moderate Potential—Saleable Qualities
- ★—For dealers who stock all merchandise.

### CHRISTMAS ★★★★★

**CHRISTMAS MUSIC (2-12")**  
Percy Faith Ork. Columbia C2L 15  
Exciting arrangements of 28 yule songs should give jockeys class programming. "Deck the Halls," "Joy to the World" and "Christians Awake" are handled with special originality, but thruout the ork is rich and full, with sound a feature.

### CHRISTMAS ★★★

**CHRISTMAS WITH JESSE CRAWFORD**  
Decca DL 8794  
Crawford again comes thru with inspiring performances. One side of the platter consists of familiar, popular Christmas melodies; the other is composed of carols. The artist's organ mastery is beautifully illustrated and his fine approach on the seasonal fare should prove to have wide appeal.

### THE NATIVITY

John Facenda, Narrator. RCA Victor LOP 1564  
The Christmas story retold in modern English, with reverence and respect. Narrator Facenda's voice, a familiar one to radio and TV audiences, is rich and resonant. There's interesting background music scored for cello, French horn, oboe, clarinet and choir. While primarily for adults, fine packaging and 12 pages of drawings will heighten appeal for children. Some present-day moralizing is the only jarring note, but over-all it's a fine gift item.

### 12 SONGS OF CHRISTMAS

Bill Doggett. King 600  
Doggett fans and those seeking a change of pace for their Christmas programming fare can be attracted to this set. However, Doggett's style, as applied to this particular type of music, may attract only limited, general interest. Arrangements, tho' interesting, do not seem quite fitting. Cover design adds little.

### CHRISTMAS ★★

**POLISH CHRISTMAS CAROLS**  
Ted Maksymowicz Ork. ABC-Paramount ABC 260  
Polish carols are given lovely settings by the Echo Choir and the ork. Few of the carols are well known in this country. How-

ever, the set can move well among certain groups. Charming cover photo will help attract. Excellent territorial appeal.

### CHRISTMAS SONGS FROM MANY LANDS

Allan Mills. Folkways FC 7750  
Allan Mills is a Canadian singer of folk songs who has a robust, yet tender quality which lends itself well to this extensive collection of Christmas repertoire. There are 25 songs in all, sung only with guitar accompaniment, and the material is derived from English, French, Canadian, American and German lore, not to mention that of many parts of Europe. Booklet attached contains complete lyrics. Splendid collector's piece.

### A CHILD IS BORN

The Trappist monks of Gethsemani. Columbia ML 5318  
The Trappist monks of the Abbey of Gethsemani in Kentucky are presented here in one of the season's more unusual Christmas albums. They show good voice in their rendition of the Advent-Christmas liturgy, which they perform reverently and without pretentiousness. The chants of the monks in the ancient rituals show depth and sincerity. The album is attractively packaged and contains texts and explanations.

### THE BELLS ON CHRISTMAS MORN

Robert John Carwithen. Decca DL 8792  
This package features the bell sound of the Carillon Americana. The distinctive sound produced by the instrument is ideally suited to Christmas carols and hymns. Carwithen's artistry is certainly above others in similar-type sets. As a specialty item, this can move well, but chances of heavy sales may be hampered by other seasonal "heavyweights."

### NOEL, NOEL

Hans Carste Ork. Decca DL 8809  
For those seeking something different than the usual 12 Christmas selections found in most Christmas packages, this LP, recorded in German, could prove a desirable item. The full ork sound and the occasional and fitting use of both organ and bells for special effect is appealing. The interesting tunes also attract. Tho' some are traditional carols, the set also includes "Come Hither, Ye Children"; "The Snow Falls Quietly," and "Lo, How a Rose E'er Blooming." Package is a delightful change from the usual Christmas fare and could be a good sleeper to push.



**N**ot even a mouse...will miss the big  
**RCA VICTOR Christmas promotion!**  
**THIS FREE GIFT RECORD...free to**  
**you, free to your customers...will bring**  
**you TREMENDOUS HOLIDAY TRAFFIC!**

RCA Victor has pressed more than 1,000,000 copies of this brand-new record, featuring Christmas songs by BELAFONTE, COMO, THE AMES BROTHERS, THE RADIO CITY MUSIC HALL SYMPHONY AND CHORUS. Record buyers everywhere are being invited to pick up free copies at their dealers'... at your store!

Call your RCA Victor distributor *now* for a big stack of free Christmas records. And while you're at it, keep in mind... **(turn the page, please)**



Dealers  
everywhere  
are

# STOCKING

RCA VICTOR'S  
THE SMART  
BUY FOR  
YOU! THIS  
PROMOTION  
CAMPAIGN  
TELLS WHY!



**1** Dec. 1st spread in *Life* magazine, including for the first time in *Life*, a removable gift catalog. The back cover of the catalog is filled with seasonal RCA Victor albums.



**2** Full-page ads throughout the Holiday period, featuring the free gift album (see preceding page) and the Christmas albums—in *Coronet*, *High Fidelity*, *Hi Fi Music at Home*, *Hi Fi and Music Review*, *Schwann*, *Long Player*, *Catalog of Stereo Music*, *Hit Parader*, religious publications, others!

**3** Exciting TV commercials on the George Gobel Show, the Eddie Fisher Show, Ellery Queen, and Northwest Passage!



**4** Beautiful full-color, three-dimensional window display, featuring Perry Como as spokesman for RCA Victor

**5** Large, easy-to-use window streamers!

**6** 4-color, 8-page Christmas catalog, featuring the best albums for gift giving.

**7** Special colorful shopping bags featuring Christmas promotion!

**8** Tabloid and full-page shopper ads and two 600-line mats—pop and Red Seal.

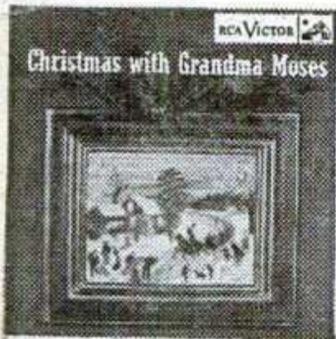
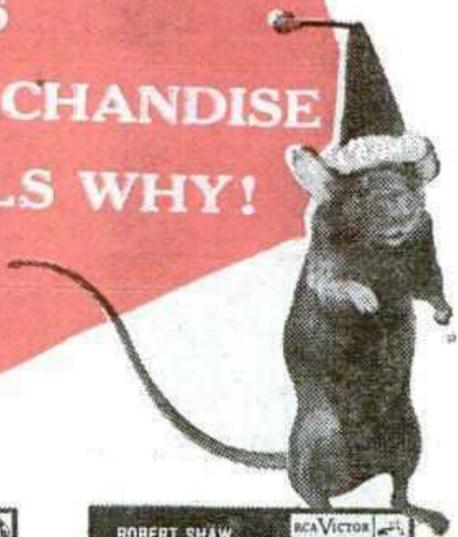
**9** Heavy spot campaign on NBC Radio Network's Monitor, throughout Holiday period!

**10** Radio spots, transcribed and ready for local dealer use!

# TOP

## on profit - packed RCA VICTOR Christmas albums!

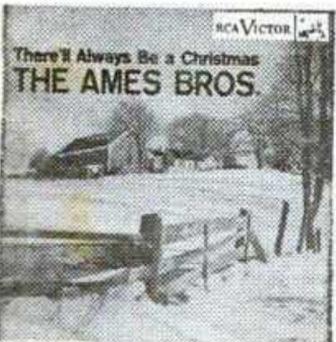
RCA VICTOR'S  
THE SMART  
BUY FOR  
YOUR  
CUSTOMERS!  
THIS  
MERCHANDISE  
TELLS WHY!



LOP/LSO-1009\*



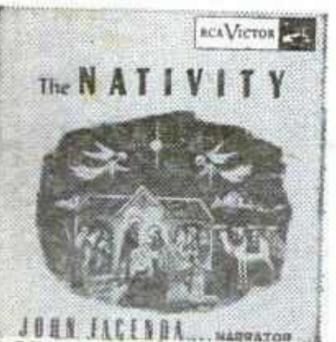
LM/LSC-2139\*



LPM-1541



LOP/LSO-1010\*



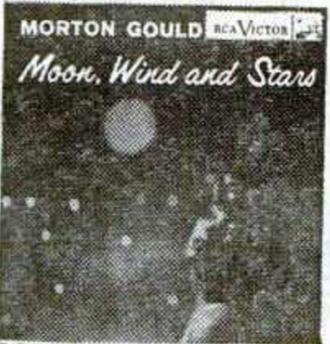
LOP-1504



LM/LSC-2254\*



LPM/LSP-1719\*



LM/LSC-2232\*



LM/LSC-2228\*



LM/LSC-2230\*



LPM/LSP-1887\*



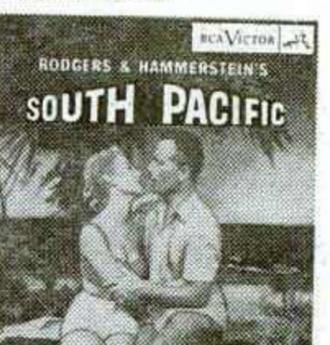
LM-6053



LM-2029



LM/LSC-2252\*



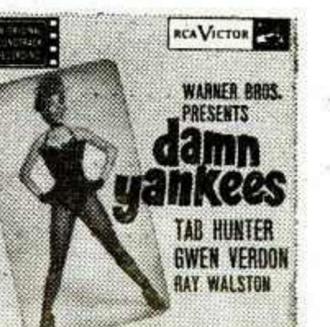
LOC/LSO-1032\*



LM/LSC-6135\*



LPM/LSP-1885\*



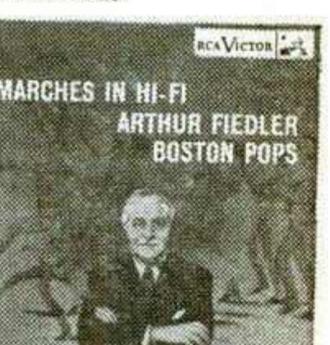
LOC/LSO-1047\*



LPM/LSP-1757\*



LPM-1243



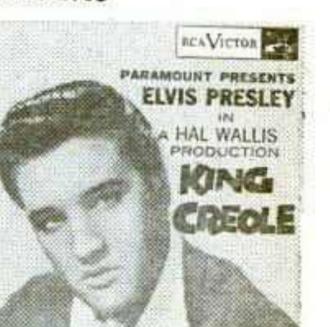
LM/LSC-2229\*



LM/LSC-2234\*



LPM-1765



LPM-1884

\*Also available on New Living Stereo records

**SANTA SAYS: CALL YOUR RCA VICTOR DISTRIBUTOR TODAY!**



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING OCTOBER 25

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

This Week		Last Week	Weeks on Chart
1.	<b>Only the Lonely</b> . . . . .	1	6
	Frank Sinatra, Capitol W 1053		
2.	<b>Sing Along With Mitch</b> . . . . .	7	17
	Mitch Miller, Columbia CL 1160		
3.	<b>Tchaikovsky: Piano Concerto No. 1</b> . . . . .	2	14
	Van Cliburn, RCA Victor LM 2252		
4.	<b>But Not for Me</b> . . . . .	3	7
	Ahmad Jamal Trio, Argo LP 628		
5.	<b>King Creole</b> . . . . .	8	8
	Elvis Presley, RCA Victor LPM 1884		
6.	<b>South Pacific</b> . . . . .	6	32
	Sound Track, RCA Victor LOC 1032		
7.	<b>My Fair Lady</b> . . . . .	12	135
	Original Cast, Columbia OL 5090		
8.	<b>Johnny's Greatest Hits</b> . . . . .	5	30
	Johnny Mathis, Columbia CL 1133		
9.	<b>The Music Man</b> . . . . .	4	36
	Original Cast, Capitol WAO 990		
10.	<b>The Late, Late Show</b> . . . . .	10	34
	Dakota Staton, Capitol T 876		
11.	<b>Gigi</b> . . . . .	19	20
	Sound Track, M-G-M E 3641		
12.	<b>Stardust</b> . . . . .	9	15
	Pat Boone, Dot DLP 3118		
13.	<b>Concert in Rhythm</b> . . . . .	13	6
	Ray Conniff, Columbia CL 1163		
14.	<b>Swing Softly</b> . . . . .	11	7
	Johnny Mathis, Columbia CL 1165		
15.	<b>Film Encores</b> . . . . .	18	63
	Mantovani, London LL 1700		
16.	<b>The Kingston Trio</b> . . . . .	—	1
	Capitol T 996		
17.	<b>South Pacific</b> . . . . .	16	240
	Original Cast, Columbia OL 4180		
18.	<b>Gems Forever</b> . . . . .	17	14
	Mantovani, London LL 3032		
19.	<b>Elvis' Golden Records</b> . . . . .	15	25
	Elvis Presley, RCA Victor LPM 1707		
20.	<b>The King and I</b> . . . . .	—	115
	Sound Track, Capitol W 740		
21.	<b>Cole Espanol</b> . . . . .	—	3
	Nat King Cole, Capitol W 1031		
22.	<b>Hymns</b> . . . . .	—	91
	Tennessee Ernie Ford, Capitol T 756		
23.	<b>Oklahoma!</b> . . . . .	14	158
	Sound Track, Capitol SAO 595		
24.	<b>Concert by the Sea</b> . . . . .	—	10
	Erroll Garner, Columbia CL 833		
25.	<b>Billy Vaughn Plays the Million Sellers</b> . . . . .	23	4
	Dot, DLP 3119		



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

### Pop Albums

#### CAROUSEL

Sound Track—Capitol SW 694

STEREO & MONAURAL

This fine movie sound-track film was a best-seller for Capitol as a monaural package, and it should enjoy equal success in stereo. The wonderful Rodgers and Hammerstein score—warbled by Gordon MacRae, Shirley Jones and others—is enhanced in stereo. The lyrical "Carousel Waltz" and "June Is Bustin' Out All Over" are especially fine.



#### BLACK SATIN

The George Shearing Quintet & Ork—Capitol ST 858

STEREO & MONAURAL

This melodic package was a solid sales item in its monaural version, and has much to offer stereo-wise, via Shearing's tasteful, delicate pianistics and the easy swinging jazz-flavor of the entire album. Listenable, spinnable mood music. Selections include "You Don't Know What Love Is," "The Folks Who Live on the Hill," and other lovely oldies.



### Pop Talent Albums

#### HELLO, TIGER!

Sallie Blair with Neal Hefti Ork—MGM E 3723

A striking cover (featuring the sultry thrush on a tiger-skin rug) gives this package sock display value; while the canary's sexy, intimate vocalizing makes the LP's sure-fire jockey programming. Gal shines on a group of standards, and show tunes, including the infectious "Daddy," "Fever" and "Witchcraft."



### Classical Albums

#### HOVHANESS: MYSTERIOUS MOUNTAIN; STRAVINSKY: DIVERTIMENTO

Chicago Symphony Orch. (Reiner)—  
RCA Victor LM 2251

The talented Hovhaness seems at last to be coming into his own via this excellent recording by one of our finest orchestras. As usual his motifs are folkish and have an over-all Oriental flavor. "Mysterious Mountain" is a fine experience in interesting rhythm patterns, as well as rich thematic material. The Stravinsky work is composed of sections of his ballet, "The Fairy Kiss." Fine performance by the orchestra under Reiner's ever-sure baton. Excellent cover.



#### RICHARD STRAUSS: DON QUIXOTE

Lorne Monroe, Cello; Harry Zaratzian, Viola with  
the Philadelphia Orch. (Ormandy)—  
Columbia ML 5292

Here's a striking performance of the Richard Strauss "Don Quixote" by the Philadelphia Orchestra under the baton of Eugene Ormandy. The featured performers in addition to the rich sounding orchestra are Lorne Monroe on cello and Harry Zaratzian, violist. The sound is outstanding, the performance superb, eye-catching cover and the name of the Philadelphians should help this become a strong seller.



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

**HOLST: THE PLANETS**

Los Angeles Philharmonic Orch. & the Women's Voices of the Roger Wagner Chorale (Stokowski)—Capitol SP 8389

**STEREO & MONAURAL**

A beautiful blending of repertoire to a medium. The seven movements to the Holst suite have widely varying orchestral colors and dynamics, not to mention an exciting contrast of instrumentation, all of which lends itself beautifully to stereo. This is material to show off any stereo rig to its best advantage. It might be added that only in the last movement, "Neptune, the Mystic," do the voices get their chance. For stereo buffs and those who appreciate a highly imaginative composition for pure listening value.



**GYPSY!**

The Hollywood Bowl Symphony Orch. (Dragon)—Capitol SP 8342

**STEREO & MONAURAL**

The fiery gypsy themes—"Hora Staccato," "Hungarian Dance No. 6," Dvorak's "Slavonic Dances," etc.—are strikingly effective in stereo. A richly romantic package with strong appeal for the beginning collector. Sure-fire sales item.



**DEBUSSY: LA MER; RAVEL: DAPHNIS ET CHLOE**

The Los Angeles Philharmonic Orch. (Leinsdorf)

**STEREO & MONAURAL**

Two of the most popular works of musical imagery are beautifully performed under the hand of Leinsdorf. The stereo production brings a rich fullness of sound that captures even better the moods of somberness and brightness that characterize Debussy's "Sea." The Revel ballet work has just as compelling a quality. A standout cover shot can harvest extra attention to an already topnotch production.



**HAYDN: THE SALOMON SYMPHONIES—VOL. 1**

(2-12") The Royal Philharmonic Orch. (Beecham)—Capitol-EMI GCR 7127

The set comprises six symphonies commissioned by one of the classicist's patrons. These are the 93d thru the 98th. The beautifully packaged set includes a booklet with reproductions of portions of the original manuscripts of each work and a brief history and thematic outline of the six symphonies. This collection of the composer's works performed by orchestras in sizes of the period display Beecham's meticulous approach and genuine feeling for this period. Excellent potential.



**GROFE: GRAND CANYON SUITE, MISSISSIPPI SUITE**

The Hollywood Bowl Symphony Orch. (Slatkin)—Capitol SP 8347

**STEREO & MONAURAL**

Tho there are many monaural versions of this now extant, this is one of the earlier stereo versions and it figures as a set to be reckoned with. The performance in 3D sound rates good all the way. Add to this a highly accepted group name and a splendid cover of the Grand Canyon, and you have a most salable package. Liner notes explaining the origin and background of both works by composer Grofe himself add interest.



**BEETHOVEN: CONCERTO NO. 1 FOR PIANO & ORCH.; BACH: CONCERTO NO. 5 FOR PIANO & ORCH.**

Glenn Gould, Piano with the Columbia Symphony Orch. (Golschmann)—Columbia ML 5298

Columbia may well have decided that Glenn Gould is its blockbuster answer to RCA Victor's Van Cliburn. Certainly, pianist Gould couldn't ask for a better showcase, particularly in the Beethoven work where he fairly sparkles in a pair of cadenzas of his own penning that have an "idiomatic identification" with the subject. He's equally at home in keyboard Bach, providing a clean line and a freshness to one of the earliest virtuoso piano workouts. High interest in piano stars this season should help sales.



(Continued on page 36)

**ALBUM COVER OF THE WEEK**



DELIBES: COPPELIA, Mercury OL2-105. Bright, attractive cover by Henry Ries is only half the story. The two-disk package opens up to complete the other half of the lovely ballerina's face. Excellent item for display purposes.

**• Most Played by Jockeys** FOR SURVEY WEEK ENDING OCTOBER 25

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

1. ONLY THE LONELY ..... Frank Sinatra  
Capitol W 1053
2. VOICES IN LOVE ..... Four Freshmen  
Capitol T 1074
3. STARDUST ..... Pat Boone  
Dot DLP 3118
4. SWING SOFTLY ..... Johnny Mathis  
Columbia CL 1165
5. SING ALONG WITH MITCH ..... Mitch Miller  
Columbia CL 1160
6. POLITELY ..... Keely Smith  
Capitol T 1073
7. THE KINGSTON TRIO ..... Kingston Trio  
Capitol T 996
8. MORE SING ALONG WITH MITCH ..... Mitch Miller  
Columbia CL 1243
9. CONCERT IN RHYTHM ..... Ray Conniff Ork  
Columbia CL 1163
10. EYDIE IN LOVE ..... Eydie Gorme  
ABC-Paramount, ABC 246



**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING OCTOBER 25

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

1. KING CREOLE, VOL. 1... Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2... Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS... Sun EPA 111
4. HYMNS... Tennessee Ernie Ford, Capitol EAP 1-756
5. THE EVERLY BROTHERS... Cadence CEP 107
6. STARDUST... Pat Boone, Dot DEP 1069
7. NEARER THE CROSS... Tennessee Ernie Ford, Capitol EAP 1-1005
8. VOLARE (Nel Blu Dipinto Di Blu)... Domenico Madugno, Decca ED 2633
9. LOVE IS THE THING... Nat King Cole, Capitol EAP 1-824
10. COLE ESPANOL... Nat King Cole, Capitol EAP 1-1031

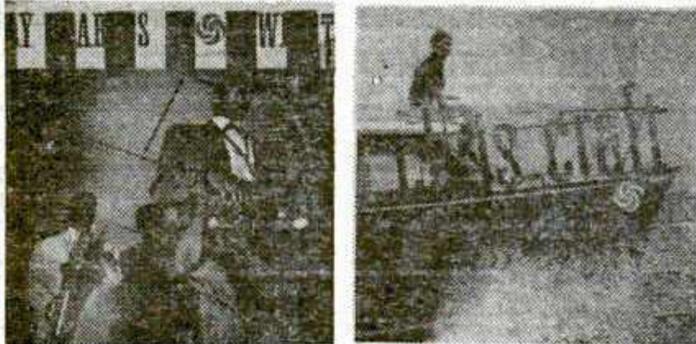
**giant**  
**ATLANTIC**  
**release**

**33**  
**PACKAGES**

**NEW STEREO DISCS**

- SD 1215 Paul Barbarin and His New Orleans Jazz
  - SD 1228 Chris Connor
  - SD 1231 The Modern Jazz Quartet, Fontessa
  - SD 1232 Shorty Rogers, Shorty In Stereo
  - SD 1234 Joe Turner, The Boss of the Blues
  - SD 1235 Phineas Newborn, Here Is Phineas
  - SD 1264 Joe Castro, Mood Jazz
  - SD 1278 Art Blakey's Jazz Messengers With Thelonious Monk
  - SD 1279 Milt Jackson and Ray Charles, Soul Brothers
  - SD 1281 LaVern Baker Sings Bessie Smith
  - SD 1289 Ray Charles at Newport
  - SD 8027 Betty Johnson, The Song You Heard When You Fell In Love
- Stereo Discs Previously Available**
- SD 1253 Wilbur DeParis At Symphony Hall
  - SD 1276 Jimmy Giuffre, The Music Man
  - SD 1284 The Modern Jazz Quartet, One Never Knows

**NEW MONAURAL LP's**  
**(1200 Series)**



- 1289 Ray Charles at Newport
- 1290 Chris Connor, Chris Craft
- 1291 Warne Marsh

**NEW MONAURAL LP's**  
**(8000 Series)**

- 8021 Rock & Roll Forever, Vol. 2
  - 8022 The Drifters, Rockin' & Driftin'
  - 8023 Joe Turner, Rockin' the Blues
  - 8024 Clyde McPhatter, Love Ballads
  - 8025 Ray Charles, Yes, Indeed!
- and . . . 8027 Betty Johnson, The Song You Heard When You Fell In Love

**NEW EP's**

- 612 Chuck Willis, What Am I Living For
- 613 The Modern Jazz Quartet, One Never Knows
- 614 Milt Jackson and Ray Charles, Soul Brothers
- 615 A Jazz Date With Chris Connor
- 616 Wilbur DeParis Plays Cole Porter

**NEW STEREO TAPES**

- 3D-1 Modern Jazz Quartet, Fontessa
- 3D-2 Joe Turner, The Boss of the Blues
- 3D-3 Joe Castro, Mood Jazz
- 3D-4 Shorty Rogers and His Giants
- 3D-5 The Piano Artistry of Phineas Newborn
- 3D-6 Wilbur DeParis at Symphony Hall
- 3D-7 Chris Connor



**Review Spotlight on Albums . . .**

Continued from page 35

**Classical Special Merit Albums**

**D'INDY: SYMPHONY ON A FRENCH MOUNTAIN AIR; FAURE: FANTASIE; SAINT-SAENS: WEDDING CAKE**  
Grant Johannesen, Piano with the London Symphony Orch. (Goossens & Collingwood)—Capitol-EMI G 7132

Set will have special appeal to late romantic or early modern fans. None of the works have been over-recorded, so competition is not heavy. Johannesen has a real feel for this idiom. Detailed notes by Kenneth Thompson are descriptive and informative. Both conductors keep the orchestra in a rather subdued vein, allowing the pianist complete freedom of expression. Beautiful cover photo. Sound is excellent. Package rates exposure.



**Semi-Classical Albums**

**THE MIKADO**  
(2-12") The D'Oyly Carte Opera Company with the New Symphony Orch. of London (Godfrey)—London OSA 1201  
**STEREO & MONAURAL**

A real sound spectacular is this true and complete performance of the famed G & S work. The effect of presence is outstanding as the singers audibly move about the stage from one speaker to another, with the New Symphony Orch of London lending a handsome backing to the whole affair. Soloists, naturally, are tops and their work is captured in a completely live manner. De luxe package has a fine cover and complete lyrics. A must item with the G & S fanciers.



**Jazz Special Merit Albums**

**SONNY ROLLINS AND THE BIG BRASS**  
Metrojazz E 1002

Rollins continues to be a pace setter among the newer tenor men. This set allows him plenty of room to blow. He's fleet, thoughtful and dextrous in his approaches and those numbers done with big brass especially show his fine talent. Side two is done with rhythm section. Selections include new tunes and standards. Top appeal to hard bop fans, but set can also be sold to wide jazz market.



**THE ROCKIN' 50'S**  
Tommy Oliver Ork—Warner Bros. 1220

Tommy Oliver's big, swinging crew—formed only a couple of years ago on the UCLA campus—deliver a rock-and-roll-flavored punch that should delight jockeys and jazz buffs alike in this "debut" album. His treatment of recent "oldies" like "Rock Around the Clock," "Witch Doctor" and "Chanson d'Amour" reveal a fresh, original album talent and one that's likely to build quickly with the college-age crowd. Semi-abstract cover matches nicely with the contents, and is eye-catching.



**Ballet Albums**

**HERSHY KAY: STARS AND STRIPES, CAKEWALK**  
Boston Pops Orch. (Fiedler)—RCA Victor LSC 2240  
**STEREO & MONAURAL**

This bright, brassy package of colorful marches and bouncy, happy themes from "Cakewalk" are ideal for stereo. Name value and excellent performances, of course, also enhances sales value. A strong entry.



**DELIBES: COPPELIA**  
(2-12") Minneapolis Symphony Orch. (Dorati)—Mercury OL 2-105

This, the second complete "Coppelia" recorded to date, is a welcome addition to the LP catalog. It is played expressively and with excellence by the Minneapolis Symphony Orch under the baton of Antal Dorati, and the sound is fine. It is handsomely packaged, and the liner notes are full and interesting. A recording that is certain to appeal to balletomanes as well as the many, many others who enjoy the Delibes score.



**Band Albums**

**THE MILITARY BAND**  
Conducted by Felix Slatkin—Capitol SW 1056  
**STEREO & MONAURAL**

This excellent sound-package—a Billboard Spotlite (September 29) in its monaural version—is even more effective in stereos. The thrilling 70-man band is featured on seven famous marches on one side, while the flip spotlights march themes of the various U. S. services—Army, Navy, Marines, etc.



(Continued on page 38)

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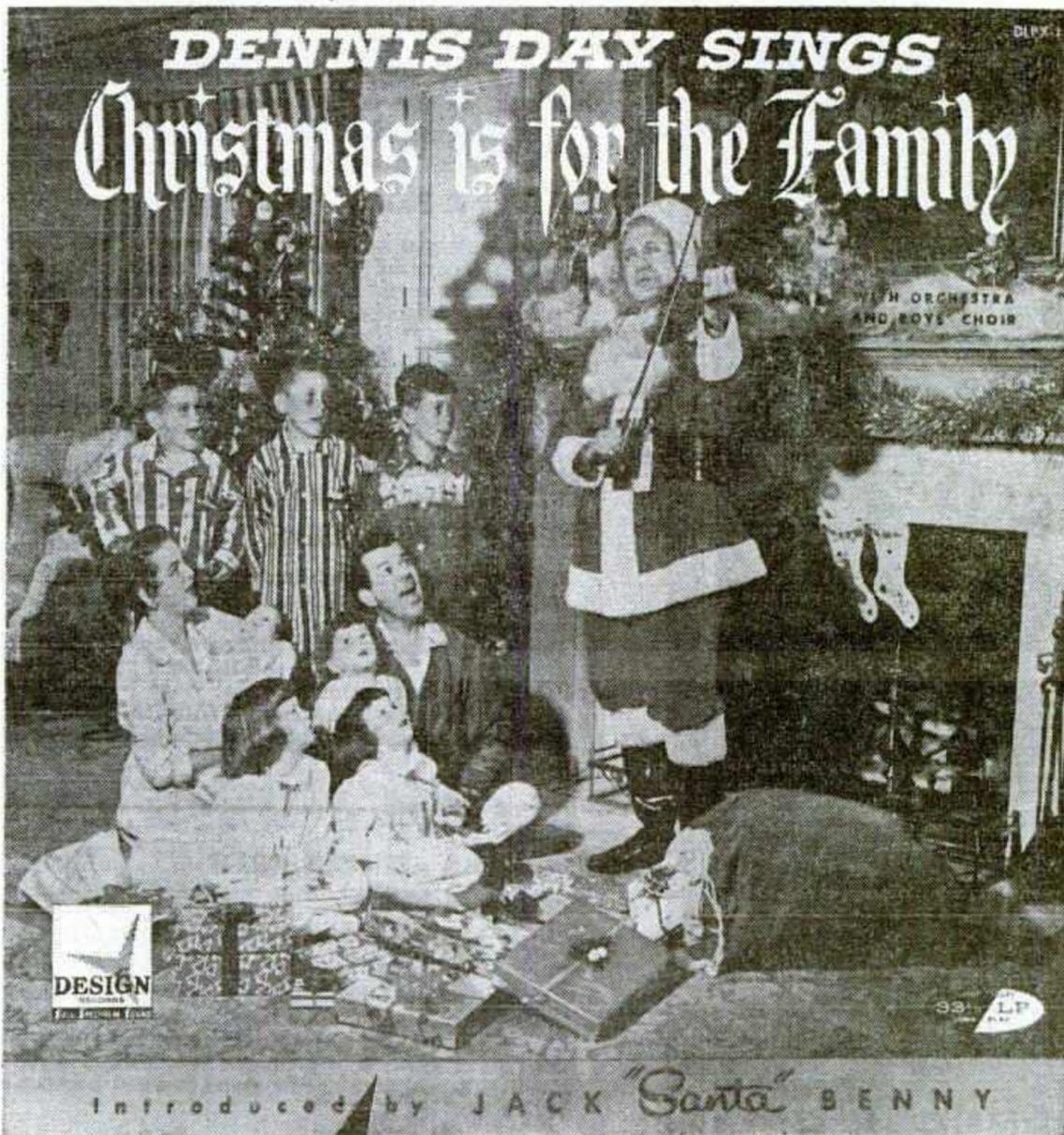
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## • Review Spotlight on Albums . . .

• Continued from page 36

### ----- Opera Albums -----

**DONIZETTI: LUCIA DI LAMMERMOOR**  
(2-12") Jan Peerce, Tenor; Roberta Peters,  
Soprano; Various Artists with the Rome Opera House  
Orch. & Chorus (Leinsdorf)—RCA Victor LM 6055

Fine performances by the principals; Roberta Peters as Lucia; Jan Peerce as Edgardo; Phillip Maero as Enrico and Giorgio Tozzi as Raimondo mark this brilliant recording. For opera lovers, it's a must. Orchestral colors under Leinsdorf's masterful baton match the singers in every way. Attractive packaging includes a readable set of notes by Francis Robinson and French and English versions of the text in booklet form. Fine cover paintings by Mozelle Thompson.



**PUCCHINI: TOSCA**  
(2-12") Antonietta Stella, Soprano; Gianni Poggi,  
Tenor; Giuseppe Taddei, Baritone with Orch. &  
Chorus of the Teatro di San Carlo di Napoli  
(Serafin)—Columbia M2L 402

A standout package, handsomely packaged and certain to prove very attractive just in appearance alone. Beautifully-prepared booklet includes libretto, background material relative to the story, roles, etc. This, coupled with the notable performance of Antonietta Stella and supporting cast, makes this one hard to put aside. Glossy surfaces and fine sound. Dealers should show the booklet, for it is certain to bring buyers.



**VERDI: IL TROVATORE**  
(3-12") Renata Tebaldi, Soprano; Mario Del  
Monaco, Tenor with Various Artists & the chorus  
of the Maggio Musicale Fiorentino, L'Orchestre  
de La Suisse Romande (Erede)—London OSA 1304  
STEREO & MONAURAL

Impressive names, excellent performance and "sound"-values make this package a powerful entry for the stereo field. The album (featuring the complete opera) is handsomely packaged with a special libretto booklet and a handsome displayable photo of Mario Del Monaco on the cover.



### ----- Stereo Sound Albums -----

**THE PLAY OF DANIEL**  
(2-12") New York Pro Musica—Decca DL 79402  
STEREO & MONAURAL

While admittedly a specialized offering, the two-track version of the 12th Century musical drama is a distinguished stereo effort. In fact, some of the best stereo sound work of the season is to be heard here. The general effect is like covering your eyes while at a performance; singers can be "positioned," and the small orchestra, with its unusual collection of early instruments that range from bagpipes to bells, is spread out in a real "panorama." With its "Nativity" climax, it also serves as an unusual Christmas gift package for stereophiles.



### ----- Sound Albums -----

**MUSIC OF THE AFRICAN ARAB**  
Mohammed El-Bakkar & His Oriental Ensemble  
Vol. 3—Audio Fidelity AFLP 1858

Here's a new set that will delight hi-fi and sound bugs. As the title says it features music of the African Arab, played by Mohammed El Bakkar and his combo, and it's the third in the series. The music is exotic, rhythmically exciting and with the rising and falling pitch typical of this type of music. It is performed excellently and the sound is outstanding. A solid item here for sound fans and followers of the esoteric in music.



### ----- International Albums -----

**A LA VOTRE-FRENCH STUDENT SONGS**  
Chorus of the Universite Libre of Brussels  
(Ledent)—Columbia WL 137

It's doubtful that they'll ever use this well-recorded platter as an adjunct to scholastic courses in French; the ribald lyrics sound like something out of the "Decameron" and are not exactly for the innocent ears of children. For those of voting (and mating) age, it's sheer delight. Recording was done during what sounds—to judge from the general hoopla and glass-clinking background—like an all-out bash staged by director Robert Ledent and the big, mixed-voice chorus. One French student song sounds for all the world like a musical synopsis of "Lolita" and should fracture the Berlitz set.



(Continued on page 40)

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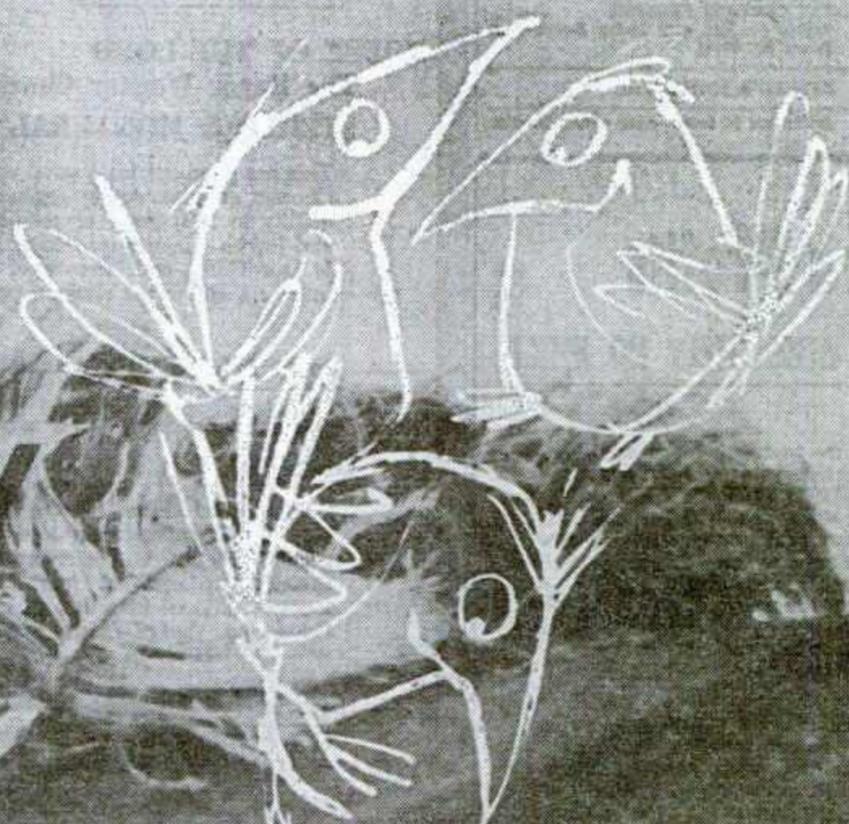
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# Reviews and Ratings of New Popular Albums

## EXPLANATION OF PACKAGE RATING CATEGORIES

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

- SPOTLIGHT**—Sure-Fire Merchandise—Top Demand
- ★★★★—Very Strong Sales Potential — Essential Inventory
- ★★★—Good Potential—Will Sell
- ★★—Moderate Potential — Salable Qualities
- ★—For dealers who stock all merchandise.

### POPULAR ★★★★★

#### SECRET SONGS FOR YOUNG LOVERS

Andre Previn, Piano with David Rose Ork. M-G-M E 3716  
 Previn, who has gained a pop-jazz following thru his excellent recordings of various show and movie scores should please his fans with this effort. Accompanied by lush settings from David Rose, he gives the ivories a good, jazz-flavored work-out on an attractive series of tunes—all of which have youth or young in or implied in their titles. A tasty set with appeal in both pop and jazz marts.

#### THE TOMMY DORSEY ORK

Starring Warren Covington. Decca DL 8802  
 A bevy of the great Tee Dee arrangements are crisply performed here by the late great maestro's ork. Notable are "Boogie Woogie," "Song of India" and "I'm Gettin' Sentimental Over You." Covington plays trombone and sings. Lovers of music of the late maestro and lovers of good, driving dance band stylings will appreciate the performances here.

#### SOUNDS OF THE GREAT BANDS!

Glen Gray & the Casa Loma Ork. Capitol SW 1022

#### STEREO & MONAURAL

Already a solid hi-fi package reviving the familiar sounds of Miller, Artie Shaw, Jimmy and Tommy Dorsey, etc., the Glen Gray recording band comes to life in an even brighter, crisper sound in the stereo version. An excellent recording job that can have strong appeal to the over-30 group particularly, altho the youngsters will find good real, live dance music here as well.

#### 60 GREAT SONGS THAT SAY "I LOVE YOU"

Dick Hyman, Piano with Various Artists. M-G-M E 3724

#### 60 GREAT SONGS FROM 60 BROADWAY MUSICALS

Dick Hyman, Piano with Various Artists. M-G-M E 3725

#### 60 GREAT CONTINENTAL CLASSICAL FAVORITES

Dick Hyman, Piano with Various Artists. M-G-M E 3726

Volumes 7, 8 and 9 in Hyman's "60 Great All-Time Songs" series are listenable, danceable and enjoyable. The young pianist, backed by rhythm accompaniment, uses a light touch and light effects in piquant arrangements. There's every conceivable rhythm and tune here, and the music never becomes saccharine or dull. The love songs get fresh treatment; the Broadway musical disk has vital statistics on production dates, composers, lyricists and stars for each tune; and the Continental and classical favorites are scores for fox trots and the like. Can sell widely.

#### DANCE TO SOUTH PACIFIC

Les Brown Band. Capitol ST 1060

#### STEREO & MONAURAL

Les Brown's swifty, dance tempo treatments of the memorable "South Pacific" score are a stereo delight. Standouts are Billy May's cha-cha arrangement of "Bali Ha'i" and an exciting Lunceford-styled treatment of "Bloody Mary." A solid buy.

#### THAT CERTAIN FEELING

Felicia Sanders with Irving Joseph Ork. Decca DL 78762

#### STEREO & MONAURAL

A fine set of tunes—none overly familiar,

but all suited to Miss Sanders' torchy style, plus slick orchestrations by hubby Irving Joseph and good mike work by Decca make the stereo edition of this platter a real musical treat. Actually, altho her big dramatic efforts like "Dancing in the Dark" are impressive, it's the more subdued numbers like "Rabbit at Top Speed" that are the most memorable.

#### SPACE ESCAPE

Les Baxter Ork. Capitol ST 968

Eerie other-worldly sound of those original compositions with space age titles provides stereo fans with an excellent sound showcase, featuring lush arrangements and richly melodic celestial effects. Selections include "Mr. Robot," "Winds of Sirius," etc. Good off-beat jockey wax.

### POPULAR ★★★★★

#### A THOUSAND AND ONE NOTES

John Scott Trotter. Warner Bros. 1213

Charming pictures of Trotter and kids listening to the "music" of sea shells gives this package nice display value. Linner notes by Bing Crosby are also of interest. Package features lushly arranged instrumental treatments of widely contrasting oldies ranging from the haunting "Solitude" to the gay "Fiddle Fiddle" and the hip-swinging "Tico Tico."

#### SONG STYLIST EXTRAORDINAIRE

Valerie Carr. Roulette R 25046

The chick who has had a couple of good selling singles displays an emotion-charged voice on these sides—made up of standards as "I'm Glad There Is You," "They Didn't Believe Me," "My Funny Valentine," etc. Background is lush with strings and captures a mood.

#### JANE RUSSELL

M-G-M E 3715

Jane Russell has occasionally made records but this is the first album out by

the buxom actress. She doesn't have much of a voice so it's difficult to see this album of standards selling except via her personal appeal. She is featured on the striking cover which will make it a good dealer display piece.

#### AT THE HARVEST MOON BALL

Noro Morales Ork. Roulette R 25045

Morales and his ork have been playing for the annual Harvest Moon Ball and is an excellent dance aggregation. In addition to the many Latin numbers such as "La Cumparsita," there are waltzes and fox trots—music for jitterbugging, rumbas, etc. Sound is good, and the arrangements fine for an evening of dancing.

#### MUSIC FOR TWO SLEEPY PEOPLE

Jack Pleis Ork. Decca DL 78763

#### STEREO & MONAURAL

Relaxed, pleasant mood music served up in listenable stereo. Selections—styled to suit late-night pop stereo sessions—include the title tune, "Out of My Dreams," "I'll Close My Eyes," and other nocturnal themes.

### POPULAR ★★

#### MORE OF LES

Les Paul Trio. Decca DL 8689

Older alicings by Les Paul and his rhythm trio, without Mary Ford, have a listenable sound and the quality is good despite the age of the recordings. On one side it's Hula material that gets the Paul treatment, while on the flip there's a rhythm plucking sound on such items as "Guitar (Bogie)" and "Steel Guitar Rag." Can achieve some activity among Paul's fandom and those who dig the guitar sound.

#### DEBUTANTE PARTY

Ben Cutler Ork. M-G-M E 3719

Another society band in the M-G-M series gives a danceable whirl to 22 Irving Berlin

tunes and other pops, many in medley form. "Heat Wave" samba is a standout.

#### The Outriggers. Warner Bros. 1224

Cheerful, restful instrumentals with organ and incidental choir include "Aloha Oe," "Sweet Lullaby" and other island classics.

#### MEMORIES OF YOU

Roy Smeck & His Serenaders. Decca DL 8674

"Thanks for the Memory," "Red River Valley," "Memory Lane" and other memory songs are neatly played by organ, rhythm section and Smeck's fine steel guitar.

### LOW-PRICE POPULAR ★★★★★

#### SONGS BY A LATIN LOVER

Cesar Romero with Charles Fallos Ork. Tops L 1631

"Brazil," "Cielito Lindo," "Yours" and other favorites get tremulous clanging and Spanish recitation from the movie star. Good choral group support. Romero's name value should pull sales.

### CHILDREN'S ★★★★★

#### JIM COPP TALES

Jim Copp. Playhouse 101

Columnist and nitery entertainer Jim Copp is also a man of many voices and a way with kids. He plays all the parts in the clever little musical sketches on this album, all of which are fun and also make a point. Album cover is colorful and features a revolving cardboard wheel inside the jacket which provides illustrations for the songs thru a window on the jacket's front. A charming and original package.

#### CHILDREN'S SONGS

Johnny Richardson. Folkways FC 7036

Johnny Richardson has a wonderfully

(Continued on page 42)

## Review Spotlight on Albums . . .

Continued from page 38

### Religious Albums

#### HOUSE OF THE LORD

The Roger Wagner Chorale—Capitol SP 8365

#### STEREO & MONAURAL

This has been out for a good while as a topflight monaural entry. The Chorale, accompanied by organ and orchestra, achieves a highly majestic quality in this group of religious offerings from Catholic, Protestant and Jewish religious repertoire. Among the best are "A Mighty Fortress Is Our God," and "Prayer of Thanksgiving." Stereo here gives the listener a seat in the choicest pew. Standout entry.



### Folk Albums

#### THE GATEWAY SINGERS IN HI-FI

Decca DL 8742

Their second album for the label presents the great folk quartet to listenable advantage on a series of spirituals and folk songs from various countries. Their material also includes new songs. Huge favorites on the West Coast, their recent Eastern trek has won them many additional fans. It's an excellent album that should move well. Good cover shot of artists.



### Specialty Albums

#### THEY SOLD . . . TWENTY MILLION

Various Artists—Warner Bros. 1216

Here's a fascinating package for jocks with strong nostalgia and chatter angles. Warners has re-cut old best-selling platters with the original artists, but with up-dated backing. Not all stack up with the original wax, but it's an interesting idea and commercial. Standouts are Helen Forrest's "I Don't Want to Walk Without You Baby," Ronnie Kemper's "Cecelia," Pinky Tomlin's "The Object of My Affection," etc. Also featured are Art Lund, Bonnie Baker, Martha Tilton, Skinnay Ennis, Larry Cotton, Yvonne King, Ray Hendricks, Jack Leonard, and Donald Novis.



### Low-Price Children's Albums

#### TOM AND JERRY CARTOON FAVORITES

Narrated by Bret Morrison with Leroy Holmes

Ork—Lion L 70074

Even those adults who consider themselves sophisticated will find themselves chuckling over this moppet-aimed package. A fine entry in the small-fry field, it features adaptations (in the narration-plus-music style of "Peter and the Wolf") of a quartet of MGM's hilarious "Tom & Jerry" cartoon successes, and opens the door wide on a wax goldmine of such movie material. At \$1.98, it's a natural for pushing as a gift package.



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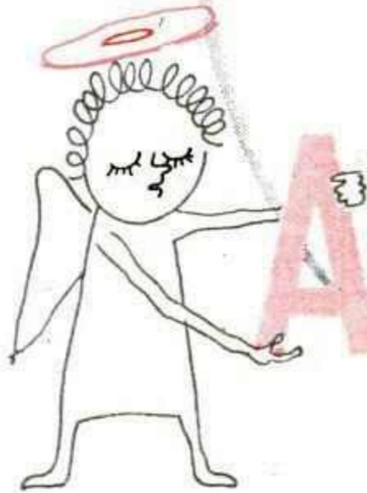
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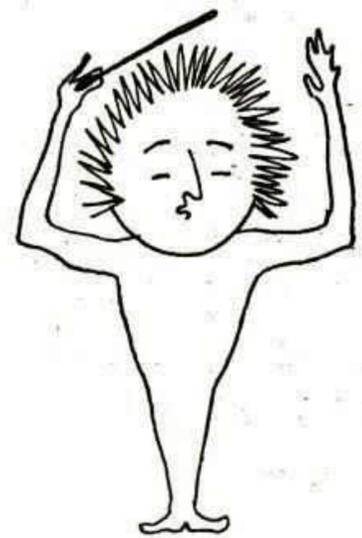
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**GIVE TO DAMON RUNYON CANCER FUND**

• **Reviews and Ratings of  
New Popular Albums**

• Continued from page 40

warm and sparkling sound that should delight children. He accompanies himself on guitar, as he presents the charming kiddie tunes. The numbers are clever and the artist's tonal inflections are just right. Songs include "Katy the Kangaroo," "Six Little Mice" and "Peter Pong." The set also includes an illustrated booklet with lyrics.

**FOLK ★★★**

**JEWISH FOLK SONGS**

Various Artists. Monitor MF 309  
These Yiddish folk songs from Russia are interesting as the first to come out from the Soviet Union in many a year. Both familiar tunes and fresh repertoire are given artful piano accompaniments by various artists. Emil Horowitz's plaintive, stylized voice and diction are very fine. Color drawing of King David on cover is an eye-catcher.

**DANCES OF THE MOISEYEV  
AND BERYOZKA COMPANIES**

Monitor MF 311  
This new release contains the exciting folk music danced to by the Moiseyev and Beryozka Dance Companies who have sparked much excitement in the United States this year, brought to this country by promoter Sol Hurok. The music at times is fast and furious, at other times calm and interesting. Sides were recorded in Paris during a visit of the companies there last spring. Tunes include polkas, quadrilles, waltzes, etc. Liner notes are interesting and packaging and sound are very good.

**FOLK ★★**

**SONGS AND DANCE OF  
THE UKRAINE, VOL. 2**

Various Artists. Monitor MF 308  
Folk songs of various types and tempos are given vocal and instrumental settings by various ensembles. Potential appears limited. Albums merits include a wonderful cover of an elderly gent in costume playing a huge, guitar-like instrument.

**ROUMANIAN SONGS AND DANCES.**

Folkways FE 4387  
A treasure trove for the folk music student who wants authentic material and not just gypsy violins. Disk includes love songs, wedding songs, shepherd's tunes and laments, dances and jocs, backed up by fascinating primitive instruments. Accompanying explanatory booklet has superlative photographs by Michel Cartier, who also recorded the material. A fine service album for a restricted market.

**THE MUSIC OF NEW ORLEANS—  
MUSIC OF THE DANCE HALLS**

Folkways FA 2463  
The third in Folkways' series of albums on the musical tradition of New Orleans, this one is highlighted by the efforts of blues singer Billie Pierce, whose traditional delivery sometimes is reminiscent of Bessie Smith. Her husband, Dee Dee Pierce, backs her on trumpet with five or six other instruments usually present. Instrumentals are on the ragged side, but do have the sound of the dance hall of other years, rather than today's crisp audio. For the collector who must have everything.

**INTERNATIONAL ★★**

**FURY OF THE MATADOR**

La Fiesta de Toros (Valencia). Design DLP 65  
A package of standard bull ring music—and it would seem that there is more of this than bulls at the present time. The usual pomp and color are in the performances of "Espana Cani," "Opera Flamenco," "Vito," etc. Cover is exceptionally good, and will help sell the package if properly displayed.

**LATIN AMERICAN ★★★**

**MORNING MELODY**

Marco Rizo Ork. Tico LP 1052  
Rizo's piano and lush strings highlight this

strong collection of oldies like "Porfidia," "Tipitin" and "Peanut Vendor." Perfect dance arrangements. Pretty cover ideal for display.

**LOW-PRICE RELIGIOUS ★★★**

**HYMNS**

Johnny Desmond with Jack Fascinato Ork and Chorus. Tops L 1628  
Desmond is riding high right now with the legit show "Say Darling" and the "Hit Parade"—all of which should help sales on this low-priced package. He warbles with feeling and sincerity on a group of moving hymns—"He Is Only a Prayer Away," "Rock of Ages," etc. A solid family trade item.

**LOW-PRICE RELIGIOUS ★★★**

**SUNDAY JUBILEE**

Bob Jones & The Songfellows Quartet Dial LP 5159  
Bob Jones, one of the best known of the current gospel singers, and his new quartet made up of ex-members of well known gospel groups, turns in some listenable readings here of standard gospel tunes. Jones' work and the work of bass Paul Cagle spark most of the selections. Tunes include "Softly and Tenderly," "Riding the Range for Jesus" and "Shower of Blessings." Good wax for the Bible Belt territory.

**RELIGIOUS ★★★**

**A MIGHTY FORTRESS**

The Robert Shaw Chorale. RCA Victor LSC 2199

**STEREO & MONAURAL**

To a big, full organ accompaniment, the Robert Shaw choristers deliver themselves of a host of favorite hymns like "Palmest Lord Jesus," "O God Our Help in Ages Past," plus the title hymn. The hymns are not over-produced or arranged which insures a good, basic, everyman's church feeling. Stereo improves the depth quality but this is good merchandise either way.

**DEEP RIVER**

The Robert Shaw Chorale. RCA Victor LSC 2247

**STEREO & MONAURAL**

Inspired readings of 16 great spirituals, including the title song of the album. The Chorale has seldom sounded better in emotional approach or in terms of vocal discipline. A number of the members come in for impressive solo work. A warmly appealing collection. Stereo is not the decisive factor here, however. It's rewarding either way. The moody "Deep River" is eloquently pictured on the cover. This can reap good action.

**HALLOWED BE THY NAME**

Centennial Choir. Darick PX 11  
The hymns are given lovely chorus settings by the Centennial choir of Chicago. Included is a reading of "The Paternoster" by the late Pope Pius XII. Anthems include "Ave Maria," "Holy God, We Praise Thy Name" and "Come Holy Ghost." Absorbing photograph of the late Pontiff provides an excellent cover.

**THE LORD IS MY SHEPHERD**

The Mormon Tabernacle Choir of Salt Lake City (Condie) with Alexander Schreiner & Frank W. Asper, Organists. Columbia ML 5302  
The Tabernacle Choir is heard in hymns, spirituals, folk songs and oratorio selections of the type that has made them popular for many years on their Sunday morning radio program. They achieve their aloof, semi-classic style thru an over-balance of treble, and get a very finished product. Spacious sound effects of the temple are well reproduced. Wide appeal will be helped further by group's weekly exposure and current national tour.

**RELIGIOUS ★★★**

**THE METROPOLITAN CATHEDRAL CHOR**

Riverside RLP 1113

**STEREO & MONAURAL**

An agreeable tho far from startling vocal stereo demonstration. Pointedly, the album producers steered away from the ping pong effect. Resultant sound has a pleasant fullness, suggestive of the best in monaural high fidelity. The performance itself, the 80-voice choir in a program of favorite hymns, is excellent.

**SPECIALTY ★★★**

**THE BEST OF BURLESQUE**

Narrated by Sherry Britton, Tom Poston, Top Banana with Various Artists. M-G-M E 3644  
The 1957 Off-Broadway revue on wax. Sherry Britton handles the witty narration with deft charm. Vini Faye provides a reedy, amusing baritone, the chorus girls are hilariously dreadful. Emmett Rose does a superb candy butcher. Provocative cover girl. A great valentine to the vanished art.

• **Reviews and Ratings of  
New Classical Albums**

**CLASSICAL ★★★**

**MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM, SYMPHONY NO. 5**  
Detroit Symphony Orch. (Paray). Mercury MG 80174

Two very satisfactory performances here by the Detroit Symphony Orchestra under the direction of Paul Paray. The Mendelssohn "A Midsummer Night's Dream" is played briskly and the "Reformation" Symphony (No. 5) also receives an understanding performance. First rate attractive cover and excellent sound should help this LP with new collectors, even tho there are many, many other recordings of these works.

**WINDS IN HI-FI**

Eastman Wind Ensemble (Fennell). Mercury MG 50173

The three works for winds are given fine interpretations by the Eastman Wind Ensemble. The particularly charming and brisk "Lincolnshire Posy" by Percy Grainger is a rewarding performance. Milhaud's chamber setting for winds, "Suite Francaise," is based on folk themes and idioms. The other selections, "Three Japanese Dances" by Bernard Rogers and Richard Strauss' "Serenade in E-Flat," are charmingly programmatic. Sound is excellent. Set can have wide appeal, if exposed.

