Juke Box Exports: A New Look Coming

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

By OMER L. GIBSON BONN, Germany—In March of this year more than 150,000 German living near the Danish-German frontier murdered the Danish frontier towns of Kruse and Padborg.

The explanation was butter—change Danish butter, Gambling on a butter glut, the Danes were underestimating German buyers across the frontier by 65 per cent. For the Germans, the butter glut depleted the butter bins, even while buying, customarily rely on their butter purchases.

The Butter Glut: German Ford has ended its tap German management and competing manufacturers, importing production expenses from Ford plant in Detroit.

Sister Cities: In a move to help Deere, Illinois, America's second largest farm equipment manufacturer, has purchased control of a German farm equipment firm, Heinrich Ehrhardt.

In the Hague, the Dutch firm of Van Herk N. V. has signed a contract with AML, Inc. for the production, in the Hague of AML jute boxes for the European AML sales organization with the Netherlands.

There is a common line between the butter, the automobiles, the jute boxes, and the jute boxes. This line is the European Common Market.

The Common Market will establish a new way of living in the 1970s, not only to Europe but, in varying ways, to all developed countries.

The Common Market is no longer a dream—it is actually beginning to be visible.

PARIS — Effects of Europe's Common Market are already being felt on both sides of the Atlantic. A European Juke box pool, patterned after a U.S. industry, has been formed, the European Coal and Steel Community, and importers and exporters of coin-operated equipment in the six EEC countries.

In the U.S., the effect of such a pool would be to promote the sale of inexpensive products made by firms in those countries.

There has been a stepped-up expansion by European Juke box manufacturers.
Name Bands in Driver's Seat
As Campus Prom Dates Boom

By JUNE BUNDE

NEW YORK — There is a bigger demand for name bands to play college proms this year than in the past several seasons. Consequently, talent rosters are again featuring the booking seat, and bands are getting more money per week.

General Artists Corporation's band booking chief, Edward Sin- nette, said that whereas last year GAC bands played proms for as little as $50, this year the average fee is $1,500. The fees go as high as $2,500 per week for the most requested bands.

Shad Orgs

The mid-week programs are 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 program, is available for mid-week programs at $1,500.

Stu Borden played two mid-week programs last week — Alliance College, Cambridge Springs Col- lege, Tuesday (28), and Beth- any College, Bethany, Vt. Also, he also had kudos for the American Federation of Musicians, which holds a national convention on dance bands. (See the Billboard, Oct. 19.)

GAC's big gun attractions this year include Ralph Matrani, Stan Krenz, Bill Milner, Claude Thornhill, and Johnny Long. For this year (although not handled by GAC) are Woody Herman, the Eli- ness group, Donny Osmond, Covington, Glenn Miller-McKinley and others.

Starr is currently looking for (Continued on page 36)

Dunn, Bayless Elected to Cap Board

HOLLYWOOD — Capitol Rec- ords, Sun Records, and many other independent companies are vying for the upcoming vacancies on the Capitol Board of Directors. Dunn is vying to increase its sales and mer- chandising, and Bayless is vying to do the same.

Bayless is a former director at Capitol and has been with the company for 6 years. He is expected to be elected to the board.

In other news, Capitol has announced that it will be expanding its operations in the Midwest. The new office will be located in Chicago and will be opened in January.

DECCA, M-G-M

CHALK UP 'HOT 100' HONORS

NEW YORK — Decca and M-G-M Records, both of whom have seen their sales increase in recent months, have made a new entry in the Billboard charts for a second week in a row.

The chart for the week is dominated by the new single, "Tea for Two Cha Cha," by Tommy Dorsey and his band. The song is expected to remain on the chart for at least another week.

The list for the week includes several other popular songs, such as "Volcano" by Elvis Presley and "Forget Me Not" by the K Himal Twins. These songs are expected to remain on the chart for several more weeks.

The Billboard charts are updated weekly and are an indicator of the popularity of new songs. The chart for the week is available for viewing on the company's website.

Victor Waxes

Menotti Opera

NEW YORK — RCA Victor will release the historic recording of Gian-Carlo Menotti's new opera, "Maria Golovin," shortly after the world premiere of the work at the Metropolitan Opera Company in the spring of 1958.

The recording, which features the vocalists and orchestra of the Metropolitan Opera, is expected to be released in mid-March. The recording will feature the original cast members, including Sarah Caldwell, Patricia Neway, Richard Crooks, and others, and will be conducted by the renowned opera conductor, Eiji Ozawa.

The opera, "Maria Golovin," is a two-act work that tells the story of a Russian revolutionary who falls in love with a, young woman named Maria. The opera is set in the early 1900s and is based on a true story.

The release of the recording is an important milestone for the Metropolitan Opera, as it marks the first time that the company has recorded a new opera.

The Metropolitan Opera is a renowned opera company based in New York City. It is one of the oldest and most prestigious opera companies in the world, and is known for its high-quality productions and excellent performances.
HOLLYWOOD— Hedy Hendler, president of Warner Bros. Records, announced "The Billboard Music 1958," the annual reception of the recording industry in New York City, as the recipient of this year's "Billboard" award for the most outstanding personality in popular music. Ms. Hendler was presented with a large, gold-framed plaque by the "Billboard" staff and an engraved silver medallion inscribed with her name and the date of the award ceremony.

In addition to the recognition of Ms. Hendler, the "Billboard" also honored several other industry professionals for their contributions. Among them were Jack Khoury, chief executive officer of Decca Records, and Harry Anthes, president of Columbia Records, who were each awarded the "Billboard" idol of the year and "Billboard" record of the year awards, respectively.

The event was attended by many of the industry's top notables, including Frank Sinatra, Ella Fitzgerald, and Dean Martin, who all received special tributes for their contributions to the music business.

The "Billboard" event was held at the Waldorf-Astoria Hotel in New York City, and it was attended by hundreds of industry professionals, who came to celebrate and recognize the achievements of their peers.
Midwest Sees New Gear Guage of Stereo Sales

CHICAGO — Midwest attitudes about the prospects of the stereo disk market are curiously both optimistic and pessimistic. The Philadel-phia Chamber of Commerce is currently working with Carlton Records in promoting the disk. Several shows on local TV shows have been set, which will feature the terms dancing a new step called "The Mambo Swing," a variation of the old Mambo dance.

The ABC network's "Entertainment Today" and the major networks' general covers are already in the offering. Art Lund has done the theme for "Coral," and Dot plans a Mulligan De-Lux version.

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.

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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 purchasing guides, and more profitable marketing 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 to Cashbox, Music Reporter, Record Retailer and Variety combined.

Cap. Skeds

Big November Wax Promot'n

HOLLYWOOD — Capitol will promote its November release by special displays in all theaters. (Reggie Lee, Judy Gar-land, Molly Bee and Ann Barbara) in full color display. Double panel display will herald the new George Younce Quintet package. Full-color die-cut display.

November 3, 1958

The Billboard

10 Packages On Angel's Nov. Agenda

HOLLYWOOD — Angel Records' 10-album November release will be paced by a new Otto Klem-mer recording of the Bernstein Ninth Symphony with the Philharmonic of New York, conducted by Leopold Stokowski.

Other packages in the release feature Maria Callas, Elisabeth Schwarzkopf, Jan Kie- dian, Paul Kletzki, Vladimir Ashken- zai, William Steinberg, the Hollywood Bowl Pops, Howard Rosenberg, the music of Tchaikovsky, the London Symphony, and more.

Release will be backed by five full-page ad in Billboard, plus a master card distributed to dealers. Two- weeks, a new campaign for the Bernstein Ninth package with additional material testing the new release. The album, "The Stokowski Edition," will be released November 12.

AIM AT STAGE, CLICK ON WAX

New York — Carolyn Leff, Columbia's senior vice presi-dent, discovered a unique formula for winning the waxes' attention. Alley had a Broadway show score as a forerunner of Broadway shows, yet, they've shucked up quite a few "Vivat!<c>" tunes. Their remarkable success was written by Murray Leff, and Carol Coleman. The score for their new production is the musical adaptation of Gypsy Rose Lee's "Gypsy."

Tony Bennett's current hit "Fire and Lace" has been the forerunner of the show. So was "New Wax's" "his- tory," written by Murray Leff and Coleman. The score for their new production is the musical adaptation of Gypsy Rose Lee's "Gypsy."

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where's JIMMIE RODGERS?

he's on his way to BIMBOMBEMY

and BIMBOMBEMY is on its way
to a million on ROULETTE R-4116
**Music**

**The Billboard**

**November 2, 1958**

**FROM LP'S TO SINGLES**

**Vet Artists, Vintage Tunes Spark Renewed Nostalgic Listening**

By BEN GREVATT

NEW YORK — The love of old records and historic moments has never been stronger in the record business. Though the business is in a depression, that a yearning for the nostalgic is really anything but a passing fancy has been observable in the LP field, but only recently has it occurred on a commercial scale.

Collectors are chalking up the current interest at the singer to the additional emotional identification they can make with the old artists and songs of their youth, to the portion of the nerm that's on the scene for a number of years are re-experiencing their old hits "as if" the saying goes.

In the past, previously noted examples of this trend, the latest artist to follow this trend is a four-CD-Rom with "It's All Right On The Line," which has been batted with a re-cutting of his old hit, "Man on the Street," for the number of weeks re-experiencing his old hit, "Here's In My Heart."

A glance backward, however, reveals that the re-experiencing of old favorites is an established practice in the LP field, reaching its peak at the end of the year off-hassonally. Several years ago a motion picture excited a tremendous

**Sea Steels Talent For Holiday Show**

**Solds Broadcasters**

**EQUIPMENT LACK SLOWS NIPON STEREO PITCH**

**YOKOHAMA** — Stereo appears to be moving ahead on the disc front here, with a number of labels already in the field. One record firm is also ready to introduce stereo-playing equipment to the public. The stereo record is offered as a way of finding out which artists or writers are more popular.

**Victor Disc Clubs Offer Yule Deal**

**To A & R. Staff**

**Col. USP Morgan to A & R. Staff**

**How SMART CAN YOU BE, EVEN AS A GROUP?**

**NEW YORK** — The ways of the record and music business have been exceedingly strange and each week another story comes up that even weirder or funnier than the one that antedated it. The music industry in 1958 has borne a top record, and the consequences. The aftermath of many names missing from this story.

**Mitch's Magic Pack a Midas Album Touch**

**NEW YORK — Mitch Miller, whose albums have added a lot of flair and glamour to the music business for many years, appears to be doing the same thing for the Columbia label. The latest of a long string of Mitch albums, "Vets With Mitch," has just reached 100,000 point and appears headed for bigger things. And recently to spread-width, Mr. Columbia and Mr. Mitch Miller package called "Vets With Mitch," the record company has been selling millions of copies. In addition to Mitch's own personal sets, the hot one going for $13.89, there is a special, a $13.89, there is a special sale of the Johnny Mathis album, especially "Sandy," and also the new Ray Charles album "Concert in Rhythm."
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

ROP GIMMIX: Pete Johnson, WONK, York, Pa., a dignified Madison Avenue type, pulled a personality switch for the sake of protection last week. The jock recently conducted a "Queen of the Hug" contest on Bobby Darin's new Aereo disk of the same title. The winner was escorted by Johnson to Philadelphia's Eise Club, where Darin was appearing last week. After Darin and the young winner returned to the station, they went out on the floor and performed a show "limby" with the pretty teen-ager.

Tom Edwards, WERE Cleveland, who recently added both hoop contests to his repertoire, wrote:

to speed up the contests I have had fans or groups to the games and lost the fans. Because of this the winner gets a handful of records. Hoops are given for prizes, too. Larry Burleson, KPHO, Phoenix, Ariz., originated his two-hour morning show from the window of the Wilton Furniture Company last year. Featured on the show was a "needle hunt." Two teams of teen-agers hunted thru huge hay bales in an attempt to win the fastest with the winning team awarded a $100 donation for the United Fund.

ADULT HOPS: Jacks at KDXX, Paterson, N.J., made a "jock-a-thon" and one adult hop every Friday afternoon last week. The teen-agers are held, their manager, John G. Ball, training Center and the over-21 dance being held at the Shrewsbury Hotel. Derleys dividing their time between the two hops (starting at one end of train and the other) include Art Pallam, Bob Traum, and Kean Sweeney. As in line with the nation, the station's first UNICEF drive was opened by KDXX's publicists, in October. William and Tracey also contributed an evening each to run the dances, which are presented in line with the need of UNICEF, to the benefit of the United Nation's children's fund.

CAB BAG: Barnes Vinson (right) with Jimmy Scott, KRIO, McAllen, Tex., writes:

The reason so many small radio companies have limited changes for their artists to score big is the inferior quality of the discs. The records, when played several times, have a nastier sound each time, especially the opening. But many small companies sincerely deserve credit for introducing fresh new talent to the public.

Cozy Cole Hits With Drum Solo
With Topsy II, 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 start playing drums with the Nation from the time he was five, and has been playing professionally since. He studied at the Julliard Conservatory, and with private teachers, and now speeds time playing with the stars at the Gene Krupa-Cesy Cole Drum School.

One of the first to recognize his talent was Cab Calloway. Since playing with James L. Dooley, Cozy Calloway has developed many of his own ideas including Big Ben's Big Six, Cozy Cole's Quartette and the Cozy Cole Orchestra. As an individual, he has played with Ray Noble, Red Scott, Benny Goodman, Artie Shaw and Louis Armstrong. The drum record on the Love label.

THEM YESTERDAY'S TOPS—The nation's top ten records as reported in The Billboard

October 30, 1948
1. A Tree in the Meadow
    by Gene Krupa, RKO
2. With Strings
    by The Big Ben Seven, RKO
3. Buttons and Bows
    by The Three Tones, RKO
4. It's Magic
    by The Champs, RKO
5. Social Outfitting
    by redhead and Mary Lou Williams, RKO
6. Maybe You'll Be There
    by The Four Aces, RKO
7. You Call Everybody Darlin'
    by The Crows, RKO
8. Hair of Gold, Eyes of Blue
    by The Cornell Gunter, RKO
9. October 31, 1953
1. You, You, You
    by The Impressions, RKO
2. Tain T'Be Long
    by The Mamas and the Papas, RKO
3. Good Times
    by The Cookies, RKO
4. Pick Up the Pieces
    by The Impressions, RKO
5. Crying in the Chapel
    by The St. George and the Dragonettes, RKO
6. Aces High
    by The Brook Lillies, RKO
7. It's in the Air
    by The Four Aces, RKO
8. Rags to Riches
    by The Crows, RKO
9. El Compani
    by The Latin Love
10. Oh Lover
    by The Latin Love

over WCVM, Hutchinson, Pa. The show, which has been presented nearly from the balance of the year, features show tunes, standard and semi-dances. West's column currently appears in more than 300 American newspapers throughout the country.

Ross Naughton, WDRC, Hartford, Conn., is signing recordings by local high school glee clubs. The station is using High Plans to send out recordings to each of the town's clubs. Naughton has unrecord their best glee club numbers for use on Naughton's "Shoppers' Specials" program. The glee club will be aired between 9:15 and 9:30 on Saturday. A recent performance will be utilized on Saturday night.

PROMOTION - WISE WNOE, New Orleans Stations WNOE is giving away a different prize each day in their promotion. For example, D. J. O'Day, day-deejay-director for the station, recently ran a contest offering "to give away to nearly 67,000 drummers. 100 prizes, one rumor and one of the new prizes will be published in the local and national newspapers.

TExAS - CHANGE OF TUNES: At KPRC, Houston, are Ed Casey and Johnny (The Redhead) Wood. Gene Elbert has joined KHIT, Houston, replacing Frank Brandt, who moved to sister station KRTS, Corpus Christi, Tex.

Fred Jones is now spinning them in the early evening slot on KMAC, San Antonio.
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, 3 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.; Claytan, Mo.; Toledo, Minneapolis, Baltimore, Miami Beach, New Orleans and Boston.

The Billboard  THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
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 Haider, former RCA Victor artist-repertory chief, and founder of the Ralph Flanagan and Buddy Morrow aggregations.

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

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

NEW PITCH

Cover Art Takes to DJ Trail

HOLLYWOOD—When a record company makes a promotional tour these days, it is not news. When the album cover art takes to the road, the story takes on a "man-bites-dog" flavor. In this case, since the "art" is Felicia Atkins, lead dancer in Los Vegas' Hotel Tropicana Chorus line, who lightheartedly graces the cap 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 inspired by the jazz updo in Chicago, Washington, Boston, 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 lady. Cap printed 30,000 table cards with a reproduction of the album cover art 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 on the Tropicana itself.

This is believed to be the first time the girl on the cover comes to life in the radio voice play position. 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. Vedder, managing director of Cologne Germany's Electra Company, Capital Record's West Germany affiliate, is here for a private meeting with executives and to investigate the feasibility of a joint venture involving production of a new operetta to be called "Vivere." It is scheduled for a mid-summer release.

Dot Names LP Promot'n Head

HOLLYWOOD—Dot proclaims Randy Ford, this week named Webber Fair as director of album promotion. Position is unique in that his duties require him to constantly be on the road working with distributors, dealers and radio personalities in all markets.

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 execu- tives who have been with the store for years. Levis is survived by his widow, Mildred.
LES PAUL and 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
COLUMBIA

BEAT BEATS 'EM ALL
THE HIT-MAKING LABEL OF THE STARS

JONI JAMES

TOMMY EDWARDS

JOHNNY DESMOND

TONI CARROLL

JIMMY NEWMAN

MGM Records

Smash Original Version

TOMMY EDWARDS

LOVE IS ALL WE NEED

MGM K12722

It is Good!

JOHNNY DESMOND

C'EST SI BON CHA CHA

MGM M12171

Cash Box Pick

TOMMY EDWARDS

KISSIN' CONVERSATION

MGM K12721

Hit Parade Pick

JIMMY NEWMAN

YOU'RE MAKIN' A FOOL OUT OF ME

MGM K12707

MUSIC AS WRITTEN

By BOB BOLONTZ

BUCK RAM TO DO FLICK SCORE

Buck Ram has been puted by producer Frank Tashlin to write the music for his forthcoming 20th Century-Fox movie, "Say One for Me." Ram, who has penned many hit tunes, including "Twilight Zone," 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-night dates in the land down under. He starts his tour on November 15. After the Australian tour he returns to the States for a turn at Paul Ruffner Black Orchid in Chicago.... Teddy Randazzo, late of Vik, is now waiting for ABC's Paramount Records.... K. D. O. Westfall, American columnid for Altonbladen, Swedish daily, has been named U. S. rep for Wilhelm Hansen Music-Foye of Copenhagen and Nodika Musikforlaget of Stockholm. He will handle reciprocal agency agreements between the Hansen and Nordika companies and American discjockies and publishers.... George Simon has been set by Lawrence White as writer and associate producer of the forthcoming Times Jazz Show to be televised from the Americas Hotel in Bar Harbor, Fla., on November 10. This is Simon's third stint as writer for the Times org. Simon is also serving as writer and producer of the Sammy Kaye TV show.

A new discjocky, Manzacco Records, starts waxing next week. Firm has signed Warren Evans, Geraldine, Hop Draper, and Scott Milano. Singer Johnny Nash will star in Hecht-Hill Lanasett's production of "Take a Giant Step" with Bolly 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 ever set foot, but we are told. We got one, too-thanks. Fans were sent out to plug her waxing of "Come Prima."

Betty Madigan will appear on the NBC "County Fair" show on November 8 and 7.... Ralph Stevens, head of Ridgecrest Records and Talent Management System of La Grange, Ga., has signed a new crock 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 new LP's on Bel Cantro. One is "High Noon Cha Cha Cha," the other "Introducing Si Zentner."

Larry Gerson, trumpet player and orch leader, is now with 20th Fox. His first release will be out in another week.

Richard Kayne and Richard Loring will write the title song for "Home on a Haunted Hill." His first disk is being made for Allied Artists.... Mowz will supply tunes of varying nationalities for the new Walter Reade's new government chains, which will be housed in suburban shopping centers. First opens in Paranum, N. J., next week.... Mel Butler, BMI publisher and clapper, has reactivated his Decoy Records label. Act. man Bruce Eap has signed Tony Valero, Jack Butler and the Goshen Fourth to the label. Decoy will horsepower in Chilton, N. C.

The Swiss Silvertone Singers appeared in Newark and New York last week, their last appearance in the East until February. Group has been crouching office-records in Cortina and Philadelphia recently.... Ivan Mogull, of Ivan Mogull Music, is flipping over the new Louis Armstrong Decca cut of the tune "I Love Jazz." Tone will be introduced nationally on the Times TV show over CBS on November 10.... Steve Clayton opens at the Town House in Philadelphia November 10. Right now he is on the road promoting his new record "I Wanna Be Loved" on Roadster.... M.G.M Records is releasing Tim Postma's Off Broadway show of last year, "The Best of Burlesque" on a new... Fenn Dee, 13-year-old thoroughbred, has set her own washing of "A Boy Meets a Girl" on Jubilee Records. Master was made by George Schick, her manager, who sold it to Jubilee.

The Platters open November 6th at Las Vegas.... Contemporary Records has signed jazzman Art Pepper.... Joe Astel, of Payson Records in New York, told at this week that the firm has completed national distribution for the label and is now seeking monitoring masters for the label. . . . Newest jazz spot in New York City is the Columbia Restaurant at High and Broadway. Every Wednesday Eve Paul Knauff and his jazz trio appear there. Tino Rossi's quartet returns to the Vanguard in New York's Greenwich Village this week. Dave on Bebe's will be there for three weeks with thoroughfare... Ernestine Anderson jujung 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 Redheads have been held over at the Sands Hotel in Las Vegas.

Vaudville returns to New York tonight at (3) at the Gate Theater with brash Felix Farrall Smith and Dale, Willie the Lion Smith and actress Sala Sawa. Two performances per evening.... Tony Munzarella, producer of the various Dick Clark TV segments, becomes a father for the fifth time last week. New child, a daughter is named Palma Anez.

