

# The Billboard

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## Four Key Outfits Plan Re-Equipments, Additions, Broader Routes for 1959

By TOM PARKINSON

CHICAGO—The four biggest circuses among America's array of circuses are home from a big season, fat and frisky, and chomping at the bit to get on with next year.

It has been a strong year for circuses. Virtually all of the 30-odd circuses are winding up with a good profit. This includes the indoor circuses, but current attention is on tented shows, and the more aggressive, bigger canvas circuses are in a mood for big things.

These are the Al G. Kelly & Miller Bros. Circus, Cristiani Bros. Circus, Clyde Beatty Circus and Mills Bros. Circus. Their story is typical of the whole field.

Each has plans for re-equipping, enlarging and taking on new endeavors next spring, and now is time for getting ready.

This is in sharp contrast to the attitude some of them had a year ago. In the fall of 1957, the general business recession clobbered the late weeks of that outdoor season. Circuses, as well as other shows, went home then with apprehension. Some made money, but the late weeks had cut these profits into fractions and taken wind out of showmen's sails.

Last winter and spring found several circuses on the super-cautious side. They spent little in winter quarters, bought only essentials. An exception was Cristiani, which decided time had come to take some big steps. Still, the rule was for caution.

### Optimism Arrives

Now the four key canvas shows have experienced an outstanding year. Where a year ago some talked of cutting back or even selling out, and sat inactive much of

the winter, this time they are all in action.

For Kelly-Miller, 1957 was marked by serious losses after Labor Day. Last summer they took the show to brand new territory, playing the West Coast for the first time. They are home now, talking of attendance that topped a million, sitting on good profits and planning on much construction in winter quarters. They plan to pop in the spring with more new seats, among other things. They've bought a string of new cage wagons and talk about an even larger menagerie.

The Clyde Beatty Circus made money last year, but a note of caution prevailed. Now this year the show has completed another and more profitable season, marked especially with big attendance in the late weeks.

In this different atmosphere, the Beatty show's management is bringing in some acts from Europe, setting its sights on more name acts and expanding the name of the show itself. Moreover, it has some aggressive plans for routing next season.

Similarly, Cristiani Bros. Circus, having played a highly successful season in 1958, is talking of expansion and more new equipment in 1959. Meanwhile, there are reports that the show has bought more parade equipment and that it has booked more major stands for 1959.

Those major stands are reflected (Continued on page 53)

## RADIO STATION EXECS TO FETE DISK THRUSHES

NEW YORK — "Man, I didn't think deejays HAD bosses. I thought they were more or less like General Sarnoff with a pair of turntables," said a pretty thrush to an executive of the Radio Advertising Bureau recently.

The RAB, industry-supported promotion organization for 900 radio broadcasters, has accordingly decided to bring some two dozen of the country's top fem vocalists together socially with a bunch of executives the gals seldom, if ever, meet—the radio station owners of America.

The occasion at which the wax artists will meet the man behind the man behind the microphone will be a cocktail party that's one of the functions in the fourth annual National Radio Advertising Clinic sponsored by RAB.

The guest list of record personalities expected to attend so far includes (in strictly alphabetical order): Toni Arden, Eileen Barton, Lillian Briggs, Mindy Carson, Jill Corey, Connie Francis, Kitty Kallen, Kathy Linden, Betty Madigan, Mary Mayo, Jave P. Morgan, Louise O'Brien, Gale Robbins, Felicia Saunders, Lu Anne Sims, Terry Stevens, June Valli, Monique Van Vooren, Fran Warren, Julie Wilson and Gretchen Wyler.

During the party, a long-playing tape recording, featuring records of the thrushes, will provide background music. "Outstanding" commercials picked by a panel of admen will be interspersed.

## Stereo Promotion to Public Lags; Phono Industry Concerned

### Buyer Educational Program Due; Unified Crash Blueprint Indicated

NEW YORK—Leaders in the phonograph industry are concerned. As the holiday selling season draws closer, it has become apparent to many that there is a big difference between the enthusiasm for stereo evinced by the trade and the general public's understanding of it. Stereo hit the market fast. It takes time for the public to grasp fully what it means.

Most manufacturers believe sales will be strong this fall. But the full impact of stereo on phonograph sales will hit next year, most believe. In fact, the president of the Phonograph Manufacturers Association, Joseph Dworken, told The Billboard that 1959 will be "the biggest year the industry has ever seen."

### Information, Please

What's the reason for the lag in getting the information about stereo out where it counts—to the public? What has been done? What hasn't? Why is the public confused? What can be done about it now?

The lag in public education has little to do with industry efforts. Full stereo phono lines have been pouring out of factories. So has advertising, promotion and publicity. Record companies, almost without exception, release some stereo product if they do not completely duplicate their regular re-

lease with stereo counterparts. In addition, distributors and dealers are excited about the stereo product.

Some major manufacturers, notably RCA Victor and Columbia, have supplemented the product with educational material. There has been noteworthy radio and TV exposure on a national scale as well as locally (the RCA sponsored Gobel show, the Lawrence Welk show, etc.). High Fidelity Music Shows have leaned hard on the stereo theme.

### Reappraisal Time

For many phono firms, the time has come for an "agonizing reappraisal" of their promotional efforts. Some believe that the industry as a whole hasn't done enough advertising. Others think that, while the public is being urged to buy stereo, they aren't really being told what it is. And, to add to public confusion, stereo phonos are being offered in several different forms—a master unit with satellite speaker, regular phono with satellite amplifier-speaker combination, all-in-one stereo unit, with dual amplification and both speakers in the same cabinet.

What apparently is needed is a major crash program on an industry-wide basis to get the message to the consumer. In such a crash program, manufacturers have little opportunity to work on their own thru major advertising media. This requires planning. It would come too late.

Because of the timing factor, an educational crash program would have to initiate with the dealer and be followed thru by him. The manufacturer could help in this. Phono firms have the personnel, the knowledge and the know-how to conduct sales training for store sales people. They could quickly (Continued on page 12)

## NEWS OF THE WEEK

### Sucker Money for Bad Masters Vanished; Few Pull Cash in Front . . .

The sucker money for bad masters has vanished. Today, few masters bring appreciable prices in front, the exceptions being those which have had some testing and activity. . . . Page 2

### Discounting, Trade-In Tests, Augur Possible Single Disk Price Break . . .

Signs have been noted recently in the trade that the price of single records may be lowered. Discounting practices, now widely practiced by chain, variety and department stores are seen as orienting buyers to lower prices. Trade-in test noted as a possible transitional stage leading to lower price levels. . . . Page 3

### CBS Radio Time Cut Keys Jock Bonanza . . .

More than 6,000 hours of new deejay record shows will be added by local radio stations as the result of the CBS Network's recent decision

to trim its schedule. The move opens up a vast new outlet for record plugs and should spark even stronger rivalry in the already heavily competitive local radio market. . . . Page 4

### British PRS Regulations Stymie Yank Publishers . . .

New regulations promulgated by the British Performing Rights Society (PRS) limit new American owned publishing firms in Britain from joining PRS. Object appears to be to stop the "Yank invasion." . . . Page 3

### INDEX—DEPARTMENTS & FEATURES

Amusement Games . . . 71	Music Pop Charts—
Aud.-Arena . . . 50	Album Buying Guide . . . 18
Audio Products . . . 12	Honor Roll of Hits . . . 28
Carnival . . . 55	Hot 100 . . . 30
Circus . . . 53	Singles Reviews . . . 36
Classified Ads . . . 59	Outdoor . . . 48
Coin Machine . . . 61	Parks & Pools . . . 52
Coming Events . . . 50	Pipes . . . 58
Fairs & Expositions . . . 54	Radio . . . 2
Final Curtain . . . 51	Reviews . . . 5
Hot 100 . . . 30	Rinks . . . 52
Letter List . . . 51	Routes . . . 51
Merchandise . . . 58	TV-Music-Radio . . . 2
Music . . . 2	Vending Machines . . . 61
Music Machines . . . 65	

## Seeking Circus

NEW YORK — S. Hurok, reported to be in Moscow last week, is one of at least seven efforts to gain a full Russian circus or Soviet acts for a U.S. tour. Morris Chalfen, of "Holiday on Ice" began it some years ago when he sought to trade an ice show for a circus. The GAC office has been in the field. Similar efforts have been made by the Palisades Amusement Park. The Clyde Beatty Circus has been offering. Hamid, Palisades and Beatty are allied in a spring date and presumably success by any one of them would result in putting Russian acts on that bill.

Mills Bros. Circus has been seeking Russian acts thru contacts in Washington and Moscow. Cristiani Bros. Circus has been attempting to book Russian acts.

## Discounter Headaches

NEW YORK—Discount houses are having a rougher time than anyone else trying to handle stereo phono sales. They suffer from a short discount. Because their profit is cut so narrowly, the discount houses cannot spend much time in closing an individual sale. Stereo sales take time. The customer, more often than not, knows nothing about it and has to have it explained.

How do discount houses handle the situation? They throw a manufacturer's pamphlet at the customer, say "here, read this" and hope for the best.

# Bottom Out of Sucker M'kt For 'Boughten Masters'

By PAUL ACKERMAN

NEW YORK—The once-extensive sucker market for bad masters has vanished. Too many of the hype disks have bombed, sending the avid purchasers into hasty retreat, with burned fingers and—let us say—dented pocketbooks.

Today the "boughten master" is a misnomer in that it is rarely paid for. The bottom has dropped out so thoroughly that the producer is generally glad to hand over the master on a royalty deal. He wants the exposure, and money in front is generally not part of the deal.

There are some exceptions. Chief of these is the case where the disk has been tested and there is real action. Another exception is the case where the buyer really believes in the master and is willing to back his belief with some loot. But even in such cases the prices are not what they once were. Joe Carlton, for instance, paid \$1,700 for the Joe Borelli master of "Philadelphia, U. S. A." Released last week on the Carlton label, this is getting strong action. Carlton states that the record business needs more so-called "music men" who recognize good songs and entertainment values. A lot of bad masters which were not worth \$100 had been selling for as high as \$3,500 and more, he claims.

One of the leading acquirers of

masters—a bold exec who has paid up to \$15,000 for a master (this one was a hit), stated: "We are paying nothing for masters now. This had to happen. We get all we want."

Morty Palitz, of the Jerry Blaine-Jubilee empire, stated: "The prices are no longer so wild. Owners of masters go to those labels which have good activity, and they are glad to turn it over so that it is assured of exposure. The day of paying big money is fading. . . . Of

course, it's different if there has been some activity on the disk . . . but it is too much of a gamble to pay a lot of money for untested wax."

Palitz stated that perhaps one master out of 20 makes some noise. He added: "A lot of companies who were once freer with their money cannot afford it now . . . The only way would be if you had a printing plant in the cellar."

Another surveyor of the master scene stated: "Many of the new labels figured that the boughten master route was a quick way to become established. They are wiser now . . . and their experience has not cast credit upon their a.&r. discernment."

Walt Maguire, sales chief of Felsted, whose singles operation is virtually all based upon masters, stated the label has always operated on royalty arrangement, with no front money involved.

## 'Banner' Intros WB Air Service

HOLLYWOOD — Warner Bros. Records this week distributed free of charge a new recording of "The Star Spangled Banner" to radio and TV stations in conjunction with its announcement of an album subscription service for broadcasters. According to the plan, AM, FM and TV stations subscribing to the service would receive a minimum of six albums per year at a cost of \$15.00 per quarter, payable in advance. Outlets requiring stereodisk packages would be charged \$22.50 per quarter.

While the 45 r.p.m. recording of the National Anthem was sent to stations to help attract attention to the album subscription program, it also had public service ramifications. Single is currently being released on the market. WB label contends that its single by the Warner Military band "is the only recording of our National Anthem to be made available to the general public in more than five years."

Stations do not have hi fi recordings of "The Star Spangled Banner" in their libraries (aside from electrical transcriptions), WB (Continued on page 46)

## Col. Sets Up Promot'n Meet

NEW YORK — Columbia Records is holding a seminar for the firm's 12 field promotion managers this coming weekend, November 14 and 15. The sessions are being held to discuss new methods of exploiting pop records with deejays, promotional tours of talent, etc. The meetings will take place at the Savoy Hilton Hotel here.

Speakers on the various seminar panels for Columbia Records will be Dave Kapralick, Paul McKimmie, and Jim Turnbull. There will also be a number of panel discussions featuring guest speakers. These include Steve Lubansky, of station WMCA in New York, Toby DeLuca, of station WFIL in Philadelphia, Jules Dundes, of the owned and operated CBS radio stations, and deejays Martin Block and Bill Randle. Mitch Miller will chair the discussion panels.

## Kornheiser to Atlantic Post

NEW YORK — Bob Kornheiser has resigned as sales manager of Cadence Records to become national sales chief of Atlantic Records and its subsidiaries. He re-

(Continued on page 42)

## RIAA DEFINES TRUE STEREO RECORDINGS

NEW YORK — A definition of the stereophonic record has been approved by the Record Industry Association of America at a recent meeting of the RIAA board.

Definition, drawn up by the RIAA engineering committee, is as follows:

"A true stereophonic disk record has two distinct orthogonal modulations derived from an original LIVE recording in which a minimum of two separate channels were employed."

Individual diskeries hailed the RIAA definition as likely to bring to the consumer a clearer understanding of stereo. Diskeries have also stated they would use a legend on packages indicating whether — according to RIAA standards — an album is a regular high fidelity disk or a high fidelity true stereophonic record.

# SORD Plans Test of Disk Club Legality

Dealer Org Maps Suit on Anti-Trust Grounds; Seeks Membership Warchest

By BERNIE ASBELL

CHICAGO — Charles L. Simmons, president of the Society of Record Dealers (SORD), said Wednesday (5) that his organization expects to file suit before Christmas against one or more of the major labels to test the legality of mail order record clubs. Simmons has been conferring with three Chicago law firms specializing in antitrust cases and he said one of these firms will be appointed to handle the case in the next few days.

Simmons, a partner in Coghill-Simmons Company, Dallas, ad-

ressed a sizable meeting of SORD members in Chicago, augmented by dealers who traveled from Des Moines, Indianapolis and other distant Midwestern points. About 110 persons attended.

The dealers, clearly aroused, concentrated most of their concern on record clubs, although they previously have given equal billing to the question of distributor transshipment leading to discounting.

In reporting rapid growth in SORD membership, although he declined to reveal a national membership figure, Simmons said the (Continued on page 43)

# British PRS Rules Stymie Membership by U. S. Pubs

By BOB ROLONTZ

NEW YORK — The British Performing Rights Society (PRS) has promulgated a number of new regulations affecting American-owned publishing firms that wish to join the British society. These new changes, it is felt, will make it difficult for many of the new firms to join PRS, at least in the near future and, in many cases, will force American-owned overseas pubberies to clear tunes thru British or joint owned British-Amer-

ican firms. In a sense these new rules might be called the British answer to the Yank publishing invasion of Europe.

The new rules recently adopted by PRS are three in number. First of all, in order to join PRS an American-owned publishing firm must have actively been in business for at least 12 months in Great Britain. Secondly, the firm must have a catalog containing a minimum of 24 published works which are either being heard on radio via records or are being publicly performed to a reasonable extent. And thirdly, the new regulations demand that no less than 20 per cent of all of the tunes being

broadcast or publicly performed must be written by British clefters.

There is little doubt tradesters feel, that these new regulations are aimed specifically at stopping the formation of new American-owned (Continued on page 43)

## BMI TALENT FOR BLACK-TIE BALL

WASHINGTON — Entertainment to be provided by Broadcast Music, Inc., for the second annual President's Black-Tie Ball of the Washington Press Club here this Friday (14) will include: Chet Atkins, guitarist and RCA Victor recording star; Orson Bean, the quiet comedian; Nelson Eddy and Gale Sherwood, plus music by Sidney.

Bob Burton, vice-president of BMI, will emcee the proceedings. This is the second year that BMI has provided the fun for the only formal affair run by the Press Club. Jack Horner, of the Washington Evening Star, is president of the club.

## Speakers Set For Nashville DeeJay Bash

NEW YORK — The forthcoming Seventh Annual Country and Western Disk Jockey Festival (November 21-22) in Nashville will spotlight a welcoming address by (Continued on page 42)

## Victor Puts High Pressure On Como LP

NEW YORK — RCA Victor launching a potent Thanksgiving campaign to push the new Perry Como Inspirational album "When You Come to the End of the Day" Promotion is sparked by Bill Alexander, manager of advertising, press and promotion. The promotion, which the firm states is one of the most intensive ever put behind a single LP, will continue into next January. Ads in consumer publications, TV commercials and window streamers, mounted album covers, etc., will all be used to push the album. Jocks will be serviced with a special promotional record, as well as the album itself.

## DISK JOCKEY CHECK LIST

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

- CBS - Deejay Bonanza . . . . . Page 2
- Dick Clark . . . . . Page 2
- Stereo - Cleveland . . . . . Page 4
- RCA-Victor
- Deejays - Christmas . . . . . Page 4
- Columbia Seminar-Deejay Guests . . . . . Page 4
- WSM Deejay Meet . . . . . Page 4
- Canaries Meet Radio Execs. . . . . Page 1
- Warners LP Subscription Service . . . . . Page 2

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# HOT 100 ADDS 14

- NEW YORK — There are 14 new sides on The Billboard's Hot 100 chart this week. Essentials are:
- 30. One Night—Elvis Presley, RCA Victor.
  - 51. Problems—The Everly Brothers, Cadence.
  - 67. Bimbombey—Jimmie Rodgers, Roulette.
  - 79. I Want to Be Happy Cha Cha—Enoch Light & The Light Brigade, Grand Award.
  - 80. Sweet Little Rock and Roll—Chuck Berry, Chess.
  - 81. The World Outside—The Four Coins, Epic.
  - 92. Hold It—Bill Doggett, King.
  - 93. Crazy Country Hop—The Johnny Otis Show, Capitol.
  - 94. Jealous Heart—The Fontaine Sisters, Dot.
  - 95. It Don't Hurt No More—Nappy Brown, Savoy.
  - 97. A House, a Car and a Wedding Ring—Dale Hawkins, Checker.
  - 98. Flamingo L'Amore—The Gaylords, Mercury.
  - 99. Almost in Your Arms—Johnny Nash, ABC-Paramount.
  - 100. White Bucks and Saddle Shoes—Bobby Oedrick Jr., Big Top.

## NEWS REVIEW

### 'Album of Month' Salute Resounding LP Air Plug

"Welcome to the 'Golden Age of Entertainment,'" said veteran vaude star Benny Fields into an NBC Radio mike last Wednesday (5)—and with it, NBC was off to a bright, brassy, banjo-flavored start on what may soon prove to be the record industry's biggest national showcase for new LP albums.

The package spotlighted as the first of the "Album of the Month" salutes that will be done on the hour-long, live "Bert Parks' Bandstand" show on NBC Radio's web was "Benny Fields and His Minstrel Men." Album is part of the movie-owned Colpix Records' first release in the package field. Colpix execs, in their rosier hopes, could scarcely have asked for a bigger, better or more resounding national plug.

### Victor Cues DJ's on Yule Programming

NEW YORK — To simplify programming of past and current Christmas songs by deejays, RCA Victor is shipping a special LP, "Twelve Ways to Easy Christmas Programming," plus three new holiday singles, to its entire disk jockey list.

The LP spotlights the label's all-time best-selling Christmas singles by Harry Belafonte, Hugo Winterhalter, Mario Lanza, Arthur Fiedler and Spike Jones. The new singles feature Belafonte, David Hill and Winterhalter.

Jockeys will also receive a special album sleeve with a complete listing of RCA Victor Christmas single merchandise already available in the station library with timing, publisher and affiliation noted for each selection.

### CARLTON PREPS PHILLY PARTY

PHILADELPHIA — In order to stir up some scam on his hot new Carlton record of "Philadelphia, U. S. A.," Joe Carlton is prepping a party for Philadelphians in the music business. They comprise a sizable group of execs, and to some non-Philadelphians, they have the business locked up from coast to coast. Philadelphia music folk include such notables as Mary Holtzman, Arnie Maxin, Danny Kessler, Eddie Heller, Paul and Elliot Wexler, Herb Headler, Larry Newton, Billboard staffer Bob Rolontz, Joe Galkin, Walt McGuire, George Dallin, Dave Blum, Bix Reichner and many, many others.

One of the chief reasons why the experiment came off so well appeared to be a decision by show producer Bob Sadoff, director Parker Gibbs and maestro Skitch Henderson that the stanza must, first of all, be an entertaining show *(Continued on page 45)*

### Te Groen in Local 47 Prexy Race

HOLLYWOOD — John te Groen, long time prexy of AFM Local 47 until losing the post to Elliott Daniel two years ago, will be one of three running for local head in the coming election of officers. He will run as an independent against John Tranchitalla, current veepee and head of the administration slate, and Ray Toland, who tops the anti-administration ticket. Toland, charged with being a Cecil Read-Music Guild of America sympathizer, is currently facing expulsion from AFM.

Daniel, current prexy, refused to accept nomination for another term. Local's officer have had an unusually trying term during the past several years in battling the insurgent forces of Read's MGA.

Administration slate includes Max Herman (current recording secretary) for veepee; Lou Maury for recording secretary, and Leroy Collins for financial secretary.

Kelly Shugart, for 15 years with the local as publicity head and editor of the Overture, will run as an independent for the recording secretary's office. Shugart was relieved of his post during a recent economy wave. Election will be held December 15.

### London Skeds Strong Sets For Yuletide

NEW YORK — London Records has prepared a powerful Christmas release, according to sales veepee Leon C. Hartstone, consisting of two new stereo sets and a new monaural release, as well as two monaural re-releases of tried and tested merchandise.

Highlight item is the new "Mantovani Christmas Carols" album, completely re-recorded in stereo last August.

The other stereo selection is "Christmas Greetings From Germany," with Will Clahe and his Ork and Children's Choir. The same set is also being made available in monaural form. Re-releases include the monaural version of the "Mantovani Christmas Carols" album and a set titled "Christmas in Germany."

## 98-CENTERS ON WAY OUT?

# Trade Foresees Lower List Price Range for Singles

By REN GREVATT

NEW YORK — The 98-cent price tag for single 45 r.p.m. records may soon be a thing of the past. A possible lowering of the suggested list price of singles has been bruited about the trade for several weeks. This is being seen as a reflection of the continuing dull condition of the singles business in general and as a result of pressure being brought on the 98-cent price level by the gradually declining price structure of LP's—to a point where in some cases they have reached the same level as the current price of singles.

The pattern of discount prices in the singles market has roughly followed that of the LP market, except that with singles, it has taken longer for the trend to manifest itself. But today, it's no secret, singles are selling for approximately 30 per cent under the 98-cent list in numerous areas, particularly the big city sectors. Discount record

dealers, chain stores, five and dime stores and department stores are selling singles in New York, Philadelphia and other important markets for 79 cents, 74 cents and as low as 69 cents.

In other cases, a record store will use the list price but will make available to its trade a special club membership card, under which the buyer gets one free single for every seven or eight purchased.

In another case, it is known that one top manufacturer has selected a city in the Philadelphia area as a test center for a special trade-in

deal on singles. One observer on the scene described it this way: "Let's say a kid brings in an old record by a hot artist. For that record and 69 cents, he gets the artist's newest record." In the same city, another dealer will try a plan whereby an old record by any artist on a given label will be traded. *(Continued on page 45)*

## TITANS TANGLE

### North Vs. South All Over Again

HOUSTON — Recent conflicting reports as to which label signed the Caravans, a Chicago spiritual-gospel group, have at last been cleared up. Several weeks ago, reports reached The Billboard from both Savoy Records of Newark, N. J. and Peacock Records, this city, claiming the signing of the group.

In a statement, Don Robey, Peacock prexy, has admitted that thru a mixup the group has been signed by Savoy. Robey claimed that in a phone conversation with Albertina Walker, manager of the group, an agreement was reached and that he was assured that contracts previously mailed, had been signed. "I am forced to assume," Robey said, "that the confusion came as a by-product of another of Mr. Lubinsky's 'low blows' (smiles)." Robey added, "I have no alternative than to concede to the fact that the Caravans will not be listed as a part of the Peacock roster."

Informed of these comments, Lubinsky breezily retorted, "It's sour grapes that's all. He's just a poor loser."

### Col. to Plug R. & H. 'Song' As Gift Item

NEW YORK — Columbia Records has come up with a novel and intriguing method of merchandising their forthcoming original cast album of "Flower Drum Song," before the record is released in mid-December. Starting November 15 Columbia will make available to dealers a gift certificate for the Rodgers and Hammerstein original cast, so that a customer can purchase a gift certificate and send it, in lieu of the album, to whom-ever he wishes as a Christmas present. The recipient in turn mails or presents the certificate to the store to receive the LP.

Columbia intends to use the slogan, "The Perfect Gift for the Man Who Has Everything" as the *(Continued on page 45)*

### WB Rushing Ballet P'kge

HOLLYWOOD — Warner Bros. label is rushing into immediate release an original cast album from Jerome Robbins' "Ballets USA" production, "New York Export: Op. Jazz" by Robert Prince. Performance of the work is conducted by its composer. Package also includes ballet music from Leonard Bernstein's "West Side Story."

The "Ballets USA" production was created for the "Festival of Two Worlds" held in the fall of 1957 at Spoleto, Italy, and later repeated at the Brussels World's Fair. Company is now on tour with bookings in Pittsburgh, Toronto, Chicago, Des Moines, Omaha, Wichita, Kansas City, Denver, Los Angeles, Cincinnati, Philadelphia, Boston and Washington.

### SORRY, DEALERS, NO DEAL ON VIK

NEW YORK — A story about the demise of RCA Victor's subsidiary label Vik contained an incorrect statement, according to a spokesman for the company. The exec said it is not true as stated in the story that Victor has worked out a deal to take back all merchandise, and to allow dealers to return unsold Vik disks to their distributors.

### B'dcasters Ask Drop in ASCAP Fees

NEW YORK — The initial bargaining session involving the future licensing agreement between the Radio Broadcasters and ASCAP took place Thursday (6).

At the meeting, the broadcasters' committee, headed by chairman Robert T. Mason and counsel Emanuel Dannett, made clear to the ASCAPers its feeling that "the radio industry was entitled to a sharp decrease in fees and to a substantial improvement in the terms of ASCAP licenses."

Mason declared that "such changes should be made in view of the substantial decrease of net time charges during the past decade in programs involving the use of music and a substantial decrease in net income during the period."

It was reported that ASCAP, for its part, also indicated dissatisfaction with the rates in the current *(Continued on page 45)*

### UA Gives Nov. Nod to Jazz

NEW YORK — United Artists' November album release spotlights nine new releases with the emphasis on jazz. The only non-jazz package in the label's current flock of albums is the television cast recording of Richard Adler's musical adaptation of "The Gift of the Magi," with Sally Ann Howes and Allan Case.

The jazz sets are versions of the score from the coming flick, "I Want to Live" by Johnny Nandell and Gerry Mulligan's Jazz Combo, "Modern Art" with Art Farmer, "Kansas City Revisited" by Bob Brookmeyer, "Henderson Homecoming" by Rex Stewart, "Little Niles" by Randy Weston, "Oh, Play That Thing" by Pee Wee Erwin, and "A Girl and a Guitar" with Lee Shaefer and Jim Hall.

The albums will be available both monaurally and in stereo. Price tag on both versions is \$3.98.

### Show to Spot Gleason Tunes

NEW YORK — Jackie Gleason will spotlight excerpts from his latest Capitol albums on his CBS-TV show December 19. The comic will conduct his combined (55 men) jazz and "Music for Lovers Only" orchestras.

With the exception of Lew Pollock's "That's a Plenty," only Gleason composition (music and lyrics) will be heard on the show. Featured instrumentalists will include Bobby Hackett, Charles Ventura and Charlie Shavers, with Toni and Jan Arden as vocalists.

### Audio-Fidelity Window Dress Promot'n Set

NEW YORK — Audio Fidelity and True Magazine are joining forces in a pre-Christmas promotion. It's a window display stunt in which every co-operating dealer gets a prize. Top money in the contest is a \$500 savings bond. There are three \$100 bond prizes. *(Continued on page 45)*

### 'HIGH NOON' CUT TOO LOW

HOLLYWOOD — Bel Canto Records this week was draping the shape of the lovely lass who decorates its "High Noon Cha Cha Cha" album to comply with the request of two of its mass buyers. Pistol-packing model is attired in black, full-length tights, with naught but her modesty to cover her from head to gun-belt.

When Bel Canto issued the "High Noon" Si Zentner dance package, Sears-Roebuck and Allied Radio informed the diskery they won't be able to handle the merchandise unless something is done to cover the cover. To solve the problem, Bel Canto is currently imprinting a blouse on all albums scheduled for delivery to both Sears and Allied. So far, according to the diskery, no other dealers have complained.

## Muted Activity on Disk-AFM Contract

NEW YORK — Quiet but definitive movements were taking place on the disk front this week ahead of the forthcoming expiration of the American Federation of Musicians' contract with the recording firms, regarding the employment of musicians.

Some publishers indicated privately that various a.&r. personnel had asked them for a compilation of all titles and writers. The same thing happened in 1945 when a strike threatened. It simply represents an attempt by record men to line up titles to be recorded in advance and to get labels printed in advance of the deadline.

A fascinating thought was projected by yet another publisher, with regard to the impending contract expiration. "The last time there was strike trouble, there was no such thing as a publisher label," he said. "This time, we

have a label and a lot of others do too. It's quite possible that a publisher label would go along with union demands much more readily than the big record companies. Why? It's simple. The publisher can more easily afford it. They have the songs and they own the record. And if they signed up, they could sure put a squeeze on the big record outfits to sign too. On the other hand, if the major companies were struck by the union, a lot of other publishers could be expected to sign a union contract and go into the record business for themselves."

It was known this week that several informal meetings took place between top reps of record companies to discuss what is coming to be described as the "AFM situation." The union, meanwhile has not as yet asked for meetings with any of the record firms, even tho the expiration of the contracts are but seven weeks off. One union spokesman was reported to have said that "there is likely to be some trouble with them (the recording firms), and we will probably wait awhile till we sit down and talk."

In addition to a 2 1/2 per cent increase direct to the musicians with nothing additional to the Trust Fund, there were other factors. *(Continued on page 42)*

## 4-Channel Air Stereo Debuts In Cleveland

CLEVELAND — A four-channel stereophonic broadcast — believed to be a "first" in the stereo field—was staged here last Monday (27) by two highly competitive stations—WERE (AM and FM) and WDOK (AM and FM).

Utilizing both their AM and FM channels, the stations broadcast simultaneously from the Modern Jazz Room from 11:15 to 11:55 p.m. The Dukes of Dixieland, appearing at the nitery, were featured on the stereo show; while Phil McLean, WERE, and Norman Wain, WDOK, were co-hosts.

By utilizing four channels, the stations offered listeners a choice of five possible combinations. Thus listeners with two AM radios could hear stereo, or it could be heard, via two AM and two FM radios, etc. Both stations have been broadcasting stereo programs on a regular basis. WDOK was the first station in Cleveland to do so.

## Low Price LP's Hit Europe

HAMBURG, Germany — Using this free port as a warehouse and shipping center, Design Records is distributing directly its low price albums to Continental stores and chains, in the vanguard of the new phenomenon of low price disks on the European scene. A sales force under Tom Brusk, newly appointed European sales manager, is blanketing all hard currency nations. Brusk, former vicepres of Remington Records, left an association with Archie Bleyer to join Eli Oberstein's Record Corporation of America, before moving to Design. The label is cutting costs by pressing in the U. S.

## Co-Star Tie With French

NEW YORK — Roulette Records has negotiated a deal with the Samuel French Publishing Company, whereby the latter firm made available to the label its exclusive mailing list of thousands of college drama organizations and amateur little theater groups.

Roulette is utilizing the list for a special mailing on its Co-Star Records, the record acting game album line. To date, Roulette reports the mailing has stimulated considerable increase in Co-Star sales to this specific market.

## STEREO BOOSTS WELK RATINGS

NEW YORK — Stereo has upped Lawrence Welk's TV ratings, according to Trendex. The rating service, in a special survey, has found that the ABC-TV stereocasts are the direct cause of 46.3 per cent of the audience tuning in to the weekly show. Over 85 per cent said stereo "improved their enjoyment of the program," while 61.3 per cent are taking advantage of the stereo sound at home. Welk's Trendex rating for October was 21.3, about three points higher than in October, 1957, and September, 1958.

## Westminster Skeds 56 LP's For Nov.-Dec.

NEW YORK — Westminster will issue 51 classical and five pop albums as a combined November-December release, all monaural, cutting back its stereo number to a small as-yet-undecided amount. Highlights among the new disks are Mozart's Requiem conducted by Hermann Scherchen, seven Mozart symphonies by Erich Leinsdorf and the London Philharmonic, Vols. 20 and 21 of the Scarlatti series by harpsichordist Fernando Valenti and a multi-disk Christmas special of 10 Ravel works.

## CBS Radio Time Cut Keys Jock Bonanza

NEW YORK — More than 6,000 hours of new record shows will be added by local radio stations as the result of the CBS Network's recent decision (effective January 1) to trim its schedule, thereby opening up a vast new outlet for record plugs and sparking even stronger rivalry in the already heavily competitive local radio market.

Under the new CBS plan, which calls for the web to pay stations in free programs instead of money, the network is cutting back in total program service from an estimated 90 hours a week to about 50.

Thus CBS affiliate stations (about 200, including bonus affiliates) are left with an average of 30 hours to fill. The majority of affiliates agree both economics and listenership - demands indicate that at least 90 per cent of this time be devoted to deejay record shows.

## To Deb New Jazz Label

HOLLYWOOD — California Record Distributors proxy Jack Lewerke is setting up national distribution for the new label, Lighthouse Records. The firm is a joint venture of Lewerke, Lighthouse All-Stars Howard Rumsey and Bob Cooper, and John Levine, owner of the Lighthouse Restaurant, Hermosa Beach, Calif., where the Lighthouse All-Stars have been drawing jazz enthusiasts during recent years.