**MENDELSSOHN: ORGAN SONATA NO. 4; WIDOR: ORGAN SYMPHONY NO. 6**  
Albort Schweitzer, Organist. Columbia ML 5290

The sage of Lambarene does a beautiful job with the Widor symphony, catching its interpretation at the crest. The unidentified organ played has a balance of clarity and mellowness. While some may find the treatment of the Mendelssohn a little too deliberate and plodding, it's good to have this great sonata in the catalog again. Schweitzer's own notes adorn the jacket.

**GREAT SACRED SONGS**

Kirsten Flagstad, Soprano with The London Philharmonic Orch. (Boult). London OS 25038

**STEREO & MONAURAL**

The great Wagnerian soprano turns her attention to eight outstanding sacred pieces including the two Christmas carols, "Adeste Fidelis," and "Silent Night." Everything is right with this stereo performance except the level of the vocal performance. This is too low in relation to the level of the orchestra. The vocal performance is clear, true and inspired but the ork has a tendency of being too much in the forefront.

**CLASSICAL ★★★**

**TCHAIKOVSKY: PATHETIQUE SYMPHONY**  
The Philharmonic Orch. (Kempe). Capitol-EMI G 7128

The great B Minor symphony misser on grandeur here, but gets exciting speed and clarity from Kempe's forceful baton. Stiff competition.

**DEBUSSY: PRINTEMPS, DANSE; TURINA: DANZAS FANTASTICAS, LA PROCESSION DEL ROCIO**

The Royal Philharmonic Orch. (Irving). Capitol-EMI G 7130

This grouping comes from the vast catalog of the EMI label in Britain. Recording of the three works are by no means extensive. For this reason, the set can be expected to account for some activity, even

• **Reviews and Ratings of New Stereo Albums**

(Results Indicate Relative Strength Among Stereo-Only Albums)

**JAZZ ★★★**

**LET'S GET ACQUAINTED WITH JAZZ**

Various Artists. Tampa TP 8  
This might be termed languorous jazz, with the stereo emphasis very much on separation of channels. Everything will go softly for awhile, when suddenly Pete Candoli's trumpet or Harold Land's tenor sax will hop out sharply from the left side. Actually the boys play nicely, even politely, but the stereo effect is on the exaggerated side. Complement includes J. Rowles, piano; B. Kessel, guitar; R. Mitchell, bass; L. Nunkner, vibes and M. Lewis, drums, all of whom show to advantage.

**SPOKEN WORD ★**

**EARLY ENGLISH POETRY**

Charles W. Dunn. Folkways FL 9851  
Performance however, is still tops and except for the one obvious fault it would rate near the top.

tho the recording is not of the stand-out quality often associated with British wax. The Debussy "Printemps," tho lesser known, is in the "La Mer" tradition and might easily qualify as classical mood music.

**DVORAK: SYMPHONIC VARIATIONS; TCHAIKOVSKY: THEME AND VARIATIONS**

The Philharmonia Orch. (Sargent). Capitol-EMI G 7131

Two welcome recordings here by the Philharmonia Orchestra, under Sir Malcolm Sargent, played with persuasiveness by the orchestra. The Dvorak work, seldom waxed on LP, is one of his most enjoyable compositions and the Tchaikovsky opus, which is taken from the Suite No. 3 in G Major, is exciting and lively. Cover is striking and will help make the set a good display piece for dealers.

**VICTORIA: REQUIEM MASS**

Choir of the Abbey of Mount Angel (Dom David Nicholson) with The Portland Symphonic Choir (Zimmerman). RCA Victor LSC 2254

**STEREO & MONAURAL**

The seldom recorded 16th Century opus has its interesting points. The work is written in a sort of alternate verse style, which calls for the use of two different choirs. In some instances, the choirs work against each other in a typical polyphonic structure, while in others, one of the groups appears to answer the other. The effects created form an intriguing stereo effect, tho the appeal of the set may be limited to collectors of this type of liturgical fare.

**THE COMPOSER AND HIS ORCHESTRA**

Eastman - Rochester Orch. (Hanson). Mercury MG 50175

A fascinating piece of work, with composer Hanson giving an explanation in depth on how the many tools of the ork are employed and their functions in the finished musical product. In this case the piece of music itself, the "Merry Mount Suite," becomes merely a prop which supports the educational project. Set, with its many passages of solo instruments and combinations is good not only for educational but for hi fi purposes as well. Unique package that can be sold.

**ON TOUR IN RUSSIA**

Leonard Warren. RCA Victor LM 2266

Recorded during Warren's recent tour of Russia, this album boasts mellow work by the baritone on everything from Bizet's "Agnus Dei" to "Colorado Trail." On-the-spot cheers and a Russian announcer bring excitement. Attractive cover.

**OPERATIC ARIAS**

Boris Christoff, Bass with Orch. & Chorus of the Opera House, Rome (Gul). Capitol-EMI G 7125

The basso's growing fame gets another boost with these Italian arias, four by Verdi, two by Bellini. His expressive, dramatic readings reach a peak in two scenes from "Nabucco." Good chorus and ork backing.

(Continued on page 59)

**Liberty Skeds  
10 Nov. Pkgs.**

**HOLLYWOOD**—Liberty Records' November package release leans in favor of the stereodisk side with six albums in the two-channel sound form and four on standard monaural.

Standard albums include a twin-LP package, "Border Corrida," devoted to an on-the-spot recording of an afternoon's bullfight in Tijuana, Mexico. Other monaural offerings include a "Witch Doctor" package by David Seville, a Bongo Book by Jack Costanzo and an album by organist Al Anthony.

Stereo release duplicates the Costanzo and Anthony albums, plus earlier releases by Russ Garcia, Bill Hollingsworth, Bill Orton and Rud Wharton.

**Rothfield to  
Korvette Slot**

**NEW YORK**—Dave Rothfield has been appointed record buyer and merchandiser for the Korvette stores. Appointment was made by Bill Willensky, president of the discount chain, and general merchandise manager for the hard goods division. Rothfield was last with Urania Records as national sales manager, and prior to that was with Bruno, New York. He replaces Leonard Akins who has been assigned another job with the chain.

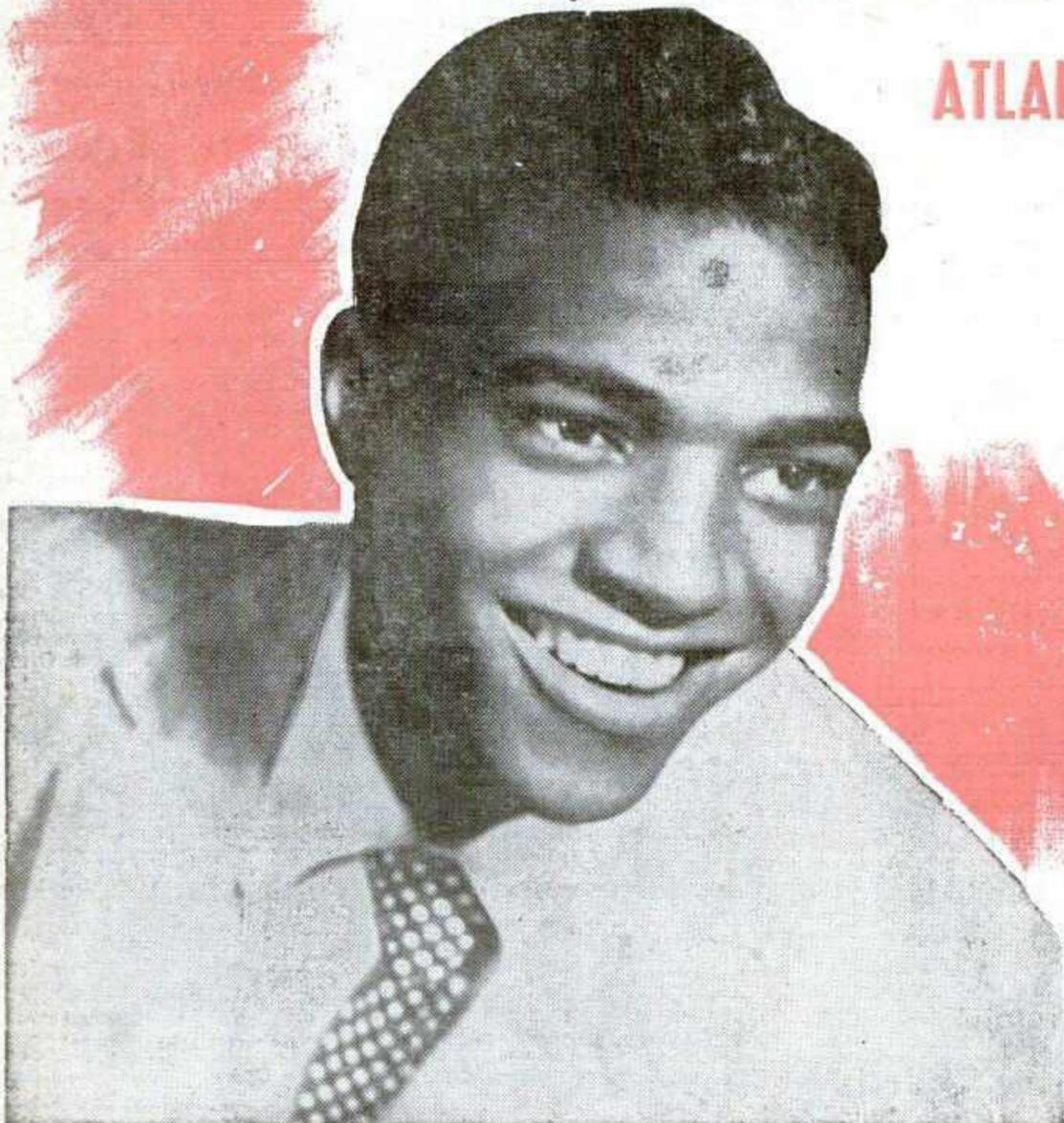
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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending October 25

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. It's All in the Game</b> By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, MGM 12688.	1	10	<b>6. Tea for Two Cha Cha</b> By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork-Warren Covington, Decca 30704.	6	7
<b>2. It's Only Make Believe</b> By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Jimmy Starr, Debbie 101.	2	4	<b>7. Chantilly Lace</b> By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343.	10	6
<b>3. Tom Dooley</b> By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.	4	4	<b>8. The End</b> By Jimmy Kronides-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719.	12	6
<b>4. Topsy II</b> By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.	3	5	<b>9. Tears on My Pillow</b> By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Bonnie (ASCAP) BEST SELLING RECORD: Little Anthony & the Imperials, End 1027.	8	12
<b>5. Rock-In' Robin</b> By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229.	5	11	<b>10. Bird Dog</b> By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.	7	12
<b>Second Ten</b>					
<b>11. To Know Him Is to Love Him</b> By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.	16	3	<b>16. Lonesome Town</b> By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	19	2
<b>12. The Day the Rains Came</b> By Sigmund-Becaud—Published by Garland (ASCAP) BEST SELLING RECORDS: Raymond Le Fevre, Kapp 231; Jane Morgan, Kapp 235. RECORD AVAILABLE: Dalida, Verve 10152.	17	4	<b>17. I Got a Feeling</b> By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	22	3
<b>13. Susie Darlin'</b> By Robin Luke—Published by Congressional (ASCAP) BEST SELLING RECORD: Robin Luke, Dot 15781.	11	8	<b>18. Mexican Hat Rock</b> By John Sheldon—Published by Maryland (BMI) BEST SELLING RECORD: Applejacks, Cameo 149.	20	4
<b>14. Volare (Nel Blu Dipinto Di Blu)</b> By Domenico Modugno, F. Migliacci and M. Parish—Published by Robbins (ASCAP) BEST SELLING RECORDS: Dean Martin, Cap 4028; Domenico Modugno, Dec 30677. RECORDS AVAILABLE: Jesse Belvin, Vic 7310; Dalida, Verve 10146; Alan Dale, MGM 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. J. Jones, Morocco 1002; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Nilla Pizzi, Vic 7361; Nelson Riddle, Cap 4024.	9	14	<b>19. Queen of the Hop</b> By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6127.	—	1
<b>15. Near You</b> By Craig Goell—Published by Supreme (ASCAP) BEST SELLING RECORD: Roger Williams, Kapp 233. RECORD AVAILABLE: Francis Craig, Dot 15159.	13	9	<b>20. Little Star</b> By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.	15	15
<b>Third Ten</b>					
<b>21. You Cheated</b> By Don Burch—Published by Balcones (BMI) RECORDS AVAILABLE: Del Vikings, Mer 71345; Shields, Dot 15805; Slades, Domino 500.	18	8	<b>26. Call Me</b> By Otis-Hendricks—Published by Meridian (BMI) RECORD AVAILABLE: Johnny Mathis, Columbia 41253.	—	1
<b>22. Pussy Cat</b> By Sunny Skylar & Tom Glazer—Published by Paxton (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 7315.	21	4	<b>27. Ten Commandments of Love</b> By M. Paul—Published by Arc (BMI) RECORD AVAILABLE: Harvey & the Moonglows, Chess 1705.	25	2
<b>23. Forget Me Not</b> By Larry Martin-Larry Kolber—Published by Aldon Music (BMI) RECORD AVAILABLE: Kalin Twins, Decca 30745.	14	2	<b>28. Patricia</b> By Perez Prado—Published by Peer (BMI) RECORDS AVAILABLE: Morty Craft Ork, MGM 12672; Jerry Martin, Chock 106; Ray Peterson, Vic 7303; Perez Prado, Vic 7245.	27	18
<b>24. There Goes My Heart</b> By Silver-Davis—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: Joni James, MGM 12706; Joe & Johnnie, J&S 1659; Dean Jones, MGM 12580; Smith Brothers, Decca 30360.	—	1	<b>29. For My Good Fortune</b> By Blackwell-Stevens—Published by Roosevelt Music (BMI) RECORDS AVAILABLE: Pat Boone, Dot 15825; Mahalia Jackson, Col 41258.	30	3
<b>25. Firefly</b> By Carolyn Leigh-Cy Coleman—Published by Morris (ASCAP) RECORDS AVAILABLE: Tony Bennett, Col 41237; Mitt Mittens, Mira 110.	24	4	<b>30. Devoted to You</b> By Boudleaux Bryant—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Cliff Butler, Nasco 6010; Everly Brothers, Cadence 1350.	—	11

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# The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
NOVEMBER 9

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	11
16	5	2	2		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	8
13	3	4	3		TOPSY II	Cozy Cole, Love 50034	11
17	8	3	4		TOM DOOLEY	Kingston Trio, Capitol 4049	6
2	2	5	5		ROCK-IN' ROBIN	Bobby Day, Chess 229	14
11	10	10	6		CHANTILLY LACE	Big Bopper, Mercury 71343	14
9	9	8	7		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Dec 30704	10
7	11	11	8		THE END	Earl Grant, Decca 30719	8
4	7	6	9		TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	13
3	4	7	10		BIRD DOG	Everly Brothers, Cadence 1350	14
40	16	15	11		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	7
5	6	9	12		SUSIE DARLIN'	Robin Luke, Dot 15781	13
70	21	23	13	★	I GOT A FEELING	Ricky Nelson, Imperial 5545	4
—	86	18	14		LONESOME TOWN	Ricky Nelson, Imperial 5545	3
78	44	31	15	★	QUEEN OF THE HOP	Bobby Darin, Atco 6127	5
27	17	21	16		MEXICAN HAT ROCK	Applejacks, Cameo 149	8
29	22	19	17		PUSSY CAT	Ames Brothers, RCA Victor 7315	6
6	12	14	18		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	14
62	35	12	19		FORGET ME NOT	Kalla Twins, Decca 30745	6
10	14	16	20		NEAR YOU	Roger Williams, Kapp 233	12
8	13	13	21		LITTLE STAR	Elegants, Apt 25005	14
46	28	33	22	★	CALL ME	Johnny Mathis, Columbia 41253	6
15	15	17	23		YOU CHEATED	Shields, Dot 15805	11
25	27	26	24		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	7
61	33	36	25	★	THERE GOES MY HEART	Joel James, M-G-M 12706	8
79	53	47	26	★	HIDEAWAY	Four Esquires, Paris 520	7
18	24	25	27		HOW THE TIME FLIES	Jerry Wallace, Challenge 69013	12
20	29	30	28		FIREFLY	Tony Bennett, Columbia 41237	9
41	36	22	29		THE TEN COMMANDMENTS OF LOVE	Harvey & the Moon Glows, Chess 1705	8
—	—	67	30	★	THE DAY THE RAINS CAME	Raymond Le Fevre, Kapp 231	2

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
23	26	28	31		FOR MY GOOD FORTUNE	Fat Boone, Dot 15825	7
—	72	38	32		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	3
83	65	49	33	★	THE BLOB	Five Blobs, Columbia 41250	6
12	23	20	34		SUMMERTIME BLUES	Eddie Cochran, Liberty 85144	14
76	47	43	35		NEED YOU	Donnie Owens, Guyden 2001	5
52	34	34	36		WITH YOUR LOVE	Jack Scott, Carlton 483	6
55	46	27	37		TOPSY I	Cozy Cole, Love 50034	8
19	25	42	38		DEVOTED TO YOU	Everly Brothers, Cadence 1350	13
39	18	32	39		THE SECRET	Gordon MacRae, Capitol 4033	8
24	30	35	40		NO ONE KNOWS	Dion & the Belmonts, Laurie 3015	11
—	—	69	41	★	I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	2
88	64	45	42		ALL OVER AGAIN	Johnny Cash, Columbia 41251	5
—	51	50	43		POOR BOY	Royal Tones, Jubilee 5338	3
86	77	70	44	★	FALLIN'	Connie Francis, M-G-M 13713	4
63	48	44	45		LEAVE ME ALONE	Dickey Doo & the Don'ts, Swan 4014	6
28	37	53	46		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	11
—	76	68	47	★	LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	3
32	40	39	48		LA-DO-DADA	Dale Hawkins, Checker 900	10
87	66	60	49	★	LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	4
—	—	72	50	★	I'LL REMEMBER TONIGHT	Fat Boone, Dot 15840	2
50	43	41	51		BABY FACE	Little Richard, Specialty 645	8
97	59	57	52		NON DIMENTICAR	Nat King Cole, Capitol 4056	4
86	69	63	53	★	GUAGLIONE	Perez Prado, RCA Victor 7337	4
—	—	—	54	★	BEEP BEEP	Playmates, Roulette 4115	1
38	57	24	55		THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	8
69	70	46	56		GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	6
22	20	37	57		PROMISE ME, LOVE	Andy Williams, Cadence 1351	10
80	99	56	58		COME ON, LET'S GO	Ritchie Valens, Del FI 4106	7
14	19	29	59		JUST A DREAM	Jimmy Clanton, Ace 546	14
—	—	94	60	★	MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	2

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

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared

for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
44	31	59	61		GEE, BUT IT'S LONELY	Pat Boone, Dot 15815	7
58	58	65	62		NINE MORE MILES	Georgie Young, Cameo 150	7
—	—	88	63	★	LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	2
48	39	48	64		FIBBIN'	Faith Page, Mercury 71355	7
—	—	—	65	★	I GOT STUNG	Elvis Presley, RCA Victor 7219	1
67	68	66	66		LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	6
—	—	97	67	★	TUNNEL OF LOVE	Doris Day, Columbia 41252	2
47	32	52	68		THE HULA HOOP SONG	Georgia Gibbs, Roulette 4196	5
92	71	81	69		JUST YOUNG	Andy Rose, Aamco 100	5
—	90	83	70		WHAT DO I CARE	Johnny Cash, Columbia 41251	3
53	45	71	71		NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	6
89	94	85	72		GO CHASE A MOONBEAM	Jerry Vale, Columbia 41236	4
35	41	64	73		DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	12
59	87	84	74		WHEN I GROW TOO OLD TO DREAM	Ed Townsend, Capitol 4048	6
—	—	82	75		WALKING ALONG	Diamonds, Mercury 71366	2
—	—	89	76		MR. SUCCESS	Frank Sinatra, Capitol 4070	2
—	—	—	77	★	LIGHT OF LOVE	Peggy Lee, Capitol 4071	1
51	52	80	78		I WISH	Platters, Mercury 71353	8
33	50	40	79		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	14
77	62	74	80		THUNDER ROAD	Robert Mitchum, Capitol 3986	8
84	85	87	81		BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	10
73	56	78	82		HOOPA HOOLA	Betty Johnson, Atlantic 2202	5
—	96	86	83		CIMARRON	Billy Vaughn, Dot 15836	3
81	80	98	84		JUST YOUNG	Paul Anka, ABC-Paramount 9956	4
30	78	73	85		PATRICIA	Perez Prado, RCA Victor 7245	14
—	—	—	86	★	THE MOCKING BIRD	Four Lads, Columbia 41266	1
—	98	90	87		JEALOUS HEART	Tab Hunter, Warner Bros. 5098	3
—	—	—	88	★	CANNON BALL	Duane Eddy, Jamie 1111	1
75	75	77	89		THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	11
37	55	76	90		SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	14

# 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

- I GOT STUNG** ..... Elvis Presley  
(Gladys, ASCAP) One Night (Travis-Presley, BMI) RCA Victor 7210
- BEEP BEEP** ..... The Playmates  
(H&L, BMI) Your Love (H&L, BMI) Roulette 4115
- LIGHT OF LOVE** ..... Peggy Lee  
(Singleton, BMI) Sweetheart (Portrait, BMI) Capitol 4071
- CANNON BALL** ..... Duane Eddy  
(Gregmark, BMI) Mason Dixon Lion (Gregmark, BMI) Jamie 1111
- THE MOCKING BIRD** ..... Four Lads  
(Beaver, ASCAP) Won't Cha Give Me Something in Return (Dominion, BMI) Columbia 41266

The above are previous Billboard Spotlight picks.

### C&W

- COUNTRY MUSIC IS HERE TO STAY** ..... Simon Crum  
(Bee Gee, BMI) Stand Up, Sit Down, Shut Your Mouth (Cedarwood, BMI) Capitol 4073

### R&B

- I'M GONNA GET MY BABY** ..... Jimmy Reed  
(Conrad, BMI) Odds and Ends (Conrad, BMI) Vee Jay 298
- IT DON'T HURT NO MORE** ..... Nappy Brown  
(Planemar-Miller-Songcraft, BMI) My Baby (Planemar, BMI) Savoy 1551

The above are previous Billboard Spotlight picks.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
74	38	55	91		THE HULA HOOP SONG	Teresa Brewer, Coral 62003	5
—	—	—	92		DREAMY EYES	Johnny Tillotson, Cadence 1353	1
—	74	61	93		PLEASE LOVE ME FOREVER	Tommy Edwards, M-G-M 12688	3
31	63	62	94		MY TRUE LOVE	Jack Scott, Carlton 462	14
60	91	92	95		YOU CHEATED	Slades, Domino 500	12
—	—	—	96		IT'S RAINING OUTSIDE	Platters, Mercury 71353	1
36	61	51	97		ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	14
—	—	—	98		A PART OF ME	Jimmy Clanton, Ace 551	1
21	42	54	99		BORN TOO LATE	Poni Tails, ABC-Paramount 9934	14
—	—	—	100		THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	1

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*Singing*

**HERE IN MY HEART**

CUB K 9018



## The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	1	1	1	CITY LIGHTS	Ray Price, Columbia 41191	3
—	3	5	2	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	3
—	2	2	3	ALONE WITH YOU	Faron Young, Capitol 3982	3
—	30	8	4	ALL OVER AGAIN	Johnny Cash, Columbia 41251	3
—	5	15	5	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 302	3
—	17	6	6	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	3
—	4	4	7	BLUE BOY	Jim Reeves, RCA Victor 7266	3
—	14	9	8	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	3
—	—	—	9	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	1
—	13	7	10	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	3
—	6	3	11	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	3
—	10	20	12	FALLING BACK TO YOU	Webb Pierce, Decca 30711	3
—	8	10	13	HALF A MIND	Ernest Tubbs, Decca 30685	3
—	—	—	14	YOU'RE MAKING A FOOL OUT OF ME	Jimmy Newman, M-G-M 12707	1
—	19	12	15	WHAT DO I CARE!	Johnny Cash, Columbia 41251	3
—	15	14	16	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	3
—	25	21	17	LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	3
—	—	—	18	LIFE TO GO	Stonewall Jackson, Columbia 41257	1
—	23	16	19	INVITATION TO THE BLUES	Ray Price, Columbia 41191	3
—	—	—	20	A WOMAN CAPTURED ME	Hank Snow, RCA Victor 7325	1
—	11	25	21	MY BABY'S GONE	Louvin Brothers, Capitol 4055	3
—	7	19	22	BIRD DOG	Everly Brothers, Cadence 1350	3
—	12	—	23	SEND ME THE PILLOW YOU DREAM ON	Hank Locklin, RCA Victor 7127	2
—	—	22	24	I HATE MYSELF	Faron Young, Capitol 4050	2
—	16	26	25	TALK TO ME, LONESOME HEART	James O'Gwynne, D 1006	3
—	27	30	26	GUESS THINGS HAPPEN THAT WAY	Johnny Cash, Sun 295	3
—	—	—	27	SCOTLAND	Bill Monroe, Decca 30739	1
—	—	—	28	THAT'S WHAT I TELL MY HEART	Bob Gallon, M-G-M 12700	1
—	—	—	29	A MANSION ON THE HILL	June Webb, Hickory 1086	1
—	—	—	30	I CAN'T STOP LOVING YOU	Don Gibson, RCA Victor 1743	1

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ORIGINAL  
ITALIAN  
HIT  
VERSION  
FROM  
EUROPE  
THAT  
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ALL!**

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BY  
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- ★ **Walking Along.....THE DIAMONDS.....71366**
- ★ **FLAMINGO L'Amore.....THE GAYLORDS.....71369**
- ★ **Candy Cha-Cha.....RICHARD HAYMAN.....71371**  
**JAN AUGUST**



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TO "JUST A DREAM"

# LETTER TO AN ANGEL

b/w  
"A PART OF ME"  
ACE #551



## JIMMY CLANTON

ON ALL THE CHARTS AND CLIMBING!

ACE RECORDS

2219  
WEST CAPITOL  
STREET  
JACKSON  
MISSISSIPPI

# The Billboard HOT R & B SIDES

TITLE	Artist, Company, Record Number	WEEKS ON CHART
— 5 1 1	TOPSY II Cozy Cole, Love 50034	3
— 3 2 2	IT'S ALL IN THE GAME Tommy Edwards, M-G-M 12688	3
— 7 6 3	HOLD IT Bill Doggett, King 5149	3
— 4 4 4	WIN YOUR LOVE FOR ME Sam Cooke, Keen 32006	3
— 2 3 5	TEARS ON MY PILLOW Little Anthony & the Imperials, End 1027	3
— 10 7 6	I'M GONNA GET MY BABY Jimmy Reed, Vee Jay 298	3
— 17 8 7	A LOVER'S QUESTION Clyde McPhatter, Atlantic 199	3
— 1 5 8	ROCK-IN' ROBIN Bobby Day, Class 229	3
— 14 11 9	CLOSE TO YOU Muddy Waters, Chess 1704	3
— 28 28 10	JUST A DREAM Jimmy Clanton, Ace 546	3
— 23 17 11	KEY TO THE HIGHWAY Little Walter, Checker 904	3
— 16 16 12	BABY FACE Little Richard, Specialty 645	3
— 18 12 13	CAROL Chuck Berry, Chess 1700	3
— 8 9 14	IT DON'T HURT ANYMORE Nappy Brown, Savoy 1551	3
— 9 10 15	TEN COMMANDMENTS OF LOVE Harvey & the Moon Glows, Chess 1705	3
— 30 21 16	THE END Earl Grant, Decca 30719	3
— 12 15 17	MY LIFE Chuck Willis, Atlantic 1192	3
— 21 22 18	LITTLE STAR Elegants, Apt 25005	3
— — — 19	I'M SORRY Kenny Martin, Federal 12330	1
— — — 20	QUEEN OF THE HOP Bobby Darin, Atco 6127	1
— — — 21	YOU'VE BEEN AN ANGEL B. B. King, Kent 315	1
— — 25 22	BIRD DOG Everly Brothers, Cadence 1350	2
— — — 23	THIS LITTLE GIRL'S GONE ROCKIN' Ruth Brown, Atco 1197	1
— 24 19 24	TELL IT LIKE IT IS Little Willie John, King 5147	3
— 13 13 25	YES, I WANT YOU Ivory Joe Hunter, Atlantic 1191	3
— 11 14 26	LITTLE BOY BLUE Bobby (Blue) Bland, Duke 196	3
— 15 20 27	CHANTILLY LACE Big Bopper, Mercury 71343	3
— 19 24 28	SUMMERTIME BLUES Eddie Cochran, Liberty 55144	3
— 25 30 29	IT'S SO FINE LaVern Baker, Atlantic 2001	3
— — — 30	IT'S ONLY MAKE BELIEVE Conway Twitty, M-G-M 12677	1

FOUR SMASH HITS!

"POOR BOY"  
The Royaltones  
Jubilee 5338

"NEED YOUR  
LOVE"  
Bobbie Freeman  
Josie 844

"I COULD BE  
A MOUNTAIN"  
Don Rondo  
Jubilee 5341

"PEEK-A-BOO"  
The  
Cadillacs  
Josie 846

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c/w  
"I'LL MAKE IT ALL  
UP TO YOU"  
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SHERIFF"  
Rusty & Doug  
HICKORY 1083

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"BEAUTIFUL WEEKEND"  
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## Cap Adds Fine Supplement

Continued from page 18

the season in what is the middle of their summer.

"Christmas in Portugal" and "Christmas in Cuba" are a study in contrasts; the first is filled with a heavily liturgic atmosphere while the second has Latin-flavored Christmas tunes that border on pop material. "Christmas in Austria," featuring the Vienna Boys Choir

spotlights such traditional mid-European favorites as "Stille Nacht" and "O Tannenbaum."

All this variety, however, adds up to a well-balanced Christmas package, whose attractive covers and "international" flavor—plus the repeat sales potential with last year's customers—make it one of the upcoming yuletide season's top groups, and one which can be pushed individually or collectively as sales opportunities permit.

The complete release includes: "Christmas in Austria," Wiener Sangerknaben conducted by Xaver Meyer; "Christmas in Cuba," Fernando Albuerno and Coro de Madrigalistas; "Christmas in Portugal," Trio Odemira and Coro Salesiano de Mogofores; "Christmas in Asutralia," Norman Chinner and the ABC Adelaide Chorus; "Christmas in Brazil," Coro Das Meninas Da Casa De Lazaro (T 10164 - 65 - 66 - 67 - 68); and "Christmas in Poland," Schola Cantorum of SS. Cyril and Methodius Seminary (T 10198).

Charles Sinclair.

## 'Beep' Beeps

Continued from page 18

lette hasn't attempted a tie-up with General Motors.

Rambler dealers are giving away free copies of the Playmates disk to all customers making inquiries about the new '59 Nash-Rambler. In addition many auto dealers have set up loud speaker systems in their show rooms and are playing the record to spark "public curiosity."

Meanwhile, Roulette's executive veepee Joe Kolsky is on a three-week tour of the label's distributors (visiting jocks, key dealers, operators and one-stops as well) in Chicago, Milwaukee, Minneapolis, Seattle, San Francisco, Los Angeles, St. Louis, Detroit, Cleveland, Pittsburgh, Baltimore; Washington, D. C., and Philadelphia.

## Name Bands

Continued from page 2

12 proms covering weekend periods from last Friday (24) thru December 12, and including a mid-week prom at Madison College, Harrisonburg, Va., October 30, and a Notre Dame date November 14. Kenton's current bookings include eight prom dates, including the aforementioned mid-week proms, and running thru November 24 (St. Francis College, Loretto, Pa.).

Billy May's prom line-up covers nine colleges, running thru December 5 (Pennsylvania State College) and December 6 (Mary Washington College, Fredericksburg, Va.). Morrow is booked thru December 12 at nine different schools. Thornhill is playing four proms from November 7 to December 13, and Long has four proms booked from November 15 thru December 18, including two consecutive prom nights at the University of Florida—November 21 and 22.

## Cap Nov. Release

Continued from page 2

Peggy Lee, Ray Anthony and ork, Joe Bushkin and the Jonah Jones Quartet.

Cap is also rushing into release a 12-inch LP in memory of Pope Pius XII of ceremonies during the Holy Year, 1950.

Cap's six classical offerings include albums by William Steinberg and the Pittsburgh Symphony Orchestra; Felix Slatkin and the Hollywood Bowl Orchestra; pianist Leonard Penario; harpist Marcel and Grandjany in Bach transcriptions; Leopold Stowkowski conducting "The String Orchestra," and an album featuring guitarist Laurindo Almeida and mezzo-soprano Salli Terri and flutist Martin Ruderman.

Six Capitol of the World albums include package of traditional Jewish music featuring Ray Martin and ork with the Bill Shepherd Chorus recorded in England; albums recorded in Lebanon, Austria, Scandinavia, Flamenco music cut in Spain plus an album of Argentine music recorded in Buenos Aires.

## Storer's WIBG

Continued from page 2

contests conducted by WIBG during the last year was a "Fourth of July" contest with listeners counting number of "ofs" in the Declaration of Independence. Upcoming is a cooking school for 1,200 women, staged by the National Livestock and Meat Board and sponsored by WIBG with Philadelphia Electric Company, Philco and Acme Supermarkets taking part.

Storer has added two new jocks since it took over the station—Bill Wright and Hy Lit. Still spinning them at WIBG are Doug Arthur, who has been with the outlet for 18 years and Joe Niagara and Tom Donahue, seven-year-veterans.

## Vik Demise

Continued from page 2

Vik merchandise for 90 days from November 1, but these will be sold on a cash, non-returnable basis.

The Vik stable of artists have either been absorbed by the parent firm or released to go to other labels. Mickey and Sylvia are now on RCA Victor; Teddy Randazzo is now with ABC-Paramount, Brook Benton with Mercury; Hugo Montenegro with 20th-Fox, etc.

The Vik label was the successor label to "X" Records which was ended about two years ago. The Vik label absorbed most of the artists from the firm's old Groove label last year. With the demise of Vik, only Decca and Columbia among the majors, with their Coral and Epic labels respectively, still have active subsidiary firms. Capitol disbanded its Prep label about six months ago.

## Jock Conclave

Continued from page 2

plans are in the works for adding still another major market station as soon as possible.

The meet was attended by Bill Stewart, Storz national programming director and planning chief for the deejay convention; Jack Thayer, general manager, WDG, Minneapolis; George W. Armstrong, executive veepee—general manager, WHB, Kansas City, Mo.; Fred Berthleson, veepee-general manager, WTIX, New Orleans; Jack Sandler, general manager, WQAM, Miami; Robert Tilton, national engineering director; Herbert S. Dougoff, general counsel, and Jack Sampson, sales manager, WHB, Kansas City, Mo.

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# The Billboard Reviews

# THIS WEEK'S SINGLES

## • Reviews of New Pop Records

### EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

- SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week
- ★★★★—Very Strong Sales Potential
- ★★★—Good Sales Potential
- ★★—Moderate Sales Potential
- ★—Limited Sales Potential

★★★★  
**GEROGIE SHAW**  
 ★★★★★ **Till We Two Are One**  
 METRO 20005—The fine standard gets a good vocal by Shaw with a smart rockaballad arrangement and standout horn accompaniment. One to watch. (Shapiro-Bernstein, ASCAP)

★★★★ **The Gypsy**  
 Another rockaballad arrangement, smartly done by the ork. Shaw, with a chorus behind him, gets a fine big sound in his reading. (Leeds, ASCAP)

★★★★ **THE CHANTELS**  
 ★★★★★ **Prayer**  
 END 1026—The girls hand this listenable ballad a churchy sound as they sing of love and prayer. It has a celestial quality, and the lead voice sells it with fervor. Watch it. (E & E, BMI)

★★★ **Sure of Love**  
 On this side the strong voiced lead comes thru with another solid reading, backed well by the rest of the chicks. The backing is strong with piano featured. (Wemar, BMI)

★★★★ **THE SHIELDS**  
 ★★★★★ **Nature Boy**  
 DOT 15856—The "You Cheated" cats provide a slow, rock version of the oldie. Has the sound of a big production and it could go. Worth watching. (Morris, ASCAP)

★★★ **I'm Sorry Now**  
 A slow, heartbreak type of ballad, sung in that manner by the lead with crazy, high-voiced vocal sounds in the backing. This side could move, too. (House of Fortune-Storm, BMI)

★★★★ **ERNE FREEMAN**  
 ★★★★★ **School Room Rock**  
 IMPERIAL 5551—A fine instrumental by the Freeman group, this time a big band, on the rhythmic style of the older tune, "Tweedle Dee." This has a great sound and it could bring back the shag and other older dance forms. (Alan-Edwards, BMI)

★★★ **Blues After Hours**  
 A fine, walkin' rhythm record with a solid boogie piano featured. Captures the spirit of the title and it could be fine jock stuff. (Modern, BMI)

★★★★ **ART LUND**  
 ★★★★★ **Philadelphia U. S. A.**  
 CORAL 62054—Bright, happy ditty is accorded lighthearted vocal by Lund and lively tempo. Tune has been cut by several others, but this version should be strong contender. (Southern, ASCAP)

★★★ **Mam'selle**  
 Lund has re-cut his old (augmented with a mild r.&r. flavor to backing). Warbling is in smooth romantic groove, and jocks should spin. (Feist, ASCAP)

★★★★ **THE NU TORNADOS**  
 ★★★★★ **Philadelphia, U. S. A.**  
 CARLTON 492—In the line of Philadelphia styled records of a few years ago is this swinging String Band, effort with a happy gang vocal and a lift. Bright side that could happen. (Southern, ASCAP)

★ **Magic Record**  
 Tune about a record with magical properties is sung in fair style by the group. Flip side is the power. (Music Maestro, BMI)

★★★★ **JOHNNY RAY**  
 ★★★★★ **What More Can I Say**  
 COLUMBIA 41280—After a big flourish, Ray intones a ballad of moderate proportions. Fair prospects. (Rumbalero, BMI)

★★★ **You're the One Who Knows**  
 A slow, sincere ballad effort by Ray has appeal. String-filled ork backs the effort. Can catch action. (Young, ASCAP)

★★★★ **CHARLIE RICH**  
 ★★★★★ **Philadelphia Baby**  
 PHILLIPS 332—Catchy rocker with personable vocal by Rich and group. (Knox, BMI)

★★★ **Whirlwind**  
 Strong rockabilly reading on effective rhythm item. Either side could step out. (Hi Lo, BMI)

★★★★ **JIMMY SMITH**  
 ★★★★★ **A Closer Walk**  
 SAVOY 1553—The evergreen is beautifully handled by basso and choir. Pop coin possible, as well as healthy religious programming action over long period. (Volunteer, BMI)

★★★★ **JIMMY JONES**  
 ★★★★★ **Somebody Bigger Than You and I**  
 Another inspirational side by the chanter and group. Worth spins. Action possible in pop and spiritual markets. (Bullseye, ASCAP)

★★★★ **HERNANDO HOPKINS**  
 ★★★★★ **Rudolph the Red-Nosed Reindeer Cha Cha**  
 ABC-PARAMOUNT 9973—This is just what the title implies, and it's a well-recorded effort which includes organ and bells in the accompaniment. This one rates plays during the Holiday period. (St. Nicholas, ASCAP)

★★★ **Notre Dame Victory March Cha Cha**  
 An interesting new approach to the famous football song of the fighting Irish. Should go great in South Bend and among jocks looking for something different. (Metrose, ASCAP)

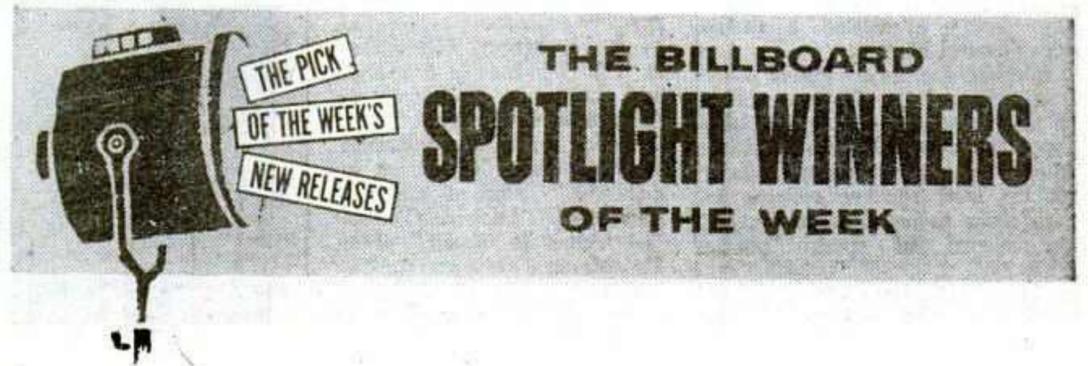
★★★★ **EDDIE HEYWOOD**  
 ★★★★★ **Rendezvous**  
 RCA VICTOR 7385—Dreamy theme is handed tender piano interpretation by Heywood. Another great jockey side. (Witmark, ASCAP)

★★★ **St. Louis Blues**  
 Tasteful piano treatment of standard with brief chorus backing. Fine mood music programming. Good backing by Joe Reisman ork. (Handy Bros., ASCAP)

★★★★ **LESTER LANIN ORK**  
 ★★★★★ **Over the Rainbow Cha Cha**  
 EPIC 9296—The famed society group turns out a cha cha version of the standard which is close to the current groove. From the album, "Have Band Will Travel." Worth jock spins and it could move with a push. (Feist, ASCAP)

★★★ **I Want My Mama**  
 A brightly-played samba by the Lanin crew can also come in for spins. Flip is closer to current market trends, however. (Robbins, ASCAP)

★★★★ **LOUIS ARMSTRONG & THE ALL STARS**  
 ★★★★★ **The Mardi Gras March**  
 DECCA 40771—Sock, good-humored vo-



### Pop Records

#### JIMMIE RODGERS

**BIMBOMBAY (Planetary, ASCAP)**  
**YOU UNDERSTAND ME (Planetary, ASCAP)**

Rodgers presents the two numbers in his warm, winning style. Top side is a clever, folkish melody that is nicely backed by country strings. Flip is a pretty ballad that he warbles with feeling. Either can click. **Roulette 4116**



#### PONI TAILS

**CLOSE FRIENDS (Rush, BMI)**  
**SEVEN MINUTES IN HEAVEN (Stratton, BMI)**

The gals have two strong, follow-up sides to their current click, "Born Too Late." "Close Friends" is a smoothly presented rockaballad on which the gals give out with attractive harmonies. Flip, "Seven Minutes," is done in cha cha tempo. Both can make it. **ABC-Paramount 9969**



#### CHUCK WILLIS

**KEEP A-DRIVING (Rush, BMI)**

Another great side by the late artist. It's a strong, bluesy tune with an insistent tempo. It should score heavily in both pop and r.&b. marts. Flip is a rockaballad, "You'll Be My Love." (Rush, BMI) **Atlantic 2005**



#### BERNIE LOWE ORK

**SING, SING, SING (Robbins, ASCAP)**  
**INTERMISSION RIFF (Golden, ASCAP)**

"Sing," the evergreen, is given a wild, driving instrumental setting that features pounding drum segs. Flip is an equally attractive go on the jazz standard. Both are smartly arranged, and should attract plenty of teen interest. **Cameo 153**



#### MICKEY LEONARD ORK

**INTERMISSION RIFF (Parts I & II)**  
**(Golden, ASCAP)**

Both sides are strong teen bait. The platter will offer strong competition to Bernie Lowe's version. Side two is a rock and roll approach on the oldie. This will probably come out on top. Flip is a catchy swing treatment. **Prince 1204**



#### LLOYD PRICE

**YOU NEED LOVE (Pamco, BMI)**  
**STAGGER LEE (Sheldon Music, BMI)**

The cat is back on the label with two strong sides. "You Need Love" has him on a spirited rendition of a rocker with bright New Orleans backing in support of his good vocal effort. Flip, "Stragger Lee," is a cheerful version of the old folk tune that should also cop lots of coin. Also a strong bet for r.&b. coin. **ABC-Paramount 9927**



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

Pop Song

SEPARATE TABLES

(Hecht-Lancaster & Buzzell, ASCAP)

VIC DAMONE—Columbia 41287

EYDIE GORME—ABC-Paramount 9971

The lovely flick title tune will have several other versions. These are two of the earliest, and the renditions by both artists are first-rate. Both should come in for plenty of play. Flip of Damone's version is a warm reading of Rodgers and Hammerstein's "We Kiss in a Shadow" (Williamson, ASCAP). Miss Gorme's platter is backed with a dual-track version of a cute ballad, "The Voice in My Heart" (Summit, ASCAP).



Pop Talent

TRUDE ADAMS

THE POWER OF LOVE (Delstone, BMI)

Miss Adams warbles the pretty, inspirational-type tune in a rich, throaty style. Mild rock backing accompanies the choice thrashing. It's a strong debut disk that can take off with exposure. Flip is "You Can Sure Play That Pianna" (Delstone, BMI). 20th Fox 116



Pop Disk Jockey Programming

PAUL ANKA, GEORGE HAMILTON IV & JOHNNY CASH

THE TEEN COMMANDMENTS (Pamco, BMI)

The three lads give out with a series of rules that will help teens live moral and healthy lives. The song is delivered against good ork backing by Don Costa. Side is fine jockey chatter platter, and it could also do well saleswise. Flip is a lovely ork and chorus treatment of "If You Learn to Pray" by Don Costa (Ampeco, ASCAP). ABC-Paramount 9974



JUNE VALLI

THE WEDDING (Criterion, ASCAP)

Miss Valli's first for the label is a sincere presentation of a country-styled weeper. The lyrics spot the joint misgivings of a bride and groom at the altar. It's a well-produced platter that should please listeners. Side could be a sleeper. Flip is "Lunch Hour" (Atlantic, BMI). Mercury 71382



MAGGI WOODWARD

ALI BAMA (Morris, ASCAP)

ZULU WARRIOR (Morris, ASCAP)

The chick has two unusual sides that make for interesting jockey wax. "Ali Bama" is a rhythmic effort that's handed a strong reading against backing that sounds like a mixture of rock 'n' roll and South African chant. Flip, "Warrior," is a similarly styled effort that's just as frantic. Both should please. Orbit 521



C & W Records

ERNEST TUBB

GOODBYE SUNSHINE (Tubb, BMI)

WHAT AM I LIVING FOR (Progressive, BMI)

Tubb has two likely c.&w. winners with these fine sides. "Goodbye Sunshine" is a solid, honky-tonk effort about a guy with the blues. "What Am I Living For" is a warm, country-styled version of the late Chuck Willis' click. Both are good bets to score. Decca 30759



R & B Records

RAY CHARLES ORK

ROCKHOUSE (Parts I & II) (Progressive, BMI)

Charles has a great, swinging sound in the blues tune. It has drive and rhythm. Fine tenor solos back the artist's piano work all the way. It's first-class wax for both pop and jazz jocks, and it can pull in plenty of coin. Atlantic 2006



cal by Armstrong on the catchy movie theme. Other versions furnish strong competition (particularly Pat Boone), but this version should draw plenty of play. (Feist, ASCAP)

I Love Jazz

Armstrong sells with his usual personable showmanship on a nostalgic old-fashioned-type ditty with a bouncy beat. Jocks should enjoy. (Mogull, ASCAP)

RALPH MARIERIE ORK

Pretend Cha Cha MERCURY 71379—Marierie has re-cut his previous hit (also waxed by Nat Cole) in cha-cha tempo. Smart waxing for jocks. (Brandom, ASCAP)

Flighty

Infectious instrumental - rocker with good beat. Another spinnable side. (Dreyer, BMI)

HUGO WINTERHALTER ORK

Rudolph, the Red-Nosed Reindeer Cha Cha RCA VICTOR 7397—The Christmas favorite is played neatly in cha cha style by the large ork, with sleigh bells ringing thruout. Cute side. (St. Nicholas, ASCAP)

The Christmas Song Cha Cha

Standard Christmas item is played in cha cha fashion by the large Hugo Winterhalter crew. (Morris, ASCAP)

FRED LOWERY

Heartaches DECCA 30772—New recording of the Ted Weems-Fred Lowery hit of many years ago is done with a solid rock and roll beat here, and it has a chance to catch a lot of deejay plays. (Leeds, ASCAP)

Whistlin' Joe

Bright novelty is whistled in lilting style by Lowery on his first recording for the label in a long time. It could get spins. (Sun Dial, BMI)

AL MARTINO

Here in My Heart CUB 9018—A newly recorded version (with rock and roll backing) of Martino's old hit for so-so results. (Mellin, BMI)

Two Lovers

Sincere vocal interpretation of pretty ballad. (Selma, BMI)

THE BROTHERS

Lazy Susan ARGO 5318 — Effective chanting on strong rockabilly item with solid beat. Merits spins. (Arc, BMI)

Deep Sleep

Tender wailing by boys marks this poignant rockballad. (Arc, BMI)

SARAH VAUGHAN

I Am't Hurtin' MERCURY 71380—Verveful reading by canary on smart uptempo ballad with brassy big band backing. (Laurel, ASCAP)

Everything I Do

The gal's stylized delivery is showcased on tender ballad. Pretty jockey wax. (Chappell, ASCAP)

CHARLIE APPLEWHITE

Highway DESIGN 823—Smartly-turned song gets a solid performance. Tune is a driving blues, with rhythm similar to old train blues. Applewhite, with chorus behind him, gives out solidly. Lyric has authentic Americana quality. (Trinity, BMI)

I Wrote

A relaxed piece. Applewhite, backed by tasteful group and chorus, chants it with style. (Round & Monument, BMI)

THE DON PALMER QUINTET

Lolita ABNER 1021—Another disk of the tune has a solid rock-a-Latin sound. It's mainly instrumental with a voice who sneaks in to say "Hello, Lolita," in a suggestive manner. Good driving sax sound. (Norgolde, BMI)

The Little Hooper

A novelty idea of a hoop lesson. The teacher offers suggestions in a bass voice while the student replies in a

speeded up sound. Cute idea which may be too late to get big results. (Norgolde-Tolle, BMI)

BILLIE MYLES

The Price of Your Love EMBER 1046—A slow ballad with a faintly rocking backing. Myles has something of a Sam Cooke approach to this. Fine, tender chanting job which can attract spins. (Selbon, BMI)

I'm Gonna Walk

A medium paced blues with a crazy fem chorus supporting Myles. Good beat side with a good frantic styled vocal by the cat who had a hit with "The Joker." (Angel-Selbon, BMI)

ROY CLARK

Please, Mr. Mayor DEBBIE 103—A very topical message done in snappy blues style. The cat pleads with the mayor of the town not to ban rock and roll. Has a good sound and it might be worth a jockey look. (Charlene, BMI)

Puddin'

A hiccuppy, out-of-breath Presley style performance by Clark. He does a good job and the backing has a nice sound. (Geronimo, BMI)

NICK NOBLE

A Lucky Silver Dollar CORAL 62050—A bouncer, well-chanted by Noble. It's a cute message. Gal group backs Noble in the smart effort. Worth attention. (Southern, ASCAP)

Bon Jour, Bon Soir, Bonne Nuit

This ballad is about a guy who went to Paris for a fling. It's Continental in flavor with an accordion backing, in the start, with the tempo picking up in the chorus. Flip has an edge. (Famous, ASCAP)

SACHA DISTEL

Paradise DOT 15855—The fiance of Brigitte Bardot offers a sliding, romantic styled reading of the standard. From the fem standpoint, there's as much sex in this voice as in his financee's looks. Will get plays. (Feist, ASCAP)

Brigitte

Dedicated to his love, this song gets a bit of extra feeling from Distel. It's done in Latin rhythm. Can also get jock attention. (Rayven, BMI)

NED & GARY

Lovin' LIBERTY 55160—Frantic vocalizing in the rockabilly roove by team. Dual market appeal. (Mr. Music, BMI)

I Bust My Seams

Nice rockabilly chanting by boys on okay r.&r. tune. (Mr. Music, BMI)

SONNY MOON

Rememb'ring WARNER BROS. 501—The pretty tune by the Duncan Sisters in a relaxed instrumental version. Arrangement is fresh. (Bourne, ASCAP)

Countdown

Unusual side which catches the mood and spirit of the age of space and rocketry. Musically, tune is made up of a series of bluesy figures. Essentially an instrumental, with an occasional chanting chorus. (Valley Entertainment, ASCAP)

TED HEATH ORK

Bullfighter's Patrol LONDON 1836 — Heath's arrangement of the catchy melody is in a fiery, Latin vein. Fine side is an ideal jockey item. (Zodiac, BMI)

Strolling Along With the Blues

Brassy big band sound by the English jazz orkster on a cute bluesy theme. It should move well. (BMI-Canada)

EDMUNDO ROS ORK

I Talk to the Trees LONDON 1831—Latin treatment of the Rodgers and Hammerstein song from "The King and I" is in a cheerful, sparkling vein. Flute has the lead with flashy brass segs in support. (Williamson, ASCAP)

(Continued on page 56)

• **Reviews of New Pop Records**

• Continued from page 55

★★ **I Talk to the Trees**  
Pretty tune is from "Paint Your Wagon." The cha cha arrangement is along the lines of several current big clicks. Side bears watching. (Chappell, ASCAP)

★★ **FRESCOTT REED**  
Russia, Russia  
BRUNSWICK 35104—The message is clear and simple. "Russia, Russia, lay that missile down." It's an old frellach tune. Very topical and the disk has an interesting sound. Has novelty value. (Towne, ASCAP)

★★ **Baby Where You Been So Long**  
This has a dual-track vocal and the side is in uptempo rhythm. The effort has a folk flavor with the help of a good banjo break. (Towne, ASCAP)

★★ **GALEN DENNY**  
What Ya Gonna Do  
LIBERTY 55164 — Pleasant rockabilly. (Time, BMI)

★★ **Gonna Build a Rocket**  
Same comment. (Ra-Len, BMI)

★★ **CHRIS CONNOR**  
Come Back to Sorrento  
BETHLEHEM 11005—Sultry sound by the thrush on the pretty folk melody. Jazz approach provides fine wax for both pop and jazz jocks.