Hollywood

Cameras started rolling this week on Metro's "The Beat Generation," heavy dramatic pic, with Louis Armstrong and the All Stars as first to be lensed. Also scheduled to appear: Cathy Crosby, Ray Anthony and Billy Daniels.... Gale Robbins starts a two-week stint at Gotham's Le Capodard November 4 at Liberty and 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 Weeg's Ill, December 17... Capitol producer Dave Cavanaugh is in New York for several weeks’ dubbing sessions.... Dick Tracy's Band is recording four sides with singer-actor John Ashley to bring Weed's personal a xr. tally to the 80-side level during the past two weeks.
FOLK TALENT & TUNES

Around the Horn

Billy Walker and Ronnie Self headlined a c.w. package at Pittsburg, Kan., Saturday (1), and duplicating that feat at Fort Scott, Kan., Saturday evening (6) ... Dim Beno and Red Smiley and their Tennessee Cut-Ups continued their success on "New Dominion Barn Dance," Richmond, Va., and their regular weekly television spots at Kansas City ... Danville, Va. and Roanoke, Va. Red and Smiley have a new record coming out on Dot this week, "Undertaker's Goose" b/w "One Teardrop and One Step Away." ... Merle Lindsey 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. ... Another new release on Mercury is due out this week.

"Louisiana Hayride" Johnny Horton, James Clevy, Jimmy Martin and Johnny show their wares at Jackson, Miss., Wednesday (5), and Hattiesburg, Miss., Thursday (6). ... Claude Moody and Slim Wilson will head a c.w. package scheduled for appearances at Medina, Miss., December 9; Pittsburg, Kan., Thursday; Manhattan, Kan., 11; and Junction City, Kan., 12. Rain-Wire Bob Stark, who worked the country circuits at KOMA, Pittsburg, will appear with the unit on its appearance there ... Bill and the Circle T Ranch Boys, of Cedar Rapids, la., have taped 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 their vocalist with the crew.

Don Pierce, of Starday Records, moved 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 note for his Star Country and Gospel party and set a deal for foreign representation. ... November bookings for the gospel-singing Blackwood Brothers Quartet are as follows: Nashville, November 4; Jackson, Miss., 6; Houston, 7; Fort Worth, 8; Amarillo, Tex., 9; Denver 10-13; 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, hearing his name, marched on Nashville recently accompanied by his manager, Lou Epstein, and sometime companion Hall, Ray Lomford 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 "Fiddler Night Talent," "Midnight Jamboree," "Trans America," "M. Delrey, U. S. A." and the Hank Snow and Ernest Tubbs shows aired from Nashville, as well as some of the various talent. He also worked with various backup groups. He then left with the Delrey Bob Jennings, of WSM, and Johnny T. of WNO. 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." television sponsor, the makers of Dickies work and casual clothes, over Red Foley's crowds-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 at Company at the Texas annual, with the result that they outdid both Tennessee Ernie Ford and George Gobel. Foley is slated for a Decca session this week at Owen Bradley's Nashville worthy.

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, Cooper, Wyo. ... June Carter and Eddy Arnold were "Jubilee, U. S. A." principal guests last Saturday (1) with Brenda Lee and Cookie McKinnon slated to head up a hall-hour version of "Junior Jubilee" on ABC-TV this Saturday (8). ... Hank King, Blue Hen record, is sporting a new release in "Cry Like A Baby," b/w "Revel In Me." Jacks may obtain a copy by writing to King at 1529 Forest Avenue, New Kensington, Pa.

Beverly Mae Wilson was guest on Cliffie Stone's show over KRLA, Los Angeles, October 25, and appears with Jimmy Dickens on the new Smokey Rogers Western Cartoons Show over KEMP-TV, San Diego, Calif., November 28. ... Lee Harris, lead vocalist with the Smokey Rogers group has been invited to record for the Jackpot label ... Denver Duke and Jefrey Noll have a new country tune, "Teen 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 Spokanes Coliseum, which attracted an all-time record crowd for the spot. ... Susi 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, Cooper, Wyo. Chuck Bowles, 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 work for Tel Records, will appear Saturday (8) at the Hippodrome, Evelyn, Mass., 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 WWOC, Waukegan, Ill., and asks that the record firm take his name off the list for c.w. samples until he's released.

Gordon Terry, formerly on the "Grand Ole Opry" and recently signed to a regular on WRGB's "Country America," heard over WABC-TV, Los Angeles, has been signed by Cherry 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 25.
'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 attractive elements to attract a large live audience. Among them are the music, the scenery, which is lavish and richly detailed, and the acting, which is competent and effective. The show is set in China and is based on the novel by the late Peter Kwong. The story is about a Chinese family who find themselves in conflict with the Japanese during World War II.

Night Club

Gordon MacRae a Comic Revelation

Gordon MacRae, who had a comic revelation in this night club, is quite good. He has a pleasant voice and a good sense of timing. He is a master of the phrasing and delivery of his lines, and he is able to make people laugh. His act is a combination of monologue and music, and he is able to keep the audience enthralled with his lively and engaging performance.

Rombok Salute Makes Hot Package

New York's phut Hotel Parke continues its run with a new act, Rombok Situ, who has a hot package. Rombok's act is a combination of music and comedy, and he is able to make people laugh with his quick wit and sharp observations. His musical numbers are well-timed and he has a good grasp of the rhythm and tempo of the music. Overall, Rombok Salute is a hot package that is sure to please the audience.
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Songwriter</th>
<th>Record Number</th>
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<tbody>
<tr>
<td>THE WORLD OUTSIDE</td>
<td>THE FOUR ACES</td>
<td>9-30764</td>
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<tr>
<td>I WANT TO BE HAPPY CHA CHA</td>
<td>Tommy Dorsey</td>
<td>9-30790</td>
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<td></td>
<td>Orchestra</td>
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<td>FEATURING WARREN</td>
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<td>FORGET ME NOT</td>
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<td>DOMENICO MODUGNO</td>
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<td>THE FOOL AND THE ANGEL</td>
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<tr>
<td>LOVE LAND</td>
<td>AL HIBBLER</td>
<td>9-30752</td>
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Distributor News

By Howard Cook

Philadelphia: Bob Heller of Chips Distributing Company reports strong action on Jimmie Rodgers latest waxing "Rumbopooly" on Roulette records that are going well are "Deep Deep" by the Flywackers which are "Red Grit" 10-inch records by Dickery and Doo and the Dots' on Swan is also big. Heller and Harry Obijara, momo石膏a and Ore Distributing Company in New York, Heller hosted a party for former Philadelphians, which included Arnold Marnox of M-G-M and Danny Kessler of Broadway Music.

Ted Kellers, 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 item of the week is Marnel applying for a "Laurel" and "Loneliness Town" by Ricky Nelson. Carlson has big release in "Five Little Numbers" by the Admirals and "My Life Is in Your Hands" by Vic Donna. Savoy is hot with "Desert's Walk" by Billy Hope, "It Don't Hurt No More" by Nasrdown and "I Love You" by the Angels. Columbia is looking with "Baby Face" by Little Richard. "There's a Father Above" by Sonny Lowery and "Moon on the Loose" by Bobby Jaundice Jr. At Columbia, Bob Mollidock is about "the Applejack, "Nine More Miles" by George Young and "Does He Really Love Me" by Peggy King. Ameo is strong with "Just Young" by Andy Rose and "Falla, Falla" by the Paullettes Sisters. "Transfig Chas Chas" by the Danny Davis Orch is going well for Capitol.

Paul Knowles, manager of the RCA Victor Record Division of Raymond Rooms & Company in Philadelphia, writes that "Sweet and Innocent" by Roy Orlando and "Cee White" by the Twains are hot discs. Distinctly in the gospel field, the local record shops, "Pledging My Love" by Jesse Jeslin looks like a winner. "Sara" by M-A, "My Name Is" by the McCourts, "The World Go Round" is a two-sided hit. "Ditto Pussy Cat" and "No One But You" by the Amer Brothers. "I Got Strong" by Elvis Presley and "Geengam" are strong.

Pittsburgh: Jim O'Brien of Record Distributors reports that "Diamond Ring" by Jerry Wallace on Challenge is repeating the success of "How Time Flies." "Hearted" by Don Blair and "High Praise" by the World Chans are also strong. "Lonely Teardrops" by Jackie Wilson on Brunswick is big. "Second Love" by Ahmad Rashad on the White Bucks and Saddles Show by Bobby Pedrick Jr. on Big Top is a strong item. "Pledging My Love" by Roy Hamilton and "This Is My Life" by M-A are "So Easy" by the Crickets on Brunswick and "Sweetie Pie" by the McCourts Sisters on Capitol are strong. Top LPs are "Ahmad Jamal Trio" on Argo and "Have Band Will Travel" by Lester Lamin on Epic.

Cleon Miller of Bill Lawrence, Inc. in Pittsburgh lists "Fate Out" by Everest. "Stokey and the Bobby-Does as "Teacher" by the Olympics on Denon is hot. There are heavy advance orders on "Sueo, We Cooled Again" by Billy Dawn on Cool. "High School Girl" by the Rock-A-Poll, a local group, on Argo is a strong territory item. "Close Friend" by the Funk Tolls on ABC-Paramount is one of the LPs. The Rock-A-Poll's latest, "Beep to Me" are strong. "To Know Him Is to Love Him" on Decca is still selling strongly. The firm will host a "Beer and Cheese" party for local deejays early in November.

Baltimore: Phil Markham of the top memens that "Pledging My Love" by Roy Hamilton has broken out. "The World Outside" by the Four Coins is also one of the big discs for the first time. Raymond Rooms & Company's "The United Artists is hopping with "Comma Prima" by Enzo Stuart and "If You But Know" by Billy Barnes.

New York: Top five platters at Columbia Record Distributors are "Shine On" with "Yes I'm Telling Say" by Duke Dad on ABC-Paramount and "The Eyes of the World" by the Rayburns on Bel. "The Eyes of the World" is hot. "The Eyes of the World" by the Rayburns on Bel is strong. "To Know Him Is to Love Him" on Decca is still selling strongly. The firm will host a "Beer and Cheese" party for local deejays early in November.

Al Hirsch of Malverne Distributors writes that "I Want To Be Like You" by the Chas Chas are very strong. "C'mon, C'mon" by the Raines by Capitol are going well. "The World Outside" by George Hamilton, IV, is hot on the Capitol Field. "The Voice in My Heart" by Evie Corinne and "You Need Love" by Lloyd Price. "Mexican Hat Rock" by the Applejack on Cameo is strong. Swan is top on with "Leave Me Alone" by Dickery Doo and the Dots and the Dots' on Swan is also big. "My Heart Belongs to You" by Larry Scott on the Suppee is strong. "I'm Everybody" by Eddie Cochran and "To Each His Own" by Maxine Daniels. "Dance With My Music" by Big Sid on Denon is going well. Gary Conley's latest verve player. "Judy, Judy" is selling well. Top LP is "Elia Fitzgerald Sings For Berlin Steptourck."
Where to look for sure-shot money records?
Simple as ABC-PARAMOUNT!

THE VOICE IN MY HEART
EYDIE GORME
ABC-9971

SEPARATE TABLES
Arranged and conducted by DON COSTA

LUCY, LUCY
THE TWO OF US
Arranged and conducted by DON COSTA

GEORGE HAMILTON IV
ABC-9966

SEVEN MINUTES IN HEAVEN
THE PONI-TAILS
ABC-9969

Close Friends
Arranged and conducted by O. B. MASINGILL

Distributed by AM-PAR Record Corp.
Distributed in Canada by SPARTON of Canada, Ltd.
Fine Engineering, Sound Key MGM Stereo Debut

NEW YORK — M-G-M has entered the stereo business this fall, releasing 10 titles priced competitively in the $9.98 to $12.98 range.

Packaging is merely a repeat of the monaural editions with an adhesively applied rectangular center label and corner identification, but the long-playing 12" records that play on the engineering hallmark when it comes to good sound quality. A single, bell-shaped punch mark high on that surface.

From a sales standpoint, the label will be better in its long-awaited, two-track version of "Sight," taken from the highly acclaimed "The Last Wagon," (Continued on page 69)

"Beep" Beeps Nash Dealers

NEW YORK — Rolette Records' new sales chief for Europe has arranged for distributors in a number of areas to make local tie-ins with the Nash-Rambler auto dealers on the Playmates' new touting "Beep-Beep." This disk (a "Blist" Best Buy" this week) features a race between a Nash-Rambler and a Cadillac with the former coming out the winner, which explains why Beep-Beep is called that (Continued on page 20)

Carlton Backs SORD Beef Within Limits

NEW YORK — Carlton, the new manager of the SORD organization of Dealers of America, in his agreement with the position, will continue to be a SORD member, although he will no longer be a SORD chairman. The Carlton, said, "I think that we should make our SORD chairman more influential, and by influencing the SORD by-products, be more sure of our product line."

"We believe in the future of the SORD organization of dealers. Our record clone a symbol of opportunity, not progress," Carlton said. "SORD dealers have a much bigger reason to be proud of their affiliated or any unaffiliated company than the product." He added that SORD is bringing in the pre-release of the non-affiliated company which works and dies by its own rules and that if you can't find that film-affiliated company which will turn the product line of important films that will (Continued on page 20)

Cap Adds Fine Supplement "To'57 Christmas Series

With the aid of its far-flung recording facilities, Capitol is offering a poster issue of "To'57 Christmas album series that will be sold for the last three years. Christmas In..."

The half-hour albums in the current release feature location recording sessions of groups from across the country, including Australia, Brazil and Poland — a contrast to the group's typical recordings. The Christmas albums don't duplicate the Capitol coverage of last season with such artists as Mantovani, LaVerne Day, Rossini Piano Quartet and Mallett, but certainly the most delightful. "Christmas in Brazil," which spotlights the Casa Dos Meninos de Casa de Lavoro. This trip of ten-year-old girls has the kind of nifty, heart-tending charm that is only occasionally reached by more sophisticated musical talents and supplied by early Chalpin compositions from the album, "Christmas in Brazil." It's definitely a good choice for those who want to add a few albums to their collection, and for those who wish to take off a few pounds, also contain a special calceo chart on the back of the cover and a four-page booklet of facts on recording and engineering.

The platform will be exploited in Good Housekeeping magazine, and the director of the Capitol Records publicity department has written a piece on Big Bill Bridemore and the veteran "Mr. Fats" achieving a real feeling of reality to the living room. Kay Ballard's "Fanny" and the "Fats" are included the in the album.

S-Royal

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- Continued from page 3
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.
**Home Demo Method Spurs Phone Sales**

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

By RALPH FREAS

NEW YORK — Phonograph sales have topped 50 points each year at Brugh's Manhattan, hi-fi and appliance outlet at 44 Cortland Street, for the past year-and-a-half, according to sales head Ing. Small. A home demonstration setup added, but only for a limited 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. This ad, says Brugh, has been very effective in selling phones.

The body of the ad shows a picture of the portable stereo phone at the home, with the caption "Motorola Stereo." "Help us to make the right phone selection," says the ad, which gives a complete description of the phone.

In addition, and at the bottom of the ad, an easy payment plan is offered, along with the name and address of the store.

The ad is not big, but to be run consistently,

This way, Brugh says, is the secret of its success.

**Regular Sales Force**

Brugh's sales staff is not made up of sales people. These six handle both the home demos and work on the sales floor. The trained setup for the home demos. The salesmen are instructed to give a condensed version of the same presentation, based upon the home demo as a way to add to their telephone.

The home demo takes a half hour. For this time has been spent by too many people in the ad, and 60 per cent of the time is spent by the salesmen in this method.

**Stereo Models Have American Colonial Look**

GANDER, Mass. — John Alden put a lot of thought into his new stereo equipment. He was surprised of her life if she could make the difference between the stereo phones being launched by Colonial Deering, a division of the Cato Manufacturing Company here.

The four models so far launched in limited marketing efforts in the firm, are each filled with components such as a four-speed V-M changer plus diamond-tipped stereo speakers, a built-in power amp that will be at least 20 watts per channel, optional AM/FM tuners with separate sections and optional minor changes, and stereo equipment in its high-fi.

But it's the cabinetry that's the stopper. All models are housed in an "authentic" hand-crafted American Colonial atmosphere. It's called the "Alden" and a "Gallery Table" model, said the Pioneer Hunter, and a "Gallery End Table." This two-speaker, three-cabinet combination is a "flexible" model which serves as a record cabinet.

Chase, who says he is "interested" to look like antique American furniture, is being taken into room doors of Colonial Deering's homes, and are available in the market.

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

By CHARLES SALINAR

LOS ANGELES—A warning to phonograph music stores to other merchants who may have the word of audio equipment to avoid component-style dealers.

The warning has been voiced by Edward Alden, president of the Alden Hunter, and a noted West Coast consultant in both audio and television.

Alden's caution to dealers on the front line of the market points, a seminar series attended by members of the National Appliance & Radio Merchants Association, and was accompanied with a public appearance in which Alden told his listeners to think about the future for retailers of home music gear, from tape machines to stereo systems.

At the local level where hi-fi equipment makes their presence from local unit, it's important to the importance you had when TV first captured public attention and dollars.

**SCHOOL SIDEMEN TO ELKHART GIG**

CHICAGO — Twenty-five bands and more than 1,500 high school band members will present an address of Elkhart, Ind., the "band capital of the world," Saturday, November 1.

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 world's first portable jet plane appeared today, the projected "Hi-Fidelity Music Reproduction Machine," proposed to be left by jet flight from New York on May 23 under the guidance of the chairman of the board of Soybean, chairman of the committee on jets, a model that will be held early next year in the nation's capital for the benefit of the National Symphony Orchestra.

The jet will run four weeks. On the itinerary are such music centers as London, Amsterdam, Washbad, Vienna, Salzburg, Venice, Budapest, Paris, and the Far East.

There will be a side trip for those desiring to visit Moscow. Otherwise, the travelers will touch base at most top of the major musical festivals, visiting concert halls, groups of music lovers, and even sitting in for actual fine band on the air.

The jet will have been built in Germany and Austria. It will be piloted by long-range music circles and a director of the National Symphony Orchestra by Underwood, of the Good Music Station in Washington. The project is sponsored by the Greater Washington Music Council and the American Society of the Washington Arts Club.

By all indications, the tour will cost between $250 and $250. The price tag "makes it ideal for permanent exhibition and local cost installations."

**Stereo Pickup For Only $9**

Now Marketed

NEW YORK — The already widely choice retailers and audio shops have among stereo cartridges continues to expand, with the latest offering landing in the under 910 class.

Unit is being marketed by Dunkirk Sales Corporation, and will list for 99. 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 33's on the flip side. Two sapphire stylus are included.

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

Simple Plans

The low plan, which also benefits dealers, is feasible, and very simple. Disk jockeys offer certificates which listeners who have the identity of tones can take to any

(Continued on page 20)

**Admiral's Profit Takes a 42% Jump**

CHICAGO—Admiral Corporation, makers of Admiral and Kelvinator, has announced that its net sales for its first four months of fiscal 1956 were up over 42 per cent higher than for the same period in 1955. After tax earnings were $235,803, 42 cents a share, compared with $235,803, 40 cents a share in 1955. Net income for the first four months of 1956 was $235,803, 42 cents a share, compared with $235,803, 40 cents a share in 1955. Profit for the first four months of 1956 was $235,803, 42 cents a share, compared with $235,803, 40 cents a share in 1955.

**Jensen Combats 'Sales Fright'**

With DJ Promos

CHICAGO — As part of its annual sales push, Jensen Industries, manufacturers of Jensen phones, and other audio products, is stepping up a special plan whereby dealers are installing glass cabinets on the air of free radio deadlines 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 that "booth brand consciousness."

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

Simple Plans

The low plan, which also ben-

(Continued on page 20)
The new Zenith—world's finest high fidelity—creates living sound from stereophonic records

Be there in person!

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 person—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 new 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

The quality goes in
before the name goes on
How to Telephone Your Way to More Stereo Phonograph Sales

By RALPH FREAS

There has always been a drive in the promotional literature tossed out by phone manufacturers this year. It is this. If you want to sell them your telephone, demonstrate, demonstrate, demonstrate. Demonstrate, demonstrate, demonstrate. Three is the magic number. Show them you can make a sale and sales brains in this industry concentrate on that theme. The stereo phonograph has features that can’t be demonstrated by merely showing two different models to them. Your demonstration must be something that leaves the customer impressed on the customer.

This is not as hard as it sounds. What is the best, least expensive way to get the customer to the store so that he can be exposed to this exciting new product? The answer is to get dealers to advertise in newspapers, to ask the customer to a demonstration party, to call on them in the home, etc. Other contacts with the public can be made through demonstrations of dealers, businessmen or churches. For example, the store that is demonstrating one of the AM radio that we will discuss at a greater length here is telephone in their phone book and tell people. Tell people about the new merchandise and invite them to see the store and hear it. Or offer a free demonstration of the new phonograph.

Special Techniques

An expert for the telephone is a man named Jack Schwartz, Los Angeles insurance salesman and author of the book, "How to Get Every Phone You Want." Mr. Schwartz is a good example of an individual who has taken a new product and made it a success. He has sold phonographs to more than 2,000 people with the telephone alone.

Mr. Schwartz will tell you how to use the telephone to its fullest advantage. He will show you how to contact your potential customers, how to make your contact effective, how to follow up your contact, how to close the sale.

One of the most important things to remember when using the telephone is to keep it simple, straight forward, and to the point. You want to get your message across in the shortest possible time.

The telephone is a great tool for selling, but it is not the only tool. You must use it in conjunction with other promotional techniques, such as newspaper advertising, mailings, and personal contact with the customer.

Mr. Schwartz has made it very clear that the telephone is one of the most important tools in the promotion of the stereo phonograph.

Motorola Ties Phonograph Promotion To Outlets

CHICAGO — Motorola photographs are being used in window displays at 1,400 retail outlets in the Chicago area. A new "Cragl" phonograph is being sold, the "Cragl," which features a built-in speaker and amplifier, is being sold exclusively at these outlets.

The "Cragl" phonograph is a new line of stereo equipment designed for the home market. It features a built-in speaker and amplifier, and is the first of its kind to be sold in department stores. The "Cragl" phonograph is priced at $199.95 and is available in two colors, black and white.

Admiral’s Full Steam Ahead

GE "Subscription" Service Manuals

UTICA, N.Y. — A new service manual subscription plan for radio and television service manuals has been announced by W. T. Conkling, national sales manager of General Electric’s radio receiver department.

Under the plan, each of the dealers will award a Motorola "subscription plan" to the customer who subscribes to the service plan. Each customer who subscribes to the service plan will receive a complete service manual for each GE radio unit in his collection. The plan is designed to increase the service department’s revenue and to provide additional service to the customer.

Admiral's Full Steam Ahead

MysteRIOUS EAST DEPARTMENT, AUDIO PRODUCTIONS DIVISION

Up to the end of the year, the Ministry of International Trade and Industry of Japan has been responsible for the production of the Ministry's new phonograph products.

"Domestic production is about to start, as of the Japanese importers. We expect a substantial increase in domestic production after the importation of new products as a result of our efforts."

"MITI will carry these manufacturers' stereotypes by actively cooperating with them and will set a policy to restrain the importation of new products for the time being."