First LP, now going into release, consists of the Lighthouse group plus 10 noted brass instrumentalists performing original Bob Cooper compositions, commissioned by the Associated Students of UCLA. It's believed this marks the first time a major U. S. university group has commissioned jazz works.

Lighthouse will feature the jazz group of the same name as well as other jazz artists in its future releases.

The vast opening up of new local time, could also prove a bonanza for local deejays, since the bidding is bound to be fierce for spinners with big local followings among listeners and local advertisers.

CBS hopes the new plan will enable the network to get into the black. None of the four webs is making money today. The CBS plan is similar in some respects to Mutual's, in that basic compensation to the affiliates is paid in programming, not cash. However, *(Continued on page 42)*

## Trinity-Leyden Pact Cues Waxing Expansion

NEW YORK — Csida, Grean & Burton, Inc., talent management firm and music publishers (Trinity and Towne) have launched a large scale expansion of their recording division with the appointment of Norman Leyden as musical director.

Leyden has resigned as musical director of the Arthur Godfrey radio-TV shows (effective next month) to concentrate full time on the assignment.

Heretofore, CGB has concentrated the bulk of its recording activities on its own artists—Jim Lowe, Betty Johnson, Eddy Arnold, etc.—but under the new plan, the firm will offer its services as producers of singles, EP's and LP's to manufacturers and artists on a general basis.

However, Csida stressed that the plan will be handled on a selective basis, with CGB recording only such talent as they believe "has a chance of making a hit record." He also emphasized that the plan in no way is intended to replace an artist and repertoire director's function at a label. The service, he said, was sparked by the need today for outside a.&r.

## B'dcasters Aim for Uniform Audit Sked

By MILDRED HALL

WASHINGTON — Divergence in the treatment of individual radio stations by ASCAP auditors was the prime target of a report by the All-Industry Radio Music License Committee at the National Association of Broadcasters' fall conference here recently.

Committee member Ben Strouse, president, WWDC, Washington, told broadcasters that the first full-dress negotiating session between ASCAP and the committee is expected to take place "some time within the next week or two." Strouse said that for this reason, he did not care to reveal the terms that the committee would try for in a paring down of the ASCAP take of 22 million annually for this segment of music users.

He did point out that a major aim of the Licensing Committee would be to get some uniform payment schedule for radio stations, blueprinting what portion of their earnings would come under ASCAP's percentage take, and what would be deductible.

"There seem to be many, many separate interpretations of what a station should pay on," said Strouse. Not only are there wide differences between stations, but for individual stations, by different ASCAP auditors sent out at different times to work out the performance payment. (Payment is scaled at 2.25 per cent of gross for radio station blanket license for local use; network rate is 2.75 per cent.)

In answer to queries sent out by

the All-Industry Committee members, broadcasters noted wide differences in deductions allowed for talent, deejays, remote - charges, news costs, trade - out deals, merchandising, promotion — and practically every area of station income.

Perhaps the saddest case of all, said Strouse, was that of a station which wrote: "At the time of the audit in 1955, I made copies and detailed notes on the auditor's interpretation, and revised our billing system to conform strictly with his interpretation. The present auditor told me yesterday that the ASCAP attorney and chief auditor had entirely different interpretations today, and a great many of the times exempt under the former auditor's regime were not considered 'broadcast facilities' and not allowable . . ."

Strouse said the questionnaires returned by the stations indicated that in general, BMI follows the ASCAP practice in a given situation, so that there is an equal discrepancy in payments made to BMI.

Strouse gave 10 examples of striking variations in allowable deduction for talent: 1. Allowed when paid by separate check. 2. Allowed when billed to sponsor. 3. Full amount paid out as talent allowed. 4. Allowed all talent fees itemized on sales contract. 5. Sub- *(Continued on page 42)*

## 'Kate' LP to Tie-In With TV Spec

NEW YORK — Columbia Records is going on an all out kick to promote their original Broadway cast waxing of "Kiss Me Kate" to tie in with the forthcoming TV "Spectacular" of the Cole Porter show. It so happens that the leads of the TV show, Alfred Drake and Patricia Morison, are the same two stars who appeared in the Broadway show, and Columbia intends to make the most of it. The diskery has completely refurbished its original cast set, dressing up the sound and putting on a brand new cover and liner.

Columbia is getting its new set out across the country next week to have it in stores the day of the TV show. Special stress will be laid on featuring it in supermarket racks and chains as well as in records stores. The firm, by the way, did a somewhat similar job with its "South Pacific" album when the movie version of the Broadway show was released last winter. They refurbished the sound and put a new cover on the set. According to all reports it sold as well as the film track of the Rodgers and Hammerstein score.

## Bel Canto LP Bonus Deal

HOLLYWOOD — Bel Canto Records will seek to stimulate dealer traffic while boosting its own stereodisk sales via an album give-away program. Each Bel Canto package contains a certificate. When the buyer turns in six of these to the dealer, he can have any BC album free of charge.

Give-away will be handled at the dealer level. This, the firm feels, allows the consumer the same free album bonus he enjoys by joining a record club without having to agree in advance to the purchase of a given number of packages. Furthermore, the buyer has to return to the dealer to get the bonus, thus getting additional exposure to other product.

## OPERA AND FILM

### Two 'Toscas' Provide Strong Drama

Puccini's "Tosca," which opened the Metopera season October 27, has practically become the cornerstone of the repertoire, with half a dozen sopranos scheduled for the title role. At its third performance in eight days, Renata Tebaldi again charmed a packed house with a much improved acting job in the part. If not quite up to her London waxing (best of the five complete recordings available), she was still in fine form vocally and always gave the audience the

comfortable, rare feeling that every top note will be met with accuracy and beauty.

George London sang Scarpia with finesse and power and provided a brilliant characterization, while Giuseppe Campora was a Corena and Alessio de Paolis offered strong support, with the firm baton of Dimitri Mitropoulos in full command. It's a solid production all the way, one of the Met's best.

Another "Tosca" is currently charming audiences in the form of

the first CinemaScope opera film, presented in the U. S. by S. Hurok. The lovely color pic is some what static, with limited scenery and movement, but the action unfolds with satisfying drama and a high level of singing. Franca Duval is a moody, intense Tosca, with Maria Caniglia dubbing the voice beautifully. Franco Corelli, handsome and an exciting musical actor, is a standout as Mario. He'd be a big asset for the Met or any other house. Afro Poli makes a strong Scarpia and Cinecitta Studios of Rome has provided opulent costumes and telling close-ups. English titles are a great help even to those who know the work. **Bob Rolontz.**

## NIGHT CLUB

### Charming Hildegard Needs Material

The incomparable Hildegard was a visibly nervous performer last week at the Plaza's Persian Room. Bothered as if by first-night jitters at the start of her first appearance in New York after an absence of 10 years, she did somewhat recover mid-way.

The lovely artist is still a gracious and charming entertainer,

but her act is lengthy, and, except for a few spots, tends to be boring. Her selections are not built around a central theme, and she does not linger long enough in any one phase of her act to create or sustain a mood. Among her international and continental numbers, she sandwiches several very corny jokes, begs applause

and presents her latest single record tune, "Souvenirs of Summer-time."

Highpoint of her program is a medley of songs from "Gigi" during which she excels vocally and on piano. Another spot in her act which includes audience requests of some of her famous numbers is a pleasurable seg. Also thrown in is an audience participation number, built around learning to speak French. If the act had been more compact, she would have provided a far more interesting evening. **Howard Cook.**

## NIGHT CLUB

### Jane Russell at Home in Lush Revue

The Latin Quarter, New York, continues to dazzle its customers—and pack the big room—with one of the most lavish nightclub revues this side of Paris' Lido. And, as a sultry headliner, Hollywood's Jane Russell was briefly very much in keeping with the "spectacular" tone of the Denn Arden-produced show.

Making her New York nitery

debut with an act that has already been booked for an extensive cafe tour, the brunette star—who's been heard in albums and singles for Coral, Mercury and M-G-M labels—drew plenty of applause for her thrashing efforts, and showed herself as much at home live as before CinemaScope lenses, using material that ranged from a bongo-accented "I'm Just

Wild About Harry" to the pseudo-spiritual flavor of "You've Got to Cross That Lonesome Valley." As a masculine backdrop, Miss Russell uses three male dancers, clad in black suits and lavender shirts, who are so good they prove a major distraction while the statuesque actress-singer is downstage.

The remainder of the show, a blend of revue acts and elaborate original scenes, was as big as a legit musical.

**Charles Sinclair.**

## CONCERT

### Gould Shines as Composer-Performer

The Little Orchestra Society's name performer at its third concert at New York's Town Hall last Monday (3) was composer-pianist Morton Gould. He was featured in his new work "Dialogues," a piece for piano and orchestra, which was just completed this past summer, and his well-known composition, "Interplay."

"Dialogues," which will soon be recorded by RCA Victor, is a light, interesting work that could be placed under the heading of a divertissement. It's a low-keyed impressionistic effort, that, like many of Gould's compositions, evokes eye images as well as appealing to the ear. Altho interesting it is slight, and it is doubt-

ful that it will be often performed.

Gould's performance on both "Dialogues" and "Interplay" was outstanding, with his piano pyrotechnics on the latter composition very exciting. On these two pieces, the Little Orchestra under Thomas Scherman played well and with spirit. On the previous selections, Bach's "Suite No. 1 in C Major," and the J. Joachim "Hungarian Concerto," with violinist Julius Schulman, the work was not at its best.

**Bob Rolontz.**

## REVIEWED IN BRIEF

### Portia Nelson

Stately, handsome Portia Nelson is currently proving at the Downstairs, New York, that she's a fine record talent. Her superb control and unique half-voice let her sing the devil out of ballads, while her alto range can whiplash wit with quite a sting. In a 25-minute intimate act, the Columbia Records artist glides neatly thru "Give 'Em the Oo-La-La," does something wonderful with "Something Wonderful" and wraps up with a poisonous tango from her own pen, "Music to Shoot By." Other standouts are "By Strauss" and "Weekend," all arranged beautifully by Miss Neslon herself. **(Berstein)**

### Steve Allen

Steve Allen's NBC-TV stanza Sunday (2) offered so-so entertainment. The Mike Nichols-Elaine May apartment rental skit was funny, but the rest lagged behind the team's laugh standard, particularly a wine-drinking bit by the usually hilarious Allen trio of Poston, Knott and Nye. Earl Grant, hot newcomer in the singles field, would have scored higher if he warbled his current

hit "The End" rather than "Fever." Jane Russell was a statuesque eye-fel, but her pleasant, small voice offered an incongruous contrast to her exciting appearance. She registered best on an unpretentious ballad. Goerge Melachrin's ork was lushly effective in a medley of "star" tunes, tho little imagination was shown in the lensing of his extensive sidemen line-up. **(Bundy)**

### Vienna Octet

The touring Vienna Octet began a series at Carnegie Recital Hall, New York, October 26. It's a delight to listen to rarely performed masterworks played by an ensemble of first order, but the group has been heard to better advantage at other concerts and on London Records. The Brahms Clarinet Quintet had a sweetness marred at times by the musicians' failure to play together, while the Michael Haydn "Divertimento" had an easy grace. **(Hodes)**

### Robert Gerle

Robert Gerle chose a singular program for his Town Hall, New York, debut October 28, in that it

served to display musicianship rather than violin techniques. Like his compatriot Szigetti, he appears not to come naturally to his instrument, a musician first and a fiddler second. But the young Hungarian is a likely prospect for diskeries, with beautiful insight and understatement in Bach's Sonata No. 6 and Stravinsky's "Divertimento," and a general avoidance of cliché.

**(Hodes)**

### Garry Moore Show

Garry Moore packed plenty of diversified entertainment into his hour-long CBS-TV show October 28. Tho Hedda Hopper, Rocky Graziano and four star performers were on hand, the most interesting guests were a chicken who danced on the beat and played baseball and a rabbit who hit a punching bag and played music. Runner-up was lovable comedienne Marion Lorne, with Jose Greco third in his usual brilliant terp display. Esther Williams isn't much of a singer, but her warm personality and good looks made her a likeable guest, while Cozy Cole provided a tasteful opener with his best-selling "Topsy II" record. Moore was an ingratiating emcee. **(Bundy)**

## Soviet Dance Group Scores In Gay One-Note Symphony

By CHARLES SINCLAIR

The Beryozka Dance Company—and its "soundtrack" accordion music—might best be described as the Perfect Show For Tired Commissars. Not that most Americans won't like this latest Sol Hurok import; most of them will. The sizable, all-girl folk dance group, under the direction of Mme. Nadezhdina, are as wholesome as Wheaties and as cute and frolicsome a lot as you'll find this side of Walt Disney. Group dances (most of the two-hour program at New York's Broadway Theater is ensemble work) are in the tradition of the recent Moiseyev Folk Ballet, with the same kind of split-second group timing that will probably bring "Oooohs" from the audience during the forthcoming tour.

Where the pretty Soviet visitors fail is the lack of change of pace amid light-hearted frolics, and folk-flavored traditional dances. The Beryozka Company's program is very much a "one-note" symphony, with the theme best summed up as "Fun and Games With the Country Maids."

Recordwise, a strong tie-up has already been launched with Monitor Records, which is wisely releasing an edited-down album containing Moiseyev music on one side, Beryozka on the other, with the pretty Beryozka girls gracing the cover.

## Jazz Blooms on Radio Web With Host Jim Lowe's Aid

By REN GREVATT

Maybe radio, after all, is the answer for jazz. After various not-too-satisfactory TV outings, jazz has moved to CBS-Radio in the form of "Jazz Is My Beat," a most relaxed and refreshingly informal five-nights-a-week half-hour seg. (8:35-9 EST) helmed by deejay Jim Lowe. Reminiscent of a radio version of the easygoing Dave Garroway in his "at large" days, Lowe seems completely at home in a soft-spoken, wandering-around-the-studio way that has just enough good humor and jazz savvy. Let's just say he's very effective in the role of emcee and host.

Featured as regulars on the show are the Elliot Lawrence crew, a rhythm combo plus trumpet, trombone, sax and clarinet. Guests were trombonist Kai Winding, who offered a lazily swinging "Indiana," and a muted reading of "Bye Bye Blackbird," plus chanter Bill Henderson. Henderson, just signed with Blue Note Records, is an effective blues man in the style of Joe Williams and his bluesy tale of a "gal with eyes like diamonds and teeth like gold," was most convincingly delivered. In all, it was a listenable jazz half-hour which would appear to have a rosy future, despite the coming CBS network cutback.

## 'Maria Golovin' Better Disk Fare Than Stage Production

By CHARLES SINCLAIR

NBC-RCA's latest venture into the legit field—Gian Carlo Menotti's "Maria Golovin," produced with David Merrick and Byron Goldman—will be nowhere near the thundering success of CBS' comparable investment in "My Fair Lady" in terms of its eventual album sale. However, the forthcoming original cast album of the newest Menotti work will still have much appeal to the coterie of Menotti fans—particularly since it's due for national telecasting on NBC, even tho the Broadway version shuttered last Saturday after less than a week's stand.

What may make "Maria Golovin" somewhat more appealing as an album than as a staged opera is the flowing lyricism of the music which, on stage, has to compete with a story that resembles a blend of "Devil in the Flesh," "Dark Victory" and any of the Procter & Gamble soap operas.

Franca Duval, in the title role of the wife of a political prisoner who falls in love with Richard Cross, a blind and embittered young veteran, was appealing, clear-voiced and sensitive. Newcomer Cross handled the emotionally limited role of her sightless lover, with its endless Othello-like rages, with considerable skill and promise. "Maria Golovin," however, is not an opera you're going to see revived with any frequency.

## Deejay Satire Tops Caesar's Entertaining Return to Video

By REN GREVATT

Sid Caesar returned to NBC-TV with an impressive splash Sunday (2) on the "Chevy Show." Caesar with his comic foil guest, Art Carney, reached a peak of hilarity in the usual series of sketches by a devastatingly funny take-off on the TV deejay at work. Musical guests were Jo Stafford and the Kirby Stone Quartet.

Carney was the TV hop emcee and his lampoon of the jock's techniques of introducing disks was very carefully studied and very funny. Caesar and comedienne Shirley McLaine were the typical high school couple who continually mugged their way right up in front of the camera. Carney wound up the seg as he put another disk on to spin with the remark, "I'm especially fond of this record because I get an awful lot of money for plugging it." Caesar could easily repeat this bit later and bring on his famous "Haircuts" group as a guest attraction.

The Kirby Stone group performed its pop disk of "Bangles, Bangles and Beads" and followed with "Lazy River," which included a series of the singing parodies of such diverse performers as Tony Martin, Arthur Godfrey, Boris Karloff and Louis Armstrong. It was an entertaining seg. Ditto Miss Stafford, who unfortunately only got to sing a single tune, "Come Rain or Come Shine." The show could have used more of Miss Stafford's talents.

# VOX JOX

By JUNE BUNDY

**DEMOCRATIC WAQE:** Station WAQE, Baltimore, has started a series of general staff meetings, which should be of interest to all jocks and other station personnel. Every third Tuesday night (station signs off at sunset) 12 WAQE staffers (managers, salesmen, deejays, engineers and office personnel) meet to discuss all activities and operations of station and vote on same. Each staffer, regardless of position, has an equal vote. All motions involving large expenditures are tabled to the next meeting.

Owners of WAQE, John S. Booth and Harry J. Daly, who agreed to the plan, do not attend the meetings. This idea is thought by WAQE to be the first in radio-TV history "wherein a true democratic process was instituted wherein employees run the business where no employees have any financial interest in the company."

At the first general meeting last October 21 (presided over by manager Bob Howard) the staff covered everything from a financial report and the proposed purchase of new tape recorders for salesmen to filing procedures used in the record library.

In the record-deejay field, it was suggested by Howard that WAQE deejays prepare special tapes, "asking teenagers to call and ask about rates and dates for station-sponsored record hops." It was also suggested that records be taken from the station's "not being used stock" for playing and giving away at the hops, and salesman Bob Bailey proposed that the station "reimburse the employees for means and gasoline when they emcee record hops."

Deejay Dennis Hill suggested the station set aside one hour on Saturday afternoons "when teenagers can call for records they like." He added, "It will help us set up our survey." Hill also came out in favor of more personality interviews and more contests with the public "for personal contact." Deejay-announcer John Michels criticized the station's broadcasting set-up for remote shows and proposed the station "get a type of platform that looks much better than just standing there." The staff meeting concept may not be a practical idea for larger station operations, but manager Howard (who originated the idea with salesman Bailey) believes his 12-man staff-operated business "will be a well-run business."

**GIMMIX:** Dick Laine, program director of KOKE, Austin, Tex., informs us that KOKE has become the No. 1 rated station in that area since it first went on the air last August with a "Top 50" format. In addition to Laine, the KOKE staff includes deejays Dennis James, Jim Brand and Jerry Lee. The station was launched August 14, via the stunt-spinning of an "Old McDonald Had a Farm" waxing for two straight days. The attention-getting gimmick attracted so many phone complaints that Laine said the phone company threatened "to cut our line to the transmitter but found it legally couldn't do so."

**ENGLISH PLUG SYSTEM:** Mike Collier, promotion manager for London Records, and Jack McGraw, deejay promotion chief for London's subsidiary label Felsted (who both hail from England), have worked up a hilarious London Music Hall-cockney accent routine, which they utilize to woo spins from jocks. The gimmick works so well that the boys have been making more on-the-air appearances lately than their artists.

**THIS 'N' THAT:** Note to Don Doty, WPBC, Minneapolis, who has reached a near-desperate stage regarding The Billboard's failure to get his address straight: Hold on! There'll be some changes soon. Tom Edwards, WERE, Cleveland, writes, "So far I have received some 900 letters from Sydney, Australia, in response to a tape recording I had aired on Bob Rogers' deejay show on 2UE. I had to cable him to call off my offer of a free picture because I can't handle all the mail."

**CHANGE OF THEME:** New station WONO, Winona, Miss., started broadcasting last month, with Bob McRaney as general manager, Bob Chisholm as station manager, and Les Campbell, chief announcer. . . . Deejay Abe Lincoln has been appointed commercial manager of KSYD, Wichita Falls, Tex. He will continue to emcee his daily afternoon show "Abe Lincoln's Juke Box," which remains "sold out."

Pat Grande is working as deejay-salesman at WHLF, South Boston, Va. . . . Rex Miller has resigned as program director of KOOO, Omaha, to join the McLendon radio chain station KILT, Houston, in the 9 a.m. to

## YESTERYEAR'S TOPS—

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

NOVEMBER 6, 1948

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

NOVEMBER 7, 1953

1. You, You, You
2. Vaya Con Dios
3. Ebb Tide
4. Oh
5. Rags to Riches
6. Crying in the Chapel
7. Eh Cumpari
8. Many Times
9. St. George and the Dragonet
10. Dragnet

noon time period. . . . Jack Tidd and Pat Webster, WDSR, Lake City, Fla., are "promoting the station's new up-beat policy, with a 'Top 13, and 40 more' format, tying the station's frequency of 1340 kc."

Courtesy Chevrolet of Arizona has renewed sponsorship of Sheldon Dibbs two-hour nightly Western disk show over KRIZ, Phoenix, Ariz. . . . Baby announcements this week include Norman Wain, WDKO, Cleveland, and frau Nina; girl Amy Leslie Wain; and Max Kimberly, manager of WCTO, Cypress Gardens, Fla., and wife Joan; Jeri Bernadette Kimbrel. Second daughters for both jocks. . . . Paul Berlin, KNUZ, Houston, and Mrs. welcomed fourth son, Donald, last month at Hermann Hospital.

New Horizons in Sound show over KDKA, Pittsburgh, is a year old. The Saturday night stereo hour—half pop, half classical—went on the air last November 2. . . . Donald R. Smith has been named operations manager of WMBR, Jacksonville, Fla., and deejay Tommy Harper has been appointed production manager of the same outlet. . . . Dave Astor's "For Teen-Agers Only" on WGAN-TV, Portland, Me., celebrated its third year on TV last month with a party on the show.

Bob Marra has taken over the "All Night Show" on WCAM, Camden, N. J. In addition to records he will spotlight news about

# ON THE BEAT

By REN GREVATT

A couple of Philadelphians, Bob Marcucci and Pete DeAngelis, are currently engaged in writing another chapter in what might be called the continuing Philadelphia story. The pair, who operate the small but prosperous firm known as Chancellor Records and its various offshoots were at one time, just a couple of years ago, a team of frustrated songwriters, who decided to do something about it.

"Sure, we started making masters of our songs, just like a lot of other people did," Bob Marcucci told us. "Sometimes it's the only way you can get a record without giving your life away. Our first one was Cozy Morley's "I Love My Girl," in 1956. Then we made a record called "Calypso Parakeet." We bought several hundred live parakeets and sent them around to jockeys all over the country. It cost us a fortune and almost put us in hock. The record of course was a bomb. But our next record, the first we made with Jodie Sands, was a hit. That was one called "With All My Heart," and it helped to put us in business.

"From that point on, we were swinging. We started our own talent management operation, which we called M.D.B. Enterprises, and we took over guiding the careers of any artists we signed. Actually, we now run a school where we indoctrinate artists into show business. We may sign them and spend three months schooling them before they cut their first record. We teach them how to walk, how to talk and how to act on stage when they're performing. We worked with Frankie Avalon for three months before making 'De De Dinah.'

"It was Frankie who introduced me to Fabian, a 16-year-old high school kid who likes to play football. Somehow I sensed that here was a kid who could go. He looks a little bit like both Presley and Ricky Nelson. I figured he was a natural. It's true that he couldn't sing. He knew it and I knew it. But I was pretty sure he could be taught something about singing. The only trouble was, he didn't want to give up playing football. He lives just a block or so away from me in South Philadelphia and I would keep stopping by his home, trying to talk him into taking a crack at this business.

"One night when I stopped, he told his mother, 'Ma, that crazy guy's here again. He still wants to teach me how to sing.' He finally did sign with us and we've done a great deal of work with him. We think he's a great future artist. Then we've got another act called the Four Dates. We put these boys in white buckskin shoes. Then we taught them some dance steps and movements with their arms. In other words, we tried to build them into an act. We helped them with their singing, rehearsed them for four weeks. We'll be making records with them, of course, but in the meantime, they are good enough to work without a hit record. And when they get one, they'll be able to capitalize on it.

"You have to really live with these artists. We do that. After all, our operation is like a little happy family. We are all from South Philadelphia, the artists included. We stay in close touch with each other and I try to make the road scene whenever any of them go out on a tour. We stay small so we can keep that close touch with each other. We have five acts now, including our newest, Joe Damiano, a fine ballad singer. The formula has worked for us and I only hope we stay on the right track. Success is great but it takes a lot of work and you have to be willing to lose a little sleep now and then."

the entertainment field in general—movies, niteries, legit, etc. . . .

Deejay Don (The Morning Man) Kelly has been named program director at WDGY, Minneapolis. He will continue his on-the-air chores.

**TEXAS NOTES:** Charles H. Boyle has joined KVOU, Uvalde, Tex. . . . New staffer at KITE, San Antonio, is Don Tucker, who is heard in early morning. . . . Lee Petrich has moved from KONO, San Antonio, to KENS-TV, same city.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Peggy Lee Scores With 'Light of Love'

Actress, singer and songwriter, Peggy Lee comes from Jamestown, N. D., where her father was a railroad agent. She was a soloist for the high school glee club and worked with college bands and in

her teens decided to make a career of music.

Her record career got off to a fabulous start when she did "Why Don't You Do Right" with Benny Goodman's band. Next came her million seller "Manana" for Capitol which she wrote herself, and "Lover," and on into some 300 songs which she has recorded. In 1950 The Billboard selected her as the nation's most popular female vocalist.

She has appeared in all the country's major clubs and on all the major TV programs but her primary goal is to develop in motion pictures as a dramatic star. In 1956 Miss Lee won a Film Critics Award for her part in "Pete Kelly's Blues." Her current disk, "Light of Love," is breaking away on The Billboard's charts.

### 'Beep Beep' Here Come the Playmates

The Playmates, Donny Conn, Chic Hetti and Morey Carr, hail from Waterbury, Conn. While at the University of Connecticut they began to work together and mould the nucleus of their act. In 1952 they made a tour of the U. S. A. and Canada, developing an act that relied heavily on comedy. But as the act became more polished, they changed over more and more to vocalizing.

In 1957 the group signed a contract with the newly formed Roulette Records and their recordings of "Darling It's Wonderful" and "Jo-Ann" became hits. They



hit pay dirt again with "Don't Go Home" and their current "Beep Beep."

All three are married and all write songs. Chic Hetti does the arrangements.

# MERRY CHRISTMAS AND A HAPPY, PROSPEROUS NEW YEAR!

(AND 4th QUARTER, TOO!)

## 4 BIG NEW SMASH HITS

breaking faster than  
"Twilight Time"



Smoke Gets In Your Eyes

**THE  
PLATTERS**

71383

designed to top  
"Chantilly Lace"



Little  
Red  
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71375

**BIG  
BOPPER**

so different...  
picked by all trades



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The Wedding  
**JUNE VALLI**

the great ballad  
of the year



71388

With This Ring  
**RUSTY  
DRAPER**

This One



27DC-9P6-7FX8



*P.S. - there are only 38  
selling days 'til Xmas*

**DISK MERCHANDISING**

**Old Payroll Ledger Pays Off in Disk Sales for Dallas Dealer**

By BOB LATIMER

DALLAS—A leaf from the payroll ledger of the famous Paul Whiteman's orchestra back in 1928 was a unique sales tool which Vince Land, owner of Vince's Records, used to build an extra thousand dollars' worth of record sales during late September.

Land, who was record buyer at Dallas' A. Harris Company, department store, prior to opening up his own small shop in the center of the downtown area, obtained the yellowed payroll record sheet from a Dallas businessman who once was Whiteman's business manager. He recognized it immediately as a conversation piece of tremendous value and transformed it at once into a window display.

The ledger sheet, mounted on artboard, lists some 20 members of the Whiteman band, plus the amount of salaries which each received. Among the famous names shown were Bing Crosby, \$150 week; Harry Barris, at a similar stipend, and other figures, such as Bix Beiderbecke, Henry Busse, Mattie Malneck, Frank Trumbauer, etc. The highest paid man, as the records showed, was now famous arranger Ferde Grofe, who went on from the Whiteman bands to compose his famous "Grand Canyon Suite."

Along with the payroll sheet, Land used a reproduction of a column by night club writer Tony Zoppi, whose "After Dark" column appears in the Dallas Morning News. Zoppi devoted an entire column to the odd window display in the downtown record shop, and encouraged Dallasites to visit the store.

**Much Needed Help**

With the window attracting thousands of people daily, Land saw his daily record sales volume hit a new high and amplified the appeal of the window by locating some rare vintage disks by some of the artists and adding them to the window.

The greatest advantage of the unusual window display, along with the almost-priceless attention

which it got from newspapers, as described above, was helping to put Vince's Records "on the map," according to Land. The tiny store, which had only an eight-foot frontage on a busy downtown street (across the street from Dallas' famous Adolphus Hotel) has been "difficult to see," Lands admits. With this bit of musical Americana in the window, the store was literally jammed with customers for over a month.

Not every dealer has an old leaf from a payroll ledger of the great Whiteman band, but many dealers do have some kind of musical memorabilia that can be put to work as an attention-getter. Do as this Dallas dealer did.



Ledger page was enlarged in photostating to double size. Mounted on a dark background with bold display lettering made the page a standout attraction that stopped passers-by.

**STACKED DECK**

**Hotel Draws Knave of Diamonds**

CHICAGO—The case of the phony Diamond took a new turn this week as California and Nevada police set about to find the fellow posing as a member of Mercury quartet, the Diamonds.

The imposter was sized up as a troublesome but harmless chap a few weeks ago when he conned the Merc distributor in Detroit into lining up a string of deejay interviews and record hop appearances, but generously picked up the refreshment checks for deejays. He even bestowed upon Merc's promotion man a diamond stickpin, a genuine one, for a memento.

But in Beverly Hills, Cal., last week the wolf stepped out of the sheep's clothing. The Beverly Hilton Hotel had got stuck for \$4,200 in bum checks and unpaid bills. It seems the artificial Diamond, reportedly a most ingratiating chap, had met Governor Clement of Tennessee on the plane to California, befriended him and entered the Beverly Hilton lobby with his arm over the governor's shoulder. The grand entrance neatly set the stage for the subsequent swindle.

Later, the phony Diamond cashed bad checks of smaller amounts in Las Vegas.

**Pickwick Mulls Big Expansion For 3 Labels**

NEW YORK — Pickwick Sales Corporation is headed for the issuance of shares and conversion into a public corporation, according to prexy Cy Leslie. What amounts to a five-year plan for Pickwick's three labels, Design, Cricket and Stereo Spectrum, has been outlined by Leslie in an attempt to build the Brooklyn-based trio "into a major diskery."

Step One will be a complete separation of Design and Cricket personnel this month, starting with the naming of Ralph Stein as a.&r. chief for the year-old Design label. Design will begin a schedule of regular singles releases in January. Second step will be a monthly issue of 20 stereo albums, beginning in December, on Stereo Spectrum, with Design cutting back to 12. Also upcoming: Directly controlled overseas distribution, by Pickwick's own representatives.

Leslie is known to be close to the purchase of three indie radio stations, part of a diversification operation both in money and product. The ex-football star, who just saw his 100,000,000th Cricket single pop off the presses, has now lined up a network of 35 indie distributors. A talent signing jag has just netted George Jessel for Design.

**MGM, Subsidiaries Add New Acts To Rosters**

NEW YORK—A flock of new talent has been signed by MGM Records both for the parent label as well as the subsidiaries, Metro and Cub.

On MGM, the Webtomes have cut "My Lost Love" and "Walk, Talk and Kiss"; while Lee Lawrence's initial Metro release couples "His Servant" and "Lonely Ballerina." Also on Metro is Dotts Johnson with "Street of Dreams" and "Paradise."

On Cub, new pactee Al Martino has recut his old hit, "Here in My Heart," with "Two Lovers," while new pairings are also out by the Five Reasons, Toby and Iris and Jimmy Williams. Georgie Shaw, Buck Griffin and Richard Barret have all been shifted from MGM to Cub.

**3 Acts Pact To Blue Note**

NEW YORK—Blue Note Records, which observes its 20th anniversary as an indie jazz label in January, has signed three new acts. Signed to exclusive pacts are drummer Art Blakey, blues chanter Bill Henderson, and the Three Sounds, a trio consisting of Gene Harris, piano, Andy Simpkins, bass and Bill Dowdy, drums. Both Henderson and the Three Sounds, have also signed booking pacts with Shaw Artists.

**AUDITION**  
a new selling force  
...for dealers  
...for manufacturers  
IN FULL COLOR EVERY MONTH  
IN THE BILLBOARD

**Harry Revel Passes at 52**

NEW YORK — Harry Revel, one of the world's great hit songwriters, died last week at the age of 52. Revel and Mack Gordon teamed up to write such hits as "Did You Ever See a Dream Walking?" "Stay as Sweet as You Are," "Never in a Million Years," "A Star Fell Out of Heaven," "Paris in the Spring," "Love Thy Neighbor," "May I," "There's a Lull in My Life," "Wake Up and Live," "The Loveliness of You," and "With My Eyes Wide Open I'm Dreaming."

Revel was born in London and was a musician in that city and Paris before he came to the United States in 1929. With Mack Gordon he did songs for many Broadway musicals. From 1933 on the team spent most of its time working on movie scores in Hollywood. Revel's last Broadway musical was "Are You With It?" in 1945.

**MGM to Screen 'Huck Finn'**

NEW YORK — MGM will finally make its musical version of "Huckleberry Finn," with Alan Jay Lerner scripting dialog and lyrics and Burton Lane cleffing the tunes. Announced in 1952, the pic was first shelved when a Maxwell Anderson - Kurt Weill legit musical was projected on the same book. Later, Gene Kelly and Danny Kaye were slated to portray the title roles in "The Duke and the Sauphin," a screenplay drawn from episodes in the Mark Twain story.