★★ **Blame It On My Youth**  
Pretty ballad is given a listenable warble by Miss Connor with light rhythm backing. Potential and appeal appear similar to flip. Both sides are from the can. (Harms, ASCAP)

★★ **LEE LAWRENCE**  
His Servant  
METRO 20008—Inspirational melody is given an expressive rendition by Lawrence with light, lush rhythm backing. Good jockey side. (Jefferson, ASCAP)

★★ **Lonely Ballerina**  
Pretty waltz has a lyric theme similar to "Dance, Ballerina, Dance." Fine warble by the talented artist. It can attract. (Kassner, ASCAP)

★★ **THE MIFFLIN TRIPLETS**  
Someone Should Have Told Me  
EMBER 1045—Latin-flavored rocker is presented with moderate appeal by the trio. Some coin possible. (Angel, BMI)

★★ **I Do**  
Rockaballad is handled to good effect by the lead voice with good ork support. It can move in both pop and r.&b. marts. (Angel, BMI)

★★ **THE DEB-TONES**  
RCA VICTOR 7384—Pleasing thrushing by gals on a swingy rhythm tune with good beat. (Mellin, BMI)

★★ **Rock a Bye**  
Pleasing thrushing by gals on swingy rhythm tune with good beat. (Mellin, BMI)

★★ **Give It Up**  
Gals blend effectively on catchy little r.&r. ditty, with solid beat. Nice wax for jocks with young audiences. (Marks, BMI)

★★ **MARTY GOLD**  
Hey! Paesano Cha-Cha-Cha  
KAPP 244—Cha cha has attractive orking and occasional lyric in Italian. Worth spins. (Brigadier, ASCAP)

★★ **I'm Not Afraid Anymore**  
Rockaballad gets warm reading from Johnny Wells and choir. (Shapiro-Bernstein, ASCAP)

★★ **JOHNNY O'NEILL**  
Wagon Train  
RCA VICTOR 7379—Virile vocal stint on dramatic Western-flavored theme of high-rated TV series. (Alaska, ASCAP)

★★ **Somebody, Just Like You**  
Deep-voiced reading by O'Neill of haunting melody with country feeling. Merits spins. (Cadenza, ASCAP)

★★ **HILIARD STREET**  
It Will Never Happen Again  
CAPITOL 4080—Sad tale about a guy who always loses his girl to someone else is sung with feeling by Street over simple backing. (Sands, ASCAP)

★★ **River Love**  
Pop item with a folk feel and Latinish backing is performed well here by Street

in a Belafonte manner. Interesting side for the jocks. (Shaw, ASCAP)

★★ **GARY LEMEL**  
Rockin' in the Halls  
REV 3520—In the Bill Haley tradition is this swinging side about the high school band that rocked it's way thru the school halls one day. Listenable side that deserves spins. (Desert Palms-Trinity, BMI)

★★ **Jolly Rogers**  
"Jolly Roger" is a swinging cat who is a pirate of love who breaks all the chicks' hearts. (Desert Palms-Trinity, BMI)

★★ **THE STARFIRES**  
Three Roses  
DECCA 30730—A wild and spirited blues with uncontrolled sobbing interspersed by the lead of the group. Down guitar backing is close to the soil. An interesting sound. (Lark, BMI)

★★ **I Have Someons**  
Richard Dunbar takes the vocal on this fiddle and guitar-backed tome of a tragic life that wound up on the bright side. Good emotional performance. (Pinelawn, BMI)

★★ **FRANK D'RONE**  
Who Am I to Say  
MERCURY 71374—Feelingful reading of attractive ballad. (Muirfield, ASCAP)

★★ **Keep Me in Your Heart**  
Pleasant warbling stint by D'Rone on okay ballad. Flip, tho, appears better side. (Gladys, ASCAP)

★★ **DIANH WASHINGTON**  
All of Me  
MERCURY 71377—The fine standard is sold by the artist in her sultry and sexy manner backed solidly by a swingy band. Could get jocks spins. (Bourse, ASCAP)

★★ **Make Me a Present of You**  
Pretty tune is sung sweetly by the thrush as she tells her man that she wants nothing but love. Two listenable sides for her fans. (Terl, ASCAP)

★★ **DAVY DOUGLAS**  
Rebel  
LIBERTY 55165—On this side the boy sings that he is different than most and that his is a rebel, but his gal should love him anyway as she is one, too. (Falstaff, BMI)

★★ **Party Crashin'**  
Driving rocker concerning the technique of "Party Crashin'" is sung pleasantly by the lad. (Falstaff, BMI)

★★ **THE CHECKERS**  
Nine More Miles  
KING 5156—Good reading of the current hit, but it's rather late to catch heavy loot. (Lowe, BMI)

★★ **Heaven Only Knows**  
The boys sell this semi-rockaballad pleasantly, and it may get some spins. (Lowe, BMI)

★★ **BOBBY TROUP**  
That Old Black Magic  
BETHLEHEM 11006 — From Troup's album, a sultry reading of the ever-green with mild jazz backing. (Famous, ASCAP)

★★ **Jamboree Jones**  
Also from album, the amusing Johnny Mercer narrative of college football is well handled by chanter. (Robbins, ASCAP)

★★ **DICK STABLE ORK**  
Without a Song  
BETHLEHEM 11004 — Another ever-green goes upbeat, with sax and choir making warm sounds. (Miller, ASCAP)

★★ **Poor Butterfly**  
The oldie gets an uptempo treatment, right for dancing. Good jockey wax. (Harms, ASCAP)

★★ **RICKIE LAYNE & VELVEL**  
Rockin' at the Matzo Ball  
WARNER BROS. 5017—Comic sings special-material ditty for so-so results. May appeal to Catskill circuit. (Mayfair, ASCAP)

★★ **Everybody Loves a Lover**  
The Doris Day hit is accorded humorous accent treatment. Same comment on sales potential. (Korwin, ASCAP)

★★ **BARBARA ALLEN**  
He Loves Me  
FESTED 8545—Vivacious multi-track chirping on effective up-tempo theme, based on "Second Hungarian Rhapsody." Has play potential. (Ama, ASCAP)

★★ **Won't You Be My Baby**  
Another multi-track thrushing job on an okay rhythm tune. Flip, tho, is more commercial. (Ama, ASCAP)

★★ **JANE, JOAN & MARYANN**  
Wouldn't It Be Wonderful  
PARIS 522—The three girls sing this slow effort nicely over a good beat by the ork. (Greta, BMI)

★★ **Be My Life, Be My Love**  
Light, little tune is sung neatly by the girls over cute backing. Okay side. (Greta, BMI)

★★ **THE STEREOS**  
Freeze Mambo  
WARNER BROS. 5016—The Stereos come thru with a swinging mambo effort with a freeze gimmick now and then. A swinging side. (Prince, BMI)

★★ **Sole Mio Rock**  
On the rock kick is this over-arranged version of "O Sole Mio" that rocks. (Lark, BMI)

★★ **THE VERSATILES**  
Crying  
ATLANTIC 2004—Intense emotional reading by lead singer and group on routine rockaballad. (Progressive, BMI)

★★ **Passing By**  
Same comment. (Progressive, BMI)

★★ **EL ROJO**  
When You Cha Cha Cha  
REDD-E 5003—Danceable cha-cha side with okay chorus and Cugat-type cat monolog on opening. Nice jockey wax. (Jefferson, ASCAP)

★★ **B-B-B Baby**  
Group hands bouncy, mildly r.&r. tune a pleasant stutter-type vocal. Flip is better side. (Jefferson, ASCAP)

★★ **(SCAT MAN) CROTHERS**  
Rock, Roma, Rock It  
CHALLENGE 59028—A rocker, with Crothers delivering a spirited vocal. Fine percussion and horns lend plenty of flavor to the side. (H. R., ASCAP)

★★ **Take Your Time**  
In contrast to flip, this is a slow-tempo, relaxed effort, with soulful horns giving poignancy to Crothers' vocal. (H. R., ASCAP)

★★ **JAN HOWARD**  
Pick Me Up On Your Way Down  
SUNDOWN 112—Bright ballad lament from "the girl across the tracks" gets strong traditional reading from the chick. (Pamper, BMI)

★★ **Wish I Could Fall in Love Again**  
Rockaballad is sincerely delivered by thrush. (Durf, BMI)

"SO FAR AWAY"  
The PASTELS  
argo 5314

"LAZY SUSAN"  
The BROTHERS  
argo 5318

"A HOUSE, A CAR AND A WEDDING RING"  
b/w  
"MY BABE"  
DALE HAWKINS  
checker 906

"JO JO GUNNE"  
b/w  
"SWEET LITTLE ROCK AND ROLLER"  
CHUCK BERRY  
chess 1709

"MISERLOU"  
EARL (PIANO) WASHINGTON  
checker 905

WATCH FOR **PAT O'DAY** DOING "HAVE YOU EVER BEEN LONELY" b/w "HEARTBREAK OF LOVE" CHESS 707

**WILD CHILD GIPSON**

★ **Sittin' Here Cryin'**  
HIT 2001—A soulful blues, with an affecting, tear-drenched vocal. Horns provide a solid effect. This is nice wax, with authentic flavor. (Acuff-Rose, BMI)

★ **Uncle John**  
A rocking blues, with Gipson shouting the lyrics. Words have some novelty and comedy. (Money, BMI)

**DAVID BEE ORK**

★ **Pizzicato Mambo**  
CORAL 62046—From album, "Dancing at the Brussels Fair" comes the side which is a smartly-wrought mambo based on the noted melody. (Zodiac, BMI)

★ **When Polka Goes Samba**  
Another instrumental from the same album. Brightly arranged. (Zodiac, BMI)

**AL & NETTIE**

★ **Frog Hop**  
CHRISTY 106—The boys are telling about a new dance. It's a rocker blues with a honking tenor pacing with vocal. Potential for both pop and r.&b. loot. (Rambolt & B Flat, BMI)

★ **Move Baby Move**  
Tune tells of a cat who likes to dance early in the morning. Medium beat rocker comes off second to flip. (Rambolt & B Flat, BMI)

**JOHNNY BUSH**

★ **I Should Have Known**  
ALLSTAR 7172—Soft sound by the cat on a rockaballad. Nice warbling stint is backed by country strings. With exposure, it can attract. (Allstar, BMI)

★ **Your Kind of Love**  
Rockabilly ditty is given a so-so belt with chorus support. Flip offers more. (Allstar, BMI)

**ANNE McCREADY**

★ **The Miracle of the Jugglers**  
CORAL 62044—A slow, minor-flavored tale about a juggler at the mission gate. Has an inspirational quality and Miss McCready provides a pleasant vocal. Offbeat material could generate some attention. (Pickwick, ASCAP)

★ **Each Now and Then**  
Okay ballad fare, nicely thrused by Miss McCready. Gal has a nice sound. (Chappell, ASCAP)

**JERE SNYDER**

★ **How Old Must I Be?**  
BIG B 1015—This ballad side has a lazy and languorous appeal with a lyric message that could have some identification with the teen bracket. A talented gal is Miss Snyder. Nice side. (Miller, ASCAP)

★ **All I Am Is You**  
Miss Snyder sings a soulful, slow-paced ballad with a pleasant vocal style. Lush orchestration and chorus provides the backing. (Miller, ASCAP)

**TOMMY WILLS & HIS WILDCATS**

★ **The 3d Man Theme "Rock"**  
BIG BANG 102—The Anton Karas zither hit becomes an attractive slow rocker. For jocks and jukes. (Chappell, ASCAP)

★ **Mr. Mov'in Is Groov'in**  
Wills' own slow rocker has nice guitar work. (Wills, ASCAP)

**THE JOY SISTERS WITH THE BARRETT SINGERS**

★ **Tomorrow**  
WHIRL 103—Italian ballad is given a soothing, bilingual reading by the girls, with good male group support. (Big Song, BMI)

★ **Who's to Know?**  
Another Italian pop offering is well presented. (Big Song & T. J., BMI)

**JIMMY SEALS**

★ **JUAREZ**  
WINSTON 1027—A rocking ranchero in the style of "El Rancho Rock." It's an instrumental and it features the growling horn of Jimmy Seals. Good dance material for the kids. Has a bright sound. (Willet, BMI)

★ **Biscayne Bay**  
A slow, rocking beat pervades this sax lead job on a tune named after the Miami waterfront. Melody and guitar spots give more of a Hawaiian than a Floridian flavor. (Willet, BMI)

**JERRY MADISON**

★ **Merry Mary**  
KEM 2753—Tune based on "Mary, Mary, Quite Contrary," is sung pleasantly here by Madison over cute backing. (St. Lawrence, BMI)

★ **Don't Ever Make Me Cry**  
Rockaballad with hymn type support is sung with emotion here by the chanter. (St. Lawrence, BMI)

(Continued on page 58)

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

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

This Week	Last Week	Weeks on Chart
1. IT'S ALL IN THE GAME (Remick).....	1	7
2. NEAR YOU (Supreme).....	2	8
3. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins)..	3	14
4. THE DAY THE RAINS CAME (Garland).....	6	4
5. THE END (Criterion).....	7	3
6. NON DIMENTICAR (Hollis).....	5	3
7. FIREFLY (Morris).....	9	4
8. PATRICIA (Peer).....	8	15
9. TEA FOR TWO CHA CHA (Harms).....	-	1
10. DEVOTED TO YOU (Acuff-Rose).....	4	10
11. TEARS ON MY PILLOW (Vanderbuilt-Bonnie).....	13	5
12. TOM DOOLEY (Beechwood).....	-	1
13. CALL ME (Morris).....	-	1
14. EVERYBODY LOVES A LOVER (Korwin).....	11	13
15. TO KNOW HIM IS TO LOVE HIM (Warman).....	-	1

**Best Selling Sheet Music in Britain**

(For week ending October 25)

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

More Than Ever—Sterling (Ampco)	You Need Hands—Lakeview (Leeds)
Volare—Robbins (Robbins)	Moon-Talk—Leeds (Roncom)
Trudie—Henderson (Kassner)	Return to Me—Southern (Southern)
Carolina Moon—Lawrence Wright (Cromwell)	On the Street Where You Live—Chappell (Chappell)
A Certain Smile—Robbins (Robbins)	Poor Little Fool—Commodore-Imperial (Eric)
When—Southern (Sounds)	Bird Dog—Acuff-Rose (Acuff-Rose)
Born Too Late—Anglo-Pic (Shapiro-Bernstein)	Little Bernadette—Berry (Burlington)
Mad Passionate Love—Duchess (Burgess)	Move It—B. F. Wood (B. F. Wood)
Stupid Cupid—Aldon (Aldon)	If Dreams Came True—Grosvenor (Korwin)
Tulips From Amsterdam—Cinephonic (Sikorski)	All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)

**Best Selling Pop Records in Britain**

(For week ending October 25)

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

This Week	Last Week
1. STUPID CUPID/CAROLINA MOON—Connie Francis (MGM).....	1
2. COME PRIMA—Marino Marini (Durium).....	3
3. BIRD DOG—Everly Brothers (London).....	5
4. MOVE IT—Cliff Richard (Columbia).....	2
5. A CERTAIN SMILE—Johnny Mathis (Fontana).....	8
6. IT'S ALL IN THE GAME—Tommy Edwards (MGM).....	6
7. KING CREOLE—Elvis Presley (RCA).....	4
8. BORN TOO LATE—Poni Tails (HMV).....	6
9. HOOTS MON—Lord Rockingham's XI (Decca).....	14
10. VOLARE—Dean Martin (Capitol).....	9
11. POOR LITTLE FOOL—Ricky Nelson (London).....	11
12. WESTERN MOVIES—Olympics (HMV).....	13
13. MORE THAN EVER—Malcolm Vaughan (HMV).....	12
14. MAD PASSIONATE LOVE—Bernard Bresslaw (HMV).....	10
15. WHEN—Kalin Twins (Brunswick).....	15
16. VOLARE—Marino Marini (Durium).....	16
17. MY TRUE LOVE—Jack Scott (London).....	-
18. MOON TALK—Peary Como (RCA).....	20
19. VOLARE—Domenico Modugno (Oriole).....	18
20. SOMEDAY—Jodie Sands (HMV).....	17
20. REBEL ROUSER—Duane Eddy (London).....	20

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Reviews of New Pop Records

Continued from page 57

(BIG) AL DOWNING Miss Lucy CARLTON 489—Big Al Downing bows on the label with a big, shouting vocal on a Little Richard-styled hunk of material. Side sounds old-fashioned tho Downing is capable. (Moutage, BMI)

Just Around the Corner On this side Downing's style and the ork style is on the Fats Domino-Little Richard kick. (Mustang, BMI)

VINCE ANTHONY Too Hot to Handle HILTON 0007—The chick is too hot to handle and he prognosticates she has an overloaded circuit and will blow her fuse. This thought is expressed in funky blues. Anthony belts out a solid vocal. (Junior, BMI)

Never A blues ballad, done with heart. Not quite the impact of the flip. (Junior, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

- CHARLES DANT ORK: Chimes of Hawaii/Swing Hula—Coral 62043
CHARMERS: Rock Rhythm and Blues/Letter Don't Have Arms—Silhouette 521
DEL AND PEARL: Tell Me That You Love Me/I Wonder Why—Co Co 152
STEVE ELLIOT: Are You Too Young for Love?/I Loved and Lost—Gira 025
FOUR KNIGHTS: O-Falling Star/Polish Tears—Coral 62045
BOB HARMON: You Are the One—Mallie Ann—Orbit 522
STAN LA BAUM ORK: A La Salud/Alhabad—Palette 5009
HERBIE LEE III: Champagne Charlene/Domp-Domp—Event 4286
MICKEY & MARGO: Hi! Honey, Baby, Baby/Hop, Skip, Jump—Vellez 1404
JIMMY NASH: Bound/I'm Living on Promises—Vanity 581
JOHNNY PHELPS: None So Fair/Tom Katt—Ski 5505
SPARTANS: Zig Zag/Rock Team-Roll Team—Scope 1102
CAROL STEVENS: Give It to Me Straight/Be Patient With Me—Modera Sound 6909
SYMBOLS: Blue Autumn/Bumpity Bump—Stanson 502
TEARDROPS: Sugar Baby/Catch Me, I'm Falling Again—Rendezvous 102
TOWNSMEN: It's Time/Little Jennie—Vanity 579
WENDALL TRACY: Inspiration / Moonlight in Hindustan—Whirl 104
MICKEY TURNER: Rock With a Red-head/Be There Baby—Vellez 1403

Polka

WALEGAS Happy Hearts Polka JAY JAY 190—Happy sound by the gang on an infectious polka melody. Strong stuff for this market. (Jay Jay, BMI)
Time to Dance Polka Sams comment. (Jay Jay, BMI)

AMPOL AIRES ORK Hula Hoop Polka JAY JAY 192—Spirited polka with brief vocal on the hula hoop theme. Excellent dance item for the polka field. (Jay Jay, BMI)

Suzie's Polka Another spirited polka, with melody based on an old American theme. Fine musicianship and vocal. (Jay, Jay, BMI)

LIP WALLY Whatcha Got? Polka JAY JAY 191—Charming movement and melody to this polka, which will get plenty of spins. There's a novelty flavored vocal on this side. (Jay Jay, BMI)

I Dream of Irene Primarily a vocal, and lacks the impact of flip. (Jay Jay, BMI)

JOHNNY PECON ORK Trebar Polka DANA 2128—A very pretty polka, done with a world of spirit by the ork, will get plays. (Dana, BMI)

Little Fella A three-beat item, with a catchy melodic line, and a solid vocal by Paul Yanohair. (Dana, BMI)

Sacred

THE BLACKWOOD BROTHERS QUARTET One By One RCA VICTOR 7383—Bass lead handles the story line on this serious story about waiting for the judgment day. Good job here. (Vera, BMI)

There Is a God The Blackwood Brothers sell this affirmation of faith in a strong manner, featuring their excellent blend. Solid side for their many fans. (Gospel Quartet, BMI)

Spiritual

EDNA GALLMON COOKE Heavy Load NASHBORO 628—Miss Cooke starts this in semi-recitative style, with the group contributing an exciting rhythm. Her delivery grows more impassioned. Solid wax. (Excellorec, BMI)

Come Home This is a beautiful reading, full of heart. Piece is not a rhythmic one, but more in a ballad style, and the soprano invests it with true religious fervor. (Excellorec, BMI)

MAHALIA JACKSON I'm On My Way APOLLO 314—The great spiritual thrush gives this opus much feeling. It's set, oddly enough to a Latin beat. She works this one up to a feverish pitch. (Bess, BMI)

My Story Miss Jackson handles another cha cha rhythm spiritual in good style, this time to organ backing. Will appeal to the fans. Both sides are out of the can. (Bess, BMI)

THE GATE CITY SINGERS John the Revelator GOSPEL 1004—An up-beat gospel chant by the group with organ, drums and guitar backing. Side develops a frantic quality with lots of shouting. (Planemar, BMI)

After Awhile A slow, soulful and penetrating gospel chant by the Singers with a fervent lead performance. Two good sides. (Volunteer, BMI)

SEWANEES QUINTET Where He Leads Me NASHBORO 630—The vocal of the lead singer reaches a fine, frenzied peak to a rhythmic backing by the group. (Excellorec, BMI)

Over in Zion The cognizent will be gassed by this lead singer. Steadily increasing excitement. (Excellorec, BMI)

SPIRITUAL FIVE Let Me Have a Talk NASHBORO 629—The group really has the spirit on them as they deliver this side. Lead singer has a commendable intensity. (Excellorec, BMI)

Trouble Will Be Over In contrast to flip, this one is more relaxed in style. Reaches a peak and then slowly subsides. Excellorec, BMI)

Country & Western

WANDA JACKSON Sinful Heart CAPITOL 4081—The gal gives this bleeder a reading with the heartbreak sound A lot of heart in this and it could move in the more rural circles. (Central Songs, BMI)

Rock Your Baby Miss Jackson turns rockabilly on this side and an interesting upbeat effort. Rates spins, too. (Brazos, BMI)

MARY AND PATTY Let Me Live Again M-G-M 12728—Tender weeper warbled with feeling and quiet emotional impact by duo. Meris spins. (Charlene, BMI)

Can I Count On You Wistful country ditty is accorded pleasant duet by boy-girl duo, multi-tracked style. Marvin Rainwater is Mary and Patty is his sister. (Charlene, BMI)

HANK WILLIAMS Just Waitin' M-G-M 12727—This single record of a tune cut by Williams many years ago shows the great country chanter at his winning best, as he tells of people "Just Waitin'" for good things to happen. (Acuff-Rose, BMI)

Roly Poly Novelty tune, never before released, is rather weak. (Milene, ASCAP)

BUZZ BUSBY Lonesome Wind STARDAY 409—The chanter sells this lonely ballad with much feeling, as he tells of his sorrowing heart and his broken love affair. An unusual disk. (Starday, BMI)

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★★ **Lost**  
Busby comes thru with a distinctive vocal on this traditional country tune which has a hoedown flavor as well as weeper quality. It has that hill sound. (Starday, BMI)

**JIM EANES**  
★★★ **Don't Make Me Ashamed**  
STARDAY 407—"I'll understand" no matter what you do sings Eanes on this traditional country tale. A listenable disk. (Starday, BMI)

★★ **Blue Sunday**  
Another Blue Sunday is the story told by Eanes on this side, which is not as strong as the flip. (Starday, BMI)

★★ **JACK BRADSHAW**  
★★ **Jo-Jo**  
MAR-VEL 753—Rockabilly has chanter threatening to mar his rival's good looks for eying his girl. Some coin possible. (Hits of Tomorrow, BMI)

★★ **Men Are Weak**  
Folkish ballad is offbeat and interesting. Country jockeys will enjoy. (Hits of Tomorrow, BMI)

**LONZO AND OSCAR**  
★★ **Deep Thinking**  
STARDAY 404 — Bright traditional country item is nicely handled by the boys. Action possible. (Starday, BMI)

★★ **Have a Little Faith in Me**  
Rockabilly item boasts sweet harmonizing. (Lonzo & Oscar, BMI)

**JAMES O'GWYNN**  
★ **Blue Memories**  
D 1022 — Plaintive warbling job by O'Gwynn on attractive weeper. Spinnable wax for traditional c.&w. jocks. (Starrite, BMI)

★★ **You Don't Want to Hold Me**  
Effective multi-track chanting on amusing ditty with jaunty beat. (Starrite, BMI)

★ **JIMMY HAGGETT**  
★ **Without You**  
CAPROCK 107 — Haggett sells this country weeper restrainedly, over honky tonk traditional support. (Larrah, BMI)

★ **All I Have Is Love**  
On this side the quiet singer tells that

all he has to give his girl is his love. (Larrah, BMI)

**STANLEY BROTHERS**  
★★ **Train 45**  
KING 5155 — Instrumental with hoedown sound features busy fiddles for attractive effect. (Lois, BMI)

★ **She's More to Be Pitied**  
Ballad with traditional hill sound is based on the Gay 90's standard. (Lois, BMI)

**JOE AND HIS TROUBADORS**  
★ **Betty**  
ACE 124—Countryish and folkish is this story of Betty as sung here by Joe and the Troubadors. Okay wax. (Dauphin, BMI)

★ **Spanish Strings**  
On this side the country group features

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**"MISS ANNIE"**

b/w "DONNA MY DEAR"

by

**THE PLURALS**

Wanger #186-7

**• Reviews and Ratings of New Classical Albums**

• Continued from page 42

**GUITAR CONCERTO — GUITAR VARIATIONS**

Alexander Ivanov-Kramskoy, Guitar with Various Artists. Monitor MC 2024  
Devotees of the classical guitar should jump for this one; it's one of the first recorded showcases this side of the Iron Curtain for the highly touted Soviet guitarist Ivanov-Kramskoy. A master technician, he is shown to perfection in the little-known "Guitar Concerto" on one side, and performs a variety of short pieces, from Russian airs to a Spanish classical solo, on the other.

**• Reviews and Ratings of New Jazz Albums**

**JAZZ ★★★**

**JOE NEWMAN WITH WOODWINDS**  
Roulette R 52014  
Newman has a soft trumpet sound on a fine collection of standards. He is backed by various mellow-sounding reed choirs. Set is for listening or dancing and can appeal in both pop and jazz fields. Arrangements are interesting. Good cover shot of Newman. Selections include "Speak Low," "Out of Nowhere" and "I'll Get By."

**COLORS IN SOUND**  
The Sal Salvador Quartet with Brass. Decca DL 9210  
An excellent title for the album. Salvador evokes a wide range of expressions on his guitar with various tones from groups of brass. Sound is an attractive feature, and detailed notes also add to the set's over-all appeal. Personnel includes some of today's top jazz men. Arrangements are good. Set can have wide appeal. Selections include "For You, For Me, Forever More," "Spring Will Be a Little Late This Year" and "What Is There to Say." Tempos are nicely varied.

**UNITED NOTIONS**  
Toshiko & Her International Jazz Sextet. Metrojazz E 1001  
The new subsidiary label of M-G-M, Metrojazz, has a good set for the jazz buffs with this new release. It features Japanese pianist Toshiko (who by now is an adopted daughter of the United States, jazz-wise) and her international sextet, with N. Adery, B. Jaspas, D. Severinsen, R. Kuhn, R. Thomas, J. Drew, and B. Dahlender. It contains some first rate piano stylings by Toshiko on a group of original tunes, plus excellent support by the combo. On this release the pert pianist turns in some of her best work to date.

**CROSS-SECTION—SAXES**  
Hal McKusick with Various Artists. Decca DL 9209  
This is an interesting and imaginative set featuring reed man Hal McKusick, playing alto sax and bass clarinet backed by a group of top-flight jazzmen. Four different arrangers wrote the scores, George Russell, Jimmy Guiffre, Ernie Wilkins and George Handy, and the varying arranging styles give McKusick a chance to show his fine technical skill. Tunes include originals and standards, best sides being Bernie Golson's "Whisper Not," and "Now's the Time."

**LET TO WISH** **VEEJAY ABNER** **BE THE FIRST YOU A Merry Christmas!**

**"LOLITA"**  
**DON PALMER**  
QUINTET  
Abner 1021

**"NOBODY BUT YOU"**  
**DEE CLARK**  
Abner 1019

**"HERE I STAND"**  
**WADE FLEMONS**  
Veejay 295

**"EVERYTHING WILL BE ALRIGHT"**  
b/w  
**"I'M A FOOL FOR WANTING YOU"**  
**GENE ALLISON**  
Veejay 299

**"I'M GONNA GET MY BABY"**  
**JIMMY REED**  
Veejay 298

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#238

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Eugene Church  
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# • Reviews of New Pop Records

• Continued from page 59

their Spanish guitars to fair results. (Dauphin, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

- KARL BROOKS:** Restrained/Open Up Your Heart—Nabor 5817
- MONA KERRY:** Half Moon/My Heart—Started With You—Mar-Vel 1500
- J. D. ORR:** Lonesome Hearted Blues/Hula Hoop Boogie—Summitt 105
- CARL SAUCMAN:** You Can't Be True/Who-Ah—N-One 501

## Rhythm & Blues

- \*\*\* **GEORGE WALSH**
- \*\*\* **ALONE, LOST AND LONELY**
- ALADDIN 3438**—Nice sound by the artist on a folksy sounding rockaballad. He has a different sound and delivery. Not a bad talent. Side bears watching. (Aladdin, BMI)

★★ **DON'T LET ME DOWN**  
Pounding rocker is done in a subdued vein. Tune is in a country vein. Good side, but flip appears stronger. (Aladdin, BMI)

★★ **TONY ANTHONY**  
★★ **Lonely One**  
**HERALD 533**—Moderate ballad with beat gets a listenable performance by the lad with rhythmic chorus and ork backing. Good potential. (Angel, BMI)

★★ **PEEK A BOO**  
Calypso type ditty is a novelty vein. Cat is describing the affect of looking at himself in the mirror. Cheerful chorus sounds and sparkling guitar lend support. (Angel, BMI)

★★ **WADE FLEMONS**  
★★ **My Baby Likes to Rock**  
**VEE-JAY 295** — A good low-down rhythm side with a pounding, persistent rhythm and some good honking spots. Has a good amount of the old-fashioned double-entendre. (Gladstone, ASCAP)

★ **Here I Stand**  
Flemons offers a lively rocking delivery of a pounder. Lyric doesn't amount to much but the cat's performance rates a listen. Chorus assists. (Tollie, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

- DESIRES:** Cold, Lonely Heart/Bobby You—Herald 532
- PHARAOHS:** Pray for Me/The Move Around—Ranson 100
- LIGHTIN' HOPKINS:** Hear Me Talkin'/Lightin's Stomp—Herald 531

## Dance Band Stereo Series

NEW YORK — Belock Instrument will launch a dance band stereo series this month on its new Everest label, with Abe Turchen signed to a.&r. same. Charlie Barnett, Woody Herman and Andy Sanella are set, with probabilities including Louis Jordan, Cab Calloway and Tony Pastor. Stereo has aided the dramatic comeback of the band business and vice versa, Turchen points out. Herman, returned yesterday (2) from a 14-week tour of South America, is booked solid thru next summer, with a four-week time-out with a combo at the Roundtable, New York, in December.

Belock last week also signed Ben Deutchman, formerly with Capitol and Mercury, as publicity-promotion director for Everest.

## New Jazz Mags

• Continued from page 18

tongued George Frazier that is in-temperate, immoderate and un-called for. In accusing Hentoff of too much seriousness, Frazier reveals that he has lost his own sense of humor. But all in all "Jazz" is a welcome addition to the list of literary quarterlies, and Gleason, who only recently edited a superior collection of jazz stories titled "Jam Session," deserves much credit for getting the magazine launched successfully.

"The Jazz Review" is more of a magazine than a quarterly but it, too, will mean more to the serious jazz buff and musicians than to the superficial jazz follower. It also is skillfully designed and likewise contains well-written articles, jazz records and book reviews, etc. The scope of "The Jazz Review" is large — basically the entire field of jazz, from the old days to the new — and it does pretty darn well in handling such a herculean task. Gunther Schuller, Walter Page, Mimi Clar, Martin Williams, Bill Russo and Nat Hentoff himself wrote the pieces in the current issue. And there are jazz book reviews of five current jazz books, plus many, many record reviews. The record reviews are by jazz musicians as well as others, and altho a bit hedgy, are temperate and interesting for those who dig reviews from the harmonic thematic angle. Here, too, one piece by Bill Russo, containing rather weird ideas on the function and duties of a jazz critic, is a letdown from the other articles in the magazine. The piece by Clar on "The Negro Church's Influence in Modern Jazz," and "Walter Page's Story" are first-rate.

"The Jazz Review" is rooted deeply in the jazz scene. Both Hentoff and Martin rate kudos for a fine job with the first edition and it is believed here that the monthly will become a permanent, and needed addition to the jazz world. It even has, in Hentoff's column no less, real humor!

Bob Rolontz.

NEW YORK — Joy Records, one of the newer publisher labels on the record front, has hired Dave Greenman as national promotion manager. Bonnie Kroll and Gerri Greene, who handle exploitation in the Midwest and West Coast respectively, will both report to Greenman.

# MGM's Fine Equipment, Sound

• Continued from page 18

beat; a "society dance" offering by Jimmy Lanin, brother of you-know-who, filled with showtune oldies in mile-a-minute tempo; and a re-creation by Leroy Holmes of the theme songs of the great swingsters of the 1930's and '40's—are also in the group.

Stereo sound work, as mentioned earlier, is top-notch, with clean tracks and what is obviously strict plant inspection of product.

In recording vocalists, M-G-M follows what now seems to be shaping as a stereo industry pattern in the Chevalier and Ballard waxings, and in "This Is Sheila"—a swinging, powerhouse transfer to stereo of Sheila Guyse's recent monaural album debut on the label—M-G-M's engineers spot the singer on the right-hand stereo track, with very little feed, if any, to the left, and with the ork spread out on both channels for the "stereophonic" effect.

Interestingly, the "Gigi" sound-

track album doesn't do this. Possibly due to the three-speaker stereo system of the original Cinema-Scope, the singers sound pretty much "centered," between the two loudspeakers in front of a huge ork. On a system where the speakers are balanced properly, the effect is actually more dramatic than the somewhat unnatural "right-hand" location of the others.

Autumn Leaves, David Rose Ork, E3592; Gigi, David Rose Ork, E3649; Gigi, original soundtrack, E3541; This Is Sheila, Heila Gyse with Leroy Holmes Ork, E3698; Jazz in Black Tie, Morty Craft Ork, E3699; Today and Yesterday, Maurice Chevalier, E3702-3; Fanny Brice Story, Kay Ballard, E3704; Dance Music in the Jimmy Lanin Manner, E3705; Theme Songs of the Great Swing Bands, Leroy Holmes Ork, E3708.

Charles Sinclair.

SALES-A-POPPIN' in all areas on

# "DREAMY EYES"

# b/w "MOLLY B. GOOD"

SUE #708

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### Big 3 Meets

Continued from page 4

Scopp said that he hoped soon to have a man on the West Coast set to work on standard material just as Oscar Robbins does in the East Coast office.

The foreign setup of the Big Three is operated thru Affiliated Music Publishers, a holding firm owned jointly by the Big Three and Francis, Day & Hunter, Ltd., which runs Francis, Day & Hunter, B. Feldman, Ltd., and Robbins, Ltd. (See separate story.) Scopp noted that the foreign operation is now lined up solidly with the U. S. operation so that both wings of the international firm can work on tunes simultaneously. He said that since tunes can start anywhere it is important that the firms on both sides of the ocean be prepared to jump on a tune pronto. Foreign material is more important to the U. S. side of the operation than ever before, said Scopp, and the foreign market accounts for a sizable chunk of the revenue enjoyed by the Big Three. Scopp also noted the importance of the "correct" American lyrics for foreign tunes, idea being to get a lyric that is somewhat close to the original lyric in order to keep the foreign lyricist happy. The Big Three exec said he felt that the meetings brought each department closer together and gave each man an insight into the other guy's problem. (See separate story on AMC.)

### Reducing LP

Continued from page 18

with beauty parlors, clothing stores, etc. It is now being played by a lot of morning jocks who use it to give exercise lessons to those who like an a.m. workout.

Harmony Records has also come up with another strong album for the \$1.98 trade. This is a re-creation set of the Broadway musical hit of a few seasons ago, "Kiss Me Kate." Featured performers on the disk are Earl Wrightson and Mary Mayo. This is the first in a new series of diskings of hit Broadway musicals of other years and if successful means that many more will follow.

The "Kiss Me Kate" diskings was cut under the supervision of Ernie Alschuler for Harmony. It will be released in two weeks. Disk was also cut in stereo, and will be released sometime next year in the two-track version.

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### How Smart?

Continued from page 6

Soon it spread to other cities and soon it had turned into a good-sized hit. Suddenly one of the active Philadelphia booking offices started to get calls from club and theater owners who wanted to book the Kingsmen. Since he obviously couldn't use the group that had recorded "Weekend," the booker had to create one. And he did, journeying to a Pennsylvania city, finding a group and christening them, the Kingsmen.

The Kingsmen are now much in demand, playing lots of dates and they have cut another record for East West. (They themselves, not the other group.) As for the original group, here's the funny — or the ironic — part of the story; they had been less than warm at the box office before they cut that hit record "Weekend," but in spite of the hit, they are still having some difficulty getting work. For how can they go to club owners and theater bookers and say that they are the ones who cut "Weekend?" And if they did, who'd believe them?

### Capitol Skeds

Continued from page 4

plays will spotlight Nat Cole's "The Very Thought of You" package and the Alvin Rey album.

Cap will blanket key jockeys throught the land with nine complete albums out of its 21-package release, sending them the new albums by King Cole, Peggy Lee, Louis Prima, Harry James, Les Baxter, Shearing, Jonah Jones, Four Preps, and Rey. A two-record deejay album containing tracks from the November release is being sent to radio and TV stations.

Cap is backing up its release with ad mats being made available to dealers for local advertising. In addition, the firm is buying space in the Sunday supplements of The New York Times and Herald-Tribune, plus placing ads in such national consumer mags as High Fidelity, Esquire, New Yorker, Time, Atlantic, Harper's, Holiday, Saturday Review, Down Beat, This Month's Records, Metronome, The Long Player and Schwanns.

### LP's to Singles

Continued from page 6

one expressed it. "At least with a standard, you know it clicked once, and you can hope it will again, especially with an updated arrangement behind it. Too, they figure that it's an entirely new market they're reaching with the song."

Still others point to the disk jockeys as having considerable to do with the current interest in older material. Many jocks are on a nostalgia kick and spotlight different old original disks each week. This practice can certainly have its reflection on buying habits, it is noted.

As has happened repeatedly in the album field, it has also been tabbed that with the advanced state of the hi-fi recording technique, there is an opportunity always present to pick out material from the past and remake it in the hi-fi medium. There is the feeling that "you can't argue with success." Therefore, why not take what was once a successful entry and improve it sound-wise for the brand-new market? In view of this, it's being speculated in some quarters that in only a few years, the solid establishment of stereo may give birth to yet another influx of re-recorded oldies — in stereo versions.

Taking note of this possibility, one wag discussed the possibility of the future release of such artists as Little Richard in a 3-D version. "Can't you hear 'Keep a Knockin' or 'Long Tall Sally' in stereo," he said. "Man, that would be the end!"

### Westinghouse Exec Scolds

Continued from page 6

ferent ages, moods, and activities. Music policy pulling the largest audience in most cities, Pack believes, is a flexible format that includes: top hits, good standards (not just any standards), up - and - coming tunes recognizable as such (not just any late releases), and some "regional" music, depending on preference of the audience.

'Gray' Disks

No station can afford a continuous flow of "gray records," which are neither hits nor good standards, nor new numbers breaking out. The "gray" music is result of pulling labels indiscriminately from a station library. Network broadcasters are the worst offenders, said Pack. Because of their irritation with musical preferences of indie competitors, they deliberately avoid all new pop records.

Everyone in a broadcast station from top to bottom must have an interest in music. Pack urged that station librarians be chosen with great care. "They can't be a good assist in music programming if they are run by only a file clerk." Guy Harris, of WBC's KDKA, Pittsburgh, set up a station "lending library" for their own personnel to use and take home. All began listening, arguing the merits, said Pack.

About the controversial deejay, Pack reminded listeners that this frequently decried individual has large chunks of valuable station time entrusted to him. "There should be respect for the talent of the deejay. It may be a minor one — but it certainly is a talent."

Pack believes it is wrong to give the deejay too much freedom in station music programming. The manager and the music librarian should have as much music know-how as the deejay. All three should confer on what will produce the "bright" music personality for their station.

Remembering the roasting that Sinatra and Benny Goodman took from conservatives 20 years ago, Pack wondered if in another 20 years: "Will we have an Elvis Presley in a toupee, still a star, like Crosby of today?"

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## Louisiana State Fair's 596,341 Sets New Record

### B-C Revue, Races Surpass '57; Royal American Grosses Up 32%

SHREVEPORT, La.—Louisiana State Fair wound up its nine-day run here Sunday (26) with a new attendance record and sharply higher income from almost all attractions.

Joseph T. Monsour, general manager, reported that attendance, which totaled 596,341, was tops in the several years that the fair has operated with a paid gate. Previous high had been in 1955, when the count was 563,039.

Good weather helped both the gate and attractions. The Barnes-Carruthers' No. 1 Revue, staged in the Coliseum this year for the first time, topped business of the past several years, and Monsour said they would never bring it back out-

doors. He believed the show lost some patronage due to the new location, but felt this would be made up next year.

The broadened race program, under which Frank Winkley staged eight auto and motorcycle races, was looked upon as quite successful. Monsour said several nights were weak, but this was expected and will be remedied next year.

Royal American Shows took advantage of the good weather and big crowds to end up 32 per cent ahead of 1957. On kids' day the Kiddieland alone sold 45,000 tickets, Monsour disclosed.

Commercial space sales were up 12 per cent. Concessions were also up. Fair's new quarter horse show was quite successful, and Monsour termed the livestock show the finest ever from the standpoint of quality.

## McClellan to Head Exhibit In Gorki Park

WASHINGTON — Harold C. McClellan, Los Angeles business executive, has been appointed by the President to serve as general manager of the U. S. exhibit to be held in Gorki Park, Moscow, next summer.

McClellan, who has served as assistant secretary of commerce for international affairs, is now in Moscow making a survey of the exhibition grounds in Gorki Park. It will be his job to "seek the advice and counsel of outstanding Americans in various fields in order to make this first official U. S. exhibit in the Soviet Union truly representative of our country," according to the President.

The agreement under which the exhibits will be exchanged was signed early this month by the State Department and the Soviet government. It calls for our exhibit in Gorki Park and a Soviet exhibit in New York City's Coliseum to demonstrate the development in science, technology and culture made by each country. (The Billboard October 6.)

## Mickler of Tampa Heads Fest Assn.

### Meet in St. Paul; 1959 in Gotham; Financing Among Topics Discussed

NEW YORK — Decision to hold the 1959 meeting of the International Festivals Association in New York was made at the third annual conclave, Thursday and Friday (23-24) in St. Paul, Minn. The association brought its membership to 45 annual events; after beginning three years ago with 13.

Financing festivals was the prime topic of discussion. Budgets of the various events range from a few thousand dollars to approximately \$750,000.

Originally the Festival Managers Association, the group changed its name with the addition of Canadian members.

### How to Raise Money

Substantial ways to raise money to support the celebrations, the delegates agreed, are: memberships, subscriptions, and button sales. As a rule, the festival managers would rather farm out concessions than operate them on their own.

At the annual election of officers Joe Mickler, executive officer of the Gasparilla Pirate Invasion, Tampa, Fla., was chosen president; Reynolds Andricks, managing director, Fiesta San Jacinto, San Antonio, Tex., vice-president; Walter A. Van Camp, managing director, Seafair, Seattle, Wash., secretary-treasurer. Robert Meyer Jr., Festival Information Service, New York City, will continue as executive secretary.

John Geisler, retiring president of IFA and managing director of the St. Paul Winter Carnival, will head up the new board of directors which will also include for three-year terms of R. E. Stewart, manager, Red River Exhibition, Winnipeg, Manitoba; Charles Gillett, promotional director, Summer Festival, New York City, and Frederick H. Loury, executive di-

rector, Tucson Festival, Tucson, Ariz.

Two-year terms: Don Brandt, executive secretary, Aquatennial, Minneapolis, Minn.; Jack Colbert, Festival of 7 Arts, Pike, N. H.; W. L. Thaxton, Cotton Carnival, Memphis, Tenn., and Clarence Arata, National Cherry Blossom Festival, Washington, D. C.

One-year terms, Mrs. Madeline Neupert, Barnum Festival, Bridgeport, Conn.; Diggory Venn, Boston Arts Festival, Boston, Mass.; Alfred L. Shoemaker, Pennsylvania Dutch Festival, Bethel, Penn., and John Myers, Rose Festival, Newark, N. Y.

## Reid Succeeds Von Egidy as 'Follies' Mgr.

CHICAGO—Bob Reid, formerly of the Minneapolis Lakers and the Minnesota Centennial, has been named to succeed P. K. Von Egidy as executive director of Shipstads and Johnson's "Ice Follies." The new appointment was revealed here by Oscar Johnson.

Von Egidy, who has been with "Follies" for 16 years, resigned, effective Sunday (2), to go into business for himself. He will have Hemisphere Productions in Hollywood to produce TV and industrial films.

Reid steps in this week. For several years he handled publicity for the Minneapolis Lakers basketball team. He also announced sports events for the University of Minnesota. He comes to "Ice Follies" after handling the centennial observance for the State of Minnesota.

Von Egidy said his new firm should be in operation by November 15. Associated with him will be Willard Van der Veer, cameraman who won an Oscar and a British citation, once headed a division of Pathe News and went to both poles with Admiral Byrd. Another associate will be Walter McCreery, of the McCreery Advertising Agency, Beverly Hills.

## Raleigh Gets Jazz Program

RALEIGH, N. C. — Next major attraction at the North Carolina State Fairgrounds will be the Sunday (9) Capital City Jazz Festival, to be housed in the modernistic State Fair Arena. With Leonard Feather as emcee, performers will include Dave Brubeck, the Four Freshmen, Maynard Ferguson's orchestra, and the Sonny Rollins Trio.

## See Early Action For Knoxville's Coliseum-Theater

KNOXVILLE — Contracts for construction of Knoxville's proposed \$3,000,000 combined coliseum and theater are expected to be awarded before Christmas. This was announced recently by Mayor Jack Dance. Plans call for 8,000 arena seats and 2,500 auditorium seats.

## 1959 TOUR IN WORKS?

## Embassy's Mum on Red Circus Visit

NEW YORK — Some of the frustrations experienced in dealing with Russians were felt by The Billboard recently, in attempting to check out a rumor.

Possibility of a Russian circus appearing in this country has been one of the strongest topics of discussion in showbusiness this year. To this point it has been known that at least three overtures have been made to the Russian government to have one of the many state circus units play the U. S.

An amusement park, a group of arenas and an impresario working thru a major booking agency are all working on the proposition. With the indoor show season underway, it appears that if the USS

circus comes over it will be during the under-canvas season.

### Time to Inquire

On top of all the scuttlebut was the discussion a friend of The Billboard had with the director of a Russian circus show at the Brussels World's Fair. He was told the di-

(Continued on page 64)

## Key Pass Succeeds At Jacksonville

JACKSONVILLE, Fla. — Advance "key pin" ticket sales for the Greater Jacksonville A. & I. Fair opened last week to encouraging reception. Buyers of the keys are entitled to admission to the fairgrounds at the Cator Bowl and Jacksonville Baseball Park on Key Day, November 18. Fair dates are November 13-22.

Keys are red, imprinted on white oval metal pins. Wearers are also entitled to half price on Cetlin & Wilson Shows rides plus three back-end show units. Jaycees are selling them for the regular admission price, 75 cents.

The key method was adopted from a plan used by the State Fair of Texas, Dallas, where more than 35,000 such keys were sold.

More than 55,000 square feet of canvas show tents will be used during fair week to house the boat, dairy, beef cattle, rabbits, poultry, commercial and military displays.

James Watson, association president, said nine local children's homes have accepted invitations to be guests of the fair at 4 p.m., Wednesday (19).

Free attendance prizes will be given at nightly drawings the last six days of the fair. Grand prize, a 1959 sedan, will be awarded on closing night. Other of the week's

features will be the Jacksonville-Lakeland football game on the opening day and Landon-Dupont game on the second day, both scheduled for 8 p.m., and both free.

## Canadian B Fairs Sign Drake Show

REGINA, Sask. — The Tom Drake Agency, Kansas City, Mo., was awarded the 1959 night grandstand show contract for the 12 members of the West Canada Fairs Association (B Circuit). This will be the second consecutive year the Drake office obtained the pact.

The contract is for split weeks at 12 fairs in Saskatchewan, Manitoba and Alberta.

Drake was successful in bidding by a total of 11 different attraction offices.

Also making presentations were Babe Raab; GAC-Hamid, New York; Stu McClellan; Newberry Thrill Enterprises, Chicago; Chuck and Jack Zemater, Charles Zemater

Agency, Chicago; Gus Sun Jr., Gus Sun Agency, Springfield, O.; Bob Di Paolo, Di Paolo Attractions, Calgary; John Planalp, Grossman Agency, Des Moines; Aut Swenson, Swenson Thrillcade, Springfield, Mo.; L. N. Fleckles, L. N. Fleckles Associates, Chicago, and J. Riske, Salt Lake City. One other presentation was made by mail.

Fairs on the circuit in Saskatchewan include Weyburn, Estevan, Yorkton, Melfort, Lloydminster, North Battleford and Prince Albert; in Manitoba are Portage la Prairie and Carman, and in Alberta are Vermilion, Vegreville and Red Deer.

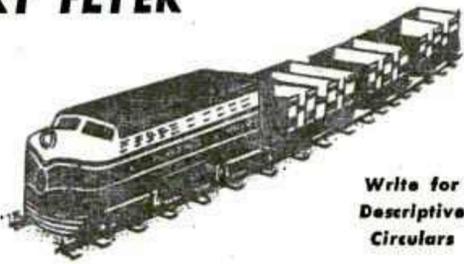


RUBY AND ELMER VELARE cut the cake at a party honoring their golden wedding anniversary in Long Beach, Calif. They were married in Abilene, Kan., October 26, 1908, when Elmer, who has been in show business for 60 years, was with the C. W. Parker Shows. Elmer and his brother, Curtis, have what is one of the oldest show business partnerships. They are now operating portable Rotors and the new Space Wheels.

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## Kentucky State Fair Reaps Record 232G Net

LOUISVILLE—The Kentucky State Fair's '58 edition racked up a profit of \$232,197 despite a decrease in attendance with the net attributed to hiking the outside gate admission to 75 cents.

The profit a year ago was \$172,895 and the year previous was \$156,547. Gross income this year was \$810,017.

Total profit from admissions was put at \$212,666. Other profits included: Horse show, \$31,354; commercial exhibits, \$34,848; Olson Shows, \$46,785; other midway sources, \$42,590; parking, \$48,427; Roy Rogers show, \$22,802 profit.

The Bob Crosby show dropped \$13,067 and the rock and roll show lost \$2,325. The fair broke about even on two high school football games.

H. Clyde Reeves, fair board executive consultant, said current estimates indicate the board will end this fiscal year next June 30 with about \$30,000 on hand. The annual rental payment on the plant will more than eat up any fair profit.

Some form of State aid in the amount of \$200,000 will be needed

to prime the pump for the '59 fair.

Agricultural entries this year were up an average of 25 per cent over last year. An increase in premiums to \$165,103 may have helped this. Premiums in '57 were \$143,972.

## Miami Beach Dedicates New Exhibit Hall

MIAMI BEACH — Dedication and formal opening of the new Miami Beach Exposition Hall were Monday (27). Participants included Gabriel Heatter, Dante Fascell, University of Miami Chorus, and others. Manager of the building is Claude Ritter, who also has the Miami Beach Municipal Auditorium.

The dedication follows some preliminary uses of the giant hall. Ford dealers used it in September and about 15,000 persons of the Protestant Episcopal church sessions were in for October 5-17.

Features of the building include 195,000 sq. ft. of enclosed space, which includes 108,000 sq. ft. of unobstructed area and space for 834 booths.

Seating can be arranged at 15,000 for conventions, 10,000 for boxing, 8,000 for eating and 5,700 for ice shows.

International Association of Police Chiefs convened Wednesday (28). American Trucking Association's national truck rodeo is to be November 13-16.

Advance bookings include Air Force Association and American Bankers Association, Kiwanis International, Southern Baptist Convention, Rotary International, American Medical Association and others.

## Foreign Car Show Grows, Arena Closes

BOSTON — Attendance was doubled this year at the second annual International Sports and Foreign Car Show which closed Sunday (26) after an eight-day run at the Mechanics Building.

More than 50,000 persons crowded the show as against some 25,000 last year to see the display of 200 foreign automobiles representing 42 firms. Many accessory and tire companies also had booths in the show run by Sherman Bros. Exposition Company. All space on the floor was reported sold.

Tickets were priced at 90 cents and a Fiat auto was given away.

The promoters said this was a big selling show compared with last year when most people merely came to look.

This was the last public show for the 76-year-old building which has housed all of Boston's big exhibitions. Wreckers will move in November 31 to raze the structure for the \$100 million Prudential center.

## Vauxhall, Alta., Fair Reports \$425 Profit

VAUXHALL, Alta. — Vauxhall Agriculture Fair Board reported a profit of \$425 on the year's operations. Entries at the fair in September were up 350 over 1957 and prize money totalled \$1,200, an increase of \$500 over last year. Adult paid attendance was up 225.

## Boston Rodeo Attendance Off

BOSTON—Attendance dropped 20 per cent at the 10-day stand in the Boston Garden of the World Champion Rodeo which closed its run Sunday (26). Beautiful weather over the first weekend and a none too good employment picture in the area were given as the reason by Garden Treasurer Edward Powers.

Children's matinee on the closing Saturday, however, proved a bigger draw than last year and the Sunday performances closed somewhat firmer than the week previous. "Sheriff of Cochise" John Bronfield was a big draw with the youngsters to whom he gave individual attention.

The Garden's new policy of television and radio saturation was used again. While fewer press ads were used, coverage and pictures were a little better than usual.

## Hold to Plans For Auditorium At Indianapolis

INDIANAPOLIS — Indiana Theater here has been converted from movie use to convention center purposes. It seats 3,200 persons. The mayor of Indianapolis said this would have no effect on a new public auditorium-arena plans to press for construction of here. The city and county have plans for such a building. Currently they are attempting to clear up conflicting legislation that clouds the power of the city to issue bonds for the project. Meanwhile, there is a continuing bloc of opposition to the proposed building.

Knock

Knock

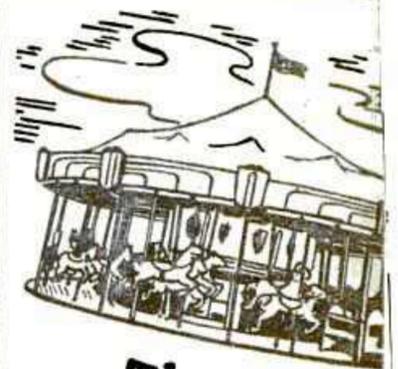
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this issue



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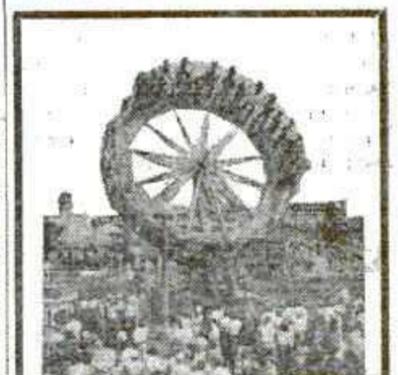
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## ARENAS & AUDITORIUMS

### Roman Colosseum Mgrs. Faced Familiar Situations

By TOM PARKINSON

ROME—Standing now as a symbol of all of ancient Rome is the Colosseum. This is where it all began; where the arena business had its origins. To see the archway thru which the gladiators, martyrs and animals were hustled to their doom, rolls back the centuries.

Entering now, one finds swarms of tourists, tho not so many people as once thronged into the building for shows; swarms of cats, a comedown from the lions that once had top billing, and swarms of picture post-card salesmen, latest in the centuries-long sequence of concessionaires at the Colosseum.

There are tiers of ovals that are the ancient aisles, and between them are steep stone stairways. It took a sturdy Roman to climb up to the cheap seats and still have strength enough to applaud a performance, and there must have been about as many injuries from tumbles down these flights as there were among war prisoners forced to fight in the arena.

TODAY EVERY SHOWING of the Colosseum is s.r.o., simply because there are no seats. The stone perches have disappeared from the precarious slopes between aisles.

Both the top and bottom of this building are gone. Originally, it was a roofed arena with a circular opening at the dome to provide light and air. The management must have been faced with the same problems that will come with the open-and-shut roof at the new Pittsburgh auditorium. The original floor was made of wooden beams and topped with dirt, just as today's floors frequently are covered for certain arena events.

With that flooring gone, one looks directly into the basement. It is honeycombed with tiny chambers. These once were cells in which the bait for the next bouts was detained. Undoubtedly, the heroes and stars appearing in the building complained that their dressing rooms were too much like and much to close to these cellar cages. Animals stored there must have created as many headaches for early managers as do today's animals for modern managers.

THOSE EARLY managers presumably had other familiar hurdles. As consuls and emperors rose and fell, as the "ins" were variously pagans, Christians, imperialists, royalists, democrats and fascists, one manager and then another must have worried out his reappointment or replacement.

The building has maintenance problems now. Repairs and reconstruction seem to be continuing projects. It is still in the arena business, not only via the concessionaires, but also with box office, tickets and admission charge for those who want to climb higher than ground level.