"What is left over will be a matter of patent protection. But, in view of Apec’s handy policy made earlier, we believe that the domestic production will be feasible."
It's growing fast

"HIBISCUS"

Jo Stafford's latest and we think it's got 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

LYRICS:

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!

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 squoshy, 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 bewitd'rin'
procrastinatin' is just for little children,
birds in bower and fish and flowers
and I can risk a smooth or two,
So my HIBISCUS, why can't you?
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.

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

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!

Stereo Mate VI—Model 4706

SELL THE LINE THAT SELLS THE FASTEST...SELL WEBCOR!
EVERLYONES YELLING for 1355

THE EVERLY BROTHERS
SMASH SINGLE
PROBLEMS • LOVE of MY LIFE

and just as loudly for SONGS OUR DADDY TAUGHT US

Soon to be released on LP and three EP's

Presses still working overtime on...

LP's, $3.98 ea.
EP's, $1.29 ea.

Cadence Records, Inc.
119 West 57th Street, New York 19, N. Y.
Home Demo Spurs Phono Sales

Continued from page 29

Jensen Combats
Continued from page 20

Be Sure You Know the Facts
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 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 portable and controls can be in a chairside position and the two speakers placed opposite. This is 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 "mispronounced" in the average case.

A tremendous education program is needed before sales will attain a substantial level. Bright's 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 regulars listen to their new stereo models between the hours of nine to two in the afternoon. This Bright's explorer is something new in their experience. This crowd just stands and listens. Little is said at this time because the tape's goal is to give listeners a general idea of what they can expect to hear. The song list is simple and comprised of popular records which the customer Bright's feels will appeal to the majority of these people who come back over and over for more information, for additional demonstrations and to buy.

On rare occasion the store attracts such crowds is the new display that they are given to stereo phonos. A few months back, they tore the interior of the store apart and installed a huge phone display that occupied 40 feet along one wall. Phones are arranged in three tiers along this wall. Demonstration hour 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.

Continued from page 23

GE 'Subscription'

Who Needs Stereo?
Continued from page 22

Jensen dealer, and exchange for naphtha still 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 card in which they turn in, which has already made the "two-for-one" promotion so successful in 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 phonos."

Jensen replacements can be obtained now, according to company execs, for needles and/or cartridges for approximately $5 per cent of the present phone models on the market.

Continued from page 22

GE subscription' is being sent to subscribers who will receive complete reconditioning of the phone equipment as well as further information on the condition of the product. A subscription price of $25.00 will run for 12 months from the date of receipt of the order. Subscription may be obtained by sending a check or money order, payable to General Electric, to the Phonograph Department, Technical Publications, 809 Broadway Street, Utica, New York.

Continued from page 23

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

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

Motorola Ties
Continued from page 22

'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 jobber. Remember, they are not authorized to sell you for resale on most hi-fi components.

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

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

SOARING UPWARD
"LOVERS NEVER SAY GOODBYE"
by THE FLAMINGOS
END #1035

HEADED FOR THE CHARTS
"SONG OF THE DUGONGS"
JIMMY MARTIN
GONE #5004

BUSTED WIDE OPEN
"KING OF FOOLS"
by SAM HAWKINS
GONE #5042

THE NEW DUANE EDDY SMASH
"CANNON BALL"
b/w "Mason-Dixon Line"
JAMIE #1111

GOING ALL THE WAY
DONNIE OWENS
"NEED YOU"
GUYDEN #2001

"WICKED RUBY"
by DANNY ZELLA
and his Zelf Rocks
FOX #101
Over 52 Million Readers WILL FEEL THE IMPACT OF SOMERSET STEREO FIDELITY 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
High Fidelity
THE HARRISON CATALOG

2700 radio stations will be programing 101 Strings special tie-in library exposing 70,000,000 to the sound of magnificence.
NOVEMBER 3, 1958

THE BILLBOARD

MUSIC

SOMERSET

will premiere the
WORLD'S GREATEST STERE0
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.
2805 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.
Santana 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**—Johnnie Mathis with Percy Faith Orch. Columbia CL 1103

This will certainly be one of the most potent albums for the season. Mathis presents popular Christmas songs on one side of the disc; the other has traditional cards. Look settings by Percy Faith are excellent. Attractive cover shot of artist will help. Craft readings of "The Christmas Song" and "O Holy Night" are especially fine.

**CHRISTMAS SING-ALONG WITH MITCHELL-Mitchell Miller & the Gang. Columbia CL 1005**

This disc has a sales natural--sooner or later. F. O. offers tender, reverent vocal treatments of his favorite Christmas carols and a charming colour photo "Joy to the World," "The First Noel," "Silent Night" and "Adeste Fideles." Prime yule programming was for looks.

**TO WISH YOU A MERRY CHRISTMAS**—Harry Belafonte with Bob Corman Orch. & Chorus. RCA Victor LPM 1857

Belafonte hardly seems being a powerful threat. Belafonte applies his touching, lowest price approach to 12 Christmas carols and pop songs of the Christmas season. A chorus is worked attractively into the arrangements. The charts are by the great Billy May, accompaniment, Millard Thomas, and guest vocalist Lawrence Almastra, are tops. A thinning programming which can be a leader this holiday season.

**CHRISTMAS FEELING— Bing Crosby, Gordon Jenkins & His Orchestra.**

The listenable set includes novelty and traditional Christmas music. Crosby's approach is as amenable as ever, and his name, as usual, is associated with various holiday programming packages, should prove very strong saleswise. The attractive cover is in warm hues of brown and gold. It is a winner overall appeal.

**CHRISTMAS WITH JACQUELINE MATHIESON—Grandma Moses with Various Artists. RCA Victor LPL 1069**

Here is a charming Christmas gift item from Seeco Records. Grandma Moses, who has become nationally known via the Jack Pari show, has a Christmas album here that is cut out of the normal groove even the all the tapes are well-known carols. His piano work and his touchy manner of sheet music are much too the good grace 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 LPL 1069**

Here is a charming Christmas gift item for the holidays, with strong appeal for Grandma Moses fans. It is a collection of quaint Americans and the family trade in general. An elaborate double fold album, with bound-in photos and 32-page color-of-grandma Moses paintings—a big sales plus. The ancient (97) painter received accolades from her auto of and admirers alike. The album is well-balanced and not too much. While nostalgic musical says "Jingle Bells," "Blue Tail Fly," etc.—are provided by the Ralph Hunter Choir, Skitch Henderson and boy soprano William M. Moyer.

**CHRISTMAS HOLIDAYS AND BRIGHT CITY MUSIC HALL—Radio City Music Hall Symphony Orch. (Page) & Various Artists. RCA Victor LPM 1050**

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 large construction of the Christmas show itself, full chorale line. With 8,000,000 admissions yearly at the Music Hall, this "sound track" of the famous Christmas show everything from organ solos to ballet, plus the sound of the famed Rockettes should have a pre-sold audience.

**Low-Price Christmas Albums**

**THE GLORY OF CHRISTMAS—101 Strings. Columbia CL 10**

Shenandoah Family—Denise Day with Lou Hollingsworth, Organ & Vail Boys Choir. Design DLX-1

This is a first rate set that can appeal to LP customers. This album comes with a conversation between Jack and Benny Day and then supported by the 101 Strings. Their favorite songs such as "Silent Night," "Jingle Bells," etc. Dazzling is the result with a picture of Jack Benny as Santa Claus. Should be a strong seller during the holiday season.

**BELOVED CHRISTMAS HITS & CAROLS—77 Strings. London 99912**

The New Maddox Brothers made carols such as "Adeste Fideles" and the "First Noel" a treat to hear by takers of the finest quality and leading 77 Strings. This will give the labels estivated animators. The voices balance to appeal. A real ray.

**CHRISTMAS FOR CHILDREN—Frederick Tull. Columbia CL 1058**

This album is a complete hodgepodge of holiday songs, complete with organ, bells, sound effects and yuletide poetry. A fine $1.98 buy.

**ALL-TIME CHRISTMAS FAVORITES—Robert Maxwell, Harriet. Columbia L 70681**

This album is a hodgepodge among Christmas package, a fact doubly emphasized by its low price. In terms of quantity, the 40 numbers here are equalled easily in the whole varied range of Christmas music, running from novelties and pop hits till carols and hymns. Qualitatively it's a be hit, for those who appreciate the honk. Bob Maxwell an old hand at tickle toe7 orchestra, does his imaginative job in those performances and the end result is a tasteful potpourri for the yuletide season.

**AN OLD-FASHIONED CHRISTMAS—Richard Ellsasser playing the Harmondium & Celesta. Columbia L 70682**

What Child Is This," "Virgin Unveiled" and other familiar carol titles make an attractive collection of Christmas carols, with warm solos by Ellsasser. A good value at this price, with displayable copy.

**MERRY CHRISTMAS—Percy Faith Orch. Columbia CL 10**

This album has 20 songs in total, only with only one cover arrangement, and the material is derived from English, French, German, American and German language, not is it more of the above of the above of the above of the above. Christmas shows contains many styles, typical collection's price.

**CHRISTMAS SONGS FROM MANY LANDS—Alan Mils. Columbia CL 1058**

Alan Miles is a Canadian singer of folk songs who has a rhythm, the better a number of the above of the above of the above of the above. Collection of Christmas carols, there are 40 songs in total, only with only one cover arrangement, and the material is derived from English, French, German, American and German and other countries, not is it more of the above of the above of the above of the above. Linen shows contains many styles, typical collection's price.

**THE NATIVITY—John Pappenheimer, Narrator. RCA Victor LPM 1050**

The Christmas story is told with dignity, with occasional touches from the North Pole. A wonderful Sandy Powell's voice, a familiar one in radio and tv audiences. So, rich and realistic, it's something to be appreciated by native audiences. The liner notes background music score for each one. Focus, simple, clear, and concise. A real winner for audiences, the children, and the adults.

**12 SONGS OF CHRISTMAS—Bill Douglas, King 66**

In the king of harpists, with his selection of the world's most popular Christmas songs. The listener is introduced to the original cover sheet music and Wurlitzer arrangements. The listener is introduced to the original cover sheet music and Wurlitzer arrangements, all new material and special arrangements.

**CHRISTMAS***

**POLISH CHRISTMAS CAROL. New Makowski Happy 300**

Polish carols are given lively settings by the Silesia Choir and the orchestra. Few of the songs are not well known in this country. How-
Not 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

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—

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

10 Radio spots, transcribed and ready for local dealer use!
on profit-packed RCA VICTOR Christmas albums!

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

*Also available on New Living Stereo records

BANTA SAYS: CALL YOUR RCA VICTOR DISTRIBUTOR TODAY!
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 & MONOAURAL**
This fine movie soundtrack film was a best-seller for Capitol as a monaural package, and it should enjoy equal sales success in stereo. The wonderful Rodgers and Hammerstein score—warbled by Gordon MacRae, Shirley Jones and others—it enhanced in stereo. The lyric "Carousel Waltz" and "June Is Bustin' Out All Over" are especially fine.

**BLACK SATIN**
The George Shearing Quintet & Ork—Capitol ST 858

**STEREO & MONOAURAL**
This melodically package was a solid seller then in its monoaural 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, spine-ting vaccination makes the LP's surefire jockey programming. Gal shines on a group of standards, and show tunes, including the infectious "Daddy," "Fever" and "Witherbee."

### Pop Talent Albums

**HELLO, TIGER!**
Sallie Blair with Neal Hefti Ork—MGM E 3723

A striking cover (featuring the sultry thrash of a tiger skin rug) gives this package a solidly better sales value, while the canary's new, intimate vocalizing makes the LP's surefire jockey programming. Gal shines on a group of standards, and show tunes, including the infectious "Daddy," "Fever" and "Witherbee."

### 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 overall 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 easy-swing latio, 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 cellos and Harry Zaratzian, violist. The sound is outstanding, the performance superb, ever-catching and the name of the Philadelphia Orchestra should help this become a strong seller.
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 color 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—"Hara Staceca," "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 fulness of sound that captures even better the mood of somberness and beauty that characterize Debussy's "Sea." The Ravel ballet work has just as compelling a quality. A standout cover shot can harvest extra attention to an already top-notch 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 violinist's patrons. These are the 93rd thru the 96th. 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 orchestra is of the period display Beecham's meticulous approach and genuine feeling for this period. Excellent potential.

CROFE: GRAND CANYON SUITE, MISSISSIPPI SUITE
The Hollywood Bowl Symphony Orch. (Slatkin)—Capitol SP 8347
STEREO & MONAURAL
The three are many monaural versions of this new concert, this is one of the earlier stereo version 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. These notes explain the origin and background of both works by composer Crofe himself and 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
STEREO & MONAURAL
The three are many monaural versions of this new concert, this is one of the earlier stereo version 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. These notes explain the origin and background of both works by composer Crofe himself and interest.

(Continued on page 38)
NEW STEREO DISCS

- 1215 Paul Barbarin and His New Orleans Jazz
- 1218 Chris Connor
- 1231 The Modern Jazz Quartet, Fontessa
- 1232 Shorty Rogers, Shorty in Stereo
- 1234 Joe Turner, The Boss of the Blues
- 1235 Phineas Newborn, Here Is Phineas
- 1236 Joe Castro, Mood Jazz
- 1278 Art Blakey's Jazz Messengers With Thelonious Monk
- 1279 Milt Jackson and Ray Charles, Soul Brothers
- 1281 Luv N' Bond Sings Bessie Smith
- 1280 Ray Charles at Newport
- 8027 Betty Johnson, The Song You Heard When You Fell In Love

Stereo Discs Previously Available

- 1253 Wilbur DeParis At Symphony Hall
- 1276 Jimmy Giuffre, The Music Man
- 1284 The Modern Jazz Quartet, One Never Knows

NEW MONOAURAL LP's (1200 Series)

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

NEW MONOAURAL 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!

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

- 391 Modern Jazz Quartet, Fontessa
- 392 Joe Turner, The Boss of the Blues
- 393 Joe Castro, Mood Jazz
- 394 Shorty Rogers and His Giants
- 395 The Piano Artistry of Phineas Newborn
- 396 Wilbur DeParis at Symphony Hall
- 397 Chris Connor

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Review Spotlight on Albums

Classic 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 responsive.

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 & MONOAURAL

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. Solists, naturally, are tops and their work is captured in a completely manner. De luxe package has a fine cover and complete lyrics. A must item with the G & S fanciers.

Jazz Special Merit Albums

SONNY ROLLS 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 dexterous 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—delivers a rock-and-roll-flavored punch that should delight jockeys and jazz buffs alike in this "liberal" album. His treatment of recent "chunks" like "Rock Around the Clock," "Witch Doctor," and "Charley Brown's Love Affair" reveal a fresh, original album talent and one that's likely to build quickly with the college-age crowd. Semitrad 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 & MONOAURAL

This bright, brassy package of colorful marches and bouncy, happy tunes from "Cakewalk" are ideal for stereo. Name value and excellent performance, 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 balletomaneas 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 & MONOAURAL

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

(Continued on page 35)
THE LP THAT WILL SELL LIKE A SINGLE!

Thanks to Dennis Day and Jack Benny:

We at Design Records are proud to present what we feel and know is the finest Christmas album for the family ever recorded.

D.J.'s are invited to write us directly for their free copy of this excellent album.

For record dealers we have mastered a 45 rpm single which we will be glad to mail upon request—Special 4 color window streamers have been made for display and will be supplied directly to dealers from our distributors.

This record is a must for both programming and record store sales in depth.

G. Leslie
President

DENNIS DAY SINGS
Christmas is for the Family

JINGLE BELLS
WHITE CHRISTMAS
MAY SANTA FILL OUR HEARTS
RUDOLPH THE RED NOSED REINDEER
I HEARD THE BELLS ON CHRISTMAS DAY
CHRISTMAS IS FOR THE FAMILY
SILENT NIGHT

HARK THE HERALD ANGELS SING
O LITTLE TOWN OF BETHLEHEM
OH HOLY NIGHT
AWAY IN THE MANGER
ON, COME ALL YE FAITHFUL
THE FIRST NOEL
GOD REST YOU MERRY, GENTLEMEN

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**Review Spotlight on Albums...**

**Operatic Albums**

**DONIZETTI: LUCIA DI LAMMERMOOR**

(2-12") Jan Peerree, Tenor; Roberta Peters, Soprano; Various Artists with the Rome Opera House Orch. & Chorus (Leinsdorf) — RCA Victor EM 6055

FINE PERFORMANCES by the principals; Roberta Peters as Lucia; Jan Peerree as Edgardo; Philip Mauro as Enzo and Giorgio Tozzi as Balloco mar this brillant recording. For opera lovers, it's a must. Orchestral colors under Leinsdorfs masterful baton match the singers in every way. Attractive packaging includes a readable set of notes by French Robinson and French and English versions of the text in booklet form. Fine cover paintings by Morella Thompson.

**PUCCINI: TOSCA**

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

A standout package, handously 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's 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 Romando (Erede) — London OSA 1304

STEREO & MONOURAL

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

**Stereo Sound Albums**

**THE PLAY OF DANIIE**

(2-12") New York Pro Musica—Decca DL 79402

STEREO & MONOURAL

While admittedly a specialized offering, the two-track version of the 12th Century musical drama is a distinguished stereo effect. 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 ALIP 1858

Here's a new set that will delight hi-fi and sound buffs. As the title says, it features music of the African Arab, played by Mohammed El Bakkar and his ensemble, 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 exotic in music.

**International Albums**

**A LA VOTRE-FRENCH STUDENT SONGS**

Chorus of the Universite Libre de Bruxelles (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 rhythms sound like something out of the "Decameron," and are not exactly for the innocent ears of children. For those of voting (and muting) age, it's sheer delight. Recording was done during what seems to be from the general hurly-burly and glass-clinking background—like an all-out bash staged by director Robert Ledent and the big, named-voice chorus. The French student songs sound for all the world like a musical eulogy of "Lezits" and should feature the Berlitz set.

(Continued on page 40)
one of the greatest continuing best-selling albums of all time!

Shelly Manne & his Friends*
modern jazz performances of songs from MY FAIR LADY

*ANDRÉ PREVIN AND LEROY VINEGAR
VOL. 2 CONTEMPORARY C 3527
**Music Charts**

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Reviews and Ratings of New Popular Albums

Continued from page 40

For many years now, the popular music scene has been dominated by the ever-changing genre of rock. However, in recent years, new artistes have emerged with their unique styles and talents, captivating the audience with their musicality.

LOW-PRICE RELIGIOUS

**SUNDAY**

Johnny Desmond with Jack Paar Team Out on New Album

Johnny Desmond is a living legend in the world of music. His latest album, "Jack Paar Team Out," is a true reflection of his exceptional talent.

LOW-PRICE RELIGIOUS

**SUNDAY NIGHT**

Bob Jones, one of the best known of the gospel quartets, gets his latest album, "What a Friend We Have in Jesus," to the public. The album features classic renditions of beloved gospel songs.

SOURCES AMONGST BILLBOARD'S MOST SELLING ARTISTS

- Frank Coffee
- Marty Robbins
- Jackie Leven
- Johnny Desmond

> DANCES OF THE MOSLEY MOUNTAIN COMPANIES

MOST FAMOUS

The group's latest album, "Dances of the Mosley Mountain Companies," is a testament to their musicality and creativity.

SOURCES AMONGST BILLBOARD'S MOST SELLING ARTISTS

- Frank Coffee
- Marty Robbins
- Jackie Leven
- Johnny Desmond

>SEED GOES POP!

- Bobby and the Ohio 3000
- Custom Made
- Plain Light or Heavy

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*Reviews and Ratings of New Classical Albums

Classical ***

MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM

Robert Shaw Chorale, RCA Victor

This recording is one of the most masterful interpretations of the famous work. The Chorale's voices are perfectly tuned, and the orchestra, directed by Leopold Stokowski, provides a rich and vibrant accompaniment.

STRAVINSKY: THE RITE OF SPRING

The Boston Symphony Orchestra, Buena Vista

This is a remarkable interpretation of the Russian composer's masterpiece. The orchestra's playing is dynamic and powerful, capturing the essence of the work.

Schoenberg: Pierrot lunaire. The Berlin Philharmonic, EMI

This recording captures the emotional depth and complexity of the work, with the orchestra under the direction of conductor Herbert von Karajan.

RATINGS AND REVIEWS OF NEW STEREO ALBUMS

This is an excellent release, with clear and well-defined sound quality. The orchestra and chorus are well balanced, and the overall performance is highly recommended.

SPRINKLER: PATRIOTIC SYMPHONY

The New York Philharmonic, EMI

This recording is a joy to hear, with the orchestra's playing capturing the spirit of the American nation.

CHARLES W. ROBERTSON

SEPTEMBER 3, 1958

The Billboard's Music Popularity Charts...PACKAGED RECORDS

Liberty Skeds 10 Nov. Pkgs.

HOLLYWOOD — Liberty Records' November package releases include a wide variety of records, with six albums in the two-channel sound form and four on standard form.

Standard albums include a twin-pack "Ringo Corrals," devoted to an on-the-spot recording of an afternoon's buffalo hunt in T.T. Texas. Other popular offerings include a "Witch Doctor" parody "Redneck Serenade," a Bongo Book by Jack Connolly and an album by organist Al Anthony.

Rothfield the Krokorve Store

NEW YORK — Dave Rothfield has been appointed record manager of the Krokorve stores. Appointment was announced by Stuart Brain, president of the discount chain, and general merchandise manager for the hard goods department.

The Krokorve stores, operated in conjunction with Uranas Records as national sales manager, and prior to that with Bruno, New York, he replaced Bernard Akins who has been assigned another job with the chain.
IT'S DYNAMITE!
HITTING EVERYWHERE!

CLYDE MCPHATTER

A LOVER'S QUESTION

ATLANTIC 1199

Billboard Best Buy
### The Nation's Top Tunes

**November 3, 1958**

#### This Week

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>By</th>
<th>Record Label</th>
<th>Last Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It's All in the Game</td>
<td>Tony Bennett</td>
<td>RCA Victor</td>
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#### Second Ten

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<th>#</th>
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<tr>
<td>16</td>
<td>Lonesome Town</td>
<td>Harry. Lewis</td>
<td>Decca</td>
<td>19 2</td>
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#### Third Ten

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<th>#</th>
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<th>By</th>
<th>Record Label</th>
<th>Last Week on Chart</th>
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<tbody>
<tr>
<td>26</td>
<td>Call Me</td>
<td>Orange Blossom</td>
<td>Columbia</td>
<td>1 1</td>
</tr>
</tbody>
</table>

#### Honor Roll of Hits

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
STRING BAND MUSIC IS BACK AND CARLTON RECORDS HAS IT!!!!!!!