Arthur Freed, producer of "Gigi," will produce this, the company's major musical entry of 1959, also planned for hard ticket bookings. The Lerner scenario was actually completed in 1952. Tho the property is in public domain in the U. S., MGM holds a world copy-right.

**Boyers Heads Chime Sales**

CINCINNATI—Bruce H. Boyers has been appointed national sales manager of Chime Record Company here. Formerly associated with General Electric Appliances Company in this district and Stockton-West-Burkhart, Cincinnati agency, Boyers will be in charge of all the Chime firm's national sales and advertising.

Chime Records, headed by Earl Snapp, specializes in the field of sacred high-fidelity recordings.

**Seeco Inks Cain For Latin Waxing**

NEW YORK — Seeco Records has tapped Joe Cain as an independent producer of Latin LP's and 45's for the label. Seeco prexy Sid Siegel set the deal with Cain. The latter has produced both singles and albums for the label, including "Great Band Themes Go Latin," and sides by the Rios Brothers and Joe Valle. Cain will look for new Latin talent for Seeco and intends to start waxing immediately.

**Capitol Pacts Jeri Southern**

HOLLYWOOD — Songstress Jeri Southern this week joined Capitol Records artists roster. According to her exclusive pact, she will record both singles and albums.

She first caught the national ear during her six-year term with Decca. She had been associated with the Roulette label prior to coming to Capitol. Cap deal was set by her manager Harold Jovien. Cap artist-repertoire producer Tom Morgan will handle her sessions.

**Phillips Now Lewis Manager**

ALBANY, Ga. — Judd Phillips, operator of Judd Records, Sheffield, Ala., has become the personal manager of rockabilly chanter, Jerry Lee Lewis. Lewis formerly was managed by Oscar Davis, who is associated with the Jim Denny Enterprises in Nashville.

Judd Phillips, who was until recently associated with his brother, Sam Phillips at Sun Records, first came into contact with Lewis at Sun. Lewis still records for the label, but has found hits an infrequent occurrence since his ill-fated British excursion earlier this year.

"I WISH I KNEW"  
NAT COLE  
Capitol  
(From both the LP & EP)  
"THE VERY THOUGHT OF YOU"  
SYLVIA SYMS  
Columbia  
"BUZZIN'"  
KATHY ZEE  
Laurie  
BOURNE, INC.—ABC MUSIC  
136 West 52nd New York 19

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

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

From The JERRY WALD-20TH CENTURY FOX  
Film Production "MARDI GRAS"  
I'LL  
REMEMBER  
TONIGHT  
LEO FEIST, INC.

a hot tip . . .  
Dec. 15  
See Page 35

# "COME PRIMA"

("FOR THE FIRST TIME")

# POLLY BERGEN

*Polly's very first single on Columbia—sung in Italian and English in the inimitable Bergen manner—the number one version!*

*c/w "Au Revoir Again" 4-41275*

ON HIGH-FIDELITY RECORDS BY



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# MGM Records

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CONNIE FRANCIS

### FALLIN'

MGM K12713



DAVID ROSE and His Orchestra

New Recording

### HOW HIGH THE MOON

MGM K12714



CONWAY TWITTY

### IT'S ONLY MAKE BELIEVE

MGM K12677 on 45 & 78 rpm



FRAN WARREN

New Recording

### SUNDAY KIND OF LOVE

MGM K12718



LERROY HOLMES and His Orchestra

New Recording

### IN A PERSIAN MARKET

MGM K12723



LARRY STORCH

### THE EIGHTH WONDER OF THE WORLD

MGM K12711



## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

The Sunnyland Boys, country sacred group at WPID, Piedmont, Ala., has been signed to a two-year pact by Trepur Records. Headed by Buddy Stewart and Leonard Dyer, the group recently recorded "Homecoming" b/w "Oh, Lord, Remember Me" for Trepur, both penned by Stewart and Dyer. . . . George Campbell guested on the Carl Logan Show over WCUL, Fort Worth, October 29 on behalf of his tune, "The Creep," recorded by Jay Brinkley on Roulette. Tune was published by LeBill Music (BMI), Fort Worth. Flip is another Campbell ditty, "Rock and Roll Rhumba," pubbed by Cambella Music, Fort Worth.

Martha Carson (Cadence Records) plays Savannah, Ga., with Conway Twitty (M-G-M) November 12. Miss Carson does the ABC-TV "Jubilee U.S.A." show November 15, then opens at the Domino Lounge, Atlanta, November 17 for two weeks. . . . "Kage Country Round-Up," starring George Jones and Junior Ferguson with his Country Round-Up Boys, showed to a full house October 26 at Winona, Minn., over KAGE in that town. Ferguson also has a country music show on KAGE each Saturday, 11 a.m. to 12. . . . About 100 members of Flying Farmers of Arizona will be guests of Nat Nigberg at an upcoming "Country America" telecast over KABC-TV, Los Angeles. Randy Sparks, who guested on the show two weeks ago, returns on the November 15 show, with Jimmy Wakely as added attraction.

Smokey Warren (Roulette Records) leaves on an extended West Coast tour in early January. The Jolly Joyce Agency recently signed Warren to an exclusive pact. . . . Norman (Ole Dad) Kingale drew a large crowd a few evenings ago when Wilma Lee, Stoney Cooper and their Clinch Mountain Clan worked under his supervision at the Grand Theater, Woodston, N. J., along with Bill, Ed and the Mountain Music Boys, regulars on the show. . . . Sun Records President Sam C. Phillips announced the recent signing to a recording pact of Vernon Taylor, Washington, D. C., c.&w. act, who has his own TV show in the capital. Ray Price was in Miami November 1, Tampa November 2 and worked the P.A. show of "Grand Ole Opry" Saturday (8). . . . Ernest Tubb and the Texas Troubadors played Hodgenville, Ky., November 3 and made a jaunt into Missouri for Austin Wood starting November 5 before returning to Shreveport, La., for the November 8 "Louisiana Hayride," which also featured Skeeter Davis.

Red Foley has a guest-starring role on the Chevrolet NBC show of January 4, the first spec to be built around c.&w. music. Roy Rogers will host the Hollywood-originated show, with Red's son-in-law, Pat Boone, joining Foley on a guest roster that will include Dale Evans, Rex Allen, Eddy Arnold and Jo Stafford. . . . Kirk Hansert is back in Chattanooga, Tenn., after a three-year tour with the Army in Korea, where he did much entertaining, and is now trying his hand at song writing. His co-writer is Don Shoemate. . . . The wife of Marvin Rainwater's brother, Ray, died recently in New York.

Bobby Lord's current Columbia-sponsored tour includes Kansas City, St. Louis, Indianapolis, Cincinnati, Cleveland, Pittsburgh, New York, Philadelphia, Baltimore, Washington and Atlanta. . . . The New Jersey State Fair Commission has cited "Jubilee U. S. A." as the top country music program, the award being in the form of a blue ribbon. . . . Bill Ring has become a triple-threat man in Springfield, Mo., serving as performer on "Jubilee," assistant to Producer Bryan Bisney and director of NBC Radio's Red Foley Show. . . . Incidentally, "Jubilee" was recently signed for its fifth year on ABC-TV, and its producer, Crossroads TV Productions, announced the additional sponsorship of a half-hour portion of the show by the Massey-Ferguson farm equipment firm, beginning the first of the year.

A package headlining Webb Pierce, George Jones, the Carlisles, Stonewall Jackson and Johnnie Arizona and band, with Mary Lou, old-time fiddler, has been set by John Kelly's World-Famed Attractions for a 10-day tour starting November 11. They'll all be back in Nashville in time for the opening of the deejay festival November 21. . . . Tom Kelly and wife, Virginia Rutledge, formerly Webb Pierce's secretary, are lullabying a new daughter, Kerry DeNise, born October 23. . . . After winding up a two-week stand at the Flame Room, Minneapolis, October 25, George Jones journeyed to Winona, Minn., for a matinee and night performance Sunday (26). He is reported to have drawn 1,500 paid, a goodly crowd considering the size of the town.

An October 19 country show at Spokane Auditorium, headlining Hank Snow, drew 8,000 fans. Lending Snow a hefty lift were Webb Pierce and Little Jimmie Dickens, the latter a substitute for Carl Smith, who was unable to make the date. On November 12 Snow finished a week's engagement at the Casino Theater, Toronto, along with the Rainbow Ranch Boys and Jimmie and Caroline Snow. . . . Ralph E. Stevens, g.m. of Ridgecrest Records and Talent Management System, La Grange, Ga., announced the signing of the Waylighters Quartet, WTVY, Dothan, Ala., to long-term dishing and management pacts.

Routing on the Andy Doll Band thru November and December is as follows: Hawkeye, Ia., 11; Prairie du Chien, Wis., 12; New Vienna, Ia., 13; Dubuque, Ia., 14; Guttenberg, Ia., 15 and 18; Marion, Ia., 19; Prairieburg, Ia., 20; New Vienna, Ia., 21; Swisher, Ia., 22; Austin, Minn., 23; Armarmarion, Ia., 24; Patch Grove, Wis., 26; Fort Dodge, Ia., 27; Dubuque, Ia., 28; Stanwood, Ia., 29; Dakota City, Ia., 30; Sumner, Ia., December 2; Marion, Ia., 3; Oelwein, Ia., 4; Clear Lake, Ia., 5; Prairieburg, Ia., 6; Prairie du Chien, Wis., 7; Oelwein, Ia., 9; Hawkeye, Ia., 10; Waterloo, Ia., 11; Whittemore, Ia., 12; Decorah, Ia., 13; Fort Dodge, Ia., 14; Marion, Ia., 17; Oelwein, Ia., 18; Powersville, Ia., 19; Guttenberg, Ia., 20; Austin, Minn., 21; Spencer, Ia., 22; Prairieburg, Ia., 25; Clear Lake, Ia., 26; Swisher, Ia., 27; Prairie du Chien, Wis., 28, and Dakota City, Ia., 31.

Arleigh Duff has just launched a new record firm and publishing company, Smartt Records and Duff Publishing Company, in Colorado (Continued on page 47)

# MUSIC AS WRITTEN

By BOB ROLONTZ

## AD MEN'S JAZZ BASH

The Advertising Men's American Legion Post No. 209 in New York will hold its third annual Jazz Band Concert on Monday afternoon, November 24. As in other years the concert will feature ad men's musical combos. Concert will be held at the Hotel Lexington, in New York, and tickets for the affair are purchasable from George Scanlon of WCBS Radio, and Thaine Engle, of NBC Broadcast Promotion. Proceeds will go to The Herald Tribune Fresh Air Fund. Three of last year's bands will be back to perform again. They are "The Many Splendored Stompers," "The Oldest Established Permanent Floating Jazz Band," and "The Executive Sweet Swingers." Last year everyone was happily amazed when Benny Goodman and thrush Helen Ward showed up as guest stars, and stars of equal name value are promised for this year's event. Hal Davis of the Gray Advertising Agency is lining up the talent.

## ROZSA CLEFS FOR NEW FLICK

Dr. Miklos Rozsa will compose and conduct the musical score for the movie "The World, the Flesh and the Devil," the new Sol C. Siegel-HarBel Production starring Harry Belafonte, Inger Stevens and Mel Ferrer. Rozsa is currently working on the score for the picture "Ben Hur."

## New York

Bernie Hodess, pop chart department staffer at The Billboard, and wife, Shirley, became the parents of a girl last week. Lassie's name is Margaret Rose. . . . Publisher of the score of the new musical coming to Broadway, "Whoop Up," is Saunders Music, a Frank Music subsidiary. . . . John Levy Enterprises, the swinging personal management corporation, is flipping over the sales of their client Ahmad Jamal's Argo album "But Not for Me." Firm also handles Dakota Staton, Ernestine Anderson and George Shearing.

The First Annual Capitol City Jazz Festival was held at the new Raleigh State Fair Arena Sunday (9). Artists included the Dave Brubeck Quartet, the Four Freshmen, the Maynard Ferguson Ork and the Sonny Rollins Trio. . . . Leonard Feather, jazz authority and a.&r. man, officiated. . . . Speaking of jazz, this is to commend the leaflet called "Jazz Report" put out each month by Bob Koester of the Delmar Record Shop in Chicago. It's good reading. . . . Organist Richard Elsasser is breaking records on his Mid-western concert tour. . . . Louisa Field, assistant to the director of publisher relations of BMI, died last week after a short illness. She was 51 years of age. Miss Field was trained as a concert pianist, and worked with the Walt Disney office and for Capitol Records prior to joining BMI. . . . Flack Mildred Fields has set up a new promotion firm called "Special Services" to handle record promotion on a one-shot basis. She last handled promotion-publicity for the Eastern office of World-Pacific Records.

R. & M. Records, new label out of New York set up by Vic Mendolia, has signed Marty Gio and the Markels. . . . Eydie Gorme is at the Chez Paree in Chicago next week. . . . Gretchen Wyler will be at the Rooster Tail in Detroit starting November 24. . . . Conway Twitty will appear on the Perry Como Show on November 29. . . . Arrow Records is bringing out an LP featuring Johnny Smith.

Ernestine Anderson starts at the Village Vanguard in New York this week (11) for three weeks. Miles Davis and his combo also star at the club. . . . Folk singer Leon Bibb has signed with Vanguard Records. Bibb has been with the New York City Center (under the name of Lee Charles). . . . Roulette Records has signed Bob Benton and Johnnie Strickland. . . . Georgia Gibbs is now at the Latin Casino in Philadelphia. . . . Fred Hertz, production manager of Gotham Recording in New York was engaged last week to his assistant, Miss Eve Mayer. They will wed in December.

K. & C. Records, of Myrtle Beach, S. C., has signed a new girl trio called the Kopy Kats. Gals are from Beckley, W. Va., and their names are Norma Combs, Sara Meador and Libby Greco. . . . Eddie Moore, 20th Fox recording artist, was slightly injured in an auto accident in Houston last week while on a record tour. He will be detained in Houston for a few weeks before rejoining the tour.

## Chicago

Associated Booking pacted Ken Harris for Boulevard Room of Conrad Hilton Hotel, long an exclusive ballyard of MCA. Harris opens Dec. 28. . . . Dukes of Dixieland play their home town for first time in years when they open at Ciro's in New Orleans Dec. 12. Gaylords currently there. . . . Harry (Sweets) Edison, ex-Basie trumpeter, signed to Roulette Records thru Shaw agency. . . . Vet publicitor and disk producer Tim Gayle, after a year's illness, is head-quartering in Detroit's Wolverine Hotel and prepping the opening of a management office in Chi or Gotham.

The dance movement gets another nudge with a Sunday afternoon TV opus, "Dance for Dollars," starring Eddie Hubbard on WGN-TV. Gimmick is a contest around various steps. . . . DeeJay Howard Miller out to fill an Opera House concert double-header for fourth consecutive time Dec. 6. Everly Brothers, Frankie Avalon, Connie Francis and Poni Tails pacted so far. Scale is daring: \$5 to \$3.

## Muzak Executive Dies at 44

NEW YORK — Alex Motenko, veepee of the Muzak Corporation, died of a heart attack last week. He was 44 years old. Motenko had

been with the firm since 1950, in charge of product functions, including recording, engineering and research. Motenko was also the founder of Brason Associates, wholesale distributor of records, books and toys, and served as president of the firm.



1540 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-2000

**BEST BUYS  
and  
SURE SHOTS**



**JONI JAMES**  
-----  
**THERE GOES MY HEART**  
MGM K12706 on 45 & 78 rpm



**TOMMY EDWARDS**  
-----  
**LOVE IS ALL WE NEED**  
MGM K12722 on 45 & 78 rpm



**ART MOONEY** and His Orchestra and Chorus  
-----  
**A FIDDLE,  
A RIFLE, AN AXE  
AND A BIBLE** | **NIGHT TRAIN**  
MGM K12731



**JOHNNY DESMOND**  
-----  
New Recording  
**C'EST SI BON CHA CHA**  
MGM K12717



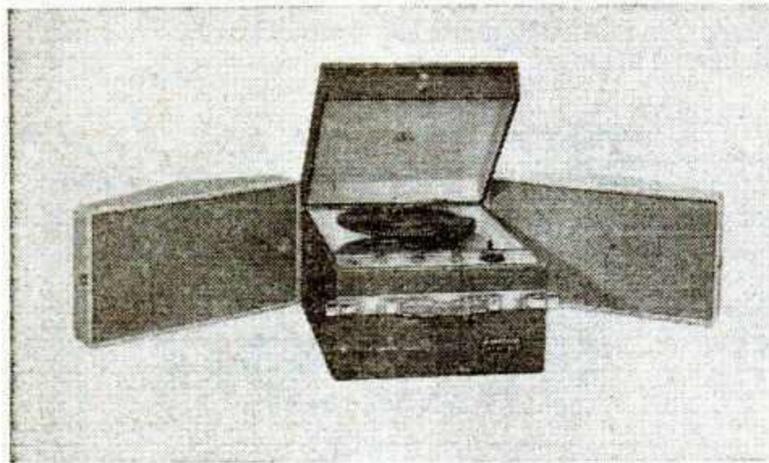
**JIMMY NEWMAN**  
-----  
Hit Parader Pick  
**YOU'RE MAKIN' A  
FOOL OUT OF ME**  
MGM K12707

**THE WEBTONES**  
-----  
**MY LOST LOVE**  
MGM K12724

# Emerson Combines Radio With Stereo

NEW YORK — Emerson Radio and Phonograph Company is introducing what it believes to be the world's first stereophonic radio-phonograph combination. It's the portable model 902. At the same time,

mixing different size and speed records. The lightweight cabinet is scuff, scratch, stain and fade resistant. It is available in two-tone color combinations. Suggested list price



Emerson Model 902

the firm is announcing a new stereo console, the Model 903, with matching external speaker enclosure.

Emerson's new Model 902 is completely equipped for stereophonic operation. Its side speaker enclosures house four co-ordinated speakers with each unit containing 15 feet of cable for proper acoustic positioning. A balance control is built into the main unit so that both channels can be operated from one point. An improved 4-speed automatic changer permits inter-

for the Model 902 "Phonoradio" is \$138.

The Model 903 has dual channel amplifier co-ordinating six balanced speakers including Model 971, matching stereo speaker enclosure. Added features comprise built-in balance control, 3-position selector switch for internal or external speakers or both, loudness control and four-speed automatic monaural and stereo changer.

Model 903 is available in limed oak and mahogany finishes. Suggested list price is \$128.

## UNDER \$12

### Need Budget Speakers? Misco Has 2

MINNEAPOLIS — Record shops and audio retailers on the hunt for modestly priced speakers to use in stereo conversions and new installations would do well to check in with Minneapolis Speaker Company, a new manufacturer, who's just launched a pair of eight-inch models that retail for \$10.77 and \$11.37 respectively.

Misco, as the firm terms itself, is offering dealers an unusually sweeping guarantee on a minimum order of four units, a guarantee which states:

"We're so sure that these speakers are the very best available in their price range, that we will offer this money-back guarantee on your initial order. Try them—if after one week you do not agree that what we say is true, return the unused speakers for full credit."

Headliner of the two new Misco speakers is the firm's F-8-HFD unit, retailing at \$11.37. According to Misco, it's designed "primarily for extended-range reproduction," using a dual cone structure to give a response of 60-17,000 cycles. The lower-priced Model F-8-HF lacks the dual cone, but has similar characteristics otherwise.

Both are power-rated at 12 watts for program material and 20 watts peak, with cone resonances of 65 cycles. Voice coil impedance is 8 ohms, with an air gap density of 10,000 gauss. Speaker baskets are "Zin-Cro" plated in a gold color to add to the appearance.

Early dealer reaction has been good, indicating a stereo-slanted market for budget-priced speakers. Firm headquarters at 3806 Grand Avenue South in Minneapolis.

### Allied Radio Pubs Stereo Disk, Tape Mail Order Guide

CHICAGO — Leading audio and sound retailers continue to become an important factor in the fast-growing stereo music market (see recent page one story in The Billboard), with giant Allied Radio Corporation last week announcing its own mail-order catalog of stereo record releases and some 500 stereo tapes.

Divided into two major sections (one for records and the other for tapes), and sub-divided into categories of music, the Allied catalog lists classical records and tapes alphabetically by composer. Popular, jazz and other types of music

(Continued on page 16)

## Stereo Needs Proper Demo, Says Sonic Exec

LYNBROOK, N. Y. — "We took a chance last spring and went all-out for stereo," says Dave Fisher, sales manager of Sonic Industries. "It's been paying off ever since."

Early in the year, the sales exec told The Billboard, Sonic made the decision to scrap their plans for a one-channel line that was almost in production. Instead, they started a stereo crash program that resulted in some models coming off the assembly line as early as March. By late April and early May, they were showing a full stereo line to distributors.

"And," adds Dave Fisher, "there hasn't been a month that we haven't been back-ordered."

Fisher tosses out some pretty impressive sales figures to back up his stereo optimism. He says the firm experienced a 382 per cent

## HI FI BECKONS NEW CLASS OF SOUND BUYER

NEW YORK — The majority of people interested in high fidelity — as evidenced by attendance at High Fidelity Music Shows — are new buyers of audio equipment rather than old hi-fi hands. That's the opinion of Show chairman, George Silber, who is also prexy of Rek-O-Kut, Inc.

Writing in the October Newsletter of the Institute of High Fidelity Manufacturers, Silber says, "I observed that 60 per cent of the people visiting the Rek-O-Kut room were people who had no equipment and were definitely interested in buying components for the home. I checked with other manufacturers and they agreed with me."

Silber also called attention to the fact that components nowadays are a lot prettier and that this has attracted a larger audience, including many more women, to the pleasures of fine sound reproduction.

## Hoffman Sees 1959 Bullish on Stereo, Names a New Exec

LOS ANGELES — "We believe 1959 will be a year of great opportunity for stereo as well as television," says Hoffman Electronics Prexy H. L. Hoffman, who has just named Ray B. Cox, veteran West Coast marketing official, to the new post of v.p. and general manager of the firm's Consumer Products Division.

According to Hoffman, the appointment of Cox is part of a move to "increase the division's management and marketing strength" in light of a "rapidly growing market for stereophonic hi-fi and the company's solar-powered radio."

Cox, who's been serving as general manager of Hoffman Sales Corporation of California since June, and a former partner in the wholesale appliance firm of Horn & Cox, will be succeeded in his California post by John B. Chadwell, former assistant national sales manager of the firm's consumer products division.

increase during May, June and July over the same three months in '57.

How is it going on the dealer level? Fisher says he feels there's a lot should be done that hasn't been.

"Our salesmen tell us that a surprisingly high percentage of dealers have the units on the floor but don't know what to do with them," Fisher says. "The thing that's needed most is proper demonstration technique."

Despite weaknesses, Fisher thinks the fall sales will be very strong. But the biggest impact of stereo on the market will come in the first quarter of next year.

"The first quarter of next year," he said, "will make last year look like a very poor season. Percentage-wise, we expect a tremendous increase."

## POSITIVE APPROACH

# 'You Gotta Have Faith To Survive'—Motorola

CHICAGO — A willingness to back packaged electronic products with "a positive state of mind"—plus hard-hitting promotions, firm pricing and sales policies, and a mixture of "Faith and Elbow Grease"—are what's needed to succeed in today's competitive market.

So says S. R. Herkes, Motorola's marketing v.p., who was airing his thoughts before a meeting of Midwestern sales execs last week.

"Unless we honestly believe in what we are doing, and that we can accomplish it with the tools at our command, we're doomed to ultimate failure," he stated.

To illustrate his point, Herkes cited the example of a top executive who praised his company's merchandise from the convention platform and then sold to a key customer below cost, using advertising funds as a cover-up.

"This man has ceased to believe in his company, his product and himself, and I'm sure he is doomed to competitive bondage."

Similar sales tactics outlined by Herkes included guaranteed sales, consignment, warehouse sales, ridiculous discounts, and liberal advertising for price supports.

### Sound Programs

Over the years the appliance industry has tried all of the "shaky and lazy sales practices" in the book with the result that many companies had "to fold up their tents and go out of business."

"Motorola survived," according to Herkes, "because we have faith, first in our products, and second in our ability to sell products thru a sound marketing program."

He explained how Motorola is assuring itself of an increased share of the electronics industry today and for years to come.

"The product must be competitively styled and priced, and must perform with the best, with reliability second to none."

"It's then up to the marketing people to add the proper merchandising ideas or programs to assure a successful sale. The programs must be factual, rather than someone's dream, and must be of a real benefit to the consumer," Herkes added.

"Last year the company's engineers invented and offered the marketing department just such an opportunity in a component since called the Tube Sentry," Herkes explained. "This electronic device was inserted into the set and would have the effect of practically eliminating tube failures."

"Not only was there a benefit to the consumer in the cost, but, a large savings to the company in replacement tubes. Moreover, the new device presented innumerable advertising and promotional possibilities."

"Tube Sentry so successfully fulfilled our requirements that today Motorola is the only TV manufacturer that can offer one year's replacement on all parts and tubes at no extra cost to the consuming public," said Herkes.

In addition to being alert to new

## Hallmark Adds Miami Dealers

NEW YORK — Paramount Enterprises, manufacturers of Hallmark stereo phonos and stereo records, has added two Miami, dealers to the roster of outlets handling their complete line.

According to Jack Oxman, sales veepee, the new Miami dealers are Hi-Fi Associates and East Coast Music Hall.

engineering advantages, Herkes pointed out that the company pays close attention to the promotional requirements demanded by the market. Thus far this year, the company has used 10 separate promotions.

"All with only one thought in mind: to motivate the wholesale salesmen and retailers to sell our products in greater quantities by giving them more attention and to motivate the consumer to purchase our products thru sound inducements other than price X."

"Price has a life of 24 hours or less depending on our competitors ability to move, but promotions enjoy a long life by comparison because of the time and effort necessary to create them and put them in motion," Herkes concluded.

## Which Tape Recorder Head Do You Need?

MINNEAPOLIS — The Nortronics Company, manufacturers of tape recorder heads, has just published a "stereo conversion chart." The chart shows how a tape recorder can be converted from single channel play to stereo reproduction of recorded tapes, either two-track or four-track.

Chief feature of the chart is a listing of over 200 tape recorder models with information about which head mounting style is best for the individual models. After selecting the proper mounting style, the dealer or user can then order either the proper two-track or four-track head if desired.

The "stereo conversion chart" is available free by writing Department BB, The Nortronics Company, Inc., 1015 South Sixth Street, Minneapolis 4, Minn.

## Stereo Phono Promot'n Needs Shot in Arm

• Continued from page 1

set up training programs to which salespeople, particularly those hired only for the holiday rush season, could come and learn how to handle questions most often tossed at them by the customer.

Some idea of customer confusion is gained by asking dealers what their biggest problem is in selling stereo. The Billboard learned that "high fidelity" is actually an impediment to stereo sales to the mass market. When the customer is touted on stereo, he often wants to know "is it hi fi?" He has been thoroughly educated to "hi fi" and demands it in a phonograph purchase. In many cases, the dealer is scared off. He is afraid to spend the time required to explain and sell stereo when all his customer wants is "hi fi." As a result, many customers are sold two-channel sets without really knowing that they have the latest thing in sound reproduction—a stereophonic phonograph.



**HARRY BELAFONTE**  
 I Heard the Bells  
 on Christmas Day  
 and  
 Mary, Mary

wrap  
 up  
 sales  
 with

the **smash**  
**single of**  
**the**  
**season!**

**I HEARD THE BELLS ON CHRISTMAS DAY**  
 C/W **MARY, MARY** 47/7425

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

Watch for these NBC-TV shows, in color and black and white: PERRY COMO SHOW, ELLERY QUEEN, GEORGE GOBEL SHOW, NORTHWEST PASSAGE. They're all sponsored by RCA VICTOR!

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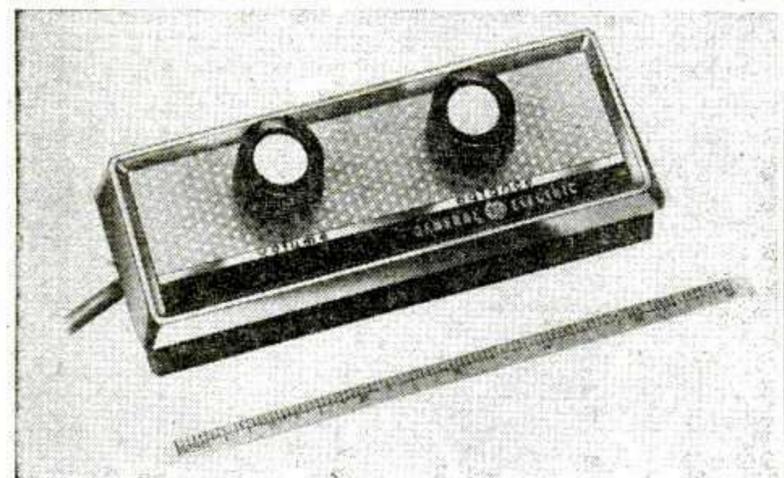
## Tune In Stereo With New GE Remote Unit

AUBURN, N. Y. — Phono manufacturers are taking their cue from some TV firms in providing remote control units for the new stereo phonos. TV tuning requires a certain finesse and the user dislikes getting up from a comfortable armchair to make critical and frequent adjustments.

This was no problem for the phonograph listener—no problem, that is, until two channel sound

desirable for stereo listening, because of individual preferences for volume and for balance between the dual stereo signal channels, and because of normal variations in recordings and room acoustics.

The RG-1000 is designed primarily for use with the G-E MS-4000 and MS-2000 stereo amplifiers. Its dual plugs fit into the amplifier's dual tape output jacks. It may also be used as a volume



came along and the necessity to balance those two channels.

A new remote control unit for stereo amplifiers has just been announced by General Electric. The remote control, Model RG-1000, has two knobs for adjustment of both channel balance and volume as far as 30 feet from the amplifier. Its suggested consumer price will be \$14.95.

The remote control is especially

### GOLDEN ADVICE

## Tell Them Stereo Is 'Hi-Fi Plus'

NEWARK, N. J. — "The public doesn't know anything about stereo yet and a lot of dealers are afraid to explain it for fear they'll confuse 'em and lose a sale."

That's the way Ben Golden, of Golden Distributors here, sizes up the stereo sales situation. His firm handles the Steelman phono line in the New Jersey area.

According to Golden, a lot of potential customers walk in off the streets looking for a hi-fi. When the dealer gives them a stereo sales pitch, they ask, "Yeah, but is it hi-fi?" Because they know nothing, they're suspicious of stereo.

What's the solution to the problem? Golden has some pertinent advice for dealers. He dispensed it freely at a recent meeting, the second he has held for dealers at his Elizabeth Avenue headquarters, October 28 and 29.

"Dramatize stereo in the store," is Golden's advice. Set aside part of your floor space and set up a stereo salon. This is impressive. And you've got to impress the customer that stereo is hi-fi and something extra."

DARIEN, Conn. — The R. T. Bozak Sales Company has just released a new six-page condensed catalog illustrating and describing its line of loudspeakers, cross-over networks, and complete two-way and three-way speaker systems in enclosures. Contemporary, Provincial, and the new Urban, cabinet designs are shown, as well as the B-304 that combines two separate speaker systems in a single cabinet for either two-channel stereo or broad-front monaural programs. The catalog is available from the R. T. Bozak Sales Company here.

control with a monaural amplifier such as the G-E PA-20, and as a volume and balance control with a pair of monaural amplifiers such as the PA-20 set up for the stereo or monaural reproduction.

Appearance design of the RG-1000 matches the control panels of the MS-4000 and MS-2000. It has an ebony-finish base and control knobs, with a textured aluminum faceplate and chrome trim.

It weighs 12 ounces, and is suitable for either hand held or placed on a flat surface such as a chair arm or a tabletop. The unit is 5½ inches long, 2¼ inches deep, and 1¾ inches high. Its control cord is 30 feet long.

The RG-1000 is the 13th new stereo hi-fi component introduced by GE since May.

## RCA Custom Division Adds Tape Cartridge Services

NEW YORK — RCA Custom Record Sales Department announces availability of complete facilities for manufacturing stereo tape cartridges. The Custom Department's facilities enable it to supply all record labels with a complete tape cartridge service, including re-recording and editing, high-speed duplicating, warehousing and shipping. Custom service also includes reel procurement, labeling, assembling and packaging.

According to E. B. Dunn, manager of the RCA Custom Record Sales Department, present indications are that tape cartridge sales will mount fast in 1959, with use not only in the home entertainment field, but in education and industrial training activities.

The tape cartridge is a slim plastic magazine containing two reels threaded with tape. To play, the cartridge is placed in a cartridge player and started by merely pressing a starting switch. The tape travels half its length playing two tracks, then reverses itself and plays back the other two tracks and finishes re-wound and ready for immediate re-play. Re-winding is done away with.

In addition to the two models of tape cartridge players announced by RCA for early winter delivery, several other instrument manufacturers have indicated they will have models on the market by the end of the year.

In announcing the availability of the tape cartridge manufacturing service, Ralph C. Williams, Sales Manager of RCA Custom Sales, added that the sales organi-

## TRANSISTORS GET AERIAL HEAVE-HO

WALTHAM, Mass. — The ubiquitous transistor has just been tabbed for a new use; now, it's being thrown out of airplanes or dropped from a balloon.

This oddball tactic is now being used on a new transistorized gadget termed a "radiosonde airborne receiver" developed by Sylvania Electric, and currently undergoing Air Force flight tests.

Unit is a miniature radio transmitter with instruments attached which, like a junior version of Explorer I, is dropped by parachute from a plane or balloon to measure humidity, temperature, and barometric pressure. Information is broadcast to the ground by tone signals. New version of the radiosonde is said to be more reliable than older ones which used glass vacuum tubes.

## Disney Stereo 'Classic' Due In Audio Show

WASHINGTON — "The magic name of Disney will play an important dual role in the up-coming International High Fidelity Music Festival to be held here February 5-8," according to festival director M. Robert Rogers.