A few blocks away is the site of the Circus Maximus, another starting place for show business, tho hardly for circuses. It was the scene of chariot races. The race course is still visible, as is the high ground from which the emperors watched. But this has not been restored. Apart from the lay of the land, the only remnant is a small section of stone ruins. Roman squatters, hit by a housing shortage, live in these now.

ONE WONDERS HOW far the parallel courses of Roman and American coliseums will run. Will some present-day arena still be standing after more than 2,000 years?

## Embassy Mum on Red Visit

• Continued from page 62

rector had been informed he would be in the U. S. in 1959. The Billboard then set down the rumors in a letter to Ambassador Mikhail Menshikov in Washington, asking that the Ministry of Culture in Moscow be queried about the facts.

The Billboard detailed the rumors and presented a thoro list of elements which it felt belonged in a story aimed at the circus trade and the public. These covered questions about expenses, admission prices, division of proceeds, description of acts, transportation and routing, etc.

The answer came 45 days later. E. Zaostrovsev, second secretary, wrote, "I would like to advise you that unfortunately we have no films for distribution. You may apply to Artkino Pictures . . . where you can obtain films on the Soviet Union."

Films?

Films? Who mentioned films anyway?

The Billboard tried again, reminding Mr. Zaostrovsev of the entire situation regarding a circus visit to this country. This time the reply took only three days, the second secretary reporting that, "we have no information on the subject in which you are interested."

And that's the way it goes. What Mr. Zaostrovsev failed to mention was that he was in correspondence with, and met three times with a leading circus impresario,

between February and August of this year. Finally, the Embassy stated it could not go thru with the negotiations.

As the matter stands, several interested parties are striving to effect an agreement with the Russians. There are obstacles. For one, the State Department's agreement with Russia states that attractions must be exchanged on a reciprocal basis. So if they send a show here, we must send one there. Also, as Russian nationals the troupe's travel would be limited to certain cities.

Somebody may sponsor a Russian tour in these parts in 1959. But who? When? Ask the Russians, who have the answers, if they care to reveal them.

## New Ice Rink

PROVIDENCE, R. I.—An ice rink is being opened in a former shipyard machine shop here. Opening is set for November 10. Known as the Ice Bowl it will be managed by Patrick Goggin. Leonard Holland is corporation president.

## NIRA Sets Date

PHILADELPHIA — The National Industrial Recreation Association will have its 18th annual conference and exhibit May 24-27 in Philadelphia. NIRA headquarters are in Chicago.

## FOR SALE Satellite Jet

(1959 Model)  
With NEW Guarantee  
Operated only 10 days at  
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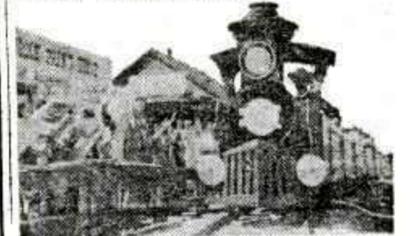
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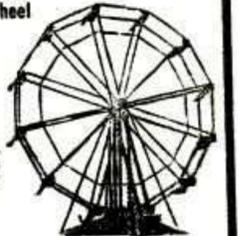
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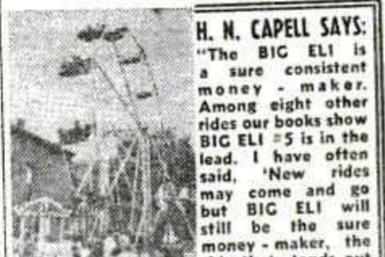
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Thank you "Doc" Capell. Yours is the voice of experience speaking.  
Ask about a BIG ELI WHEEL for 1959  
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**Carnival Routes**

All American: Portsmouth, Va.; Warsaw, N. C., 10-15.  
Amusements of America: Charleston, S. C.  
Big State: Kingville, Tex.  
Burkhart: (Fair) Platte, La., 3-9; Mamou 11.  
Capital City: (Fair) Thomasville, Ga.; (Fair) Valdosta 10-15.  
Carolina Combined: Myrtle Beach, S. C.; Georgetown 10-15.  
Cetlin & Wilson: (Fair) Waycross, Ga.; (Fair) Jacksonville, Fla., 12-22.  
Crystal United: Wauchula, Fla., 10-15.  
Drew, James H.: Fitzgerald, Ga.; (Fair) Augusta 10-15.  
Gooding Am. Co., No. 3: (Fair) Savannah, Ga.  
Hammond, Bob: Houston, Tex., 4-17.  
Hottle, Buff, No. 2: Baton Rouge, La. (Season ends.)  
Lee Am. Co.: De Funiak Springs, Fla.  
Leeright Midway: Elfrida, Ariz., 5-8; Douglas 10-15.  
Leonard Am. Co.: Winona, Miss.; McComb 10-15.  
Mighty Interstate: Samsonville, Ala.  
Miller Am. Co.: Bushnell, Fla.; (Fair) Palatka 10-15.  
Moore's Modern: Uvalda, Tex.  
Page Combined: Jessup, Ga.; (Fair) Brooksville, Fla., 10-15.  
Penn Premier: Scotland Neck, N. C.  
Rohr's Modern Midway: Marston, Mo.  
Siebrand Bros.: Phoenix, Ariz., 3-11.  
Southern States: (Fair) Williston, Fla.  
Stephens, C. A.: Newington, Ga.  
Strates, James E.: Jacksonville, Fla., 3-5.  
Sugar State: (Fair) Jeanerette, La.; (Fair) Franklin 10-15.  
Tidwell, T. J.: Hollis, Okla.  
Virginia Greater: Maxton, N. C.  
Wonderland: Gila Bend, Ariz.

**Circus Routes**

Hagen Bros.: Baton Rouge, La., 3.  
Polack Bros.: Baltimore, Md., 3-8; Philadelphia, Pa., 14-16; Charleston, W. Va., 20-23.  
Ringling Bros. and Barnum & Bailey: Juarez, Mex., 8-9; Teorreon 11-12; Monterrey 14-16; San Luis Potosi 18-19; Guadalajara 21-23.

**Miscellaneous**

Alter, Col. Lewis, Show: Norfolk, Va., 3-8.  
Grenadier Guards Band, Scots Guards, Pipers and Dancers: Kitchener, Ont., 3; Peterborough 4; Ottawa 5; Montreal, Que., 6; Boston, Mass., 8-9; Providence, R. I., 10; Hartford, Conn., 11; Philadelphia, Pa., 12; Baltimore, Md., 13; Washington, D. C., 14; Richmond, Va., 15; Columbia, S. C., 17.  
Griffin, Ken, Show: Pipestone, Minn., 3; Salem, S. D., 4; Pischewich 6; La Moure, N. D., 7; Wishek 8.  
Matchstick City: Waycross, Ga., 3-8; Jacksonville, Fla., 12-22.

**Ice Shows**

Holiday on Ice of 1959: Providence, R. I., 4-9; Charleston, W. Va., 11-14; Huntington 15-18.  
Ice Capades, 18th Edition: Odessa, Tex., 4-10; El Paso 11-16; Albuquerque, N. M., 17-23.  
Ice Capades, 19th Edition: Toronto, Ont., 3-7; Montreal, Que., 9-16; Syracuse, N. Y., 18-23.  
Shipstads & Johnson's Ice Follies of 1959: Chicago, Ill., 3-9; Detroit, Mich., 11-23.

AMERICA'S FINEST SHOW POSTERS  
WRITE FOR 1958 DATE BOOK  
CENTRAL Show Printing Co., Inc.  
MASON CITY IOWA

**Weather Good, Chase City Tops 50,000**

CHASE CITY, Va. — A new exhibit building is a likely improvement for next year's Mecklenburg County Fair. Garland Moss, manager, cited attendance increases every day of the week, which was run off in excellent weather. Total attendance exceeded 50,000.

Only cold weather came Monday (6) when the Jack Kochman International Auto Daredevils played to a two-thirds grandstand.

Fair's Kiddie Day, Tuesday, was a big one, as were Friday night and Saturday. The L. I. Thomas Shows played the date. Other grandstand attractions included independently booked acts and the first beauty show tried here. It drew 43 girls and was successful, Moss reported.

Advertising included two dozen 24-sheets on General Outdoor boards. Featuring massive red, white and blue lettering, they were posted as far South as Warren, N. C.

**Ted Blank Named to Indiana State Board**

INDIANAPOLIS—Ted Blank, 36, Cass County farmer, has been elected to Indiana's second agricultural district on the Indiana State Fair Board. He succeeds P. L. White, Oxford, whose tenure was terminated by a new law under which board membership is restricted to eight years.

The election, held at Logansport, was one of five to be conducted this month. Two incumbent board members are retiring.

Blank and his father operate a 410-acre farm near Logansport. He is president of the Indiana Livestock Breeders Association and vice-president of the Cass County 4-H Club Association.

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**IDA E. COHEN**

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**Calgary Exhibition Plans Revamping of its Plant**

CALGARY, Alta. — Plans to completely revamp the stable, midway and automobile parking areas at the fairgrounds have been approved by directors of the Calgary Exhibition and Stampede.

The move will provide more parking space within the grounds and serve to concentrate the racing stables in one location. Ten racing stables will be moved to a site in the southeast part of the grounds. The area will be fenced off and only horsemen and their employees will be admitted during race meets.

The stables will be serviced with water, sewer, gas and electric facilities. The Bessborough exhibits building, which has already been moved to the new site, will be transformed into a horse barn with 70 box stalls, inside walking area and tack and feed rooms.

The Sunshine Park area, which is connected to the exhibition grounds proper by a steel bridge which spans the Elbow River with-

in the grounds, is to be developed further and will be used as a supervised auto and truck parking site during Stampede week.

The midway area will be drained, graded and resurfaced with crushed gravel and the auto parking space will be extended to make use of gravel presently used by the racing stables.

Construction of the new \$1,775,000 multi-purpose exhibits building and curling rink is restricting parking space in the west end of the grounds, but moving of the horse barns will provide added space in the central and southeast sections.

**Chicago Home Show Sets Date, Staff For March Annual**

CHICAGO — The 15th annual Modern Living Home and Flower Show will occupy Navy Pier, March 7-15, according to announcement made last week by John R. Downs, executive vice-president of the sponsoring Home Builders' Association of Chicagoland.

Grover McDonald, veteran exposition manager, has again been named to direct the sales and promotion. Jack Kweit, formerly of the Polack Bros. Circus staff, is assisting with space sales.

Al Sweeney, who has handled the press department of the home show for the past six years, again heads the publicity staff, assisted by Bill Clark and Olive Hane.

The Garden Club of Illinois, Inc., with its affiliated 208 clubs throughout the State, will sponsor a 40,000-square-foot floral exhibition to be held in conjunction with the Home Show. Foreign consulate wives will have exhibits similar to those of last year.

Over 260,000 persons saw the 1958 exposition.

**THE FINAL CURTAIN**

LORETTE—Horace C., 81, "the original dancing juggler," at Philadelphia October 17. Survived by his widow, Christina Maier, who worked with him in the act, Morton and Lorette. Burial at Roxborough, Pa.

PARKER—Albert W., 62, in Charlotte (N. C.) Memorial Hospital October 17 following an operation. Parker was formerly connected with circuses and carnivals as agent and concessionaire, and for the past 10 years had worked on telephone promotions. Survived by two brothers and two sisters. Burial in Hammond, La.

SCHEIBEL—Edward, at Streator, Ill., October 22. He had operated the Streator Poster Advertising Company, managed a theater in the 1920's, and trouped in his youth as a mem-

ber of the Streator Zouaves. He also was active in Illinois politics. Burial at Streator. His widow survives.

WEBER—Mrs. Theodore, 67, former circus trouper, at Sheboygan, Wis., recently. She and her husband were with Gollmar Bros.' Circus, 1912; Sparks, 1917, and Seils-Sterling, 1920-1938. Survivors include her husband, Theodore, who is confined to his Sheboygan home with arthritis; two daughters, a sister and a brother. Burial at Sheboygan.

WILSON—Richard Harry, 43, former president of Adair County Fair Association, Columbia, Ky., October 24 following a cerebral hemorrhage. Surviving are his widow, Virginia, and a son, James.

IN LOVING MEMORY OF

**MATTHEW J. (SQUIRE) RILEY**

Died November 3, 1948

"Always In Our Hearts."

LILLIAN & MACK

**Sigmund Romberg**

(November 9, 1951)

HARRY D. SQUIRES

## NAAPPB Show Exhibitors Named

CHICAGO—Names of firms that will exhibit in the upcoming trade show of the National Association of Amusement Parks, Pools and Beaches were announced last week by John S. Bowman, NAAPPB secretary.

He said that nearly all of the space in the 180-booth show area has been sold. At a late count, only four spaces remained, and these were certain to be picked up rapidly, Bowman pointed out. The show will be a sell-out again this year, with the likelihood that late-comers will find no space available, he continued.

Companies which have reserved space include:

- Albany to Dalason
- Albany Machine & Supply Co., Albany, Ore.; Amusement Industries Supply Co. (subsidiary of B. A. Schiff & Associates), Miami; Amusement Rides (Division of Carpenter-Hetzler Co.), Los Angeles.
- Anchor Supply Co., Evansville, Ind.; Animated Display Creators, Inc., North Miami, Fla.; Aqua Bobber Co., Maumee, O.; Arrow Development Co., Mount View, Calif.; Auto Photo Co., Los Angeles; Bally Manufacturing Co., Chicago; The Billboard, Chicago.
- Blair Cedar & Novelty Works, Camdenton, Mo.; Burger Ice Machine Co., Chicago; Capitol Projector Corp., New York; Carll & Ramagosa, Inc., Wildwood, N. J.; Carpenter Amusements, Manufacturing Division, Omaha; Joseph L. Carrolo, Warwick, R. I.; R. E. Chambers Co., Beaver Falls, Pa.; Champion Knitwear Co., Rochester, N. Y.; Chicago Dynamic Industries, Inc., Chicago.

- The Coca-Cola Co., New York; Concession Supply Co., Toledo; Cramore Fruit Products, Inc., Point Pleasure, N. J.; Crown Metal Products Co., Wyano, Pa.; Custer Specialty Co., Dayton, O.; Dalason Products Manufacturing Co., Chicago.

William de Lhorbe Jr., Tuft-

Lite Industries, Vandalia, O.; Dodgem Corp., Exeter, N. H.; Eli Bridge Co., Jacksonville, Ill.; Evans Park & Carnival Device Corp., Chicago; Eyerly Aircraft Co., Salem, Ore.; Fascination, Beverly Hills, Calif.

Feltman Products, Inc., Brooklyn; C. R. Frank National Supply Co., St. Louis; J. F. Frantz Manufacturing Co., Chicago; Garbrick Manufacturing, Largo, Fla.; Globe Ticket Co., Philadelphia; Gold Medal Products Co., Cincinnati; Hammer Bros. Manufacturing Co., New York.

Hampton Amusement Co., Portage Des Sioux, Mo.; Alan Hawes Amusement Co., Wisconsin Dells, Wis.; Allan Herschell Co. and Miniature Train Division, North Tonawanda, N. Y.; Hodges Amusement & Manufacturing Co., Indianapolis.

Hollywood Servemaster Co., Kansas City, Mo.; Hot Rods, Inc., New York; Frank Hrubetz & Co., Salem, Ore.; Irving Kaye Co., Inc., Brooklyn; King Amusement Co., Mount Clemens, Mich.; Krispy Kist Korn Machine Co., Chicago

Lacy-Dane Corp., Chicago; Charles A. Lenz, St. Petersburg, Fla.; Lincoln Park Merry-Go-Round, Inc., Los Angeles; Logan Distributing Co., Chicago; Luske Bros., Inc., Philadelphia; Mid-East Sales Co., Cincinnati; Miller Manufacturing Co., Portland, Ore.; Mike Munves Corp., New York.

NAAPPB Insurance Plan, Balti-

(Continued on page 75)

## Lagoon Leases Ballroom, Sets Winter Plans

SALT LAKE CITY—A subsidiary of Lagoon Corporation here has leased Rainbow Randevu, a downtown ballroom, and will start operation of it this month.

The subsidiary is State Amusement Corporation and officers are Ranch S. Kimball, president; Robert E. Freed, manager, and Peter Q. Freed, secretary.

Lagoon Corporation has leased and operated Lagoon Resort for the past 13 years. During this period it has had a phenomenal growth. Since fire destroyed the resort in 1953, it has been completely rebuilt.

Resort Manager Robert Freed said that the acquisition of the Rainbow Randevu gives them a year-round operation. They will promote within the city for eight months of the year and at Lagoon for the remainder of the year.

Plans are being developed for remodeling the ballroom, making it available for a variety of activities. Facilities may be utilized as a ballroom, convention center, exhibition and lecture hall, banquet room or for various types of public and private shows and entertainments. Food facilities are being included in the plans.

The ballroom will be known as Danceland when it opens under the new management, but will be renamed as soon as remodeling has been completed.

Top name bands and entertainment will be featured in the ballroom, the firm officers said.

## 'Disney-Type' Park Planned For Houston

HOUSTON—Announcement was made here Sunday (26) of plans for a \$40,000,000 project that is to include a "Disneyland-type" amusement area.

The park will be called San Ja Magieland and will be on a 120-acre site near the San Jacinto monument here. The land has been leased for 99 years.

Construction is to start at once and opening is planned for June, 1959, for part of the extensive project. Grand opening will be in 1960, when a new trans-continental highway is completed.

Earl J. Welch, together with associates from New York and California, outlined plans not only for the amusement zone, but also apartments, motels, ice rink, and other features. There are to be a restaurant, summer theater seating 10,000, beach, two pools, fishing area, miniature golf, bowling, Western town, ballroom, and more.

Both amusement rides and commercial exhibits are to be integral parts of the new project.

Welch has been connected with the starting of National Dairies Corporation; foundations of the Empire State Building, Rockefeller Center, and Chrysler Buildings, and other developments including a current project at Baton Rouge, La.

## Conklins Buy German Rides For New Park

LONDON, Ont.—A new park will be opened at the Western Fairgrounds here by J. W. (Patty) and Frank Conklin, who have the midway at the fair. The park will open May 15. Plans call for it to run until mid-August, when some equipment will be taken out to play the CNE and later the London fair.

Patty Conklin revealed last week that the spot will be called Kiddie Frol-ex-Land.

Units on the new layout will include a 25-car Auto Scooter and a Laugh in the Dark that are here now, a Crystal Maze from Europe to go in an existing building, and a 10-car Hot Rod.

There will be five more major rides, including a Wild Mouse.

The kiddie rides will number four new units that Conklin is bringing over from Germany. There also will be four other kiddie rides. Seven concessions will be topped by bingo.

Knock  
Knock



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this issue

## Universal Dime Ticket Marks Olympic Success

IRVINGTON, N. J. — Miserable spring weather had a lasting effect on 1958 business at Olympic Park, the Guenther management opines. With much of May and June being hit by cold and rain, the August pickup in business was unable to bring total grosses up to last year's.

Several encouraging aspects were noted. Among them was the second year of dime-unit combination tickets. Olympic is virtually alone in this part of the nation in dime tickets as most other parks using the universal system adhere to the 5-cent denomination.

Bob Guenther said one effect

of the ticket change was a rise of a nickel to make the top ride price 30 cents. There has been no patron objection to the tabbing of rides at 10, 20 or 30 cents, and the system appears to be accepted permanently.

The Chicago conventions will be visited with an eye to acquiring equipment. One or two major rides are due for replacement, it is reported.

Public roller skating in the rink is the only continuing operation at the park now. Locally run, it offers five night sessions and two matinees weekly, every month except June, July and August.

## ROLLER RUMBLINGS

### Juvenile Judge Opens Rollery for His Kids

CINCINNATI—Roller skating came to the fore in the country's fight for high standards of youthful conduct on October 3 when a roller rink, specifically designed to combat delinquency, went into operation at the Cincinnati Youth Center, under the direction of Judge Benjamin Schwartz, of Hamilton County Juvenile Court.

The rink has been supplied completely with equipment by manufacturers, the result of a fervent plea made by the judge last summer in Cleveland at the President's Dinner during the convention and contests of the Roller Skating Rink Operators of America.

Attending opening festivities at the rink were local and out-of-town celebrities, including Joseph Shevelson, Chicago Roller Skate Company; Mr. and Mrs. Victor J. Brown, Newark, N. J., RSROA; Charles E. Cahill, Detroit, RSROA secretary; Al Kish Sr. and Jr., Toledo; Mr. Devit, Raybestos Wheel; Irwin Rosee, Roller Skating Foundation of America; Clarence Reynolds, Cleveland Skate Company; Max Hyde, Hyde Athletic Shoe Company, and Charles Meyer, president of Price Hill Roller Rink here.

Proceedings at the rink attracted local newspaper and TV coverage. High spots of the program were talks by Judge Schwartz, Brown and Shevelson, plus a skating show put on by members of the Price Hill Skating Club under the direction of Mrs. Donna Roach, professional. Later, guests attended a dinner hosted by Ray Hamilton, chairman of the Youth Center House Committee; paid a visit to the Price Hill Rink and then were taken to the Cincinnati Club by Hamilton and Meyer for refreshments.

Judge Schwartz, elated over trade reception of his brainchild, said the project marks the first time roller skating has been added to the program of a detention home, and called the facility another useful tool in the rehabilitation of youngsters. Trade spokesmen felt that the judge's attraction to the roller sport would benefit the industry.

Special Nights Hypo  
Chez Vous Patronage . . .  
UPPER DARBY, Pa.—A series of special nights were scheduled for October by Chez Vous Roller Rink which drew added patronage. A Monte Carlo Night was staged Tuesday (14). Other specials were on Fridays, with a Rube Night October 17 and a Pirate Night on

the 24th. Halloween party was staged October 31. The rink is open nightly except Mondays and Wednesdays.

### National Queen Contest Shows Tremendous Growth . . .

NEW YORK — The National Roller Skate Queen Contest, started two years ago to promote local rink business, has matured so fast that the 1958 finals at Miami Beach, November 17-19, will be a veritable convention of the roller skating industry.

Advance reservations at the Crown Hotel for the contest period read like a who's who of manufacturers, distributors and key rink operators from all over the United States and Canada.

The Roller Skating Rink Operators' Association has scheduled meetings of its Board of Control and of its Southeastern Regional Chapter.

Social high spots will be a 40th anniversary salute dinner honoring RSROA pioneer Victor J. Brown for his long association with roller skating, and the coronation ball following final judging in the contest.

Thirty-six finalists are expected in the competition sponsored by the Roller Skating Foundation of America. A \$2,500 college scholarship, donated by Pepsi-Cola to the school of the queen's choice, or its cash equivalent, is top prize.

Final judging will be held at 11 a.m., November 19, at the Crown Hotel swimming pool, with judges including two rivals of the 1958 World Series, Gil McDonald, of the New York Yankees, and Frank Torre, of the Milwaukee Braves, as well as Mayor Kenneth Oka, Miami Beach; Charles Baker, Pepsi-Cola Company, and Joseph F. Shevelson, vice-president of Chicago Roller Skate Company, and the RSFA.

The queen contest was envisioned two years ago as climax to a series of local contests with which rink operators could launch their new season on a high note, stress-

(Continued on page 75)

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## Georgia State Sets New Gate, \$\$ Marks

MACON, Ga. — In attendance and dollars the 103d Georgia State Fair, which ended Saturday (25), broke all records, General Manager Robert Wade announced.

Attendance for the six-day event was estimated at 166,000, of which about 100,000 were paid. Gate receipts totaled \$46,000, about 20 per cent ahead of 1957, and a small increase over the previous high year, 1956.

As the fairgrounds are in a city-owned park the pass list is heavy, also thousands of 4-H Club members, Future Farmers and other school and youth organizations were admitted on cards. Too, there was a heavy list of guests from over Georgia to hear Governor-nominate Ernest Vandiver speak on Thursday.

Wade attributed the good business to expanded advertising, increased exhibits and livestock shows and perfect weather. This year the fair abandoned use of all stock billposting paper and adopted new lines of special posters and cards. A few days before the fair, George Adams, head of the Exchange Club's advertising committee, released about 1,200 helium-inflated balloons with passes and pennies for children. Some of the balloons remained in the air about 24 hours and traveled as far as 25 miles from the grounds.

For the second time in recent years the grandstand show had a profit. It cost about \$4,300 and grossed about \$4,500. Gus Sun Agency booked the acts and the fireworks were furnished by Fireworks Corporation of America. The midway of Cetlin & Wilson Shows set a new all-time record.

Premium awards totaled about \$20,000, an increase of around \$5,000, Wade said. The fair had three major livestock shows, Georgia Aberdeen Angus Show, Georgia Hereford Show and the FFA show. There was an open swine show, 4-H club swine show and FFA swine show. A Georgia pure bred sheep show was co-sponsored with the Citizen and Southern National Bank. In addition there was a poultry show and a flower show. Eleven Georgia counties participated in the community exhibits, for which prizes totaled \$2,400. Entries in the women's department were also up this year.

Lunch stands were limited to 10 this year, at an increased rate, and all operators reported good business. The two daily performances in the grandstand were given at 6 p.m. and 8:15 p.m. and these hours proved popular, Wade reported. Commercial exhibits were up and the independent concessions totaled about the same, Wade added.

## Brandon Ex Drops \$9,496 On '58 Run

BRANDON, Man.—A deficit of \$9,496 on the year's operations was reported at the annual meeting of directors and shareholders of the Provincial Exhibition. The loss was attributed largely to poor weather during fair week.

In spite of the financial situation, several projects were suggested and committees are already studying them.

The need for assistance from the citizens of Brandon was emphasized. A bylaw is to be placed before ratepayers this fall which, if approved, will continue the grant of \$10,000 being made annually. The former agreement has expired, and a renewal is necessary.

Without this financial support, the exhibition will find it difficult to continue, the meeting was told.

Indications were that when the revenue situation improves, the exhibition organization will consider a hard-surfacing program at the grounds.

## Saskatoon Ex Nets 100G for 7th Year

SASKATOON, Sask. — For the seventh successive year the Saskatoon Industrial Exhibition Association has made a profit exceeding \$100,000.

The financial statement, presented at a dinner meeting of directors, showed a profit of \$108,527 on the year's operations to September 30. The figure was \$5,592 below the profit of \$114,119 made in 1957 and \$18,824 short of the record \$127,351 profit in 1956.

Total revenue for the year was \$379,185 and expenditures were \$270,658.

Revenue from the 1958 exhibition included: Admissions—gates and autos, \$66,000; grandstand, \$64,901; racing, \$67,600; grants and entry fees, \$33,068; concessions and midway, \$78,897. Other revenues included: Winter shows, \$25,433; rentals, \$31,384; bond interest, \$11,900.

The highest percentage of total revenue was the 20.7 by concessions and midway. Racing revenue was second highest at 17.8, ad-

missions third at 17.4 and the grandstand fourth at 17.1.

The surplus of assets over liabilities, as of September 30, was reported as \$1,357,896, an increase of \$60,500 over the previous year. The association's capital assets were reported as \$1,337,090. Also in assets the association had \$329,385 in bonds and other investments; \$96,232 cash on hand and in the bank; \$42,203 in accounts receivable, and \$30,492 in deferred grants receivable.

Included among the liabilities was \$342,513 in a reserve for extension and replacement and \$125,000 in a reserve for other contingencies.

S. N. MacEachern, manager, reported the provincial government had agreed to extend financial assistance toward the cost of a new administration building and a new junior activities building on the same basis as the agreement which will expire in 1959.

Under the agreement still proceeding, the provincial government had provided \$100,000 toward the cost of the livestock pavilion and the Jubilee building by allowing the association to retain the 5 per cent tax on pari-mutuel betting.

MacEachern said \$15,556 still has to be collected on the \$100,000 of the old agreement, which is approximately the amount received from the 5 per cent tax on one year's pari-mutuel betting.

By 1959 it will have taken the association nine years to get \$100,000 by retaining the pari-mutuel tax money. The new agreement will therefore come into operation with the tax money from the 1960 exhibition's pari-mutuel betting.

The provincial government had agreed under this method to pay 50 per cent of the costs of the contemplated administration building and junior activities building, up to \$180,000. At the present rate of progress under the old agreement, MacEachern said, it will take the association about 12 years to collect this amount by retaining the betting tax.

## FAIR MEETINGS

Oregon Fairs Association, Gearhart Hotel, Gearhart, November 13-14. Hallie Huntington, Route 2, Box 277, Eugene, secretary.

Canadian Association of Fairs and Expositions, Royal York Hotel, Toronto, November 25-26. Emery Boucher, the Coliseum, Exhibition Park, Quebec 2, Que., secretary.

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 29-December 3. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. Eugene R. Moore, Tipton, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorville, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

## N. C. EDITORIAL AMMO FOR SUPPORTERS OF FAIRS

SHELBY, N. C.—Altho written expressly about the Cleveland County Fair managed by Dr. J. S. Dorton, The Shelby Daily Star's editorial of October 6 makes ideal ammunition for advocates of the agricultural fair. Citing the agitation of a small minority wanting to eliminate the fair, the newspaper proclaimed, in part:

"There are many reasons why we are sure the folks of Cleveland County . . . would stand solidly behind our fair.

"The biggest reason, of course, is the prestige and standing that Dr. J. S. Dorton has achieved in his leadership of this and two other North Carolina fairs.

"Purpose of a county fair is to provide an opportunity for citizens to display the fruits of their labors, to meet and compare notes on crops, livestock, farm machinery, canning, home development and improvement.

"The management of the Cleveland County Fair has never allowed this purpose to be shortcut by a desire to simply make money.

"No Clevelander worth his salt could fail to feel proud of the fruits of his and his neighbor's work displayed in startling array at this year's fair.

"We consider a good county fair one of the few hallmarks of traditional America that has not vanished completely. In the pace and bluster of modern-day life, few

countries have had the leadership necessary to retain a cherished segment of our childhood.

"The sawdust midway, blaring music, raucous barkers and ridiculous novelties spark a heavy beat in the hearts of children once each year. When we were kids we lived with anticipation until we could hit the sawdust trail with hoarded funds clutched in our hot little hands.

"We would not easily relinquish the same heavenly delight for our own children. . . . When fall comes and the smell of sawdust, hot dogs and cotton candy fills the air, we know—and our kids know—the fair is here. And thank God, it cannot be reproduced on television.

"The genuine county fair is a part of America that, once gone, may never be recaptured."

## W. Va. Assn. Sets Meeting

CHARLESTON, W. Va.—Fair exhibitors will get a chance to voice their problems at the annual meeting of the West Virginia Fairs' Association, Frohman Johnson, president of the group, announced. The meeting will be held January 3-4 in the Waldo Hotel in Clarksburg.

Fair managers will be assigned various subjects for discussion. The usual exhibit area has been arranged and efforts are being made to reach the entire membership in order to hypo attendance.

Miss Mabel Hetzer, secretary, is in charge of exhibits. Her address is 307 First National Bank Arcade, Huntington, W. Va.

## NOTHING DOING FOR HAMID IN WEEK OF RAIN

NEW YORK — In more than 40 years of association with fairs, George Hamid never knew one like this year's effort at Greensboro, N. C., of which he is president. This was the prize-winner, he says. The rain was so bad and so steady that the fair never opened. "We advertised daily on radio and TV," he muses, "and for the first time, I had a fair which didn't pull enough at the gate to pay for its advertising. It was the blankest of all blanks."

## N. H. Events Run in Red

CONCORD, N. H. — Despite receiving a subsidy of \$100,000 per year from the State treasury, New Hampshire fairs went in the red in 1957.

Figures announced by the State Division of Municipal Accounting show that six of the 13 fairs had operating losses. Deerfield led the others in admissions, but income was \$33,827, about \$1,300 less than the previous year. The net loss was \$7,618, blamed on a capital investment of about \$10,000.

Plymouth Fair took in \$19,452 and reported a loss of \$4,545. Canaan Fair, which did not operate, listed expenses of \$1,097.

Sandwich had a net profit of \$5,355, having brought in gate receipts of \$14,144 on a one-day operation. Cheshire made a profit (Continued on page 75)

## FIESTA DANCERS and singers

- Presenting authentic Spanish and Mexican dances and songs in colorful native costume.
- Thrill to these south of the border performers.
- Gorgeous attraction for Home Shows, Celebrations and Special events.

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Small line of vivacious young dancers

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## Ringling Launches Hollywood Bowl Run

Musicians' Squabble Brings Pickets; Crowds Total 54,000 in First 3 Days

HOLLYWOOD, Calif. — Ringling Bros. and Barnum & Bailey Circus last week became the first circus to play the famed Hollywood Bowl, known better for its symphonies.

The show had both bad weather and pickets.

Through the third day, Sunday (26), attendance was estimated at 54,000 people. Friday (24) had rain that cut down on the planned fanfare, but some movie stars were on hand and an hour's telecast over KCOP and sponsored by Safeway Stores in a ticket tie-in kicked off the run.

First afternoon show drew 6,000 kids from orphanages. Night had about 6,000, including Jayne Mansfield and Lucille Ball. Attendance of 20,000 was claimed for the Saturday (25) business, while Sunday had a reported 23,000. Matinee starting time was shifted to 4 p.m. starting Wednesday (29).

### AFM Vs. Guild

Picketing of the show was brought about by the American Federation of Musicians. The 31 musicians used by the circus were members of the new Musicians Guild.

Negotiations for musicians were handled by Ted Bentley Productions, which handled the promotion of the circus at San Francisco, Oakland, Sacramento and Hollywood. Circus itself, under present method

## Adams Returns To Barn; Sets Canvas Plan

APPLETON, Wis. — Adams Bros. Circus will play several nearby indoor winter dates and plans to open in the spring as an under-canvas show. Owner Bill Griffith reported here.

He said the new show had an 18-week season, ending August 25, when opposition of Ringling, Beatty, Clyde and Bible Bros. shows became heavy in Colorado. Show came home rather than risk the bankroll it had won. Route was canceled and advance sale monies was refunded.

Adams Bros. opened indoors, switched to ballparks and then went outdoors. It added trucks, seats and canopy top on the road.

Winter route is expected to start in October. Griffith said in the spring he will use six trucks back and two ahead with a four-man brigade. Show will use a 70 or 80 and already has a side show top and banners.

## By Gosh's Circus Adds Hula Hoops

ELKINS, W. Va. — The All-American Indoor Circus is now playing sponsored dates in Kentucky and Tennessee to satisfactory box office results.

On the program are Barth and Maier, perch; Walter and Emma's ponies, monkeys and dogs; Charles and Josephine, hand balancers; Billy Orwell, cloud swing; Ken Cannon, trapeze and ladder; the Aerial Wilkisons, traps; William Rodgers' chimp and Byron Gosh, clown emcee.

Added attractions in all towns played are a hula hoop contest and

## Clyde Closes Big Season On High Note

CEDAR RAPIDS, Ia. — Clyde Bros. Circus closed its season with a good stand here. A show source said the season has been an exceptionally successful one. Des Moines gave the show a new record, and a new date at Moline, Ill., was big, to punctuate late dates on the route.

In Cedar Rapids Memorial Coliseum, the show gave an extra show to handle the turnaway. Sunday (26) had one matinee for 2,300 and an extra for 1,400. On Monday (27), the matinee was another straw house of 2,300.

Night shows drew 300 on Sunday and 1,200 on Monday.

of operation, does not normally figure in the hiring of musicians, ushers and others used in each stand.

(There were separate reports that the circus was required to use 31 stage hands at the Hollywood Bowl, with nine more men required as electricians at night shows.)

President of the AFM musicians Local 47, Eliot Daniel, said, "We met with the management and offered them the lowest possible rate in our contract in an effort to see the circus successfully underway. They chose instead to hire

(Continued on page 69)

## Kelly-Miller Ends Long, Strong Tour

ATHENS, Tex. — Al G. Kelly & Miller Bros. Circus closed a successful season with a straw house here Sunday (26).

The season was highlighted by the circus' first trip to the West Coast. It traveled 11,000 miles in seven States, showed 183 days and attracted more than 1,000,000 people during the season.

Departing from its established policies, the circus had a few two-day stands this year. It also played at two fairs, one in Idaho and one in New Mexico. More sponsored stands were played this year than in the past.

Show opened April 26 at Paris, Tex., and had two weeks of bad weather, with the big top being lost in a tornado at Post, Tex. A different big top was put into use. Two days were lost to other storms.

In California, Oregon and Washington business was above expectations and weather held good for the most part. The return stands thru Texas brought more big business and good weather except for one day's storm.

### Governor Visits

Late stands included Brady, Tex. (20), one-third and three-quarters; Llano (21), one-third and one-third in heavy weather; Lampasas (22), one-third and capacity; Killeen (23), three-quarters and straw; Cameron (24), half and capacity; Mexia (25), capacity and capacity, and Athens (26), straw.

## Hagen Books Teche Country For Late Dec.

KOSCIUSKO, Miss. — Hagen Bros. Circus expects to stay out until late December, playing the Teche country of Louisiana.

The show had half and near-full houses here October 24.

Manager James M. Cole and Agent Joe McMahon are directing the show. Sid Stevenson closed as wagon man.

Owner Howard Suesz has been ill in recent weeks but now is reported back in action.

an Elvis Presley contest staged by local students.

The show is managed and booked by Gosh. Sponsors are civic clubs and school organizations.

The governor and the lieutenant governor of Oklahoma visited the show in company with Glen J. James, now with the Hugo, Okla., Chamber of Commerce and last season with the Kelly-Miller Circus.

General Manager Obert Miller and Mrs. Miller were on for the final three days of the season. Karen Kay Miller, Barbara Miller, daughters of the co-owners, were on the show for the final days. General Agent Arthur W. Miller was back on the show. Visitors included Jimmy Hamiter and Ted Rea.

## Hamid-Morton Dickers On Latin-American Stand

NEW YORK — Hamid-Morton Circus will open as usual in Memphis for the Shrine Temple on February 7, and will pursue a route almost identical to that of last season. George Hamid reported this week. There will be only one change, that being a substitution, as yet unnamed, for Buffalo, N. Y.

Hamid said part of the show may be taken to the Dominican Republic for 10 days beginning January 21. This would precede the Memphis opening. Negotiations have

been going on and should be completed shortly.

While the route will not have any substantial changes the performing end will undergo considerable revision. Jack Joyce has been in Sarasota building wagons and training animals for a more elaborate opening spectacle which will be an improvement on the typical grand entry.

### Fireworks Finale

Also to be embellished is the show finale, which will feature a fireworks display in addition to massed personnel and a thrill act.

(Continued on page 69)

## MILLS HAS HOT COMPETITION

PUNTA GORDA, Fla. — Mills Bros. Circus had hot opposition here. The high school burned down 30 minutes before show time. Crowd at the blaze were big, afternoon house at the circus was half full. Night house, however, was three-quarters.

This wound up the show's season. It was making a home run to the fairgrounds quarters.

Earlier, the show had three-quarter houses in Gainesville, Fla., (21) under Moose auspices. The Clyde Beatty show was in Gainesville four days later.

At Largo, Fla., (23), Mills Bros. had a capacity afternoon and 90 per cent of capacity at night, with Chamber of Commerce sponsorship.

## BEATTY BUSINESS GOOD IN FLORIDA

Sarasota, Clearwater, St. Petersburg Score With Big Attendance for Circus

LAKELAND, Fla. — Clyde Beatty Circus, continuing a run of good business, played to good houses at Sarasota Thursday (23), followed with a straw house at Clearwater and topped that with a three-performance day at St. Petersburg.

The Sarasota stand brought a three-quarters afternoon and a full night house. Ten acts also made a

hospital show that got excellent picture coverage by newspapers.

In Clearwater (24), the Beatty show had a one-quarter afternoon and overflow at night.

The St. Petersburg stand was sponsored by the Optimist Club. The afternoon show was a turn-away requiring an extra performance for the extra people. Night house was filled, also.

Lakeland had one-third and one-half houses Tuesday (28).

The Sarasota stand brought out a large number of professional visitors from the circus colony there.

## Polack Plays San Antonio

SAN ANTONIO — Polack Bros. Circus played here five days to strong business. Show was at Municipal Auditorium, which seats 6,000.

Attendance estimates by days were 4,500 and 3,800 on October 22; 5,800 in the afternoon and 4,500 at night on Thursday (23); 6,000 and 5,000 on Friday (24); 6,000 and 5,000 on Saturday (25) and 5,000 and 4,800 on Sunday (26).

Earlier the show played Edinburg, Tex., (8-9) in the rain. The afternoon kid shows had 5,500 and 5,800. Night houses were 1,800 and 4,500. At Harlingen, Tex., the show had 11,000 people in two shows (7), one of the rare one-day stands Polack has played.

Upcoming dates include Baltimore, Philadelphia, Charleston, W. Va.; and South Bend, Ind.

## BOOK REVIEW

### Pawnee Bill Outdoes Cody In New Book

By TOM PARKINSON

CHICAGO — In many fields one man dominates and the others are overlooked despite outstanding qualities. Buffalo Bill dominated the Wild West field and outshines Gordon (Pawnee Bill) Lillie in the public mind.

But Pawnee Bill was more successful in many other ways, including financial, and he appears to have been a better show operator, if not show performer.

The University of New Mexico Press has published "Pawnee Bill, a Biography of Major Gordon W. Lillie," by Glenn Shirley. The 256-page book has eight pages of photos and is priced at \$5. It is worth it to many readers of show books.

This book covers the show angle well and avoids most of the phony episodes that creep into some such volumes. It treats of Lillie's time away from shows but not so as to lose the interest of showmen readers.

### New Material

Recounted is how Pawnee Bill worked among Indians, got his name, joined the Cody show in its first year and then opened his own show in 1888. Lillie took his show to the Belgian World's Fair of 1894, came back to campaign to save the buffalo. Eddie Arlington got into the show with him.

Then the book hits its peak for

(Continued on page 69)

## Harold Wins at Toledo; Sets Building Record

TOLEDO — Harold Bros. Circus, playing here under Shrine auspices, broke attendance records for all similar events in the Toledo Sports Arena when it played to a straw house Saturday (25). Show did well on the whole run and the Shrine reportedly netted \$38,000.

Attendance was estimated at half and three-quarters Thursday (23) and two-thirds and four-fifths Friday (24). The big attendance Saturday came at a morning show. Regular afternoon performance pulled capacity in the 5,500 permanent seats. Night house was two-thirds full.

Acts included the Aerial Georges,

Prince El Kigordo, Wiswell's Ford, LaNorma, Aldo Cristian's Dogs, Jan Risko, Seitz and Mendez, Antonucci's Chimps, Norbu, Bob Nelson's Pigs, the Great Galasso, Paul Kelly Elephants and the Flying Thrillers.

Staff included Harold Voise, manager; George Hubler, concessions and assistant to Voise; Irish Donovan, props; Bobby Martin, riggers; Leo Voise, transportation and lights; Henry Kyes, music.

Visiting committees came from Peoria, Ill.; Dayton, Columbus and Akron, O.; Chicago and Cincinnati.

Harold Bros. opens its new season at Lansing, Mich., March 5-7.

# UNDER THE MARQUEE

By TOM PARKINSON

Bette Leonard, former trouper and a leading circus fan, has been ill and hospitalized at Wichita, Kan. Mail will reach her at the Wesley Hospital.

Floyd King, general agent of the Beatty show, will winter at his Macon, Ga., home.

Paul Bowers, relative of the late Bert Bowers, of the American Circus Corporation, blew the starting whistle for the Mills Bros. first show of the season at Jefferson, O., and caught the show again at Punta Gorda, Fla., to blow the whistle on closing day. He and the Paul Placids spent several days with the Mills and Beatty circuses.

Ed Lester is back in West Palm Beach after trouping with the Royal American at several stands. Leland Antes Jr., caught Kelly-Miller in Texas, where he also visited the Polack show and R. A.

Miller's Circurama. With Miller are Rube Arnold, Monkey Show; Frankie Lou Woods, concession manager; Alphonso Campa, clown and juggler and Miller, elephant and chimp acts. Visitors included Willie Rawls, the Bo Miller family, and Jimmy and Angie Winters. Show may winter in Texas.

Pinto Colvig caught the Ringling show in Hollywood and visited with Felix and Amelia Adler. . . . Peter Lindeman, former circus owner and agent, writes that Theodore Weber, former trouper, would enjoy mail. Weber, whose wife died a few days ago, is confined to his home with arthritis. He lives on Seventh Street, Sheboygan, Wis.

Irish Greer, of the Tony Diano Menagerie, Canton, O., is ill and would enjoy mail. . . . AGVA's Joe Antalek caught Harold Bros. Circus at Toledo. . . . Tom and Tiny Twist played a shopping center opening at El Cerrito, Calif., writes Don Marcks. . . . Rex and Kitty Honsstrom played the Toledo date for Harold Bros. Circus.

Visiting Mills Bros. and Clyde Beatty circuses in the Macon, Ga., area were Red and Ann Dingler, Charles Underwood, Beth Arnott, Jack Arnott and Elmer Kaufman. The Arnotts renewed acquaintance with Herman Joseph on Mills Bros. They were together on Cy Compton's concert with Ringling in 1919.

While Carson & Barnes Circus was playing Louisiana, Pericles Alexander, of The Shreveport Times, came on to interview Col. Tim McCoy. Resulting spread included a column and photo about the colonel and the show, plus a week's route of the show for that part of Louisiana.

Glen MacIntosh, of MacIntosh Monkeys, and Mrs. MacIntosh, spent his 71st birthday visiting Gloria and Ed Peebles at Detroit. The Peebles have the Busy B's dog and monkey act. Dr. and Mrs. George Moldovan also were present for the dinner.

George Kienzel, Lancaster, Pa., caught Mills Bros., Cristiani Bros., Hagen Bros., Ringling, Hamid-

Morton, Hunt Bros., and a string of fairs this season. . . . Jack Bell, head of a Detroit billing firm, was written up in The Detroit Times, with his recollections of circus days getting play.

John Truss Jr. visited with Roy and Joy Thomas on the Al G. Kelley-Miller Bros.' Circus at Fort Stockton. . . . Musicians who visited the Kelley-Miller band this past season and shows they were with include Frank Wagner, Joe Ward and Bill Robbins, Sells-Floto; Harry W. Welch, M. Castleman, Al G. Barnes; Bill Condill, Christy Bros.; Dutch Wahrmond, Fred Bowne and Bill Hamilton, Ringling-Barnum; Cy Allen, Dailey Bros.; Vic Robbins, Clyde Beatty; Jack Bell, Biller Bros.; Arvel Allread and Jack Elliott, C. R. Montgomery Circus.

Visitors on the Ringling-Barnum circus in Oakland, Calif., were John Brott, Tom Rouse, Russell Tully, Don Marcke and Jerry Booker. . . . Irv Romig was presented with a large cake to celebrate his sixth year with TV Station WXYZ in Detroit.

After closing the Roy Rogers rodeo in Madison Square Garden, Bill (Boom-Boom) Browning joins Winston Shidden's band for some Tommy Steiner rodeo dates, then makes the Kansas City Shrine date with Merle Evans, and from there joins Bill Pruyn's band on Tom Packs Circus in Cuba. On his return he will join Merle Evans' band on the Orrin Davenport show.

Lillian Compton, widow of Cy Compton and for many years with Ringling, has a new home in Newhall, Calif. . . . Harry (Bozo) Valli and his wife recently celebrated their 15th wedding anniversary in Fresno, Calif., where he clowned the Fresno District Fair. . . . Count Popo de Bathe will play Macy's both in San Francisco and New York during the Christmas holidays. He has played the Children's Fairyland in Oakland thruout the year and will be featured there in 1959 in addition to his fair route.

Jack, Jake and Harry Mills recently were made honorary members of the Circus Model Builders and Owners' Association when Mills Bros.' Circus played Moorsville, N. C.

A picture of Ernie Burch and Moran Correll after their marriage ceremony at the Clyde Beatty Circus, was carried by wire services.

## Mexico City Sees Bigger Circo Union

MEXICO CITY—Circo Union opened its key 21-day stand here October 20 with an expanded and well-equipped circus on a new lot. Opening day pulled full houses. Lot is on Viaducto Aleman, expressway thru the city, and has permanent rings built of concrete as well as rest rooms, indicating the new site is to be used regularly.

Circo, owned by Jesus Fuente, opened here with additional big top canvas, and a new side showmenagerie top. New banners were used. Show is newly painted and there is new wardrobe. Program booklet is new. Lithographed posters ordered from the U.S. had not arrived, but new paper and heralds are being rushed by local printers.

Performance includes the See Hee China Troupe from the Circo Price, Madrid; the Red Bells; an Arabian troupe; and the Sanchez Sisters.

Stand was delayed a week in opening because of a flood that had stranded show equipment elsewhere. Recently, the show played Monterrey during the Mexican Independence Day holidays. Fuentez, along with his newly appointed U.S. representative, Tom Inabinette, of Texas, caught the Clyde Beatty and Gil Gray circuses in Texas recently and shopped for surplus equipment. Circo Union also bought some animals from Circo de le Murte, which discontinued its full circus in favor of booking its feature act at bull rings and elsewhere. Murte's act pits lions and a big bear against bulls in a fight to death.

Circo Union has both U.S. and European styles of big top, and uses the long, narrow U.S. style when shape of lots dictates that.

## Hamid-Morton

Continued from page 68

Acts will include Clay Beckett, the Santiagos from Chile, Kayarts, balancing; Beatrice Dante and her chimpanzee; Riding Fredericks; Nina Karpowa, Argentine aerial feature; Klausner's Bears; Matt Tuck, barrel juggling; Staneks, springboard; Cosmos, aerial motorcycle, and such regulars as Vidbel's elephants, the Flying Malcos, Pat Anthony's lion act, clown Dime Wilson and others. Rudy Docky is producing two new clown numbers and several new clowns will be added.

Staff includes Charley Basile, emcee, Bob Atterbury, personnel and ballet, and Hal Sands, aiding in production numbers.

## Rudy, Holter Join for GOP

COSTA MESA, Calif. — Rudy Bros.' Circus and Gene Holter Wild Animal Show combined for two circus performances. More than 2,500 Republicans paid \$25 each for admission to the night show at the Orange County Fairgrounds here Thursday (16). Harrauld R. Harper was co-ordinator for the fund-raising event staged by the Republican Central Committee of Orange County.

A big top, 90 by 210, with 3,000 blues, was used for the two shows. Thirteen elephants, GOP symbol, were used. They were supplied by Bill Woodcock, Holter, Slivers Madison, Fulton Shaw and John Cline.

Acts included the Nimble-Aires, Paul and Paulette, the Winston Troupe, Dick Walker and His Lions, Freddy and Ortense, the Canestrillis, Bill Dedrick's ponies, Don McLennon and ponies, John Cline and ponies, Mark Anthony and his clown car, the Great Eris, the Torionis, Cilly Feindt and Sally Dunlop with Holter's high school horses, and the Flying Wards. Dick Lane, TV announcer, was ringmaster, and Herb Wilkinson was in charge of the music.

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## R-B Launches

Continued from page 68

an orchestra made up of members of the so-called Musicians' Guild." A representative of the Musicians Guild said that negotiations between Bentley and the AFM local broke down when the union demanded 31 men. Bentley's organization sought an agreement at 15 men, claiming the circus was required to use only 21 in New York. The Guild scale, said to be the same as that asked by AFM, is \$18 per man per day.

### Bowl Gives Room

The bandshell used during the summer concerts was rolled back and almost out of sight on the railroad tracks installed to permit such attractions as the circus to appear. The removal of the shell gave the circus an area 220 feet wide and 165 feet deep. Viewing area, however, is narrower but sufficient to accommodate the three rings, each 42 feet in diameter. Some of the rigging was set up forward of the stage on the perimeter of the tiled pool.

Norman Carroll, formerly with Ringling and now one of the two publicists from the H. Werner Buck Show Management organization helping on the date, announced the first half of the opening night's show. Shirley Carroll assisted in the pre-circus planning, directing the invitations to movie stars and concentrating on giving the opener the Hollywood treatment.

Tommy and Bonnie Chamberlain, formerly with several circuses, worked a cigarette concession at the State Fair of Texas. Charlie and Shirley Rex worked the Famous Cole rhino pit show at the fair and were visited by the Herb Walters.

## Beers-Barnes Closes Tour

HIALEAH, Fla.—Beers-Barnes Circus wound up its 25th season October 15 in South Carolina. The equipment was being stored in North Carolina. Owners Charles Beers and Roger Barnes, with their families, will winter again at Hialeah. Show animals will be brought here.

Mauricio juggling team will go to Sarasota. Agent Gene Christian will winter at Bradenton, Fla.

The circus opened April 28 and played 147 stands in Virginia, West Virginia, Ohio, Indiana, Michigan, Pennsylvania, the Carolinas and Georgia.

The season of more than 24 weeks drew satisfactory business, but Northern Indiana and some Central Michigan towns were off. Detroit and Pittsburgh suburbs were included in the route and business was not hampered by any unemployment there.

Agent Gene Christian said "Outlook for 1959 appears more promising than in the past two seasons. Business has been 25 per cent better since the folding of the Ringling big top, and I attribute it to the reaction of the public which wants to see the tented circus survive."

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## ART THOMAS SHOW GETS CANADIAN B FAIR LOOP

**J. P. (Jimmy) Sullivan Refrains; Bernard & Barry Only Other Bidder**

REGINA, Sask.—Midway contract for the Western Canadian Class B Fairs Circuit was awarded Tuesday (28) to the Art B. Thomas Shows, of Lennox, S. D. It will be the first time in Canada for the motorized organization.

More than 50 delegates from the 12 member fairs of the Western Canada Fairs Association met in the Hotel Saskatchewan here for a two-day convention which attracted representatives of five carnivals.

Only other bidder for the midway contract was Jerry Bonder, of Bernard and Barry Shows, a railroad unit out of Windsor, Ont.

J. P. (Jimmy) Sullivan, of the World's Finest Shows, Toronto, was on hand but said he was not bidding because of increased railway transport costs. Outside of two seasons when Gold Medal Shows and the E. J. Casey Shows played the loop, Sullivan has been around the B fairs for 18 years.

Attending the sessions were Ab Greenway, of the Gayland Shows, Kelowna, B. C., and Billy Collins, of the William T. Collins Shows, Minneapolis. Bernard Thomas represented the Thomas Shows.

Sullivan told the convention his railroad moves in 1958 from East-

ern Canada, thru the west and back to Three Rivers, Que., cost \$60,809.

**Cites R. R. Boosts**

The board of transport commissioners and the railroads are now seeking another 20 per cent boost in rail tariffs which would hike his rail costs to better than \$72,000 in 1959 if he won the B circuit, he said.

Also, he said, there was no assurance he would not have to pay the same rental charge asked by the railroads for flats and sleepers in 1958, which would have amounted to \$3,360 a week.

After discussions E. D. McGugan, president of the Canadian Association of Exhibitions, London, Ont., had with the transport commission in Ottawa and the CPR and CNR in Montreal, the railroads in 1958 settled on a rental of \$1,144 a week for equipment owned by the railroads.

Sullivan said he would confine his 1959 activities to Quebec and Ontario.

Member fairs of the WCFA are Weyburn, Sask., Estevan, Sask., Portage la Prairie, Man., Yorkton, Sask., Carman, Man., Melfort. (Continued on page 73)

## Olson to Buy Five Kid Rides, Coaster

**Kiddieland Has Year's Biggest Gross In Closing Stand at Beaumont Fair**

HOT SPRINGS — The Olson Shows are back in winter quarters after a highly successful closing engagement at the South Texas Fair, Beaumont, where ride grosses were up 30 per cent over last year, which was a good one for the fair and the midway.

Kiddieland ride business at Beaumont was the strongest of the entire season, Paul Olson, co-owner and manager, said upon arrival here, with the aggregation of kiddie devices turning in a gross which exceeded that piled up at any of the State fairs on the show's route.

Olson disclosed that the show will buy five new kiddie rides for the '59 season. These rides, he added, will all be new over the show's route. They also will give the show the strongest array of kiddie rides in its history, he maintained.