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Handcrafted to bring you the unlimited high fidelity sound.

CARLTON RECORD CORPORATION
345 W. 58th St., New York 19, N. Y. Circle 5-1240

THIS IS THE ORIGINAL HIT!
<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist, Composer, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IT'S ALL IN THE GAME</td>
<td>Tommy Edwards, M-G-M 1354</td>
</tr>
<tr>
<td>2</td>
<td>IT'S ONLY MAKE BELIEVE</td>
<td>Conway Twitty, M-G-M 1354</td>
</tr>
<tr>
<td>3</td>
<td>TOPSY II</td>
<td>Roy Clark, Love Brith</td>
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<tr>
<td>4</td>
<td>TOM DOOLEY</td>
<td>Don Gibson, Capitol 900</td>
</tr>
<tr>
<td>5</td>
<td>ROCKIN' ROBIN</td>
<td>Big Bopper, Century 7145</td>
</tr>
<tr>
<td>6</td>
<td>CHANTILLY LACE</td>
<td>Everly Brothers, Cadence 1050</td>
</tr>
<tr>
<td>7</td>
<td>TEA FOR TWO CHA CHA</td>
<td>Tommy Dooror, Orch Warren Corlington, Dec 7974</td>
</tr>
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<td>8</td>
<td>THE END</td>
<td>Earl Grant, Decca 30719</td>
</tr>
<tr>
<td>9</td>
<td>TEARS ON MY PILLOW</td>
<td>Little Anthony &amp; The Imperials, End 1957</td>
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<td>10</td>
<td>BIRD DOG</td>
<td>Everly Brothers, Cadence 1050</td>
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<tr>
<td>11</td>
<td>TO KNOW HIM IS TO LOVE HIM</td>
<td>Freddy Beause, Dece 7051</td>
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<td>12</td>
<td>SUSIE DARLIN</td>
<td>Bobby Lake, Dece 19781</td>
</tr>
<tr>
<td>13</td>
<td>I GOT A FEELING</td>
<td>Red Roses, Imperial 1444</td>
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<tr>
<td>14</td>
<td>LONESOME TOWN</td>
<td>Roy Clark, Imperial 3589</td>
</tr>
<tr>
<td>15</td>
<td>QUEEN OF THE HOP</td>
<td>Bobby Darin, Aria 6173</td>
</tr>
<tr>
<td>16</td>
<td>MEXICAN HAT ROCK</td>
<td>Anadel Freganya, Cassio 169</td>
</tr>
<tr>
<td>17</td>
<td>PUSSY CAT</td>
<td>Johnnie Wright, RCA Victor 2717</td>
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<tr>
<td>18</td>
<td>VOLARE (Vol Blu Dipinto Di Blu)</td>
<td>Domenico Modugno, Decca 30077</td>
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<tr>
<td>19</td>
<td>FORGET ME NOT</td>
<td>Kula Twins, Decca 30741</td>
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<tr>
<td>20</td>
<td>NEAR YOU</td>
<td>Roger Williams, Rapp 233</td>
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<td>21</td>
<td>LITTLE STAR</td>
<td>English, A&amp;M 2560</td>
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<td>22</td>
<td>CALL ME</td>
<td>Johnny Mathis, Columbia 42183</td>
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<tr>
<td>23</td>
<td>YOU CHEATED</td>
<td>Skidoo, Dot 15188</td>
</tr>
<tr>
<td>24</td>
<td>THE DAY THE RAINS CAME</td>
<td>June Morgan, Rapp 228</td>
</tr>
<tr>
<td>25</td>
<td>THERE GOES MY HEART</td>
<td>Jothy James, M-G-M 13744</td>
</tr>
<tr>
<td>26</td>
<td>HIDEAWAY</td>
<td>Roy Clark, Imperial 3589</td>
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<tr>
<td>27</td>
<td>HOW THE TIME FLIES</td>
<td>Jerry Wallace, Challenge 64113</td>
</tr>
<tr>
<td>28</td>
<td>FIRELY</td>
<td>Tony Bennett, Columbia 41237</td>
</tr>
<tr>
<td>29</td>
<td>THE TEN COMMANDMENTS OF LOVE</td>
<td>Roy Clark, Love Brith</td>
</tr>
<tr>
<td>30</td>
<td>THE DAY THE RAINS CAME</td>
<td>Raymond LeBlanc, Rapp 251</td>
</tr>
</tbody>
</table>
### The Billboard's Best Buys

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

**POP**

- **I GOT STUNG**
  - Elvis Presley (Gladys, ASCAP) One Night (Travis-Presley, BMI) RCA Victor 7210

- **BEAP BEEP**
  - The Playmates (HML, BMI) You Love (HML, BMI) Roulette 4115

- **LIGHT OF LOVE**
  - Peggy Lee (Singleton, BMI) Sweetheart (Perfaltt, BMI) Capitol 4071

- **CANNON BALL**
  - Duane Eddy (Gregmark, BMI) Mason Dixon Lion (Gregmark, BMI) Jamie 1111

- **THE MOCKING BIRD**
  - (Boaver, 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 (Casadaw, BMI) Capitol 4073

- **I'M GONNA GET MY BABY**
  - Jimmy Reed (Conrad, BMI) Odds and Ends (Conrad, BMI) Vee Jay 298

- **IT DON'T HURT NO MORE**
  - Happy Brown (Planam-Miller-Sangreft, BMI) My Baby (Planemar, BMI) Savoy 1551

The above are previous Billboard Spotlight picks.

---

**THE BILLBOARD'S POPULARITY CHARTS**

These charts are updated weekly and reflect the current music trends across the United States. The numbers listed correspond to the position of each song on the chart.

**THE BILLBOARD’S BEST SINGLES**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>74 38 55</td>
<td><em>THE HULA HOOP SONG</em></td>
<td>Tommy Dorsey, Columbia 4210</td>
</tr>
<tr>
<td>74 61 55</td>
<td>DREAMY EYES</td>
<td>Tommy Dorsey, Columbia 4110</td>
</tr>
<tr>
<td>74 61 55</td>
<td>PLEASE LOVE ME FOREVER</td>
<td>Tommy Dorsey, Columbia 4110</td>
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<tr>
<td>74 61 55</td>
<td>MY TRUE LOVE</td>
<td>Tommy Dorsey, Columbia 4110</td>
</tr>
<tr>
<td>74 61 55</td>
<td>YOU CHEATED</td>
<td>Tommy Dorsey, Columbia 4110</td>
</tr>
<tr>
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<td>IT'S RAINING OUTSIDE</td>
<td>Tommy Dorsey, Columbia 4110</td>
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<td>74 61 55</td>
<td>ITCHY TWITCHY FEELING</td>
<td>Tommy Dorsey, Columbia 4110</td>
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<tr>
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<tr>
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<td>THAT OLD BLACK MAGIC</td>
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</table>
MUSIC THE BILLBOARD
NOVEMBER 3, 1958

RECORDS
A Product of MGM Records A Division of Loews, Inc.
1540 Broadway N. Y. 36, N. Y. JU 2-2000

Get Ready! Get Set! GO for...
AL MARTINO
Singing
HERE IN MY HEART

CUB K 9018

The Billboard
HOT C & W SIDES
FOR THE WEEK ENDING NOVEMBER 9

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Company, Record Number</th>
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<tbody>
<tr>
<td>CITY LIGHTS</td>
<td>Roy Price, Columbia 41991</td>
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<tr>
<td>SOULS ALONG THE YUKON</td>
<td>Hank Thompson, Capitol 4017</td>
</tr>
<tr>
<td>ALONE WITH YOU</td>
<td>Ponce Young, Capitol 2964</td>
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<tr>
<td>ALL OVER AGAIN</td>
<td>Johnny Cash, Columbia 41211</td>
</tr>
<tr>
<td>YOU'RE THE NEAREST THING TO HEAVEN</td>
<td>Johnny Cash, Sun 382</td>
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<tr>
<td>PICK ME UP ON YOUR WAY DOWN</td>
<td>Charlie Walker, Columbia 41114</td>
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<tr>
<td>BLUE BOY</td>
<td>Jim Reeves, RCA Victor 761</td>
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<tr>
<td>GIVE MYSELF A PARTY</td>
<td>Don Gibson, RCA Victor 7248</td>
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<tr>
<td>COUNTRY MUSIC IS HERE TO STAY</td>
<td>Steel Crew, Capitol 4072</td>
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<tr>
<td>TUPELO COUNTY JAIL</td>
<td>Webb Pierce, Disc 30711</td>
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<tr>
<td>THE WAYS OF A WOMAN IN LOVE</td>
<td>Johnny Cash, Sun 363</td>
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<tr>
<td>FALLING BACK TO YOU</td>
<td>Webb Pierce, Disc 30711</td>
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<tr>
<td>HALF A MIND</td>
<td>Ernest Tubb, Disc 3004</td>
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<tr>
<td>YOU'RE MAKING A FOOL OUT OF ME</td>
<td>Jimmy Newman, M-G-M 12787</td>
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<tr>
<td>WHAT DO I CARE</td>
<td>Johnny Cash, Columbia 41991</td>
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<tr>
<td>THAT'S THE WAY I FEEL</td>
<td>Faron Young, Capitol 4082</td>
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<tr>
<td>LOOK WHO'S BLUE</td>
<td>Don Gibson, RCA Victor 7350</td>
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<tr>
<td>LIFE TO Go</td>
<td>Stoney Jackson, Columbia 4107</td>
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<tr>
<td>INVITATION TO THE BLUES</td>
<td>Roy Price, Columbia 41991</td>
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<td>A WOMAN CAPTURED ME</td>
<td>Hank Snow, RCA Victor 7303</td>
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<td>MY BABY'S GONE</td>
<td>Louisiana Brothers, Capitol 4619</td>
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<td>BIRD DOG</td>
<td>Everly Brothers, Cadence 1390</td>
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<td>SEND ME THE PILLOW YOU DREAM ON</td>
<td>Hank Lockle, RCA Victor 7187</td>
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<tr>
<td>I HATE MYSELF</td>
<td>Faron Young, Capitol 4082</td>
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<tr>
<td>TALK TO ME, LONESOME HEART</td>
<td>Jimmy O'Grady, 1-1084</td>
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<tr>
<td>GUESS THINGS HAPPEN THAT WAY</td>
<td>Johnny Cash, Sun 257</td>
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<tr>
<td>SCOTLAND</td>
<td>Bill Monroe, Decca 30739</td>
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<tr>
<td>THAT'S WHAT I TELL MY HEART</td>
<td>Bob Galvin, 20-4-3 12740</td>
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<tr>
<td>A MANSION ON THE HILL</td>
<td>June Webb, Hickory 1556</td>
</tr>
<tr>
<td>I CAN'T STOP LOVING YOU</td>
<td>Don Gibson, RCA Victor 2143</td>
</tr>
</tbody>
</table>
THE ORIGINAL ITALIAN HIT VERSION FROM EUROPE THAT STARTED IT ALL!

COME PRIMA
by
Tony Dalardo

MERCURY 71327

THE BIG NEW CHART HITS ON MERCURY

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

JAN AUGUST
EVERYBODY'S CALLING FOR...

JIMMY CLANTON'S FOLLOW-UP TO "JUST A DREAM"

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

JIMMY CLANTON
ON ALL THE CHARTS AND CLIMBING!

ACE RECORDS

GOING STRONG!!
Bobby Day Album
"ROCKIN' WITH ROBIN"
#5002

STAND SELLER!!
Googie Rene Album
"BEAUTIFUL WEEKEND"
#5001

/etc...
The Happiest Song Since "Yellow Rose of Texas"

A Smash Hit Revival of Art's Famous Million-Seller

Orchestra and Chorus Directed by Dick Jacobs

9-62054
AUDITION is really "something to crow about." That's what record dealers all over the country tell us. For instance...

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Our customers look forward to each new issue of AUDITION. —Pastonow Music Co., Rockville, Ind.

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POP
RHYTHM & BLUES
JAZZ
CLASSICAL
FOLK
MOVIES & SHOWS
RECORDED TAPES
SEASONAL
CHILDREN'S
BAND
SACRED
SPOKEN WORD
SPECIALTY
INTERNATIONAL

TIMELY FEATURES like these:
* Audition bookshelf
* Suggest list prices
* Albums — stereophonic, recorded tape
* Stereophonic simplified
* "So you got a phonograph for Christmas" 
* All about outer space
* "Quickie Quiz: How many miles of grooves are in an LP record?"
* 30 top popular hits

BEST SELLING ALBUMS
CLASSICAL
CHAMBER MUSIC
CONCERTO
JAZZ
MOOD
MOVIE & SHOW
OPERA

COMPLETE LISTINGS of new album releases — on disk and tape

RECORDED TAPES
SEASONAL
CHILDREN'S
BAND
SACRED
SPOKEN WORD
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( ) 50 copies | $5.00  | $0.00
( ) 100 copies | $10.00 | $0.00
Over 100 copies | $0.25 each | $0.25

No international sales.
Cap Adds Fine Supplement

**Continued from page 18**

the season for what is the middle of its run.

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

"Beep! Beeps!"

**Continued from page 18**

Joe Blount hasn't attempted a tie-up with General Motors. Rambler dealers are giving away free copies of the Playmate clock 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 play into the record to spark "public curiosity."

Meanwhile, Buellot's executive veep Joe Kolody is on a three-week tour of the label's distributors (visiting jocks, key dealers, operators and one-stops as well as radio stations 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 spots covering weekend periods from last Friday (24) thru December 12, and including a mid-week period on Madison College, Hamiltonburg, Va., October 30, and a Notre Dame date November 14. Keston's current bookings include eight spot dates, including the aforementioned mid-week period and running thru November 24 (St. Francis College, Portland), Pat Gabby's four week-long tours cover nine colleges, running thru December 2 (St. Lawrence University), and December 6 (Mary Washington College, Fredericksburg, Va.). Morrow is booked thru December 12 at nine different schools. Thorpe and Tipton are booking four spots from November 7 thru December 15 and Long has four spots booked from November 12 thru December 18, including two consecutive periods at the University of Florida November 21 and 22.

**Cap Nov. Release**

**Continued from page 2**

Peggy Lee, Ray Anthony and elk, Joe Bushkin and the Jonah Jones Quartet.

Cap is also rushing into release a back-up for easy-to-remember hits of the Holy Christmas season.

Cap's six classical offerings include albums by William Steinberg and the Pittsburgh Symphony Orchestra; Felix Slatkin and the National Symphony Orchestra; Leonard Fournier and the Metropolitan Opera Orchestra; and Grandy Snider in Bach transcription by irony. Also containing some Bach transcription by irony, "The String Orchestra," an album featuring guitarists Laino Afreen, Mayabouts and percussionist Alan Gold and Hilby Trefidy Mayor. Raymond Robinson.

Six Capitol of the world albums include a package of traditional Jewish music featuring Ray Martinez from Spain plus an album of Argentine music recorded in Buenos Aires.

**Storer's WIBG**

**Continued from page 2**

The album label's "Christmas in Cuba," conducted by Dr. Gutierrez, is also being issued on RCA Victor, Teddy Randazzo is now with ABC-Fantasound, Brook Benton with Mercury, Hugo Montenegro with 20th-Fox, etc.

The album label was the successor to "X" Records which was ended about two years ago. The WIBG label absorbed most of the artists from the firm's old company, but is still releasing records regularly. Capitol disbanded its FDP label about nine months ago.

**Jock Conclave**

**Continued from page 2**

It's a big mistake to think that music is money...it's not. The profit comes from the music. 

Capitol's new LP, "Christmas in Portugal," conducted by Dr. Gutierrez, has sold 28,000 copies in its first week in the stores.

NOW!....EVERY FOURTH WORLD-PACIFIC HI-FI LP ALBUM COSTS YOU NOTHING

**FREE!! WORLD-PACIFIC BONUS COUPON PLANS**

Simply purchase your WORLD-PACIFIC albums at your favorite record shop or music store. Save the bonus coupon you'll find printed on the protective innerliner included in every WORLD-PACIFIC 12" album. When you have three 45 rpm albums, bring them and one dollar to your nearest WORLD-PACIFIC RECORDS. By return mail you'll receive the world's first ever single-sheet BONUS ALBUMS of your choice. Spend saving now!
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.

***-Good Sales Potential
**-Moderate Sales Potential
* - Limited Sales Potential


** GERDIE DRAW
**** The We Two Are One
WINTER 1957—The firm standard with a good voiced by Shaw with a smart reshaped vocal arrangement and strong, fine accompaniment. One to watch. (Chappelle-Bennett, ASCAP)

**** THE COUNTRY LADIES
***** Purse
END 1956—The girls hand this liana

*****-Magnificent arrangement, smoothly done by the r.c. Shaw, with a cleverly behind him, gets a fine big sound in his recording. (Leeds, ASCAP)

HELLO, SHERRY
**** 4-PINES
**** Blackbird
**** BURLINGTON FREE PRESS
**** Sooner or Later
**** ROBERT CHAPIN

**** JOHNNY RAY
**** What More Can I Say
**** COLUMBIA 47284—After a Nat Four,

**** The helm man of r.b. (Robert, BMI)

**** CHARLIE HICH
**** Phantom
**** PHILLIPS 332 — Catchy rack with a smartly vocalized by Bob and group. (Kas, BMI)

**** Whirlwind
**** Melody recording on effective wave. The other side could vary out. (Bill, BMI)

**** JIMMY SMITH
**** A Clockwork
**** SAVANNAH 200 — The refrain is beautifull

****-A mere cover on the label. (Bill, BMI)

**** HERNANDO DEFOES
**** Rodrigo the Red-Headed Reindeer
**** Churchill 200 — A strong one. The title phrase and the

****-Sounds fresh. (Bill, BMI)

**** BECKY BROWN
**** The Shovel
**** IMPERIAL 15017—A fine instrumental by the Brown group, this time a bit

****-On the rhythm side of the older "Happy Days." The tune has a great sound and it could bring back the cheer and the older dance tunes. (Bill, BMI)

**** BERT ALLEN
**** She's Ali For Now
**** ORCHARD 52 — A fine, waltz rhythm record with a solid工s query feature. The chorus

****-Very fine record. (Bill, BMI)

**** ART LUND
**** Philosophy, U. S. A.
**** CORAL, 458 — Bertie is very

****-A fine little d. j. record with a smartly vocalized by Shaw. (Bill, BMI)

**** THE NE TORNADO
**** Philosophy, U. S. A.
**** COLUMBUS, 456 — A second effort of Philosophy

****-An exciting record of the Korne

****-An excellent record. (Bill, BMI)

**** LOUIS ARMSTRONG & THE ALL STARS
**** The Headless Ghost
**** DEMO 4557—An instrumenta

****-A fine little record. (Bill, BMI)
THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . POP RECORDS

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

--- POP SONG ---

SEPARATE TABLES

RAY ERNEST PAUL

VIC DAMOYE—Columbia 41207

EYDIE GORME—ABC-Paramount 9971

The lovely flaky 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 Damoeye'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. A little rock backing is a warm, country-styled treatment. The song is delivered against good rock backing by Don Costa. She is a good jockey chatter platter, and it could also do well radio-wise. Flip is a lovely rock and choir treatment of "If You Learn to Pray" by Don Costa (Ampco, 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 minglings 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). 711352

MAGGI WOODWARD

ALI BAMA (Morris, ASCAP)

ZULU WARRIOR (Morris, ASCAP)

The chock has two unusual sides that make for interesting hokey wax. "Ali Bama" is a rhythmic effort that's backed 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, hokey-stomp effort about a guy with the blues. "What Am I Living For" is a farm-town Western style of version of the late Chuck Willis' oldie. 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 solo breaks the artist's piano walk all the way. Both first-class wax for both pop and jazz fans, and it should pull in plenty of coin.
The Billboard's Music Popularity Charts... POP RECORDS

NOVEMBER 3, 1958

**Reviews of New Pop Records**

**Continued from page 55**

**I Talk to the Trees**

This song has been on the charts for quite some time, but "I Talk to the Trees" is still a favorite among many. The melody is simple, the lyrics are beautiful, and the overall sound is pleasant.

**The Marvelous Moonglow**

This song is a beautiful ballad with a soft, soothing melody. The vocals are smooth and the harmonies are harmonious. It's a perfect song for a quiet evening.

**The Nearer You Are**

A lovely ballad with a delicate melody. The lyrics express a deep love and longing, and the overall sound is very soothing.

**I Love You**

A classic love song with a timeless appeal. The melody is simple, but the lyrics are heartfelt and emotional.

**The Skyway**

A powerful and inspiring song about a journey through the stars. The melody is grand and the lyrics are inspiring.

**A House, A Car and A Wedding Ring**

A fun and lighthearted song about the desire for material possessions. The melody is upbeat and the lyrics are amusing.

**Sweet Little Rock and Roller**

A rock and roll classic with a fast-paced beat and a catchy melody. The lyrics are fun and the overall sound is very energetic.

**Sweet Sue**

A sweet and romantic ballad with a gentle melody. The lyrics express deep love and devotion, and the overall sound is very soothing.

**Lazzy Susan**

A playful and humorous song with a catchy melody. The lyrics are amusing and the overall sound is very light-hearted.

**Miserlou**

A classic surf song with a fast-paced beat and a catchy melody. The lyrics are fun and the overall sound is very energetic.

**Heartbreak of Love**

A classic rock and roll song with a powerful beat and a catchy melody. The lyrics express heartache and longing, and the overall sound is very intense.

**Watching for Pat O'Day**

A country-western song with a slow-paced melody and a heartfelt lyrical theme. The vocals are warm and the overall sound is very soothing.

**Have You Ever Been Lonely**

A folk song with a simple melody and a meaningful lyrical theme about the search for love and connection.

**Heartbreak of Love**

A classic rock and roll song with a powerful beat and a catchy melody. The lyrics express heartache and longing, and the overall sound is very intense.

**Sweet Little Rock and Roller**

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

Tunes are ranked in order of their current national sheet music popularity.