A section of the original "Fantasia" score—the first large recording of a major orchestra in stereo made by Disney in 1938—will be lent to the Washington show for special showings in the Festival Music Hall at the Shoreham Hotel. The section, the Bach Toccata and Fugue, has not been shown re-

(Continued on page 42)

## Emerson Debs Newest in Its Transistors

NEW YORK — Emerson Radio & Phonograph Corporation has announced introduction of the 555 "All-American," a new all-transistor pocket radio housed in "a jewel-like case styled in rich metallic gold in combination with a complete selection of brilliant companion colors." According to Arnold Henderson, director of sales, the new 555 "All-American," introduced at this time, fully rounds out the line of Emerson all-transistor radios including the models 999, 888, 868 and 869.

"The 555 'All-American' incorporates the latest advances in transistor circuitry," Henderson stated. "This pocket-sized radio is equipped with an enclosed Ferris loop Antenna, sealed dynamic speaker with Alnico Permanent Magnet, and thumb-knob activated velvet drive tuning with crystal-protected full vision dial."

In addition to integrated thumb-knob switch and volume control, such refined features as automatic

## 'LIVE' AUDITION

## Piano Firm Turns to FM Radio as Sales Weapon

MELROSE PARK, Ill.—Nothing sells a class line of pianos and electronic organs like their sound, the W. W. Kimball Company has decided. Provided, of course, that the sound is good.

A manufacturer of keyboard instruments for over a century, the Kimball firm has just signed with Chicago FM outlet, WKFM—an indie in operation for less than a year—to sponsor a daily, hour-long series of live shows featuring Kimball instruments.

Show, tagged "The Kimball Hour," debuted last Monday (3) in a noon-1 p.m. time slot, with Adele Rich, who doubles as a thrush, playing Kimball pianos and organs. Commercials, of course, will stress the quality and tonal performance of the Kimball line, with a double impact being scored because of their use thruout the show.

Station was selected, according to the firm's agency (Warren Wetherell & Associates, Chicago), because WKFM has "the strongest signal and the truest tone in Chicago FM radio." The show will be watched over carefully by Kim-

ball as "a pilot operation for possible national applications.

Miss Rich, a Chicago artist, was picked for the show while playing at the Portland, Ore., Commodore Hotel. She has been a performer and teacher, in addition to a radio stint at WWCA, Gary, Ind.

## We're Booming With Stereo, Says Hallmark

NEW YORK — Paramount Enterprises, which manufactures the Hallmark line of stereo phonos as well as Hallmark Gold Seal and Blue Seal stereo records, seems to be moving nicely out of its recent financial woes, judging by the enthusiastic reports of the firm.

"It's a case of orders exceeding our projected sales figures by 40 per cent," says Ben Loewy, Paramount Enterprises prexy, who also stated that the firm's stereo platters have gone on a "temporary" allocation to distributors and dealers.

Loewy attributes the firm's "caught short" predicament to three causes: (1) Normal orders are heavier than anticipated, (2) the firm's offer of a free stereo library consisting of \$25 or \$50 in records depending on the Hallmark unit purchased and (3) large quantity orders from other stereo phono manufacturers for Hallmark stereo demonstration records.

Paramount firm has taken steps to increase production to meet the new demand and Loewy feels that the firm will have caught up with all back orders and will be ready to fill all orders immediately as of December 1.

Meanwhile, back at the sales ranch, Jack Oxman, executive v.p. of Paramount Enterprises, has announced appointment of three new distributors.

True - Tone Distributing Company of Miami, Fla. will distribute the full line of both Hallmark Records and Hallmark portable stereo sound equipment. Hoosier Record Distributing Company of Indianapolis, Ind., will distribute to record stores exclusively both Hallmark records and Hallmark stereo equipment. Flemington Distributors of Kansas City, Kan., will handle the distribution of the complete Hallmark stereo equipment line.

## General Tel. And Sylvania Set to Merge

NEW YORK—The boards of directors of General Telephone and Sylvania have voted approval of a merger of the two companies. The details are being worked out and will be submitted to the shareholders of both companies. Part of the proposal will be to change the name of the merged companies to General Telephone and Electronics Company.

The General Telephone Company is the country's largest independent telephone system with service in parts of 30 States. It also manufactures telephones and communications equipment.

Sylvania would continue to operate as a separate entity. The company has 45 plants and 20 laboratories in 39 communities in 13 States.

## Stereocasts in Daytime Set to Please Dealers

NEW YORK—WQXR, longhair indie local station here, has added a new segment to its AM-FM stereo broadcasts, and is now airing two-channel disks and tapes on its "Midday Symphony" show Wednesdays and Saturdays from 1:05 to 2 p.m.

Interesting reason behind the move, however, is that it was done primarily to please audio dealers, sound retailers and department stores in the New York area who wanted a stereophonic show with which they could demonstrate AM-FM hookups at a time when customers were in the store.

Dealer pressure for such a show is admitted to by The New York Times-owned outlet, which recently made a checkup of retailers via its Merchandising Department. Checkup revealed the dealer desire for stereocasts "during business hours," with the station selecting the midweek and weekend time periods as being the best starter.

WQXR now has at least one AM-FM stereo show a day—alho the station is on record as being opposed to FM stereo multiplexing. By the station's count, it is airing "more than 31 hours of stereophonic sound each month," and has been airing stereocasts regularly since October, 1952.

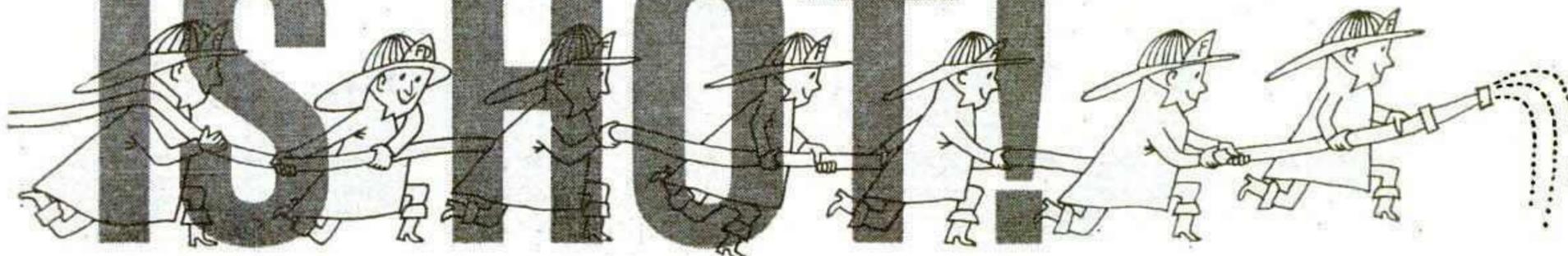
At first a purely live broadcast effort, the stereo shows have been stepped up with airings of two-track tapes and disks "as they appeared on the market."

volume control and a built-in jack for personal listening attachment are provided for the best possible performance under all listening conditions. Because of efficient design and low drain of transistors, long battery life is assured with standard penlite cells.

The Emerson 555 "All-American" is housed in a molded unbreakable cabinet 6 inches wide, 3¼ inches high and 1 15/16 inches deep. It is available in a choice of gold and coral, gold and black, gold and ivory, gold and charcoal, gold and turquoise and all-gold colors at a suggested list price of \$36 including batteries.

# "THE WORLD OUTSIDE"

# IS HOT!



## THE FOUR COINS ON EPIC RECORDS

b/w "Roselle" 5-9295



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# Sound Off!

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

### Service Vs. Price

**To the Editor:**  
The Magnetic Recorder Company has served Southern California for 14 years as a recorder specialty house. Recently we opened a new and complete salesroom at 570 Market Street in San Francisco.

I am a registered electrical and audio engineer and head up the organization. The rest of the staff are also professional engineers and are recognized experts for all applications of tape recorders (in the home, office and professional applications). We work closely with radio stations, recording studios, police departments, schools, music teachers and the local, State and federal governments. We provide engineering as well as product service.

Our new San Francisco showrooms are headed up by Ed Fisher. He has a complete selection of professional, stereo and miniature recorders. And in both the Los Angeles and San Francisco showrooms, we also have high fidelity departments. Stock and purchasing will be handled for both in Los Angeles.

In spite of business lost to discount houses, many new and old customers are coming back to us because of our complete service facilities and our trained technicians. Besides that, we adhere to our motto—"Satisfaction Guaranteed."

E. G. Van Leeuwen  
Magnetic Recorders Company  
Los Angeles, Calif.

### Re: "Longhair Lag"

**To the Editor:**  
Let's face facts, when we try to analyze what's happened to our longhair sales. The decline in longhair sales started with the record clubs. When buying classics, people want the best possible recording of a particular work and they're not always sure the clubs are offering the best. That's why they use our shops as listening booths before they decide to order their records. The manufacturers have created this confusion.

We're all familiar with Elmer Wheeler's advertising slogan: "Don't sell the steak, sell the sizzle." Has anyone tried to sell the sizzle by mail? All we dealers have to do to sell a Como, Gleason or Sinatra album is to show it to our customers. It's that simple. It doesn't take salesmanship to do that.

But to sell a classical recording in most cases takes a bit of guiding by an informed person to put across the fact that a certain conductor or soloist's interpretation of a work puts it in a special class.

Let's put the record business back in focus and have the manufacturers produce the steak and allow the dealers to sell the sizzle. Let the manufacturers put the money they spend on clubs behind the dealer, helping him stock, sell and promote. We need more co-operation and less competition from the manufacturers.

Edwin Zordel  
Zordel's Melody Shop  
224 E. College Ave.  
Appleton, Wis.

## RCA Hangs Out 'Welcome' Sign On Chi Studio

CHICAGO—RCA Victor is now hanging the "Welcome—Open for Business" sign on its recently installed stereo recording facilities in Chicago, and is welcoming indie record producers at its Custom Record Sales operation in the Windy City.

New studio, according to J. F. Wells, manager of the Chicago RCA Victor recording activities, is equipped with Westrex 3-A cutters, and will be operated by "technicians who pioneered in the recording and reproducing of stereo-phonics sound."

Stereo channel in the revamped studio will utilize many techniques and devices valuable in making monophonic masters, such as feedback recording and monitoring, automatic continuously variable pitch, thermal stylus, vacuum turntable and automatic diameter equalization, plus the use of Scully lathes.

## STEREO: CON EDISON'S PAL?

NEW YORK — That agonized yell on Manhattan's West Side last week came from Cory Sinclair, wife of The Billboard staffer Charles Sinclair, who was looking at the family's first big post-stereo electric bill from New York's Consolidated Edison.

Despite her husband's protests, Mrs. S. is firmly convinced that the family's growing stereo rig (two turntables, stereo preamp, twin 30-watt-ers, three speakers, tuners, etc.) played a star role in her Con Ed two-month bill which proved to be a whopping \$45.87 — nearly 60 per cent over the average tab in the good old monaural days.

She is currently considering formation of a lobby for a stereo revision of the Internal Revenue's allowable deductions.

## Wood Takes On New Admiral Post; Divisions Merged

CHICAGO — Admiral has appointed Willis L. Wood as national service manager, effective immediately.

At the same time, Carl E. Lantz, vice-president-sales of the phono firm, said that the company's accessories and national service and parts divisions have been combined into one department. Lantz expects the consolidation to provide a three-point program: expediting the handling of accessories and parts orders; better servicing; and new economy to Admiral distributors and dealers.

In his new post, Wood will direct the overall activities of the merged division, as well as super quality control.

Wood has had wide experience in all phases of servicing and merchandising in the appliance and electronics industry at both manufacturing and distributing levels. He joined Admiral in 1951 as general service manager of its Chicago distributing branch. He later became sales manager of the accessories division and more recently, headed super quality control.

Wood will headquarter at the National Service Division in Chicago.

## Booklet Shows New Tape Splice Tricks

ST. PAUL, Minn. — A new how-to-do-it folder which shows thru a series of drawings how to make professional magnetic tape splices is being offered by Minnesota Mining and Manufacturing Company, Dept. M8-340, St. Paul.

The three-color folder also lists valuable tips on tape editing and storage. The folder tells how to cut the tape, how to butt the edges together properly, and what will happen if the wrong angle is used.

The reverse side of the folder lists the eight tapes produced under the "Scotch" label and gives a description of the characteristics and uses of each type.

## Allied Radio

• Continued from page 12

are listed by performing artist, group, orchestra, or record or tape title. In almost every case, a complete rundown of selections is given.

Most of the major labels engaged in stereo recording are listed, including RCA Victor, ABC-Paramount, Audio Fidelity, Cook, Bel Canto, Hi Fi Tape and Record, Concert-Tape, Concert-Disc, Contemporary, London, Mercury, Omega-Tape and Disk, "Q" Tape, Stereo Fidelity, Urania, and Westminster.

## Spot Radio Hypes Stereo For Symphonic

NEW YORK — A chorus of sweet-singing chicks is on the Mutual air 20 to 25 times a week with the following refrain:

"Symphonic Phonographs is the name to remember. Symphonic Phonographs with stereo sound.

You never heard a beat Ever sound so clear and sweet. You'll swear you were there.

If you care, Buy a Symphonic."

The jingle is part of a new Symphonic campaign which uses the 450 stations on the Mutual net from coast to coast. The music is followed by an announcer's voice which praises the color, styling and stereo effect in the new Symphonic models. The close of the spot urges listeners to "go see your local Symphonic dealer."

Symphonic, one of the largest phonograph manufacturers in the world, is related to the Mutual Network. Symphonic's owner, the F. L. Jacobs Company, Detroit, also owns a controlling interest in the Scranton Lace Company, which in turn owns a controlling interest in Mutual. All of this works out pretty well for the promotion of Symphonic phones and the dealers who handle them.

## LE KASHMAN RIDES AGAIN!!

NEW YORK — Electro-Voice's astute sales chief, Larry LeKashman, continues to be the answer to the "Letters - to - the - Editor" department's prayer.

A cat who apparently reads everything in The Billboard each week except the names in the Classified Letter List, Larry fired off a quick wire when he saw a story last week about a firm offering a \$9 stereo pickup. Said he:

"EV has been delivering thousands of model 66 stereo turnover Power Points \$5.95 list plus \$1 for new mounting mechanism. Series 66 is U. S. manufactured featuring unusually high performance due in part to PZT generating elements, an exclusive American development. Bring on the customers. Regards."

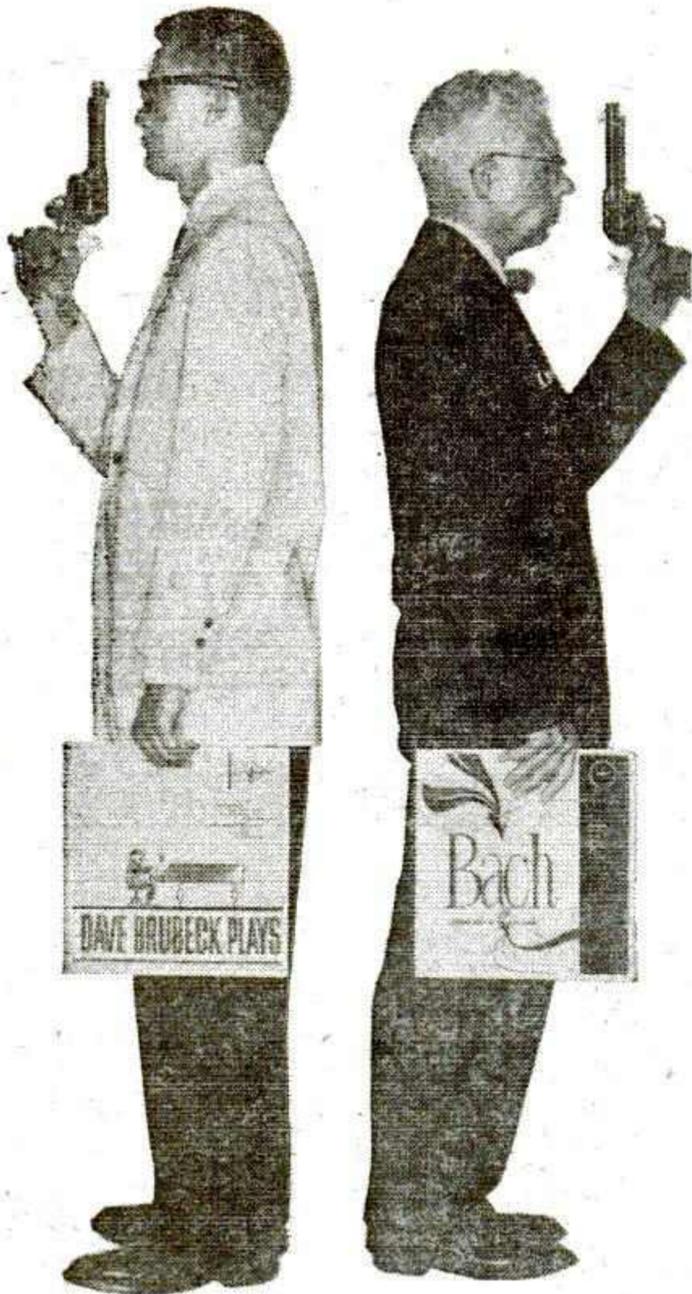
Re our October 27th "Audio Feedback" column, however, Larry still hasn't written.



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Recognized Record Company seeks Standards or New Tunes — Vocals or Instrumentals — Popular, Classical or Special Material . . . by New or Established Artists.

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# Audio Feedback

By CHARLES SINCLAIR

## JAPANESE TRANSISTOR INVASION, CONT.

As predicted, U. S. manufacturers are now beginning to feel a competitive breath on their necks from the booming Japanese electronics industry, just as the island kingdom's camera industry has been giving Leica, Contax, Rollei, etc. the fright of their life in the optical field. Japanese-made transistor radios—much of them of first-rate workmanship and retailing at prices that make U. S. firms wince—are now coming into the American market at a rate that may soon top 75,000 units a month, according to industry reports.

Latest development is a familiar one; the Electronics Industry Association is now preparing a pitch in Washington in which they will seek import restrictions on Japanese transistors, even tho domestic U. S. manufacturers are turning out about 100 American-made transistors (not complete radios) to every one that is being imported into the U. S. from Japan.

At the risk of producing an agonized yell from our readers in the electronics industry, we'd like to disagree roundly with the EIA, which was waving the same flag a few seasons back about the "threat" of FM sets made in West Germany and Holland—at a time when domestic production of FM sets had been allowed to slump off to only 190,000 units (1954).

Today, U. S. production of FM radios has gone sharply upward, due to interest in hi fi, records and stereo. Domestic production this year is expected to top the 300,000 mark. The West German (and other) import units are still coming in—and they haven't put any major U. S. set makers out of business.

The EIA's view that tighter import restrictions will solve the transistor problem is, we feel, short-sighted. It is the kind of thing that gives our overseas trade relations a black eye. Japan is a major market for U. S. products, and consumes—if memory serves correctly—more U. S. goods than it exports to us.

The Japanese got stung once before, when they bought a lot of machinery from the U. S. to make dinnerware—only to face a howl from U. S. cup-and-saucer makers that imports would ruin their market. Just where would the EIA like Japan to sell its export transistors and radios? To Red China?

## NEW STEREO CONCERTONE LAUNCHED

Newest model in the Concertone line is making its appearance on audio dealers' shelves. It's the Concertone Mark VII. It's strictly a professional-level piece of equipment, loaded with stereo features. It has, among other things: three-motor drive, hysteresis capstan motor; dual speeds; will record and play back stereo or monaural; newly designed record, erase and playback heads; a calibrated VU meter for control of input or output of both channels; four inputs; two separate record and playback preamps; and a response up to 40-17,000 cycles. It's even available with a fourth head for playback of four-track stereo tape. Interesting aspect of the unit as a piece of consumer merchandise is that stereo-minded audiophiles are already signing up for the unit—despite a sizable (\$795) price tag.

## FISHER IN NEW IHFM POST

Avery Fisher, one of the audio industry's best-known figures and a director in the Institute of High Fidelity Manufacturers, has been named chairman of the IHFM's Nominating Committee. The group is due to nominate a slate of candidates for officers and directors to be elected at a meeting of the trade association's general membership in January.

## THE EXECUTIVE CIRCUIT

Robert G. Farris has been appointed to the post of advertising and sales promotion manager for the Consumer Products Division of Motorola, according to Merchandising Manager C. Frederick Parsons. Farris was formerly advertising topper for Vornado Fans. . . . Admiral Corporation has elected Charles S. Vrtis and George E. Driscoll to its board of directors. Driscoll has, at the same time, been named treasurer of the company. . . . Donald W. Moffett has been named manager of material for the Semiconductor Division of Sylvania Electric Products. He'll be responsible for the division's production planning, purchasing, inventory control, selection, finishing and shipping activities. . . . Seymour Blumenfeld, head of the purchasing department of University Loudspeakers and in charge of the firm's government sales, resigned from the speaker firm last week. . . . Harvey Williams, Philco prexy, is back from a European junket. . . . Capitol Records, hottest firm in the album market and a growing factor in the packaged phono field, has elected Lloyd W. Dunn and James W. Bayless to the board of directors. Dunn is merchandising-sales v.-p. and Bayless is manufacturing and engineering v.p.

## NEW SPECIAL-PURPOSE FIRM BOWS

A new firm that's tailoring its products specifically as a service to the electronics industry has made its bow. Name: Materials for Electronics, Inc. Place: Next door to Idlewild Airport, New York. Products: Special-purpose chemicals, metals, ceramics, minerals and components from six countries — Belgium, Brazil, France, Germany, Great Britain and Italy. Prexy of the interesting new firm is M. J. Rafale. Rafale reportedly scouted a total of 50 firms and research labs to line up the present offerings of his firm.

## CHRISTMAS PROMO KIT FOR KIDS

Sylvania will use, as a special Christmas promotion, a kit which will surely delight the moppets in Sylvania-purchasing households. Kit, due to be given free with TV set purchases, contains a model turbojet plane, speedboat and auto racer. All are power models with interchangeable motor.

## A STACK OF WARNER WINNERS!

The Mary Kaye Trio  
"BELONG TO ME"

b/w

"HOME BEFORE DARK"

5020

Tab Hunter

"JEALOUS HEART"

5008

Johnny Sardo

"USED HEART"

5014

The Stereos

"SOLE MIO ROCK"

b/w

"FREEZE MAMBO"

5016

The Sonny Moon Orch.

"COUNTDOWN"

b/w

"REMEMB'RING"

5018

ORDER FROM YOUR  
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Burbank, California

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# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING NOVEMBER 1

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

This Week		Last Week	Weeks on Chart
1.	<b>Only the Lonely</b> . . . . .	1	7
	Frank Sinatra, Capitol W 1053		
2.	<b>Tchaikovsky: Piano Concerto No. 1</b> . . . . .	3	15
	Van Cliburn, RCA Victor LM 2252		
3.	<b>Sing Along With Mitch</b> . . . . .	2	18
	Mitch Miller, Columbia CL 1160		
4.	<b>My Fair Lady</b> . . . . .	7	136
	Original Cast, Columbia OL 5090		
5.	<b>But Not for Me</b> . . . . .	4	8
	Ahmad Jamal Trio, ARGO LP 628		
6.	<b>King Creole</b> . . . . .	5	9
	Elvis Presley, RCA Victor LPM-1884		
7.	<b>South Pacific</b> . . . . .	6	33
	Sound Track, RCA Victor LOC 1032		
8.	<b>Johnny's Greatest Hits</b> . . . . .	8	31
	Johnny Mathis, Columbia CL 1133		
9.	<b>The Kingston Trio</b> . . . . .	16	2
	Capitol T 996		
10.	<b>The Late, Late Show</b> . . . . .	10	35
	Dakota Staton, Capitol T 876		
11.	<b>Gigi</b> . . . . .	11	21
	Sound Track, M-G-M E 3641 ST		
12.	<b>The Music Man</b> . . . . .	9	37
	Original Cast, Capitol WAO 990		
13.	<b>Concert in Rhythm</b> . . . . .	13	7
	Ray Conniff, Columbia CL 1163		
14.	<b>Swing Softly</b> . . . . .	14	8
	Johnny Mathis, Columbia CL 1165		
15.	<b>Oklahoma!</b> . . . . .	23	159
	Sound Track, Capitol SAO 595		
16.	<b>Gems Forever</b> . . . . .	18	15
	Mantovani, London LL 3032		
17.	<b>Stardust</b> . . . . .	12	16
	Pat Boone, Dot DLP 3118		
18.	<b>Film Encores</b> . . . . .	15	64
	Mantovani, London LL 1700		
19.	<b>South Pacific</b> . . . . .	17	241
	Original Cast, Columbia OL 4180		
20.	<b>Victory at Sea, Vol. 2</b> . . . . .	—	1
	RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226		
21.	<b>The King and I</b> . . . . .	20	116
	Sound Track, Capitol W 740		
22.	<b>Belafonte Sings the Blues</b> . . . . .	—	3
	Harry Belafonte, RCA Victor LOP 1006		
23.	<b>Nearer the Cross</b> . . . . .	—	17
	Tennessee Ernie Ford, Capitol T 1005		
24.	<b>Till</b> . . . . .	—	18
	Roger Williams, Kapp KL 1081		
25.	<b>More Sing Along With Mitch</b> . . . . .	—	1
	Mitch Miller, Columbia CL 1243		



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

#### GORME SINGS SHOWSTOPPERS

**Eydie Gorme With Nick Perito, Neal Hefti and Eugene Lowell Orks—ABC-Paramount ABC 254**

Miss Gorme turns to songs from Broadway shows for the material in her latest album. Ork backing from Don Costa is excellent. She's at her best on the wonderful show tunes, which are nicely varied. Numbers include "Always True to You in My Fashion," "My Funny Valentine" and "Hello, Young Lovers." Good cover shot of artist.



#### DANCE WITH DICK CLARK, VOL. I

**The Keymen—ABC-Paramount ABC 258**

This should be a powerful sales item. Clark is plugging it steadily on both his network shows. As rock and roll goes, the Keymen's instrumentals are on the refined side and somewhat undistinctive. However, Clark may be aiming to placate the adult market. Selections—all danceable with a good beat—include "Long Tall Sally," "Love Is Strange," "Willie and the Hand Jive," etc. Sock cover of Clark.



### Pop EP Albums

#### COUNTRY BOY

**(1-EP) Johnny Cash—Sun EPA 112**

The Cash is now on another label, this EP will rack up good sales. The material is right in the Cash groove—the type of country and folk material which has been so successful pop-wise. Included are "Country Boy," "If the Good Lord's Willing," "The Rock Island Line" and "I Heard That Lonesome Whistle Blow."



### Low-Price Pop Albums

#### YOU DO SOMETHING TO ME

**Mario Lanza, Tenor with Ork—RCA Camden CAL 450**

The robust tenor is in fine voice on these reissued show tunes and arias, with plenty of high notes and sobs. Title tune, a "Carmen" excerpt and "Song of India" are best bands. Displayable cover.



### Pop Special Merit Albums

#### CLEF DWELLERS

**Randy Van Horne and His Swinging Choir—RCA Victor LSP 1751**

#### STEREO & MONAURAL

One of the best pop vocal choirs in the business comes off to great advantage in this swinging set. The Van Horne four-girl, four-boy octet has the versatility of a free-swinging jazz combo and they get a superbly recorded background sound from the band which has a pounding style in the Jimmy Lunceford tradition. It's modern all the way with nary a square chord to be found. Also rates as one of the best jobs of vocal stereo recording. Sound is full and round.



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

-----**Low-Price Classical Albums**-----

**RIMSKY-KORSAKOFF: SCHEHERAZADE**

The San Francisco Symphony Orch. (Monteux)—  
RCA Camden CAL 451

Another in the label's low price edition of a proven seller in the high-price market. Monteux comes off with an apt and vivacious interpretation. Low-price tag gives it top potential.



-----**Classical Special Merit Albums**-----

**BACH: THE GOLDBERG VARIATIONS**

Capitol GBR 7134

An intensely individual reading of great beauty. Pianist Tureck offers us a Bach as uneven and as personal but as lovely as Cellist Casals. The genius of the woman thru every measure has exposed the heart and the contrapuntal structure of the music as few have ever done before her. Some will protest her unusual treatment, but musical insight and enlightenment are all on her side.



-----**Semi-Classical Albums**-----

**LIGHT CLASSICS IN HI-FI**

The Melachrino Ork—ABC-Paramount ABC 255

Interest should develop on this album via current TV appearances and U. S. tour by this tremendous sweet-stringed British orchestra. Melachrino has extracted the most melodious sections from the Grieg, Tchaikowsky and Rachmaninoff second piano concertos, with Arthur Sandford doing a commendable job at the keyboard. As a change of pace, the album also offers "Slaughter on Tenth Avenue," "Concerto in Jazz," "Copper Concerto" and Artie Shaw's "Concerto for Clarinet." Wide appeal in the mass middle-brow market, and could well overlap above and below as well.



-----**Jazz Albums**-----

**CHRIS CRAFT**

Chris Connor—Atlantic 1290

Miss Connor has another likely pop-jazz click in her latest album. With an even bigger and better sound than before, she goes thru a fine set of tunes with excellent small group backing. Set includes medium beaters and swingers. Top potential. Clever cover shot of the artist on a cruising yacht gives good display value.



**RAY CHARLES AT NEWPORT**

Atlantic 1289

STEREO & MONAURAL

This album was cut at the Newport Jazz Festival held last summer at the famous resort. On it Ray Charles and his ork play the blues, for which they are noted, and a lot of jazz, which may surprise many of his fans, altho he did have a jazz album released last year. On the blues tunes Charles and the group come thru solidly, with wildly exciting versions of "I Got a Woman," "Talkin' 'Bout You," etc. The jazz material is not as strong, but it's a sock album all told, helped much by the audience applause at Newport. This could be Charles' biggest LP to date.



**CHEROKEE**

Charlie Barnet—Everest SDER 1008

STEREO & MONAURAL

The label turns in a top-notch brand of big band jazz sound in this Barnet revival. All the Barnet associated titles are there, including tunes like "Cherokee," "Pompton Turnpike," "Redskin Rhumba," "Sky-liner," etc. Superior stereo throuout, as has come to be expected of this label. Powerful appeal to over-thirties group plus the youngsters for whom the reincarnated Barnet sound means solid terp fare. Set makes a fine stereo demonstrator, too.



(Continued on page 20)

**ALBUM COVER OF THE WEEK**



**HELLO, TIGER, M-G-M E 3723.** Stunning cover photo of lovely thrush, Sallie Blair, provides a provocative cover. It's an eye-catcher and sure boot to sales.

**• Most Played by Jockeys** FOR SURVEY WEEK ENDING NOVEMBER 1

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

1. ONLY THE LONELY ..... Frank Sinatra  
Capitol W 1053
2. SWING SOFTLY ..... Johnny Mathis  
Columbia CL 1165
3. VOICES IN LOVE ..... Four Freshmen  
Capitol T 1074
4. CONCERT IN RHYTHM ..... Ray Conniff Ork  
Columbia CL 1163
5. MORE SING ALONG WITH MITCH ..... Mitch Miller  
Columbia CL 1243
6. LESTER LANIN GOES TO COLLEGE ..... Lester Lanin  
Epic LN 3474
7. POLITELY ..... Keely Smith  
Capitol T 1073
8. THE KINGSTON TRIO ..... Kingston Trio  
Capitol T 996
9. HOT CARGO ..... Ernestine Anderson  
Mercury MG 20354
10. STARDUST ..... Pat Boone  
Dot DLP 3118



**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING NOVEMBER 1

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

1. KING CREOLE, VOL. 1...Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2...Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS.....Sun EPA 111
4. STARDUST.....Pat Boone, Dot DEP 1069
5. HYMNS.....Tennessee Ernie Ford, Capitol EAP 1-756
6. THE EVERLY BROTHERS.....Cadence CEP 107
7. NEARER THE CROSS.Tennessee Ernie Ford, Capitol EAP 1-1005
8. VOLARE (Nel Blue Dipinto Di Blu).....  
.....Domenico Modugno, Decca ED 2633
9. COLE ESPANOL.....Nat King Cole, Capitol EAP 1-1031
10. JAILHOUSE ROCK.....Elvis Presley, RCA Victor EPA 4114

## • Reviews and Ratings of New Popular Albums

### EXPLANATION OF PACKAGE RATING CATEGORIES

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

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

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

### POPULAR ★★★★★

**COCKTAILS WITH CAVALLARO**  
Carmen Cavallaro, Piano with Rhythm Accompaniment. Decca DL 78805

#### STEREO & MONAURAL

This beautifully recorded album is the ideal answer for the record buyer who wants "something relaxing" in stereo. Keyboarder Cavallaro puts inside a lot of his earlier, Liberace-like piano, frills and lightly swings his way thru some fine Hollywood and Broadway tunes ("Witchcraft," "Lida Rose," "Say Darling," etc.) with a bass-and-drums backing. His twin-track version of "Just in Time" is worth the price of admission alone and suggests that a whole album in the tempo would be a good future idea.

**SAUTER - FINEGAN MEMORIES OF GOODMAN AND MILLER**  
The Sauter-Finegan Ork. RCA Victor LSP 1634

#### STEREO & MONAURAL

This Save-On-Records package is a potent entry in both the stereo and monaural fields. LP spotlights some of the best arrangements Finegan did for the Glenn Miller band ("Little Brown Jug," "Sunrise Serenade," etc.) and Sauter did for Benny Goodman ("Ramona," "Benny Rides Again," etc.) presented in S-F style. Excellent, inventive sounds for jocks, with good nostalgia angle.

**LOVE AND MARRIAGE**  
The Ray Charles Singers. Decca DL 78787

#### STEREO & MONAURAL

Fresh, happy vocalizing by one of the best choruses in the business today. Singing in various combinations mixed group of 12,

10 fems, nine boys, etc.) the group provides an effective stereo showcase for standards keyed to the LP title—"Love Is the Sweetest Thing," "I Married an Angel," etc. Fine jockey material.

#### WE THREE

Frank Sinatra with Tommy Dorsey & Axel Stordahl Orks. RCA Victor LPM 1632

Collectors of Sinatra and the late T. Dorsey will snap up this package of old sides waxed by Sinatra during the band vocalist days, plus some cut later with Stordahl. Selections, some featuring the Pied Pipers, include "Fools Rush In," "I'll Be Seeing You," "Lamplighters' Serenade" and "The Song Is You."