In addition to five kiddie rides, the show will buy a new Roller Coaster. It also will go out next year with a new Western show, as yet undetermined. Olson indicated he will probably close for a Western show during the Chicago outdoor convention.

The show will go out later in '59 than in any previous year, with the opening engagement to fall in the last week in June. With such a late opening, it will play only one still date stand before swinging into its route of fairs.

Maurice (Lefty) Ohren and Norman Schlossberg, co-owners with Olson, conferred here. Visitors to winter quarters included J. W. (Patty) Conklin, Canadian midway biggie.

Louis (Stretch) Rice, concession manager and general aide to Olson, has returned to his Miami home for the winter. Louie Berger, general agent, is now in Chicago, where the show maintains its permanent business office.

## C-W Sets Record At Ga. State Fair

**Ride, Show Gross Passes \$64,000; Owners See Little Change for '59**

MACON, Ga.—Cetlin & Wilson Shows reached a new high in gross for shows and rides at the Georgia State Fair, which ended its six-day run Saturday (25), and left town with the 1959 contract. The engagement next year will mark the 11th consecutive year for this show at the Macon fair.

There was an increase every day over 1957 receipts, and the week was marked by perfect weather and a hefty increase in attendance.

Fair officials said the total show and ride gross will top \$64,000, about \$11,000 more than the previous record high in 1956.

The week started off with a big increase for kids' day on Monday, Friday, traditionally the big day, was the best of the week, showing an increase of about \$3,000 to reach \$18,000, despite the lack of day play. Starting at 6 p.m. there were five hours of capacity business for shows, rides and concessions.

Day play was off during the week, but the heavy night business more than made up for it. Saturday, usually a poor day, turned in a surprisingly strong \$10,000 gross.

Co-Owners Issy Cetlin and Jack Wilson said their route of fairs next season will have few changes. The show will not return to Fayetteville, N. C., according to present plans, but the Spartanburg,

## Reid Regains ESE, Charts Expanded '59 Canadian Tour

**Season Best in 10 Years for Office; Units Fielded on 7 Shows for Fairs**

MANCHESTER, Vt. — A highly successful tour for the King Reid Shows, termed the best in 10 years, was capped this year by the acquisition of the Eastern States Fair (Springfield, Mass.) midway contract for another season, owner Reid said. A couple of other fairs are considered probables and should be announced shortly.

The Canadian tour including six new dates in Quebec is being enlarged. Reid said the route is already contracted and will extend over more than 10 weeks in 1959.

Highlighting with 1958 season was a profitable period following the ESE, which saw Reid equipment being booked onto seven other carnivals. These were the World of Mirth Shows, I. T. Shows, Deluxe Shows, Continental Shows, Prell's Broadway Shows, Reithoffer Shows, and Penn. Premier Shows. A top winner all season was the Pirate's Cove rendition of the Pretzel ride, designed by W. R. Fritts, who also did the double-decked Minstrel Show front and ESE fun zone archways.

**Front-End Lagged**

At full strength the Reid show consisted of 15 major rides, eight kid rides and 10 shows. All these garnered better grosses than last year, as did Harry Agne's bingo, Paul Miller's expanded Arcade, and eating stands. A pinch was felt by game operators whose earnings trailed last year, particularly dur-

ing the spotty weather thru mid season.

The Pirate's Cove and Skooter were top winners all year. The former unit features nautical decorations and is considerably elevated giving the moving cars good viewability from a distance. At the ESE the top grosser was the Downside Sky Wheel. The converted Pretzel played Winston-Salem for World of Mirth, then three weeks with Penn Premier Shows.

For next season Reid expected completion of a two-story Crazy House under construction in quarters. Hauled on a 40-foot semi, it will have an over-all 90-foot spread when completed. The big Minstrel Show front, with its upstairs bandstand, was left behind in 1958 but will be brushed off and used again next year. Also on the show will be a Monkey Speedway received by Charley Joyce, agent and lot man, in Skowhegan, Me. Art and Vickie (Continued on page 73)

## Gooding Wins At Pensacola, Columbus

PENSACOLA, Fla. — The Gooding Amusement Company continued its winning ways at the Pensacola Interstate Fair here last week with nearly all segments of the midway sharing in higher takes.

The Wild Mouse led the fun zone with games also reported up over '57. Attendance at the fair was up some 18 per cent.

The show held a jamboree at Atlanta and raised \$4,114 for the Showmen's League of America, Hal Eifort reported. Eifort said the show had set a goal of \$5,000 for the benefit at Savannah, Ga.

Final ride and show gross at Columbus was a whopping \$101,000.

## Bill Carsky Heads SLA Regular Slate

CHICAGO — The Showmen's League of America last week announced its regular ticket of candidates for '59 offices with William Carsky heading the list and Lou Dufour the candidate for third vice-president.

Carsky is currently first vice-president. Also on the ticket are Paul Olson, who is running for first vice-president, and Ed Sopenar, candidate for second vice-president. Bernie Mendelson is up for reelection as treasurer and Hank Shelby as secretary. Sam J. Levy Sr., a past-president, is nominee for a five-year term as trustee.

Named for the board of directors are Douglas K. Baldwin, Louis Berger, Mickey Blue, Max Brantman, Elmer Byrnes, John Campi,

Noble Case, William T. Collins, James F. Conklin, Hadji Delgarian, Herb Dotten, Hal Eifort, George B. Flint, John Gallagan Jr., Benedict Garmisa, Ken Garmann, C. C. (Specks) Groscurth, Eph Glosser, Morris Haft, Jeff Harris, William Kaplan, Andy Kasin, Al Kaufman, Jack Kwiet, Lou Leonard.

Also Ed Levinson, Sam J. Levy Jr., R. H. McIntosh, Gerald Mackey, Chuck Magid, P. A. Marco, Art Morse, Harold Paddock, Dave Picard, Harry Ross, David Russell, Jack Ruback, Harry Shore, Rudy Singer, Norman Schlossberg, Lloyd Thomas, Bernard Thomas, Sam Ward, Sol Wasserman, E. W. (Slim) Wells, Ben Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody and Charles Zemator Sr.

## EXPO CLOSES LUSH TOUR FOR STRATES

**Promotion Builds Hi-Level Interest In Jacksonville**

JACKSONVILLE, Fla. — A jammed 280-by-60-foot exhibition tent and more than 6,000 sheets of advertising paper served to boost interest in the Strates - promoted Duval County Exposition, which began a 10-day stand near here on Thursday (30). The Strates organization was spotted on the Speedway Park parking lot.

Working several weeks in advance were Allen Travers and Joe Behoff, who succeeded in getting a good collection of commercial exhibits and placing 200,000 tickets in the schools. Outlook was very (Continued on page 73)

## Wis. Fair Loop Inks Panacek For 5th Year

MILWAUKEE — Belle City Shows has been signed to provide the midway attractions at the Northern Wisconsin Circuit of Fairs for the fifth year, Charles Panacek, owner-manager, announced here last week.

Fairs on the loop include those at Ladysmith, Antigo, Merrill, Rhinelander, Wausaukee, Shawano and Weyauwega. Show will add three new major rides for the coming season, Panacek reported.

Knock  
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# Buck Show's Climax Brings Ups, Downs

South Boston a Red One; Finale at Washington, N. C., Clobbered by Rain

WASHINGTON, N. C.—Wind and rain spoiled the final date of the O. C. Buck Shows at the fair here, after a season described as quite satisfactory all down the line. Arrival was in a downpour on Sunday (19).

Continuous inclement weather prevented the show from opening before late Wednesday, colored kids' day. White kids' day was rescheduled from Tuesday to Thursday. During heavy winds on Monday night the Skooter top was damaged on both ends, the Arcade blew down, and exhibit tents took a beating but stayed up.

Buck credited the fair committee, headed by Blount O'Neil, with effecting improvements of the grounds since the previous year. The midway was leveled and reconditioned, and a new gate, fencing and approaches were created. Buildings and tents were solidly filled with exhibits, and local publicity was excellent.

South Boston, Va., proved a red one in Buck's first visit there, with the midway being loaded with 25 rides, 12 shows and a big concession line-up. Joining were Bam Story with his stores, plus Tom Ferrand and Bill Taylor. New improved trailer park was well appreciated, offering modern sewage, lighting and water for each unit, and a special trailer entrance to the grounds.

Wednesday, kids' day, proved the big day for that week. A club jamboree was held Friday night with entertainment provided by W. H. Williams' Minstrel Show crew. Manager Buck auctioned off box lunches.

Show personnel dispersed following the Washington date, with the equipment heading north to Troy, N. Y., winter quarters. Lot man J. J. (Mac) McCall was expected to aid Buck in construction work in quarters over the winter.

## RAIN HURTS BIG DAYS:

# Franklin Season Up; Orders New Mad Mouse

SEGUIN, Tex.—Don Franklin Shows closed its season October 18 and all equipment is in winter quarters here where everything is under roof in a new fireproof building.

Franklin reported the season was slightly ahead of '57 and had the show not encountered rain on a number of the big days at several fairs, they would have shown a sizable increase.

The 1959 route is virtually completed and is practically the same

# Art Brainerd Buried in Kansas City

KANSAS CITY, Mo.—Funeral services were held here Saturday (25) for Arthur T. Brainerd, 81, who had been in show business for nearly 64 years. Death came October 23 after a long illness.

At the age of 16, he entered show business in Kansas City as a helper for his father who was stage manager for a traveling magic show. He later joined James Patterson in the Paterson & Brainerd Carnival. In 1931, Brainerd and Harold Riley invented a kiddie ride called Baby Doll and installed it in Fairyland Park and took it on the road.

In 1936, Brainerd joined Fox-Midwest Corporation here and served 22 years with them as a theater electrician. He retired early this year.

He was a member of the Scottish Rite, Shrine, Elks, International Alliance of Theatrical Stage Employees, Heart of America Showmen's Club and the Poplar Camp of Modern Woodmen.

Surviving are his widow, Bertha; three sisters, Mrs. Abner Kline, Mrs. Fred Smith and Mrs. Harvey L. Wells; a niece, Mrs. Milly Lou Patterson Alexander, and four nephews, James R. Patterson, Col. Robert Paterson, A. LaMont Smith and R. Bruce Shaffer.

as in '58, one exception being the addition of a fair new to the show, the Ramsey County Fair, White Bear Lake, Minn. This fairgrounds is just outside St. Paul.

Franklin has placed an order for a new Mad Mouse with the Allan Herschell Company for March 1 delivery and the ride will make its bow at the Battle of Flowers Celebration in San Antonio which is booked by Jack Ruback. In all Franklin will have 11 rides at Ruback's early spring celebration. Following that date the Mouse will be featured on the Franklin midway for the regular season.

Franklin reported that he has again signed Bill Cowan as concession manager for next year. Both Mr. and Mrs. Franklin will be at the Chicago meetings after a brief vacation.

## Margaret Levine Nominated for Caravans Prez

CHICAGO — Margaret Levine has been nominated for the presidency of Caravans, Inc., and Joan Sullivan has been named first vice-president.

Also on the ticket are Alda McCue, second vice-president; Theresa Dundee, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer.

Installation of officers will be held December 1 in the Crystal Room of the Hotel Sherman.

## Cox Nuptials Nov. 22

WATERVLIET, N. Y.—Walter B. Cox, for the last 11 seasons concessionaire on the James E. Strates Show, and Patricia Ann Lansing, daughter of Mr. and Mrs. Laurence L. Lansing, of this city, will be married at Sacred Heart Church here November 22. The pair will honeymoon in New York, where they will attend the NSA banquet and ball, and then will go to Chicago for the outdoor showmen's convention. They will winter in Orlando, Fla. Cox rejoins the Strates carnival in February for the winter fairs.

# GREATER JACKSONVILLE FAIR

Located at Gator Bowl  
Jacksonville, Fla., Nov. 12th to 22nd inclusive

WANT: For Jacksonville—Skooter, Bubble Bounce, Sky Wheel, Roto, etc. CAN PLACE all legitimate Concessions. No others wanted. We are now booking attractions for next season to open Petersburg, Va., about May 30. Winter Quarters are at Fairgrounds, Petersburg, Va.

All Address

## CETLIN & WILSON SHOWS

This week, Waycross, Ga.

# CAPITAL CITY SHOWS

WANT FOR

SOUTH GEORGIA FAIR, VALDOSTA, GA., NOVEMBER 10-15

2 Big Kid Days—Big Armistice Day—Parade, Bands  
This is the Biggest Fair in South Georgia

### SHOWS

Can place two review type Sit Down Girl Shows—must have three or more girls; Side Show, Wildlife, Glass House or any Grind or family-type Shows not conflicting. Joe Mooney-Miller, contact.

### CONCESSIONS

Prize-Every-Time and Hanky Panks of all kinds, Name On Hats, Glass Pitch, Age & Scales, Arcade, Pronto Pups, Grab. Can use one more Cookhouse for this date—Chet Miller, contact.

### RIDES

Flyplane, Caterpillar, Mouse, Sky Wheels, Turnpike, Helicopter, Twister, Dark Ride, or any non-conflicting ride.

All replies: J. L. KEEF, c/o Western Union, Thomasville, Ga.

P.S. Would like to lease one more light plant for Valdosta.

### RIDES FOR SALE

BARGAIN—REPOSSESSED!!  
Can be moved immediately from Bristol Farmers Market, Bristol, Pa.

- 1 big Merry-Go-Round, 40-footer, Man gels make, completely overhauled, good as new fluid drive.
  - 1 Roll-o-Plane, used, completely overhauled.
  - 1 8-car Octopus, factory reconditioned.
  - 1 complete Choo-Choo Train, standard make, 50' circle, 4 locomotives, 1 caboose, electric driven.
  - 1 Kiddie Rocket Sky Fighter, complete with 5 rockets, capacity 25.
  - 1 Kiddie Fire Engine, 8 fire engines capacity 32.
  - 1 Kiddie Circus Ride, 8 cars, capacity 36.
  - 1 Kiddie Ferris Wheel, 6 enclosed cages capacity 24.
  - 1 Four-In-One ride, consisting of 2 tanks, 2 caterpillars, 2 tractors, 2 ponies & higgies.
  - 1 Kiddie Water Boat Ride, 5 fiberglass boats, capacity 25.
- These Kiddie Rides 1 year old, excellent condition, completely equipped. Includes for each ride, steel fences, electric signs, all switches.
- MAX SOKOLOFF, Atty.  
Long Beach, N. Y. GE 1-3030

## PAGE COMBINED SHOWS

Want for Brooksville, Fla., Fair, Nov. 10-15

CONCESSIONS of all kinds that work for stock, Penny Arcade, Chocolate Dip, Novelties, Name-on-Hats, Foot Long, Pronto Pups and Lemonade SHOWS: Fun or Glass House, Mechanical City, Monkey Circus or Monkey Drama or any clean family-type Shows not conflicting. Now booking Rides, Shows and Concessions for our 12 Florida Fairs starting Dade City, Fla., Jan. 12, 1959. Also booking Attractions for the entire 1959 season. All replies to

BILL PAGE, Jessup, Ga.

## MILLER AMUSEMENT ENTERPRISES

NEED FOR PUTNAM CO. FAIR, PALATKA, FLORIDA, NOV. 10-15

Clean, family-type Shows; few more Hanky Panks, Arcade. Write or wire

FRED MERKER

Fairgrounds, Bushnell, Fla., Nov. 3-8.

## FOR SALE 1956 ROUND-UP

Large Size, perfect condition. With 1951 Chevrolet Tractor equipped with 8-ton Tulsa Winch, New Motor, \$12,500.00. Terms. Can be seen in operation at Houston Shrine Circus, Nov. 4-16. Contact

E. D. McCrary, c/o Bob Hammond Shows, per above route.

## JAMES H. DREW WORLD'S FAIR SHOWS

TWO-STATE COLORED FAIR, AUGUSTA, GA. November 10 to 15 inclusive

Can place legitimate Merchandise and Outright Sales Concessions of all kinds. No others need apply.

Will place one more outstanding Grind Show with modern equipment. NOTE! We are now booking and contracting for the 1959 season.

Winterquarters, P. O. Box 899, Augusta, Ga. Phone: Regent 3-3190.

All address this week: JAMES H. DREW WORLD'S FAIR SHOWS, c/o Western Union, Fitzgerald, Ga. Note! Please do not phone.

### NOTICE

TO ALL CARNIVAL OUTFITS and PARTICULARLY OPERATORS OF FROZEN CUSTARD MACHINES:

Please be advised that litigation is now going on in the Florida Courts as to legality of mobile units of frozen desserts machines, and that until such litigation is finally settled no such mobile units or operations will be permitted in the State of Florida.

FLORIDA DEPARTMENT OF AGRICULTURE  
State Dairy Supervision Division

## WARSAW, N. C.

ANNUAL VETERANS' DAY CELEBRATION, NOV. 11  
Operate all week Nov. 10-15

Space limited. Can place following. Concessions all open including Cookhouse, Eats and Flashy Bingo. SHOWS: Girl Show, Rock and Roll, Illusion and Snake. Want Ferris Wheel. Have 8 others already booked. Contact STEVE DECKER, ALL AMERICAN SHOWS, Hampton Roads Fair, Portsmouth, Va., this week. Phone EXport 3-8312. Phone on Fairgrounds here.

## WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show \_\_\_\_\_  
Kind of Show \_\_\_\_\_  
Owner \_\_\_\_\_  
Manager \_\_\_\_\_  
Winter Quarters Address \_\_\_\_\_  
Office Address \_\_\_\_\_

when answering ads . . .  
Say You Saw It in The Billboard

## National Showmen's Association

### Ladies' Auxiliary

NEW YORK — A testimonial dinner was held Monday (27) for Ann Brown, immediate past president, at Rosoff's Restaurant, with Margaret McKee as chairman. Jane Tubis and Me McKee assisted at the door. The daughter and two sisters of husband Morris Brown were among those attending, as were Mrs. Charles Bochert, whose husband is manager of the Mineola (N. Y.) Fair, Mrs. Minkoff, and Mrs. Al Howard.

Past presidents on the dias were Dorothy Goldberg, Midge Cohen, Ann Cook, Margaret McKee, Queenie Van Vliet and Dolly McCormick, plus Mildred Peterson, president.

Cocktails and a turkey dinner with trimmings were served, and there was music by Cliff Pampel, strolling accordionist, and slight of hand tricks by Lou Altmeyer of Palisades Park. Mildred Ford did her specialty dance, and Erma Bernard sang.

The past presidents group initiated Ann Brown with a suitable poem by Midge Cohen and presented her with a key of yellow and blue pompoms. A poem was sung by Kitty Rausch and Grace Steiner. Telegrams of congratulations were received from Bess Hamid, Florence Van Raalte and others. Ann Brown received a handsome three-piece luggage set and other gifts.

At the October 22 meeting president Peterson greeted Rae Gruber, Midge Cohen, Flora Elk, Stella Wilma, Irene Beuts and Grace Steiner, and Margaret McKee, just back from a European tour. On the sick list are Madeleine Basile in St. Michaels Hospital, Newark, N. J., Mabel Shoemaker, Cele Mersen, and Ruth Robbins.

# CLUB ACTIVITIES

## Miami Showmen's Association

MIAMI—Altho Executive Secretary Martin Weiss is still in Leo Levi Hospital, Hot Springs, the office is open every day.

A check for \$1,035 was received from Blue Grass Shows as the profits of a jamboree and another for \$821.75 from Cetlin & Wilson Shows.

Alton Pierson is repainting the clubrooms. Back for the season are Leo Bistany, Bill Tucker William Tara, Al Weinberg, Col. Stahler, Mel Dodson, J. D. Frisbie, Pud Hartman, Conn Weiss, Dutch Saltis, Martin Black, Harry Katz, Maxie Glynn, Rip Weinkle, Barney Tassell, Mattie Matisoff, Harry Steche, Harry Heiser, Dulio Berni, Tom Kaslin, Tommy Thompson, Johnny Appelbaum, Russell Erdell, Whitey Byus, Sam Spielman, George Lewis, Jack Rose, William C. Bryant, Jimmy Finn, Fred Barrett, Jack Ressel, Nate Cutler and John Campi.

## Hot Springs Showmen's Association

HOT SPRINGS—The House Committee announced that the Whittington Avenue clubrooms opened October 20.

Many members are in for the winter. Boots and Ethel Booth are at their Sleepy Valley residence; Shirley and Dwight Bazinet at their Banfanridge home; Bill and Jackie Wilcox at Slip-Shod Manor, and the Hazen family and Dave Chisholm, with Little Susie, at Phil's Trailer Court.

Joan Farily and Walter Canipe, who were married May 26, are in

their new home at 600 Winan Avenue.

June and Curly Reynolds are busy on Central with their Duck sight-seeing tours.

Fred Sorenson, suffering from a slipped disc, is in traction at the Sorenson home on Whittington Avenue. Blanche Sprinkle is confined to her home and under doctor's care for a heart ailment. Carl and Daisy Fritts visited the Dallas Fair. Rose Marie Stein is busy with her dancing school on Central Avenue. Caroline Holt and Vivian Zimdars are shooting for the golf trophies at the Hot Springs Country Club.

Irene Ogle is in the drapery department in Penney's. Blind Bill has a new, modern newsstand at his customary location.

## Michigan Showmen's Association

DETROIT—The first regular meeting of the season was held Monday (13), with President Cameron D. Murray presiding. Also on the rostrum were C. L. Lovejoy, first vice-president; Edor Burge, second vice-president; William Silber, third vice-president; Max Kahn, treasurer; Tim Gale, sergeant at arms; Paul Greeley, recording secretary, and Harry Pel-tier, chaplain.

The members were enthusiastic in their praise of the good decorating job in the main hall and social room which was done under the supervision of the building committee consisting of Past President Harry Stahl, Morris Mentzell and Max Kahn.

Plans were outlined by Past President Jack Dickstein and First

Vice-President C. L. Lovejoy, co-chairmen of the cemetery committee for the dedication of the memorial erected in memory of departed members at Forest Lawn Cemetery, Sunday, November 2. The entire membership will be asked to be present at the services.

Past President Ben Morrison is recovering in Los Angeles from a recent operation.

## Midwest Showmen's Association

### Ladies' Auxiliary

MINNEAPOLIS — President Mickey Collins was in the chair at the regular October meeting, assisted by Betty Carroll, second vice-president. Mildred Forcier is a new member.

Hazel Erickson was reported ailing and confined to her home at 925 40th Street, N.W., Minneapolis. Final plans were made for the November 1 homecoming party. Blake Lambert was put in charge of entertainment; Betty Carroll, refreshment chairman, appointed the following to assist in food preparations: Mickey Collins, Evelyn Spence, Black Lambert and Marge Maupen. Verna Winkley and Peggy Junkin were to supervise decorations.

Belle Signor left for a three-week trip to San Francisco.

Following the meeting refreshments were served by Mary Dean and Neva Lanke.

## Show Folks of America

SAN FRANCISCO — Guests and members alike enjoyed the homecoming party. Earl Leonard, chairman, supervised serving of a steak dinner. Assisting were Joe Barel, Jessie Gresham, Mary Richards, Dave Long, Lloyd Crow, Ernest Santanni and Mr. and Mrs. Oscar Mattley.

Among the 80 guests were George B. Jackson from Dallas.

Mr. and Mrs. Bob Dignan and Mr. and Mrs. Klon Grubb each have new daughters. Mr. and Mrs. John P. Harvey Jr., and Frank Montgomery are new members. Membership was saddened by the death of Eva Gillie's husband.

## Page Shows Goes to Barn

ATHENS, Ala.—Page Bros. No. 1 Shows closed its season on the fairgrounds here and personnel have scattered to various winter destinations.

Mr. and Mrs. W. E. Page and the Norman Littlefield family remained in winter quarters; Mock House, Gadsden, Ala.; Mr. and Mrs. Stanley Johnson, Howard Piercy, Tampa; Pete Johnson and family, Chicago; Eddie Connors and family, Nashville; Mr. and Mrs. LeRoy Crandell, Mobile, Ala.; Mr. and Mrs. Hobe Cole, Vero Beach, Fla.; Mr. and Mrs. Wayne Petatte, Columbia, Miss.; Mr. and Mrs. Duke Kenwak, Miami; Frank Hunter, Springfield, Tenn.; Dick Tucker, Linden, Tenn.; Boyd Baldwin, Russellville, Ky.; Johnny Johns, Alexandria City, Ala., and Jimmy Cooley, Florence, Ala.

## Lone Star Showmen's Club of Texas

DALLAS—There was a good turnout for the annual bond give-away party. Over 150 turned out.

Those going home with bonds were Addie Gordon, Claudia Fisher, Floyd Vincent, Gil Gray, Martin Rossine, Lloyd Shrewsbury, Herman Dillard, Jack Wilson, Jean Haddad, Rosanna Young, Eddie Fowler, Archie Hensley, Vera Loos, George Jensen, Edith Johnson, Bailey Drive-Inn Market, Pat Templeton, Gus Pappas, Joe Provo, Nell Dallas, Laura Manus Young, Joan Miller, Betty Hardy and Dave Gregson.

Mr. and Mrs. Fred Skiles, daughter and son-in-law of Mr. and Mrs. Riley Hickman, were guests of honor at a recent stork shower. Hostesses were Lucille L'elaporte, Peggy Iles and Margaret Pugh. Guests included Mrs. Joe Murphy, Helen Rees, Martha Moss, Lois Crangle, Mabel Welshman, Pearl Vaught, Milly Cepak, Lera Ludwick, Robbie Ponton, Sue Humbert, Mrs. Jimmie Archer, Lucille Delaport, Louise Hickman, Grace Tinder, Lena Panther, Ketta Lindsey, Inez Carroll, Betty Harris, Carol Delaport, Charlene Kearns, Irma Meeks, Jana Delaport, Carol Bcyd and Lill Scofield.

## Conklin Gets 5 Mouse Rides, Will Use Two

CHICAGO — J. W. (Patty) Conklin, of Toronto, said here last week he had just returned from Europe where he arranged for shipment of the five Wild Mouse rides he had bought earlier.

He said that two would be retained for use in Conklin parks, one at Crystal Beach and one at London, Ont. One other Mouse has been sold and the remaining two are to be sold.

Conklin was en route to Hot Springs, Ark.

## PCSA Reskeds Winter Events

LOS ANGELES—Because the Pacific Coast Showmen's Association this year will be host to the Western Fairs' Association, three of its important winter events will be held approximately a week earlier than in the past, Jimmy Lantz, president, said here last week.

The annual Memorial Services, traditionally held on the Sunday prior to the banquet and ball, will be held November 30 at Showmen's Rest, Evergreen Cemetery. Past Presidents' Night, which has always followed Memorial Services on a Monday, will be held December 1. This year, to have it wind up the Western Fairs' meeting, the banquet and ball will be on Thursday instead of Tuesday. It is scheduled for December 4 in the Biltmore Hotel, this time in the Biltmore Bowl to accommodate the large crowd. Joe Glacy is the chairman of the ball with R. H. (Dick) Scearce serving as co-chairman.

# WILD MOUSE!

We will take orders for 2 Wild Mouse Rides manufactured in Germany.

Delivery can be guaranteed before May 1, 1959.

## PORTABLE CONSTRUCTION SIMPLIFIED ERECTION

### PROVEN RESULTS

#### The Figures Tell the Story:

Our Wild Mouse Grosses in 1958—  
Canadian National Exhibition, \$44,200  
Belmont Park, Montreal . . . . \$63,500  
You may check these figures with Hiram E. McCallum, general manager of the Canadian National Exhibition, Toronto, and Rex D. Billings, manager, Belmont Park, Montreal.

At Playland Park, Rye, N. Y., the ride created a sensation. Ed Kilcullen, manager, Playland Park, will be pleased to tell you about it.

If anyone wants to build his own WILD MOUSE, we will sell complete structural plans. If desired, we can furnish the track and the cars, manufactured in Germany.

This ride has proven to be the biggest sensation and has the greatest earning power of any ride in the amusement business. It is truly portable and with an efficient crew can be moved with any travelling show.

## GET THE GENUINE RIDE, ENGINEERED CORRECTLY, BUILT FOR YEARS OF STEADY SERVICE

A WORTH-WHILE AND PROFITABLE INVESTMENT

INQUIRE J. W. CONKLIN, FUN CARS LIMITED

Brantford, Canada

Phone: Plaza 3-2619

## CAROLINA COMBINED SHOWS

Want for Myrtle Beach, S. C., Fall Festival, week Nov. 2-7; with Georgetown, S. C.; Conway, S. C.; Beaufort, S. C., and Charleston, S. C.

Want non-conflicting Rides. Also worth-while Shows. Can place Hanky Panks and Grind Concessions. Want Eating and Drinking Stands, etc. All contact:

CAROLINA COMBINED SHOWS, c/o Western Union, or phone Hillcrest 8-7324, Myrtle Beach, S. C., all this week; then as per route.

# MIDWAY CONFAB

Turner Scott is back in Daytona Beach, Fla., where he will open his rides on November 13 for his sixth year. He and Mrs. Scott spent several weeks touring Southern fairs. . . Mrs. Pat (Burke) Harbin is in Opelika (Ala.) Lee Hospital for surgery. . . Ruth Williams writes that she's back in Ocala, Fla., after a third season with the Collins Shows. . . Don Butter has been moved to Oakdale (Ia.) Hospital from Des Moines.

Louis J. Berger, agent for the Olson Shows, is back in Chicago after the show wound up its tour in Beaumont, Tex., and is in the offices at 139 North Clark Street.

Folks on the O. C. Buck midway dispersed as follows after the fair date in Washington, N. C.: Florida bound were Mr. and Mrs. Joe Marchiano Sr. and Mr. and Mrs. Joe Marchiano Jr., Mr. and Mrs. A. O. Sack, ride superintendent William Beldock, Frank Vogt, Marie Seifker, Larry and Ann Marcassio, Curly Coward, Mr. and Mrs. Harold Wetherbee, Charley Wright and Mr. and Mrs. George Sleightman. Northbound were Oscar Buck, Mr. and Mrs. Roy Peugh, Jimmy Quinn and J. J. McCall. Show Secretary Mrs. Elizabeth Murphy returned to quarters in Troy, N. Y., then went to Goldsboro, N. C., to

# Ben Wolfe Reports 1958 Is 10% Ahead

GREENVILLE, S. C. — Wolfe Amusement Company is back in winter quarters here after a season that delivered a 10 per cent increase, according to Ben Wolfe, owner. The season was 30 weeks long and included 15 fairs and celebrations.

During the winter, Wolfe will devote some time to the operation of his department store in Landrum, S. C., but will also be busy making plans for the 1959 tour of his show.

The White Kessler family will remain in quarters where White will supervise work on rides and equipment. After a short vacation the following will also return to quarters: John Lytle, Mr. and Mrs. Abernathy, John Williams and Leroy Sims.

Other destinations: Mr. and Mrs. Buck Denby, Charleston, S. C.; Mr. and Mrs. Mike Lucas, Warren, O.; Fred Bell and family, Charleston, S. C.; Frank Lombardi, Miami; Mr. and Mrs. Roy Beatty and son, Hershel, Gaffney, Ala.; Doyle family, Connecticut; Mary and Jessie Brown, winter quarters; Cunningshams, Oklahoma; Mr. and Mrs. T. Epple, Texas; Mr. and Mrs. Bill Pyke, Texas; Mr. and Mrs. Shorty Brown, California; Mrs. Christine and son, Larry, Appomattox, Va.; Mr. and Mrs. Gene Compton, Sumter, S. C.

# Rock City Has Okay '58 Tour

TERRELL, Ark. — Rock City Shows, leased from Carl Burkart and operated by George Eisenhower, closed its 1958 season October 25 and is now in winter quarters here. Following the close Eisenhower purchased the leased equipment and has already signed up some fairs and a July 4 date for 1959.

The season as a whole was profitable, he said, before leaving here with his family to visit on the West Coast. Eisenhower plans to return here soon and will attend the Little Rock fair meeting.

winter with her sister, Eleanor Theile.

Betty Peugh, wife of Roy Peugh, underwent an operation at Beaufort County Hospital, Washington, N. C., and convalesced in the couple's trailer prior to their trip home to Waterford, N. Y.

Emmitt and Percilla Bejano are in their home in Tampa after playing State Fair of Texas, Dallas.

R. H. (Dick) Searce, manager and general agent of the William H. Meyer Gold Coast Shows, is back in Los Angeles following a visit to the Olson Shows midway in Birmingham. Searce reported that his show has purchased a Mad Mouse ride to be delivered in February. Immediately upon his arrival on the West Coast, Searce began working on the Pacific Coast Showmen's Association banquet and ball, of which he is the co-chairman. The event will be held December 4 in the Biltmore Hotel, Los Angeles.

Sonny Broeffle, with the Bill Hames Shows the past season, a member of the Miami Showmen's Association and formerly connected with the Cetlin & Wilson Shows, sustained two broken legs in an auto accident recently and will be in St. Francis Hospital, Cincinnati, for a period of four to six weeks, said his wife. He would like visits from showfolk friends and mail.

Paul La Cross, Continental Shows agent, and Mrs. Cross have returned from a visit to their new grandson, born to airman 2d class Bob LaCross, of Eglin A. F. Base, Florida. The elder La Cross will be working his shooting and knife-throwing act on winter dates.

Mr. and Mrs. Al Kaufman, he's the concessionaire on World's Finest Shows, have announced the marriage of their daughter, Judith Carol, to Robert Joseph Krum recently in New York.

Joe Sherman and Harry Nelson have been attending their first meetings as Governors of the National Showmen's Association.

Lee Alexander, son-in-law of show owner James E. Strates, is Democratic candidate for Onondaga (N. Y.) county clerk.

David E. Fineman will be back on the King Reid Shows as business manager, owner King Reid reports. Harry Agne, Paul Miller, Bill Chalkias, the Art Pinsonaults and others will also return.

# Art Thomas

Continued from page 70

Sask., Lloydminster, Sask., Vermilion, Alta., Vegreville, Alta., Red Deer, Alta., North Battleford, Sask., and Prince Albert, Sask.

Delegates attended a breakfast meeting as guests of the Yorkton Industrial and Agricultural Exhibition. They were officially welcomed by Mayor T. H. Cowburn, of Regina, and N. E. Huston, president of the Regina Chamber of Commerce.

A dinner meeting Monday evening was addressed by Hon. I. C. Nollet, provincial minister of agriculture, and honorary life memberships in the WCFA were presented to Carl Heckbert, Vermilion; Arthur Bater, North Battleford, and Percy Tinker, Yorkton, for their contributions to the association and to agriculture generally. T. H. McLeod, manager of the Regina Exhibition Association, was a speaker Tuesday afternoon.

Delegates decided to ask the provincial government for increased grants toward prize money.

Election of officers will take place at the annual meeting in Saskatoon, January 26 - 27. President now is J. S. Reynolds, of Estevan, and secretary is George K. Ross, Prince Albert.

# Expo Closes

Continued from page 70

good as the show prepared to open under Lions Club auspices.

The Stony Roberts thrill show was booked in for the first four nights. Also set was a pair of high acts, beauty queen contest, fireworks, and stock car racing on both Saturdays. Midway gate was set at 50 cents with no charge to kids.

Advertising was heavy as anticipated, since the Greater Jacksonville Fair is to open five days after the Strates promotion closes.

# Peak Grosses at Fairs

This date climaxes one of the show's best ever. Grosses during fair season were hardly disturbed by weather, which had hampered springtime and summer operations. Following a series of big winners up north was the North Carolina State Fair in Raleigh, an overwhelmingly successful engagement into which Strates threw its most formidable array of equipment. Weather proved perfect and spending exceeded anything seen there in the past.

Florence, S. C., which followed, was also better than in the past despite rain on Tuesday and Wednesday, which hurt one of the kiddie days. Rejoining in Jacksonville after departing for a week at the South Carolina State Fair in Columbia was the Dowis Sky Wheels.

Show goes into Orlando winter quarters following the date here and will emerge next on February 23 for the fair in that city, unless the dates for Homestead, Fla., as yet unset, fall prior to then.

# Reid Regains

Continued from page 70

Pinsonault, who added a Turnpike ride to their floss and candy apple operation, have acquired a kiddie Merry-Go-Round and Roto Whip from the Mangels plant, and will tour them with Reid.

Regulars on the show besides those mentioned included Irene Burton, Wild Life; Tommy and Willie Devito and Mom Devito; Art Brooks, two jewelry stores; Lesioski, five stores; Frankie Allen of Providence, five; Flo and Joe Schiavo, duck ponds; Bill Chalkias Sr., Side Show, Monkey Show and Torch Lee revue, and Bill Chalkias Jr., cookhouse and concessions.

Staff had Mrs. Reid, secretary-treasurer; Charley Joyce, agent and lot man; Tommy Austin, purchasing agent and billposter; Toby Kneeland and Al Thomas, electricians. Reid said the agreement with ESE calls for installation of a 60-foot neon sign over the boulevard which cuts thru the playland area.

# C-W Record

Continued from page 70

again winter in Petersburg, Va., but the Wilsons will go to Miami. Treasurer William Hartzman, who was seriously ill with a heart condition when show was here last year, is back at work full time, and he and his assistants, J. E. (Whitey) Walker and Jack Leopard, entertained many friends. Rip Wenkel visited his home in Miami while show was here. Al Dorso reported good business for his cookhouse and bingo.

Benny Weiss, who for many years has operated a bingo stand on the independent midway, was missed this year. His concession was managed by Mrs. Martha Weiss and son, Jackie, while Ben played a date in Texas.

Show train was loaded early Sunday and moved on to Albany, Ga. In addition to the 35 railroad cars, show uses approximately 40 semis for highway transportation.

# San Francisco Club Skeds Banquet-Ball

SAN FRANCISCO — The annual banquet and ball of the Show Folks of America will be held in the Gold Room of the Sheraton-Palace Hotel here January 11, Alex Freedman, SFA president, announced last week.

The event will follow the memorial services which will be held in the early afternoon at the club's plot in Olivet Memorial Park.

Both the services and the banquet will follow the Past Presidents' Night festivities to be held in the clubrooms January 10. The installation of officers will be held January 12 in the clubrooms.

December calendar includes the election December 1; Christmas Dinner, December 25, and the New Year's Eve Party, December 31.

Mike Krekos is chairman of the banquet and ball committee this year.

# Velares Mark Golden Anni.

LONG BEACH, Calif. — Elmer and Ruby Velare, who were married October 26, 1908, were guests at a party honoring their golden wedding anniversary at the home of Ote and Grace Geoffrey here Monday (27).

At the time of their wedding in Abilene, Kan., Velare had just finished the season with the C. W. Parker Shows, one of the organizations with which he was with during 60 years in show business. Starting as an acrobat, he tramped with his brother, Curtis, with carnivals, circuses, minstrels, tab shows and other organizations. He and his brothers were associated with Carl Sedlmayr for 17 years in the operation of Royal American Shows. The Velares are now building and operating portable Rotors and the new Space Wheels in addition to having rides and attractions on the Nu-Pike here and at Pacific Ocean Park in Santa Monica.

Among those attending the dinner were, in addition to the Geofreys, Charles and Grace Goss, Toney and Ruth Martone, Mr. and Mrs. Roy Snyder, Bill Bays, Curtis Velare, Gus Geoffrey, Kitty Flint, Mr. and Mrs. Ora Houltons, Hazel Woodward, Josephine Fox, Mary Draper and Sam Abbott.

# Rose City Rides Closes OK Tour; Plans Expansion

CAPE GIRARDEAU, Mo. — Schrader's Rose City Rides closed a good season October 25 at Charleston, Mo.

The show played nine homecomings and eight fairs, with four of the later being new ones on the route. Gross was okay and the still dates were above average as the weather man smiled on the show this year.

Plans for 1959 call for the addition of a Roller Coaster and one other major ride.

Mr. and Mrs. Schrader and Mr. and Mrs. George Salisbury plan a fishing trip at Bull Shoals, Ark. Other personnel and their winter destinations are: Bill Ruesskamp, West Tuschoff and Harold Murphy, Cape Girardeau, Mo.; Cy Darling, Joplin, Mo.; Joe Cavin, Willow Springs, Mo.; Traveler Hines, Kansas City, Mo., and John Rogenbuck, Rolla, Mo.

# Davis Marks 53d Season

WILLISTON, Fla. — Southern States Shows will close its 1958 season here Saturday (8) and John B. Davis, general manager, will mark his 53d year in show business.

Following the close at the Levy County Fair here, show will be moved to Tampa winter quarters.

# AUTOMATIC DEVILS BOWLING ALLEYS

These Alleys are too well known to require detailed description. Can be furnished in 12 ft., 14 ft. or 16 ft. lengths. Balls are made of hardwood, 2-3/4" diameter, or you can get rubber balls which are silent with these alleys. Alley complete with 100 balls, \$325.00 — which is \$50.00 off list. Used Alleys, \$150.00. These Alleys are guaranteed to be in first-class working condition when they leave our shop. We only have three of these second-hand Alleys, so get your money in now on a deposit on one. Motors are all new electric.

RAY OAKES & SONS  
4307 N. West Shore Blvd., Tampa 7, Fla.

# FOR SALE 12 CAR SCOOTER RIDE

40 x 60 ft. Building, late model Cars, completely repaired like new this season. New Top this year. \$9,000.00. Terms. Contact: E. D. McCrary, c/o Bob Hammond Shows, Shrine Circus, Houston, Tex., Nov. 4-16.

# WANTED A-1 Truck Mechanic

(Gas Engines) Must have plenty of tools, willing to work and take orders. All winter's work in shop with road work next season. Answer in first letter, your qualifications and recommendations. Also send late photo. Drinkers, loafers and triflers—please don't answer. Save your time and mine.

BOX A-218, c/o The Billboard  
1520 N. Gower St., Hollywood 28, Calif.

# Concession Equipment FOR SALE

Tents, Cushions, Popcorn, Snow and Floss Machines, Hot Plates, Steam Table, Hot Dog Warmers, Cash Register. Write: LEON KUHN  
801 Hazel St. Texarkana, Ark.-Tex.

# LARGE BEAUTIFUL CARNIVAL FOR SALE

Fully equipped, full transportation. Write BOX 7247, Minneapolis 12, Minn., for further information.

# Thank You LEW HALL CONCESSIONAIRE

for your G. M. C. truck purchase. "Save Money With Johnny" JOHNNY CANOLE  
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## PIPES FOR PITCHMEN

**HARRY ATOM . . .** (Greenstein) wants to thank all who sent get well cards recently and would like them to know that he has been transferred to Jewish Hospital, Brooklyn.

**E. C. PARDEE . . .** writing from Kennett, Mo., reports that he has been on the sick list, but is out trying again. "Things are not as good in this area as they used to be," Pardee says. "Would like to read pipes from Gerald Wantz and Jack Stover."

**WRITING . . .** from Clarksdale, Miss., Joe Joblots reported plans to make the football game at Starkville, Miss., with Sammy Bluestein. Joe would like to read pipes from Mike Halperin, Frank Lazar, Jack Rubin and Nellie Regar.

**BERNARD D. KANTOR . . .** the Cleveland pitcher, says he will devote time only to hot sellers in 1959. "Life is too short to waste time on hopeless products, uncooperative distributors and synthetic 'wholesale' prices," he declared.

**JUST BEFORE . . .** entering a hospital for an operation, A. G. (Bozo) Baugh visited the San Fernando Valley Fair at North Ridge, Calif., and noted the following workers there: C. O. McDonald and Jimmy Royce, coils; Walter Long and Red Holman, candy; Raymond (Red) Gates and Fritz Lauber, name on buttons; Doris Leider, hats; Joe Leider and Al Mall, novelties and gas rubber; Pop Crane the zircon king, and W. J. (Red) Powell, Joe Kuta, Terry Roberts and Joe Vincent, all former vendors with the Beatty and Polack shows, working joints.

**MRS. LOUISE BRENOVITCH . . .** along with Jack (Bottles) Stover, worked the October 17 stock sale at Staunton, Va., to fair takes. She will be remembered by old-timers in the trade as the widow of Jimmy Burke, who passed away eight years ago.

**RECENTLY . . .** discharged from the hospital after a serious operation, A. G. (Bozo) Baugh says he is indebted to vet pitchman Johnny Frank for a contribution of blood when Baugh

was in desperate need of it. While hospitalized Baugh was cheered by a visit by two of the pitch boys from Polack Bros.' Circus, Al Starkey and Art Harris, for which he also was appreciative.

**DOC MILTON BARTOK . . .** who with his wife, Betty, operates the Bardex Medicine Company, reports from winter quarters in Sarasota, Fla., that the show closed a satisfactory season recently in Meridian, Miss. Confining their route to the South this season, the Bartoks carried 25 to 30 people on their show, which worked under a new 60 by 160-foot cable bale ring top, acclaimed by them to be far superior to the old-style rope tent. So pleased were the Bartoks with the tent's operation that they recently took delivery on another tent of the same type and size from U. S. Tent & Awning Company for the 1959 season. This year's outfit will henceforth be used as a spare. The Bartoks plan to reopen the show early in 1959 for a few Florida dates before heading north on their 1959 route.

**WRITING . . .** from Mount Jackson, Va., Jack (Bottles) Stover reports that he got a few bucks working the Black Walnut Festival at Spencer, W. Va., on October 10 and 11 despite a rainy Friday. "I can't understand why there weren't other sheeties and pitchmen at the event," said Bottles. "I had expected to see my old friend, John Swisher, of Charleston, W. Va., and Prof. Harry Wright with his scales and age-guessing at the event, but maybe the latter wasn't finished counting his loot accumulated at the recent Tri-County Fair, Petersburg, Va. This is apple pickin' time in the Shenandoah Valley, and I'm here picking a few of the pickers. Meanwhile, I'm awaiting word from Clyde (Fast Money) Forkner as to when and where I'm to join him for the Carolina and Virginia markets. Currently he's at home in Mount Airy, N. C. Due to illness in the family he's been working close-in spots, but according to a report received from him recently he's about ready to roll. Would like to read pipes from Phil Babcock, Spud Mangum, Heavy Forkner, Red Baker, E. C. Pardee, Father Patrick Walter and Ethel Stovel."

## COMING EVENTS

- Arizona**  
Ajo—Ajo Rodeo, Nov. 15-16. Gene Tally.  
Phoenix—Home and Garden Showing, Nov. 19.  
Phoenix—Intl. Auto Show, Nov. 18-24.
- California**  
Los Angeles—Los Angeles Auto Show, Nov. 14-23.  
Los Angeles—Stockyards Rodeo, Nov. 28-30.  
Santa Clara—Santa Clara Valley Boat, Travel & Sports Show (Fairgrounds), Jan. 2-4. Bob Barkhimer, 23399 Glenwood, Los Gatos.  
San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1.  
San Francisco—Grand Natl. Livestock Expo. (Cow Palace), Oct. 31-Nov. 9. Nye Wilson.  
San Francisco—San Francisco Rodeo, Oct. 21-Nov. 9.  
Turlock—Far West Turkey Show, Dec. 2-4. M. S. Johnson, Chamber of Commerce, 207 Crane Ave.
- Colorado**  
Denver—Denver Auto Show, April 6-11, 1959.  
Denver—Denver Rodeo, Jan. 15-24.
- Florida**  
Cocoa—Cocoa Home Show (Armory), Nov. 7-10. Al Stern, P. O. Box 1235.  
Fort Lauderdale—Kiwanis Club Hobby Show, Nov. 7-9.  
Hollywood—Home Show (Armory), Jan. 24-26. Al Stern, 3007 N. Ocean Blvd.
- Illinois**  
Chicago—Chicago Auto Show, Jan. 17-26, 1959.  
Chicago—International Livestock Expo., Nov. 28-Dec. 5. W. E. Ogilvie.
- Kentucky**  
Louisville—Motorama Rod & Custom Show (Fairgrounds), Nov. 14-16. N. Perry Luster.
- Louisiana**  
Baton Rouge—La. Livestock Show & Dixie Horse Show, Nov. 6-9. W. M. Babin, Box 8637, University Station.  
Cameron—La. Fur & Wildlife Festival, Jan. 16-17. Jerry Wise.  
Lafayette—S. La. Mid-Winter Fair, Jan. 15-18. Dr. T. J. Aronoux.  
New Orleans—Mid-Winter Fair & Poultry Show, Nov. 14-16. Frances C. Smith, 6449 Vicksburg St.
- Maryland**  
Timonium—Eastern Natl. Livestock Show, Nov. 15-22. Joseph M. Vlat.
- Michigan**  
Bay City—Poultry Show, Jan. 15-16. Ben W. Mau.  
Detroit—Detroit Auto Show, Nov. 22-30.  
Detroit—Junior Livestock Show (Stock-

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

NOVEMBER 3, 1958

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### Minnesota

Minneapolis—Midwest Auto Show, Jan. 1-18, 1959.  
St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.

### Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. P. W. Kahler.  
St. Louis—St. Louis Auto Show, Nov. 21-30.

### New Mexico

Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.

### New York

New York—Florida Preview of 1959 (Coliseum), Nov. 15-23.  
New York—Intl. Festival of Pets (Coliseum), Nov. 26-30.  
New York—National Horse Show (Garden), Nov. 4-11.  
New York—National Motor Boat Show (Coliseum), Jan. 16-25. Joseph E. Chontes.

### Ohio

Cleveland—Mid-America Boat Show (Auditorium), Jan. 3-11. Cleveland Press & Marine Trades Assn.  
Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25.

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Toledo—Toledo Home & Travel Show (Auditorium), Jan. 21-Feb. 8. Milt H. Tarloff.

### Oregon

Portland—Sports Show (Masonic Temple), Nov. 8-9. Jack Matlack.

### Pennsylvania

Harrisburg—Pa. Farm Show, Jan. 19-16. J. B. McCool.  
Harrisburg—Natl. Livestock Expo., Rodeo & Truck Show (Farm Show Bldg.), Nov. 10-14.  
Harrisburg—Standardbred Horse Sale (Farm Show Bldg.), Nov. 26.  
Harrisburg—Feeder Pig Sale (Farm Show Bldg.), Nov. 26.  
Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10.  
Nazareth—Nazareth Farm Product Show, Nov. 20-22. P. R. Selfert.  
Philadelphia—Philadelphia Auto Show, Nov. 22-29.  
Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959.

### Tennessee

Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.

### Texas

El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.  
Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 8.  
Houston—Houston Auto Show, Nov. 29-Dec. 7.

### Utah

Ogden—Golden Spike Livestock Show, Nov. 14-19.

### Washington

Seattle—National Boat Show (Natl. Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

### CANADA

#### Ontario

Toronto—Royal Agrl. Winter Fair, Nov. 14-22. C. S. McKeel.

#### Saskatchewan

Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11.

### NAAPPB Show

Continued from page 66

more; National Amusement Device Co., Dayton, O.; Ohio Mechanical Handling Co., Akron; Ottaway Amusement Co., Wichita; Pepsi-Cola Co., New York.

#### Perey to Wilson

Perey Turnstile Co., New York; Philadelphia Toboggan Co.; Phillips Amusements, Bloomington, Ill.; Poppers Supply Co., Philadelphia; Pretzel Amusement Ride Co., Bridgeton, N. J.; Harry E. Prince, Boston.

San Antonio Roller Works; B. A. Schiff & Associates, Inc., Miami; Scott Port-A-Fold, Inc., Archbold, O.; Sellner Manufacturing Co., Faribault, Minn.; Seven-Up Co., St. Louis; Lowell Staff Amusement Co., Amarillo, Tex.; Standard-Harvard Metal Typer, Inc., Chicago. Streifthau Manufacturing Co., Middletown, O.; Tolona Pizza Products, Inc., Chicago; Tyson-Caffey Corp., Wayne, Pa.; United Manufacturing Co., Chicago; Eric Wedemeyer, Inc., New York.

Weldon, Williams & Lick, Fort Smith, Ark.; Williams Manufacturing Co., Chicago, and E. B. Wilson Co., Detroit.

### ROLLER RUMBLINGS

Continued from page 66

ing the wholesome, attractive girls to whom roller skating appeals.

The local promotion has worked out well, but the national finals have proved to have far greater impact than expected, and Shevelson predicts: "Judging by its rate of growth, the contest should be twice as big next year."

#### AOW Inaugurates Ticket Book Sale . . .

ELIZABETH, N. J. — The America on Wheels chain of rinks inaugurated a bargain admission ticket book sale, offering 10-ticket books (a \$7.50 value) for \$4.99. The sale, begun October 17 and concluding November 1, was designed to retain old customers and attract new ones. The chain pointed out to prospective customers that the books make ideal Christmas gifts.

AOW kicked off its party season with a Halloween event at Alexandria (Va.) Arena on October 29; similar affairs on the 30th at Boulevard Arena, Bayonne, N. J.; Bladensburg (Md.) Arena, Hackensack (N. J.) Arena, National Arena, Washington, and Levittown (N. Y.) Arena, and parties on the 31st at Twin City Arena, Elizabeth; Capitol Arena, Trenton, N. J., and Mount Vernon (N. Y.) Arena.

The chain advertised 45 wrist watches as prize awards at the events. They were awarded in "most married girl" contests and to patrons acclaimed "best dressed" and having the funniest and most original costumes. Party dates were purposely staggered so that customers not winning at one rink would have a chance at prizes offered by other links in the chain.

#### Skating News Notes From the Eastern Area . . .

NEW YORK — Park Circle Roller Rink now is the only full-time rollerdrome in Brooklyn. Empire and Rollerama are part-time operations, while Eastern Parkway is shut to skaters. . . . America on Wheels racing season opened re-

cently at Twin City Arena, Elizabeth, N. J. . . . The West New York, N. J., icer is prepping a skate queen contest. . . . An intermediate ice hockey league has been formed at Roosevelt Field, Garden City, N. Y. . . . Skateland, the outdoor ice rink in New Hyde Park, N. Y., has introduced a Little League hockey program. Bill Chadwick, for 16 years a leading National Hockey League referee, will direct the loop. . . . Park Circle Roller Rink had a 10-year record turnout for its first monthly contest, held recently. . . . Municipal icers at Flushing Meadow and Central Park opened October 18.

#### Halloween Party Draws at Bunn's Skateland, Lufkin . . .

LUFKIN, Tex. — Skateland here, operated nightly except Sundays by Mrs. J. W. Bunn, is drawing good crowds, according to Fred C. Landrus. Big night last month was October 31 when a Halloween prize costume party was staged. Everyone in costume was treated to a slice of pumpkin pie and a soft drink. Mrs. Bunn also plans Thanksgiving and Christmas parties at the rink, which has a 65 by 115-foot maple floor.

### New Hampshire

Continued from page 67

of \$3,100 from receipts of \$15,371. Rochester's profit was \$4,206 with admissions of \$31,946. Con-toocook was also on the black side of the ledger with \$2,500 out of gross income of \$20,676.

New Hampshire's fairs expended \$114,300 in premiums, an increase of \$2,550 over the previous year. Premiums are ordinarily higher every year as the fairs share in the subsidy according to the amount of premiums paid. The subsidy comes from a tax of one-quarter of 1 per cent on pari-mutuel racing.



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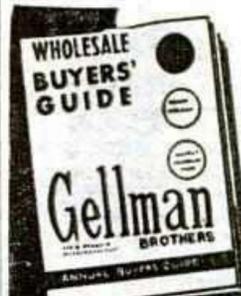
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All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

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Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr extra. No Federal Excise Tax.

Free catalog STERLING JEWELERS 1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP CARDS BASEBALL CARDS at very reasonable prices.

Phone: Wheeling—CEDAR 34282. COLUMBIA SALES CO. 302 Main St. Wheeling, W. Va.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

HOW ARE YA FIXED FOR GAGS? Here's your chance to stock up with laugh material at an introductory bargain offer. Only \$3 with this ad.