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<tbody>
<tr>
<td>1. IT'S ALL IN THE GAME (Remick)</td>
<td>17</td>
</tr>
<tr>
<td>2. NEAR YOU (Sugarcane)</td>
<td>4</td>
</tr>
<tr>
<td>3. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins)</td>
<td>5</td>
</tr>
<tr>
<td>4. THE DAY THE RAINS CAME (Garland)</td>
<td>6</td>
</tr>
<tr>
<td>5. THE END (Criterions)</td>
<td>8</td>
</tr>
<tr>
<td>6. NON DIMENTICAR (Holla)</td>
<td>9</td>
</tr>
<tr>
<td>7. FIREFLY (Morris)</td>
<td>10</td>
</tr>
<tr>
<td>8. PATRICIA (Frei)</td>
<td>10</td>
</tr>
<tr>
<td>9. TEA FOR TWO (Acuff-Rose)</td>
<td>13</td>
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<tr>
<td>10. DEVOTED TO YOU (Acuff-Rose)</td>
<td>13</td>
</tr>
<tr>
<td>11. TEARS ON MY PILLOW (Vanderbillt-Bousin)</td>
<td>15</td>
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<tr>
<td>12. TOM DOOLEY (Readbeck)</td>
<td>15</td>
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<tr>
<td>13. CALL ME (Morris)</td>
<td>15</td>
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<tr>
<td>14. EVERYBODY LOVES A LOVER (Kerrin)</td>
<td>15</td>
</tr>
<tr>
<td>15. TO KNOW HIM IS TO LOVE HIM (Warman)</td>
<td>15</td>
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**Best Selling Sheet Music in Britain**

(for week ending October 25)


<table>
<thead>
<tr>
<th>This Week</th>
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<tbody>
<tr>
<td>You Need Hands—Lalaway (Lamb)</td>
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<tr>
<td>Moon Talk—Leeds (Roncom)</td>
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<tr>
<td>On the Street Where You Live—Chappell (Chappell)</td>
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<td>Poor Little Fowl—Commerden (Edwards)</td>
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<tr>
<td>Bird Dog—Acuff-Rose (Acuff-Rose)</td>
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<tr>
<td>Little Bluebird—Berry (Burlington)</td>
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<td>Doin' in F. Wood (Acuff-Rose)</td>
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**Best Selling Pop Records in Britain**

(for week ending October 25)

<table>
<thead>
<tr>
<th>This Week</th>
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<tbody>
<tr>
<td>STUMPS CUPID—CAROLINA MOON (MGM)</td>
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<td>COME FROM AWAY—Marvin Merrell (Decca)</td>
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<tr>
<td>BIRD DOG—Everly Brothers (London)</td>
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<td>MOVE IT—Chief Richard (Columbia)</td>
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<td>A CERTAIN SMILE—Johnny Mathis (Fantasy)</td>
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<td>POPULAR—HOTEL (Hollywood)</td>
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<td>VOLARE—Dean Martin (Capitol)</td>
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<td>POOR LITTLE FOOL—Ricky Nelson (London)</td>
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<td>WESTERN MOVIES—Gypsy (HMV)</td>
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<td>MORE THAN EVER—Malcolm Vaughan (HMV)</td>
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<td>MAD PASSIONATE LOVE—Bernard Bereslav (HMV)</td>
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<td>WHEN—Kathleen Twin (Brunswick)</td>
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<td>VOLARE—Marvin Merial (Capitol)</td>
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<td>MY TRUE LOVE—Dick Scott (London)</td>
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<td>MOON TALK—Perry Como (RCA)</td>
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<td>VOLARE—Dominic Modugno (Ginnell)</td>
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<td>SOMEDAY—Sisters Edwards (Remick)</td>
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(continued on page 59)
**Reviews of New Pop Records**

- There is a God
- JAY BLACKWOOD
- *The Lord Bless You*
- ANDRE GRANT
- *The Lord is a Light*

**Spiritual**

- EMINI CALLUM COOK
- *A Mountain Full of Angels*
- BOB JOHNSON
- *Come Unto Me*
- MARY JAMES
- *I See a Rainbow*
- JAY SHAW
- *A Mountain High*
- BOB JOHNSON
- *I See a Rainbow*

THE GATE CITY SINGERS
- *A Time to Talk*
- EDDIE GILLIS
- *A Time to Talk*
- MIKE BROWN
- *A Time to Talk*

KID SINGERS
- *Hey Little Child*
- SHEILA JACKSON
- *Hey Little Child*
- NANCY JAMES
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- DONNA JACKSON
- *Hey Little Child*
- JENNY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- MARILYN LEWIS
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- BOB JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- DONNA JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- RANDY JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- BILL JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- BARBARA JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- MARILYN JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- MATT JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- BOBBY JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- JACOB JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- JANET JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- JANICE JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*

**MAMMALS**

- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*
- JAY JACOBSON
- *Hey Little Child*
**Recorded from VARIATIONS GUITAR solo, JOE top brass.**

"Outments technical of alto sax..."

-- Aletunde deess

Roulette

The NOVEMBER METWIAU vocal (Starday, which looks strong by Folkish Thomas, is known...)

-- Ivanov-

JASA in sax--tau

LONZO country vocal..."

-- Ivanov-

EANES disk.

AJS in sax--tala

CLARK 1019 - Recorded with hand-made sounds features four hits for romantic effect. (Rodeo, BMG)

Joe and His Troubadors

Bobby Ace 424--Continued and finished is story of Betty as sung here by Joe and the Troubadors. Guitars was.

Spanish Guitar

On this side the country group features...

(Continued on page 60)

**MISS ANNIE**

b/w "DONNA MY DEAR"

by THE PLURALS

Wonger #186-7

GUITAR CONCERTO -- GUITAR

**VARIATIONS**

Abner Kramer-Kramer, Guitar with Various Artists, Monitor MC 1928

Virtuosity of the classical guitar should surge for this one; it's one of the first recorded programs anywhere that of the best Curtains for the highly treated Soviet prodigy, Abner Kramer-Kramer. A popular technique, the virtuosity of his players "Guitar Concerts" on this side, and include a variety of music from Russian, a Spanish classical suite, on the other.

**Reviews and Ratings of New Classical Albums**

-- Continued from page 42

**JAZZ**

JOE NEWMAN WITH WOODWINDS

Robert E. Shaw

Newman has a soft trumpet sound on a fine collection of standards. He is backed by various rhythm-sections (boom, boom, a trio of the same). Multitude of the count is..."

-- Dudley Scott...

COLORS IN SOUND

The Sid Salvador Quartet with Louis Isaacs, Isaba 10, High...

As expected the side for the first time, Salvador..."

-- Joe and His Troubadors

United Nations

Twinkle & Blue International Jazz Inst. Records, Inc. 1019, High...

The new studio label of M.G.M. Malt Whitman, has a good set for the buffs with this new release. It features Japanese..."

-- Charles E. Haynes

Cross-Section -- Sax

Sid McEnerly with Various Artists, King MC 1028, High...

This is an interesting and imaginative set featuring tenor sax Sid McEnerly, playing alto sax and bass clarinet backed by a group of skilled musicians. Prior to their..."

-- Stanley Brothers

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Jimmy Johnson #327

"THE ROCK-A-CHA"

Oscar McJoll and Annette #238

"PRETTY GIRLS EVERYWHERE"

Eugene Church #235

**BE THE FIRST**

YOU A Merry Christmas!

NO. 1 BY XMAS!

"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

From The Billboard HOT R&B SIDES

"I'M GONNA GET MY BABY"

Jimmy Reed

Veejay 298

**Reviews and Ratings of New Jazz Albums**

-- Continued from page 60

**Lolita**

DON PALMER

QUINTET

Abner 1021

**Veejay-ABNER RECORDS 2129 S. Michigan, Chicago (16), Ill. CA 5-6141**

**NO. 1 BY XMAS!**

"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
HITS! HITS! HITS!

POOR BUTTERFLY

DICK STABILE

Bethlehem 11004

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

SOLD MORE RECORDS!

 insults are more dear to me than the boorishness of the auto dealer or the con man.

The following records, also reviewed by The Billboard music staff, were noted one year ago:

** DON'T LET ME DOWN **

MONIC EARL * Heart-Nabur * record

TONE/AUTHOR: * Deirdre Chanter *

PRAGUE: For All The Masa * Mum *

Lightning Hopkins "Hee Haw "/ Laury's Records - 291.4

Rhythm & Blues

** **

** DICK STABLE **

All my love belongs to you

LITTLE WILLIE JOHN

King 5154

MGM's Fine Equipment, Sound

** Continued from page 15 **

SALES-A-POPPIN' in all areas on

"DREAMY EYES"

b/w "MOLLY B. GOOD"

SUE #708

by Bobby Hendricks

his smash follow-up to "TEELY TWITCHY FEELING"

and presenting another new MONEY-MAKER

"BELIEVE IT OR NOT"
b/w "BETTY JEAN"

SUE #709

DO-JAYs

DON COVAY

Contact us for your

sample copies

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725 Riverside Drive, Suite 4A

New York, N. Y.

ROBERTS, Bump/You're the One

SALES-A-POPPIN' in all areas on

MGM'S Fine Equipment, Sound

** Continued from page 15 **

BEAT IT OR NOT

b/w "BETTY JEAN"

SUE #709

DON COVAY

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sample copies

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Atlantic 25181

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4. Overnight Service to 25 States

5. Our "BIG 20" Hit Sheets Speed Ordering

THE MUSIC BOX ONE-STOP'S

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1305 Spence Bldg., N.W., Atlanta, Ga.

1105-3-254

The Chess sound track album doesn’t do this. For

Jimmy Laine, brother of the late Harry Laine,

who, filled with showmanship abilities, was

incorporated in the peal seers system of the original

Cinema. The singer homeowners pretty much

"centered" between the two

Cinema players in front of a

hype any place where the

speakers are properly balanced,

Rarely is actually more dramatic than the

somewhat insistent "right-

hand" location of the other.

... Autumn Leaves, David Ross

Ork, E3508; Gigi, David Ross

Ork, E3489; Gigi, original

soundtrack, E3541; This

Is Sheila, Sheila Gye with

Leroy Holmes Ork, E3808; Jazz

in Black Tie, Mervy Craft

Ork, E3640, Maurice

Chesler, E7052-3; Fanny

Bryan Story, Kay

Bakervay, Modern Dance

in the Jimmy Lassan

Manger, E4287, Theme Songs of

the Swing Bands, Leroy

Ork, E3708.

Charles Sinclair.
Our Fall Entry in the RECORD DERBY!

**OLDS-MOBI**

**by PAUL PEE L**

**NATIONAL RECORDING CORP**

Atlanta, 19:09

The SOLID SENDER!

Poul Permyan

"JUST TO BE CLOSE TO YOU"

The *Wall of Sound*

DuKE 109

DUKE RECORDS, INC.

2885 East St., Boston, Mass.

2 NEW HIT EP'S

REDD FOX

LATT OF THE

PARTY

Vol. 8

Parts 1 & 2

DTE 260 and DTE 264

DUDO RECORDS

5952 South Central Ave.

Los Angeles, Calif.

RECORD PRESSINGS

SONCCRAFT, INC.

672 Pennsylvania - New York, N.Y.

The Billboard's Music Popularity Charts...POP RECORDS

Big 3 Meets

Continued from page 4

Scooty said that he hoped soon to have a new West Coast set to work on standard material just as Otis Redding does in the East Coast office. The foreign setup of the Big Three is operated by Allied Music Publishers, a holding firm owned jointly by the Big Three and the MCA, Inc., which runs Francis, Dave & Hughes, Inc., and Rob- bie's, Ltd. (See separate story.) Scooty noted that his foreign operation is not yet set up with the U.S. operation so that he can work on tunes simultaneously. He said that since songs can start anywhere in the world at any time, it is important that the firm keep an eye on both sides of the ocean to prepare its leapers at the proper time. Foreign material is more important to the U.S. side of the operation than ever before as Scooty's and the foreign material accounts for a sizable chunk of the revenue enjoyed by the Big Three. Scooty also noted the importance of the "covered" American hits for foreign countries, these being seen as what will help to bring in the original title in order to keep the foreign market Guess right. The Big Three are, he felt, the only company that has brought each department closer together even to the point of each man sharing the interest in the others' sections. (See separate story on AMC)

Reducing LP

Continued from page 15

with beauty parlors, clothing stores, or being planted by a lot of morning paper boys, to give exercise lessons to those who want to become fitness fanatics. Harmony Records has also come up with a double disc album for the $1.89 trade. This disc is the result of the set of the Broadway musical hit a few seasons ago, "Kiss Me Kate." Featuring performers on the show are all of the leading Men and Mary Mayo. This is the first time in the series of singles of hit Broadway musicals of other years and if successful means that many more will follow. The "Kiss Me Kate" dicing was under the supervision of Ernie Atherton, Harmony. It will be released within two weeks. Dick said also that he will be released sometime next year in the two-track version.

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NEW YORK, N.Y.
Louisiana State Fair’s 596,341
Sets News Record

Ralph Gets Jazz Program

Raleigh Gets Jazz Program

McClellan to Head Exhibit
In Gorki Park

Mickler of Tampa Heads Fest Assn.
Meet in St. Paul; 1959 in Gotham;
Financing Among Topics Discussed

1959 TOUR IN WORKS?
Embassy’s Mum on Red Circus Visit

Key Pass Succeeds
At Jacksonville

Canadian B’s Fairs Sign Drake Show

RUBY AND ELMER VALERIE cut the cake at a party honoring their golden wedding anniversary in Long Beach, Calif. They were married in Abilene, Tex., October 26, 1928, when Elmer, who has been in show business for 60 years, was with the W. P. Fink Shows. Elmer and his brother, Curtis, have been the oldest show business partners. They are now operating portable Rota’s and the New Space Wheels.
The BEST BUY in MINIATURE TRAINS

THE CENTURY FLYER

NATIONAL RIDES
Century Flyer
two adults
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LOUISVILLE — The Kentucky State Fair Reaps Record $232G Net

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. Beautiful weather over the first week, and a not too good employment picture in the area were given as the reason by Garden Treasurer Edward Powers.

Children's matinee on the closing day, however, spoiled a bigger draw than last year and the Sunday performance was three times as large as the first one of the week previous.

"Sherrif of Cochiti" John Brown was a big favorite of the youngsters to whom he gave individual attention.

The Garden's new policy of television and radio broadcasts was used again. While fewer press were used, coverage and pictures were a little better than usual.

Kentucky State Fair

The Knock that's OPPORTUNITY

That's opportunity

To prime the pump for the '59 fair

Agricultural entries this year were up an average of 23 per cent over last year. An increase in premiums to $185,000 has helped. Premiums in '57 were $143,972.

Miami Beach Dedicates New Exhibit Hall

MIAMI BEACH — Dedication and formal opening of the new Miami Beach Exhibit Hall was Monday (27). Participants included Governor Weather, Dr. Fasce, University of Miami, Collins, and others.

The beach is owned by The Miami Beach Municipal Auditorium.

The dedication follows some preliminary uses of the giant full. Ford dealers used it in September and about 15,000 persons of the Protestant Episcopal church services 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 544 booths.

Seating can be arranged at $12,000 for conventions, 10,000 for boxing, 8,000 for eating and 3,500 for exhibitions.

International Association of Pol-


Foreign Car Show Grows,

Arena Closes

BOSTON — Attendance was doubled this year at the annual International' Sports and Foreign Car Show which closed Sunday (28) after an eight-day run at the Mechanics Building.

More than 50,000 persons crowded the show at some 25,000 last year to see the display of 200 foreign automobiles representing 42 cars. Many astronauts and the companies also had booths in the show run by Sherman Bros. Exposition Co. has the icy. All space on the floor was reported sold.

Tickets were priced at $30 each and a Fiat auto was given away. The prearranged visitors for the big selling show compared with last year when most people merely came to look.

This was the last public show for the '59 season which has housed all of Boston's big exhibitions. Workmen will move in November 31 to raise the structure for the $100 million Presidential Center.

Vauxhall, Alta., Fair

REPORTS $425 Profit

VAUXHALL, Alta. — Vauxhall Agricultural 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. The paid attendance was up 225.
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 the games were held, where the arena business had its origins. To see the architecture, to see the gladiators, to see the animals was to see the dawn of the modern era.

But don't just picture that ancient arena as a monument of the past. It still has its problems. In fact, it currently has a problem with its seats.

These seats are not just any old seats. They are the kind that the tourists love to see. But the tourists also love to see the problems that these seats cause.

The problem is that the seats are not very comfortable. They are hard and uncomfortable, and they are not adjustable. This makes it very difficult for the audience to see the performance on stage. Sometimes, the audience has to move around a lot to get a good view of the performance.

But the real problem is that the seats are not very safe. They are not very stable, and they can easily fall over. This is a real danger to the audience, and it is also a danger to the performers on stage.

There are also problems with the arena's mechanical systems. The arena's roof is not very stable, and it can easily collapse. This is a real threat to the audience and the performers on stage.

There are also problems with the arena's lighting. The lighting is not very bright, and it is not very even. This makes it very difficult for the performers to see the stage and each other.

There are also problems with the arena's temperature. The arena is very hot during the summer, and very cold during the winter. This can make it very uncomfortable for the audience and the performers on stage.

Despite these problems, the Colosseum is still a popular tourist attraction. Many people come to Rome to see the arena, and they are willing to put up with the problems of the seats and the other mechanical systems. They want to see the games, and they want to see the gladiators, and they want to see the animals.

But the Colosseum is not the only arena in Rome. There are many other arenas in Rome, and they also have their own problems. The arena business is a very difficult business, and it is not easy to make a profit with it.

Nevertheless, the arena business is still very popular in Rome. Many people come to Rome to see the arena, and they are willing to put up with the problems of the seats and the other mechanical systems. They want to see the games, and they want to see the gladiators, and they want to see the animals.

The Colosseum is a symbol of Rome, and it is a symbol of the modern era. It is a place where people can go to see the past, and it is a place where people can go to see the future. It is a place where people can go to see the history of Rome, and it is a place where people can go to see the future of Rome.

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CIRCUS ROUTES
Hagen Bros.: Baton Rouge, La., 2;
Feduck Bros.: Baltimore, Md., 3-4; Philadphia, Pa., 14-16; Charleston, W. Va., 20-23.
Ringling Bros. and Barnum & Bailey:
Drumheller, Alta., 6; Tucson, 11-12; Monterey, 11-14; San Luis Potosi, 15-19; Guadalajara, 21-23.

MISCELLANEOUS
After, Col. Lewis: Show Norfolk.
Geraldine Guard Band, Scott
Pigott, Pipers and Dancers, Kalamazoo, Oerta., 3; Perth
borough, 4; Ottawa, 5; Montreal, Que., 6; Quebec, 7;
London, 8; Providence, R. I., 9; Huntington, W. Va.,
11; Philadelphia, Pa., 12; Baltimore, Md., 13; Washing-
ton, D. C., 14; Richmond, Va., 15; Columbus, S. O., 17.
Griffin, Ken: Show Pipestone, Minn., 2; Salem, S. D., 3; Pla-
vis, 4; La Moine, Iowa, 5; Vicksburg, Miss.
Masterton City: Waynesboro, Ga.,
3-8; Jacksonville, Fla., 12-22.

Ice Shows
Holiday on ice of 1939: Prov-
ience, R. I., 1-4; Charlo-
ton, 5-14; Charleston, W. Va., 11-14; Hamilton.

Open a Drive-in Theatre
AT LOW COST
The Billboards
America's Finest Show Posters
Mail - Free Date Markers
Use The Billboard
classified pages for
RESULTS!
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 recently by John S. Bowman, NAAPPB president.

He said that nearly all of the 180-booth area has been sold. At a late count, only four spaces remained, and then, an additional one became available rapidly, Bowman pointed out. The show will be a sell-out again this year. Bowman  added that exhibitors will find no space available, he continued.

Companies that have reserved spaces include:


A list of companies that have reserved space was included.

'Disney-Type' Park Planned For Houston

HOUSTON — Announcement was made recently of plans for a $40,000,000 project that is to include a "Disney-type" amusement area.

The park will be called San Antonio and will be located on a 129-acre site near the San Jacinto Monument. The area itself 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. Construction will begin in 1958, when a new transcontinental highway is completed.

Earl J. Welch, told associates that New York and California are not the only areas for amusement, but also that amusement, motels, oil, ice, and railroad stations are more available. There is also to be a restaurant, summer theater seating for 4,500, and a 3,000-foot highway.

Welch has been connected with the starting of National District Amusement Corporations, Live Amusement Corporation, Lincoln, California, and Crown Corporation, Chicago, Ill. He also operated the Lagoon Amusement Co., Los Angeles, when it was sold to Crown Corporation.

Universal Dome Ticket Marks Olympic Success

IRVINGTON, N. J. — Miracle dome weather had a lasting effect on the current Olympic Games in Los Angeles, June being hit by cold and rain, the August 降水 days in business was unable to bring total grosses up to last year's.
Georgia State Sets
New Gate, $3 Marks

Saskatoon Ex Nets
100G for 7th Year

MACON, Ga. — In attendance and
a total of 13,906 Georgia State Fair
audiences for the five days of the Fair, a
broke all records, General Manager
Robert Wade announced.

The attendance for the five days was
estimated at 106,869, of which about
100,000 were paid. Gate receipts totaled
$66,800, 20 per cent above 1957, and a
small increase over the previous high,
1958.

As the fairgrounds are in a city-
owned park the pass list is not, as
also includes 4-H Club members,
Future Farmers and other school
and youth organizations were admitted
for free. Too, there was a large list of guests
from over Georgia to hear Governor
Neely Vandiver speak on Thursday.

Wade attributed the good
business to the continued
exhibited exhibits and livestock shows
of general development. This year
the admission made use of all
stock judging paper and adopted
new methods of ticketing at all gates.
A few days before the fair, Georgia
Governor Vandiver on the Exchange
Club's advertising committee,
released about 1,200 hundred-
all exhibits and livestock for
sion for children. Some of the
in air at 24 hours and traveled as far as 25
miles from the grounds.

For the second time in recent years the grandstand show had a
record breaking day (25,143) grossed about $4,500. Geo Sun
Agency booked all the acts and the fireworks were furnished by Fire-
works Corporation of America. The midway of Crafts & Wilson
shows set a new all-time record. Arson premiums added about $5,000. Wade said the fair
had three major livestock shows. Geo-

saw the same.
Ringling Launches Hollywood Bowl Run

Musicians' Square Brings Pickets; Crowds Total 54,000 in First 3 Days

HOLLYWOOD, Calif. — Ringling Bros. and Barnum & Bailey Circus opened a stadium in this city to play the famed Hollywood Bowl, known better for its musical spectacles than for its circus performances.

The show had both weather and attendance problems.

The third, last show of the 11-day engagement closed in writing with a final stand here and over in San Francisco on Thursday. The show opened its last date here, Sunday, at an estimated audience of 10,000 people.

The circus closed with a show to about 10,000 people Sunday night.

There were reports that the circus was required to use its own staff, and others used in its troupes.