**THE SONG YOU HEARD WHEN YOU FELL IN LOVE**  
Betty Johnson. Atlantic 8027

#### STEREO & MONAURAL

Miss Johnson has a lovely romantically-styled set of tunes in her second LP for the label. Those who know her only via her pop singles will be pleasantly surprised by her smooth approaches on the pretty standards. Except for "Dreams" and the pretty album title tune, the selections are new waxings for her. It's an excellent programming set. Thrush is building a following via her night stints, so set can sell to teens and adults. Lovely cover.

**AFTER HOURS AT THE LONDON HOUSE**

#### STEREO & MONAURAL

Sarah Vaughan. Mercury SR 60020  
Amid a live club audience, Sarah puts her indelible mark on "Speak Low," "De-tour Ahead" and other ballads, with pleasant fluffs left intact. Good jazz backing by her trio plus four Count Basie men. Stereo is fine but not really necessary.

#### SING ME A SAD SONG

George Hamilton IV with Nick Perito Ork. ABC-Paramount ABC 251

A collection of the great songs of the late great Hank Williams, which includes, "You Win Again," "I Can't Help It," "House of Gold," etc. Hamilton shows a good understanding of this material. A light orchestral backing goes with the singing and a chorus is also heard at appropriate spots. A fine tribute to Williams should be readily accepted by his and Hamilton's own fans.

#### A MUSICAL LOVE STORY

Mary Martin. Disneyland WDL 3031

The warmth and technique for which she's famous come thru nicely in this Mary Martin recital of ballads. "Where or When," "Wait Till You See Him" and "Love Walked In" are especially moving, with delicate aid from small combo backing. Fans from her current tour and TV will be delighted, with most of the tunes from her one-nighters.

#### JACK SCOTT

Carlton LP 12-107

#### STEREO & MONAURAL

Scott is hot in the singles field, and his first LP should find equal favor with his fans. The lad warbles with feeling and sincerity on nine of his own tunes, including his best selling single "My True Love." He sings both ballads and rockers, but is more effective on latter.

### POPULAR ★★★★★

**JIMMY McHUGH IN HI-FI**  
Urbie Green, His Trombone & Ork. RCA Victor LSP 1741

#### STEREO & MONAURAL

Here is a tasteful, danceable package of Jimmy McHugh evergreens, which should enjoy particularly good sales on the West Coast where McHugh is active in civic affairs. Selections—all fine programming material for jocks—include "Louella," "I'm in the Mood for Love," "Lovely to Look At," "I Can't Give You Anything But Love" etc. Liner notes by Louella Parsons, who has given package several solid plugs in her nationally syndicated movie column.

#### LOVE BALLADS

Clyde McPhatter. Atlantic 8024

The flashy vocal style of McPhatter is showcased by ballads and rhythm songs here, backed by bright arrangements. Some

(Continued on page 22)

## • Review Spotlight on Albums . . .

• Continued from page 19

### CHRIS CONNOR

Atlantic SD 1228

#### STEREO & MONAURAL

This package, one of the singer's earlier Atlantic LP's, is both tasteful and effective in stereo. A strong seller on monaural, it should enjoy equal sales success on stereo. Selections—all presented in Miss Connor's distinctive style—include "I Get a Kick Out of You" and other standards, plus some great seldom heard oldies—"He Was Too Good to Me," "Something to Live For," etc.



### SOUL BROTHERS

Milt Jackson and Ray Charles—Atlantic 1279

#### STEREO & MONAURAL

This great pairing (the monaural version was a Billboard Spotlight last July) should be a sock sales item in stereo. Interesting switch has Charles on alto sax and Milt Jackson on piano and guitar. Excellent support from Connie Kay on drums; Billy Mitchell, tenor; Oscar Pettiford, bass, and Skeeter Best, guitar.



### Low-Price Jazz Albums

### DUKE ELLINGTON AT THE COTTON CLUB

RCA Camden CAL 459

A rescue operation from the old disks of great historical and nostalgic value. Ellington and his sidemen are heard playing the earliest of the maestro's mood pieces from the Cotton Club days of the late '20's. Cootie Williams, Bubber Miley, Tricky Sam Nanton and Juan Tizol among other hallowed names give out with that sound in waxings like "Creole Rhapsody" and "Jungle Nights in Harlem" that first brought the group into international prominence.



### Jazz Special Merit Albums

### JAZZ BAND HAVING A BALL!

Larry Sonn Ork—Dot DLP 9005

This is a swinging set that should interest all fans of the modern big jazz band. The band is that of Larry Sonn, the men in the band are the top jazz names in the country, and the arrangers include Manny Albem, Al Cohn and Bobby Brookmeyer. As it comes out, it's one of the most exciting new big bands on wax, with soloists of the caliber of Tony Scott, Brookmeyer and others too numerous to mention. Tunes are originals and jazz classics, such as "Down for Double" and "Ain't It the Truth," and "I'll Be Around" and "Blue Champagne." A fine new release.



### WARNE MARSH

With Paul Chambers, Philly Joe Jones, Ronnie Ball and Paul Motian—Atlantic 1291

Tenor man Warne Marsh has had a long road to hew to gain recognition, but he is finally beginning to achieve a measure of fame. On this new album he shows he truly deserves a chance to be listed with the top rank of jazz tenor men, as he turns in some mighty listenable work on a fine collection of standards, including "Too Close for Comfort," "Yardbird Suite" and "It's All Right With Me." With Marsh on this disk are R. Ball, P. Motian, P. Chambers and Philly Joe Jones.



### Jazz Talent Albums

### THE JAZZ EXPONENTS

Argo LP 622

The versatile jazz group has a distinctive sound on a fine selection of tunes which include "Night in Tunisia," "The Preacher" and "Love Letters." Each member of the group which features Jack Gridley on vibes, piano and trombone; Bob Elliot, trombone and piano; Norm Diamond on bass, and Dick Riordan show fine control. It's a fine first album for the group, and the set can be a good programming set for op as well as jazz jocks. It rates exposure.



### International Albums

### CORRIDA

La Banda Los Amantes De La Corrida—Grand Award G.A. 219 S.D.

#### STEREO & MONAURAL

Glittering renditions of the most popular pasdobles associated with the bullfighting arena, surpassing other stereo offerings of the same material currently available. The band strikes a happy medium in its use of brass and, aided by lifelike sound, features sprightly tempos, unified renditions and plenty of spirit. With excellent stereo balance as well, this will be a tough bullfight record to top.



(Continued on page 22)

**HOTTEST \$1.98 ALBUM LINE!**

**High Fidelity-4 Color Polyethylene Bags**

### Jazz

- DEXTER GORDON BLOWS HOT AND COOL
- Introducing CARL PERKINS Jazz Stylings

### R&R-R&B

- HIT VOCAL GROUPS Medallions, Cufflinx, etc.
- RHYTHM & BLUES VS. ROCK 'N' ROLL Roy Milton-Chuck Higgins
- BEST VOCAL GROUPS IN ROCK AND ROLL
- THE COOL COOL PENGUINS The Penguins

### Religious

- Spiritual Moments Lillian Randolph Singers
- Best Gospel Singers Zion Travelers, Soul Revivers, etc.

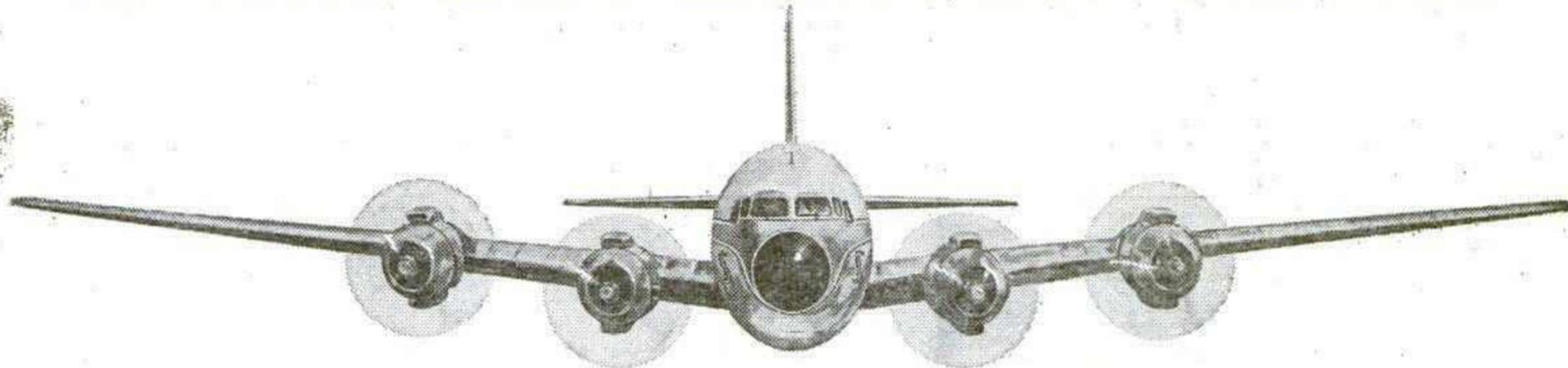
### Standard-Popular

- DANCE PARTY Peppy Prince Orchestra
- RACK JOBBERS-DISTRIBUTORS  
PHONE-WIRE-WRITE

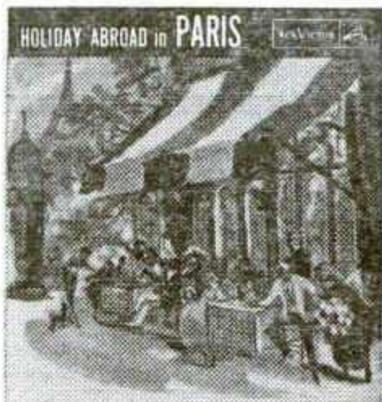
### AUTHENTIC RECORDS

(Division of Decca Records)  
9512 SO. CENTRAL AVENUE  
LOS ANGELES 2, CALIF.

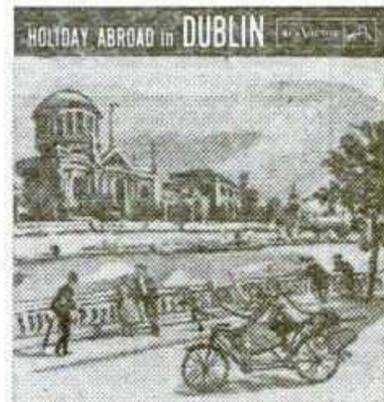
# THERE'S PROFIT IN THE AIR FOR RECORD DEALERS VIA RCA VICTOR—SABENA "HOLIDAY ABROAD"® PROMOTION!



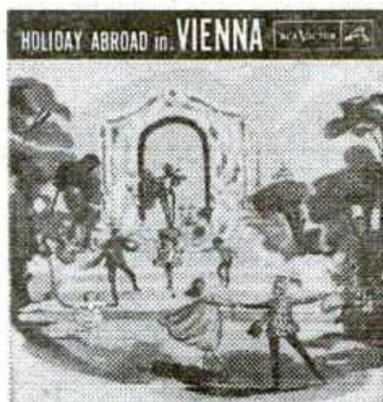
Reg Owen and his orchestra play *A Foggy Day in London Town, Someday I'll Find You, Limehouse Blues, others.*



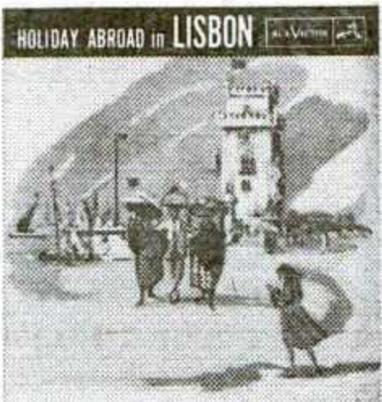
Pierre Sommers and his orchestra play *Pigalle; Comme Ci, Comme Ca; La Vie en Rose; Under Paris Skies, others.*



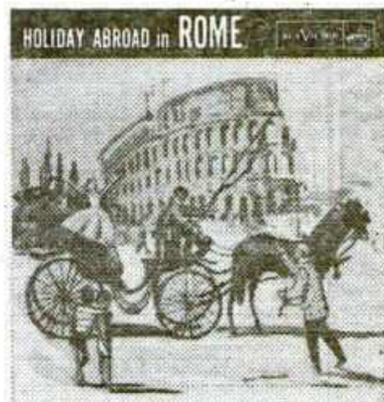
Reg Owen and his orchestra play favorites like *Minstrel Boy, Come Back to Erin, The Wearin' of the Green.*



Mullero-Lampertz and his orchestra play *Pizzicato Polka, Lovely Vienna at Night, Voices of Spring, and many more.*



Augusto Alguero and his orchestra play *Portuguese Reverie, Umra Casa Portuguesa, Lisbon Antigua, and 11 others.*



Mullero-Lampertz and his orchestra play, among others: *Ha! Ha! Ha!; Gaglione; O Sole Mio; Arrivederci, Roma.*

**"HOLIDAY ABROAD"® L. P. ALBUMS, RECORDED IN EUROPE BY LEADING CONTINENTAL ORCHESTRAS, FEATURE MUSICAL TRIPS TO CITIES SERVICED BY SABENA, BELGIAN WORLD AIRLINES.**

Watch these albums fly off the record counter, powered by this tremendous RCA Victor—Sabena tie-in promotion:

- Consumer ads in *Holiday, New Yorker, New York Times!*
- Nationwide newspaper coverage thru local ads.
- Beautiful four-color window displays for record shops, airline ticket offices, travel agencies!
- National disc-jockey promotion and contest, featuring 18 overseas trips as prizes!
- Mounted album covers for record dealers and travel agencies!
- National saturation radio spot campaign sponsored by Sabena!
- Four Sabena ads each month—from Dec. '58 through June '59—in newspapers in major markets!
- National magazine advertising by Sabena!
- Special highlighter record, distributed by Sabena nationally to 2500 travel agencies, and offered by mail in consumer ads!



## STORE TRAFFIC BUILDER

This 45 EP HIGHLIGHTER STORE TRAFFIC BUILDER, offered in ads in *Holiday, New Yorker, The New York Times Magazine*—and available in 2500 travel agencies—includes one complete selection

from each of the six "Holiday Abroad"® albums. Highlighter Album features a coupon good for a \$1.00 saving\* on any one of the albums!

**ALL ABOARD FOR HIGH-FLYING PROFITS! ORDER THESE ALBUMS TODAY FROM YOUR RCA VICTOR DISTRIBUTOR.**

\*Off Mfg. Natl. Advertised Price.



## • Reviews and Ratings of New Popular Albums

• Continued from page 20

are in the singer's sexy style; some sides display his church and bluesy qualities. Too, a number of his good selling singles are included, such as "Long, Lonely Nights," "Come What May," and "No Love Like Her Love."

### SWINGIN' ACES

The Four Aces, Decca DL 87864

STEREO & MONAURAL

Fans of the swinging vocal group will enjoy this two-channel collection of a dozen evergreens like "I'm Confessin'," "I May Be Wrong," and "Once in a While," with a bouncy ork background provided by Jack Pleis. A good platter for deejays operating pop stereocast shows. Cute cover.

### SONGS FOR PIZZA LOVERS

Lou Monte, RCA Victor LPM 1877

This LP is comprised of many of the recent singles cut by Lou Monte. "The Sheik of Araby," as well as "Calypso Italiano," and "Italian Jingle Bells." For Monte fans the set is a lot of fun and the cover will make for a good dealer display piece.

### 37 FAVORITES FOR DANCING

Frankie Carle & His Rhythm, RCA Victor LSP 1868

STEREO & MONAURAL

A danceable set of the Carle piano features 37 standard tunes. Two guitars, bass and drums form the rhythm backing. Pleasant hi fi listening and terping sounds, not markedly improved via stereo.

LA VERN BAKER SINGS BESSIE SMITH  
Atlantic 1281

STEREO & MONAURAL

This is a creditable job of reproducing a vocal performance in stereo. There's a good effect of the voice filling the so-called "hole in the middle" while the band pounds away in solid fashion behind Miss Baker. Band in fact is particularly well-cut which lends even more substance to the singing. Fans of the message being emoted here will find it is improved in 3-D.

### THE MIGHTY WURLITZER REMEMBERS THE GOOD OLD DAYS

Leonard Leigh, Organist, RCA Victor LSP 1795

STEREO & MONAURAL

This nostalgic package of pre-war tunes—"The Oceana Roll," "Chinatown, My Chinatown," "Red Wing," etc.—is a bouncy instrumental treat for stereo and pipe organ fans. Performance is good, and stereo effects excellent.

### YESTERDAY'S HITS

George Liberace Ork., Carlton LP 12-100

STEREO & MONAURAL

A combination of semi-classics and great old standards done with plush, lush arrangements. Very commercial. These are virtuoso performances in schmaltz and will have terrific nostalgic value as well as being very danceable items. Included are "Hora Staccato," "Wunderbar," "Blue Danube," and "Silver Threads Among the Gold."

### ARTHUR MURRAY'S MUSIC FOR DANCING

The Arthur Murray TV Dance Ork., RCA Victor LSP 1909

FELICIA

b/w

BANDSTAND DANCING

by

Bobby and The Orbits

Seeco 6005

SEECO

39 West 60th Street • New York, N.Y.

101 Strings

The World's  
First  
Stereo-Scored  
Orchestra

### STEREO & MONAURAL

The Arthur Murray TV ork (under the direction of Bill Stegmeyer) is as danceable as its namesake. A group of rhythmic standards are served up in various dance tempos — cha-cha, rumba, merengue, tango, samba, waltz, fox trot, and rock and roll. Sound-wise the stereo is fine, but LP's basic appeal is to terpers.

### LIEBERT TAKES BROADWAY

Dick Leibert, Organ, Westminster WP 6071

Here's another excellent package of organ solos by Leibert, head of the Radio City Music Hall organ staff. Selections — interpreting the LP title in its broadest sense — include show tunes ("If I Loved You," etc. movie tunes ("Around the World") and danceable Latin standards ("Perfidia" etc.) for the ballrooms.

### WALTZING DOWN BROADWAY

Warren Barker Ork., Warner Bros. 1218

STEREO & MONAURAL

This lush instrumental package of waltz themes from Broadway musicals offers jocks an interesting programming angle for mood music segs. Selections include "Show Me," "Oh What a Beautiful Morning," "Wonderful Guy," and "The Girl That I Marry." Fine stereo sound effects.

### ROCK AND ROLL FOREVER—VOL. II

Various Artists, Atlantic 8021

This second volume of "Rock and Roll Forever" from Atlantic contains hit singles from the label's best seller list over the past year. Sides include Chuck Willis' "C. C. Rider," Ray Charles' "Swanee River Rock," "The Bobbettes' "Mr. Lee," Clyde McPhatter's "Come What May," and many others. It's a fine collection of sides for the rock and roll trade.

### ROCKIN' & DRIFTIN'

The Drifters, Atlantic 8022

This new set by The Drifters contains all their recent hits, from "Moonlight Bay" to "Ruby Baby" and "Drip Drop." Most of the tunes were previously released as singles, but their many fans should be interested in this LP collection of 15 sides by the boys. The cover is excellent.

### OTHER WORLDS OTHER SOUNDS

Esquivel Ork., RCA Victor LSP 1753

STEREO & MONAURAL

The original monaural version of the Mexican maestro's sound specialty album was a hi fi standout. The colorful contrasts of instrumentation in these Latin-tinged, big-band readings lend themselves to the stereo medium and the engineers made the most of the opportunity. Good listening set provides a good workout for the system.

### AT THE ST. MORITZ

The Irving Fields Trio, ABC-Paramount ABC 187

The Irving Fields trio is one of the most musically small pop groups around. With bass and drums abetting Fields at the piano, the trio is more than just a slick society ensemble. Numbers here were all, with one exception, composed by Fields and have an international flavor, representing such places as France, Cuba, Haiti, Turkey and Mexico. Pleasurable listening as well as superb background music.

### FERRA TE AND TEICHER WITH PERCUSSION

ABC-Paramount ABC 248

Here come Ferrante and Teicher, the unique duo-piano team, again! This time they're backed by quartet of ace percussionists who help the two keyboarders provide versions of "How High the Moon," "Beyond the Blue Horizon," and "The Nearness of You" you never heard before. A cute novelty, faintly like "Doodietown Fifers," is their own "Parade of the Bobbies."

### SWEET TUNES OF THE FANTASTIC 50'S

Earl Bostic, King 602

A batch of comparatively recent standards (almost a contradiction in terms but descriptive of the quality of the set) get a standout treatment by Bostic. The alto sax artist's tone and phrasing will delight his fans. He generally sells well and this package may be expected to hold up well in sales.

### FOOLISH HEART

The Vienna State Opera Ork., WST 15014

STEREO & MONAURAL

Backed by an unusual promotion with WPAT, New York-New Jersey station, this lush collection of music to dream by is even lusher in the stereo version and sure to please many.

### TIME REMEMBERED

Vernon Duke, Piano With Vocals by Tony Travis & Pete Rugolo Ork., Mercury SR 60023

STEREO & MONAURAL

Sparked by composer Duke at the piano,  
(Continued on page 24)

## • Review Spotlight on Albums . . .

• Continued from page 20

### Children's Albums

#### SLEEPING BEAUTY

Mary Martin—Disneyland ST 3911

A colorful package with Mary Martin in top form narrating the fairy tale and singing most of the incidental songs. Strong ork and chorus support. A delight for romantics from 6 to 86. Background music is drawn from Tchaikowsky's ballet.



### Christmas Special Merit Albums

#### CHRISTMAS WITH THE SALVATION ARMY

The Salvation Army New York Staff Band and Male Chorus (Holz)—Westminster WP 6096

A sparkling package of yuletide melodies are presented by the well co-ordinated and precise Salvation Army band. Selections include traditional carols and hymns. It's a colorful package, and sound is excellent. It can sell with exposure.



### Christmas Specialty Albums

#### MUSIC BOXES FOR CHRISTMAS

Westminster WST 15016

STEREO & MONAURAL

A charming and nostalgic platter, filled with the gentle, melodic tinkle of Christmas-season songs played on a variety of old music boxes (German, Swiss, American) in the famous Bornand Collection. The recording work has been carefully done and catches everything—including an occasional wheeze or clunk from the antique music makers—and is quite effective in stereo. Would make a nice gift item for stereophiles.



### R&B Albums

#### YES INDEED!

Ray Charles—Atlantic 8025

Charles' latest is a collection of tunes, formerly released as singles. The great artist is at his best here, and the set should sell strongly with little trouble. Fine instrumental backing (and fem chorus on some selections) helps. Also strong pop appeal.



### Sound Albums

#### HINDEMITH: SYMPHONY IN E-FLAT

The London Philharmonic Ork. (Boult)—Everest SDBR 3008

STEREO & MONAURAL

The mood, intensity of tonal color and dramatic shifts in dynamics of the work are captured with startling realism in this London Philharmonic recording. A masterful performance has been caught in one of the most spectacular examples of fine stereo now available. The label has the sure-fire technique for this medium. A fine demonstration record for dealers and a great buy for the discerning sound enthusiast.



#### PERCUSSION AT WORK

Pete Rugolo Ork.—Mercury SR 80003

STEREO & MONAURAL

The striking percussive patterns of this two-track sonic bash will give a real workout to the woofers and tweeters of any stereo set-up, and it's one of the best "demonstration" stereo platters a dealer could ask for. Musically, it represents a reunion of such top jazz men as Andre Previn, Shelly Manne, Joe Mondragon, Jack Costanzo and Mercury exec-artist Rugolo, many of them Kenton alumnae, getting together on a half dozen extended jazz tracks. The driving bongos, drums, brass—and Previn's piano—make this a real stereopus.



#### PERCUSSION IN HI-FI

David Carroll Ork.—Mercury SR 60003

STEREO & MONAURAL

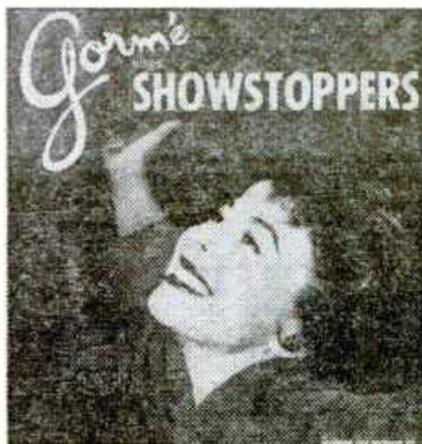
Here's another of Mercury's excursions into two-channel recorded percussion that provides some startling effects on good stereo equipment. David Carroll presides over the session, with four composer-arrangers (Bobby Christian, Frank Rullo, Mike Simpson and Carl Stevens) providing the scores. Christian's "Spanish Symphonique" is especially effective, and Stevens' "Malaguena" makes many another version seem tame. Multi-exposure color cover is a real beauty with high display values.



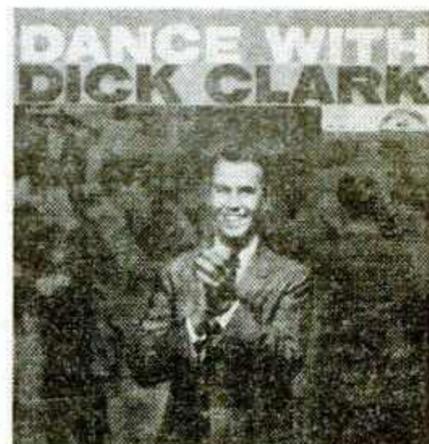
(Continued on page 24)

# BLOCKBUSTER announcement from ABC-PARAMOUNT "LUCKY 13" SWEEPS THE SCENE!

One glance at the titles tells you this is  
TREMENDOUS ALBUM NEWS! It's One of  
the Most Impressive Simultaneous Releases  
in Years! It's here...and now!



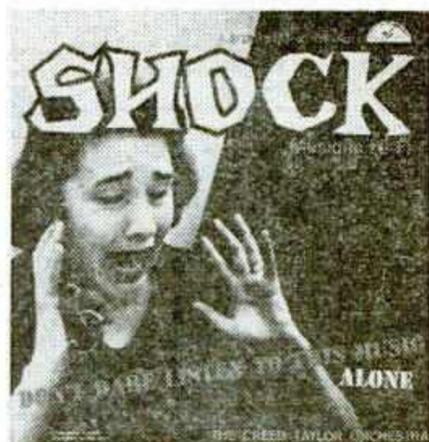
ABC-254 and ABCS-254  
SHOW STOPPERS  
Sung by EYDIE GORME



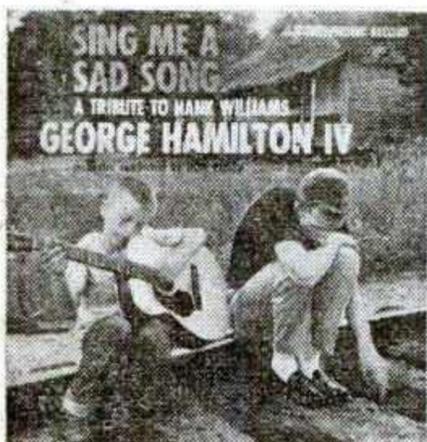
ABC-258 and ABCS-258  
DANCE WITH DICK CLARK



ABC-255 and ABCS-255  
LIGHT CLASSICS IN HI-FI  
-THE MELACHRINO ORCHESTRA



ABC-259 and ABCS-259  
SHOCK MUSIC IN HI-FI  
-CREED TAYLOR ORCHESTRA



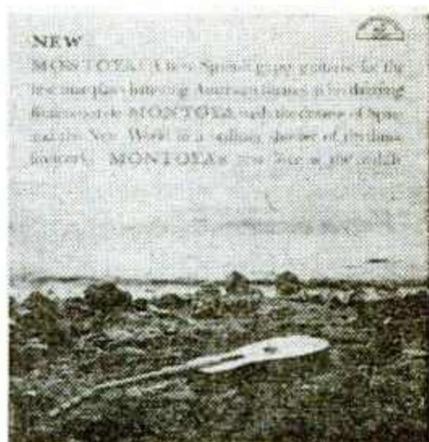
ABC-251 and ABCS-251  
SING ME A SAD SONG  
-GEORGE HAMILTON IV



ABC-248 and ABCS-248  
FERRANTE & TEICHER  
with PERCUSSION



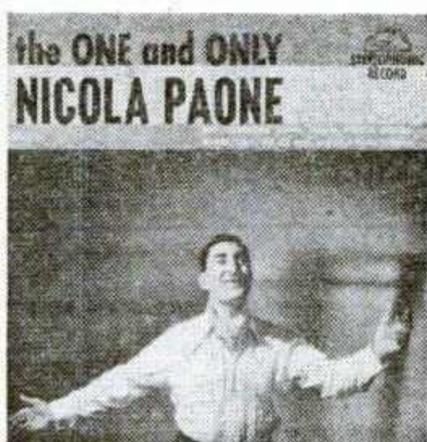
ABC-236 and ABCS-236  
CANDIDO IN INDIGO



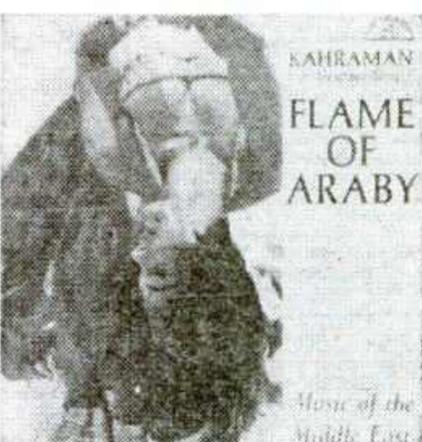
ABC-202  
MONTOYA, MONTOYA, MONTOYA  
-CARLOS MONTOYA



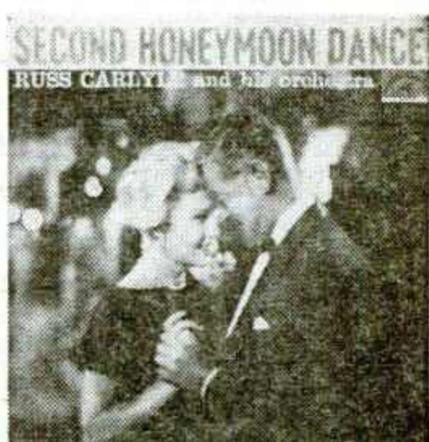
ABC-187  
AT THE ST. MORITZ  
with the IRVING FIELDS TRIO



ABC-263 and ABCS-263  
THE ONE AND ONLY NICOLA PAONE



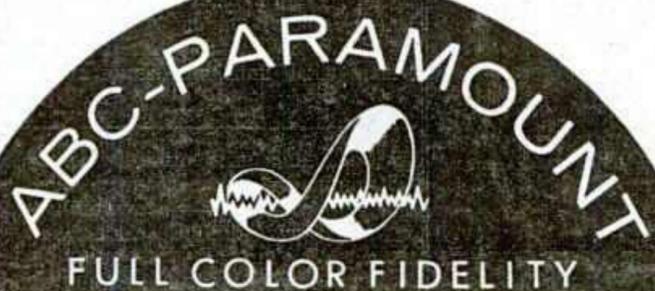
ABC-257  
FLAME OF ARABY (Music Of The Middle East)  
-KAHRAMAN



ABC-247  
SECOND HONEYMOON DANCE  
-RUSS CARLYLE AND ORCHESTRA

Get lucky with "LUCKY 13"!  
Get happy with "LUCKY 13"!

Get plenty of "LUCKY 13"...you'll need 'em!



ABC-260  
POLISH CHRISTMAS CAROLS IN HI-FI  
-TED MAKSYMOWICZ

"DANCE WITH DICK CLARK"  
AVAILABLE IN  
SPECIAL 3-POCKET EP ALBUMS

AND THESE ARE AVAILABLE  
IN STEREO, TOO

- ABCS-236 Candido In Indigo
- ABCS-248 Ferrante & Teicher with Percussion
- ABCS-251 Sing Me A Sad Song—George Hamilton IV
- ABCS-254 Show Stoppers Sung by Eydie Gorme
- ABCS-255 Light Classics In Hi-Fi  
—The Melachrino Orchestra
- ABCS-258 Dance with Dick Clark
- ABCS-259 Shock Music In Hi-Fi  
—Creed Taylor Orchestra
- ABCS-263 The One And Only Nicola Paone

# Reviews and Ratings of New Popular Albums

Continued from page 22

this is a well-recorded version of the incidental music for the recent Helen Hayes-Susan Strasberg Broadway play, and should have appeal for stereo-equipped legit fans. The small ork, under Pete Rugolo's baton, neatly catches the high-as-air quality of the play. But, like much movie music, it doesn't have its full meaning out of context.

### THE GIRL FRIENDS

**Andy Sannella Ork. Everest LPBR 5005**  
Attractive and listenable is this new release by Andy Sannella and his Ork, playing a fine group of standards in arrangements that should intrigue the hi-fi fan. The tunes are all united by the thread of gal's names, such as "Charmaine," "Delores," "Chloe," "Mary Lou," etc. But it's the arrangements that make the sides interesting, since they feature chimes and many other listenable percussion sounds. The recorded sound is excellent. Good item for hi-fi-ers if exposed.

### MY MEMORIES

**Melavano Ork. Argo LP 619**  
Here's an album for easy listening, consisting of relaxed and warm arrangements of a collection of standards and originals played in smooth style by the Melavano Ork, a new English organization. The set could be called background music, but it's much better than the average background music set and the performance is also much better than average. Tunes include "Falling Leaves," "Me and My Shadow," and "To Each His Own." Release could grab sales if displayed and exposed.

### LOVE STORY

**By Shaffer Ork. Westminster WST 15023**

### STEREO & MONAURAL

Ballads like "Love Letters," "That Old Feeling" and "Please Be Kind" get warm readings, with Shaffer on trombone. Ork sounds lush in stereo. Lovely beach photo cover.