"CLASSIC COLLECTION" The Comedy Classics of tomorrow SHOW-BIZ COMEDY SERVICE (Dept. B 23)

425 AVENUE V Brooklyn 23, N. Y.

SEND FOR FREE PRICE LIST NEWEST Comedy Material, or send \$10 and get \$50 worth of Gags, Sketches, Monologues, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. no24

SENSATIONAL INTRODUCTORY OFFER! Over 1,000 new gags, \$1. 4,000 gags, \$4. List free. Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. no17

23,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. no24

Advertising Specialties

SEND FOR FREE SAMPLE AND DISCOUNT schedule, attractive outdoor advertising pennants at low prices. Write Radder Products, Box 31, Colvin Station, Syracuse 5, New York. no10

Agents, Distributors Items

ALL LEATHER BILLFOLDS, SIX DOLLARS a dozen. Boxed sample prepaid one dollar. Jack Eastwood, Route 6, Box 29A, Portsmouth, Ohio

ASSORTED CAMEO, FILIGREE, PEARL, Stone Earrings, gross \$19.75; 3 dozen sample deal \$8.90 postpaid. Free catalog. Jacobi, 1715 E. Mercer, Seattle 2, Wash. no24

Did This Ad

ATTRACT YOUR ATTENTION! USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

Rate: \$14 Per Inch

Rule border permitted when using two inches or more.

CHRISTMAS AND COLORFUL FEATHER \$1 Earrings. Hundreds handmade styles. Closeout Special, 144 pairs, \$36 prepaid; one lot, 144 pairs, \$18 prepaid. Lastufka Products, Box 10248, Tampa, Fla. no3

CLEANS WINDOWS WITHOUT MESS. Strange "dry" cleaning-cloth. Replaces liquids. Windows gleam. Samples sent on trial. Kristee 103, Akron, Ohio.

COMPLETE LINE OF ENGRAVING & RELIGIOUS jewelry for Christmas Store workers. Send for catalog. Samuel B. Pockar Co., 477 Smith St. (rear), Providence 8, R. I. no17

COSTUME JEWELRY, BEAUTIFULLY boxed sets direct from our factory. Fast selling money makers. Write Pickcraft, B-68 Peck St., Attleboro, Mass. no10

EARRINGS, ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. no24

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 ds. Stoned & Tailored Earrings 1.75 ds. Pierced Earrings on Display 1.25 ds. Charm Bracelets, asst. 1.50 ds. Eng Lord's Prayer Neck, boxed 3.00 ds. Stoned Heart Sets, boxed 6.00 ds. Children's Jewelry, boxed, asst. 1.50 ds. Asst. Tie Slide, carded 1.00 ds. Tie & Cufflinks Set, asst. 3.75 ds. Pearl Necklace (domestic) 1.45 ds. Neck & Earrings, asst., boxed 7.20 & 9.00 ds. Cufflinks, carded, asst. 1.95 ds. Necklaces, asst. 1.50 ds. Engraving Charm Bracelets 2.00 ds. Asst. Earrings, carded 6.50 gr. Ropes & Poppits 2.25 ds. 3-Pe Pearl Sets, boxed 6.00 ds. Cultured Pearl Tie Tack/Display 3.50 ds. Broken Jewelry—Min. 5 lbs. 1.00 lb. Ident. Bracelets, domestics 2.00 ds. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00 E2—Stone Earrings, Asst. Gr. 21.00 E3—Stone E/Rings, Etc., Asst. Gr. 12.00 O1—Odd Lot Neck & Braces, Gr. 15.00 W1—Men's 6-Piece Watch Set 5.15 W2—Ladies' 5-Piece Watch Set 6.25 R3—Gent's Stone Rings, Asst. Dz. 2.50 B3—Boutiques, Boxed, Asst. Dz. 3.00 L-3—Romson-Type Lighter Dz Cd. 4.50 C3—Snapshot Camera, Boxed, Dz. 14.40 R-164—Religious Medallions, Bxd. Dz. 5.75 2256—3-Piece Pearl Set, Bxd. Dz. 7.20 2357—Hunting Knife & Sheath Dz. 7.20 9967—2 Hunting Knives & Sheath. Dz. 12.00 1165—Tri-Color Flashlites, Bxd. Dz. 4.00 3110—8" Girl's Doll Handbag, Dz. 3.75 9474—8" Plush Stand'g Ted. Bear, Dz. 5.40 4995—8" Plush Sitting Ted. Bear, Dz. 6.50 25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg prices

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. BB-44, 183 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

FUNMAKERS, GADGETS, GIMMICKS, Gags, Novelties, Gifts. Unusual items. No name brands. Big wholesale catalog free. Generous samples, 25¢ Dohn GX-Marks, Broadview, Ill. ch-mp

HILARIOUS CHRISTMAS CARDS. SEND \$1 for two sample sets; each different; plus wholesale list. Ace Enterprises, Box 282, Lyndhurst, N. J. no10

HOSIERY—LOW PRICES: LADIES', MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed celo bags, \$5 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1258 Market St., Chattanooga, Tenn. no24

SAVE 50% ON CHRISTMAS CARDS WITH music designs; records, orchestra, religious, piano, etc. Free samples. Williams Cards, 19 Hudson St., New York 13. no10

SELL COMIC WITTY COMBINATION 7X11 inch signs or Jumbo postcards every place, \$6 per 100; postpaid U.S.A. only. 10 samples, \$1, or free list. Koehler's Novelty Signs, 12 Caldwell, Cincinnati 16, Ohio. no10

SIGN LETTERS — FLUORESCENT FOR Store Windows. Send \$1. Samples worth \$3. Credit \$1 on 1st order of \$10. Postpaid. Richardson Signs, 745 Hewood Ave., Louisville 8, Ky.

Animals, Birds, Snakes

SURPLUS — WILL EXCHANGE BABOON, Jet black Cub Bear, for Monkeys, Animals or cash offer. Phone 300. New Era, Canora, Sask., Can.

WHITE TERRIER SOMERSAULT DOG, \$150. One nice terrier, for reg. hand balance, hindleg. Honeybear Farm, Rt. 7, Olney, Ill.

Business Opportunities

AMUSEMENT PARK WITH OR WITHOUT rides for sale: 32-ft. Allan Herschell Merry-Go-Round, Ferris Wheel, Eli Clutch Assembly, Kiddie Airplane. Want to buy Major and Kid Rides in good condition. Percell's Park, South Williamsport, Pa. no3

BUY WHOLESALER: 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX, Levee, Dallas 7, Tex. ch-2fn

Complete Kiddieland Operation for Sale

Twelve Chair Swing, 16-ft. Ferris Wheel, Plane Ride and Tom Thumb Train with 300 foot track. Octagon shape wood Concession House, tool House, Juice Box, Sno-Cone Machine, Manley Popcorn Popper, colorful plect fence for each ride, and props, all wiring, switch boxes and instrument panel. Can be operated where is as is if desired. Equipment in fair to good shape, but an excellent buy at \$6,000. Up and operating now. James Hickman, 485 Regent, Memphis, Tennessee.

FEATHER BIRD PICTURES, CEDARWOOD Frames, Miniature Saddles, hand-tooled Leather Belts, Billfolds, etc., Suede Jackets. Apartado 1000W, Tampico, Mexico.

FOR SALE—KIDDELAND AND DRIVE-IN Stand. Six Rides, Picnic Tables, Benches, Stand completely equipped for sandwiches, soft drinks and ice cream. Near Ohio's largest State Park. Kiddy Korner Kiddieland, 1201 E. 3d St., Port Clinton, Ohio. no10

MAIL ORDER BUSINESS AT ITS BEST. Write Maupin & Maupin, 327 S. 28th, Lafayette 8, Indiana. no24

SKATING RINK FOR SALE—55x150-C. B. building, well established year around business. Latest equipment in music, all shoe skates, exclusive in city. D. E. Truax, 1637 Morrell Dr., Lakeland, Fla.

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de8

MODERN MANUFACTURING FORMULAS and Processes, all kinds. Cleaners, Cosmetics, Foods, etc. Write for free list. Moon Chemical, Martville 2, N. Y. no3

For Sale—Secondhand Show Property

ALL SIZES, SLIGHTLY USED PUSH POLE Tents, also used Side Wall. George's Tents, 103 North St., Auburn, N. Y. no3

ELI #5 WHEEL, TRAILER, \$5,500; or trade on Tilt-A-Whirl. Charles G. Panacek, 3453 N. 3d St., Milwaukee, Wis. no10

FOR SALE

3 ABREAST A. H. CAROUSEL Beautiful condition, price, \$7,900. Kiddie Jet Plane, price, \$1,500. Transportation optional.

MIDWEST AMUSEMENT CO. 644 Chester Ave., Elgin, Ill. Phone SM 2-6106

FOR SALE—GIBBS FASCINATION AND Skill-A-Line Games, complete. Also 200 stools. Write Abe Ruben, 514 Eighth Ave., Asbury Park, N. J. no10

FOR SALE — ELECTRICALLY OPERATED (Lord's Prayer on your penny) machine. F.O.B. San Antonio, Tex. H. M. Siesaki, Route 8, Box 254-B, San Antonio 1, Tex. no3

FOR SALE—New Portable Scooter Building, sacrifice price, up one time. Jimmie Thompson, Alexandria, Louisiana, or Sherman Hotel during Convention.

KING FIRE ENGINE, KING PONY CART and King Combination Ride. All rides 2 years old, located in permanent park. Shapfro, 37 Schuyler Road, Springfield, Pa. Phone: Kingswood 3-7017. no3

SEARCHLIGHT 60" GE GENERATOR 1644 KW. portable, unused, best offer takes. Campell, 1018 Jamestown Rd., Broomall, Pa. Elgin 6-8465.

SHERIFF'S SALE

By virtue of levy duly made on Court order in the matter of Southern Tire and Battery Company, Inc., vs. Lloyd D. Serfass, trading and doing business as Penn Premier Shows, I will offer for sale at public auction at the Super Service Motor Freight Co., Inc. garage located 1 mile north of Winchester, Va., on U. S. Route 11, on WEDNESDAY, NOVEMBER 12, 1958, at 10 a.m., one CHEVROLET TRACTOR and TRAILER loaded with complete MOTORDROME, including 4 motorcycles, 1 FORD VANETTE TRUCK loaded with 2 welders, air compressor, tools, parts, etc. Terms of sale: Cash. Can be seen by appointment.

ROBERT L. DeHAVEN Sheriff, Winchester, Va. Tel. MOhawk 2-6162

Help Wanted

ENTERTAINERS, COMBOS, GROUPS NEEDED by outstanding personal manager. Also female singers, musical and rock and roll units to play top clubs nationwide. Submit photos, tape, record. Alan Sherwood Enterprises, Houghton Lake, Mich.

LOOKING FOR PART-TIME HI-FI SALESMEN. Stereophonic Music Society, Inc., 303 Grand Ave., Palisades Park, N. J. WI 7-1077.

OPENING SUPER PETLAND IN WEST DULUTH, Minn., what have you? Can use all. Need flash for grand opening. Experienced attendant wanted, no drunks. Glen Fitzgerald, Chicago Blackie, Lady Godiva, contact. Consignments accepted if price right. Write or phone, no collect. Dutch "Shorty" Rushenberger, 3622 Grand Ave., Duluth, Minn. Phone Market 4-9978.

PIANO MAN—MUST BE YOUNG, SOBER, progressive, able to read and fake all standard tunes. Steady working combo, \$100 mn. Union, tax paid. Orchestra leader, Alibi Club, Shelby, Mont.

SOUTH AMERICAN EXTRAORDINARY act wants New York promotion manager. Telephone Chamli Kikan, Room 410, Hotel Earle, New York City, GR 7-8150. no10

STEADY, SOBER MAN, DRIVER'S LICENSE, Roadside Menagerie or can use married couple. Living quarters or trailer space. Carl O. Cooper, The Jungle, Rt. 4, Chattanooga, Tenn.

TENOR, CLARINET, IMMEDIATELY FOR traveling commercial band; must read, no lusher. Sammy Stevens, 1611 City Natl. Bank Bldg., Omaha, Neb. no17

WANT LADY ASSISTANT TO TRAVEL with me. I Lecture, Magician Musician. Theatrical Show Business. Write Ray Lynch, P.O. Box 121, Whitford, Pa.

YOUNG MAN, EXPERIENCED DIRECT positive dark room. State experience and lowest wage for winter months. Living quarters furnished. Write Wayne's, 222 Gold S. W., Albuquerque, N. M.

Instructions & Schools

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Reisch Auction School, Mason City 18, Iowa. no3

Locations Wanted

WANT TO PLACE

Live Pony Rides with Wheel at Park or Shopping Center in Florida.

HOYT HUNTER

Red House West Va.

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Large professional catalog of latest tricks, 35¢. Ireland, B-109, North Dearborn, Chicago 2. np

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 336 South High, Columbus, Ohio. no3

Miscellaneous

HOME FOR SALE

In the Ramapo Hills Mahwah, Bergen Co., N. J. Only 45 minutes from Times Square. 6 large rooms, 2 baths, 2 garages semi-secluded, beautiful views, Country Estate Section. \$47,500.

ALEXANDER D. DOIG & SONS

58 Lake Drive West Packanack Lake, N. J. MO 8-1167 MO 8-4059

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

Mobile Homes Accessories

SHOWMEN, WELCOME, LOTS FOR MODERN trailer only. Trailer Port, Larry Phillips, 1319 River Rd., North Fort Myers, Fla.

Personals

REMAINS — LETTERS, 25¢; POST CARDS, 10¢; Receiving-Forwarding, \$3 month. Write for details. Box 142, Long Island City 5, N. Y.

Photo Supplies and Developing

IT'S MILLER SUPPLIES, 216 MAIN ST., Alton, Ill., for Foregrounds and Backgrounds, Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-4fn

SLIDES ENLARGED AND REPRODUCED on 8x10 paper, black and white, 5-8¢ postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

Printing

EMBOSSER BUSINESS CARDS, \$3.98 per 1,000 postpaid, send postcard for samples & style chart. Temple Enterprises, 10530B Sandalwood, Dallas 28, Tex.

LETTERPRESS AND OFFSET — PROMPT service. Lowest prices. Samples free. Ayers Printing Co., 2136 Lee Highway, Arlington 1, Va. no10

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95; black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. no10

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-208, Chicago 32. no24

ALUMINUM WALKING CANE, FULL SIZE, \$6 dozen; sample \$1. Carnival natural; free information. Tennessee Valley Aluminum, Robert Ave., Maryville, Tenn.

SALESMEN — BIG MONEY EVERY DAY showing nationally known drain cleaner. No chemicals. Nothing like it. Minute demonstration. Commissions paid daily. Sample furnished. Campbell Co., (Est. 1928), Rochelle 603, Illinois. ch-np

\$855

and more weekly cutting JACK POTS? NO SIR! If you're HEP come and get it! Closer, franchiser, intangible prosperity, write stating experience.

COMMERCIAL ENTERPRISES

AK WARSHAY Chicago 2, Ill.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

Tattooing Supplies

FOR SALE: COMPLETE TATTOO SHOP equipment, supplies, location, \$1,000. Going blind. Must sell. Box C-409, c/o The Billboard, Cincinnati 22, Ohio. no10

TATTOO CONCESSION—BIG MONEY. Old-established best location. Hollywood Arcade, 430 S. State St., Chicago 5, Ill. no10

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A-Leslie, Rockford, Ill. np

Wanted to Buy

ICE MAKING EQPT. FOR OUTDOOR SKATING Rink. Colonial Plaza Motel, 10203 Balt. Ave., College Park, Md. no10

RIDES, SHOWS, STATE LOWEST PRICES. Also booking Concessions, Rides, Shows, 1959 best route. Northwest Robinson's Western Shows, Box 20, Everett, Wash. no24

WANTED TO BUY — COOKHOUSE, NOT less than 20x40, good condition. L. A. Woodall, 1541 30th St., W., Birmingham 8, Alabama.

WANTED—BAND ORGANS AND CALLIOPIES, any condition. Also have 125 Organ for sale. Johnnie Sims, Spencer, Ind.

WANT DIPSEY DOODLE PORTABLE Amusement Ride. Will buy in any condition. Write Billy Morgan, Box 670, Anniston, Ala. no10

COIN MACHINES

Used Equipment

ARCADE MACHINES, PARTS, SUPPLIES, Locks. Will trade for anything, anything Will haul within reason: Long, 301 South west Third, Richmond, Ind.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

STAMP MACHINES — DUPLIX, \$12.50; Shipman Triplex, \$34.50, folders, like new; Northwestern Rolltype, \$69; used, \$55. USP Co., 100 Grand, Waterbury 2, Conn. del

MUSIC RECORDS ACCESSORIES

Wanted to Buy

COIN OPERATED TELESCOPES, USED. Write to O. W. Middleton, Drayton Valley, Alberta, Canada. no10

WANT: OLDER ARCADE PIECES, 6 CAST Iron Mutoscopes, 6 Cattle drop pictures, electric shooting gallery, palm readers, perfume squirters, bicycle machine, grandmas and other animated figures "as is" or repairable. What have you? Stage Coach Shakopee, Minnesota.

Situations Wanted

COLLEGE GRADUATE, HOUSEWIFE, WILL handle and answer fan mail at most reasonable rate. Type or scrip. Pick up and deliver. C. Forman, 6157 Simpson, N. Hollywood, Calif. Tel. POplar 6-2846.

Used Records

FOR SALE—10,000 TO 12,000 78 RECORDS. Hillbilly. Popular, all labels, back numbers. Progressive Record Shop, 953 Troy St., Dayton, Ohio.

Hypnotists

WORLD FAMOUS HYPNOTIST AVAILABLE for immediate bookings after Nov. 1. Contact Dr. Morton Greene, 5040 N. Kenmore Ave., Chicago 40, Ill. AR 1-9635. no10

Miscellaneous

ACTRESS-DANCER — BOOKING CLUBS, Theaters, TV. Have photos; age 35; single. Contact Maurine Dillinger, General Delivery, Mobile, Alabama.

AT LIBERTY—TUBA, TRUMPET, CLARINET. A-1 musicians. Sober. Frank Robyns, Apt. 217, 4625 Second, Detroit 1, Mich. no24

COMEDIAN EDDIE MASON WANTS NEW comedy material for show. All material will be considered. Send to Ed Bullis & Company, P. O. Box 2348, New Orleans 16, Louisiana.

HYDE PARK'S MOST FABULOUS HORN specialist available on short notice, many variations of original layout, aggressive to the point of physical violence, have instruments, will travel. Sullivan, 150 Causeway, Boston.

MAGIC SHOW—FAMILY TYPE, 12 TO 30 minutes. Available Pennsylvania area. Contact Mr. Love, 2110 Seventh Ave., Altoona, Pa. no3

Musicians

A-1 RHYTHM DRUMMER—20 YEARS' COMPLETE and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Hotel, Louisville, Ky.

CONTINENTAL PIANIST, SINGS, WISHES job in the South. Don Pasquale, 154-23 19th Ave., Whitestone, N. Y. Tel: IN 3-0404. no3

DRUMMER — DOUBLING VOCALS; SOLID beat, two or four; any style, age 30, 15 years' experience, no habits, own transportation, prefer dance combo and location. Will travel. Frank Bruno, 1739 Lee Ct., Owensboro, Ky. Ph: MU 4-2725. no3

LEAD TRUMPET MAN. GOOD JAZZ. VAST Dixie experience. Read and Fake anything. Young, sober, reliable. Novelty Vocals. Musician, Rt. 2, Box 370, Augusta, Ga. no17

PIANIST AND HAMMOND ORGANIST available now for lounge or cafe. Letha Townsend, 160 Ninth S. W., Huron, So. Dak.

WANTED—ARRANGEMENTS FOR Trombone. Tenor-Rhy., used or new. Separate or complete library. Like to contact good arranger to write diskland for the above. also. Contact Box 71, Black Hawk, So. Dak.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no17

WINTER FAIRS

California

San Bernardino—National Orange Show. April 9-19. G. Walter Glass.

Florida

Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A G Erickson. Bartow—Polk Co. Youth Show Dec. 4-6 W. P. Hayman.

Brooksville—Hernando Co. Fair. Nov. 11-14. H J Brinkley. Clewiston—Sugarland Expo. March 3-8. Mrs Dorothy Moore.

Dade City—Pasco Co. Fair. Jan. 14-17. J. P. Higgins. DeFuniak Springs—Walton Co. Fair. Nov. 3-8. H O Harrison.

DeLand—Volusia Co. Fair. March 2-7. Lee Maxwell. Eustis—Lake Co. Fair & Flower Show. March 9-14. Karl Lehmann.

Fannin Springs—Suwanee River Fair & Livestock Show. Feb. 25-27. L. C. Cobb, Trenton. Jacksonville—Greater Jacksonville Fair. Nov. 13-22. Mrs Katherine Armstrong.

Kissimmee — Kissimmee Valley Livestock Show. Feb. 18-22. James B. Smith. Largo—Pinellas Co. Fair & Horse Show. Feb. 24-28. J. H. Logan.

Miami—Southeast Fla. & Dade Co. Youth Show. Jan. 29-Feb. 2. Ralph E. Huffaker. Ocala—Jr. Livestock & Poultry Show. Oct. 13-14. Louis Glibbreath.

Ocala—Southeastern Pat Stock Show & Sale. March 26-31. Louis Glibbreath. Orlando—Central Fla. Fair. Feb. 23-28. Crawford T. Bickford.

Palatka—Putnam Co. Agri. Fair. Nov. 11-15. Hubert Maltby. Palmetto—Manatee Co. Fair. Jan. 26-31. Harper Kendrick.

Plant City—Fla. Strawberry Festival. Feb. 23-28. Fred W. Nutler. Plant City—Hillsborough Co. Jr. Agri. Fair. April 16-18. D. A. Storms.

Sarasota—Sarasota Co. Fair. March 16-21. K. A. Clark. Tampa—Florida State Fair. Feb. 3-14. J. C. Huskisson.

Wauchula—Hardee Co. Fair. Nov. 10-15. Carl Hanna. West Palm Beach—Palm Beach Co. Fair. Jan. 23-31. Lamar Allen.

Williston—Levy Co. Fair & Expo. Nov. 4-8. W. C. Farrell. Winter Haven—Fla. Citrus Expo. March 7-14. Robert J. Eastman.

Toledo Arena Bookings Told

TOLEDO, O. — Coming events at the Toledo Sports Arena here include Melachrin, November 12; Harlem Globetrotters, November 21; a mink show, November 21-23; "Holiday on Ice," November 30-December 7, and an auto show, January 24-February 1. Recent events included the Shrine Circus, Grenadier Guards, hockey opening and "Jazz '59."

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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Music, Records, Accessories

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- Help Wanted; Opportunities; Parts, Supplies; Positions Wanted; Routes for Sale; Wanted to Buy; Used Equipment

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## TIPS FROM RACK JOBBERS

### Here's How One Association Thrives as Service Center

By FRANK SHIRAS

CHICAGO—What services can National Vendors' Association provide that will help the bulk vending industry keep growing?

A look at another trade association serving an industry with problems related to those of bulk vending might be helpful in finding answers to that question.

Rack jobbers face many problems similar to those of bulk vending. Six years ago the American Rack Merchandisers' Institute was formed with a handful of members. Its main purpose was to act as a central clearing house of product information to members, explained L. Bowden De Forest, executive vice-president of the association, in an exclusive interview with The Billboard last week. Membership in ARMI now numbers more than 450 rack jobbers and manufacturers.

Rack jobbers—or "service distributors," as they are termed within the industry—maintain and service installations in supermarkets. The store is given a percentage of profits. The rack jobber solicits supermarkets with his sales presentation. Merchandise he sells to the public comes from a number of different manufacturers. Novelty is a basic factor in the industry,

and thus the elimination of trial-and-error selling is a basic aim of each and every rack jobber. The basic similarities between a rack jobber and a bulk vending operator are obvious.

#### Strong Association

The ARMI has been able to snowball into a strong national association for one basic reason, said De Forest. Rack jobbers and manufacturers realized that only thru an association supported by all could useless trial-and-error merchandising be eliminated. Membership dues are considered an investment in a constant flow of vital merchandising information that accelerates the movement of products from manufacturer to buyer. The association functions in large measure as a pool of product and promotion knowledge gathered from operator members all over the country.

For example, there are four kinds of post cards supplied to rack jobbers by the association. They take up four different categories: the new item, the hot item, the slow mover, and special promotions. Once a week the association mails a bulletin to operators in which information is compiled. From his bulletin the rack jobber discovers what is selling, how much it costs, and where he can buy it. From ARMI he also learns what is new and what is not selling.

#### Other Services

The association performs other

services as well. Trained personnel in the packaging, display, and merchandising of items act as consultants to manufacturers on how to best adapt their product for selling on racks. Labels that promote product identification are distributed to members for their use. Reprints of articles, general information, and special brochures are also supplied to members, who often incorporate this matter into a folio for their sales presentation to supermarkets. Two national conventions are held each year, along with four regional seminars, said De Forest.

There would be little point in holding up ARMI or any other trade association as a pattern for NVA to follow. The differences between industries preclude a standard that will work for all, as De Forest pointed out.

Taxation and other legal problems are basic in bulk vending. The equitable solution of them is the basic reason for NVA's existence. On the other hand, rack jobbers have few legal problems. Merchandise moves directly from manufacturer to rack jobber.

#### Play Role

In bulk vending, however, distributors play a role in the industry pattern. Not least of all, rack jobbers and manufacturers pay much larger dues than is ever likely in bulk vending.

Novelty is important to both bulk vending and rack jobbing. (Continued on page 79)

## Price Set on Coin Series

NEW YORK—Paul Price, local charm manufacturer, has gone into production on a Play Money series, with coins of four sizes. The vacuum-plated coins come in 5, 10 and 50-cent denominations. They are available in silver and gold.

Price said he is basing his sales campaign on the "every kid a millionaire" theme. The coins, each one depicting the head of a U. S. president, are made too thick for use as slugs.

## MATCH MATTERS

### Has Vender's Color Jibe With Spot's

LOVELAND, Colo. — Special repainting of bulk venders to match the decor of many high-traffic locations is well worth the cost, ac-

(Continued on page 81)

## Roy Torr, Pioneer in Vending, Dies at 70

LANSDOWNE, Pa.—Roy Torr, 70, pioneer in the bulk vending industry, died quietly in his sleep of a heart attack Sunday, October 26.

Often called the dean of the bulk vending business, Torr was operating machines as far back as 1910. As the years rolled by, he concentrated more on bulk vending and was probably the first distributor of that type machine in the country.



ROY TORR

His far-sighted sales policies and planning are directly responsible

for a considerable portion of the health and vigor of bulk vending. He was the first to introduce a practicable method for financing machines, and pioneered mail-order distributing that serviced operators in all parts of the country.

Torr made friends easily and seemed never to lose them. More than anything else, the interest of his many friends cheered him in his last years. His wife died in 1952. There were no children. Torr suffered a severe heart attack three years ago and was confined to his home with the exception of an outing each Sunday. In spite of the handicap, he refused to go into retirement and carried on his distributorship with the able assistance of his secretary, Pauline Thompson.

Even as a boy Torr was fascinated with coin-operated equipment of any kind, remembers his brother, Donald. One of the first machines he had on location was a ball gum machine worked by straws. Insertion of a penny released a ball of gum that dropped on a slanted board. By blowing thru the straw the gum ball was propelled up the board until it dropped into the delivery chute.

Torr built up his route to several thousand machines, using a horse and buggy to service the route. He had a remarkable memory for personal details about people he met, and his route grew quickly.

A kindly man, Torr always had an attentive ear for the concerns of people he met. Popular in his community, he was made honorary mayor and fire chief on separate occasions. He was also active in charitable work.

Thruout his lifetime Torr was (Continued on page 80)

## Ad Exec Cites Vending Role in Cigarette Market

NEW YORK — The vending machine's share of the total cigarette market has increased to 16 per cent, according to Owen B. Smith, vice-president and Marlboro account supervisor for the Leo Burnett Company, an advertising agency.

Smith said that "in 1950 five 70-m.m. regular size, unfiltered, unmentholated, untipped cigarettes accounted for 90 per cent of domestic volume. In 1950 filter tips were .6 per cent of the market. In 1958 these five regular brands commanded 45 per cent of the market and filters 30 per cent. In 1957 filters increased to 40 per cent.

"In 1957 there were record domestic sales of 410 billion cigarettes—and it looks like 1958 will set another record, with close to 425 billion total and as many as 200 billion filter."

Smith said that with more new brands and different sizes and styles of cigarettes entering the market during the last five years than during the previous quarter century, the competition for vending machine columns is the greatest in history.

## Ringmaster Show Line

BRILLION, Wis.—Ringmaster Charms will hold a showing of its new line Tuesday (4), during the National Automatic Merchandising Convention in St. Louis, announced President Lyle Becker last week.

Event will be held in the Missouri Room of the Statler-Hilton Hotel. Cocktails and buffet will be served guests. Attendance is by invitation.

## Distrib Sales of New, Used Venders Well Ahead of '57 for First 3 Qtrs.

### But Increase in New Machine Sales Was Twice That of Second-Hand Units

CHICAGO—Machine sales for the first three quarters of 1958 were well ahead of the same period last year. This is the consensus of seven major distributors reporting to The Billboard.

Increase in new machine sales was slightly more than twice as large as that of used machines. Distributors sold an average of 15 per cent more new machines the first three quarters of this year than last. Sales of used machines rose 7 per cent.

There was a great deal of variation in reports from individual distributors. While one found that new machine sales ran 50 per cent ahead of last year, another distribu-

tor reported that they were 10 per cent off. These were the extremes. Variations in used machine sales had a somewhat smaller range—from 25 per cent more to 20 per cent less than the first three quarters of 1957.

Most distributors reported that part-time operators are the primary market for used machines. There was no consensus on whether these operators are generally new or established. Neither was there any uniformity of opinion on the way in which operators tend to utilize used machines. Distributors reported that the second-hand machine is put in a new location, used in the formation of multiple

installations, or simply spotted in a borderline location. All reporting distributors, however, recondition used machines. (Continued on page 80)

## Nickel Charms The Best on Rural Routes

NEW YORK — The use of 5-cent all-charm bulk vending machines is advocated by Sam Eppy, local charm manufacturer, for operators with rural routes.

According to Eppy, the distance between locations and the relatively high servicing costs require that machines in rural sections yield greater incomes than those in urban areas.

Eppy pointed out that in order for an operator to switch from a 1-cent ball gum and charm operation to a 5-cent all-charm route, he must replace his penny coin mechanisms with nickel ones and ream out the holes in his ball gum wheel from the standard 15-16-inch openings to 1 1/16-inch openings.

#### Profit Margins

He maintains that a globe of diversified charms costs the operator from \$8 to \$10, while the yield is from \$32 to \$36.

Because of the absence of competition, said Eppy, the 5-cent all-charm machine, standing by itself (Continued on page 80)

## Northwestern Debuts All-Purpose Bulk Unit

MORRIS, Ill. — The Northwestern Corporation's "Golden 59" bulk vender is slated to be unveiled this week at the National Automatic Merchandising Convention in St. Louis.

Base and globe of the machine are rectangular in shape. Unit is top load, and removable service head has a lock-tight carrying cap, said Ray Greiner, sales manager of Northwestern, last week. Globe hold nine to 10 pounds of 210 count ball gum.

The unit is made of precision die-cast parts, and is available with coin mechanisms from penny to a

quarter. Coin mechanisms and chute are chrome plated. The "Golden 59" is available with a number of vending wheels that dispense all types of merchandise, said Greiner.

Two color schemes are used for the "Golden 59"; black and gold, and red and chrome. Black or red are used for the top and case of the machine, while in the front either gold or chrome is employed finish.

Price of the "Golden 59" is \$15.95, compared to the \$20.30 list of Northwestern's model "49."

# Tips From Rack Jobbers

Continued from page 78

But the rack jobber deals with a profusion of products that is not comparable to bulk vending. Housewares, pet supplies, glassware, phonograph records, notions, costume jewelry, picnic supplies—

these are only a few of 32 different categories of merchandise that a rack jobber handles. Finding out which of the myriad products available are the hottest items is one of the main functions of ARMI.

Thus the services that NVA might render members would not need to be nearly as extensive as those enjoyed by ARMI members.

Knowing which of the countless charms available will empty machines the fastest is one of the basic problems in bulk vending. A main reason operators go to conventions is to swap information on charms. It eliminates considerable trial-and-error that eats up profits. It helps keep down inventory of charms that don't move. If operator members of NVA are satisfied with this procedure, there is then no further need. But if they would like information more quickly on which charms are the hottest sellers, NVA could perhaps fill that need.

### Postcards

The postcard scheme of ARMI seems noteworthy. NVA might distribute a standard postcard to members. Operators would, for example, list the three charms that

are selling best. Once a month NVA might compile results and relay it to members in a bulletin. Operators, in daily contact with the buying public, could also be a source of good ideas to manufacturers. For example, an operator might write in the space provided on the postcard: "Like to see jumping jack charm. Liked them when I was a kid." Or, "How about a series on winter sports—hockey sticks, ice skates, skis, and stuff." Perhaps, "Foreign car charms would go in my area."

Such a simple plan would involve printing costs and part-time help once a month. If it didn't work, little money would be lost. If it did work, members of NVA should be able to improve their competitive position. Operators would have access to information from all 48 States and not have to reply upon grapevine sources. In getting the best charms more quickly, their machines would empty faster. As word got around, other operators could easily become much more interested in joining NVA.

Many operators feel that it is unwise to make information available to competition. When there is no exchange of information this is no doubt true. But when a number of operators share in a common pool of knowledge, each receives far more than he contributes. On this point De Forest commented: "Much more is to be gained by co-operation than by everyone pulling off on a different tangent." The success of such a program in ARMI serves as its own testimony of practicality.

Nothing is conclusively known about a new charm, a new product or a new idea until it is tried. Whether successful or not, passing results on to other operators thru a central clearing house—such as NVA might be able to set up—would benefit other operators. If a program for disseminating information on charms worked, NVA might expand its services as a clearing house of information. Perhaps, on the other hand, it would go no further. It would depend upon the felt needs of its members.

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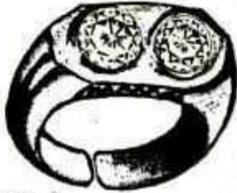
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Cashew Whole ..... .58  
Cashew Butts ..... .42  
Peanuts, Jumbo ..... .32  
Spanish ..... .32  
Mixed Nuts ..... .57  
Baby Chicks ..... .30  
Rainbow Peanuts ..... .32  
Boston Baked Beans ..... .32  
Jelly Beans ..... .28  
Licorice Gems ..... .28  
Leaflets, 650 ct. .... 40  
M & M, 550 Ct. .... 55  
Hershey-ets ..... 47

Rain-Blo Gum, 60 ct. .... 28  
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct. .... 30  
Rain-Blo Ball Gum, 100 ct. .... 32  
200 lb. minimum, prepaid on all Rain Blo Ball Gum.

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Beech-Nut, 100 ct. .... 48  
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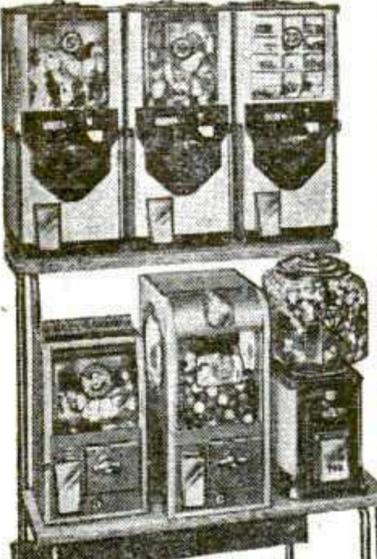
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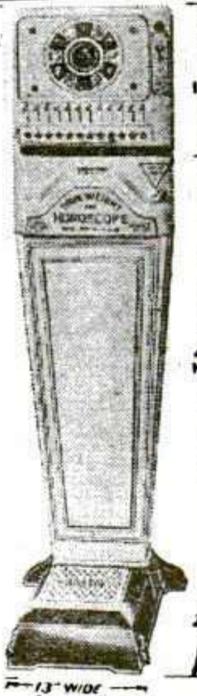


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**PROFILE OF WEEK**

**Background in Merchandising**

**ALBERT HORVIT**



**A**LBERT HORVIT, general manager of American Nut & Chocolate Company, Boston, had many years of experience in merchandising before joining the firm. As a young man he took the course offered in the basement of Filene's department store in Boston. The program was well known to those in the field, and attracted a variety of people. Horvit remembers working alongside John Roosevelt.

Later Horvit majored in merchandising and management at Boston University. For 12 years he worked in various types of chain and independent department stores. When he returned to the United States after an extended stay in Europe, he decided to enter another phase of retailing. This led him to the American Nut & Chocolate Company, where he has been working on a program of expansion.

Horvit's education was not restricted to merchandising, however. Mostly out of plain curiosity, he studied architectural drawing and spent a year learning drafting and blueprint reading. He also studied languages, which was of considerable help during the last war, when he spent three years in an anti-aircraft outfit in Europe. He stayed on after the war and visited most of the countries of Europe. His ability in languages had an obvious practical advantage in leading to discussions with people that went deeper than usual tourist talk.

Born in Rhode Island, Horvit moved to Boston when a boy. He now lives in suburban Milton with his wife and family. He has a son, 12, and a daughter, seven. She has already shown a talent for dancing and gets a bang out of entertaining the family. His son, Andrew, collects bees and is presently searching for a queen bee to reign over the hive he has patiently built. Horvit himself enjoys woodworking, and is building a basement playroom in his home.

Horvit is convinced that bulk vending is headed for considerable expansion, and American Nut & Chocolate recently moved to new quarters in which careful thought went into planning of the general layout and showroom. Horvit is also distributor for Acorn machines in the upper New England region. Up to now, this part of the country has been characterized primarily by smaller operators. However, he believes there will be consolidation and over-all growth, and is planning accordingly.

**Distrib Sales**

Continued from page 78

On the basis of rate of increase, the bulk vending industry is thus not switching over to used machines. Some people felt that making a profit was becoming so difficult that operators were buying used machines as a last resort. This could be the case in individual instances, of course, but on the basis of distributor reports it is highly unlikely that it is becoming an industry trend.

Distributors reporting are as follows: Bernard Bitterman, Kansas City, Mo.; Bertram Fraga, Standard Specialty Company, Oakland, Calif.; Moe Mandell, Northwestern Sales & Service, New York; Jack Nelson, Logan Distributing Com-

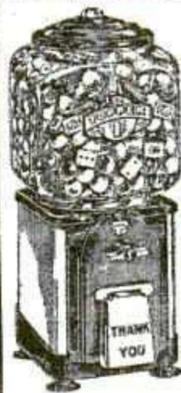
**Roy Torr Dies**

Continued from page 78

interested in the welfare of others. In tribute, instead of giving flowers, many of his friends have sent checks to the Foundation for Emotionally Disturbed Children, Chicago, to which Torr was a frequent donor.

Funeral services were held Wednesday (22) from the Johnston S. Funeral Home, Lansdowne. Sole survivor is his brother, Donald Torr.

pany, Chicago; Manny Rake, Rake Coin Machine Exchange, Philadelphia; Jack Schoenbach, J. Schoenbach Company, Brooklyn, and Russ Thomas, Vendor Distributing Company, Memphis.



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**VACUUM PLATED RINGS**  
ZORRO RINGS ..... \$21.50 per M  
WESTERN SERIES RINGS ..... 11.00 per M  
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ROCKING HORSES ..... \$ 9.40 per M  
TELEPHONES (2 pcs.), unassembled ..... 13.25 per M  
POCKET WATCHES ..... 9.40 per M  
TRAINS—Asst. cars ..... 6.25 per M

**BAG CHARMS**  
TORR DELUXE MIX ..... \$3.50 per bag (450 to 500 charms per bag)  
POSTAGE PAID ON ALL CHARMS  
COIN COUNTERS—1c-5c Combination, \$1.25 postpaid  
STAMP FOLDERS—Plain white, 10,000 for \$7.00—Express Collect

**ROY TORR LANSDOWNE, PA.**

**NATD to Move To Bigger Bldg.**

**NEW YORK** — The National Association of Tobacco Distributors will move to larger quarters at 360 Lexington Avenue in mid-January. One of the reasons for the move is to provide for a permanent series of marketing seminars.

Among the expanded services to be offered at the new headquarters will be a reception area for the display of products by associate member manufacturers, including manufacturers of vending machines and parts and products suppliers.

The building will include visitors' offices where out-of-towners can conduct their business and will also have an automatic merchandising division to assist members with vending machine problems.

**Nickel Charms**

Continued from page 78

with no mixed charm-ball gum unit nearby, will attract customers and get as many sales as the penny machine will get. In other words, he explained, the all-charm machine will do five times the dollar volume on the ball gum-charm unit.

Eppy feels that even tho the machines may empty less frequently at the 5-cent vend, service calls on rural locations are made infrequently and the slower volume turnover works in the operator's favor.

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- STONER PENNY GUM MACHINES, reconditioned. . . 22.50
- STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model. . . 110.00
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Articles  
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## Vender's Color in Harmony

Continued from page 78

According to Al White, local operator.

The idea first occurred to him last year when he was trying to persuade a bowling alley proprietor to permit his machines to be put on location. The owner said that special care been taken in the color scheme of the interior and felt that bulk venders of another color would detract from the overall effect.

White was certain that the bowling alley would prove an excellent location, and decided to paint his venders a matching color. A local auto body shop sand-blasted the finish down to bare metal, used a bonding coat, and duplicated the soft green predominant in the bowling alley's decor. The soda fountain, booth in the bar area, spectators' chairs and other parts of the interior are painted this color.

### Repainted Machines

When White returned with the repainted machines, the pleased owner agreed to placement of 10 instead of the original six that White proposed. The machines were spotted in various places as well as in both the men's and women's lounges. The owner wouldn't allow nuts, for fear that they would be ground into the varnished floor and alleys. Instead, the 10 machines vend ball gum, and White has found the takes high enough to justify the extra repainting expense.

Identification with the location seems to be one reason why the machines do so well. In a good spot that is carefully decorated and maintained, a customer appears to give unthinking approval to things he associates with the establishment. White believes that repainting his machines to fit the decor is a way of getting this silent approval. In some instances he even stencils the owner's name across the front of machines.

Starting in 1957, White has added 60 machines to his route by adapting the color of machines to locations that have high potential. The owner is proud of his establishment, and this kind of close co-operation from an operator promotes good relations that pay off

in many ways. Often the owner will become interested on his own, finds White. He suggests better spots from time to time, and keeps the outside of machines cleaned between regular servicing intervals.

## PM Earnings, Sales on Rise

NEW YORK — Third quarter sales for Philip Morris, Inc., and its consolidated subsidiaries are 7.8 per cent ahead of the 1957 quarter, while net income showed an 8.3 per cent gain. Sales were \$113,367,000, while income was \$4,613,000.

For the first nine months of 1958, sales are 6.5 per cent ahead of last year, while income is 6.2 per cent more. The 1958 nine-month figures are \$328,019,000 and \$12,096,000.

According to Joseph F. Cullman III, PM president, the gains in profits and sales are primarily the result of improved showings of Parliaments and Marlboros, which are now both available in pouch and hard packs. Parliament sales are running at more than three times last year's rate, he said.

## Calif. Leasing Firm Holds Open House

LOS ANGELES — Southern California Leasing Company, which specializes in leased bulk vending equipment, will hold open house during the week of November 3 in its new headquarters. Sid Sherman, head of the firm, said.

The company is moving to its new location at 3445 Cahuenga Boulevard. Sherman said that the company will expand its activities in its new and larger quarters.

## COINMEN YOU KNOW

### Milwaukee

By BENN OLLMAN

It was a double birthday celebration at the United, Inc., workshop last week. Reid Whipple, Wurlitzer factory service engineer, and route mechanic Joe Hillar marked their birthdays on the 22d of October. Woody Johnson, back from a sales jaunt thru Northern Wisconsin, reports operator volume has fallen off since the tourist traffic thinned out.

Mrs. Ray Lax informs that several bowling games recently put out on location have sparked route receipts for the Ray's Amusement Company. . . . Carl Staska, L. R. Distributing Company routeman, is making plans to head north with the first wave of deer hunters. . . . In town shopping for new records and equipment was Joe Hallada, Hallada Coin, Green Bay.

Richard Druse, routeman for the Harry Cisler firm, is gaining renown as a custom rebuilder of automobiles. His work was recently featured on a local TV show, and he is set to demonstrate his customized Mercury in an Indiana competition shortly. Work is nearing completion on the road fronting the Paster Distributing Company, and, according to Sam Cooper, traffic is already picking up.

Pat Savasta was the best man and his wife a bridesmaid recently at the wedding of Bob Grams. Both are routemen for competitive coin firms here. Savasta is with Kendou, Inc., and newlywed Bob Grams is on the Wisconsin Novelty Company roster.

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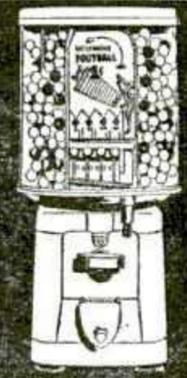
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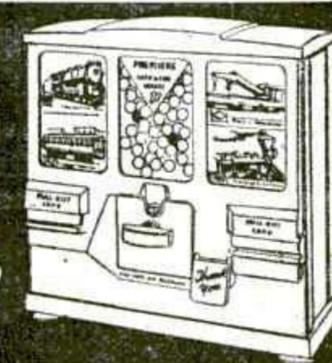
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## Rock-Ola Distributors Debut Stereo Line

Show Stereos & Monaural Models of New 200's, 120's; Stereos Use Twin Wall Speakers

By NICK BIRO

CHICAGO—Rock-Ola distributors throught the country begin showings this week of the firm's new stereophonic and monaural lines. Actual showing dates will vary by region, but the period starting Sunday (2) has been tagged Rock-Ola Days Week, with Rock-Ola factory officials joining in the nationwide promotion.

The entire new line was first previewed for distributors October 12 in Chicago (The Billboard, October

20). Shipments have since been going out to various distribution points preparatory for the operator unveilings this week.

Operators will be viewing the firm's first step into the stereophonic medium, with two completely stereo models, a 200-selection and 120-selection unit. Rock-Ola is also showing a standard monaural model of each 200 and 120 selection.

### Compatible

The stereo phonographs are of course compatible, i.e., they play both stereo and standard monaural records. (Of course, stereo disks cannot be played on monaural units.)

Rock-Ola is also introducing a new 200-selection playmaster in both stereo and monaural models and a different color combination on the 1464 wall-model unit.

Both the monaural phonographs follow the standard juke box design, with speakers in the phonograph itself.

The stereo phonographs, however, have no speakers in the phonograph, but use a pair of twin wall speakers mounted above the machine. The stereo units utilize a stereo ceramic pick-up (CBS), a dual channel 25-watt amplifier (12½ per channel), with each wall speaker housing a 12-inch woofer and a high-frequency compression horn. When playing a stereo disk, each speaker plays a separate channel (left speaker, channel one; right speaker, channel two). When playing a standard monaural record on the stereo phonograph, the same sound is reproduced in each speaker.

(Continued on page 87)

## HOW'S JUKE BUSINESS IN 13 CITIES?

Reports from Utah and Gary, Ind., in this issue conclude a series of surveys made by The Billboard of business conditions in major market areas throught the country.

In all, 13 metropolitan areas were included. Starting with the October 6 issue of The Billboard, reports were published from: New York, Houston, Columbus, O.; Miami, Chicago, Milwaukee, Boston, St. Louis and Memphis; Denver and Cleveland in the October 20 issue; and the Utah and Gary reports here.

Generally speaking, the national business recession evident throught the country's economy was felt in the juke box business as well, in some cities more than in others. In some cases, drastic effects were felt, a good example being a story in this issue on reversion to nickel play in Dallas. Other operators reported location demands for better commissions; requests for loans and the like.

### Barometer

But generally, the over-all picture was far from discouraging. The juke box business again proved to be a sensitive barometer to economic conditions as a whole. Operators felt a pinch and responded by tightening their belts and getting their routes on a more economically sound basis.

Now reports of a fall pick-up, tho spotty, are nevertheless encouraging. The juke box business appears to have weathered the stormy times well, with signs now pointing to smoother sailing in the months ahead.

(Continued on page 87)

## OPTIMISTIC FALL

### 'Hard Sell' Helps Utah Overcome Mild Slump

By STAN BOWMAN

SALT LAKE CITY—Inter-mountain juke box operators and distributors are apparently in the enviable position of moving thru the spring and summer's recession with little loss and a good fall pickup.

Among operators and distributors interviewed, most had the same formula for combatting the slump: work.

Gene Phelps, owner-operator of Amusement Sales Company, was typical. His operations are in the center of the area most affected by a big layoff, short work week and strike trouble at Kennecott Copper Corporation's massive mining and milling operation in Utah. That caused a slump in business in general in the area.

### Promotion

"But," Gene said, "we pushed a little harder and kept our own business out of a slump. I had my men change records more often. We did some featuring of hit records with placards on our boxes. We urged bartenders and waitresses to push the music more."

"As a result we kept business near that of 1957, and," he added happily, "we have been having a terrific September. We are even buying some new boxes."

### Mild Slump

Gene said he hasn't had to pull out of any locations, with the exception of some strictly summer spots, in the past several months, and he has taken on some new spots. He said he thought the fact that Utah has not felt the recession as much as other sections of the country has had some bearing on the situation.

J. H. Rutter, of the firm that

bears his name and distributes Wurlitzer, said: "The year started out slow, but is picking up. I think business will be about the same, possibly better. Our new stereophonic model seems to be creating a lot of sales and we are getting a lot of verbal orders even before we can supply the product."

### Hard Sell

He said that when the slight spring and summer slump hit, "we got out and hit the sagebrush in—"  
(Continued on page 99)

## HEADACHES

### Dime Gone, Nickel Back In Dallas

DALLAS—Dime play is having a rough time of it in this area. It was ushered in about a year ago like a welcome relative. Operators one after the other made the conversion until 10-cent (three-for-a-quarter) play prevailed.

But tight times during the summer quickly changed this. One by one, experiments with the nickel were tried and once dropped back to 5 cents, the dime was gone.

At least 10 operators who went to 10-cent play last year are already back to the nickel in most of their spots, according to Tommy Chaten, Warncke, Inc., distributor.

### Follow Suit

It all started with a few trying it, and the rest meeting the competition. One large operator changed 90 per cent of his locations back to 5-cent play in less than a week. Soon others started following suit.

In the space of two months, five of the city's best known routes were 65 per cent reverted to the 5-cent coin.

After this the nickel was back but good. Operators now are trying to get back to 10-cent, three-for-a-quarter play all over again, but it's an uphill struggle.

### Slump Fresh

The recent slump is fresh in location minds, and most are re—  
(Continued on page 97)

## Hirsch-Bernoff Trial Date Set

NEW YORK—Trial has been set for November 10 in New York Supreme Court in the case of Charles Bernoff, Regal Music, against Joseph Hirsch, Manhattan Vending.

The case involves a Queens location which Bernoff claims Hirsch jumped, inducing the location owner to break a contract with Regal. Bernoff seeks the revenue collected on the location, minus commissions, from the time the alleged breach took place, and he wants the location back.

Hirsch has questioned the validity of the contract which Bernoff says he had with the location and suggests that it might be a forgery.

Earlier this month, the court was prepared to hand down a temporary injunction against Hirsch, but Judge John A. Gavagin refused to sign the injunction when Bernoff failed to produce the contract.

## SWEET PILL

### 50c Chute Helps Op Sell Dime

CORSICANA, Tex.—Where tavern patrons object to straight 10-cent play during tight money times and the operator doesn't want to go back to a nickel, the 50-cent chute is the answer, according to R. A. Tilworth, phonograph operator here.

Tilworth is one of North Texas' largest operators, with 300 phonograph locations and a like number of cigarette machines covering four or five counties. Like most progressive operators, during recent years he has attempted to convert to 10-cent play, but always with stiff resistance on the part of location owners and their customers alike.

"In recent months there's been a slight drop in collections, and frequently location owners get their backs up and demand they be placed back on 5-cent play."

"This meant a lot of aggravation and expensive changing of coin mechanisms until we hit upon the 50-cent chutes," says Tilworth, who  
(Continued on page 97)

## Nebraska Ops Plan Quarterly Meet Nov. 15-16

OMAHA—The Music Guild of Nebraska will hold their fall meet at the Evans Hotel in Columbus, Neb., November 15 and 16. A board of directors meeting, general business sessions and a meeting of the Cornhusker Investment Club are on the agenda.

In addition, entertainment has been planned for the ladies, plus door prizes and entertainment planned at the banquet scheduled to conclude the festivities.

Frank Holys is hosting the affair in Columbus.

The festivities are scheduled to get underway Saturday (15) evening at 6:00 p.m. with registration; dinner at 7:30, followed by a board of directors meet at 9:00. Sunday's general business meeting will be held at 2:00 p.m.; followed by the Cornhusker Investment Club parley. The banquet will get underway at 6:30, concluding the two-day conclave.

## BB Survey Asks Question: What's Ahead for 200's

Last in a series.

By BOB DIETMEIER

CHICAGO—What's ahead for 200-selection juke boxes?

According to operator reports, many people would like to know. Will the 200 always enjoy a select niche as the top unit of some lines? Or will it eventually disappear from juke box assembly lines altogether?

On the basis of surveys conducted by The Billboard earlier this year, it appears that most operators have not experienced higher earnings from 200's and a high percentage report higher costs operating them.

This might mean that 200's were improperly sold, that operators expected too much from them, that programming was not of the sort that would produce higher revenues, that early models required improvements for better earning capacity.

### 200 Selling

Whatever the future of 200's, it seems certain that selling of them, both at the distributor and operator level, must be revised if they are to continue to dominate sales.

According to the survey, a majority of operators bought either fewer or no more 200-selection machines this year than last. A majority say they will reduce buying of 200's still further in 1959.

Operators surveyed were asked to check any or all of five reasons for buying 200's originally. In order of their importance (i.e., based on the number of times a reason was

checked), here are the four most important reasons:

1. To meet competition and hold a location.
2. I felt it (200) was the machine of the future and lesser-selection models would soon be obsolete.
3. I felt it would increase the take.
4. To help convert to dime play.

### Competition Tops

The first reason given, a negative one, was by far the reason checked by most operators. The next three reasons ran neck and neck in popularity. A fifth reason got only eight checks. It was "to obtain a better commission split."

In short, operators polled bought 200's originally mainly because they felt they had to in order to keep pace with competitors. Obviously, this suggests strongly that there was enough special initial attractiveness or appeal of 200's for location owners to make them a definite competitive threat. This means that location owners naturally believed, as many others, that the larger the number of selections, the greater the play.

Results of this question also suggest that operators polled did not buy the 200 to raise their commission advantage, or to put it another way, they must have believed that any new machine with fewer selections would be just as good a means of getting a better commission split.

### Increasing Takes

A high percentage of operators believed that 200's would increase

the takes, and according to most operators, 200's did initially, as does almost any new machine. Usually, according to operators, a different machine, even tho not new, initially increases takes, too.