The word was that the circus has been receiving an exceptionally successful reaction. One reason is that the show was three performers, and a new date at Moline, Ill., was to begin, to punctuate late shows.

In Chicago, the Razor's Edge, the Ritz Plaza, was not successful.

Kelly-Miller Ends Long, Strong Tour

ATHENS, Tex. — Al C. Kelly, President of the Kelly-Miller Circus closed its successful season with a straw hula show on Sunday night in this city.

The season was highlighted by the first trials of the Kelly-Miller and the world's largest ringling of 11,000 miles in seven states, showed 163 days and attracted more than 4,000,000 people during the season.

Departing from its established policy, the circus, a few days ago, announced that it was to open in New Mexico. More sponsored stands were played this year than in the past.

Show opened April 20 at Paris, Tex., and was halted by bad weather, with the big top being lost in a tornado at Paris, Tex. A different set top was set up later. Two circus dogs were lost to other storms.

In California, the Kelly-Miller Plains business was of great advantage to the showmen, however, as a result of the absence of the Kelly-Miller Plains business was of great advantage to the showmen, however, as a result of the absence of the Kelly-Miller Plains business being strictly a local business.

Governor Visits

Late last night, the Governor, Cal. (29), one and three-quarters, the Governor, Cal. (29), one and one-third, the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-third and the Governor, Cal. (29), one and one-three...
UNDER THE MARQUEE

BY TOM PARKINSON

Morton, Hunt Bost, and a string of sweethearts. Chief Jack Bell, head of a Detroit billing firm, was at the Detroit Times, with his recollections of circus days getting play.

John Trus Jr., visited with Roy and Kan-oly-Miller Bros. Circus at Fort Worth. The Cirkusmen who vis- ited the Kelsy Lodging firm just ahead of the Royal Rogers rodeos, and show them were billed as the '72011.74 New York, Calif., wrote John Bock, Tully, Don Marce and Jerry Brown that they will be pres- ented with a large cake to help with their New Year WXYZ opening.

After closing the Royal Rogers rodeos in Madison Square Garden, Bill Jones, C.J. of the national touring shows, and Wally Shidden's band for 22 days, Tommy Stoner rodeo dates, which makes the Kansas City June date with Mule Evans, and from there on to Fort Worth, T.X. Jack and Denny Brown, circuses, and Tuli, can be seen in every large city in the U.S. while on tour.

Lillian Compton, widow of Cy Compton for many years with the Buffalo Bill entry, in New- ball, Calif., . . . Harry (Bones) Vail and his wife recently celebrated their 14th wedding anniversary. Beatty, Florida, where he claimed the Kansas City June date with Mule Evans, and from there on to Fort Worth, T.X. . . . Count Pipo de Batie will play Mays-ville, both in San Francisco and New York City. Barnum & Bailey, and made 70 days. He has played the Children's Fair, in New York for 19 years in addition to his fair route.

Jack, Jake and Harry Miller re- ceived their housekey mem- bers of the Circus Model Builders and Owners Association when Mills Bros. Circus played on Beaver, N. C.

A picture of Ernie Bech and Moe with their circus stage at the Clyde Beatty Circus, was carried by wire services.

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Circus history. It traces the results of road openings among shows, the history of the circus and culminates on the contract between James A. Bailey and Ciegler of Buffalo, N.Y. and Boston, mass., and the Buffalo Bill show. Some details of the contract were revealed here for the first time in modern circus literature. The book also is replete with biographical details of the guiding's stage of Bailey's share in the ring, and the contract was signed by the Buffalo Bill & Pawnee Bill Club, written by Frederick, Minn.

Still more material comes up in the account of how Lillie Miller, the itinerant clown, is a recognized clown, and the in- troduction of Lily Miller in 1885 in Texas. Bailey and Ciegler were recording the Buffalo Bill and comparing the Wild West show. Thereafter Lillie developed herself largely to barding of live- stock and to the oil business, then to the umpire, and in 1879 with the Millers' 101 Ranch. There is no mention of the Women's Rights and show that carried the Pawnee Bill title for a long time before his death in 1942. Bailey has written a strong book. It is not only a valuable store of historical facts and good business, but also for getting in on the ground in advance of $200 has been focused on Buffalo Bill.
CARNivals
THE BILLBOARD
Communications to 158 W. Randolph St., Chicago 1, Ill.
NOVEMBER 3, 1958

ART THOMAS SHOW GETS
CANADIAN B FAIR LOOP

P. (Jimmy) Sullivan Refrains;
Bernard & Barry Only Other Bidder

REGINA, Sask.—Midway contract
for the 2nd Western Canada
Grand Final Calf Show Circuit was
awarded to C. F. Thomas, of Toronto,
Ont., and his associates, at a meeting
of the Western Canadian Fair
Association last week.

Just prior to the meeting, the
entire show business was
involved in the strike by
railroad employees, and
many shows were forced
to make last-minute
arrangements for
horses, trucks, etc., to
move classes.

The Western
Canadian Fair circuit is
designed to attract
the best shows and
performers, and is
considered a major
event in the
Western Canada fair
season.

Olson to Buy Five
Kid Rides, Coaster

Kiddieland Has Year’s Biggest
In Closing Stand at Bearmont Fair

HOT SPRINGS — The Olson
Show is back in winter quarters
after a successful closing
engagement in the Spring at Bearmont,
where ride grosses were
better than expected and
attendance was
increased.

Kid rides at Bearmont were
considered the strongest of the
season, with a gross of
$1,726,625 on
the 26th of March,
which was a good one for the fair
this year.

Kiddieland ride business at
Bearmont was the strongest of
the season, with an average of
$1,726,625 on the
26th of March,
which was a good one for the
fair this year.

Olson claimed that the show
will buy five new kid rides for
the 59 season. These rides will
be operated at the
Bearmont show.

In addition to these
kiddie rides, the show
will give out new
Roller Coaster. It will also go out next
year with a new Western
show, as yet unexplained.

All the shows in the
Olson circuit were
completely new and
unique.

A new season
is scheduled for
next year.

C. W. Sets Record
At Ga. State Fair

Ride, Show Grosses Pass $64,000;
Owners See Change for ’59

MACON, Ga.—Celia & Wil-
son Show opened its 1958
season in Georgia, with a
record gross of
$34,000, breaking the
old record of
$28,000 set in
1957.

The show, which
opened in Macon
on the 1st of March,
will move to
Atlanta next week
and then to
Columbus.

There was an
increase in gross over
$40,000, and the show
was marked by
perfect weather
and healthy attendance.

Fair officials said the total
show and gross will top
$64,000, nearly
$10,000 more than the
previous record.

The week started
off with a big increase
for kid’s day on Monday,
when the traditional big
day was the best of the week, showing
an increase of about
$3,000 to reach
$10,000, despite the
lack of a day play.

Starting at 6 p.m.,
there was a big
increase in gross,
with some new rides
and concessions.

The show was
held off for the
week, but the heavy
night business
continued to
increase, reaching
$2,000 on the
final day.

The show will
move to
Columbus next
week and will
then go to
Atlanta.

Bill Carsky Heads
SLA Regular Slate

CHICAGO — The Showmen’s
League of America held its annual
convention last week with
nearly 500 members present.

C. C. (Chuck) Schultz
was re-elected as
president, and
his wife, Sadie,
was elected as
vice-president.

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was re-elected as
president, and
his wife, Sadie,
was elected as
vice-president.

Since C. C. (Chuck)
Schultz was unable
to attend, the
county was
represented by
W. H. (Bill) Carsky.

C. C. (Chuck) Schultz
was re-elected as
president, and
his wife, Sadie,
was elected as
vice-president.

The showmen’s League of
America has
nearly 500 members
in its regular
slate, and is
considered one of
the most
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organizations in
the show business.

Noble Case, William T. Collins,
James F. Conklin, Hardin Delgraz,
Merrill D. Flint, John Galligan Jr.,
Benjamin J. Gooding, Jack
G. (Spade) Grouse, Elph Glaser,
John Gooding, Andy Kasul, Al
Jankura, Jack Kivett, Leon Kowal,
Walter J. Levy, R. H. McDowell,
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America.
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 Buck Shows last night at the fair, after a season described as the most successful in the history of the West. The fair opened in a downpour on Sunday (10).

Construction of the westward tendency during the week preceding the show continued late Wednesday afternoon, colored red, white, and blue, with a number of the poles and signs being replaced.

Harold was the guest of the show and was welcomed with enthusiasm by the crowds. In addition to the usual exhibits of the grounds, the midway was filled with rides and attractions, and local publicity was excellent.

Rain Hurts Big Days:

Franklin Season Up; Orders New Mouse

SEGUIN, Tex.—Don Franklin Shows closed its season October 18 and is looking forward to the winter quarters here where everything is shut down and the season is over.

Franklin reported the season was a success in all respects, and the show was able to make a profit.

Art Brainerd Buried in Kansas City

KANSAS CITY, Mo.—Funeral services were held here (22) for Arthur T. Brainerd, 61, who had been in the show business for nearly 40 years. Mr. Brainerd died October 23 after a brief illness.

The funeral was held at the Brainerd Memorial Church and the burial was at the Fairview Cemetery.

Brainerd was a member of the Brainerd family, well known in the show business.
Newark, Basile Rausch greeted—peice of Mildred Cohen, the committee announced Monday night for the opening of the new branch of the Wild association, with Mrs. Harry Gearhart, treasurer; Mrs. Berri, secretary, and Mrs. William Cohen, president.

Our Wild Mouse is in the house and we would like to invite you to come and enjoy the show. We have a variety of wild mice to choose from and we are sure you will find one that suits your taste. Whether you're looking for a pet or a show, our wild mice are perfect for you. Come visit us today and see what all the fuss is about!
MIDWAY CONFAB

Turner Scott is back in Dayton with wife and children and shows his rides on November 13 for his last year. He and Mrs. Scott spent seven months touring Southern fairs, and also was at the Mercy Hospital in surgery. 

Boyer Pugh, of Dayton, won a trip to cement contractor in Atlanta 7.5 miles from here.

Louis J. Bergner, aged for the Gil- son shows, is back in Chicago after the shows earlier this month in Jefferson, Tex., and is in the office now.

Folk on the O. B. C. Midway dispensed as follows after the fair daily at the O. B. C. Midway: Mr. and Mrs. J. P. McIvor, Mr. and Mrs. J. W. Stockman, Mr. and Mrs. F. J. Swasey, Mr. and Mrs. Roy Pugh, Jimmy Quinn and J. O. McCull. Show see- men and box men will return to quarters in Troy, N. Y., later this week, and proceed to Buffalo, N. Y., to pick up the big Midway.

GREENVILLE, S. C. — Waffles Amusement Company is back in town this week after a six-week tour that delivered a 10 cent increase and a larger audience, according to the reports of the 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 Lan- drum, S. C., but will also be making frequent trips to and from the store to keep his shows running.

The Whitey Kender family will remain in quarters where Whitey will supervise work on rides and equipment. A large and elaborate show for the following season will also return to quarters later in the year.

The Rock City Has

TERRILL, Ark. — Rock City shows, and the biggest and most professional of the South, opened at Terrell, Ark., today. The show opened here November 13th and has a magnificent staff of employees. The show is owned by Charles W. DeLacy, and operated by George Elsen- hower, chief of the 1918 season. The show is a big hit with the people here.

The season as a whole was profitable, he said, before leaving his family with this visit to the West Coast. Eisenhower plans to return to the show after the Little Rock Fair meeting.

Ben Wolfe Reports 1958 is 10% Ahead

Mrs. Robert K. Price, guest in Regan, Texas, was good as the show prepared to open Cruces. She was on the show on their arrival.

The Stone Roberts thrill show was opened here last Friday. The show had its first gross as a result of the show, and was on the show in all its glory.

Advertising was heavy as anticipated, and so the Greatest Jackson-ville show begins on schedule. The show was opened here on the St. Petersburg Convention.

Peak Grosses at Fair

This date climed one of the biggest grosses of the season so far. The gross was $57,000, compared to the $45,000 springtime and summer operations. Following a series of 25 winners each of the South Carolina State Fair at Raleigh, the gross, was $57,000, compared to the $45,000 springtime and summer operations.

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Expo Closes

Continued from page 70

27. The show was closed early Sunday and moved to Albany, Ga. In addition to the 35 railroad miles of work, the show was broken down on all signs for highway transportation.

Davis Marks 53d Season

WILLISTON, Fla. — Southern Showman of the Year for the second season in a row, has been named by the fair commission of the South Carolina State Fair at Raleigh, the gross, was $57,000, compared to the $45,000 springtime and summer operations.

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PURES FOR PITCHMEN

Harry Atom... who wants to thank all who sent get well cards recently and would like them to know that he has been discharged to Jewish Hospital, Brooklyn.

E. C. Pardee... writing from Kentucky, Mo., reports that he has had to stay in 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 pipe from Gerald Waste and Jack Stover."

Writing from Crichton, Miss., Joe Jobbets reported plans to make the football game at Starkville, Miss., with Sammy Bluestein. Joe would like to read pipes from Gerald Halperin, Frank Lazzar, Jack Robin and Nellie Regar.

Bernard D. Kantor... in Cleveland, pittsburgh, says he will deliver pipes from Gerald Lazzar, Walter Long and Red Holman, George Karrels, Joe Korn, Teri Roberts and Joe Vincent, all former vendors with the Beauty and Pollock show, working jointly.

Mrs. Louise Benvoitick... along with Jack (Bottles) Stover, worked on the show at Fort Worth, Texas, last week. She is remembered by old-timers in the industry as the widow of Jim Brote, who passed away eight years ago.

Recently... after a successful run, except the dinner served from the hospital after a serious operation, A. G. (Bottles) Baugh says he is not the sick list but is out trying again. "Things are not as good in this area as they used to be," says Pardee. "Would like to read pipe from Gerald Waste and Jack Stover."

Harriman, Conn., was in desperate need of it. While his hospitalization was kept a secret, Baugh was discharged to Jewish Hospital, Brooklyn.

Doc Milton Bartos... with his wife, Betty, operates the Bartos-Beneck Company, reports from winter quarters in Sarasota, Fla., that the shop has closed a satisfactory season recently in Middletown, Miss. Concluding their tour of the South this year, the Bartos bought 55 to 60 people on whom the shop worked under a new 60-by-160-foot cable hale ring top, acclaimed by them to be far superior to the old-style pipe shop. So pleased were the Bartos with the tent's success that they recently took delivery on another tent of the same type and size from W. T. Test & Sonning Company for the 1959 season. This year's outfit will likewise be used for a sale. The Bartos plan to present the show early in 1959 for a few Florida dates before heading north on their 1948 route.

Writing from Mount Jackson, Va., Jack (Bottles) Stover reports that he got a few books working the Black Walnut Freightliner from Chattanooga and South on October 10 and 11 despite a rainy Friday. "I couldn't believe there were even other sleepers and pipemakers at the event," said Bottles. "I met one old friend, John Swisher, of Charleston, Va., and another, Harry with his wife and age-guessing at the event, but maybe be the last time I saw him before he sold his last occasional at the event, and the last time I saw him again he was in the Shenandoah Valley. And I have been picking up a lot of books on my own. Meanwhile, I'm anticipating word from the 'Frost Fives' 17 stock sale at Fort Worth, Texas, the day before where and who's going to join us for the Carolina and Virginia markets. Currently the 'Frost Fives' in the Air, N. C. Due to illness in the family's been working close-in spots, but according to a report received from them recently I'm about ready to go. Would like to read pipes from Phil Balcozen, Spud Mangum and Jebediah Baker, E. C. Pardee, Father, Patrick Walter and Ethel Stover."

COMING EVENTS

Arizona
Alco Air Roads, Nov. 16 - 18.

California

Los Angeles - Blackstone Bldg., Nov. 16.
Santa Cruz, Cal. - Santa Cruz Fair, Nov. 17.
San Diego, Cal. - Blackstone Bldg., Nov. 16.
San Francisco - Blackstone Bldg., Nov. 16.

Colorado
Denver - Denver Show, April 6-11.

Florida

Tampa - Tampa Show, Jan. 16-18.

Ace Co. - Gate Show (Amery), Jan. 14-16.

ILLINOIS

Chicago - Chicago Show, Nov. 1, 2, 3.

Indiana

Indianapolis - Indiana Bldg., Nov. 1, 2, 3.

Kansas City - Kansas City Show, Nov. 1, 2, 3.

New Jersey

Newark - Newark Show, Nov. 10-12.

New York City - NY Country, Nov. 1-3.

New York City - NY Country, Nov. 1-3.

Ohio

Cleveland - Cleveland Show, Nov. 1, 2, 3.

Pennsylvania

Pittsburgh - Pittsburgh Show, Nov. 1, 2, 3.

Texas

Dallas - Dallas Show, Nov. 1, 2, 3.

Utah

Salt Lake City - Salt Lake City Show, Nov. 1, 2, 3.

Virginia

Richmond - Richmond Show, Nov. 1, 2, 3.

Washington, D.C.

Washington, D.C.

WASHINGTON, D.C.

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NAAPPB Show

- Continued from page 6

the whole scene attractive gifts to whom roller skating appeals.

The local promotion has worked out a number of final finishers, who have proved to have far greater impact than expected, and showed
that every season is a good season next year at the arena.

AIA Insures

Ticket Book

RAILROAD

ELIZABETH, N. J. — The
America on wheels of chains

off the dates a 25 ticket

book (a $7.50 value)

for $4.50. The sale, began October

17 and concluding November 1,

is to be held at the usual cus

tomers and attract new ones.

The time has come to present

the customers that make the ideal

Christmas gifts.

AIA started off its party season

with a Halloween event at Alexan
dria (Va.) Arena on October 29,
similar affairs on the 30th at Boule
dard Arena, Bayonne, N. J.; Bla

ton (N. J.) Arena, Blacken
dack (N. J.) Arena, National Arena,
Washington, and Lewiston (N. Y.)
Arena, and parties on the 31st at

Twin City Arena, Elizabeth; Cap
town Arena, N. J., and Mount

Vernon (N. Y.) Arena.

The chain advertised 45 wrist

bands as prize awards at the
events. They were awarded in

most married girl contests
to patrons acclaimed "best dressed"

and was given the famous and
guest costumes. Party dates

were purposely staggered so that

patrons of one chain at one time

would have a chance at prizes offered

by other links in the chain.

The National Advertising

Company of Miami, 1080

Washington Ave., Miami, has

been selected as the national

advertising agency for the

new 1958-59 season.

On September 15, the BMA organi

zation held its annual meeting

in New York City. The

the new officers were

Chairman: A. E. T. Smith, 

President: R. W. Harcourt, 

Vice President: L. C. Freel, 

Secretary: T. W. Van Buskirk, 

Treasurer: J. W. A. Brown.

The American Radio History

publishes a weekly newspaper

for the radio industry. It has

been in continuous operation

since 1905 and covers all phases

of the radio industry, including

manufacturers, suppliers, 

stations, operators, and 

audiences.

Don't Miss this Week's

Show

Every Tuesday and Thursday

at the Biltmore Hotel, New York City.

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TALENT AVAILABILITIES

RATE: 5c a word, minimum $1. CASH WITH COPY.
Set in usual want-ad style, one paragraph, no display.
First line in 5 pt. caps, balance in regular 5 pt.
upper and lower case.
IMPORTANT: In determining cost, be sure to count
your name and address. When using a Box Number,
c/o The Billboard, allow six words to address
and include additional 25c to cover cost of handling
replies.

Agents and Managers
WANTED PIANO OR BOOKING AGENT-Northeastern States.
Wanted for the Gleason Agency. Send
full particulars and rates. Address:
Frank M. Faller, 134 W. 51 Street.
Chicago, Ill.

Bands and Orchestras

HERE'S A HANDY ORDER
FORM FOR PREPARING
YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Acts, Songs, Gags
Advertizing Specifications
Artists, Distributors Home
Business Opportunities
Cigarettes and Band Organ
Collectors Items

3. Check the boxes under which you want your ad placed:

4. Mobile Homes, Accessories
M. F. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Printed Goods & Developing
Printing
Printing and Props
Spamers Wanted
Supply, Banners
Talent Wanted
Tattoo Supplies
Truck, Trailers, Accessories
Used, Wanted to Buy

5. Music, Records, Accessories

6. Used Dealer-Distributor Equipment
Used Records
Used Repair and Pressing Equipment

7. Coin Machine Headings

8. Help Wanted
Help Wanted
Intructions and Schools
Needed

9. Parts, Supplies
Magical Supplies

10. Talent Availabilities Headings

11. Agents and Managers

12. Band and Orchestras

13. M. P. Operators

14. Musicians

15. Outside Acts and Attractions

16. Vaudettes, Artists

17. Miscellaneous

18. Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20c a word. Minimum $4
DISPLAY CLASSIFIED AD—$1 per line, One Inch $14

19. TALENT AVAILABILITIES AD—5c a word. Minimum $1

20. Classified and all Talent Availabilities ads must be paid
for in advance.

21. The Chicago Sun, 1120 Patterson St., Cincinnati 22, Ohio

NAME
ADDRESS
CITY
STATE

THE BILLBOARD

WANTED TO BUY


MUSIC-RECORDS-

ACCESSORIES

Situations Wanted

COIN OPERATED TELEPHONE, used, warranted. $300, Westport, Conn. 1, Conn.

Used Records

For Sale $50 to 1250 to Record Trio. For Sale,وكدحه خمنع by Theodore Record Ricks, 512 Troy St., Dayton, Ohio.

MISCELLANEOUS


TALENT AVAILABILITIES

LICENSED SHEET MUSIC WANTED. Wanted for use in publishing. 10c a word. Minimum $1. Address: Music Publishers, c/o The Billboard, 48 W. 48 Street, New York, N. Y.


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**MATCH MATTERS**

*Has Vender's Color Jibe With Spot's*

LOVELAND, Colo. — Special reprinting of bulk vendors to match the decor of many high-traffic locations was worth the cost, according to a considerable portion of the health and vice of bulk vending.

He was the first to introduce a practical method for financing machines, and pioneered real-order distributing that serviced operators in the vending industry.

Roy Torr, Pioneer in Vending, Dies at 70

**TIPS FROM RACK JOBBERS**

**Here's How One Association Thrives as Service Center**

By FRANK SHIRAS

CHICAGO—What services can National Vendors’ Association provide for members to make the vending industry keep growing?

A look at another trade association's problems led to those of all bulk vending billies for finding answers to that question.

Rack jobbers face many problems. As they are termed with in the industry — and service installations in supermarkets. The store gives a percentage of the profits. The rack jobber solicits suggestions for rack merchandising presentation. Merchandize he sells to the public comes from a number of different manufacturers.