### POPULAR ★★

**TOO MUCH, TOO SOON**  
Sound Track. Mercury 6R 60019

### STEREO & MONAURAL

This is another in the new crop of motion picture background tracks available in stereo editions, and is a well-recorded offering. From a dealer standpoint, most of the initial impact of the film's launching has already gone (the movie has already played its key engagements) but the novelty of movie music in stereo may help to move it. The score itself is above average and has many musical merits.

### SECOND HONEYMOON DANCE

**Russ Carlyle Ork. ABC-Paramount ABC 247**

For the most part, this offers the ballroom sound as against the typical society dance sound. Both schools are in vogue today and the Carlyle band's readings of familiar tunes, plus several medleys, can get a share

of attention. Cover of couple dancing thru their second honeymoon is fetching.

### CHIC TO CHIC!

**Nino Nanni. Carlton LP 12-108**  
Nifty warbler Nanni serves up 12 fine show tunes in pleasing mood of relaxed simplicity and nice jazz-flavored piano backing. Selections include "It's Love," "I Wish I Were In Love Again," "It's All Right With Me," etc.

### ILL REMEMBER APRIL

**Raoul Pollakin Ork with The Stereo-Chorale. Everest LPBR 5001**  
One side of this lush mood package uses songs with "remember" in the title. The other is devoted to songs with "moon" in the title. The romantic tenor and chorus approach makes for a good jockey programming item. Heavy competition from other packages of the type may prove a sales hindrance, however.

### GOLDEN YEARS IN HI-FI

**Bob Kames, Organ. King 598**  
Bob Kames, Milwaukee-born organist, turns in a pleasant series of readings here of a fine collection of waltzes, ranging from "The Skater's Waltz," thru "Vienna Dreams." There are 20 tunes in the LP, and the set is a good one for just quiet listening, as well as for use in restaurants and skating rinks, etc.

### THE ONE AND ONLY NICOLA PAONE

**ABC-Paramount ABC 263**  
Italian-born warbler serves up ingratiating chanting stints on fairly amusing folk-styled ditties, which he also wrote. Selections include "Three Paisanos," "Tony the Ice Man," etc. Should have some appeal to Italian-American market.

### POPULAR ★

**AT EASE**  
VX 25.710 & ST-VX 25.710

### STEREO & MONAURAL

### LOW-PRICE POPULAR ★★★★★

### HEART!

**Eddie Fisher with Hugo Winterhalter Ork. RCA Camden CAL 447**  
Here's a natural for fans of that full and beautiful quality of voice which is Fisher's trademark. Near million and million sellers like the album's title, and "Count Your Blessings" and "Downhearted" are given the velvet carpet treatment by the ballad master and the Hugo Winterhalter ork. Low price and constant national exposure of artist make for strong draw.

### LOW-PRICE POPULAR ★★★

### THAT'S WHAT I LIKE ABOUT THE SOUTH

**Phil Harris. RCA Camden CAL 456**  
It's the rapid fire patter here of one of the last exponents of the character comedy song that gives this album its distinction. The ballads are the religious bit ("Deck of Cards") don't come off quite as well as "Dark Town Poker Club" and "Woodman, Spare That Tree" which are pure chips off Bert Williams' old block. Those loyal to Harris' name and a fading minstrel art will find their money's worth here.

### HARP, SKIP & JUMP

**Gene Bianco & His Group featuring Mundell Lowe. RCA Camden CAL 452**  
The introduction of a smoothly plucked harp as a jazz instrument comes off rather well in this interesting package. The blend of harp and studio man, Mundell Lowe's guitar, while still maintaining a jazz pattern, imparts an uncommon lightness and refinement to the medium. The combo also comes off gracefully in pop variations of familiar items such as "Gigi" and "Stairway to the Stars."

### CHILDREN'S ★★★★★

### THIS WAS THE WEST

**Stan Jones. Disneyland WDL 3033**  
Youngsters who spend a lot of their time watching TV's crop of "oaters," will love this handsome album. An 11-page, illustrated set of notes give a story-and-picture look at the "Old West," and the platter is a tuneful roundup of the kind of synthetic western ballads you hear as the credits roll by on a big filmed horse opera. One, however, is a standout — the Stan Jones-penned "Song of the Dance Hall Girls," which is riotous satire that most moppets will miss completely.

### CHILDREN'S ★★★

**SONGS CHILDREN SING IN GERMANY**  
**Bob & Louise DeCormier. Judson J 3030**  
The husband-and-wife team sing with pleasing simplicity in both German and English on a group of German folk songs. The tunes are sprightly enough to appeal to U. S. youngsters and the package should also be of nostalgic interest to German-American citizens.

# Review Spotlight on Albums . . .

Continued from page 22

## SCIENCE FICTION SOUND EFFECTS RECORD

**Mel Kaiser—Folkways FX 6250**

Want to plan your own trip to Mars? This off-beat platter is the answer, for it is an extended collection of futuristic sound effects that should delight any science fiction fan. There are, for example, such choice tracks as the sounds of a space ship in flight, cosmic bombardments, fast beepers, a rocket motor primer in action, and so on. It's not exactly the sort of thing you'd play as dinner music, but small fry will find it fascinating. Cover is simple but unusual.



## STORM IN HI-FI

**Various Artists—Westminster XWN 18890**

Batten down the hatches, turn up the volume and fly the hurricane warning. This is one of the most spectacular collections of musical fireworks, consisting entirely of excerpts from works depicting nature in upheaval. Composers represented include Beethoven, Debussy, Rossini, Sibelius, Grieg, Britten, Alfvén and Rimsky-Korsakoff. A must for the woofer cum tweeter crowd, and pretty exciting listening for anyone else.



## Specialty Albums

### MGANGA!

**Edison International CL 5000**

Shindo produces a colorful and exciting series of sounds with his excellent scoring for instruments and voices. Over-all feeling of the set is African. Various rhythm patterns and techniques accent the various selections. With exposure the set can have wide appeal. Wonderful cover shot of African mask should help. "Shrunken head" attached to the cover will also create interest.



### MONTOYA!

**Carlos Montoya, Guitar—ABC-Paramount ABC 202**

This is probably the most striking disk yet made by the widely recorded flamenco guitarist. It does contain traditional Iberian material, including a Saeta with fabulous military band effects including drums. In addition, Montoya gives his full flamenco treatment to such numbers as "Oh, Susannah"; "Isle of Capri" and "You Belong in My Heart," and even throws in a "Boogie Flamenco" of his own composition. The idea might make purists shudder, but Montoya makes them sound as tho that's the way they were meant to be played. Sure to excite his considerable following.



### THE HAPPY WANDERER IN EUROPE

**The Camarata Ork with the Gloria Wood Choir. Disneyland WDL 3034**  
The Pied Piper of childhood is at it again with a brisk and jolly musical journey thru Europe. Folk and pop tunes like "The Happy Wanderer" and "Funiculi Funicula" are given the happy onceover with solo and backing from light, gentle voices. It's a good storyland effort for the 7-12 age bracket and ought to hold its own against the heavy competition.

### LOW-PRICE

### CHILDREN'S ★★★★★

### RIP VAN WINKLE & JOHNNY APPLESEED

**Lionel Barrymore & Kate Smith. Lion L 70078**  
Two venerable performers come to life again from the M-G-M catalog on two favorite stories. The narratives of the two fables are generously sprinkled with brief dramatic scenes with good musical background sound effects. Stories are told by Barrymore and Kate Smith in a manner that is bound to appeal to youngsters. Excellent Christmas merchandise for racks and stores.

### THE WONDERFUL WORLD OF FAIRY TALES

**Robert Q. Lewis. Lion L 70080**  
This \$1.98 package should be a strong item in its field. In addition to a solid reading stint ("Pinocchio," "The Sleeping Beauty," etc.) by Lewis and effective backing by Hank Sylvern, the LP features a tie-up with Classics Illustrated Jr., a comic book series. Each package includes a free copy of a Classics Jr., plus a 50-cent premium coupon for a year's subscription to the mag.

### LOW-PRICE CHILDREN'S ★★★★★

### MOTHER GOOSE PARADE

**Betty Martin & Donald Dame with Curtis Biever & Alexander Cores Orks. Lion L 70075**  
A re-issue, according to the liner notes, of Betty Martin's "best-selling standard in the field of children's records." Miss Martin vocalizes thru a whole roster of the Mother Goose favorites, with Donald Dame presiding over the "game songs" like "Here We Go Round the Mulberry Bush." A nice "basic" item in a child's record collection.

### THREE DELIGHTFUL STORIES FOR CHILDREN

**Keenan Wynn & Betty Garrett. Lion L 70076**  
Keenan Wynn tires hard with two stories and Betty Garrett with one, but they don't quite jell. Miss Garrett's short tale is all in verse, and this becomes trying after a bit. Wynn's shorter story is quite undistinguished and a longer one, about a bear who gets mixed up with humans, could have been much better had it been much shorter.

### CHRISTMAS ★★★★★

### CATHEDRAL BELLRINGERS

**Cathedral Bellringers of the Episcopal Cathedral of St. Philip, Atlanta, Georgia. (Eckel). Westminster WST 15018**

### STEREO & MONAURAL

A group of 26 junior high and high schoolers from Atlanta's Episcopal Cathedral of St. Philip are the music-makers on this carefully produced album of bell sounds. A wide, tonal range is achieved with the numerous bells and the sounds are faithfully reproduced. Set contains 22 carols and Christmas songs. Appealing Christmas selection which is not greatly enhanced in stereo.

### COUNTRY & WESTERN ★★★

### MARVIN RAINWATER SINGS

**M-G-M E 3721**  
One side is made up of weepers and ballads, the other side being made up of novelty tunes with a beat. All in all, a good country-based package which will have some pop appeal. Material and performances hark back to solid America—for instance, there are the Hank Williams' items "Moanin' the Blues" and "Gamblin' Man," and there's a performance in the Johnny Cash style of "My Brand of Blues."

### DOCUMENTARY ★★★★★

### VOICES OF THE SATELLITES!

**Folkways FX 6200**  
A specialized, but unusual album, and one that can prove profoundly interesting to science buffs, students, educators, et al., since it contains an accurate series of recordings of the radio "voices" of the Russian and American satellites which have been buzzing around our upper atmosphere, as well as detailed explanations of the

signals and other technical footnotes by T. A. Benham. Complete with extensive set of notes.

### FOLK ★★★

### SONGS OF NEWFOUNDLAND

**Sung by Alan Mills with Gilbert Lacombe, Guitar & Gordon Fleming, Accordion. Folkways FW 8771**  
A choice item for lovers of this sort of folk fare. Mills has a pleasant sound on various folk tunes, sea chanteys and ballads of Newfoundland. Fine accompaniment is provided by Lacombe and Fleming. Limited appeal, but an excellent item in its field. Album includes a booklet with lyrics of the songs.

### FOLK ★★

### COOK'S TOUR OF GERMANY

**Fritz Mareczek Ork. Vox VX 25.790**  
A stirring set of German folk, hunting and student songs and various dance melodies are given bright outings by the ork. Sound is an outstanding feature. While there may not be tremendous general appeal for the package, it can attract buys from hi fi bugs.

### FOLK SONGS OF MEXICO

**Alfonzo Cruz Jimenez. Folkways FW 8727**  
The artist has a light, lyrical sound on this representative selection of Mexican folk songs. He accompanies himself on guitar to listenable effect. The package also has a booklet with an English translation of the lyrics. Fair potential.

### INTERNATIONAL ★★★

### SING A SONG OF ITALY

**Toni Arden. Decca DL 78765**

### STEREO & MONAURAL

Miss Arden imparts a romantic, misty-eyed, Neapolitan flavor to her readings of these typically Italian songs of love. "Arrivederci Roma," "Non Dimenticar," "Souvenir d'Italie," etc. are included. Gal sings them all with a deeply emotional quality—in both English and Italian. Ork backings by Nick Perito are especially fine, and give the singer a feeling of stereo depth. A good recording.

(Continued on page 26)

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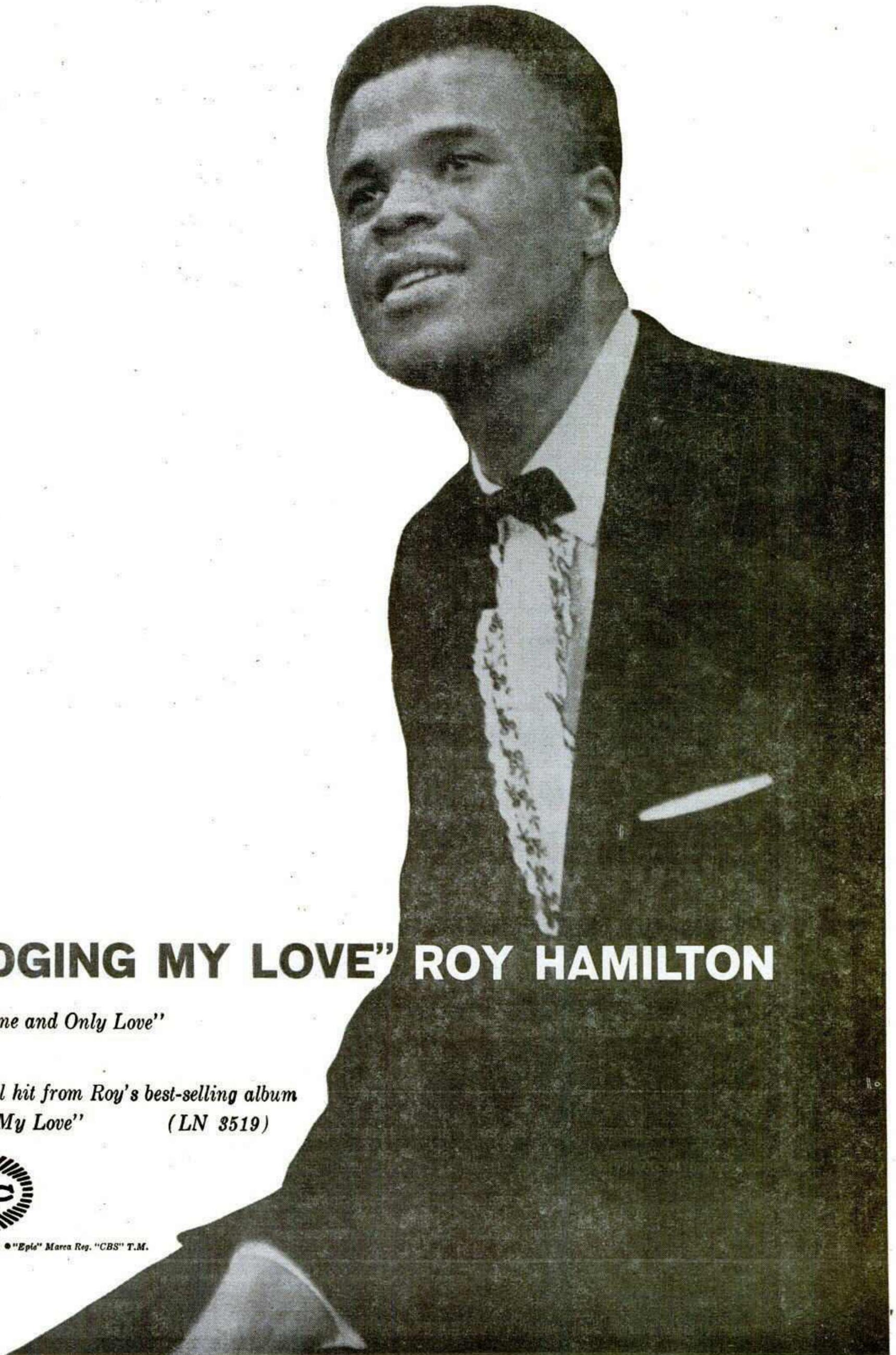
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# Reviews and Ratings of New Popular Albums

Continued from page 24

**ORIENTAL FANTASY**  
Gianni Monese Ork. Vox VX 25.780  
All of the selections are works by Eastern composers or excerpts from numbers with an Oriental theme. The numbers allow many colorful effects that provide a good programming set for jocks and a fine listening album as well. Collection includes "In a Persian Market," "Arabian Dance" and "Alla Turca." Sound is a feature.

**DIE ENGELKINDER FROM TYROL**  
Die Engelkinder and Engel Family. Vox St-Vx 25-650

**STEREO & MONAURAL**  
A family of nine, parents and seven children, play the music of the Tyrol, with all its native charm. This includes yodels, polkas, folk songs, marches, etc., scored for recorders, fiddle, bass and various native stringed instruments. The family also vocalizes on some of the offerings. Good live stereo sound was engineered by Rudy Van Gelder. Limited market potential, but in its field, this is a most appealing set.

**FLAME OF ARABY**  
Kahraman with Various Artists. ABC-Paramount ABC 257  
Kahraman (real name Olga Agby) is a Lebanese thrush who sings songs typical of her homeland, as composed by her brother Naif. The minor-key wailing of the instruments is set to a rhythm which is highly danceable. The growing popularity of Arabian music and Kahraman's straightforward style (with occasional English lyrics) should get customer response. Cover shot of a lovely Arab lass is bound to draw glances.

**PANORAMA**  
Charles Magnante, Accordion & Ork. Grand Award G. A. 33-383  
A first-rate group of musicians, including Charles Magnante and Dick Hyman, spin off energetic and immaculate versions of Paris glamour tunes that are totally un-French in spirit but thoroughly enjoyable. The sound that accompanies such veterans as "April in Paris" and "Under Paris Skies" has exceptional merit and the cover painting possesses a compelling Gallic flavor.

**INTERNATIONAL ★★**  
**ACCORDEON DI ROMA VOL. II**  
Jo Basile. Audio Fidelity AFLP 1871  
Basile has a listenable accordion sound

on the popular Italian and International melodies. The talented artist displays his mastery on such fare as "Carnival of Venice," "Ciribiribin" and "O Mari."

**RHYTHM AND BLUES \*\*\*\* R&B \*\*\*\* TALK TO ME**  
Little Willie John, King 596  
The chanter's individual style is in evidence on this package of 12 blues and ballads. Some are in the "Fever" groove, with a wavering melodic line and a sharp beat. The true blues come off better than the ballads. Little Willie John's fans, and a lot of others, will like the wax.

**ROCKIN' THE BLUES**  
Joe Turner, Atlantic 8023  
Variety is the key to this album, for it presents the great blues shouter in his various styles—rock and roll, as in the relatively recent "Teen Age Letter"; classic blues, as "Trouble in Mind" and quite a few side which display Turner's Kansas City jazz orientation. There are also several notable standards, which the shouter does with distinction—the Arlen-Mercer classic, "Blues in the Night" and the Williams-Kennedy "Red Sails in the Sunset."

**SPOKEN WORD \*\*\*\* Spoken wd \*\*\*\* THE JAZZ AGE OF F. SCOTT FITZGERALD**  
Read by Franchot Tone. Riverside RLP 7013  
Fitzgerald's imagery illumines these passages, mostly from "Great Gatsby." Tone gives them variety and a mature, slightly hoarse reading entirely right for the material. It should appeal strongly in its market.

**LOW-PRICE INTERNATIONAL ★★★**  
Dominic Valente Ork. Waldorf Music Hall MHK 33-1250  
Danceable versions of "Il Bacio," "La Donna E Mobile," "Venetia" and current pop tunes from Italy, with accordion and piano frequently featured to good effect. Pretty cover shot of harbor.

**POLKA ★★★**  
**POLKA TIME**  
Mike Miskiewicz Ork. Everest LPBR 5006  
The precision of this group is excellent.

# Reviews and Ratings of New Classical Albums

**CLASSICAL ★★★★★**  
**LOLLIPOPS**  
The Royal Philharmonic Ork. (Beecham). Angel S 35506

**STEREO & MONAURAL**  
"Poet and Peasant" Overture, "Afternoon of a Faun," "Valse Triste" and five other concert program desserts get the Beecham flair and lilt. Engaging "pops" listening to please a wide audience. In stereo, a rich sound adds depth.

**FALLA: THE THREE-CORNERED HAT; ALBENIZ: IBERIA**  
Orchestre du Theatre National de L'Opera de Paris (Rosenthal). Westminster WST 14028

**STEREO & MONAURAL**  
A rich, sensitive reading of two of Spain's best-known contributions to orchestral literature, both of which are exciting stereo listening in the two-track edition of this al-

bum. Since there are a growing number of stereo waxings of both the Albeniz and Falla works, it'll face stiff competition, but both recording and performance here—particularly in the "Three-Cornered Hat" dances—are definitely in the top brackets.

**SPECIALTY ★★★**  
**MUSIC BOXES AND CHIMING CLOCKS FROM THE ALEC TEMPLETON COLLECTION**  
RCA Victor LP M1867

The collection of clocks owned by the pianist provides a wide range of selections and sounds. The set is divided into four sections with numbers expressed by 14 different clocks. Sound quality is excellent. For those seeking something a bit different and interesting, this is a fine selection.

# Reviews and Ratings of New Stereo Albums

(Results Indicate Relative Strength Among Stereo-Only Albums)

**POPULAR ★★★★★**

**OKLAHOMA AND SOUTH PACIFIC**  
Enoch Light Ork & Chorus with Various Artists. Grand Award GA 217 S.D.  
This attractive pairing of Rodgers and Hammerstein's greatest hits should sell in quantity. The slick, professional renditions of the shows' highlights, while not quite up to the incisiveness of the original cast versions, should please. Michael Stewart's bass-baritone is the stickout among the soloists.

**POPULAR ★★★**  
**GIGI**  
Enoch Light Ork. & Chorus. Grand Award G. A. 215 S.D.  
The tuneful Lerner-Loewe film score is competently performed under Enoch Light's baton by a good youthful cast including Lois Winter. Excellent sound quality and good stereo balance helps make this an attractive package despite competition.

**SELECTIONS FROM SOUTH PACIFIC, GIGI, & THE MUSIC MAN**  
Maury Laws Ork. Hallmark HLP 318  
A nice packaging of hit songs from three top musicals, featuring a quartet of tunes from each show played as instrumentals. All are among the most-recorded show tunes in the catalog, but the waxing serves as a good "omnibus" platter for the buyer who wants a stereo "basic" show album.

**LOW-PRICE POPULAR ★★★**

**THE HAPPY HARPSICHOARD**  
The New William Donati Trio. Tampa TP 7

**STEREO ONLY**  
"Happy Harpsichord" is an interesting lowpriced stereo offering that may catch on with buyers. William Donati provides a romp down Broadway with a harpsichord-bongo-bass trio, armed with such tunes as "If I Loved You," "I Love Paris," and "Our Love Is Here to Stay." Good stereo recording work adds to the values.

**SPECIALTY ★★★★★**

**DISNEYLAND STEREOPHONIC HIGHLIGHTS**  
Various Artists. Disneyland STER X 4000  
An attractive stereo sampler of excerpts from "Fantasia" (reduced from nine channels), Mary Martin's "Hi Ho," Jan Clayton's "Carousel," Camarata's "Tutti's Trumpets," etc. Combination of names should draw many. Sound is excellent.

**MAHLER: SYMPHONY NO. 1**  
The London Symphony Ork. (Susskind). Everest SDBR 3001

**STEREO & MONAURAL**  
Existing readings of this repertoire are few and this colorful new stereo package is strong enough to take top honors, even if there were many competitors. The fantasy of the "Buffoon" score has a concert hall clarity and brilliance in this excellent recording. Even tho it's not among the most popular current classical works, the disk can achieve a profitable level on sound values alone.

**BRAHMS: SYMPHONY NO. 1**  
The Symphony Ork. of the Southwest German Radio (Horenstein). Vox ST-PL 10.690

**STEREO & MONAURAL**  
There are nearly 20 single-track waxings of the popular Brahms work, but the stereo listings on it are far from overcrowded—a fact that should aid this well-recorded version, altho neither ork nor conductor are major drawing cards in this country. Horenstein gives the symphony a clear, powerful reading, with a great deal of insight into Brahms's work. Cover, showing a huge diamond on folds of blue fabric, is striking.

**BALLET IN HI-FI**  
Various Artists. Westminster XWN 18889  
A fine "ballet sampler" for the buyer making his first acquaintance with this graceful art. Selections are culled from previous Westminster releases, and include such balletomane favorites as themes from "Swan Lake," "Nutcracker," "Sylvia," "Coppelia" and "Petrouchka," plus that woofer-shaking longtime favorite of audiophiles, Hermann Scherchen's version of "The Russian Sailor's Dance" from "Red Poppy." Attractively covered.

**CLASSICAL ★★★**

**MAHLER: SYMPHONY NO. 1**  
The London Philharmonic Ork. (Boult). Everest SDB R3005

**STEREO & MONAURAL**  
A lusty performance of this tuneful symphony, changing emotions with as much ease as the composer achieved. Despite competition, it should do well, particularly in stereo where Mahler really comes into his own.

**BADURA-SKODA PLAYS**  
Westminster XWN 18893

This is a regrouping of an assortment of romantic standards by Badura-Skoda, and the sound is somewhat muffled. The pianist's playing a little superficial in the Chopin, Beethoven and Brahms but the Weber, Mozart and Strauss pieces are done charmingly with great facility. International reputation assures good sales.

**PROKOFIEV: CHOUT**  
The London Symphony Ork. (Susskind). Everest SDBR 3001

**STEREO & MONAURAL**  
Vox's stereo disks have improved considerably since the label's initial releases, if this album is a fair representative. Good two-speaker balance and excellent reproduction of the dynamics of the performances are provided here. As a result, its chances are enhanced over the monaural version, already out.

**GLINKA: 5 POPULAR WORKS**  
The Bamberg Symphony (Perlea). Vox ST-PL 10.6000

**STEREO & MONAURAL**  
The lyric soprano breathes life into Mendelssohn and excitement into Schubert. Highlight is the long "Der Hirt auf dem Felsen," with strong clarinet and piano aid. Graceful cover shot. Miss Stader's "Magic Flute" work on Decca should help sales for this lieder disk.

**TCHAIKOVSKY: PIANO CONCERTO NO. 1; GREIG: PIANO CONCERTO**  
Jacob Lateiner, Piano with The Vienna State Opera Ork. (Aliberti) & Yury Boukoff, Piano with The Philharmonic Sym-

phonie Ork. of London (Rodzinski). Westminster XWN 18725  
It's waxings like these which prove that the hair that separates the good from the great in the piano world is becoming thinner every day. Lateiner's Tchaikovsky is extremely dramatic and tense in the manner of Horowitz and he has a tremendous forte and a lovely pianissimo too some of his runs lack clarity. In Boukoff we come upon a high order of musical intelligence that carves out each phrase buttressed with a beautiful tone. It's smart and exciting coupling that ought to float easily in the rough competitive waters.

**WALDTEUFEL WALTZES**  
The Philharmonia Promenade Ork. (Krips). Angel S 35426

**STEREO & MONAURAL**  
Six symphonic waltzes by the French composer make easy, dreamy listening. Lovely cover painting. Highly effective binaurally.

**SPAC IN HI-FI**  
Various Artists. Westminster XWN 18896

A lot for the money here. Ravel's Bolero and Rimsky-Korsakoff's "Capriccio Espagnol" by the Vienna State Opera and London Symphony Orchestras, respectively; and Chamberier's "España" and Glinka's "Jota Aragonesa" and "Summer Night in Madrid" by the Philharmonic Symphony Orchestra of London and the State Radio Orchestra of the USSR. The performances of these Spanish-flavored pop classics are excellent. A beautiful cover makes a good display piece.

**BRAHMS: CONCERTO NO. 2 FOR PIANO & ORCH.**  
Louis Kentner, Piano, with The Philharmonia (Boult). Capitol-EMI G 7133

Louis Kentner, who has lived and recorded in England for many years, is represented with this as his first concerto album in the U. S. market. Previous Kentner disks available here were keyboard solos from the romantic repertoire. His interpretation of the massive B Flat Concerto is likewise heavily romantic in flavor, and emphasizes rubato. Sales may be aided by Kentner's planned appearances here early next year, playing this concerto on tour with the Philadelphia Orchestra.

**HAYDN SYMPHONIES NOS. 91 & 103**  
Bavarian Radio Symphony Ork. (Jochum). Decca DL 9984

These two haven't been much waxed, so the cheerful interpretations here should be in some demand by symphony fans. Jochum wields an animated baton. Cover has a Gainsborough painting which can catch attention.

**BRAHMS: SONATA FOR PIANO, SCHERZO**  
Wilhelm Kempff, Piano. Decca DL 9992

Veteran Kempff gives vigorous, authoritative readings to the big, early F minor sonata and the nimble scherzo. Despite much competition, this should attract healthy sales.

**SCHUBERT, MENDELSSOHN & SCHOECK SONGS**  
Maria Stader with Karl Engle, Piano. Decca DL 9994

The lyric soprano breathes life into Mendelssohn and excitement into Schubert. Highlight is the long "Der Hirt auf dem Felsen," with strong clarinet and piano aid. Graceful cover shot. Miss Stader's "Magic Flute" work on Decca should help sales for this lieder disk.

**BETHOVEN: GROSSE FUGE, QUARTET NO. 16**  
Hollywood String Quartet. Capitol P 8455

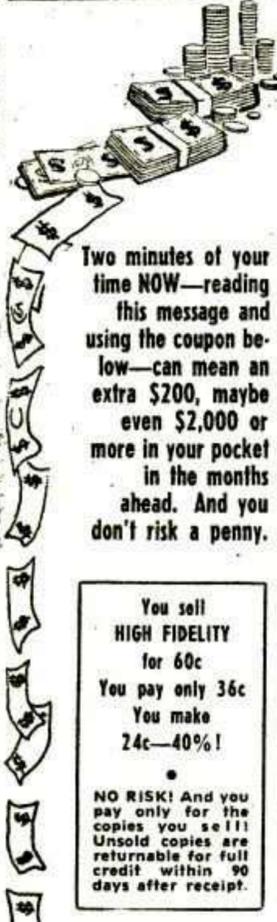
The last quartet and the difficult fugue get sparkling readings and good sound. This is part of a Beethoven series by the Hollywood group. Should delight chamber music fans, despite competition. Water color cover is lovely.

**CLASSICAL ★★**

**MENDELSSOHN: OCTET, SINFONIA NO. 9**  
The Arthur Winograd String Ork. M-G-M E 3668

Winograd provides lushness and urgency in the charming sinfonia and his own rearrangement of the Octet. Woodland scene makes a cover worth displaying.

**STEREO & MONAURAL**  
Six symphonic waltzes by the French composer make easy, dreamy listening. Lovely cover painting. Highly effective binaurally.



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Dec. 15

See Page 35

**BARTOK: CONCERTO FOR ORCHESTRA**  
Bamberg Symphony Orch. (Hollreiser).  
Vox PL 10.480 & ST-PL 10.480

STEREO & MONAURAL

This exciting piece is given a fine reading, with the harp passages in the finale especially thrilling in stereo. Stiff monaural competition. Van Gogh painting makes a good cover.

**TCHAIKOVSKY: PIANO CONCERTO NO. 1**

Jacob Lateiner, Piano with The Vienna State Opera Orch. (Alibert). Westminster WST 14018

STEREO & MONAURAL

Lateiner renders this much-recorded work lovingly, while also flashing the requisite power in the initial movement. The result is a musically satisfying version which is up against some of the stiffest competition from more glamorous names in the entire album catalog. Stereo seems of little benefit in a concerto such as this, where the soloist is of such prime importance.

**ANTILL: CORROBOREE; GINASTERA: PANAMBI**  
The London Symphony Orch. (Goossens). Everest LPBR 6003

Compliments are out to Everest for their waxing of two important and neglected modern composers and for their triumph of sound engineering. The Antill work is an interesting essay in realistic expressiveness in which the percussion section has a field day. In the Ginastera work and especially in the first and third movements there is a display

of orchestral resource and emotional feeling in the best tradition of modern writing.

**ALBENIZ: IBERIA; SCRIBAN: POEME D'EXTASE, REVERIE**  
The Philharmonia Orch. (Goossens). Cap-Nol-EMI G 7129

The artists and the music seem to be poorly cast here. For while Goossens and the Philharmonia have done marvelous work in other fields, neither conductor nor ensemble appear to have the sufficient daring, inventiveness and energy to carry the day. However, the Scriabin "Reverie" has been returned to the catalog and still sounds lovely despite interpretive drawbacks.

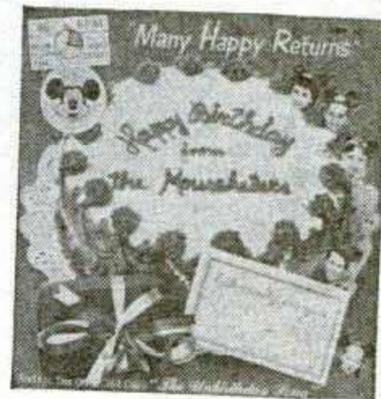
**CHOPIN FAVORITES**

Various Artists. Westminster XWN 18891  
Virtually a companion album to Westminster's Piano Favorites, issued simultaneously. Like the latter, various keyboard artists are represented, including Yuri Boukoff, Nadia Reisenberg, Paul Badura-Skoda, Raymond Lewenthal and Ginette Doyen. Unlike the Piano Favorites album, this one is confined to Chopin repertoire, and includes some of the composer's most popular pieces, including "Polonaise" ("Military"), several of the nocturnes, scherzos, etudes, etc. Fine performances.

**PIANO FAVORITES**

Various Artists. Westminster XWN 18892  
A sampling of jewel-like piano performances of popular classical repertoire, including "Malaguena," "Prelude in C Sharp Minor," "Clair De Lune," "To a Wild Rose" etc., by various keyboard artists including Paul Badura-Skoda, Joss Echaniz, Edith Farnadi, Raymond Lewenthal, Ginette Doyen, Vivian Rivkin and Reine Gianoli. Very enjoyable, and from the buyer's view a lot for the money.

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## CLUB HOUSE

### • Reviews and Ratings of New Jazz Albums

#### JAZZ ★★★★★

**NEW BOTTLE OLD WINE**  
Gil Evans Ork.  
World Pacific WP 1246

Here is an important new release for modern jazz fans. The arranger is Gil Evans, who is one of the top jazz arrangers in the field today. The album title applies to the Evans' interpretations of the works of some of the top jazz composers, covering W. C. Handy, Fats Waller, Jelly Roll Morton, Lester Young, Thelonious Monk and the Bird. The arrangements are smart, and the interpretation, by a solid jazz ork, with Cannonball Adderly featured, are excellent. Tunes include "St. Louis Blues," "Willow Tree," "Round About Midnight" and "Bird Feathers."