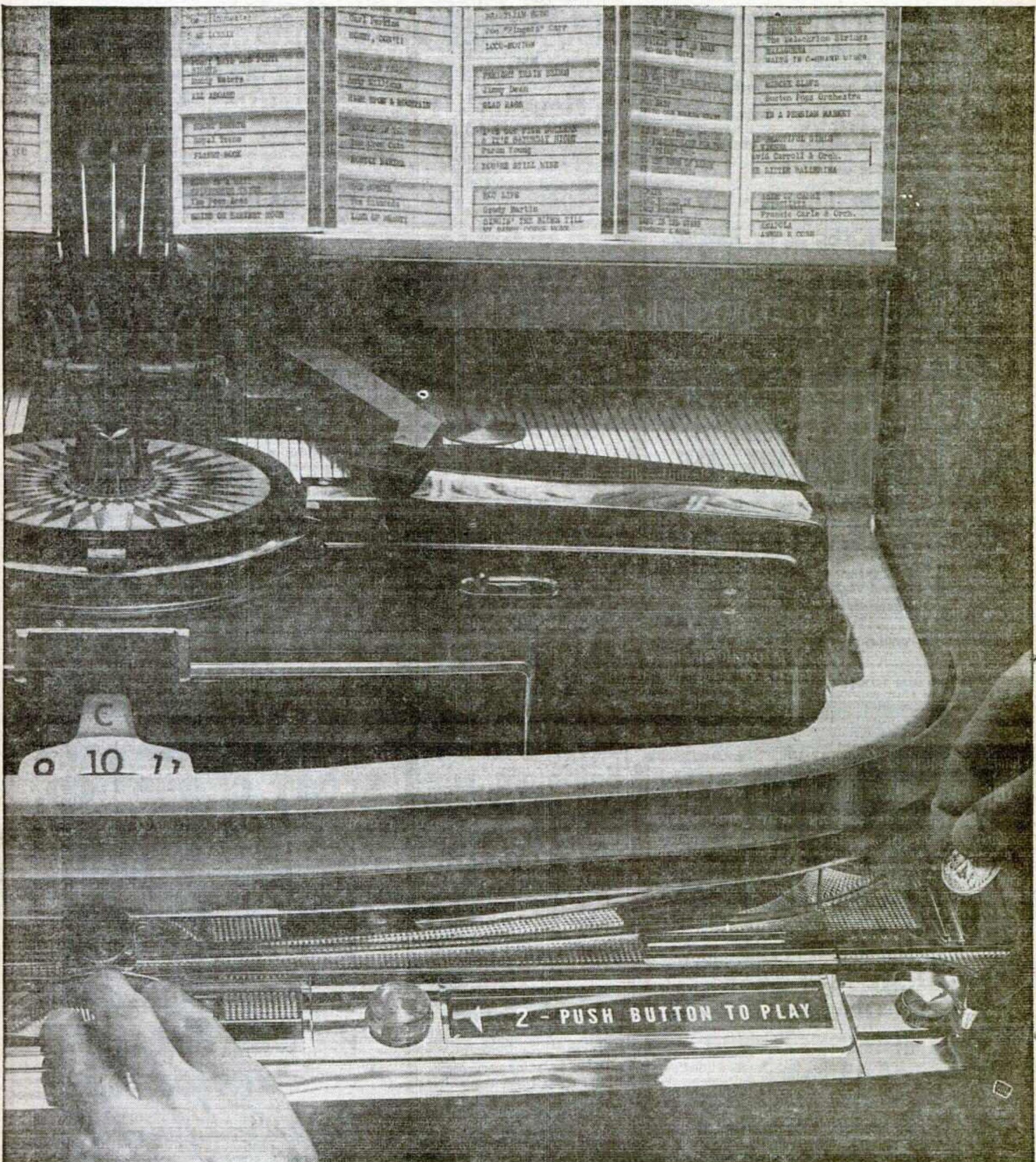
But as other results of the survey published last week indicate, most operators reported 200's do not increase takes over the long pull. This would suggest that the competitive threat is now lessened, because if most operators are right in saying  
(Continued on page 86)

## Name Distributors For Tonmaster

NEW YORK—Arnold Cortell, president of the Ameropa Trading & Shipping Corporation, announced that three distributors have been named for the Tonmaster, the German-made 60-selection wall juke box.

They are Walter I. Merila, Manufacturers' Alliance Corporation, Minneapolis; Anthony Innone, Impromptu Enterprises, Baltimore, and Richard Parina, Los Angeles.

Cortell said that the first shipment of 15 boxes has arrived from Germany and been shipped out, with another shipment on the way. He added that negotiations with a Canadian distributor are in progress.



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Pay no attention to those slight-of-hand boys . . . *the I is quicker* . . . the fast-on-the-uptake, fast-response, fast-play I-200M . . . the high-fidelity, high-speed juke box that keeps customers play-happy! No delays during peak play hours. No disappointed patrons. One easy to understand and use SELECTOR DISC . . . One SINGLE BUTTON PLAY . . . One INSTANT EYE-LEVEL TITLE DISPLAY showing all 200 selections. Everybody sees—everybody selects—everybody plays! Servicing is a breeze. DEPENDABLE MECHANICAL ACTION means easy maintenance, no expensive replacements to worry about. PROGRAMMING is simple. PRICING is single play. Fast eye-catcher, too. The AMI I-200M is beautifully styled—trimmed in non-clashing radiant colors—lighted to attract players yet without annoying glare . . . definitely a handsome and profitable addition in any location.

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1957 Seeburg KD-200 .....	\$795.00
1956 Seeburg V-200 and VL-200 with mechanism Speed and Selection receiver converted to conform with Model 201 .....	695.00
Seeburg 200 Sel. Wall-O-Matic .....	95.00

SEE AND HEAR ROCK-OLA'S TEMPO LINE FOR '59

## Seeburg Distribs Show New Stereo Juke Units Franz Shows In Houston

HOUSTON—Some 300 people—music operators with their families and personnel—witnessed first showing of the new Seeburg stereophonic phonograph October 19 at Johns Restaurant by H. A. Franz and Company, Seeburg distributor for this area. An elaborate luncheon banquet and a brief entertainment program proceeded formal presentation of new models. H. A. Franz, Hans Von Reydt, Earl Hoot, president, vice-president and service manager respectively for the distributorship, arranged and directed the affair. A. G. Bodoh, chief engineer of music system for the J. P. Seeburg Corporation conducted the major portion of demonstrating new machines.

## Atlas Shows In Chicago

CHICAGO — Close to 100 operators plus guests and friends from the Chicago area attended a two-day showing of the new stereo Seeburg line at Atlas showrooms here last week 17-18. Hosting the event were Morie and Ed Ginsburg, firm principals and Bill Phillips, Harold Schwartz and Nate Feinstein of the Atlas sales staff. Atlas service staffers included Frank Bach and Manual Herman. Newel Bellamy represented the Seeburg factory, with various other Seeburg officials dropping in from the Chicago located factory to view the proceedings.

## Seeburg in Baltimore

BALTIMORE — Musical Sales Company bowed the new Seeburg stereophonic phonographs to a crowd of over 100 operators plus families and guests at a dinner meeting in the Southern Hotel last week (22). Besides officials from Musical Sales, Tom Herrick, Charles Smith, Ray Melendy and Jack Gordon of the Seeburg Corporation were also on hand to explain workings of the new unit.

**Musical Staffers**  
 Musical Sales staffers included: Mack Lesnick, Stan Lesnick, Hy Lesnick, Charles Cabrera, Bill Reed, Bill Snow, Dave Adler, Artie Hausman, Harvey Blake, Irv Hollander, Denny Zeitler, Ben Love, Cecil Howard, John Cosentino, Roland Slatkoff and Sam Unger. Guests included: Otts Reichelt and Jim Reid of the Equitable Trust Company here.

**THOSE ATTENDING FROM MARYLAND:** Dick Linder, Theodore Greenburg, Maurice Eisenstein, Jack Freedman, Albert Kleinman, Mike Goodman, Albert Kulen, George Kortiss, Milton Polovoy, Sol Polovoy, John Obst, Stanley J. Waznick, Ike Sapperstein and Horace Biederman. Charles Blumberg, Gilbert Bradley, Adolph Solomon, Walter C. Bounds, G. Wise, P. Billowitz, Charles Scheel, Joe Storto, Gabe Chamby, Hyman Carpman, Morris Berke, George Crosby, Gerald Davis, Irving Watkins, March Ejudin, Phil Stein, Lewis W. Roach, Vachel Downes, Edmund Nelson Jr., and Joseph C. Zacierka. Eddie Horwitz, Sam Horwitz, Vernon Edmonston, Robert Wetzler, Ben Edner, M. E. McDonough, Max Eisenberg, Jerry Eaner, Moe Kaminsky, M. E. Gilbert, Jack Voorhees, Irvin Goldner, Joe Hasenkamp, Jack Harding, Robert Goldsmith, Adelbert Karfonta, Anthony Mongelli, Peter Mongelli, P. Michael Mongelli Jr., and John Paulino. E. J. Kramer, Al Zanio, Louis Le Faivre, James Le Faivre, Louis Jacobson, John W. Smith, G. M. Summers, Jud Gallahan, Norbert Paszkiewicz, Irvin Mason, Frank Parsons, Lester Parsons, and Richard Parsons. Bernard Rifkin, Dave Powell, William Landsman, Henry Baker, Edward Avallone, Nick Orifice, John Roberts, Buddy Roberts,

Elmer W. Batterill, Lewis S. Robinson, Joe Pratt, Irvin Rosenthal, Nate Croonin, J. Roland Volz, Jack Sapientza, Paul Shoemaker, Kenneth Deane, Kyle C. Smith, Richard Fifer, R. Sherwood Spears, Ronald Cate, Cliff Cate, and Walter Urbanski. Vincent Valentine, Leon Bober, Arthur Varsubsky, Sam Gensler, George Walters and Ernest Brown.

**FROM WASHINGTON:** John D. Cokinis, Tony Glezos, Stanley Mills, John N. Deoudes, Myron Loowinger, Evan Griffith, Gus Pappas, Tony Festa and Irving Sattler.

**FROM VIRGINIA:** A. S. Nicholson, George Costas, Glenrey Haney, Bill Peels, Bernard Inge, William Long, J. A. Woodard, C. B. Brooks, Howard Barton, Russell S. Jones, John Chandler, Earl Inge, Edward Williams, William Showalter, Gus Costas, E. C. Wetzal and Robert H. Minor. George Lineberry, John Cameron, Donald S. Miles and Chris Gregores.

**FROM PENNSYLVANIA:** W. Adair, M. Stein and N. Salow.

## Bow Seeburg In Memphis

MEMPHIS—George Sammons, president, and D. V. (Cotton) Pennington, partner, staged the Sammons-Pennington Company showing last week (19-20) of the new Seeburg stereophonic juke boxes. Sammons said, he could start making deliveries in a week or so. It was the largest attendance at a showing in Memphis in many years, with food and beverages provided for all guests.

Among the guests were H. I. Prince, sales manager of Perma-Point Needle Company, Chicago, and his district sales manager, James Crudgington, Memphis. They are interested in putting out a needle for stereophonic juke boxes. Also attending the showing was Norman Haas, sonic sales engineer for J. P. Seeburg Corporation, Chicago and Dan Greer, vice-president of Crosstown branch of First

National Bank, Sammons' banker. Operators included Fred Bryant, Atwood, Tenn.; R. L. Snow, Collierville; Alfred Butcher, Dyersburg; Pete Smith, Halls; Leo Bolton, Selmer; Tommy Jernigan, Memphis. Mike Solomito, Memphis; Jimmy Rutledge, Gordon Rhinehart, Eddie Bodenheimer, Drew Canale, Memphis. Tommy Webster, Thomas T. Blankenship, Guy and L. L. Canipe, Carl Cannon, Eugene Bullard, John Embry, Allen Y. Keller, R. L. Harbin, Memphis. Billy and Bobby Harbin, Johnny Novarces, Frank Beretta, Henry Trigg, Jake Kahn, Charles Kahn, and Jake's wife and daughter, Rose, Memphis. Billy Carver, Wallace Nolen, Stanley and Rosa Werner, L. P. Dickens and wife, son and two daughters; Merle Hapes and wife.

CHICAGO—Wurlitzer second quarter sales (July, August and September) dipped 9 per cent from the same period last year. In a statement issued by president R. C. Roling, the firm reported sales of \$7,754,242 for the second period this year, compared to \$8,513,526 for the same period in 1957.

Net earnings were \$97,572 or 11 cents per share on 860,525 shares of common stock. This figure compares with net earnings of \$178,003 or 21 cents per share on the same number of shares for the same period in 1957.

Sales for the first six months (April to September inclusive) were \$13,589,639, down 13 per cent from \$15,576,579 last year. Net earnings were \$16,505 or 2 cents per share compared with \$196,053 or 23 cents for the same period in 1957.

Roling stated the company had noted an increase in foreign and domestic orders since September and was optimistic about the balance of their fiscal year.

Operators included Fred Bryant, Atwood, Tenn.; R. L. Snow, Collierville; Alfred Butcher, Dyersburg; Pete Smith, Halls; Leo Bolton, Selmer; Tommy Jernigan, Memphis.

Mike Solomito, Memphis; Jimmy Rutledge, Gordon Rhinehart, Eddie Bodenheimer, Drew Canale, Memphis.

Tommy Webster, Thomas T. Blankenship, Guy and L. L. Canipe, Carl Cannon, Eugene Bullard, John Embry, Allen Y. Keller, R. L. Harbin, Memphis.

Billy and Bobby Harbin, Johnny Novarces, Frank Beretta, Henry Trigg, Jake Kahn, Charles Kahn, and Jake's wife and daughter, Rose, Memphis.

Billy Carver, Wallace Nolen, Stanley and Rosa Werner, L. P. Dickens and wife, son and two daughters; Merle Hapes and wife. (Continued on page 98)

# ROCK-OLA DAYS

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**PAUL A. LAYMON, INC.**

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## INTERNATIONAL SCOTT CROSSE CO.

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### Muzak Names New Background Music Distrib in Ala.

NEW YORK—Muzak Corporation has named Audio Masters, Inc., its background music distributor in Huntsville, Ala., according to Muzak president, Charles C. Cowley.

The new appointment brings to five the number of Muzak outlets in Alabama, and 165 the number in United States, Canada and abroad.

Lloyd H. Daniels is secretary-treasurer of Audio Masters and Robert M. Flanagan is manager.

### Tune Talk . . .



Joe Cuoghi, Memphis operator, comments on records he is putting on his route this week.

#### the picks

##### I Got Stung, Elvis Presley (RCA Victor)

"Elvis Presley hasn't had a bad record yet. He's been strong all over the country, but especially so here in his hometown. His new one (I think it was recorded in Texas while he was on a weekend pass from the Army) is a good commercial fast-beat tune. I think it will go big as all the other rock 'n' roll Presley records did for us. The flip side is "One Night," a slow ballad, but "I Got Stung" is the strong side. He does a terrific job on both and is backed by the Jordanaires."

##### Light of Love, Peggy Lee (Capitol)

"This one is a real fast-beat song with a sacred music background. There is hand-clapping and a different, spiritual, religious rendition that is catchy and will catch on big in most of our locations. "Sweethearts" is on the back and it is a good follow-up to her recent big hit, "Fever." "Sweethearts" is similar, has the same strong beat. Both could go."

#### the buyer

Joe Cuoghi, 36, is a man with a golden ear for a hit record. Cuoghi was a torpedoman first class in the U. S. Navy during World War II. He saw action in several sea battles aboard two destroyers, the U. S. S. Fox and the U. S. S. Hatfield. Returning from service in 1946, he and Johnny Novarese joined partnership to open Poplar Tunes Record Shop. It was an immediate success and became the hang-out for local buyers, young and old. In 1948 he and Novarese began their music route and have expanded it tremendously in the 10 years since. Joe is a member of American Legion Post Number 1 in Memphis, and the Veterans of Foreign Wars Post 618.

### 900 Turn Out for MONY Annual Fete

BROOKLYN — Nearly 900 members of the coin machine industry and their guests turned out for the 21st Anniversary Banquet Show of the Music Operators of New York at the Town & Country Club here Saturday night (25) for an evening of dancing, banqueting and talking shop.

As in the past, no speeches were allowed, with the evening devoted exclusively to having a good time. The festivities got under way with a cocktail hour, followed by a dinner and floorshow. Jack Carter, headliner at the floorshow, provided some good-natured needling of the industry and registered with the operators.

Unexpected hit of the show, tho,

was Art Garvey, of Bally Manufacturing Company, who impressed the audience with some unusual vocal renditions when he was invited onstage by Carter. After his performance, Garvey insisted that he had no serious thoughts of singing professionally.

#### Guest List

Distinguished guests included Jack Gordon, Seeburg Corporation; Bob Baer, Wurlitzer Corporation; Dick Gluck and Bud Kleppel, Rowe Manufacturing; Dan Carr, Herb Sternberg and Dave Roth, Continental Vending, and Barney Schlang and Drew Calland, Local 1690, Retail Clerk; International Association, AFL-CIO.

(Continued on page 96)

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**70 NEW EVANS**  
**AMPLIFIERS, MODEL MPE-207**  
 Complete with Tubes in original cartons. \$40 ea. 3 for \$100  
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<i>Tempo</i> for Dependable Operation	<i>Tempo</i> In Outstanding Programming
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 SEE AND HEAR ROCK-OLA'S TEMPO LINE FOR '59

**TOGETHER . . . they provide beautiful music!**

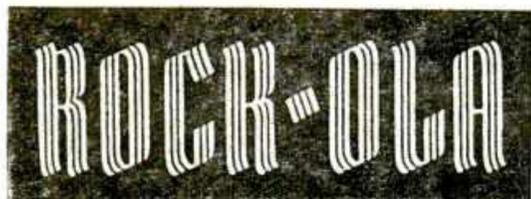
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*Tempo* for Dependable Operation

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**DAYS**

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**Come to SEE and HEAR How ROCK-OLA sets the *Tempo***

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*Tempo* for High-Fidelity Performance

**MODERN DISTRIBUTING COMPANY**

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See and Hear ROCK-OLA's *Tempo* Line for '59

# Results At a Glance

(Percentage figures refer to percentage of operators participating in the survey unless otherwise noted. Results are based on a total of 201 operators.)

- Of the total number of juke boxes you operate, what percentage are 200-selection machines?  

% of Jukes:	Over 50%	36-50%	21-35%	11-20%	Under 10%	None
% of Ops:	9.3%	14.7%	18.7%	20.0%	26.6%	10.7%
- How long have you operated 200-selection juke boxes?  

More than 18 Mos.	12-18 Mos.	6-12 Mos.	Less than 6 Mos.
75.8%	21.1%	1.5%	1.5%
- Do you feel servicing and maintenance costs on the 200 are higher, lower, or about the same as compared with lesser-selection models?  

Higher	Lower	About the Same
58.6%	4.3%	37.1%
- Considering all aspects of the 200 (initial cost, commissions, expenses, machine earnings) does the 200 give you a greater net profit than a lesser selection machine?  

Earns More	Earns About the Same
13.5%	86.5%
- What do you consider to be the ideal number of selections for a phonograph on your route?  

80, 100, 104, 120 Selections	200 Selections	160 Selections
76.0%	11.4%	6.3%
	50 Selections	
	6.3%	

# WHAT'S AHEAD FOR 200'S

Continued from page 82

that 200's do not earn more, the main attraction to them by location owners would certainly be considerably reduced. Why should a location owner demand or prefer a 200 if it earns no more?

Thus, most operators polled say they do not plan to buy as many 200's next year as this year or in 1957.

### Higher Costs

In addition, over half of the operators surveyed, as the accompanying chart shows, reported that servicing and maintenance costs on 200's are higher than on lesser-selection machines. Whether at least some operators are saying this largely as a "grudge" against a machine which doesn't earn more is not known for sure. However, it is interesting that even the operators were not asked for this information, more than half of those saying it did cost more to operate indicated the percentage of increase. Those percentage figures ranged from 3 to 50 per cent, with the average nearly 20 per cent.

Previous operator surveys conducted by The Billboard on 200's have indicated that most operators prefer machines in the 100-selection category (80, 100, 104 or 120 selections) over any other size machine. Results of this survey again point up the fact that a large majority of operators regard the 100-selection category as the ideal.

### Op Experience

The length of time operators surveyed have operated 200's and the percentage of them operated are important factors in evaluating the responses. Results indicate that most operators polled have had considerable experience with operating them and operate a substantial proportion per route (see chart).

Significantly, an unusual number of operators participating in the survey, a majority, included comments in their responses.

Several things were consistently pointed up by operators commenting. Here's a summary:

- Regardless of what we may have thought about 200's, we had to buy them in most cases in order to keep a location happy. The 200, in being the biggest and the newest, had an appeal which smaller machines lacked.

- There is no reason whatsoever to have 200 selections since in most locations only a small fraction of plays on even a 100-selection machine get any appreciable number of plays. Many selections on any machine do not get any plays or perhaps in the course of two weeks only one or two.

- Customers take longer to select from a 200 than from a machine with fewer selections.

- Higher costs of operating the 200, besides the initial cost, do not make the 200 a more profitable machine even if we were to realize a higher gross with it in some top locations.

- Several operators mentioned that they were not stepping down 200's and raised the question of what they should do with them once all their top spots had 200's since they did not feel they could afford them in locations which did not earn top money.

Here are some typical comments from operators who do not think record play justifies a 200:

**STUDIO PHONO, Milwaukee:** "The 200 has too many selections. General public takes too long to decide what selections to play. After viewing all selections, many are confused, walk away from machine without playing it. Often people will ask the bartender (or other help) for a record which is already on the machine but which they cannot find."

**J. F. HUPP, Cumberland, Md.:** "The whole idea of 200 selections is ridiculous when about 90 per cent of the play on any machine comes from about 10 selections. We are not buying any 200's and have no intention of doing so. As far as we are concerned, the 200's are just a sales gimmick of the manufacturers. If they would stick to a good 100-selection machine at a reasonable price, we are sure their sales would pick up."

**HARRY YORK, Pinetops, N. C.:** "I find 90 per cent of my locations do not want 200-selection machines. It takes the customer 50 per cent longer to play the machine due to the fact that he has to read twice the amount of program slips to find his record and sometimes never finds it. They also complain about so many old records when

naturally you have to program more old records on a 200 than on a smaller machine."

**CHARLES MEESE, Winter Haven, Fla.:** "A phonograph will only take in \$2 an hour. Each location has a limited number of playing hours. The customer consumes too much of this time selecting his record on a 200-selection machine. At least half of the records programmed never get played on a 200."

**A CALIFORNIA OPERATOR (who asked not to use his name):** "There is no need for 200's. As in cars, manufacturers have used 'built-in obsolescence' of 80's, 100's, 104's and 120's to step up to 200's. With rapid peaks and fading of hit tunes nowadays only a few tunes need to be replaced, so there is no need for so many selections."

**R. D. GRIGER, Sidney, Mont.:** "I think 200 is too many records and people spend more time finding a record to play. No more of them for me, competition or not. They are not worth the difference and added service."

**ED DEVINGER, Mount Pleasant, Ia.:** "I bought the 200 to increase takes. I now find that 200 are really too many selections and 60 per cent of the records are never played."

**MIKE YOUNG, Soldiers Grove Wis.:** "I bought 200's because it was the top machine and no location could change by saying he wanted a 200. Now the ones that have the 200's are in most cases happy to go back to a smaller machine. The record situation for the 200 is the big thing. You can change up to a dozen records at a time and it still looks like you haven't made much of a record change. My machines from now on will be either in the 100 or 160 selection category."

**RUFUS SHOFFNER, Monroe Mich.:** "I find out from other operators that they have far too many service calls for minor adjustments on the 200's. If you change fewer than 10 records at a time it looks like you haven't changed any."

Here are some operator comments on step-downs:

**A MASSACHUSETTS OPERATOR:** "The 200 when new is fine to use in your new or good loca-

tion. However, the used 200 is such that we are very reluctant to move to a lesser location when it has already proved that it cannot earn more. Therefore we see no future for this type machine except for top locations."

CLAYTON L. NORBERG, Mankato, Minn.: "The 200, like the Cadillac, has its place locationwise, but in not over 10 to 20 per cent of the spots. Play at first goes up, but then levels off to about what a 100 would do."

BILL BRYAN, Cadillac, Mich.: "The resale of a 200-selection machine isn't any greater than the 100's or 120's. When it is necessary to step the 200's down to the poorer locations it is hard to find enough records that are worth putting on. A percentage of the 100 selections never get played."

Here are a few operators who mention the costs of operating 200's:

JAMES HUTZLER, Martinsburg, W. Va.: "The first 200's cost \$1,000. We felt at that time that the extra selections would earn more money since we'd be using some older records that were simply in used stock. Since that time we have an increase in cost of about \$300 on a 200-selection machine. Since the 100's are remaining about the same as the first 200's, we are forced to consider them due to lower price."

E. H. STANTON, Auburn, N. Y.: "My only objection to the 200 is that it costs too much to change records, as EP's cost more and you have to change these as well as others."

R. O. WALKER, Helena, Mont.: "So far as I can see, there are no benefits from the 200. Service calls are more frequent and the average customer will not take time to view the entire selection, as is proven by the fact that we get requests for records that are on the machine, even tho they are programmed."

FRANK HECK, Quincy, Ill.: "I bought 200's expecting more income per machine. Our record costs, plus route expense, does not justify the extra cost of a 200-selection unit."

DANA HOWELL, Belmont, Ia.: "I cannot see where the 200 has a place in the operator's picture. They cost more to buy, more to install, more to service and have a tendency to decrease earning power because potential customers get discouraged and leave the location without playing the 200 because someone else is standing in front of it trying to find what he wants to play."

Of course, a number of operators did report favorably on the 200. Still, the main reason for their buying it was competitive threats. Here are some of their comments:

LESTER BRUNING, St. Paul: "The 200 is the machine of the future if ASCAP doesn't have its way. Also they don't take in any more money than a lesser-selection machine, this can be blamed on present business conditions at present. I use no EP's on my route, but I have found that I am getting more play on country and western and old favorites than I did on 100's."

FRANK MILLER, Irvine, Ky.: "I use 200's to convert to dime play. You also have an opportunity of giving larger variety spread to record selections. However, as has been true, 20 records will get 80 per cent of the play."

Just one operator participating in the survey mentioned that he used EP's and had good results with them. Here's his comment.

SEYMOUR POLLACK, North Tarrytown, N. Y.: "My first reason for first buying 200's was that it was a new model which I always buy for my best income-producing locations. I strive to have my machines take in the most money by having good equipment, the best records and the fastest repair serv-

## MONEY Nominates Officers, Board

NEW YORK — Members of the Music Operators of New York unanimously nominated for re-election the entire officer slate on the organization at a Tuesday night (28) meeting in the Park-Sheraton Hotel here. Elections will be held November 25 at the Park-Sheraton.

Nominated were Al Denver, president; Joe Connors, vice-president; Harry Wasserman, treasurer, and Ben Chicofsky, secretary. Mac Pollay, Lou Herman, Doc Shaprio, Ray Knoss and George Holtzman, all incumbents, were nominated to the board.

Other board nominations are Gilbert Sonin, Bill Kobler, Irv Fenchel, Leonard Nathan, Al Goldberg and Charles Morell. The board consists of 10 members, including the six officers.

ice. I use EP's on every 200-selection machine except one, and I still have some EP's on my 100-selection machines (which we put on as a 'wedge' to start 10-cent play in September, 1955). I have left these on, altho I do not feature them as much as on the 200's due to the fact that I only get 10 cents for the EP's. By paying attention to my EP's and putting the proper ones on for that particular location I figure that my locations take in from \$3 to \$6 more per week. I have a lot of EP's in stock and by buying a few each week I can change them around to get top play."

## Rock-Ola Line

Continued from page 82

Both monaural machines can, of course, be converted to stereo by changing the pickup, amplifier and adding stereo twin wall speakers (speakers in phonograph have to then be disconnected).

All models, stereo and monaural, have automatic volume control, credit accumulator and 50-cent chute as standard equipment. The 120 models are single priced, while the 200's have dual pricing optional.

The monaural machines feature a General Electric magnetic pickup with a sapphire needle. Amplifier is standard 25-watt output, with two 12-inch dual cone-type speakers in the phonograph cabinet combining both woofer and tweeter effects.

Cabinet has been redesigned and is virtually the same for all models. Title strips are mounted on a revolving drum at eye level. The drum is rotated by pressing a category designator button at the top of the cabinet, which is lighted and labeled to correspond to a title strip category. Disk selection is then made by pressing a single button on front of juke box panel.

**One-Way Mechanism**  
The mechanism has been changed to one-way action, with pop record sides coming up on odd selection numbers: 1-3-5-7, etc.

A new popularity indicator has been added in front of machine housing, with single button resetting action.

Cabinet dimensions are same on all lines: 29 $\frac{1}{2}$  inches wide, 27 $\frac{1}{2}$  inches deep and 59 $\frac{1}{2}$  inches high. Cabinet finish is midnight black and sierra white; coin equipment is single entry, four coin. Weight is approximately 325 pounds on all models.

HARTFORD, Conn.—Nutmeg Music Distributors Inc., a newly-organized Connecticut corporation, has filed a certificate of incorporation with the Connecticut secretary of state's office at state capitol here, listing authorized capital, \$50,000; 5,000 shares, par \$10; commencing business, \$1,200; incorporators, Emil P. Iassogna, Salvatore D. Grosso and Milton C. Rottman, all of Bridgeport. The firm's base of operations is Bridgeport.

**YOU ARE CORDIALLY INVITED TO SEE AND HEAR**

**THE *Tempo* LINE FOR '59**  
DURING

**ROCK-OLA DAYS**

SUNDAY, NOV. 2, thru SATURDAY, NOV. 8

**Come to SEE and HEAR**  
**How ROCK-OLA sets the *Tempo***

with STEREOPHONIC HI-FIDELITY

*Tempo* for Dependable Operation

*Tempo* in Distinctive Styling

*Tempo* for Increased Play

*Tempo* in Outstanding Programming

*Tempo* for High-Fidelity Performance

**WALBOX DISTRIBUTING CO.**

3909 MAIN ST.

DALLAS, TEXAS

See and Hear ROCK-OLA's *Tempo* Line for '59

**YOU ARE CORDIALLY INVITED TO SEE AND HEAR**

**The *Tempo* Line for '59**

DURING

**ROCK-OLA DAYS**

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*Tempo* for Dependable Operation

*Tempo* in Distinctive Styling

*Tempo* for Increased Play

*Tempo* in Outstanding Programming

*Tempo* for High-Fidelity Performance

**LAKE CITY AMUSEMENT CO., INC.**

4533 PAYNE AVE.

CLEVELAND, OHIO

See and Hear ROCK-OLA's *Tempo* Line for '59

**ROCK-OLA**

**DAYS ARE HERE TO INTRODUCE**

**The *Tempo* Line for '59**

You are invited to see and hear how Rock-Ola sets the

*Tempo* in Distinctive Styling

*Tempo* in Dependable Operation

*Tempo* in Outstanding Performance

*Tempo* for increased Play

*Tempo* in unexcelled Stereo Reproduction

Come one, come all to

**ROCK-OLA DAYS**

Sunday, November 2, thru Saturday, November 8.

**UNI-CON DISTRIBUTING CO., INC.**

3410 MAIN ST.

KANSAS CITY, MO.

See and Hear Rock-Ola's *Tempo* Line for '59

**This Week  
at Your Rock-Ola  
Distributor's Showroom  
See and Hear Why...**

**ROCK-OLA**

**sets**

**the**

*tempo*

**of the Industry**

**with the**

**Phonograph Line**

**of '59**



# All Rock-Ola Distributors Welcome You to See the Phonograph Line of '59 on

## ROCK-OLA DAYS

November 2nd through November 8th

### UNITED STATES

**A M A Distributors, Inc.**  
601 South Broad Street  
New Orleans, Louisiana

**Amusement Distributors, Inc.**  
1615 St. Emanuel  
Houston, Texas

**Automatic Games Supply Co.**  
1934-38 University Avenue  
St. Paul, Minnesota

**Automatic Music Company**  
1214 West Archer Street  
Tulsa, Oklahoma

**Badger Novelty Co., Inc.**  
2546 N. 30th Street  
Milwaukee, Wisconsin

**Border-Sunshine Novelty Co.**  
2919 4th Street, N. W.  
Albuquerque, New Mexico

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

**H. B. Brinck**  
825 East Front Street  
Butte, Montana

**Calderon Distributing Co., Inc.**  
433 N. Alabama  
Indianapolis, Indiana

**Capitol Music Distributing Co.**  
135 East Amite Street  
Jackson, Mississippi

**City Music Company**  
624 West Washington Street  
Phoenix, Arizona

**Coin Automatic Distributing Co.**  
241 West Main Street  
Johnson City, Tennessee

**Fabiano Amusement Company**  
109 Liberty Avenue  
Buchanan, Michigan

**Fabiano Sales & Service Company**  
7001 Fenkell Avenue  
Detroit, Michigan

**Franco Distributing Co., Inc.**  
24 North Perry Street  
Montgomery, Alabama

**General Music Sales Co., Inc.**  
245 W. Biddle St.  
Baltimore, Maryland

**Hallgren Distributors, Inc.**  
1826 Third Avenue  
Moline, Illinois

**H. Z. Vending & Sales Co., Inc.**  
1205 Douglas Street  
Omaha, Nebraska

**Lake City Amusement Co., Inc.**  
4533 Payne Avenue  
Cleveland, Ohio

**Paul A. Laymon, Inc.**  
1429-31 West Pico Blvd.  
Los Angeles, California

**B. D. Lazar Company**  
1635 Fifth Avenue  
Pittsburgh, Penna.

**LeSturgeon Distributing Co.**  
2828 South Boulevard  
Charlotte, North Carolina

**Modern Distributing Company**  
3222 Tejon Street  
Denver, Colorado

**Overland Music, Inc.**  
6309 Mountain Blvd.  
Oakland, California

**Pan American Sales Co., Inc.**  
812 South Presa Street  
San Antonio, Texas

**Patton Music Company**  
611 Eye Street  
Modesto, California

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

**Robinson Distributing Co.**  
335 Edgewood Avenue, S. E.  
Atlanta, Georgia

**J. Rosenfeld Company**  
4701 Washington Blvd.  
St. Louis, Missouri

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

**Ross Distributing Company**  
90 Riverside Avenue  
Jacksonville, Florida

**Royal Distributing, Inc.**  
3726 Kessen Avenue  
Cincinnati, Ohio

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

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

**Sanders Distributing Co.**  
415 Fourth Avenue, South  
Nashville, Tennessee

**Scott-Crosse Company**  
1423 Spring Garden Street  
Philadelphia, Penna.

**Scott-Crosse Company**  
330 East Locust Street  
Scranton, Penna.

**Seacost Distributors, Inc.**  
1200 North Avenue  
Elizabeth, New Jersey

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

**N. J. Steinke Company**  
731 Main Street  
Buffalo, New York

**Superior Music Company**  
128 Kent Street  
Hartford, Connecticut

**Uni-Con Distributing Company**  
3410 Main Street  
Kansas City, Missouri

**Walbox Distributing Company**  
3909 Main Street  
Dallas, Texas

**Western Distributors**  
1226 Southwest 16th Avenue  
Portland, Oregon

**World Wide Distributors, Inc.**  
2330 North Western Avenue  
Chicago, Illinois

### HAWAII

**Automatic Vending Machine Co.**  
583 California Avenue  
Wahiawa, Oahu, Hawaii

### CANADA

**Jack L. Howey**  
Bay Cliff Inn  
Milford Bay, Ont., Canada

**Lawrence Novelty Company**  
540 Boucher Street  
Montreal, Que., Canada

**William Pound Agencies, Ltd.**  
St. John's, Newfoundland, Canada

**A. Pullmer Company**  
145 Scotia Street  
Winnipeg, Man., Canada

**Select Music Company**  
1803 Commercial Drive  
Vancouver, B. C., Canada

**Van Dusen Brothers**  
10528-123rd Street  
Edmonton, Alberta, Canada

**Van Dusen Brothers**  
723-10th Avenue  
Calgary, Alberta, Canada

# ROCK-OLA

*Manufacturing Corporation*

800 N. Kedzie Ave., Chicago 51, Illinois

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of October 27, 1958)

Main table containing columns for High, Low, Mean Avg. prices for various categories: MUSIC MACHINES, GOTTLEB, SHUFFLE GAMES, PINBALL GAMES, WILLIAMS, CHICAGO COIN, and GENCO. Includes sub-sections like ARCADE EQUIPMENT and CODE: AP-Auto Photo, B-Bally, CC-Chicago.

## NCMDA to Map 1959 Program In Chi Nov. 30

### General Meet Plus Board Confab to Mull Ten-Point Agenda

CHICAGO — The 1959 program of the National Coin Machine Distributors Association will be blueprinted by members at the group's winter meeting in Chicago November 30.

Bob Slifer, NCMDA's executive director, announced the meeting plans last week.

He said that a meeting of the group's board of directors and officers will precede the general dinner session. Site and hour of the meetings, not set at press time, are expected to be announced this week.

Members will discuss and base a program on a packed agenda headlined by 10 subjects. The subjects are:

1. Better relationships among manufacturers, distributors, operators and operator associations.
2. Export-import markets.
3. The need for newer and more stimulating play - appeal equipment.
4. A membership drive.
5. A study of diversification.
6. Public relations.
7. A study of distributor sales, sales promotion and distributing techniques.
8. Business trends.
9. Rental and/or leasing vs. outright sales.
10. Loans, bonuses and gifts to locations.

November 30, the date of the meetings, is the first day of the annual convention and exhibit of the National Association of Amusement Parks, Pools and Beaches held at the Sherman Hotel thru December 3. At least a dozen coin-operated equipment firms will exhibit at the show (The Billboard, October 27).

NCMDA officers are: Gil Kitt, president, Chicago; Jack G. Bess, vice-president, Richmond, Va.; Irv Blumenfeld, secretary, Baltimore; and J. D. Lazar, treasurer, Pittsburgh. Board members are: Joe Auton, Kalamazoo, Mich.; John Bilotta, Newark, N. Y.; Dave Bond, Boston; Milt Marmer, Cincinnati; Charles Robinson, Los Angeles; Ron Rood, Orlando, Fla.; Dave Rosen, Philadelphia; and Leo Weinberger, Louisville.

## Bilotta Begins Shuffleboard Test Program

NEWARK, N. Y. — John Bilotta, local coin machine distributor and operator, has launched a shuffleboard test in Central New York State and reports that he is satisfied with collections.

The area relies heavily on shuffle alleys, long bowlers and gun games. Only a few shuffleboards, mostly location-owned, are in the region.

Bilotta said that new shuffleboard equipment is outgassing other game types and he plans to install one shuffleboard, plus a smaller game, on some of his top spots.

Bilotta feels that league play on

(Continued on page 92)

## AUGUST EXPORTS ABOVE AVERAGE, HIT \$1,923,710

WASHINGTON — Advance figures from the U. S. Department of Commerce show August game and juke box exports well ahead of the June-July level and above average for the year.

Game shipments accounted for \$725,415 on 3,129 units; new juke boxes did \$966,870 on 1,392 units; used juke boxes, \$231,425 on 584 units shipped. All three categories showed increases.

Details and market-by-market breakdown on August shipments will be published in The Billboard when made available in a few weeks.

## Louisville Pubs Hurt by Pinball Payoff Squeeze

LOUISVILLE — Tavern owners here are complaining that the current city move against payoffs to high scoring pinball players may put them out of business.

Jimmy Dell Lovell, city alcoholic beverage control administrator, said some tavern owners told him pinballs are the life blood of

(Continued on page 92)

## ONE-TWO—FIRE!

# New Guns Loaded With Play Appeal

CHICAGO — Two gun games hit the market in the past few weeks, and either one could walk off with top honors in the 1958 new game field.

Both United Manufacturing's Sky Raider machine gun and Williams' Deluxe Vanguard rifle feature fresh play features welcome to operators.

Few new ideas in guns have seen daylight since the big era of the .22 rifle unit back in 1954-1955. Most of the mid-'50 gun models were conspicuously alike, both in appearance and play features.

The new United and Williams guns are not only unlike any previous gun game of recent years, but are entirely different from one another as well. Both above points

## Game Production Even With 1957; Bowlers, 5-Balls Top Introductions

CHICAGO — A bigger variety of new models puts amusement machine production on an even keel with last year despite reduction in output of several standard lines.

Five-ball pins, pool games, ball bowlers and kiddie rides all show marked dips from the 1957 level to date. But with manufacturers on the search thruout the year for a successful new type of game, introduction of novelty items shot upward.

Standard lines showing increases to date include shuffle bowlers, guns and in-line pinballs. Leading new-type game of the year thus far is the rocket quck in-line game, with six models introduced.

With two months remaining of 1958, game output has hit 75 models. Total 1957 production reached 93, but the final two months of the year are traditionally heavy in introductions. Besides normally heavy output in the final months, new game introductions at the annual park show, late in the year, hypo yearly totals. The 1958 totals could pass the 1957 level by year's end.

Of the 75 models bowed this year, five-ball pins lead with 17, but are running behind last year's total of 24.

Bowling games, as a group, also account for 17 introductions. This category totaled 23 last year. The

1958 bowling game crop is more varied, however, including eight ball bowlers, four shuffle bowlers, three gun-type bowlers and two manikin-type bowlers. Ball bowlers totaled 13 last year, shuffle bowlers just two.

Pool games account for five models this year, compared to 14 in 1957. Gun games are already ahead of last year's level, five to four. More are expected before year's end.

In-line pinball models introduced are slightly ahead of 1958 to date, four models to three. Kiddie ride new model output slid to five thus far in 1958, from 1957's 13-model mark.

Four baseball models were bowed this year, compared to only one last year.

Heading the novelty game production are six rocket-type in-line puck games. One horseshoe and one shuffleboard have been introduced. Ten other novelty games round out the 1958 10-month output. They include roll-downs, golf putting, hockey and racing games, a counter game and several other machines.

## Form Midway Mfg., New Game Factory

FRANKLIN PARK, Ill. — Henry Ross and Marcine Wolverton, former United Manufacturing Company engineers, have branched out on their own with the formation of Midway Manufacturing Company, a new game manufacturing firm.

Ross, an electrical engineer, and Wolverton, a mechanical engineer, resigned from United two weeks ago and will move into their newly leased factory at 10136 Pacific Avenue, Franklin Park, after November 1.

Ross and Wolverton are equal partners in the new corporation, in which they jointly own a 100 per cent interest, according to Ross. Both partners were with United for more than 11 years.

Production dates on new games are not yet set, but Ross said he has a number of new products in mind. "There is a need in the industry for smaller manufacturing concerns," Ross stated.

## U. S. Locations For Games at 304,044: IRS

Figures Indicate Drop of 23,206 From 1957 Level

WASHINGTON — Number of establishments in the U. S. with amusement machines on location during the fiscal year ended June 30, 1958, totaled 304,044, according to Internal Revenue Service. This is a drop of 23,206 locations from the fiscal year ended a year earlier.

It should be pointed out, however, that the drop in the number of locations having amusement machines does not necessarily indicate a loss of popularity for the machines. Fiscal 1958 covered most of the so-called recession months, when many businesses were finding sales off from earlier years. Drop in number of locations might indicate, too, that fewer locations are handling a greater number of machines.

The same holds true for billiard or pool rooms and bowling alleys. The number of locations in this category dropped 1,240 to a total for fiscal 1958 of 34,067.

On the other hand, locations having gaming devices increased in the same period to 16,771, 5,867 more locations than during fiscal 1957.

## Philly Assn. Set On Annual Fete

PHILADELPHIA — Joe Silverman, executive secretary of the Amusement Machine Operators of Philadelphia, said that a sellout crowd of 500 is expected to attend the organization's annual dinner-dance at the Latin Casino.

Operators from Pennsylvania, New York and New Jersey, as well as all distributors in the area and manufacturers' representatives are expected to attend. Comic Jackie Leonard will be the headline of the floorshow.

## United Ships Shuffle Alley, Niagara

CHICAGO — Niagara, a new shuffle alley with a speed control score feature, was shipped to distributors last week by United Manufacturing Company.

The six-player game is the same size and has similar design as Cyclone, its predecessor, with the exception of the speed feature.

This feature scores player according to the speed with which he delivers the puck. Medium speed scores highest, fast or slow delivery scores lower. A flashing light travels up and down scoreboard, indicating speed of puck and appropriate scoring bracket.

Thus, a medium-speed shot making a strike will rack up highest possible score for player in any one frame.

Where Cyclone featured timing in getting top scores, Niagara play is built around puck speed.

The game has the rounded-top puck which hits both pins and trip switches below pins. Cabinet dimensions are 8½ by 2½ feet.

## Location Owner Hit by Federal Tax Indictment

NASHVILLE — A Harding, Tenn., location owner was charged here in federal court in a two-count indictment with willfully failing to make a tax return on gaming devices for the tax year

(Continued on page 92)



WILLIAMS VANGUARD



UNITED SKY RAIDER

# ROCK-OLA

## DAYS ARE HERE

to introduce

### The *Tempo* Line for '59

You are invited to see and hear how Rock-Ola sets the

- Tempo* in Distinctive Styling
- Tempo* in Dependable Operation
- Tempo* in Outstanding Performance
- Tempo* for Increased Play
- Tempo* in unexcelled Stereo Reproduction

Come one, come all to

## ROCK-OLA DAYS

MONDAY, NOVEMBER 3,  
THRU SATURDAY, NOVEMBER 8

## B. D. LAZAR CO.

1635-37 Fifth Ave. Pittsburgh 19, Pa.  
Phone: GRant 1-7818

See and Hear Rock-Ola's *Tempo* Line for '59

# ROCK-OLA

## DAYS

are here to introduce

### THE *Tempo* LINE FOR '59

YOU ARE INVITED TO SEE AND HEAR HOW ROCK-OLA SETS THE *Tempo* WITH STEREPHONIC HI-FIDELITY

- Tempo* in Distinctive Styling
- Tempo* in Dependable Operation
- Tempo* in Outstanding Performance
- Tempo* for Increased Play
- Tempo* in Unexcelled Stereo Reproduction

Come one, come all to Rock-Ola Days  
Sunday, November 2, thru Saturday, November 8

## S. & M. DISTRIBUTING CO., INC.

1074 UNION AVE. MEMPHIS, TENN.

See and Hear Rock-Ola's *Tempo* Line for '59

## One-Two—Fire!

• Continued from page 91

rubber balls, individually or by the line, attempting to arrange them in-line for automatic press-the-button scores. The rifle operates on direct electrical contact, the 25-ball-hole playfield reflected from the cabinet bottom. Bull's-eye targets may be hit to launch any vertical line of balls with one shot. Cabinet is of new design, with tubular legs under gun mount. It has match play and spell-the-name carry-over features which can be used or unplugged at operator's option (The Billboard, October 20).

### Recoiling Guns

Sky Raider, an unusually compact game, has player peering thru bull's-eye gun sight between two mounted ack-ack guns which recoil slightly when fired. He squeezes triggers on both guns simultaneously to fire. Direct hits bring red flash over plane and score automatically according to number of hits made before each plane disappears. Player is scored for both accuracy and quick fire, the timer unit adding bonus score at end of play. Both bonus and shoot-again-for-high-score features are optional to operator. Scoreglass is located directly below gun mount, rather than in the customary position at top foreground. (The Billboard, October 27.)

## Location Owner

• Continued from page 91

ending June 30, 1955, and with willfully failing to pay the tax. The defendant, Robert H. King, 33, alleged that, at the time of the alleged violation, he was advised by pinball dealers that there was serious doubts as to whether the federal statute covering such taxes included pinballs. Andrew M. Gant Jr., U. S. assistant district attorney, arguing the case for the government, said an opinion handed down by Federal District Court here held that pinballs did fall under the game tax statute, and that King paid the tax following a 1953 seizure without contesting it. Two special agents of the Internal Revenue Service told how they gambled for pinball payoffs at the location. They won and collected from King, who later was arrested on a federal warrant. King admitted the payoff, but strongly denied at the trial that there was any willful attempt to violate the law.

## Louisville Pubs

• Continued from page 91

their business. He said that he had received many calls and visits from tavern owners and operators complaining of the stiff enforcement policies. Lovell said, however, he understood a law enforcement officer must actually witness the payoffs to make an arrest. In this respect, he said he agreed with Police Chief Carl Heustis and Safety Director W. George Matton that air-tight enforcement against pinball payoffs is virtually impossible.

## WANTED TO BUY USED RECORDS 45 RPM

Late releases only. Regular or EP in quantities. Write

### RECORD RACK

306 N. Main St. Middletown, Ohio

## Bilotta Begins

• Continued from page 91

coin-operated shuffleboards will go over in his area and he is planning to set up such leagues. He also feels that he can convince location owners that they will make more money with his new equipment on a commission basis than they can with their own obsolete machines.

## FOR THE MONEY!

Coin Changers  
Coin Counters  
Coin Sorters  
Coin Stackers  
Ticket Dispensers  
Turnstiles

"PROTECTALL" SAFES  
Div. of Mosler Safe Co.  
Exclusive Distributors  
"Safes for Every Size Operation"

Complete Selection of Coin Handling Equipment and All Types Coin Operated Machines.

EXPORT—ALL MACHINES

## MIKE MUNVES

CORPORATION  
Bryant 9-6677  
577 Tenth Ave., New York 36, N. Y.

## SPECIAL—CLOSEOUT

Wurlitzer 1900	.....	\$495.00
Rock-Ola 1455D	.....	645.00
Rock-Ola 1455S	.....	595.00
Rock-Ola 1454	.....	545.00
Rock-Ola 1448	.....	445.00
Rock-Ola 1446	.....	345.00
Rock-Ola 1438	.....	245.00
30 1546 Chrome 120		
Wall Boxes	.....	35.00
10 100 Selection		
Seeburg Wall Boxes	.....	35.00

Call, Wire or Write—  
Joe Brilliant

### BRILLIANT MUSIC COMPANY

19963 Livernois, Detroit 21, Mich.  
Phone: Diamond 1-2750

## KIDDIE RIDES FOR SALE

F.O.B. Chicago and Los Angeles  
In operating condition. All parts complete.

### VARIETY SPECIALS

Novelties to attract attention and sales.

GYM CYCLE	.....	\$100.00
DOPEY DUCK	.....	125.00
FLYING SAUCER	.....	150.00
HVD METAL TYPER	.....	175.00

• Available L.A. only.

Available L.A. Chgo.	Type of Ride	Price
X	Lane Merry-Go-Round	\$250.00
X	Deco Merry-Go-Round	195.00
X	Texas Kiddie Ride	200.00
X	Merry-Go-Round	125.00
X	Joy Merry-Go-Round	300.00
X	Capitol Pony	195.00
X	Hopalong Pony	170.00
X	Bally Space Ships	100.00
X	Atomic Jet	100.00
X	Exhibit Space Patrol	100.00

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

## KIDDIE RIDES, INC.

2557 W. North Avenue, Chicago 47, Illinois  
Phone: ARmitage 6-8180

## WANTED

Chicago Coin 14-ft. Classic Bowlers  
Must be in A-1 condition. State quantity, price, first letter.

**J. ROSENFELD CO.**  
4701 Washington, St. Louis 8, Mo.  
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SINGLE PLAYER

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CRISS CROSS	.....	235
STRAIGHT FLUSH	.....	225
SILVER	.....	215
ROYAL FLUSH	.....	195
WORLD CHAMP	.....	165
ACE HIGH	.....	160
AUTO RACE	.....	145
RAINBOW	.....	150
DERBY DAY	.....	110

2-PLAYER

BRIGHT STAR	.....	\$330
WHIRLWIND	.....	315
FLAGSHIP	.....	225

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TO GET ACTION—GET  
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COMPETITIVE PLAY!  
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**NATIONAL**  
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1411-13 Diversey, Chicago 14, Ill.  
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# Juke Box Exports: A New Look Coming

• Continued from page 1

of the European coal and steel community, which took shape in 1952 and was to be the pilot project for the Common Market. With the European coal and steel community, the six nations have effected a single market for half of Western Europe's coal and nearly two-thirds of its steel. They have torn down national barriers, quota and currency restrictions, and cartels and price-rigging,

which have hampered Europe's economy for centuries.

The Coal and Steel Community began life February 10, 1953. On that day, a coal train drew into a Luxembourg station. It came from the German Ruhr and was headed for France's industrial Lorraine.

For that train, and others which followed, there were no frontiers, no customs and no variations in prices inside and outside its country of origin. Thus was the common coal market opened, and iron and steel followed shortly thereafter.

### Coal & Steel

The Coal and Steel Community was blueprinted over a five-year transition period. The five-year period expired last February, and the Coal and Steel Community is now mature reality, an accepted fact of economic life in Europe.

Its success spawned the Common Market and inspired plans for Euratom (the European atomic energy community).

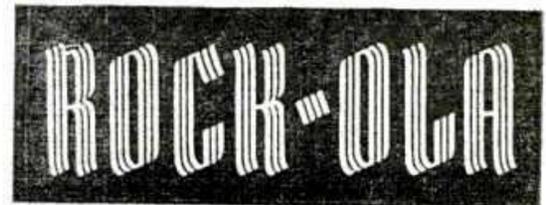
The Common Market plan duly emerged from the chateau in Brussels and into the parliaments of the six nations. It was adopted by all six nations in the last half of 1957 and took force, in the first stage, last January 1.

Europe's supermarket plan calls for:

### Big Picture

1. Creating a common market of 160 million people.
2. Cutting tariffs between the six nations, by 30 per cent in the next four years, and gradual elimination, over a maximum period of 15 years, of all tariffs and import quotas between them.
3. Establishing, during the same period, common tariffs against outside nations at an average level lower than France's, higher than the Low Countries.
4. Abolishing discriminatory transportation charges, such as higher rates for goods originating in another country.
5. Permitting the free movement

(Continued on page 94)



**DAYS ARE HERE**

to introduce

## The Tempo Line for '59

You are invited to see and hear how Rock-Ola sets the *Tempo*

- Tempo* in Distinctive Styling
- Tempo* in Dependable Operation
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Sunday, November 2, thru Saturday, Nov. 8

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- Bangorama ..... 175
- Basketball Champ ..... 195
- Bear Gun ..... 125
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- Basketball, C.C. .... 175
- C.C. Bandbox ..... 175
- Cap. Panorams ..... 325
- C.C. Pistol ..... 75
- Coon Gun ..... 135
- Drivemobile ..... 150
- Dale Gun ..... 50
- Ex. Pop Gun ..... 495
- Gen. Quarterback ..... 125
- Gen. Rifle Gallery ..... 175
- Gen. Gypsy Grandma ..... 395
- Horoscope ..... 110
- Lord's Prayer ..... 195
- Midget Movies ..... 125
- Mer. Ath. Scales ..... 50
- Metal Typers Harv. .... 195
- Midget Alley ..... Write
- Pitch'm-Bat'm ..... 195
- Photomatic ..... 350
- Phil. Toboggan ..... 395
- Pirate Gun ..... 350
- Rock 'n' Roll ..... 75
- Set Shot ..... 250
- Sidewalk Engineer ..... 150
- Silver Gloves ..... 175
- Six Shooter ..... 95
- Squirts ..... 585
- State Fair ..... 275
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- Tungo ..... 145
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- Seeburg C ..... 410
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- Seeburg G ..... 545
- Seeburg W ..... 545
- Wur. 1500 ..... 175
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- Lehigh 10 column ..... \$110
- National 9 M ..... 125
- National 11 col. .... 165
- Keeney 9 col. .... 110
- Mercury 9 Col. .... 135
- Lehigh 12 col. .... 150
- Lehigh 15 col., new ..... 225
- Eastern Elec., 22 col., new ..... 325

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- Tournament ..... 595
- Jumbo ..... 550
- Trophy ..... 695
- Bowling ..... 425
- ABC ..... 425

**CANDY VENDORS**

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- Shipman 6 col., new ..... 165.00
- Vendall, 8 col. .... 85.00
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- N.W. Sweet Sixteen, 16 col. .... 295.00

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- Merc. Grippers ..... 25.00
- Kickers & Catchers, new ..... 52.50
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- Pop Up ..... 18.00
- 3 of a Kind ..... 20.00

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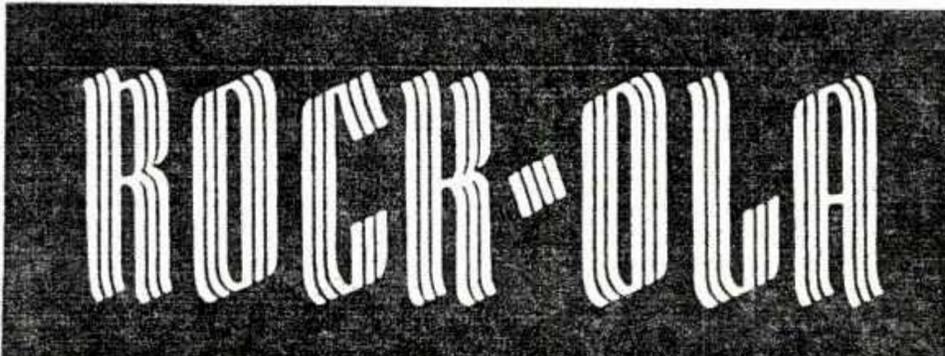
- Bally All Star ..... \$275
- Bally Deluxe Star ..... 295
- Un. Midget Alley ..... 295
- Wms. Ten Strike ..... 275
- Wms. Ten Pins ..... 275
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- Tempo* for High-Fidelity Performance

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3W1 Wall-O-Matic. \$49.50

**W. B. DISTRIBUTORS, INC.**  
1012 Market St.  
St. Louis, Missouri.

## Juke Exports: A New Look

• Continued from page 93

of labor, so that labor-hungry areas such as Germany's Ruhr can sop up some of Italy's 2,000,000 unemployed.