Rack jobbers — or "service distributors" as they are termed with in the industry — and service installations in supermarkets. The store gives a percentage of the profits. The rack jobber solicits suggestions for rack merchandising presentation. Merchandize he sells to the public comes from a number of different manufacturers.

New Ad Exec Cites Vending Role in Cigarette Market

NEW YORK — The vending machine's share of the total cigarette market jumped 8.5 per cent this year, according to Owen B. Smith, vice-president and Marketing director of the American Tobacco Company, an advertising agency.

Smith said that in 1950 $6.7 billion, or 50 per cent, of total cigarette sales was sold through vending machines. This year, he predicted, the vending machine's share of the total cigarette market will reach $7.3 billion, or 55 per cent, of total cigarette sales.

Distrib Sales of New, Used Vendors Well Ahead of '57 for First 3 Quarters

But Increase in New Machine Sales Was Twice That of Second-Hand Units

CHICAGO—Machine sales for the first three quarters of 1957 were 35 per cent higher than in the same period last year. This is the consensus of two vending associations reporting to The Billboard.

Increase in new machine sales was almost three times that of second-hand machines, according to one report. That compares to 15 per cent more new machines than second-hand machines, according to the other report. The first report was the third quarter of this year.

There was a great deal of variation in reports from individual distributors. While one found that sales of new machines were up 20 per cent for the year, another distributor reported that they were 10 per cent off. There were the extremes, as usual. But the average of the reports was a 10 per cent increase less than the first three quarters of 1956.

Merchandisers reported that part-time operators are the primary users of second-hand machines. There was no consensus on whether these operators are generally new or experienced.

Nickel Charms The Best on Rural Routes

NEW YORK — The use of 5-cent all-inclusive bulk vending machines is advocated by M. A. Eppl, a general chairman of a vending operators' group for operators with rural routes.

According to Eppl, the distance between locations and the relatively high servicing costs require that machines in rural areas yield greater incomes than those in urban areas.

Eppl pointed out that in order for an operator to switch from a 1-cent to a 2-cent bulk vending machine, he must replace his penny coin machine with nickel ones. He must also ream out the holes in his bulk bin from the 1-cent to a nickel slender 11/16-inch openings.

Profit Margins

He maintains that a significant change in nickel vending machine prices will cost the operator less than $20 to $25.

Because of the absence of competition, Eppl says, the 5-cent all-inclusive machine, standing by itself, will have little trouble in "pluging"... (Continued on page 90)

Northwestern Debut All-Purpose Bulk Unit

MORRIS, III. — The Northwestern Simon-Golden 297 bulk vending unit is slated to be unveiled at the annual meeting of the National Automatic Merchandising Convention in St. Louis.

Base of the machine is rectangular in shape. Unit is divided into three sections. Each section has a lock-out carrying case, and Ray Cremer, sales manager of Northwestern, says he held nine to 10 pounds of coinage.

The unit is made of precision die-cast parts, and is available with coin mechanisms from penny to a quarter. Coins mechanisms and storage are located in the rear section of the machine. The Golden 297 is available with a choice of 5 cent or nickel coin mechanisms to dispense all types of merchandise and goods.

Two color schemes are used for the Golden 297 bulk unit, black and red and chrome. Black or red is available for the front panel of the machine, while in the front, either gold or chrome is employed.

Price of the "Golden 297" is $13.95, compared to the $24.30 list of Northwestern's model 605... (Continued on page 90)
Tips From Rack Jobbers

Continued from page 78.

But the rack jobber deals with a product of products that is not comparable to bulk vending. Housewares, pet supplies, place-ware, phonograph records, notions, costume jewelry, picnic supplies—there 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 item 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.

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 installed with this procedure, there is then no further need. But if they would like information more quickly on which charms are the best sellers, NVA could perhaps fill that need.

Postcards

The postcard scheme of ARM" seems noteworthy. NVA might distribute a standard of 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 tell NVA about a series on winter sports—hockey sticks, ice skates, ski's, and stuff.

Perhaps, "Foreign car charms would go in my area.

Such a simple plan would involve printing costs and part-time help during the months 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 rely 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 selling NVA.

Many operators feel that it is unfair 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 cooperation than by everyone pulling off on a different tangent." The success of such a program in ARM" serves as its own testimony of practicability.

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 than a central clearing house such as NVA might be able to set up—would benefit other operators. If a program would disseminate information on charms worked, NVA might expand its services as a clearing house of information. Perhaps, on the other hand, it would go too far. It would depend upon the felt needs of its members.

Mandrell Guaranteed Used Machines

N.W. Model 55 for $56.25
N.W. Model 88 for $67.40
N.W. Model 55D for $56.25
N.W. Model 76 for $82.80
N.W. Model 55B for $67.40
N.W. Model 50 for $40.00
N.W. Model 25 for $37.40

Merchandise & Supplies

Almonds, 8 lbs. $1.00
Pistachios, 5 lbs. $2.50
Cashew Nuts, 5 lbs. $2.50
Cashew Nuts, 8 lbs. $4.00
Cashew Nuts, 10 lbs. $5.00
Butter Crunch Nuts, 8 lbs. $3.00
Butter Crunch Nuts, 10 lbs. $4.50
Lavender Pecans, 5 lbs. $3.00
Lavender Pecans, 8 lbs. $5.00
Lavender Pecans, 10 lbs. $7.00
Cashew Nut Halves, 8 lbs. $4.50
Cashew Nut Halves, 10 lbs. $6.00
Cashew Nut Halves, 12 lbs. $7.50
Cashew Nut Halves, 15 lbs. $10.00

Savings on Postage, 4 lbs.
15 lbs.
50 lbs.
200 lbs.
1,000 lbs.

Mandrell National Vending Machine Distributors, Inc.

The Northwestern Corporation

21881 Armstrong St., Morris, Ill.

The Billboard

NOVEMBER 3, 1958

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Continued from page 78.

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Cashew Nut Halves, 10 lbs. $6.00
Cashew Nut Halves, 12 lbs. $7.50
Cashew Nut Halves, 15 lbs. $10.00

Savings on Postage, 4 lbs.
15 lbs.
50 lbs.
200 lbs.
1,000 lbs.

Mandrell National Vending Machine Distributors, Inc.

The Northwestern Corporation

21881 Armstrong St., Morris, Ill.
PROFILE OF WEEK

**BACKGROUND IN MERCHANDISING**

ALBERT HORVIT

ALBERT HORVIT, general manager of American Nut & Chocolate Company, Boston, had many years of experience in merchandising before joining the company. As a young man he took the coast offer of a Jeweler's department store in Boston. The program was well known to those in the field, and attracted a variety of people. 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 worked in the largest department store of the countries of the world, leading to his present position.

**SPECIAL CIGARETTE MACHINES**

**SHIPPED AND CLEARED—READY FOR INSTALLATION**

| NATIONAL IN | $9.00 |
| NATIONAL III | $11.00 |
| EASTERN ELECTRIC | $2.00  |
| ALL-COIN 45 | $49.50 |
| EASTERN ELECTRIC 10-COL. | $85.00 |
| LONGER—15-COL. NEW | $199.00 |

**COIN MACHINE EXCHANGE**

2416 W. DAVIS

DALLAS, TEXAS

Phone: W 3-3385

**PRODUCTS OFFERED**

- **COIN CIGARETTE MACHINES**
- **MERCHANDISING MACHINES**
- **VENDING MACHINES**

**SIXTEEN**

A feature money-maker in those Sopers and Chain stores. The New Modern Key to Successful Bulk Vending.

**COMING SOON! THE 4-UNIT BILL-LEVEL STAND**

VICTOR VENDING CORP.

7911-13 W. Grand Ave., Chicago 19, Ill.

**DISTRIBUTORS**

- **Continued from page 78**

On the basis of rate of increase, the vending business is not switching to used machines. Some people who are making a profit are becoming so difficult that operators were buying machines as a last resort. This could be the case in individual instances, but on the basis of recent reports it is highly unlikely that it is becoming an industry trend.

Distributors reporting are as follows:

- Bernard Bitterman, Kansas City, Missouri
- Benjamin Frank Frunkel, Standard Specialty Company, Oakland, Cal.
- Robert Siegel, National Bank, Kansas City, Missouri
- Bernard Bitterman, Kansas City, Missouri
- Robert Siegel, National Bank, Kansas City, Missouri
- Bernard Bitterman, Kansas City, Missouri

**VICTOR STANDARD TOPPER**

| 1c | BALLOON VENDOR | $13.25 each |

**VACUUM PLATED RINGS**

| 2000 RINGS | $25.00 per M |
| 5000 RINGS | $50.00 per M |

**VACUUM PLATED CHARMS**

| ROCKING HORSES | $4.99 each |
| TELEPHONES (5 pcs) | $11.25 each |
| TRANSPORT-ARS. | $6.25 each |

**BAG CHARMS**

| DELUXE | $5.50 each |
| (450 to 500 charms per bag) |

**PAYMENTS AVAILABLE**

**WITH HERNER 211**

| CAPSULES, CHARMS, BALL COINS, and other items. |

**ROY TOLLER**

LANSOWNE, PA.

**NATD TO MOVE TO BIGGER BLDG.**

NEW YORK — The National Association of Tobacco Distributors will move to larger quarters at 300 Lexington Avenue in mid-January. One of the reasons for the move is to provide a permanent setting 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 national manufacturers, including manufacturers of vending machines and parts and products suppliers.

The building will include visitors' offices where outside persons can conduct their business and will have an automatic merchandising division to assist members with vending machine problems.

**NATIONAL MIX**

**RANDALL-METAL IMPORTS MEDAL**

1st Metal Importers Medal

1st Metal Importers Medal

**VACUUM PLATED CHARM**

$7.75 per 1,000

**ADVANCE SANITARY VENDOR**

The Finest for Vending Flat-Top Products

- **ROSE HIBISCUS**
- **RANDALL-TAHITIAN**
- **MICROPAINTED**

- **FAYE-GENUINE ROUNDS**
- **FRANZ-JERUSALEM**
- **FLAMA-TAHITIAN**

**CIGARETTE AND CANDY MACHINES**

- **COIN CIGARETTE MACHINES**
- **MERCHANDISING MACHINES**
- **VENDING MACHINES**

**NATIONAL VENDING SERVICE CO.**

308 Portor St., Brooklyn, N. Y.

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

Cost you a fraction of a cent a day — read your return! 4 free copies of popular magazine of automatic merchandising!

Fill in your own out—all today! Use our handy form.

**ROY TOLLER**

LANSOWNE, PA.

**RELIGIOUS CHASKI**

**REWARD OF THE TIMES**

**ROY TOLLER**

LANSOWNE, PA.
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 had been taken in the color scheme of the interior and felt that bold colors 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 vendors a matching color. A local auto body shop sand-blasted the finish down to bare metal, used a bonding coat, and duplicated the left green predominant in the bowling alley's deco. The soda fountain, booth in the bar area, spectators' chairs and other parts of the interior are painted this color.

Repaired Machines

When White returned with the repaired 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 nix, for fear that they would be ground into the varnished floor and aisle. Instead, the 10 machines went ball groin, 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 as associated with the establishment. White believes that repainting machines to fit the decor is a way of getting this silent approval. In some instances he even penciled the owner's name across the front of machines.

Starting in 1927, White has added 80 machines to his route by adapting the color of the machines to locations that have high potential. The owner is proud of his establishment, and this kind of co-operation from an operator promotes good relations that pay off in many ways. Often the owner will become interested in his own.

PM Earnings, Sales on Rise

NEW YORK — Third quarter sales for Philip Morris, Inc., and its consolidated subsidiaries are 7.6 per cent ahead of the 1957 quarter, while net income showed an 8.3 per cent gain. Sales were $131,507, 000, while income was $4, 013,000.

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 $358,019,000 and $12,066,000.

According to Joseph F. Callahan TLL. PM president, the gains in profits and sales are primarily the result of improved showings of Pa- cific and Atlantic Machines, which are now both available in pouch and hard packs. Pamalt 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 vending-bull equipment, will hold open house during the week of November 3 to its new headquarters, 112 Sherman, head of the firm, said. The company is moving to its new location at 3445 California Boulevard. Sherman said that the company will expand its activities in its new and larger quarters.

COINMEN YOU KNOW

Milwaukee

By BENJ OLLMAN

It was a double birthday celebration at the United, Inc., vending shop last week. Reid Whipple, Washington service engineer, and route mechanic Joe Hillar marked their birthdays on the 23rd of October. Woody Johnson, back from a sales junket to Northern Wisconsin, reports operator volume has fallen off since the tourist traffic thinned out.

Mrs. Ray Lau informs that several bowling games recently put out on location have equated route receipts for the Ray's Amusement Company. Mr. Carl Stadler, E. R. Distributing Company representative, 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 Dunn, comptroller for the Harry Elder firm, is gaining re- nown as a custom rebuilder of automobiles. His work was recently featured on a local TV show, and he is set to demonstrate his customizing Mercury in an Italian competition shortly. Work is nearing completion on the recent for the Pater Distributing Company, and, according to Sam Cooper, traffic is plentiful.

Pet Savasta was the best man and his wife a bridesmaid recently at the wedding of Bob Grams. Both are route men for competitive coin firms here. Savasta is with Kenwood, Inc., and newswed Bob Grams is on the Wisconsin Novelty Company roster.

Your ticket to SALES RESULTS—the amusing columns of THE BILLBOARD.
Rock-Ola Distribs
Debut Stereo Line
Show Stereos & Monaural Models of New
200's, 120's; Stereos Use Twin Wall Speakers

By NICK BIRD
CHICAGO—Rock-Ola distribu-
tors were holding the line this week on
showing the new stereo units and mono-
sound equipment that are scheduled to
be shown next month. The reason: Chicago is
in a strike pattern, region by region, but the per-
iod starting Sunday (2) has been tagged Rock-
ola Day Week, with Rock-
ola factory officials joining in the
activities.

The entire new line was first pre-
viewed for members October 1 in
Chicago (The Billboard, October
29).

SWEET PILE
50c Chute Helps Op Sell Dime

CORSICANA, Tex. — Where twain twin partners object to stake an
infinite play during the week-
times and the operator doesn’t
want to throw back to nickel, the
25-cent slate is the answer, ac-
cording to R. A. Tilworth, man-
ger for the Tilworth Co.

Tilworth is one of North Texas’ largest operators, 200 phonograph
locations and number of cigarette machines covering four
or five counties, with aggressive operators, during recent
times trying to keep up with the 200's.

But operators feel the overall picture
was far from dis-

satisfactory, as shown by
the above results, and are
planning for a new and
greater growth of their
business.

The steel units utilize
the 200's (which dual channel 25-watt amplifier
12% per channel), with each
unit having a loud speaker
dual channel 25-watt amplifier
12% per channel, with each
unit having a loud speaker
and a high-frequency compression
transistor.

When playing a stereo disk, the
operator can select the separate can-
top, a left channel, or right
channel, or all together.

Recently, the company
announced it is going to
play a standard monaural rec-
order on the stereo phonograph,
the same arrangement as the

(Continued on page 97)

BB Survey Asks Question: What’s Ahead for 200's

Last in a series.

BY BOB DIETMEYER
CHICAGO—What’s ahead for
200’s?

A recent survey of many
people would like to know.
What operators reported
many people would like to know.
What operators reported
no one knows what
will happen however.

Nineteen of the 21 responses
were positive, and 18 were
two reasons for the positive
retention of the 200’s.

The first reason given
was the competitive threat.

The second reason cited
by an operator was the
high prices of the new
machines.

As the survey ended, the
positive responses tended
to be the most positive.

(Continued on page 97)

Hickory-Bernhoff
Trial Date Set

NEW YORK—Trial has been
set for November 10 in the New
York Supreme Court in the case of
Charles Bernhoff, Regal Music,
against Rudy Hickory, Manhattan
Vending.

Bernhoff seeks a Queens loca-
tion which Bernhoff claims Hick-
rich jumped, inducing the location
from another company to break out with
Regal. Bernhoff seeks the revenue from the
300 machines, in addition to
losses due to the failure.

Hickory has questioned the
validity of the location, saying
Bernhoff said he had the location and
claims it might be a violation of
his contract.

Earlier this month, the court was
held to the trial with
Bernhoff, it was scheduled for November 10
for a four-day trial.

(Continued on page 97)
The i's quicker than the hand

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.

AMI
Incorporated 1000 Union Avenue, S.E., Grand Rapids, Michigan • Chicago • Zurich
We are Proud to announce
OUR APPOINTMENT AS EXCLUSIVE DISTRIBUTORS FOR ROCK-OLA MANUFACTURING CORP., and invite you to attend
ROCK-OLA DAYS
Sunday, November 2
Saturday, November 8
to SEE and HEAR THE Tempo Line for '59
SEE and HEAR how Rock-Ola sets the Tempo
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 at
AMA DISTRIBUTORS, INC.
601 South Broad Street, New Orleans, La.

Beautifully redesigned late Model Phonographs
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

Speed in Stereo
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

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

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 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, November 8

PAUL A. LAYMON, INC.
1429-31 WEST PICO BLVD., LOS ANGELES, CALIF.
See and Hear Rock-Ola's Tempo Line for '59

Seeburg in Baltimore
BALTIMORE — Musical Sales Company licensed the new Seeburg stereo phonograph to a crowd of over 100 operators plus families and guests at a dinner meeting in the Southern Hotel last week.

Besides officials from Musical Sales, Tom Herrick, Charles Smith, Ray Melody and Jack Goodlin of the Seeburg Corporation were also on hand to explain workings of the new unit.

Musical Staffers


INTERNATIONAL SCOTT-CROSSE CO.
invites you to
INTERNATIONAL SCOTT-CROSSE CO.
invites you to

Wurlitzer Sales Dip
CHICAGO — Wurlitzer second quarter sales (July, August, and September) dropped 9 per cent from the same period last year. In recent issue by president R. C. Rollett, the firm reported sales of $7,574,642 for the second period this year, compared with $8,513,928 for the same period in 1956.

Net earnings were $517,572 and 1 cent per share on 5,505,250 shares of common stock. This figure compares with net earnings of $1,764,603 and 1 cent per share for the same period in 1957.

Sales for the first six months (April to September inclusive) were $13,990,695, down 13 per cent from $15,579,979 last year. Net earnings were $1,050 or 2 cents per share compared with $1,096,053 or 23 cents for the same period in 1957.

Rolling stated the company had noted an increase in foreign sales, and a decrease in sales since September, and was optimistic about the balance of their fiscal year.

National Bank, Sammons' banker, lowered the company's line from $500,000 to $200,000, and agreed to loans on a 6-cent basis, but the company is continuing to operate.

Montgomery Ward's average dollars in cash and cash equivalents increased to $17,803,000 from $16,583,000 at March 1957. Long-term debt was $93,000,000 compared to $82,900,000 in 1957.

Some 300 people — automobile manufacturers with their families and personnel — attended the showing of the new Seeburg stereo phonograph October 19 at John H. Seeburg's home by H. A. Franz and Company, Seeburg Division, the manufacturer of phonographs, the world's foremost. A luncheon banquet and a brief entertainment program preceded formal dedication of one of the new Seeburg stand-models. H. A. Franz, Han's Von Reydt, Earl Pugh, president, vice-president and service manager, respectively for the distributorship, arranged and sponsored the event, assisted by Chief Engineer, E. R. Roboh, chief engineer of music systems for the J. P. Seeburg Corporation, conducted the major portion of the new introductions.

Atlas Shows In Chicago
CHICAGO — Three to 100 operators plus guests and friends from the Chicago area attended a three-hour, all-day, all-night Seeburg stereo show line at Atlas showrooms on September 22.

Hosting the event were Morie and Ed Ginsburg, firm principals and presidents, and Philip and Julius Haas, sons and Nate Frimintel of the Atlas organization. The event also included Frank Ruch and Maxman Herman. Newell Bellamy represented the Chicago stereo factory, with various other Seeburg officials dropping in from the Chicago Seeburg located factory to view the proceedings.

BOW SEEBOURG IN MEMPHIS
MEMPHIS — George Sammons, president, and D. V. (Cotton) Pennington, partner, staged the Sammons—Pennington Special show last week in the new Seeburg stereo phonograph business.

Among the guests were H. I. Prince, sales manager of Peninsula Point Needle Company, Chicago, and his district sales manager James F. Cunningham, Memphis. They are interested in putting out a sample for stereo phonograph business.

Also attending the showing was Jimmy Hans, sales manager for J. P. Seeburg Corporation, Chicago, and Dan Green, vice-president of Custombook of First Stereophonics.


Vicente Valente, Paul Robey, Arturo Vázquez, Sam Gonzales, and Ernest Brown.

From Warrington: John D. Cullen, Tom Glenn, Stanley Allison, Miss H. C. Snow, Myron Lauren, Omio Garcia, Gila Spagno, Tony Tart and Irving Silver.


From Pennsylvania: W. A. Adair, M. Bax and N. Baxier.

(Continued on page 50)
Tune Talk...

Joe Cuoghi, Memphis operator, comments on records he is putting on his route this week.

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" and "Sweethearts" is similar, has the same strong beat. Both could go."

the picks

Joe Cuoghi, 36, is a man with a golden ear for a hit record. Cuoghi was a torpedo operator 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. Haffield. Returning from service in 1948, he and Johnny Novarosi joined partnership to open Poplar Tunea Record Shop. It was an immediate success and became the hang-out for local buyers, young and old. In 1948 he and Novarosi 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 818.