**MAX**  
Max Roach, Hank Mobley, Kenny Dorham, George Morrow, Ramsey Lewis.  
Argo LP 623

The fine Max Roach Trio, with H. Mobley, K. Dorham, G. Morrow and R. Lewis, have come thru with a solid waxing here, featuring some fine modern jazz and some exciting solos. Roach's work, as always is first rate, and Mobley on tenor and Dorham on trumpet contribute some excellent solos. Tunes are all originals, with the outstanding sides being "Crackle Hut" and "Audio Blues." Good set here for jazzites.

**CANDIDO IN INDIGO**  
Candido, Bongo & Conga Drums; Joe Puma, Guitar; Dick Hyman, Organ; Ernie Royal, Trumpet; George Duvivier, Bass; Charlie Persip, Drums. ABC-Paramount ABC 236

An exciting package of jazz. Candido is wonderful on the bongo and conga—but more than that, this is a mighty effective group, with very strong performances by Hyman and other instrumentalists. Material is bluesy—made up of some true blues, but also including indigo-tinged arrangements of "Caravan," "Blue Dirge," etc.

**DRUMS ON FIRE!**  
Chico Hamilton, Art Blakey, Chater Lal, Benny Barth & Various Artists. World Pacific WP 1247

The spotlight in this dynamic set is on percussionists. Many rhythmic patterns are displayed by the various principals which include Chico Hamilton, Art Blakey, Chatur and Benny Barth. The drummers are featured with the Jazz Messengers, the Master-sounds and the Gerry Mulligan Quartet. Sound is excellent. For those who flip over skins, this is a choice item.

#### JAZZ ★★★

**HERE IS PHINEAS**  
Phineas Newborn Jr. Atlantic 1235

STEREO & MONAURAL

This disk was originally cut in 1955, the stereo quality is on a par with most of what is being turned out today. Excellent two-track work with just enough cross-over effect between speakers gives the full sound, which is not easy to get with a single instrument. Newborn's lightning technique provides quite a sparkling stereo experience. The set can appeal to the purists as well as a good portion of the pop audience.

**MOOD JAZZ**  
Joe Castro. Atlantic 1264

STEREO & MONAURAL

The title should not be taken to imply that the set doesn't swing. It does. The arrangements spotlight Castro's rippling and inventive right hand, with a rhythm, fiddles and voice backdrop. It's a jazz that can be listened to and enjoyed. Stereo finds piano on the right but with enough flopper into the left side to be effective. Jazz and pop appeal.

**2:38 A.M.**  
Ralph Sharon Quartet & Friend. Argo LP 635

Here's an interesting jazz effort on the Argo label. It features pianist Ralph Sharon, with friend Candido who handles the congo drums. Billy Exner handles the snare drums and Allan Mack is on bass. The music is rhythmic and swinging, sparked by the Sharon piano and the Candido congo work. Tunes include originals and an occasional standard, with "Blues" and "Friends Blues" both by Sharon, among the album's best.

**ALLEN'S ALL STARS**  
Terry Gibbs, Vibes; Steve Allen, Piano; Gus Bivona, Clarinet with Various Artists. Mercury SR 80004

There's a real feeling of a "live," informal jazz session in this on-location waxing of Steve Allen and a small group of top sidemen. The style is relaxed, and owes much of its musical allegiance to New Orleans, but it bubbles and bounces along freely, accompanied by audience reactions from the enthusiastic onlookers gathered at producer Joe Pasternak's house.

**BEAUTIES OF 1928**  
The Charlie Mariano-Jerry Dodgion Sextet. World Pacific WP 1245  
The Mariano-Dodgion has an attractively progressive sound on a fine brace of standards written in 1928. The set should have special interest to West Coast fans and general interest to buffs. Selections include "Till We Meet Again," "Ja Da" and "K-K-K-Katy." Fine solos thruout. Good potential.

**IT COULD HAPPEN TO YOU.**  
Chet Baker, Trumpet & Vocals, with Various Artists. Riverside RLP 12-278

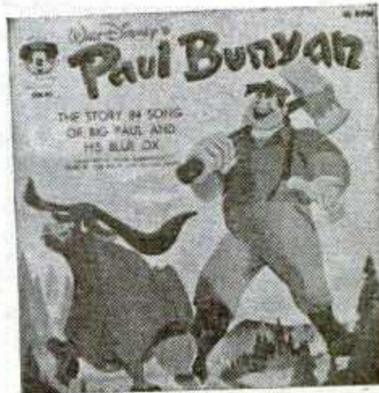
Baker presents a listenable collection of standards in his first package for the label. He is supported by a rhythm section on his vocal and trumpet stylings. It's a good mood set that should create interest in both pop and jazz markets. Fine pop and jazz jockey album. Good cover shot of artist.

#### JAZZ ★★

**JAZZ CANTO—VOL. 1**  
John Carradine, Hoagy Carmichael, Ben Wright, Roy Gleason & Bob Dorough, Readers with the Music of Gerry Mulligan, Chico Hamilton, Fred Katz & Jack Montrose. World Pacific WP 1244

With the decreasing importance of jazz poetry as a national movement, it is doubtful that this album of jazz poetry will mean much except on the West Coast, in spite of good poetry and an attractive cover. The music on the set is good but the poetry just doesn't do much for it, or vice versa. Poetry readers on this set are John Carradine, Hoagy Carmichael, Ben Wright,

(Continued on page 42)



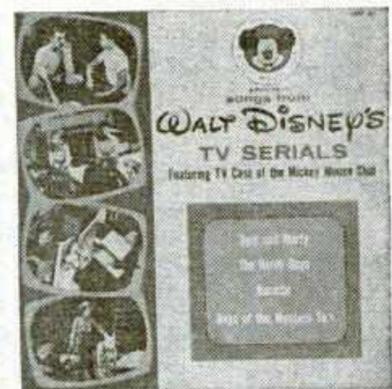
DBR-90. "Paul Bunyan." From the Disney cartoon now in release. The story in song of Paul and his big ox.



DBR-83. "Moochie." The idol of the small fry has his own record. Karen and Cubby also sing "Davy Crockett."



DBR-87. "Holidays with the Mouseketeers." Mouseketeers sing happy holiday songs for Thanksgiving and Christmas.



DBR-82. "Song from Walt Disney's TV Serials." Themes from Spin and Marty, The Hardy Boys and Annette.

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RECORDS BURBANK CALIFORNIA

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending November 1

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. It's All in the Game</b> By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, MGM 12688.	1	11	<b>6. The End</b> By Jimmy Kronos-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719.	8	7
<b>2. It's Only Make Believe</b> By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Jimmy Starr, Debbie 101.	2	5	<b>7. Tea for Two Cha Cha</b> By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork-Warren Covington, Decca 30704.	6	8
<b>3. Tom Dooley</b> By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.	3	5	<b>8. Chantilly Lace</b> By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343.	7	7
<b>4. Topsy II</b> By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.	4	6	<b>9. Rock-In' Robin</b> By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229.	5	12
<b>5. To Know Him Is to Love Him</b> By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.	1	4	<b>10. The Day the Rains Came</b> By Sigmund-Becaud—Published by Garland (ASCAP) BEST SELLING RECORDS: Raymond Le Fevre, Kapp 231; Jane Morgan, Kapp 235. RECORD AVAILABLE: Dalida, Verve 10152.	12	5

### Second Ten

<b>11. Tears on My Pillow</b> By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Bonnie (ASCAP) BEST SELLING RECORD: Little Anthony & the Imperials, End 1027.	9	13	<b>16. Bird Dog</b> By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.	10	13
<b>12. Lonesome Town</b> By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	16	3	<b>17. Queen of the Hop</b> By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6127.	19	2
<b>13. I Got a Feeling</b> By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	17	4	<b>18. Topsy I</b> By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.	-	1
<b>14. Susie Darlin'</b> By Robin Luke—Published by Congressional (ASCAP) BEST SELLING RECORD: Robin Luke, Dot 15781.	13	9	<b>19. I Got Stung</b> By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, RCA Victor 7410.	-	1
<b>15. Near You</b> By Craig Goell—Published by Supreme (ASCAP) BEST SELLING RECORD: Roger Williams, Kapp 233. RECORD AVAILABLE: Francis Craig, Dot 15159.	15	10	<b>20. Mexican Hat Rock</b> By John Sheldon—Published by Maryland (BMI) BEST SELLING RECORD: Applejacks, Cameo 149.	18	5

### Third Ten

<b>21. Beep Beep</b> By Donny-Morey-Chic—Published by H.A.L. (BMI) RECORD AVAILABLE: Playmates, Roulette 4115.	-	1	<b>26. You Cheated</b> By Don Burch—Published by Balcones (BMI) RECORDS AVAILABLE: Del Vikings, Mer 71345; Shields, Dot 15805; Slades, Domino 500.	21	9
<b>22. Call Me</b> By Otis-Hendricks—Published by Meridian (BMI) RECORD AVAILABLE: Johnny Mathis, Columbia 41253.	26	2	<b>27. Forget Me Not</b> By Larry Martin-Larry Kolber—Published by Aldon Music (BMI) RECORD AVAILABLE: Katin Twins, Decca 30745.	23	3
<b>23. A Lover's Question</b> By Brook Benton-Jimmy Williams—Published by Eden-Progressive (BMI) RECORD AVAILABLE: Clyde McPhatter, Atlantic 1199.	-	1	<b>28. Hideaway</b> By Bob Goodman—Published by Jack Gold (ASCAP) RECORD AVAILABLE: Esquires, Paris 520.	-	1
<b>24. Pussy Cat</b> By Sunny Skylar & Tom Glazer—Published by Paxton (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 7315.	22	5	<b>28. Non Dimenticar</b> By Redi-Galdieri-Dobbins—Published by Hollis (BMI) RECORDS AVAILABLE: Robert Ashley, MGM 12463; Nat King Cole, Cap 4056; Don Cornell, Coral 61905; Percy Faith, Col 40155; Joni James, MGM 12639.	-	1
<b>25. There Goes My Heart</b> By Silver-Davis—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: Joni James, MGM 12706; Joe & Johnnie, J&S 1659; Dean Jones, MGM 12580; Smith Brothers, Decca 30360.	24	2	<b>30. Firefly</b> By Carolyn Leigh-Cy Coleman—Published by Morris (ASCAP) RECORDS AVAILABLE: Tony Bennett, Col 41237; Mitt Mittens, Mira 110.	25	5

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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.

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**A 2,000,000 BELL RINGER...**

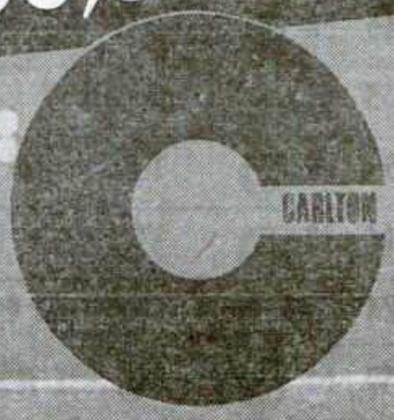


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# The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
NOVEMBER 16

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
5	2	2	1		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	9
8	3	4	2		TOM DOOLEY	Kingston Trio, Capitol 4049	7
1	1	1	3		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	12
3	4	3	4		TOPSY II	Cozy Cole, Love 50034	12
16	15	11	5		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	8
10	10	6	6		CHANTILLY LACE	Big Bopper, Mercury 71343	15
9	8	7	7		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30704	11
11	11	8	8		THE END	Earl Grant, Decca 30719	9
2	5	5	9		ROCK-IN' ROBIN	Bobby Day, Class 229	15
21	23	13	10		I GOT A FEELING	Ricky Nelson, Imperial 5545	5
86	18	14	11		LONESOME TOWN	Ricky Nelson, Imperial 5545	4
6	9	12	12		SUSIE DARLIN'	Robin Luke, Dot 15781	14
44	31	15	13		QUEEN OF THE HOP	Bobby Darin, Atco 6127	6
7	6	9	14		TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	14
4	7	10	15		BIRD DOG	Everly Brothers, Cadence 1350	15
17	21	16	16		MEXICAN HAT ROCK	Applejacks, Cameo 149	9
35	12	19	17		FORGET ME NOT	Kalin Twins, Decca 30745	7
—	—	65	18	★	I GOT STUNG	Elvis Presley, RCA Victor 7210	2
—	—	54	19	★	BEEP BEEP	Playmates, Roulette 4115	2
72	38	32	20	★	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	4
28	33	22	21		CALL ME	Johnny Mathis, Columbia 41253	7
27	26	24	22		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	8
22	19	17	23		PUSSY CAT	Ames Brothers, RCA Victor 7315	7
14	16	20	24		NEAR YOU	Roger Williams, Kapp 233	13
33	36	25	25		THERE GOES MY HEART	Joni James, M-G-M 12706	9
53	47	26	26		HIDEAWAY	Four Esquires, Paris 520	8
15	17	23	27		YOU CHEATED	Shields, Dot 15805	12
34	34	36	28		WITH YOUR LOVE	Jack Scott, Carlton 483	7
47	43	35	29		NEED YOU	Donnie Owens, Guyden 2001	6
—	—	—	30	★	ONE NIGHT	Elvis Presley, RCA Victor 7210	1

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
51	50	43	31	★	POOR BOY	Royal Tones, Jubilee 8338	4
36	22	29	32		THE TEN COMMANDMENTS OF LOVE	Harvey & the Moon Glows, Chess 1705	9
18	32	39	33		THE SECRET	Gordon MacRae, Capitol 4033	9
29	30	28	34		FIREFLY	Tony Bennett, Columbia 41237	10
65	49	33	35		THE BLOB	Five Blobs, Columbia 41250	7
23	20	34	36		SUMMERTIME BLUES	Eddie Cochran, Liberty 85144	15
—	67	30	37		THE DAY THE RAINS CAME	Raymond Le Fevre, Kapp 231	3
64	45	42	38		ALL OVER AGAIN	Johnny Cash, Columbia 41251	6
24	25	27	39		HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	13
13	13	21	40		LITTLE STAR	Elegants, Apt 25005	15
76	68	47	41		LETTER TO AN ANGEL	Jimmy Clanton, Ace 851	4
26	28	31	42		FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	8
—	88	63	43	★	LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	3
77	70	44	44		FALLIN'	Connie Francis, M-G-M 13713	5
30	35	40	45		NO ONE KNOWS	Dion & the Belmonts, Laurie 3015	12
59	57	52	46		NON DIMENTICAR	Nat King Cole, Capitol 4056	5
—	69	41	47		I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	3
—	72	50	48		I'LL REMEMBER TONIGHT	Pat Boone, Dot 15840	3
66	60	49	49		LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	5
—	89	76	50	★	MR. SUCCESS	Frank Sinatra, Capitol 4070	3
—	—	—	51	★	PROBLEMS	Everly Brothers, Cadence 1355	1
48	44	45	52		LEAVE ME ALONE	Dickey Doo & the Don'ts, Swan 4014	7
—	82	75	53	★	WALKING ALONG	Diamonds, Mercury 71266	3
70	46	56	54		GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	7
69	63	53	55		GUAGLIONE	Perez Prado, RCA Victor 7337	5
37	53	46	56		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	12
12	14	18	57		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	15
57	24	55	58		THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	9
31	59	61	59		GEE, BUT IT'S LONELY	Pat Boone, Dot 15825	8
94	85	72	60	★	GO CHASE A MOONBEAM	Jerry Vale, Columbia 41238	5

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
68	66	66	61		LOOK WHO'S BLUE	Don Gibson, RCA Victor 7336	7
—	94	60	62		MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	3
20	37	57	63		PROMISE ME, LOVE	Andy Williams, Cadence 1351	11
—	—	98	64	★	A PART OF ME	Jimmy Clanton, Ace 551	2
—	97	67	65		TUNNEL OF LOVE	Doris Day, Columbia 41252	3
45	71	71	66		NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	7
—	—	—	67	★	BIMBOMBAY	Jimmie Rodgers, Roulette 4116	1
25	42	38	68		DEVOTED TO YOU	Everly Brothers, Cadence 1350	14
90	83	70	69		WHAT DO I CARE	Johnny Cash, Columbia 41251	4
96	86	83	70		CIMARRON	Billy Vaughn, Dot 15836	4
—	—	88	71	★	CANNON BALL	Duane Eddy, Jamie 1111	2
99	56	58	72		COME ON, LET'S GO	Ritchie Valens, Del Fi 4106	8
—	—	77	73		LIGHT OF LOVE	Peggy Lee, Capitol 4017	2
39	48	64	74		FIBBIN'	Patti Page, Mercury 71355	8
98	92	87	75		JEALOUS HEART	Tab Hunter, Warner Bros. 5008	4
—	—	86	76		THE MOCKING BIRD	Four Lads, Columbia 41266	2
46	27	37	77		TOPSY I	Cozy Cole, Love 50034	9
43	41	51	78		BABY FACE	Little Richard, Specialty 645	9
—	—	—	79	★	I WANT TO BE HAPPY CHA CHA	Enoch Light & the Light Brigade, Grand Award 1020	1
—	—	—	80	★	SWEET LITTLE ROCK AND ROLL	Chuck Berry, Chess 1709	1
—	—	—	81	★	THE WORLD'S OUTSIDE	Four Coins, Epic 9295	1
52	80	78	82		I WISH	Platters, Mercury 71353	9
—	—	100	83	★	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	2
58	65	62	84		NINE MORE MILES	George Young, Cameo 150	8
87	84	74	85		WHEN I GROW TOO OLD TO DREAM	Ed Townsend, Capitol 4048	7
19	29	59	86		JUST A DREAM	Jimmy Clanton, Ace 546	15
40	39	48	87		LA-DO-DADA	Dale Hawkins, Checker 900	11
62	74	80	88		THUNDER ROAD	Robert Mitchum, Capitol 3986	9
50	40	79	89		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	15
—	—	92	90		DREAMY EYES	Johnny Tillotson, Cadence 1353	2

# 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

- BIMBOMBAY** ..... Jimmie Rodgers  
(Planetary, ASCAP) You Understand Me (Planetary, ASCAP) Roulette 4116
- PROBLEMS** ..... The Everly Brothers  
(Acuff-Rose, BMI) Love of My Life (Acuff-Rose, BMI) Cadence 1355
- SWEET LITTLE ROCK AND ROLL**  
**JOE JOE GUN** ..... Chuck Berry  
(Arc, BMI) (Arc, BMI) Chess 1709
- THE WORLD OUTSIDE** ..... The Four Coins  
(Chappell, ASCAP) Roselle (Peer Intl., BMI) Epic 9295
- JEALOUS HEART** ..... Tab Hunter  
(Acuff-Rose, BMI) Lonesome Road (Paramount, ASCAP) Warner Brothers 5008
- I WANT TO BE HAPPY CHA CHA** ..... Enoch Light & The Light Brigade  
(Harms, ASCAP) Cara Mia Cha Cha (Record Songs, ASCAP) Grand Award 1020

The above are previous Billboard Spotlight picks.

- TUNNEL OF LOVE** ..... Doris Day  
(Daywin, BMI) Run Away, Skidaddle, Skidoo (Artists, ASCAP) Columbia 41252

### C&W

- LIFE TO GO** ..... Stonewall Jackson  
(Starrite, BMI) Misery Known as Heartache (Cedarwood, BMI) Columbia 41257

### R&B

No selections this week.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
71	81	69	91		JUST YOUNG	Andy Rose, Aamco 100	6
—	—	—	92		HOLD IT	Bill Doggett, King 5149	1
—	—	—	93		CRAZY COUNTRY HOP	Johnny Otis, Capitol 4060	1
—	—	—	94		JEALOUS HEART	Fontane Sisters, Dot 15853	1
—	—	—	95		IT DON'T HURT NO MORE	Nappy Brown, Savoy 1551	1
85	87	81	96		BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	11
—	—	—	97		A HOUSE, A CAR AND A WEDDING RING	Dale Hawkins, Checker 906	1
—	—	—	98		FLAMINGO L'AMORE	Gaylords, Mercury 71369	1
—	—	—	99		ALMOST IN YOUR ARMS	Johnny Nash, ABC-Paramount 9960	3
—	—	—	100		WHITE BUCKS AND SADDLE SHOES	Bobby Pedrick Jr., Big Top 3004	1

Another  
MILLION  
SELLER  
for

**FATS  
DOMINO**

**"COQUETTE"**

**"WHOLE  
LOTTA LOVING"**

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The  
**Billboard**  
**HOT C & W SIDES**

FOR THE WEEK ENDING NOVEMBER 16					WEEKS ON CHART
THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	
1	1	1	1	CITY LIGHTS	4
Ray Price, Columbia 41191					
3	5	2	2	SQUAWS ALONG THE YUKON	4
Hank Thompson, Capitol 4017					
2	2	3	3	ALONE WITH YOU	4
Faron Young, Capitol 39382					
17	6	6	4	PICK ME UP ON YOUR WAY DOWN	4
Charlie Walker, Columbia 41211					
5	15	5	5	YOU'RE THE NEAREST THING TO HEAVEN	4
Johnny Cash, Sun 302					
4	4	7	6	BLUE BOY	4
Jim Reeves, RCA Victor 7266					
30	8	4	7	ALL OVER AGAIN	4
Johnny Cash, Columbia 41251					
—	—	9	8	COUNTRY MUSIC IS HERE TO STAY	2
Simon Crum, Capitol 4073					
8	10	13	9	HALF A MIND	4
Ernest Tubbs, Decca 30685					
6	3	11	10	THE WAYS OF A WOMAN IN LOVE	4
Johnny Cash, Sun 302					
13	7	10	11	TUPELO COUNTY JAIL	4
Webb Pierce, Decca 30711					
14	9	8	12	GIVE MYSELF A PARTY	4
Don Gibson, RCA Victor 7330					
15	14	16	13	THAT'S THE WAY I FEEL	4
Faron Young, Capitol 4050					
10	20	12	14	FALLING BACK TO YOU	4
Webb Pierce, Decca 30711					
19	12	15	15	WHAT DO I CARE?	4
Johnny Cash, Columbia 41251					
—	—	20	16	A WOMAN CAPTURED ME	2
Hank Snow, RCA Victor 7325					
—	—	18	17	LIFE TO GO	2
Stonewall Jackson, Columbia 41257					
11	25	21	18	MY BABY'S GONE	4
Louvain Brothers, Capitol 4055					
20	17	—	19	TOUCH AND GO HEART	3
Kitty Wells, Decca 30736					
—	—	14	20	YOU'RE MAKING A FOOL OUT OF ME	2
Jimmy Newman, M-G-M 12707					
—	—	—	21	BILLY BAYOU	1
Jim Reeves, RCA Victor 7380					
25	21	17	22	LOOK WHO'S BLUE	4
Don Gibson, RCA Victor 7330					
23	16	19	23	INVITATION TO THE BLUES	4
Ray Price, Columbia 41191					
7	19	22	24	BIRD DOG	4
Everly Brothers, Cadence 1350					
12	—	24	25	SEND ME THE PILLOW YOU DREAM ON	3
Hank Locklin, RCA Victor 7127					
—	22	25	26	I HATE MYSELF	3
Faron Young, Capitol 4050					
—	—	—	27	HE'S LOST HIS LOVE FOR ME	1
Kitty Wells, Decca 30736					
26	27	—	28	BLUE BLUE DAY	3
Don Gibson, RCA Victor 7010					
9	11	—	29	ALL GROWN UP	3
Johnny Horton, Columbia 41210					
—	—	—	30	THE VIOLET AND A ROSE	1
Mel Tillis, Columbia 41189					

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Thanksgiving Week—Christmas Week...ANY Week!**

(When the Whole World Unites)

# THRU A PRAYER

Cash Box  
Sleeper  
of the  
Week

**BERNIE NEE**

Joy 225

A  
BILLBOARD  
PICK  
Picked  
by  
Billboard

Great Standard in Today's Groove!

Just  
Released!

**OH WHAT IT  
SEEMED TO BE**

and

**THE NIGHT WE BOTH  
SAID GOODBYE**

**The Upbeats**

Joy 223

The Modern Sound that Sells!

**CHICKERY  
CHICK**

and

**DADDY IS MY  
SANTA CLAUS**

**The Gorman Sisters**

Joy 224

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 "At Play With The Playmates"  
**THE PLAYMATES**  
**BEEP BEEP**  
 R-4115

**BAD GIRL**  
 Listen to Valerie's album R-25046  
 "Song Stylist Extraordinaire"  
**VALERIE CARR**  
 R-4092

**NO NO BABY**  
**PATTI and MARGIE**  
 R-4111

**UNTIL HE GETS A GIRL**  
**JULIUS LA ROSA**  
 R-4110

Right off the best selling  
 charts in England  
**TONY BRENT**  
**GIRL OF MY DREAMS**  
 R-4113

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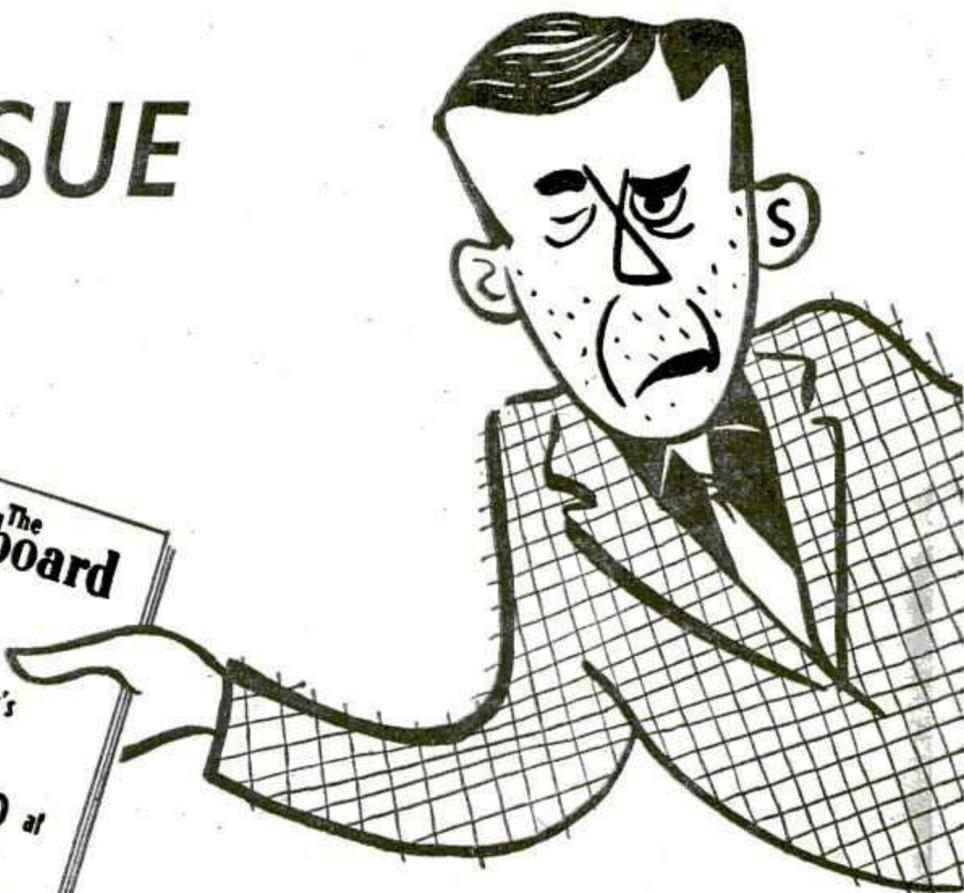
**ROULETTE**

The **Billboard**  
**HOT R & B SIDES**

FOR THE WEEK ENDING NOVEMBER 16					WEEKS ON CHART
THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	
5	1	1	1	TOPSY II <small>Cozy Cole, Love 50034</small>	4
3	2	2	2	IT'S ALL IN THE GAME <small>Tommy Edwards, M-G-M 12688</small>	4
1	5	8	3	ROCKIN' ROBIN <small>Bobby Day, Class 229</small>	4
2	3	5	4	TEARS ON MY PILLOW <small>Little Anthony &amp; the Imperials, End 1027</small>	4
17	8	7	5	A LOVER'S QUESTION <small>Clyde McPhatter, Atlantic 1199</small>	4
10	7	6	6	I'M GONNA GET MY BABY <small>Jimmy Reed, Vee Jay 208</small>	4
7	6	3	7	HOLD IT <small>Bill Doggett, King 5149</small>	4
4	4	4	8	WIN YOUR LOVE FOR ME <small>Sam Cooke, Keen 32006</small>	4
28	28	10	9	JUST A DREAM <small>Jimmy Clanton, Ace 546</small>	4
14	11	9	10	CLOSE TO YOU <small>Muddy Waters, Chess 1704</small>	4
23	17	11	11	KEY TO THE HIGHWAY <small>Little Walter, Checker 904</small>	4
—	—	20	12	QUEEN OF THE HOP <small>Bobby Darin, Atco 6127</small>	2
—	—	—	13	TRY ME <small>James Brown, Federal 12337</small>	1
16	16	12	14	BABY FACE <small>Little Richard, Specialty 645</small>	4
—	—	30	15	IT'S ONLY MAKE BELIEVE <small>Conway Twitty, M-G-M 12677</small>	2
—	—	—	16	PLEASE ACCEPT MY LOVE <small>B. B. King, Kent 315</small>	1
15	20	27	17	CHANTILLY LACE <small>Big Bopper, Mercury 71343</small>	4
9	10	15	18	TEN COMMANDMENTS OF LOVE <small>Harvey &amp; the Moonglows, Chess 1705</small>	4
21	22	18	19	LITTLE STAR <small>Elegants, Apt 25005</small>	4
11	14	26	20	LITTLE BOY BLUE <small>Bobby (Blue) Bland, Duke 196</small>	4
24	19	24	21	TELL IT LIKE IT IS <small>Little Willie John, King 5147</small>	4
—	—	19	22	I'M SORRY <small>Kenny Martin, Federal 12330</small>	2
8	9	14	23	IT DON'T HURT NO MORE <small>Nappy Brown, Savoy 1551</small>	4
12	15	17	24	MY LIFE <small>Chuck Willis, Atlantic 1192</small>	4
—	—	23	25	THIS LITTLE GIRL'S GONE ROCKIN' <small>Ruth Brown, Atco 1197</small>	2
30	21	16	26	THE END <small>Earl Grant, Decca 30719</small>	4
—	—	—	27	COME ON, LET'S GO <small>Ritchie Valens, Del Fi 4106</small>	1
—	—	—	28	A PART OF ME <small>Jimmy Clanton, Ace 551</small>	1
6	18	36	29	DOWN THE AISLE OF LOVE <small>Quin-Tones, Hunt 321</small>	4
18	12	13	30	CAROL <small>Chuck Berry, Chess 1700</small>	4

*the winner!*

# The Billboard's DISK JOCKEY ISSUE DECEMBER 15



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## The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY  
New York • Hollywood • Chicago • Cincinnati • St. Louis • Washington

# The Billboard Reviews

# THIS WEEK'S SINGLES

## • Reviews of New Pop Records

### EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

**SPOTLIGHT**—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

#### LEE ANDREWS AND THE HEARTS

★★★★ **Maybe You'll Be There**  
UNITED ARTISTS 151—Andrews handles the oldie in listenable rockaballad fashion. Good group backing helps. It could step out. (Triangle, ASCAP)

#### AB I Ask Is Love

★★★ Peppy reading of a cute tune with an infectious beat. The group scored with their last release. This could be a repeater. (G. & H., BMI)

#### DELLA REESE

★★★★ **Sermonette**  
JUBILEE 5345—Handclapping item in the gospel tradition gets a driving reading from the lass over support from a chorus and combo. Side moves, and it has a real chance. Watch it. (Shhouette, ASCAP)

#### Dreams End at Dawn

★★★ Very attractive reading of a pretty new ballad by the thrush over simple ork support with organ featured. It's a lovely side and could get a lot of jock exposure. (Aberbach Canada Ltd., ASCAP)

#### JANICE HARPER

★★★★ **I Was Hoping You'd Ask Me**  
CAPITOL 4087—A slow, attractive beguine song with a fine performance by Miss Harper. Sounds almost like a show tune. Watch this one. (Broadway, ASCAP)

#### I'm Making Love to You

★★★ A highly dramatic reading, upbeat in tempo and sung with great spirit and feeling by the gal. Smart arrangement and a good vocal. (Janafr, ASCAP)

#### GALE STORM

★★★★ **Oh, Lonely Crowd**  
DOT 15861—Country-tinged waltz is given a pleasant reading by the thrush. Good backing. It could be a winner. (Four Star, BMI)

#### Happiness Left Yesterday

★★★ Moderate ballad with beat is sung with charm by Miss Storm. Lush ork assists. Flip appears stronger. (Kelvin, BMI)

★★★

#### COZY COLE

★★★★ **Caravan (Parts I & II)**  
GRAND AWARD 1023—The ace drummer who currently has a big one with "Topsy," on another label gives the Ellington standard a percussive outing. It might attract on the strength of his current smash. Part two is more of the same. (American Academy of Music, ASCAP)

#### BILLY & LILLIE

★★★ **Lucky Ladybug**  
SWAN 4020—The duo handles this Latin-beat novelty in salable form. Bright chorus offers listenable help. This could step out. (Conley, BMI)

#### I Promise You

★★★★ Ballad has a sort of below-the-border flavor. Warm sound by the artists is given smooth ork and chorus support. It can go as well as the flip. (Conley, BMI)

#### JIMMY KING

★★★★ **Knookin' on Your Door**  
HERALD 535—King has an attractive shouting approach on the rocker blues. Mildly driving backing assists. It can move for pop and r.&b. coin. (Angel, BMI)

#### Broken Vows

★★★ Rockaballad is chanted softly against rock backing which includes a fern chorus. This could be a sleeper. (Angel, BMI)