6. Permitting free movement of capital, thus making it easier for European industrialists to invest their money where it will be most productive.

7. Equalizing corporate taxes and working conditions.

Plainly, while the Common Market creates opportunity for the industry and business of its member states, it creates problems for those outside the supermarket.

It was this fear of being frozen out that suddenly bestirred the British, who have long kept one tentative foot in and one determined foot out of the Continent.

So the British came up with the "Free Trade Area" scheme, which would:

1. Create a market of 260 million people, a bigger trading area than either the U. S. or Russia.

2. Allow specified goods—mostly manufactured goods (including coin machines)—to move between member nations free of tariff.

3. Have no common tariff against outsiders, thus allowing the British, nearly half of whose trade is with other commonwealth nations, to continue giving "imperial preference" to the agricultural products which make up nearly 90 per cent of commonwealth exports to Britain.

What happens to the Free Trade Area plan remains to be thrashed out. West Germany's Chancellor Konrad Adenauer is plumping for its adoption, in one form or another.

Such a free trade area would probably include, in addition to Britain and the six Common Market countries, the Scandinavian countries, Greece, Iceland, Portugal and Switzerland.

Under this idea, there might be a free market all over Europe for certain products, while all nations outside the nucleus of the six kept trade barriers on many other products. Thus could both Common Market and Free Trade Area schemes dovetail.

The Free Trade Area remains largely in the realm of theory, but the Common Market is fact, and the six market members have set a deadline of next January 1 for a 10 per cent tariff cut by its members.

This is the big picture, the background to moves by the European coin machine industry to recast its operations for the Common Market. These moves inevitably pose problems for the American coin machine industry, roughly the same problems confronting any American industry without its own production facilities in Europe.

The main move of European coin machine men is toward a juke box pool, a pool of manufacturers, importers and exporters of juke. Such a pool in time would encompass the entire coin machinery industry—the European industry.

The spokesman for the pool idea is Jacques Marchant, president of the French juke box manufacturers' association and himself chief of the firm manufacturing the Emaphone juke.

Precisely what such a pool would seek to accomplish is still under discussion, but the statements of its leaders suggest that, in one form or another, its primary purpose would be to protect European coin machine producers from non-European competition.

In fact, at the first meeting of the European Juke Box and Coin Machine Industry in Paris last May 23; it was urged that such a goal be established.

Delegates demanded that import quotas be imposed on coin machines from non-European countries, and this demand received warm endorsement from one of Marchant's chief deputies, Jean-Jacques Caillard.

The Common Market scheme undoubtedly makes economic sense—and on a grand scale—for Europe. But the consensus of experts, even of pro-supermarket experts, is that the big market will pose big problems and, very likely, big trouble, for American industry based exclusively outside the market.

This is the motivation behind

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AND  
G. K. "GIL" BRAWNER

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*Tempo* in Distinctive Styling  
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*Tempo* for Increased Play  
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See and Hear  
Rock-Ola's *Tempo* Line for '59

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TO SEE AND HEAR

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- ✓ NOW has TWO coin returns and other new features.
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with fortune and  
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SHOWTIME	375	SOUTH SEAS	125
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Games' GUNSMOKE	325
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Keeney BIG TENT	225
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United 16' ROYAL	525
United 16' JUMBO	595
Bally 14' A.S.C.	245
C.C. 16' T.V. BOWLER	595

### ARCADE

Gance MOTORAMA	3245
Bally ALL-STAR BOWLER	475
Games' HOLE-IN-ONE	95
Bally SKILL ROLL	195
Wms. JOLLY JOKER	75
Bally TARGET ROLL	195
United MIDGET ALLEY	275

### BASEBALLS

Wms. SHORTSTOP	470
C.C. BATTER-UP	375
Wms. 1957 BASEBALL	325
Bally BIG INNING	295
Wms. 4-BAGGER	225
Keeney LEAGUE LEADER	275
United SUPER SLUGGER	175

### GOTTLIEB 5-BALLS

ROCKET SHIP	5275	AUTO RACES	155
CRISS CROSS	245	RAINBOW	145
SILVER	210	CLASSY BOWLER	125
STRAIGHT FLUSH	225	DERBY DAY	95
WORLD CHAMP	195	HARBOR LIFES	95
ROYAL FLUSH	175	SOUTHERN BELLS	115
ACE HIGH	145	TWIN BILL	115

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ROCK-OLA 1458, 120	WRITE	A.M.I. G-200	575
ROCK-OLA 1434	575	ROCK-OLA 1463, 309	WRITE
ROCK-OLA 1448	475	SEEBURG M100-C	425

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 See and Hear Rock-Ola's Tempo Line for '59

the rush of American firms to establish European subsidiaries or working agreements and licensing arrangements with European firms. It explains why American concerns which already have European subsidiaries are retooling for the Common Market.

There is a rush of American capital into the European market. Almost every major American corporation now has a European subsidiary. The reason, of course, is simple: the Common Market.

A survey shows that 257 German companies are now owned outright or in large part by American interests, a development which is manifest in Holland, Belgium and France.

But it is a general business development which the American coin machine industry seems to have been slow to join. U. S. coin machine's only major move to date has been the manufacture by Mondial Ltd., in Ireland, of equipment by D. Gottlieb & Company and Williams Manufacturing Company, for sale in Britain and on the Continent.

Aside from AMI, Seeburg is negotiating with a Dutch firm for the final assembly of Seeburg juke boxes in Holland. National Relectors, Inc., St. Louis, last year established a European subsidiary at Hamburg.

Otherwise, the pattern of American coin machine operations in Europe has been the designation of agents who import direct from the U. S.

In Germany, a number of German manufacturers also act as general representatives for American-produced coin machines, in some cases selling American equipment in competition with their own similar products.

That this procedure can survive the advent of the Common Market strikes the experts as being most unlikely.

If American coin machine producers have been tardy in sensing the implications of the Common Market, their European counterparts have not. Expansion programs are the order of the day with the German industry.

Expanded plant facilities, including entire new plants, have just been completed or are under way at Bergmann, Hamburg; NSM, Bingen; Wiegand, Berlin; and Tonomat, Frankfurt.

In Belgium, Renotte is establishing a subsidiary in Britain to market two Renotte juke boxes, the CM 80 and CM 160.

In coming to a decision concerning establishment of a European subsidiary, American juke manufacturers must take into account the proliferation of European juke boxes.

Here is a rundown on European juke offerings, country by country: Belgium, Renotte, Gama; Britain, Balami Super 40; Denmark, IMA-AMI; France, Melody Select Eighty, the M 88, Multiphone, the

(Continued on page 101)

**Foreign Sales**

Continued from page 1

are no less than 20 juke boxes being made in four countries—Belgium, Great Britain, France and Germany.

Several U. S. firms have taken steps to set up separate production facilities in Europe. AMI, Inc., which has long licensed the production in Europe of a line patterned after their own, has contracted with a Dutch firm to make AMI machines for a European AMI sales organization. AMI equipment is also being made in France at LeTouquet. Seeburg is negotiating with a Dutch firm for the final assembly of Seeburg machines in Holland. National Relectors, Inc., last year set up a European subsidiary at Hamburg.

One French juke box line is now being sold in Germany by a German firm; a German juke box is being sold in France by a French company.

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- FULL SET NUMBERED (1 to 15) BALLS
- 52" CUES
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- UNITED BOWLING ALLEY
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BALLY SPACE GUNNER  
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- Wms. TEN STRIKE ..... 225
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**MONY Dinner**

Continued from page 85

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- CC Bowling League 345.00
- Un. Bowling Alley 345.00
- Bally Bowling Lanes ..... 345.00
- Bally Strike Bowler 545.00
- TV Bowler (with rollovers) ..... 550.00
- CC Classic Bowler 550.00
- Un. Mars ..... 185.00
- Un. Regulation ..... 325.00
- CC Deluxe Ski Ball 225.00
- Un. Vogue ..... 195.00
- Bally All Star ..... 195.00
- CC Super Frame ..... 95.00
- CC Hollywood Bowler ..... 225.00
- CC Tournament Ski Ball ..... 115.00
- Bally Tournament Bowler ..... 575.00

**NEW EQUIPMENT**

- CC PLAYER'S CHOICE
- CC TWIN BOWLER
- CC CRISS CROSS HOCKEY
- CC ROCKET SHUFFLE, 2 PLAYER
- KAYE DEUCES WILD
- GENCO GUN CLUB
- KAYE COMPETITOR POOL
- VALLEY 4-POCKET POOL

**MUSIC**

- AMI H-200 .....\$795.00
- AMI G-200 ..... 595.00
- AMI F-120 ..... 475.00
- AMI E-80 ..... 295.00
- AMI E-120 ..... 345.00
- AMI B-45 RPM ..... 125.00
- AMI C-45 RPM ..... 125.00
- Seeburg V-200 .....\$575.00
- Seeburg M100C ..... 410.00
- Seeburg M100BL ..... 350.00
- Seeburg 200 Selection Wallboxes ..... 110.00
- AMI 200 Selection Wallboxes (slightly used) ..... Write

**GUNS**

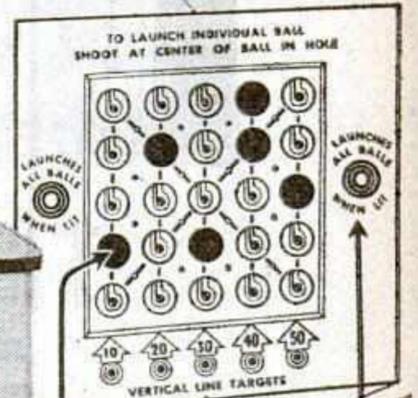
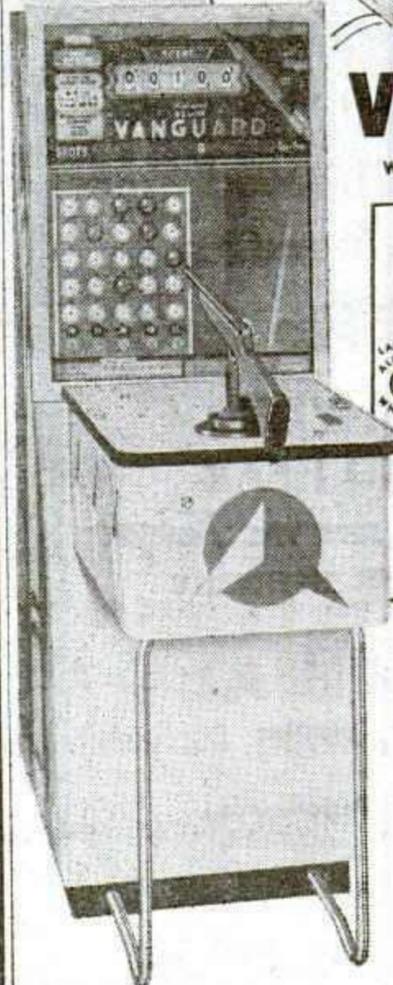
- Genco Gun Club (slightly used) .....\$395.00
- Genco Circus Gun ..... 350.00
- Genco State Fair ..... 245.00
- Genco Super Big Top .....\$295.00
- Genco Big Top ..... 195.00
- Genco Rifle Gallery 150.00
- Genco Davy Crockett .....\$245.00
- Un. Bonus Gun ..... 195.00
- Un. Carnival Gun ..... 150.00

**MONROE COIN MACHINE EXCHANGE INC**

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

**VANGUARD**

WITH NEW POP-UP BALL TARGETS!



SEE YOUR Williams DISTRIBUTOR TODAY!

**VANGUARD**

MAKES PLAYERS THINK... Should I Shoot 1 Ball? Entire Line? ALL BALLS?

Holds Players Interest:

1. Replay Feature (optional) for High Score
2. Match Feature (optional)
3. Spell V-A-N-G-U-A-R-D for powerful Carry-Over Play



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

**ROCK-OLA**

days

are here to introduce  
**The Tempo Line for '59**

You are invited to see and hear how Rock-Ola sets the

- Tempo* in Distinctive Styling
- Tempo* in Dependable Operation
- Tempo* in Outstanding Performance
- Tempo* for Increased Play
- Tempo* in unexcelled Stereo Reproduction

Come one, come all to Rock-Ola Days  
Sunday, November 2, thru Saturday, Nov. 8

**CALDERON DISTRIBUTING, INC.**

433 N. Alabama St., Indianapolis, Ind.

See and Hear **ROCK-OLA Tempo Line for '59**

**FOR SALE**  
**PLAYLAND ARCADE**  
**DOWNTOWN LOS ANGELES**  
 Includes approximately  
 75 machines.  
 Established in 1941  
 Lease Available  
 \$25,000  
 Terms to the Right Party.  
 Contact:  
**Mrs. Dora Robin**  
 2223 25th Street  
 Santa Monica, Calif.  
 Telephone: EXbrook 9-9909

Over **67,000 ACTIVE BUYERS** read  
 The Billboard classified columns each week

**Headaches**

• Continued from page 82

luctant to do anything to disturb the status quo of slightly revived fall business.

Whether from reverting to nickel play, or a drop in business in general, many of the less stable routes were forced to sell out to the larger, better established operating companies. But even these larger firms weren't on easy street.

Many are now diversifying their routes in an effort to bring things back to an even keel. Cigarette vending seems to be a prominent contender in diversification moves

with amusement games, heretofore kept separate, a strong second.

**Trim Down**

Operators are also trying to trim their routes down to a more economic level. Jimmy Browning, Big D Music Service, a typical route owner, cites "operating economies" as the answer to keeping the wolf from the door. Big D is also diversifying to keep their business on a par.

New location prospecting has also become important with operators, many of whom let the customers come to them up to now.

**50c Coin Chute**

• Continued from page 82

is now appealing location owners and customers who feel that 10-cent play is too expensive by offering 13 for 50 cents on remote locations.

**Volume Up**

Invariably, the 13 plays for 50 cents have restored volume at least back to normal, and in many cases even better.

Operating in dry Texas, which authorizes only beer and wine, and with stiff competition between taverns to begin with, means that customers are far more conscious of the cost of recorded music. Tilworth has found. There are many taverns which offer 10-cent beer drinks during special hours of the day and only 15-cent drinks during regular hours. Consequently, their patrons don't enjoy dropping in a dime to hear one piece of recorded music. With 13 for 50 cents representing a real bargain, and customers chipping in to make up the half dollar, the collection picture has been far better.

**WANTED**

Experienced Manager for Music Route. References requested and other information in first letter.

**Write Box 944**

The Billboard, 188 W. Randolph, Chicago, Ill.

**NOW DELIVERING**

WRITE or CALL for Prices

- BALLY BEACH TIME, CYPRESS GARDEN, GOLF CHAMP, LUCKY ALLEY
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- ROCK-OLA PHONOS—50-120-200 SELECTION
- CHICAGO COIN CRISS CROSS HOCKEY, TWIN BOWLER

★ ★ SPECIAL ★ ★

5 BALLS

1442 Rock-Ola, 50 Sel. ....	\$395.00	Bally U.S.A. ....	Write
1446 Rock-Ola, 120 Sel. ....	445.00	Flying Aces ....	Write
1448 Rock-Ola, 120 Sel. ....	545.00	Gott. Criss Cross ....	\$245.00
All-Star Deluxe Bowler, new	295.00	Genco Fun Fair ....	275.00
Trophy Bowlers, new	Write	Ball-a-Poppin' ....	175.00
Like New A.B.C. Bally Bowling		Bally Circus ....	245.00
Lanes, 14' ....	395.00	Snafu ....	75.00

**BINGO GAMES**

Like New Strike Bally Bowling		Cypress Garden ....	\$575.00
Lanes, 14' ....	575.00	Miss America ....	450.00
Skill Rolls, new	195.00	Key West ....	300.00
used	145.00	Big Show ....	250.00
Seeburg Chrome Wall Boxes	45.00	Gaytime ....	110.00
		Variety ....	75.00
		Gayety ....	75.00
		Miami Beach ....	125.00
		Hi Fi ....	50.00
		Dude Ranch ....	50.00
		Beauty ....	55.00

**ARCADE**

Wms. Deluxe Four Bagger	\$245.00	Old Smokey	Write
Space Gunner	Write	Chi Coin Steam Shovel	\$125.00

**CALDERON DISTRIBUTING, INC.**

433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana

**SAVE MORE MONEY—  
 MAKE MORE MONEY**

Subscribe to The Billboard TO'AY!

**DRAMATIC**

NEW BEAUTY! NEW PERFORMANCE!

**GORGEOUS**

NEW COLOR! NEW STYLING!

**GLORIOUS**

NEW SOUND—MOST MUSICAL OF ALL MUSIC!

**ROCK-OLA**

THE "CADILLAC" OF PHONOGRAPHS with the MOST ADVANCED DESIGN for '59!

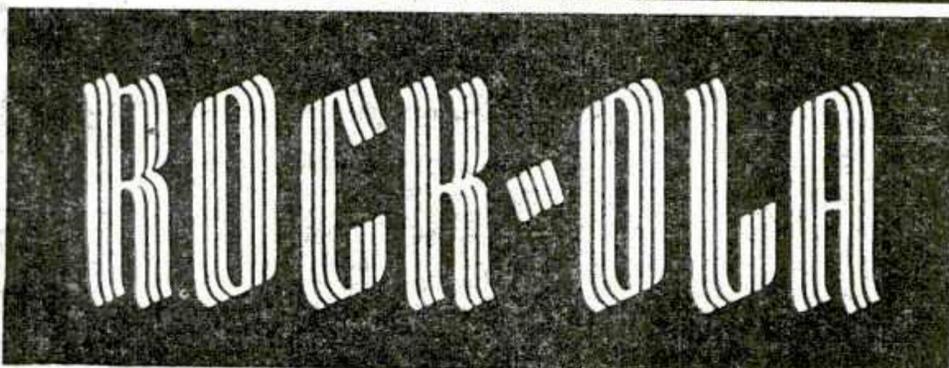
**AVAILABLE NOW!**

**WORLD WIDE DISTRIBUTORS, INC.**

2330 N. Western Avenue

Chicago 47, Illinois

All Phones: EVerglode 4-2300



Introduces

The *Tempo* Line for '59

You are invited to attend THE **ROCK-OLA** DAYS at  
**FABIANO DISTRIBUTING COMPANY**

7001 Fenkell, Detroit, Mich.

109 Liberty Ave., Buchanan, Mich.

**Sunday, Nov. 2, thru Saturday, Nov. 8**

Come to See and Hear

How **ROCK-OLA** Sets the *Tempo*

*Tempo* with Focal Point Programming

*Tempo* for High-Fidelity Performance

*Tempo* with Stereophonic Hi Fidelity

*Tempo* in Distinctive Styling

*Tempo* for Greater Profits

See and Hear The

**ROCK-OLA *Tempo* Line for '59**



**MUST DISPOSE OF**

9 ACE HIGHS	10 WORLD CHAMPS
7 AUTO RACES	7 FLAGSHIPS
8 CRISS CROSS	6 REGISTERS
6 RAINBOWS	6 SEA BELLES
12 STRAIGHT FLUSHES	5 TOREADORS

9 ROCKET SHIPS

Exclusive Distributors for Wurlitzer, D. Gottlieb and Irving Kaye Co. in So. Jersey, Del. and Penna. Cable Address: COMAC, Philadelphia, Penna.

**ACTIVE** AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30, Pa. PD-10-9449

You can ALWAYS depend on ACTIVE ALL WAYS. Write or wire for prices.

**Seeburg-Memphis**

• Continued from page 84

Memphis; Andrew Cassinell and wife, two sons and two sisters, Little Rock.

Odean Craig, Ripley; Otis Emerson, Rutherford; Harold Young, Caruthersville, Mo.; Joe Michls, Hayti, Mo.; Robert C. Smith, Springfield, Mo.; D. I. Webb, Poplar Bluff, Mo.

Walter Day, Sam Torjusen, Blytheville, Ark.; M. L. Armstrong, Brinkley, Ark.; Charles Gribbles, Crossess, Ark.; Frank Mann, Crossett, Ark.; Lloyd Barber and Wayne Cartiller, partners, Forrest City, Ark.

Mr. and Mrs. M. E. Adams and daughter, Forrest City, Ark.; Warren B. Smith, Hoxie, Ark.; Mr. and Mrs. Robert Adams, Jonesboro; Nathan Wheelless, Jonesboro; Mr. and Mrs. C. E. Tolliver, Mr. and Mrs. Glenn Tolliver and son, Lepanto, Ark.; Herman Spears, Marked Tree, Ark.; Richard Musgrave, Nashville, Ark.; Henry

Al Grisham, Rowan Amusement Company, Pottsville, Mo.; J. T. Long, wife and son, Holtzdale, Mo.; Mr. and Mrs. Ted Combs, Oxford, Mo.; Clarence Spain, Tunica, Miss.; Doc Brassard, Water Valley, Miss.

Frank Geroy, McDonald Bros., Inc., RCA Victor distributor, Memphis; Robert Adams, Record Sales Company, Memphis; Bill Fitzgerald, William E. Buck, Memphis; Bimer Womack, Jonesboro, Ark.; Miss Ann Jean Lindell, secretary, Sammons-Pennington Company, Memphis; Robert Good, Memphis.

Also these employees of Sammons-Pennington Company:

Don Sprouse, Edward Lumpkin, Eugene Jones, Edward Ferguson, Nat Hall, Willie Davis and Willie Smith.

**WANTED FOR EXPORT**

SEEBURG COPIERS  
Maltese Super Circus Super Jumbo

ROCK-OLA BALLY

Supreme Distributors, Inc.  
416 S.W. 9th Ave., Phone 2-7508  
Miami, Florida

**WANTED**

Good Mechanic on Bingos, Jukes, etc.

**SCIOTO NOVELTY, INC.**

1909 Eighth St.  
Portsmouth, Ohio  
Phone: EL 3-4179

**PHONOGRAPHS:**

**Davis Guarantee**

- Phonograph Steam Cleaned
- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Sound System Tested
- Speaker Examined

**DAVIS Guaranteed**

Look and Operate Like New!

<b>SEEBURG</b> M100C ..... \$375	<b>SEEBURG</b> V200 with VL Receiver ..... \$595
<b>SEEBURG</b> 100W ..... \$450	<b>SEEBURG</b> VL200 ..... \$675
<b>SEEBURG</b> HF100G ..... \$475	<b>SEEBURG</b> KS200H ..... \$725
<b>SEEBURG</b> HF100R ..... \$575	<b>SEEBURG</b> KD200H ..... \$775

Terms: 1/2 Deposit Required.

**WORLD EXPORT Corp.**

Exclusive Seeburg Distributors

738 Erie Blvd., East  
Syracuse 3, N. Y., U.S.A.  
Phone: GRanite 5-1631

CABLE ADDRESS: "DAVDIS"

**ALLEYS**

United 16' JUMBO BOWLING ALLEY ..... \$525

14' BOWLING ALLEY ..... 345

11' BOWLING ALLEY ..... 345

CAPITOL S. A. .... 225

MERCURY S. A. .... 145

RAINBOW S. A. .... 125

CC 16' T. V. BOWLING LEAGUE .. 525

Genco SKILL BALL (2-player).... 145

**ARCADE**

Genco STATE FAIR GUN..... \$265

DAVY CROCKETT ..... 245

CHAMPION BASEBALL ..... 145

HI-FLY BASEBALL ..... 175

Williams TEN STRIKE ..... 275

KING OF SWAT ..... 145

SHORT STOP ..... 395

4-BAGGER ..... 225

Bally BULL'S-EYE GUN ..... 250

Chi Coin BIG LEAGUE

BULL'S-EYE B. B. .... 195

Exhibit TREASURE COVE GUN.... 195

League SHUFFLE ALLEY ..... 115

**CENTRAL OHIO COIN MACHINE EXCHANGE, INC.**

858 N. High St., Columbus 8, Ohio  
TEL: AXminster 4-3529

**300 Attend At.-N. Y. Show**

NEW YORK—Some 300 local juke box operators attended showings of the new stereophonic Seeburg at Atlantic-New York here last week, while showings at the organization's Hartford, Conn., and Newark, N. J., offices also drew good crowds.

Greeting operators were Jack Gordon, John Stuparitz and Charles Smith from the Seeburg factory. Meyer Parkoff, president, and Murray Kaye, sales manager, were hosts at the New York showings.

The official Newark greeting chores were handled by Oscar Parkoff, Ray Tetracost, Art Seglin and Ralph Haslowitz, while Mac Perlman, Jim Sisti and Al Stellaccio were the Hartford hosts.

**W-B Shows In St. Louis**

ST. LOUIS—The new Seeburg stereo juke box was unveiled before St. Louis operators at a showing held by W-B Distributors here last week (20). Hosting the showing were William Betz, Frank Schroeder, Arthur Wood, Norman Dreimeier and Raymond Clines.

Al Gango and Ed Huskey from the Seeburg Corporation were also on hand.

One week later (27) a special service school was held by the distributorship to acquaint operators with the technical aspects of the stereo unit. Ed Huskey, field engineer of Seeburg conducted the instruction with 19 operators and servicemen attending.

**FINEST RECONDITIONED EQUIPMENT**

**WURLITZER**

1800's ..... \$495.00  
1900's ..... 545.00  
2000's ..... 625.00  
2100's ..... Write

**BINGOS**

Starlet ..... \$ 35.00  
Pixie ..... 60.00  
Caravan ..... 90.00  
Balls-a-Poppin' ..... 125.00  
Mystic Marvel ..... 95.00  
Lady Luck ..... 95.00  
Star Pool ..... 75.00

**ARCADE**

Keeney American Shuffle Alley ..... \$ 90.00  
C.C. Croquet Pool ..... 195.00  
C.C. 11-Ft. Bowler ..... 345.00  
C.C. 14-Ft. Bowler ..... 355.00  
Seeburg Coon Hunt ..... 85.00  
Universal 2-Way Arrow Ball ..... 345.00  
Keeney Wild-Bell ..... 345.00  
Dale Gun ..... 25.00  
United DeLuxe Leader ..... 45.00  
14-Ft. Bally Bowler ..... 365.00  
C.C. T.V. Bowler ..... 425.00  
Lazy-Q ..... 45.00  
22-Col. Keeney (used) ..... 175.00  
2-Pl. Rocket Shuffle ..... 425.00

1/4 down, balance C.O.D.

**H. W. "BUD" AJAX**

invites you to



**ROCK-OLA DAYS**

TO SEE AND HEAR HOW ROCK-OLA SETS THE

**Tempo** WITH STEREOPHONIC HI-FIDELITY

Tempo in Distinctive Styling

Tempo in Dependable Operation

Tempo in Outstanding Performance

Tempo for Increased Play

Tempo in unexcelled Stereo Reproduction

COME ONE, COME ALL TO ROCK-OLA DAYS

SUNDAY, NOVEMBER 2, THRU SATURDAY, NOV. 8

**PUGET SOUND NOVELTY CO., INC.**

114 ELLIOTT AVE., WEST, SEATTLE 99, WASH. PHONE: ATWATER 4-8010

See and Hear Rock-Ola's **Tempo** Line for '59

**Stiebel Bows New Seeburgs**

LOUISVILLE — S. L. Stiebel Company unveiled the new stereophonic Seeburg line in showings at each of the firm's offices in Louisville, Nashville and Evansville, Ind., last week.

Al Gango and Norm Haas represented the Seeburg factory at each unveiling. Hosting each affair for Stiebel were Walter Waldman, Clarence Dearmond, Lenny Dearmond, Lee Gupton, Bob Godman, George Happell, Bob Harris and C. G. McGowan.

Operators attending the unveilings included C. W. Butler, Mel Zurschmiede, Mike Renn, Phil Branson, Frank Shaney, Gill Mattingly, Danny Rorer, Vern Garrison, Mr. and Mrs. Herman Bigler, Frank Pleiss, Bob Berman, Jim Gutherie, Robert Williams, Allen Northern, R. Billingsley, Sonny Sanderson, Frank Swartz, Bill Sidens, R. M. Proctor, J. V. Myers, Frank Kirby, L. C. Bevel, M. Rousseau, Charlie Wright, Austin Jones, A. West, Al Evetts, Bill Johnson, H. Richards, Julian Silverfield, Bill Cowgill, Al Coon, Tommy Woods, Bill Brenner, Tom Sherfick, Gordon Huell, Clay Conner, John Scheidel, Marvin Martin, Walt Yarbrough, Bobby Martin and Morris Sigler.

**Lew Jones** Distributing Co.

Exclusive Wurlitzer Distributor

1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: MEtrose 5-1593

**SAVE MONEY SAVE TIME**

Buy all the equipment you need from ROSEN.

We always carry one of

**THE NATION'S LARGEST STOCKS**

AT THE NATION'S BEST PRICES

Send For Our Complete Lists Today

WRITE—WIRE—PHONE

**DAVID ROSEN**

Exclusive A.M.I. Dist. Ea. Pa.

855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

**Panoram Operators!**  
**FOR SALE**  
Continuous Reels, Brand New,  
\$25.00 each.  
**Phil Gould**  
383 Market St. Newark 8, N. J.  
Market 2-4275

**IMPOSSIBLE!**  
QUALITY AT LOW PRICES

**ROCK-OLA**

120 Sel. 45 R.P.M.  
30 1446 ..... \$395.00  
1 1448 ..... 495.00  
30 1454 ..... 595.00  
10 1458 ..... 695.00  
200 Sel. 45 R.P.M.  
38 1455 ..... \$595.00  
14 1455D ..... 645.00

**SEEBURG**

16 M 100B ..... \$295.00  
21 M 100BL ..... 295.00  
6 M 100C ..... 395.00  
2 M 100G ..... 495.00  
5 V 200 ..... 525.00  
4 VL 200 ..... 645.00

**AMI**

14 G 200 ..... \$495.00  
22 H 200 ..... 795.00

ALL EQUIPMENT RECONDITIONED  
READY FOR LOCATION

10% With Order, Bal. C.O.D.

Established 1930. References  
Your Bank or Elizabethport  
Banking Company.

Authorized ROCK-OLA Distributor

**SEACOAST**  
DISTRIBUTORS, INC.  
1700 North Ave., Elizabeth 4, N. J.  
Phone: Blgelow 8-3524  
THE BEST IN PHONOGRAPHS

**Utah Bucks Slump**

Continued from page 82

stead of waiting for the boys to come in. I think the old type of selling is over. You've got to get out and lay the deals in the operator's lap. Showrooms are good, but you can't just wait for buyers to come in any more, if you ever could.

Some operators have estimated drops in collections during the slump period as between 40 and 60 per cent, the only dark aspect reported in the area, but most were optimistic about a rapid fall and winter climb.

The slump was blamed mostly on a series of strikes—mining, trucking, glaziers and others, and the war scares. "But," said one, "people are starting to come back. Those who felt they couldn't afford a beer and some music are now reconciled to the fact we can pull out of a crisis. They are living differently, and better, than they were six months ago."

**New Industry**

New industries in the area have helped business by helping employment. In the past two years, dozens of new firms, many of them large, such as Marquardt Aircraft, Thiokol rocket fuel firm, Sperry-Rand with its Sergeant Missile, Litton Industries with its electronics, Hercules Powder with solid rocket propellants and others, have built or expanded plants in the area. In addition, the giant Glen Canyon and Flaming Gorge Dams are now under construction.

Isabel Allred, Dan Stewart Company, Rock-Ola distributor, said: "Things were slow for a while, but we feel the recession is over. Business is now good, and while we

were low in volume of sales for a while, it is now equal or at least close to last year.

**More Sales Effort**

"We have put more salesmen into the area for a longer length of time to counteract the dip. It helped a great deal."

In general, both operators and distributors in the area admitted to a slump, admitted it was not as bad as in other sections of the country and felt optimistic about the future.

**BINGO MECHANICS WANTED**

NO DRIFTERS! GOOD PAY! STEADY WORK!

Give qualifications and reference in your first letter.

Write to Box #939

The Billboard, 188 W. Randolph St., Chicago 1, Illinois



**FREE! FREE!**  
56-PAGE CATALOG  
with complete Price List,  
Exclusively for  
**IMPORTERS!**  
Fully Illustrated  
Send for Your Copy Today!

**4 PROVEN WINNERS**  
by Chicago Coin!

**TWIN BOWLER**  
14'-18'

**2-PLAYER ROCKET SHUFFLE**

**PLAYER'S CHOICE BOWLER**  
13'-16'-20'

**CRISS CROSS HOCKEY**

**WANT TO BUY**  
CASH OR TRADE  
**BALLY BINGOS**  
Chicoin—Bally—United SHUFFLE ALLEYS

**BINGOS**

MISS AMERICA	475
KEY WEST	395
SHOW TIME	375
MIAMI BEACH	105
SAYETI	95
PARADE	205
BIG TIME	185

**GUNS**

Genco CIRCUS GUN	350
"3-D" ARTS PARADE	295
Genco STATE FAIR	340
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un. CARNIVAL GUN	160
Wms. JET FIGHTER	150
Keeney SPORTSMAN	145
Genco RIFLE GALLERY	145

**NEW GAMES**

- Gottlieb CONTEST
- United CYCLONE
- Genco GYPSY GRANDMA
- Bally LUCKY SHUFFLE
- Williams GUSHER
- United ATLAS
- Bally BEACH TIME
- VALLEY & POCKET POOL
- Kaye COMPETITOR & POCKET
- Auto Ben CIRCUS DAYS
- Keeney DELUXE BIG TENT

**FIRST** COIN MACHINE EXCHANGE  
Joe Kline & Wally Finke  
1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • Dickens 2-0500

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**



**The TOP HAND In Any Location!**  
Irving Kaye's  
**"Deuces Wild"**

- ◆ The newest, most sensational roll down poker table ever! Deuces Wild's positive player appeal means MORE Plays, MORE profits for you.
- ♣ Exclusive multi-scoring. Double value pockets. Play regular poker . . . score Hi . . . score LOW.
- ♥ Actually two poker tables in one cabinet. Occupies only 28"x36" floor space yet permits two players at same time.
- ♠ Cabinet, Playfield and Scoreglass are designed in vivid colors that attract the eye at first glance.

**BOTH SCORES ARE RETAINED UNTIL FOLLOWING GAME!**

**LITE-UP SCORING** Simple mechanism with anti-cheat construction assures long use with minimum service.

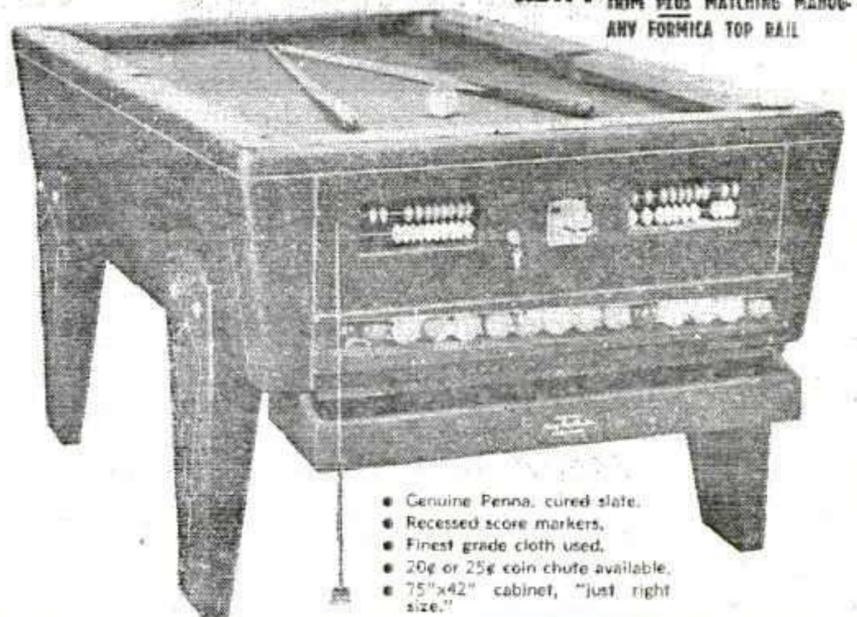
**5 BALLS 5¢ • FAST ACTION**  
**Fast Earning Power!**

**MORE APPEAL, MORE PLAY, MORE PROFIT . . . than ever before!**  
Irving Kaye's New **BALL VIEWER MODEL**  
**Deluxe Competitor Six Pocket Pool Table**

FLUSH mounted ball viewer recessed into front of cabinet permits player to see all balls scored! Newest type ball return mechanism, of ANTI-CHEAT construction eliminates "Free playing," assures trouble free operation in all locations.

Packed with POSITIVE PLAYER APPEAL, the ball viewer is a truly consistent money maker that gets the play and keeps it.

**NEW! MAHOGANY FINISH WITH GOLD TRIM PLUS MATCHING MAHOGANY FORMICA TOP RAIL**



- ◆ Genuine Penna. cured slate.
- ◆ Recessed score markers.
- ◆ Finest grade cloth used.
- ◆ 20¢ or 25¢ coin chute available.
- ◆ 75"x42" cabinet, "just right size."

**ACTIVEAIRE Electric Hand Dryer**

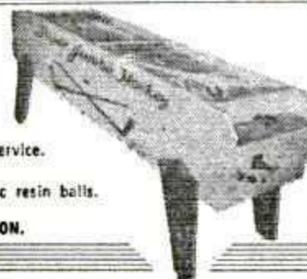


ONLY Activeaire offers complete washroom service and eliminates every washroom problem.

- ◆ Triple plated, easy care chrome finish that retains its clean, smart appearance for years.
- ◆ UL and CSA Approved, backed by a \$50,000 Product Insurance Policy.

**WRITE FOR COMPLETE INFORMATION.**

**Super Jumbo HOCKEY and Super HOCKEY**



- ◆ 2 lengths, 6 ft. and 8 ft.—25" wide, 37" high.
  - ◆ Playfield lifts up easily for service.
  - ◆ Bicycle-type chain drive.
  - ◆ 7 red, 1 black, 1 green phenolic resin balls. Score double and triple!
- WRITE FOR COMPLETE INFORMATION.**

**MELODY TOWER**



Cut Wallbox Costs!

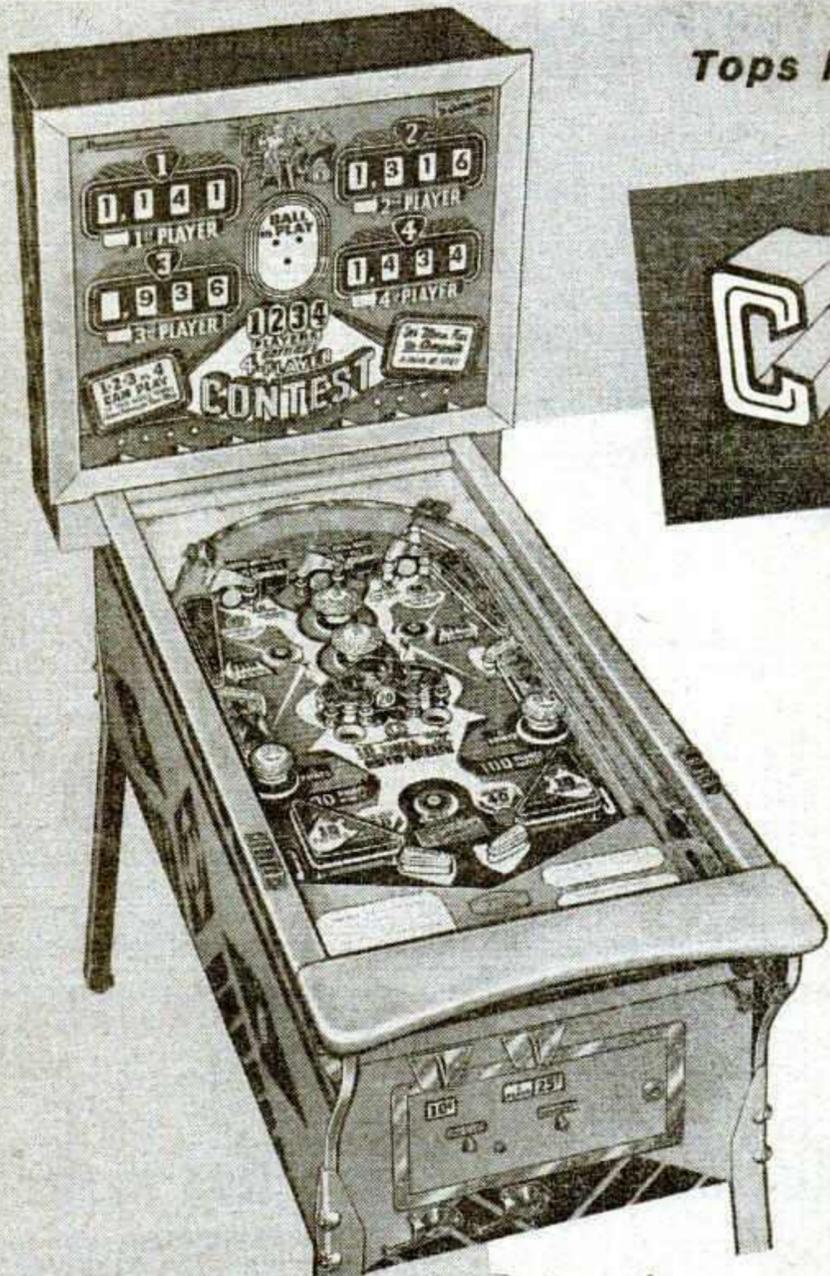
- ◆ White and Gold—Black and Gold.
- ◆ Jensen 10" Hi-Fi speaker, 5 level volume control.
- ◆ 60"x26"x18"—8 and 500 ohm lines.

**WRITE FOR COMPLETE INFORMATION.**

**ORDER NOW**  
from your local distributor or write:

**IRVING KAYE CO., INC.**

1537 Bergen Street • Brooklyn 13, New York



*Tops in Competitive Play!*

GOTTLIEB'S  
**CONTEST**

**A 4 Player Game with 4 Flippers!**

Here it is Mr. Operator... another 4 player game designed to repeat the same success you enjoyed with Super Jumbo, Jubilee, Majestic and Falstaff. Attracts players year after year in all your locations. Enjoy long term profits and giant resale value... see your distributor and get CONTEST on location today!

- Popular Roto-Targets score up to 500 points
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- Top center target scores 100 points
- Alternating lite rollunders turn pop bumpers on and off
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- Two way double match feature • Available with twin chutes
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HOW ROCK-OLA SETS THE *Tempo*

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*Tempo* with Focal Point Programming

*Tempo* for Dependable Operation

See and Hear the

**ROCK-OLA *Tempo* Line for '59**

# Juke Exports: A New Look

• Continued from page 95

Musimatic, the Selectophone, the Mignon, Emaphone, Flash Hi-Fi, Jupiter 100; Germany, Diplomat, Tommaster, Melodie, Tonomat, Symphonie, Fanfare, Telematic.

As suggested by the Gottlieb-Williams Mondial venture, the American coin machine industry's most promising field of European production is game machines.

The game machine has caught on slowly in Europe, but the boom is now beginning. European producers appear to lack the American touch with games. Some German producers have made a beginning, but, by and large, European producers are well behind the U. S. in games, which now account for the major part of American coin machine exports in Europe.

The development of the European coin machine industry—juke, games and venders—has been so rapid and spectacular as to astound even the optimists. This rocket-like growth, which shows few indications of leveling off, is the strongest factor speaking for expansion of American coin machine operations on the Continent.

West Germany is the bell-weather. Last year, revenue from the export of vending and game machines from West Germany amounted to DM (Deutchmarks) 7,002,000, a gain of 80 per cent over 1956. Juke box exports totaled DM 5,000,000. The combined total of DM 12,002,000 exceeded the total for Germany's best prewar year by three million marks.

Exports this year are running well ahead of 1957. Germany now has around 30,000 juke boxes and 10,000 coin games.

Juke boxes are booming in France, too. The French juke box count is up to 16,000, and experts state that the French market can absorb an additional 20,000

machines easily—based on present demand.

Normal coin machine imports into France have been blocked for the last 18 months by French currency difficulties. The return of French political stability, with the promise of improvement in the French economic situation, should stimulate across-the-board coin machine sales.

Aside from the Common Market's implications, American coin machine sales to Europe have been hobbled by the currency nightmare. Italy, France and Britain, in par-

ticular, have restricted coin machine imports for currency reasons.

The experience of John Deere, the American farm equipment manufacturer, is a guidepost for American coin machine manufacturers pondering the wisdom of acquiring European production and sales facilities.

James G. Wormley, whom Deere installed as manager of its Heinrich Lanz AG German subsidiary, explained:

"Deere products have become well known in Europe over the last 50 years. Lately, however, it became increasingly difficult to sell to Europe. So our headquarters at Moline, Ill., decided it would be best if we established our own European production plant.

**SPECIAL OF THE WEEK**  
**40 Seeburg M100C's**  
 Completely Reconditioned **\$400.00**  
 Wanted In Trade—M100A's and B's

Exclusive Gottlieb, Williams and Seeburg Distributors



**TRIMOUNT**

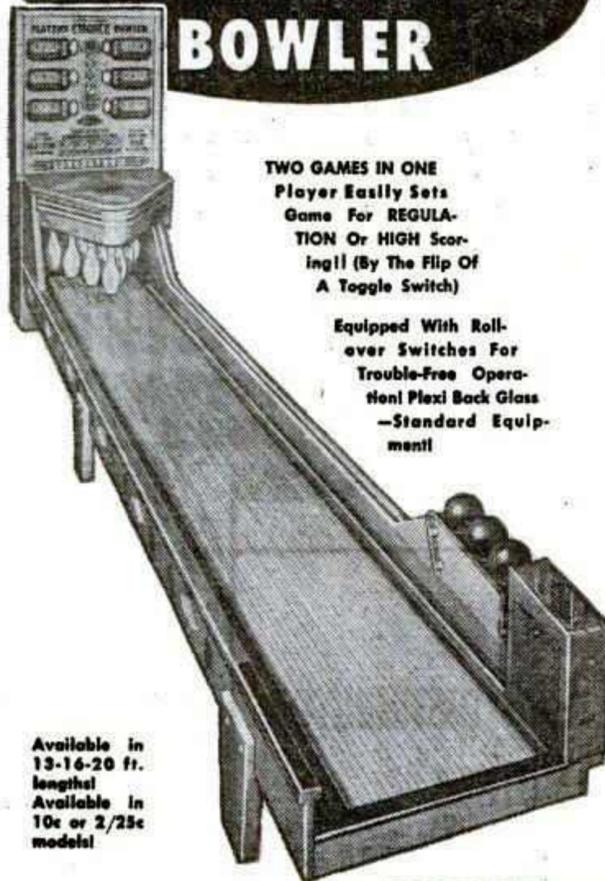
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 IN NEW ENGLAND  
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 Player Easily Sets  
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Equipped With Roll-  
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Available in  
 13-16-20 ft.  
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 Available in  
 10c or 2/25c  
 models!

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**TWIN BOWLER**



Now! **DOUBLE** Profits  
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2 Players Can Bowl At The Same Time!  
 As Many As 8 Players Can Participate!

**TWIN BOWLER** is ONLY  
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 The Other! Game De-  
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 Easy Set-up! Available  
 In 10c or 2/25c models!

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Featuring "Criss Cross"  
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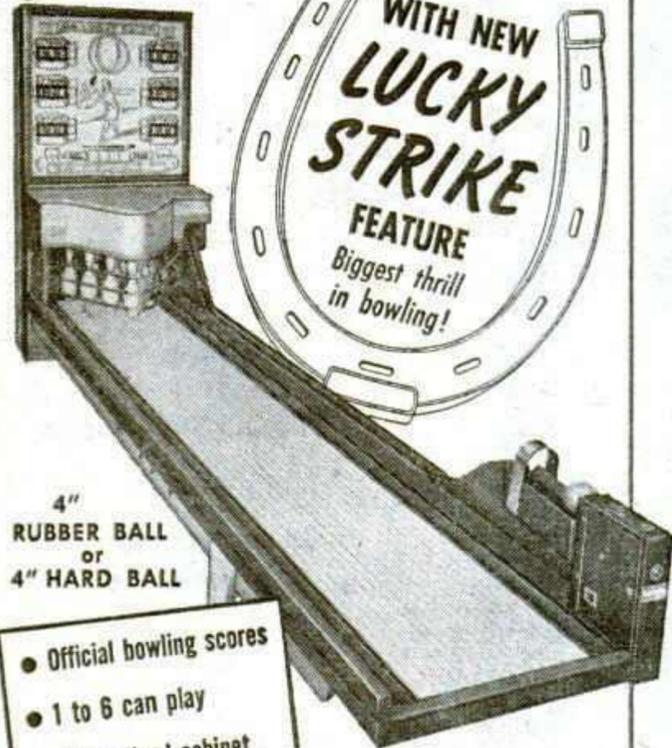
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**"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3<sup>RD</sup>, 4<sup>TH</sup> OR 5<sup>TH</sup> BALL**

## Bally LUCKY ALLEY

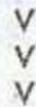


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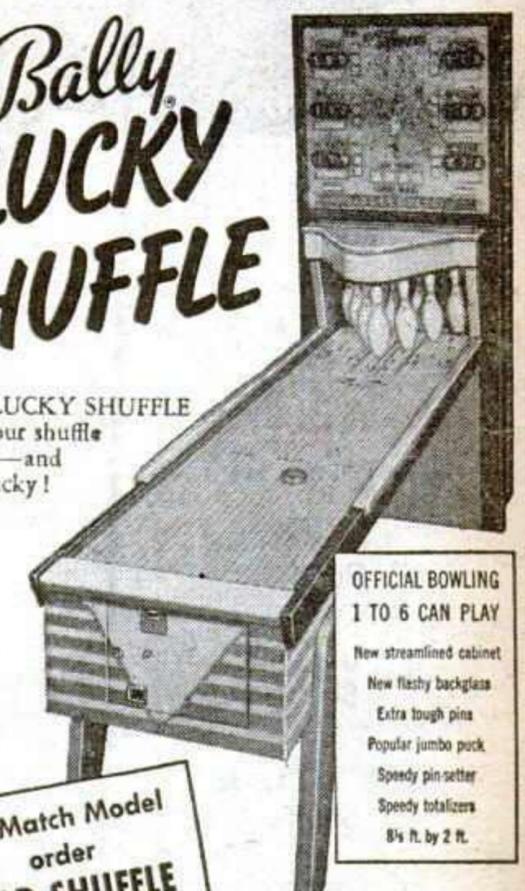


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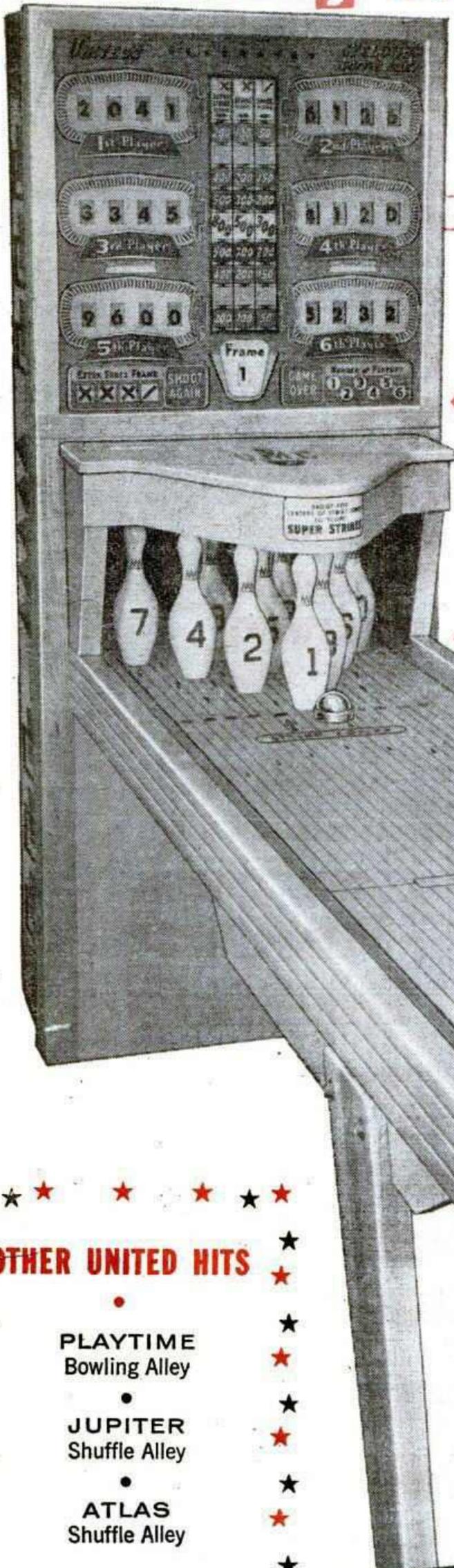
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## SHUFFLE ALLEY



Travelling lights on playfield and backglass register changing values of Super Strikes, Strikes and Spares...  
 Nine changes of value for each

PERFECT SCORE  
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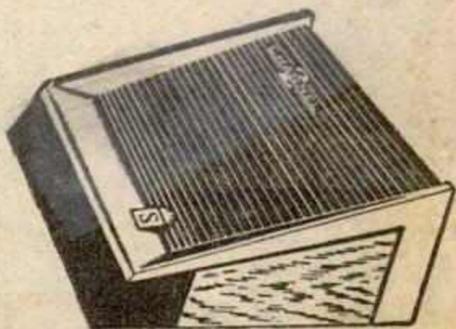
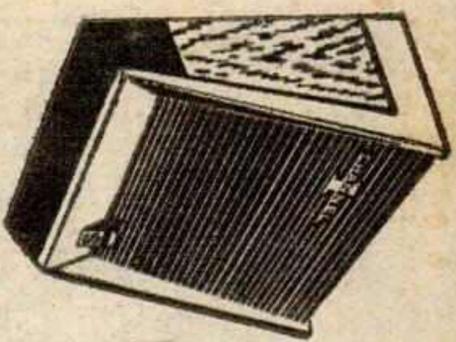
Large ball-type puck actually hits pins for realistic bowling action

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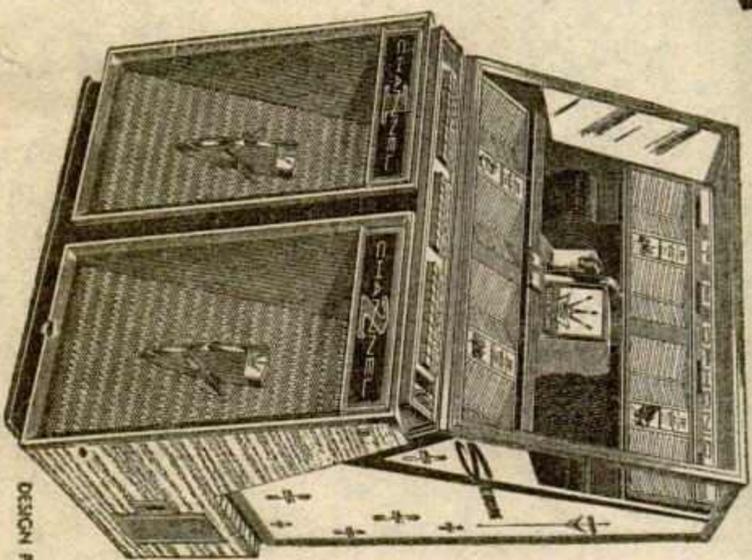
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