YOU ARE INVITED TO

HOCK-OLA DAYS

INTRODUCING

THE TEMPO LINE FOR '59

Come to SEE and HEAR how ROCK-OLA Sets The Tempo With Stereophonic Hi-Fidelity

Tempos for Dependable Operation

Tempos for Increased Play

Tempos in Distinctive Styling

Tempos for High Fidelity Performance

H. Z. VENDING & SALES CO.

1520 Douglas St., Omaha, Nebraska

SEE AND HEAR ROCK-OLA'S TEMPO LINE FOR '59

THE BEAUTIFUL NEW UNITED PHONOGRAPH

UNITED MUSIC CORPORATION

245 NORTH CALIFORNIA AVENUE

CHICAGO, ILLINOIS

Phone Address. B.6.100
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

Tempos for Dependable Operation

Tempos in Distinctive Styling

Tempos for Increased Play

Tempos in Outstanding Programming

Tempos for High-Fidelity Performance

AUTOMATIC MUSIC COMPANY

1214 WEST ARCHER ST.
TULSA, OKLAHOMA

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

SUNDAY, NOV. 2, thru SATURDAY, NOV. 8

Come to SEE and HEAR

How ROCK-OLA sets the Tempo with STEREOPHONIC HI-FIDELITY

Tempos for Dependable Operation

Tempos in Distinctive Styling

Tempos for Increased Play

Tempos in Outstanding Programming

Tempos for High-Fidelity Performance

MODERN DISTRIBUTING COMPANY

3222 TEJON ST.
DENVER, COLO.

See and Hear ROCK-OLA’s Tempo Line for ’59
The TEMPO Line for ’59

You are cordially invited to see and hear How ROCK-OLA sets the Tempo in Distinctive Styling

How ROCK-OLA sets the Tempo in Dependable Operation

How ROCK-OLA sets the Tempo in Outstanding Performance

How ROCK-OLA sets the Tempo for Increased Play

How ROCK-OLA sets the Tempo in unexcelled Stereo Reproduction

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 capital. Hartford, having authorized capital, $50,000; $5,000 shares at $10 each; $100,000 in outstanding stock, $6,000; Incorporators, Emil P. LaForsa, Eurdale G. Conroy and Milton C. Berman, all of Bridgeport. The firm’s base of operations is Bridgeport.
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. 1924-26 University Avenue St. Paul, Minnesota
Automatic Music Company 1214 West Archer Street Tulsa, Oklahoma
Badger Novelty Co., Inc. 2548 N. 30th Street Milwaukee, Wisconsin
Border-Sunshine Novelty Co. 5614 4th Street, N. W. Albuquerque, New Mexico
H. M. Branson Distributing Co. 811 East Broadway Louisville, Kentucky
H. B. Brinek 825 East Front Street Butte, Montana
Calderon Distributing Co., Inc. 433 N. Alabama Indianapolis, Indiana
Capitol Music Distributing Co. 133 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 Farnell Avenue Detroit, Michigan
Franco Distributing Co., Inc. 24 North Perry Street Montgomery, Alabama
General Music Sales Co., Inc. 241 W. Biddle St. Baltimore, Maryland
Hallgren Distributors, Inc. 1503 Third Avenue Moline, Illinois
H. Z. Vending & Sales Co., Ltd. 1105 Douglas Street Omaha, Nebraska
Lake City Amusement Co., Inc. 4533 Payne Avenue Cleveland, Ohio
Paul A. Laymon, Inc. 1426-31 West Pico Blvd. Los Angeles, California
B. D. Lazar Company 1625 Fifth Avenue Pittsburgh, Pennsylvania
LeStougeon Distributing Co. 2920 South Boulevard Charlotte, North Carolina
Modern Distributing Company 3022 Tajon Street Denver, Colorado
Overland Music, Inc. 6309 Mountain Blvd. Oakland, California
Pan American Sales Co., Inc. 615 South Press Street San Antonio, Texas
Patten Music Company 611 Eye Street Modesto, California
Peaget Sound Novelty Co., Inc. 114 Elliott Avenue, West Seattle, Washington
Robinson Distributing Co. 315 Edgewood Avenue, S. E. Atlanta, Georgia
J. Rosenfeld Company 4701 Washington Blvd. St. Louis, Missouri
Ross Distributing Company 3401 N. W. 38th Street Miami, Florida
Ross Distributing Company 90 Riverside Avenue Jacksonville, Florida
Royal Distributing, Inc. 3726 Kessen Avenue Cincinnati, Ohio
S & H Novelty Company, Inc. 1409 Texas Ave. Shreveport, La.
S & M Distributing Co., Inc. 1674 Union Avenue Memphis, Tennessee
Sanders Distributing Co. 415 Fourth Avenue, South Nashville, Tennessee
Scott-Crosee Company 1433 Spring Garden Street Philadelphia, Pennsylvania
Scott-Crosee Company 330 East Locust Street Scranton, Pennsylvania
Seaboard Distributors, Inc. 1205 North Avenue Elizabeth, New Jersey
Dan Stewart Company 140 East 2nd 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
Walbex Distributing Company 3509 Main Street Dallas, Texas
Western Distributors 1228 Southwest 16th Avenue Portland, Oregon
World Wide Distributors, Inc. 2320 North Western Avenue Chicago, Illinois

HAWAII

Automatic Vending Machine Co. 503 California Avenue Wahiawa, Oahu, Hawaii

CANADA

Jack L. Hewzey Bay Cliff Inn Milford Bay, Ont., Canada
Lawrence Novelty Company 540 Boucher Street Montreal, Que., Canada
Willem Pound Agencies, Ltd. St. John's, Newfoundland, Canada
A. Pullmer Company 145 Scotia Street Winnipeg, Man., Canada
Select Music Company 1603 Commercial Drive Vancouver, B. C., Canada
Van Dusen Brothers 10628—123rd Street Edmonton, Alberta, Canada
Van Dusen Brothers 725—10th Avenue Calgary, Alberta, Canada

MUSIC MACHINES
## 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 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 used as equipment. Prices quoted are not to be a yardstick, but, rather, 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 at least 10 times during the period shown, and it indicates the price level at which most of the machines are advertised or sold. When the mean average is "high," it indicates the "low" is a unique price probably for "as-is" or "distressed" equipment.

### Table

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### Notes

- **MUSIC MACHINES**
  - **AMT**
  - **GOTTESDAM**
  - **ROCK-A-DILES**
  - **BELLWOODS**
  - **WHEELER**
  - **PINBALL GAMES**
  - **CHICAGO COIN**

- **ARCADE EQUIPMENT**
  - **Foundry**
  - **KEM»**
  - **ROLL**

- **WEB LINKS**
  - [www.americanradiohistory.com](http://www.americanradiohistory.com)
Game Production Even With 1957: Bowlers, 5-Balls Top Introductions

With two months remaining of 1957, game manufacturers have introduced 75 new 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 Chicago show in January, the year's high yearly total. The 1958 model introductions will cover the 1957 problems with increased dollar.

Of the 75 models bowed this year, five are entirely new, while 15 are running behind last year's total of 30 for the same period. Bowling games, as a group, also account for 17 introductions. This category totaled 23 last year.

Form Midway Mfg., New Game Factory

FRANKLIN PARK, Ill. — Henry Ross and Marlene Wolverton, former Midway Manufacturing Company engineers, have launched out on their own with the formation of Midway Manufacturing Company, a new game manufacturing firm.

United Ships Shuffle Alley, Niagara

Ross, an electrical engineer, and Wolverton, a mechanical engineer, resigned from United two weeks ago and will move into their new factory at 10136 Pacific Ave., Franklin Park, for November.

Ross and Wolverton are equal partners in the new corporation, in which they jointly own a 100 per cent interest. Sales offices in the company. Both partners were with United for more than 11 years. Products of these 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.

Bowl four baseballs this year, compared to only one last year. Heading the novelty game production are auto-type in-line puck games. One horoscope and one model were announced. Ten other novelty games round out the 1958 10-month output of baseball, bowling, golf, putting, hockey and racing games, counter game and several other machines.

U. S. Location

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 in the U. S. on December 31, 1958, totaled 304,044, according to Internal Revenue Service. This was a drop of 23,206 from the fiscal year ended a year ago.

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 recessions as all distributors in the area were finding sales off earlier. Drop in number of locations might indicate, too, that fewer locations are handling a greater number of machines. The same holds true for billiard, pool room and bowling alleys. The number of locations in this category dropped 1,534 to a total for fiscal 1958 of 94,047.

On the other hand, locations having gaming devices increased in the same period to 16,771, 5,867 locations than during fiscal 1957.

Philby Assn. Set On Annual Fete

PHILADELPHIA — Joe Silverman, executive secretary of the Philadelphia Billiard and Bowling Association, has announced the organization's annual dinner-dance at the Little Caesar's Ballroom, Pennsylvania, New York and New Jersey, as well as several in other states. Manufacturers' representatives are expected to attend. Comedian Jack Leonard will be the headline of the show.
B. D. LAZAR CO.
Phone: Grant 1-7818

See and Hear Rock-Ola's Tempo Line for '59

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 NOVEMBER 8

B. D. LAZAR CO.
Phone: Grant 1-7818

One-Two-Fire!
• Continued from page 91
rubber balls, individually or by the line, attempting to arrange the line for automatic puts. The button scores. The rifle operates on direct electrical control, the bulletheaded ball, as fired from the cabinet bottom. Built-in eye target may be hit to launch a vertical line of balls with one shot. Cabinet is of new design, with tubular legs under gun mount. It has match play and the-lane-easy-to-cover features which can be used or unplugged at operator's option. (The Billboard, October 20.)

Recalling Guns
Sky Raider, an unusually compact game, has player pressing down bulletheaded gun right between two mounted Jacob-type guns which rest slightly when fired. Squeezes triggers on both guns simultaneously to fire. Direct hit brings fatal shot of gun, but score automatically according to number of hits made before each plane disappears. Player is scored for both accuracy and quick fire, and machines may be set with bonus score at end of play. Both bonus and scores are topped; if a top score is made, that score is optional to operator. Scoreboard is located directly below gun mount, rather than at 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, 53, alleged that, at the time of the alleged violation, he was advised by pinball dealers that there was serious doubt as to whether the federal statute covering such taxes included pinballs.

Andrew M. Gast Jr., U. S. assistant district attorney, argued the case for the government, said that King had been notified by Federal District Court here that pinballs (ball games) were included in the tax statute, and that King paid the tax following a 1955 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 as a 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 strict enforcement policies.

Lovel said, however, he understood that enforcement officer must actually witness the payoffs to make an arrest. In this respect he agreed with Police Chief Carl Heurits and Safety Director W. George Mathis that strict 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
326 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 several. He also feels that he can control the location owners that they will make more money with his new equipment on a commission basis than they can with their own obsolete machines.

KIDDIE RIDES!

Send at once for catalog of our complete line of modern coin-operated rides. Convenient terms arranged.

KING AMUSEMENT CO., INC.
404 Board St.
Mt. Clemens, Mich.

ROCK-O-LA DAYS are here to introduce
THE TEMPO LINE FOR '59
YOU ARE INVITED TO SEE AND HEAR HOW ROCK-O-LA 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-O-LA 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

The BILLBOARD
NOVEMBER 3, 1958

WANTED
Chinese Coin Slot, Classic Bowlers
Roll to I.N. condition. State quantity, price.
J. ROSENFIELD
CO.
45 Holland Ave.
Pittsfield, Mass.

KIDDIE RIDES!

Send at once for catalog of our complete line of modern coin-operated rides. Convenient terms arranged.

KING AMUSEMENT CO., INC.
404 Board St.
Mt. Clemens, Mich.

CHILDREN'S RIDES
Carrousel Conditioned
FEATURE
STARR GALLERY
738 H. A. T. CHALLENGER
730 Blue Steel
726 Super Jet
725 City Jet
723 Space Ship Rides
722 Auto Rides
721 Sharp-Tyed Monster
720 Williams Crane
719 Auto Animal Ride (New)...Write for further information
715 F.A. Chains
714 All But Trade
713 Will Buy or Trade
for Big Brown Bear, B. B. Smith, Big Ace, Large Flair and others.

re CAROUSEL INDUSTRIES INC.
2065-67 W. Lawrence Ave.
Chicago 21, Ill.
Phone: Waukegan 8-1909

RECONDITIONED
GOTTLIEB 5-BALL VALUES!

SINGLE PLAYER
ROYO POOL
$550
BUD POOL
$550
BROOK DUGAN
$550
SCHMIDT
$550
HARWOOD
$550
ROYAL FLUSH
$550
RITCHIE
$550
CHESS
$550
DIRT-BACKER
$550
FABRIO RACE
$550
DEER DAILY
$550

3-PLAYER
BRIGHT STAR
$650
SCHMIDT FLATSHIP
$650
RITCHIE FLATSHIP
$650

This list includes Chicago 14, Ill.

N. ILLINOIS, IOWA OPERATORS—TO GET ACTION—GET GOTTIEB'S NEW 4-PLAYER

CONTEST
THE TOPS IN
COMPETITIVE PLAY

ORDER FROM
NATIONAL COIN MACHINE EXCHANGE
1415-19 W. 59th St.  Chicago 16, Ill.
Phone: Porter's 8-6180

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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 created a single market for half of Western Europe's coal and nearly two-thirds of its steel. They have lifted national barriers, quotas and currency restrictions, and cartel and price-rigging.

AMERICA’S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

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ROCK-OLA Introduces

The Tempo Line for '59

You are invited to attend THE ROCK-OLA DAYS at

Sunday, Nov. 2, thru Saturday, Nov. 8

ROSS DISTRIBUTING COMPANY
3401 N.W. 36TH ST.
MIAMI, FLORIDA
PHONE: NEWTON 5-2531

90 RIVERSIDE AVENUE
JACKSONVILLE, FLORIDA
PHONE: ELGIN 6-1551

Come to See and Hear

How ROCK-OLA Sets the Tempo

Tempo in Distinctive Styling
Tempo in Increased Play

with Stereophonic Hi-Fidelity
Tempo in Outstanding Programming
Tempo in High-Fidelity Performance

See and Hear the

ROCK-OLA Tempo Line for '59

which have hampered Europe’s economic growth.

The Coal and Steel Community began life February 1957. On that day, a coal train drew into a Luxembourg station. It came from the German Rhine and was headed for France’s industrial heartland.

For that train, and others which followed, there were no borders, no customs and no variations in prices inside and outside the 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 stemmed from the Common Market and inspired plans for Europeanization (the European atomic energy community).

The Common Market plan calls for:

1. Creating a common market of 180 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 13 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 sales for goods originating in another country.
5. Permitting the free movement of workers.

(Continued on page 94)
New LUCKY HOROSCOPE
5c, 10c or 25¢ PLAY

Juke Exports: A New Look

Continued from page 93

Plainly, while the Common Market creates opportunity for the industry and business of its member states, it creates problems for those outside the super-market. It was this fear of being frozen out that suddenly bestraffed the British, who have long kept one tentative foot in and one determination from the Continental. So the British came up with the "Free Trade Area" solution, which would:
1. Create a market of 200 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 maintain giving "imperial preferences" to the agricultural products which make up nearly 50 per cent of Commonwealth exports to Britain.

What happens to the Free Trade Area plan remains to be threshed out. West Germany's Chancellor Konrad Adenauer is plugging for its adoption, in one form or another.

Such a free trade area would probably include, in addition to the British Commonwealth Market countries, the Scandinavian countries, Iceland, Ireland, Portugal and Switzerland.

Under this idea, there might be a free market all over Europe for certain products, while all nations outside the umbrella of the free trade barriers would be treated as other products. This 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.

It is the big picture, the back ground to moves by the European coin machine industry to recast its position for the Common Market. These moves inevitably pose problems for the American coin machine industry, roughly the same problems confronting any American industry outside the 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 boxes. Such a pool in time would encompass the entire coin machine industry in Europe.

The spokesman for the pool idea is Jacques Marchant, president of the French juke box manufacturer association and himself chief of the firm manufacturing the Enigma juke box.

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 other, 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 that this demand received warm endorsement from one of Marchant's chief deputies, Jean Jacques Gaulard.

The Common Market scheme undoubtedly makes economic sense — and on a grand scale—for Europe. But the consent of experts, even of pre-supermarket experts, is that the big market will pose big problems and, very likely, big trends, for American industry based exclusively outside the market.

This is the motivation behind...
ROCK-OLA DAYS are here to introduce The Tempo Line for '59

Come one, come all to Rock-Ola Days
Sunday, November 2, thru Saturday, November 8

H. B. BRINCK
825 EAST FRONT ST.
BUTTE, MONTANA

See and Hear Rock-Ola's Tempo Line for '59

foreign sales

- 6-pocket Pool Tables
- 6-pocket Bumper Pool

6-pocket American Phonic

- American

- 12 ft. Bankboards

- $150

- Wurlitzer 1800

- $445

- Wurlitzer 1900

- $575

For the Line that Fills ALL Your Needs
For Quality You Can Count on Count on

ROCK-OLA presents the amazing FISCHER PARTY POOL

6 EXCITING, PLAY-MAKING, PROFIT-PRODUCING GAMES ON 1 GREAT NEW TABLE!

- "10-BALL BUMPER"
- "CAT & MOUSE"
- "EIGHT BALL"
- "ROTATION"
- "EIGHT BALL TAG"
- "SUDDEN DEATH DEATH"

New Machine Closeouts

...call collect for prices!

BALLY USA
BALLY SKILLROLL

Unrestricted Machine Closeouts

BALLY ALL STAR DELUXE
BALLY TROPHY BOWLER
BALLY BIG TWIN BASEBALL
BALLY DOUBLE LEAGUE
UNITED BOWLING LEAGUE KEMPEY LEAGUE BOWLER

BALLY SPACE GUNNER
CENCO SPACE AGE

KIDDIE RIDES
25 ASSORTED KIDDEE RIDES
- Recommissioned
- Guaranteed
- $200

REDD DISTRIBUTING CO.
219 LINDER ST.

WURLITZER
BALLY
CMI COIN
FISCHER
ATTENTION, MICHIGAN OPERATORS
NOW DELIVERING!
Bally Lucky Alley, Lucky Shuffle, Lucky Bally Beach Time, USA, Spook Gun, Irving Kaye, Valley Pool Tables.
Exclusive Michigan Distributors for Bally

KING-PIN EQUIPMENT COMPANY
826 Mills Street
Kalamazoo, Mich.
Phone: 7554

MONY Dinner
Continued from page 85

also Art Carver, Bally Manufacturing, Al Simms, Cildago Coin and Genero, Irv Holman and his daughter, Atlene, United Manufacturing, Max Weiss, Cigarette Manufacturer, John Hillesa, Bilella Distributing, Tom Corco, New York Slate Coin Machine Association, Barney Sugarman, Lou Wellberg and Irv Kempter, Highway Sales, and the following group from the Westchester Operators Guild: Carl Paorvi, Malcom Weiss, Louis Tillaglia and Pete Corso.

Frank Mandia, Gardner State Operators' Association; Harry Appel, Chairman; Al Fishman, Yell Novelty; Lou Bourne, Benny Bourne, Phil Stockel and Harold Horner, Leash Distributors; Sam Kemehl; Payroll Sales, and Dave Stern, Seaboard Distributors.


Machines offered are Al Denver, President; Joe Connors, vice-president, Harry Wasserman, treasurer, and Ben Copid, secretary.

The board includes the officers of the V. L. Jones, Lou Levy, Lou Herman, George Hahnemann, Doc Shapiro and Mac Palle, Nash, and is managed by director and Joe Goldin is counsel.

Free 67,000 active buyers and subscribers to The Billboard classified columns and real estate property.

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

ATTENTION, MICHIGAN OPERATORS
NOW DELIVERING!
Bally Lucky Alley, Lucky Shuffle, Lucky Bally Beach Time, USA, Spook Gun, Irving Kaye, Valley Pool Tables.
Exclusive Michigan Distributors for Bally

KING-PIN EQUIPMENT COMPANY
826 Mills Street
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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
$23,000
Terms to the Right Party.
Contact
Mrs. Dora Robin
2223 25th Street
Santa Monica, Calif.
Telephone: EKfabrik 9-9909
Over 67,000 ACTIVE BUYERS need
The Billboard classified columns each week.

NOW DELIVERING
WRITE or CALL for Prices
* BALLY BEACH TIME, CYPRESS GARDEN, GOLF CHAMP, LUCKY ALLEY
* BALLY BOWLS, THE CHAMPION, SPEED QUEEN
* ROCK-OLA PHONES—501 120-200 SELECTION
* CHICAGO CIRCUS CROSS RUCKEY, TWN BOWLER

** SPECIAL **
1442 Rock-Ola 50 Set $695.00
1446 Rock-Ola 120 Set $1450.00
1488 Rock-Ola 120 Set $45.00
All-Star Deluxe Bowler, new $295.00
Trex Includes FREE Bowler, new $145.00
Like New A.S.C. Rock-Ola Bowling Lanes, 14' $395.00
Like New Strike Rock-Ola Bowling Lanes, 14' $175.00
Ships 4.50
All machines have been checked, shown and ready for location.

ARCADE
West, Deluxe Four Ringer $125.00 Old Model
Space Cannon $125.00


WANTED
Experienced Manager for Music Route. References requested and other information in first letter.
Write Box 944
The Billboard, 188 W. Randolph, Chicago, Ill.

DRAMATIC
NEW BEAUTY! NEW PERFORMANCE!

GORGEOUS
NEW COLOR! NEW STYLING!

GLORIOUS
NEW SOUND—MOST MUSICAL OF ALL MUSIC!

ROCK-OLA
THE "CADILLAC" OF PHONORES with the MOST ADVANCED DESIGN for '59!
AVAILABLE NOW!

WORLD WIDE DISTRIBUTORS, INC.
3230 N. Western Avenue
Chicago 47, Illinois

All Phones Everygrade 6-2300

ROCK-Ola
Introduces

The Tempo Line for '59

You are invited to attend THE ROCK-OLA DAYS at
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Sunday, Nov. 2, thru Saturday, Nov. 8

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Tempo with StereoPhonic Hi Fidelity
Tempo in Distinctive Styling
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HOW ROCK-OLA SETS THE Tempo

Tempo with Stereophonic Hi Fidelity
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Tempo for Increased Play

Tempo with Focal Point Programming
Tempo for Dependable Operation

See and Hear the
ROCK-OLA Tempo Line for '59
Amstel, the Selectophone, the Mignon, Erneste, Flash Hi-Fi, lighter 690 Germany, Diplomat, Tone Master, Melodie, Tonomat, Symphony, Fanfare, Telemat.

As suggested by the Gottlieb-Wiiliams Mondial venture, the American coin machine industry's most promising field of European production is game machines.

The game machine market has caught on slowly in Europe, but the boom is now beginning. European producers speak highly of the American coin machine sales in Europe. Some German producers have made a beginning, but, by and large, European producers are well behind the U.S. in coin machines, which now account for the major part of American coin machine exports in Europe.

The development of the European coin machine industry—jokes, games, and vending—has been so rapid and spectacular as to astonish 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 bellweather. Last year, revenue from the export of vending and game machines from West Germany amounted to DM (Deutschmarks) 7,000,000, a gain of 80 per cent over 1956. The box exports during the combined total of DM 12,000,000 exceeded the total for Germany's best prewar year by three million marks. Exports this year are running 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 18,000, and experts state that the French market could 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 particular, 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 Heerlein AG German subsidiary, explained:

"Deere products have become well known in Europe over the last 80 years. Lately, however, it became increasingly difficult to sell to Europe. So our headquarters at Moline, III., decided it would be best if we established our own European production plant."
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