#### DANNY BELLOC ORK

★★★ **Pretend Cha Cha**  
FRATERNITY 1008—The old tune is dolled up as a saucy cha cha. The ork gives it a bright, brassy instrumental setting. Excellent jockey item with good sales prospects. (Brandom, ASCAP)

#### Hawaiian War Chant

★★★ Fine instrumental setting of the standard. This side is also a very danceable item, but flip appears a bit stronger. (Miller, ASCAP)

#### JIMMY ISLE

★★★ **I've Been Waitin'**  
SUN 306—Interesting churchy treatment of catchy ditty with insistent beat and good performance by Isle. (Hi Lo, BMI)

#### Diamond Ring

★★★ Strong reading by Isle on ingratiating rockabilly item with catchy tempo. Merits spins. (Kenny Marlo, BMI)

#### LOUIS ARMSTRONG

★★★ **East of the Sun, West of the Moon**  
VERVE 10154—Armstrong accords his usual sock vocal and trumpet solo treatment to the wistful standard. Both sides are from his album, "Louis Under the Stars." Fine jockey wax. (Joy, ASCAP)

#### Top Hat, White Tie and Tails

★★★ Zestful warbling job by Armstrong on great Berlin standard. Another sock jockey side. (Berlin, ASCAP)

#### DANNY AND THE JUNIORS

★★★ **I Feel So Lonely**  
ABC-PARAMOUNT 9978—Rockabilly tune is given a listenable belt by the crew. Danny is nicely supported by the group and peppy rhythm backing. The teens might go for it. (Singular, BMI)

#### Sassy Fran

★★★ Rocker blues is belted to good effect by the gang. Tune tells of a popular chick. Flip appears a bit stronger. (Singular, BMI)

#### STEVIE LAWRENCE

★★★ **I Only Have Eyes for You**  
CORAL 62052—The evergreen is warbled against a smooth arrangement. Lawrence has sound that could attract jockey interest. Danceable side. (Remick, ASCAP)

#### These Things Are Free

★★★ Lovely inspirational-type ballad is sincerely read by the artist. It can go as well as the flip. (Muxana, ASCAP)

#### SY OLIVER

★★★ **In a Little Spanish Town Cha-Cha**  
JUBILEE 5349—The evergreen is given a bright, Latin styling by the orkster. It's a colorful arrangement that should provide good jockey fodder. It can sell. (Feist-Warock, ASCAP)

#### One o'Clock Jump

★★★ The old jazz tune is presented in danceable fashion by the ork. Also good jockey side, but flip may have a slight sales edge. (Feist, ASCAP)

#### MARY KLICK

★★★ **We Should Be Together**  
COLUMBIA 41289—The thrush turns



### Pop Records

#### THE PLATTERS

##### SMOKE GETS IN YOUR EYES (Harms, ASCAP)

Lead by a stirring vocal from Tony Williams, the group presents their strongest side since "Twilight Time." They hand the evergreen a warm reading that's sure to attract heavy loot. Flip, "No Matter What You Are," is also a ballad. (A.M.C., ASCAP). Mercury 71383



#### BIG BOPPER

##### LITTLE RED RIDING HOOD (Starrite, BMI) BIG BOPPER'S WEDDING (Starrite, BMI)

"Little Red Riding Hood" is a funky, driving side that gets a vigorous vocal from Bopper who is frantically paced by rhythmic ork support. Flip is a novelty item about a rockin' wedding that is also read with gusto. Both sides are strong contenders. Mercury 71375



#### HUEY SMITH

##### DON'T YOU KNOW YOCKOMO (Ace, BMI) WELL, I'LL BE JOHN BROWN (Ace, BMI)

"Don't You" is an earthy rocker that Smith tells with verve. Fine piano backing supports the vocal, and the artist is also given a chorus assist. On the flip, "Well, I'll Be John Brown," Smith is telling of the troubles he has with his sweetheart. He's helped by a chick and a cat who offer comments to his statements. Also a strong prospect for r.&b. coin. Ace 553



#### TOMMY SANDS

##### THE WORRYIN' KIND (Grace, ASCAP) BIGGER THAN TEXAS (Feist, ASCAP)

"Worryin' Kind" is a medium rocker. Sands gives it a smooth outing that should lure buys from teens. Flip, "Bigger Than Texas," is a number from "Mardi Gras," the artist's forthcoming flick. Both are potent efforts and likely clicks. Capitol 4082



#### REG OWEN ORK

##### MANHATTAN SPIRITUAL (Zodiac, BMI)

The swingin' instrumental is a well-orked and danceable side. Done in hand-clappin', gospel style. It's already getting action in some marts. Flip is "Ritual Blues," (Zodiac, BMI). Palette 5005



### Pop Novelty

#### THURSTON HARRIS

##### PURPLE STEW (Aladdin, BMI) I HEAR A RHAPSODY (Broadcast, BMI)

Harris has a very amusing side that could step out for big loot. It's a peppy novelty about a fest in the jungle with several odd dishes on the menu. The blast is attended by all sorts of interesting purple witch doctors, etc. Flip is a fine warble of the oldie in rockaballad style. Either can score. Aladdin 3440



#### THE ARCHIBALD PLAYERS

##### MR. GRILLON (BMI)

The Archibald Players present an hilarious spoof on "Gunsmoke," the popular TV Western. The voices of the characters on the program are perfectly mimicked, and the story idea is cute and clever. Funny side appears a winner. Flip, "The Big Nothing," is another gag side built around a piano recital. (Metz, BMI). Arch 1606



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

-----Pop Disk Jockey Programming-----

**LEX BAXTER ORK**  
**MY HEART'S IN PORTUGAL (Hill & Range, BMI)**  
**COME PRIMA (Chappell, ASCAP)**

The Baxter ork gives "Portugal," a tango, an exciting whirl. It's a tasty side that provides very spinnable wax for jocks. Flip, "Come Prima," is an attractive, instrumental setting of the much-recorded Italian melody which is also strong deejay bait. **Capitol 4091**



**JACK JONES**  
**LAFFIN' AT ME (Hill & Range, BMI)**  
**DEEPLY DEVOTED (Sherbourne, ASCAP)**

"Laffin' at Me" is a smart bit of material about a guy talking to a martini cocktail. A fem chorus is effectively used in the backing. Flip is a lovely ballad that reminds somewhat of "Pledging My Love." Both sides are given solid vocals by Jones, and both are worthy of spins. **Capitol 4089**



**BOBBY LORD**  
**WHEN I'VE LEARNED (Tree, BMI)**  
**WALKING ALONE (Barton, BMI)**

Lord, a fine country chanter, has a very poppish side in his latest effort. "When I've Learned" is an inspirational-type tune that is handed a fine reading. His performance on "Walking Alone," a weeper, is also winsome. Pop and c.&w. jocks have good sides with this platter. **Columbia 41288**



-----C & W Records-----

**HANK LOCKLIN**  
**I GOTTA TALK TO YOUR HEART (Starday, BMI)**  
**THE OTHER SIDE OF THE DOOR (Tray, ASCAP)**

Locklin has two strong sides with his excellent deliveries on these c.&w. tunes. "I Gotta" is in the weeper vein, and the tune is presented against listenable, country backing. Flip, "The Other Side of the Door," is done in pop fashion. On this side the artist is helped by a chorus and bright piano and guitar. **RCA Victor 7393**



**HANK THOMPSON**  
**YOU'RE GOING BACK TO YOUR OLD WAYS AGAIN (Brazos Valley, BMI)**

Thompson turns in a real, meaningful vocal on this strong bit of country fare. The tune is a weeper with philosophical overtones. Traditional fans will flock to this. Flip is "I've Run Out of Tomorrows," (Brazos Valley, BMI). **Capitol 4085**



-----C&W Talent-----

**HOUSTON BARKS**  
**A STRANGER (Laredo, BMI)**  
**SHE'S GONE (Laredo, BMI)**

Barks is a fine new country artist with an approach that is similar to Johnny Cash's. "She's Gone" is a weeper that tells of a train that takes a cat's chick far away. Flip, "A Stranger," is also a well-delivered side. This is also a weeper about a stranger who steals a guy's love. Several unfortunate events ensue as a result. With exposure this can easily take off. **Buck & Sonny 101**



-----R & B Records-----

**LAVERN BAKER**  
**DIX-A-BILLY (Sounds, ASCAP)**  
**I CRIED A TEAR (Progressive, BMI)**

The thrush has two powerful sides. "I Cried a Tear" is a country-styled waltz that is sung with feeling. Mild rock backing is effective. "Dix-A-Billy," the flip, is a vocal version of a Dixieland tune that should also attract. **Atlantic 2007**



The correct publisher for "Intermission Riff," which was a spotlight winner in last week's issue of The Billboard for the Bernie Lowe and Mickey Leonard orks, is Goldsen, ASCAP. The artists for "The Teen Commandments," which was spotlighted in last week's issue of The Billboard, are Paul Anka, George Hamilton IV and Johnny Nash.

in a warm reading of a pretty tune penned by John Loudermilk. It could get spins. (Cedarwood, BMI)

★★★ **I'm Gonna Catch You Baby**  
 On this side the lass sells a rhythm tune with a beat over good combo and chorus backing. Two nice sides. (Cedarwood, BMI)

**DAVID ROSE ORK**  
 ★★★ **Stroll Along**  
 M-G-M 12714—A choir of flutes and piccolos leads the way on this bright, medium-beat instrumental. It's in a rocking framework and kids should go for it. Spinnable wax and it's worth watching. (St. Lawrence, BMI)

★★ **How High the Moon**  
 The standard gets a string-filled but rocking revival by Rose and ork. This can get spins but flip probably has an edge. (Chappell, ASCAP)

**RICHARD BARRETT**  
 ★★★ **Lovable**  
 METRO 20006—A cover side gets a highly emotional, shouting reading by Barrett, with choral accompaniment. A dramatic rock side which can get its share of activity. (Jay Scott, BMI)

★★ **Only One Way**  
 A slow, clink-clink-clink ballad, sung dramatically by Barrett. Flip has more interest. (Benjamin, ASCAP)

**CYRIL STAPLETON**  
 ★★★ **Holiday Hop**  
 LONDON 1815—A windy, celestial type high soprano chorus begins this with a piano coming thru in the melody spotlight. It's a bright record that can catch spins. (Leeds, ASCAP)

★★ **Fiddle-Delphia**  
 Another bright sounding instrumental side, with the accent on fiddles. This could catch spins, too. (Idriss, Brown & Tibbles-Chatsworth, ASCAP)

**SILVANA MANGANO**  
 ★★★ **I Loved You**  
 M-G-M 11457—This is also from the sound track of the film, "Anna," in which the gal starred. It's also known as "Non Dimenticar," a tune which has strong current action by Nat Cole. Can catch spins aplenty. (Hollis, BMI)

★★ **Anna**  
 This is a reissue of the old hit of several years back. It's the sound track version and it can catch additional coin on strength of current revival of the tune and interest in Latin material. (Hollis, BMI)

**THE HI-LITES**  
 ★★★ **Friday Night, Go Go**  
 BRUNSWICK 55102—Frantic rocker gets driving rendition by the boys. Action possible. (Tibor, BMI)

★★ **Chicka-Rocka-Chee-Chi-Cho**  
 Cha cha with novelty appeal is delivered with spirit by the group. Good potential. (Drake, BMI)

**BILL JASON**  
 ★★★ **T'aint Right**  
 TOPSY 1001—A bluesy lament with a triplet figure in the arrangement. Jason chants a solid vocal, giving it heart. (Regent, BMI)

★★ **This Must Be the Place**  
 Novelty blues, with good comedy vocal and solid instrumentation. Gimmick sounds help. (Turvy, BMI)

**LEON MERIAN ORK**  
 ★★★ **Bourbon Street Blues**  
 20TH FOX 119—A falvorsome instrumental reading of the New Orleans classic. Lots of heart in this performance. (Felst, ASCAP)

★★ **The Mardi Gras March**  
 A brassy, rhythmic instrumental of the march from the film of the same name. Ork captures a carnival spirit. (Felst, ASCAP)

**HANK MIZELL**  
 ★★★ **Jungle Rock**  
 EKO 506—A persistent jungle blues item would make good swingin' dance fare. It's all about the jungle denizens doing the rock. Good sound and rhythm. (Parson, BMI)

★★ **When I'm in Your Arms**  
 Mizell and Jim Bobo combine in a harmony version of a strongly countryish ballad. Boys sing it with heart. (Parson, BMI)

**DON GUESS**  
 ★★★ **Shiri-Lee**  
 BRUNSWICK 55101—Guess turns in a strong interpretation of this catchy ditty, which also features good combo work and a vocal group. (Copar, BMI)

★★ **Just a Little Lovin' Baby**  
 A hand clapper with a country feel receives a driving vocal from Guess. He is backed by a vocal group. Interesting wax. (Marfan, BMI)

**JOE PICA**  
 ★★★ **The Old Oaken Bucket**  
 ANCHOR 148—Listenable piano work by Pica on this new version of the oldie, helped by a vocal group and rhythm support. Good side for the boxes. (Robbins, ASCAP)

★★ **I'm Always Chasing Rainbows**  
 On this side Pica sings the vocal to this fine standard with the backing sporting a touch of rock and roll. It's a sweetly old-fashioned disk. (Robbins, ASCAP)

**SONS OF THE PIONEERS**  
 ★★★ **A Fiddle, a Rifle, an Axe and a Bible**  
 RCA VICTOR 7392—Boys turn in usual quality job on a folksy tune which has pop appeal. Dual market side. Tune is from Pat Boone's new movie, "Mardi Gras." (Felst, ASCAP)

★★ **My Last Goodbye**  
 Dreamy pop-styled vocal treatment by lead singer and group on pretty Eddy Howard oldie. Flip, tho, seems stronger. (Bourne, ASCAP)

**THE CRESTS**  
 ★★★ **16 Candles**  
 COED 506—Lyrics state that the light of 16 candles on a birthday cake are not as bright as the light in his chick's eyes. Tune is a weeper sort. Side has lots of teen bait. (Coronation, BMI)

★★ **Beside You**  
 Lead voice renders the rockaballad with good group and ork support. It's a pretty tune. Side can move. (Winneton, BMI)

**MILTON DE LUGG**  
 ★★★ **Philadelphia, U. S. A.**  
 DOI 15865—The tune now getting action on the Carlton label is handed a good reading by the De Lugg Ork and chorus. It has a string band and a revival flavor. This version could get some of the loot. (Southern, ASCAP)

★★ **You Can Be Lonely in Paris**  
 Pretty tune is handed a neat reading by the large Milton De Lugg crew, featuring a male chorus and a sexy chick on the vocal. (Mutual, ASCAP)

**ARI MOONEY ORK**  
 ★★★ **Night Train**  
 M-G-M 12731—The jazz standard gets a solid performance from the Mooney crew, with organ and the big band sound helping it move. Good jock and juke side. (Frederick, BMI)

★★ **A Fiddle, a Rifle, an Axe and a Bible**  
 Story song about the winning of the West is handled pleasantly by the chorus here. (Felst, ASCAP)

**RICHARD HAYMAN**  
 ★★★ **La Strada Del Amore**  
 MERCURY 71378—Pretty tune with a Mediterranean feel is played in warm style by Hayman and his crew. It's a pretty side that could get attention. (Sounds, ASCAP)

★★ **Blues in the Night**  
 The harmonicist turns in a pretty reading of the ballad over a rock and roll beat. Could get plays. (Remick, ASCAP)

**BILLY MURE**  
 ★★★ **Tara Lara**  
 RCA VICTOR 7394—Neat little samba item is played with gusto by Billy Mure and his swinging supersonic guitars. It's a fine side and has a chance. (Scherer, BMI)

(Continued on page 38)

# METRO RECORDS



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## METRO'S PARADE OF HITS!

DICK LEE

HAVE GUITAR  
WILL TRAVEL

METRO K20001

LEE LAURANCE

CASH BOX PICK

LONELY  
BALLERINA

AND HIS SERVANT  
METRO K20008

GEORGIE SHAW  
TILL WE TWO  
ARE ONE

AND THE GYPSY  
METRO K20005

LEW PRINCE

CASH BOX PICK

MILANO ROSE

AND  
EVER CHANGING WORLD  
METRO K20003



### Reviews of New Pop Records

Continued from page 37

★★ **Haggis Baggis**  
Unusual instrumental effort is played well by the supersonic guitar combo, but the flip appears more important. (Broadway, ASCAP)

★★ **BONNIE GUITAR**  
★★★ **Whispering Hope**  
DOT 15862—The fine, inspirational tune is sung with gentle grace by the thrush over simple and unaffected rhythm support. A fetching performance. (Robbins, ASCAP)

★★ **Rocky Mountain Moon**  
Old Johnny Mercer tune is sung with warmth by Bonnie Guitar. Backing has a neat beat. (Commander, ASCAP)

★★ **THE TEEN QUEENS**  
★★★ **Movie Star**  
RCA VICTOR 7396—Side could have teen appeal. It's a cute message about a gal who feels she doesn't have a chance because her beau digs movie stars. This can move. (Harrison, ASCAP)

★★ **First Crush**  
The girls have a listenable sound on this ballad with beat. Fine arrangement backs the lassies. Fair prospects. (Rel, ASCAP)

★★ **SAMMY DAVIS JR.**  
★★★ **That's Anna**  
DECCA 30769—The tune is from the artist's coming flick, "Anna Lucasta." The artist gives the pretty beguine a warm reading, backed by a big, lush ork. Fine jockey material. (United Artists, ASCAP)

★★ **I Never Got Out of Paris**  
Davis does the show-type material attractively. Smart ork backing accompanies. Jocks could take to it. (Lacolon, ASCAP)

★★ **MARK DINNING**  
★★★ **The Blackeyed Gypsy**  
M-G-M 12732—Happy, swinging tune on the Jimmie Rodgers style gets a good vocal by Mark Dinning. It could happen with exposure. (Acuff-Rose, BMI)

★★ **Secretly in Love With You**  
Pleasant performance of a rockaballad with a bit of country flavor. Flip seems better side. (Acuff-Rose, BMI)

★★ **RANDY RANDOLPH**  
★★★ **Yakety Sax**  
RCA VICTOR 7395—A swiny, rickety tick and yet hip instrumental effort by Randolph and his combo that could grab coin on the juke box and could also get jock action. (Tree, BMI)

★★ **Percolator**  
Randy Randolph sells this nifty little item in a free and easy manner that swings politely. Good side. (Glendell, BMI)

★★ **THE MAGNETS**  
★★★ **Don't Tarry Little Mary**  
RCA VICTOR 7391—The Magnets tee off and come thru with a driving reading of a rocking item that moves from the first chord. It could step out with exposure, watch it. Two good sides. (Sheldon, BMI)

★★ **When the School Bell Rings**  
The boys tell about all the good things that happen after school, when that school bell rings for quittin' time. It's a strong side, and it could happen. (Sheldon, BMI)

★★ **MARVIN & JOHNNY**  
★★★ **Valley of Love**  
ALADDIN 3439—Ballad with beat is nicely presented by the pair with soft rock backing. Fair prospects. (Aladdin, BMI)

★★ **It's Christmas Time**  
The gents are telling of their happiness inspired by various yuletide sentiments and settings. It can grab pop and r.&b. loot. (Aladdin, BMI)

★★ **FRANKIE LAINE**  
★★ **When I Speak Your Name**  
COLUMBIA 41283—Pretty ballad is sung nicely by the chanter over simple backing with some choral voices discreetly tucked in the arrangement. (Leeds, ASCAP)

★★ **A Cottage for Sale**  
The fine standard is sung with feeling by Laine backed quietly by the ork. Flip is more important. (De Sylva, Brown & Henderson, ASCAP)

★★ **THE SHIRELES**  
★★ **I Got the Message**  
DECCA 30761—The gal group presents the mild rocker in okay fashion. Some potential. (Scepter, BMI)

★★ **Stop Me**  
Racy rocker with a Latin flavor is charged with color by the lead fem with 4-to-4 group and ork backing. Potentially appears similar to flip. (Hoffis, BMI)

★★ **BIBI JOHNS**  
★★ **The Riky-Tick Song**  
DECCA 30758—The novelty is handled with gusto by the thrush. Lyrics are blend of "German" and English. Crazy Otto type piano helps. (Mermaid, BMI)

★★ **Teach Me the Dance of Love**  
Cha cha is given a cheerful outing by the chick with bright chorus and ork backing. (Robbins, ASCAP)

★★ **FRANK ORTEGA ORK**  
★★ **Homesickie Ross Cha-Cha**  
JUBILEE 2348—Another cha cha treatment of an oldie is given a spicy treatment by the ork. Jocks may like. Fair prospects. (Joy, ASCAP)

★★ **My Yiddishie Momme Cha-Cha**  
Same comment. (DeSylva, Brown & Henderson, ASCAP)

★★ **THE HILLTOPPERS**  
★★ **You're Nobody 'Till Somebody Loves You**  
DOT 15857—A big sound to this one with chorus and triplet figure in the arrangement. Song and style of performance have nostalgia value. (Southern, ASCAP)

★★ **Trying**  
A ballad, similar in feeling to the flip, with triplet figure and chorus. (Randy-Smith, ASCAP)

★★ **RUSTY EVANS**  
★★ **Uh Huh Uh Huh Uh Huh**  
BRUNSWICK 55013 — Uptempo folk item is stylishly handled by Evans. Nice change of pace programming for jockeys. (Toni, BMI)

★★ **Shine Its Light on Me**  
"Midnight Special" as a rocker with strong work by the chanter. (Toni, BMI)

★★ **SOLOMON BURKE**  
★★ **This Is It**  
APOLLO 527—Inspirational song, with a triplet figure in the arrangement, and a chorus behind the vocalist. Burke does a solid job. (Bess, BMI)

★★ **My Heart Is a Chapel**  
A happy, uplifting religious item, with a marching rhythm. Burke's vocal is tops. He's backed by a chorus. (Bess, BMI)

★★ **LINDA ROTH**  
★★ **Right As Rain**  
INTRASTATE 42 — A fresh-sounding rhythm side. Miss Roth, with a very youthful voice, is backed by a fetching arrangement. (Buss, BMI)

★★ **Teen-Age Diary**  
Rockaballad, with triplet arrangement. Miss Roth sings a strong vocal on this side—really tear-drenched and with a touch of fragile country quality. (Buss, BMI)

★★ **BLUE BEARDS**  
★★ **Crawlin'**  
GUIDE 1002—Lead singer chants a blues with a novelty lyric. Vocal gimmicks and a solid rhythm mark the disk. (Pepe, BMI)

★★ **Romance**  
A rocker with considerable novelty element in the lyric. Arrangement includes clapping hands and has a driving rhythm. (Pepe, BMI)

★★ **THE RAV'ONS**  
★★ **Wrapped, Tangled and Tied**  
ARROW 734—Rockachacha is well sung with blues flavor by the group. Fair prospects. (HBI & Range, BMI)

★★ **Teen-Age Hop**  
Rockabilly for dancing, with energetic lead and good support from rest of group. (Tee-Pee, ASCAP)

★★ **DOLORES DALE**  
★★ **Love Me As I Am**  
S & S 2025—Slow rocker is nicely handled by thrush with good male group support. (Adrienne, ASCAP)

★★ **One Made of Two**  
Countryish rockaballad gets warm reading from chick. (Adrienne, ASCAP)

★★ **VAN DYKES**  
★★ **Lamble Baby**  
DECCA 30762 — Cheerful rocker is nicely handled by the group. (Shapiro-Bernstein, ASCAP)

★★ **Come On, Baby**  
Rockaballad boasts a weird but compelling lead voice with good group work. (Skidmore, ASCAP)

★★ **JOHNNY McCOY**  
★★ **Give Me a Chance**  
FELSTED 8540 — Rockaballad gets a mellow performance from the chanter. (Mitchell, ASCAP)

★★ **I Can't Get Along Without You**  
Slow rocker with a nice blues feeling is handled with zing by McCoy. (Mitchell, ASCAP)

★★ **JOEL COWAN & THORNE SWARTZ**  
★★ **Bells of Auld Lang Syne**  
VAL-UE 103—A bluesy version of the Burns poem. It is essentially an instrumental with strings giving it a funky quality. (Aljo, BMI)

★★ **Walkin' Bells**  
Blues instrumental with a walking rhythm and a bell sound in the arrangement. Horns and strings give good blues feeling. (Aljo, BMI)

★★ **JULIE LONDON**  
★★ **A Foggy Day**  
BETHLEHEM 110033 — The label issues an old side by the gal. A good, slow, torchy rendition is sung with simple celeste backing, plus foghorn sound effects. Jockeys may like. (Gershwin, ASCAP)

★★ **Sometimes I Feel Like a Motherless Child**  
A pretty guitar backing supports the echoey, melancholy reading of the traditional tune by Miss London. Pleasant listening.

★★ **SHADOWS**  
★★ **Under Stars of Love**  
DEL-FI 4109—The brother duo offers a slow, pounding rockaballad of devotion. Triplets back the sound of the boys. Spins and activity possible. (Kemo, ASCAP)

★★ **Jungle Fever**  
On this side the boys journey to the jungle (with plenty of sound effects) to catch a witch doctor. A wild novelty which could catch on. (Kemo, BMI)

★★ **TONI MICHAELS**  
★★ **You Said You Loved Me**  
DEBBIE 102—A slow ballad thrashed with conviction by the gal. It's a rockaballad with vocal group and clink clink instrumental backing. Moderate potential. (Charlene, BMI)

★★ **Johnny, Where Are You**  
The gal has some of the quality of Vera Lynn in this waltz rendition. It's appealing enough and could catch spins. (Charlene, BMI)

★★ **JAY HAYES**  
★★ **Lovey-Dovey-Love**  
SPINNING 6006—Jay Hayes sells this rocker with style over a listenable combo backing. Could get spins. (Wim-Lyn-Lakeland, BMI)

★★ **Suzy**  
Same comment. (Midway, ASCAP)

★★ **KYLO TURNER**  
★★ **I Need Your Love**  
ANDEX 4027 — Rockaballad is nicely handled by the artist. Fine ork and chorus backing accompany. Good potential. (Hermosa, BMI)

★★ **Where There's a Will There's a Way**  
Ballad with beat is rendered sincerely by Turner. Potential appears similar to flip. (Hermosa, BMI)

★★ **THE NICARAGUANS**  
★★ **Cu Cu Ra Cha Rock**  
ENSGN 2009—Rocking version of "La Cucaracha" is a danceable item that can lure teen coin. (Hermosa, BMI)

★★ **Soy Sentimental**  
The pretty ballad is warmly rendered by the crew against light rhythm backing that features piano. Might create interest, if exposed. (Hermosa, BMI)

★★ **MARY KAYE TRIO**  
★★ **Home Before Dark**  
WARNER BROS. 5020—Title tune from the coming flick is given a warm reading by the trio against lush ork backing. Pretty side makes for fine jockey wax. (Witmark, ASCAP)

★★ **Belong to Me**  
Smart reading of a medium-beater is an attractive side. It can attract. (Chappell, ASCAP)

★★ **BUDDY KATNE**  
★★ **Spider**  
20TH FOX 118—Spider in this case is a cute chick with an appetite for love. Tune is told with gimmicked chorus backing. Some coin possible. (Delstone, BMI)

★★ **Hinky Dinky Danky**  
Cute novelty tells of a guy who stole another's chick. Potential appears similar to flip. (Delstone, BMI)

★★ **ERNIE CHAFFIN**  
★★ **My Love for You**  
SUN 307—Heartfelt interpretation of moving country ballad with nice choral backing. (Hi-Lo, BMI)

(Continued on page 40)

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

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

This Week	Last Week	Weeks on Chart
1. IT'S ALL IN THE GAME (Remick) . . . . .	1	8
2. NEAR YOU (Supreme) . . . . .	2	9
3. THE DAY THE RAINS CAME (Garland) . . . . .	4	5
4. THE END (Criterion) . . . . .	5	4
5. NON DIMENTICAR (Hollis) . . . . .	6	4
6. TO KNOW HIM IS TO LOVE HIM (Warman) . . . . .	15	2
7. TOM DOOLEY (Beechwood) . . . . .	12	2
8. TEARS ON MY PILLOW (Vanderbuilt-Bonnie) . . . . .	11	5
9. FIREFLY (Morris) . . . . .	7	5
10. TEA FOR TWO CHA CHA (Harms) . . . . .	9	2
11. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins) . . . . .	3	15
12. PATRICIA (Peer) . . . . .	8	16
13. LOVE IS ALL WE NEED (Sheldom) . . . . .	—	1
14. LOVE MAKES THE WORLD GO ROUND (Winneton) . . . . .	—	1
15. MANDOLINS IN THE MOONLIGHT (Roncom) . . . . .	—	1

**• Best Selling Sheet Music in Britain**

(For week ending November 1)

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

More Than Ever—Sterling (Ampco)	Bird Dog—Acuff-Rose (Acuff-Rose)
Volare—Robbins (Robbins)	Tulips From Amsterdam—Cinephonic (Sikorski)
Trudie—Henderson (Kassner)	It's All in the Game—Blossom (Remick)
A Certain Smile—Robbins (Robbins)	Poor Little Fool—Commodore-Imperial (Eric)
Carolina Moon—Lawrence Wright (Cromwell)	On the Street Where You Live—Chappell (Chappell)
When—Southern (Sounds)	Moon Talk—Leeds (Roncom)
Born Too Late—Anglo-Pic (Mansion)	If Dreams Came True—Grosvenor (Korwin)
You Need Hands—Lakeview (Leeds)	Move It—B. F. Wood (B. F. Wood)
Mad Passionate Love—Duchess (Burgess)	Mary's Boy Child—Bourne (Schumann)
Stupid Cupid—Aldon (Aldon)	
Return to Me—Southern (Southern)	

**• Best Selling Pop Records in Britain**

(For week ending November 1)

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

This Week	Last Week
1. IT'S ALL IN THE GAME—Tommy Edwards (MGM) . . . . .	6
2. COME PRIMA—Marino Marini (Durium) . . . . .	2
3. BIRD DOG—Everly Brothers (London) . . . . .	3
4. STUPID CUPID/CAROLINA MOON—Connie Francis (MGM) . . . . .	1
5. A CERTAIN SMILE—Johnny Mathis (Fontana) . . . . .	5
6. MOVE IT—Cliff Richard (Columbia) . . . . .	4
6. HOOTS MON—Lord Rockingham's XI (Decca) . . . . .	9
8. BORN TOO LATE—Poni Tails (HMV) . . . . .	8
9. MORE THAN EVER—Malcolm Vaughan (HMV) . . . . .	13
10. KING CREOLE—Elvis Presley (RCA) . . . . .	7
11. MY TRUE LOVE—Jack Scott (London) . . . . .	17
12. TEA FOR TWO CHA CHA—Tommy Dorsey Orchestra (Brunswick) . . . . .	—
13. VOLARE—Dean Martin (Capitol) . . . . .	10
14. WESTERN MOVIES—Olympics (HMV) . . . . .	12
15. MAD PASSIONATE LOVE—Bernard Bresslaw (HMV) . . . . .	14
16. POOR LITTLE FOOL—Ricky Nelson (London) . . . . .	11
17. MOON TALK—Perry Como (RCA) . . . . .	18
18. VOLARE—Domenico Modugno (Oriole) . . . . .	19
19. WHEN—Kalin Twins (Brunswick) . . . . .	15
20. SOMEDAY—Jodie Sands (HMV) . . . . .	20

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**Gotta Travel On** 400

Variety Oct. 29: BEST BET  
 Billboard Oct. 27: SPOTLIGHT RECORD

on **LONDON**

**Mike Preston**

**A House,  
 A Car, A Wedding Ring** 1834

Cashbox Oct. 18: SLEEPER OF THE WEEK

on **Felsted**

**Terri Stevens**

**All Alone**

8538

Cashbox Oct. 11: BEST BET

on **Dale**

**Larry Ellis**

**Nothing You Can Do**

107

Cashbox Oct. 11: SLEEPER OF THE WEEK

on **LONDON**

**Lord Rockingham's XI**

**Hoot's Mon**

1839

on **Felsted**

**Kathy Linden**

**Kissin' Conversation**

844

Cashbox Oct. 18: BEST BET

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**AL MARTINO**

**HERE IN MY HEART**

CUB K9018

**JIMMY WILLIAMS**

**ONE MORE TIME**

CUB K9017

**BILL FARRELL**

**CIRCUS**

CUB K9015

**THE DEVOTIONS**

**SILLY MILLY**

CUB K9020

**Reviews of New Pop Records**

Continued from page 38

★ **Born to Lose**  
Feelingful rendition of plaintive country ballad with mild r.&r. backing. Dual market appeal. (Peer, BMI)

**FLOYD CRAMER**  
★ **Rumpus**  
RCA VICTOR 7388—Joyous theme is handed bright, humorous instrumental treatment with standout piano work. Spinable wax. (Trep, BMI)

**DeJOHN SISTERS**  
★ **Do Die**  
SUNBEAM 116—This has the melody of "I Want to Be Near You," an old tune with un-dated lyrics about a little girl who is told about kisses causing the transference of germs. (Sunbeam, BMI)

★ **Wedding Postponed**  
A Billy Vaughn type sax sound comes thru behind the gals on this sad, sad tale. Gals perform nicely on the side. (Sunbeam, BMI)

**ATTILIO LIBERO**  
★ **Solo Per Te**  
20TH FOX 117—Vocal on this infectious tune is in Italian. Libero handles the tune in pleasant fashion. It can create interest. (Mills, ASCAP)

★ **Non Sai**  
Same comment. (Mills, ASCAP)

**LEE HARRISON**  
★ **So Unimportant**  
JUDD 1003—Harrison has something of the style of Bill Kenny in this dedicated ballad delivery. A well-made record which has a good sound. (Longhorn, BMI)

★ **Mine Alone**  
A medium-rhythm pleader with triplet backing. Flip has more potential. (Longhorn, BMI)

**AL MORGAN**  
★ **Jealous Heart**  
LONDON 1837—The old smash by Morgan is re-released by the label. The disk has a definitely old sound, but in view of current activity on the tune, it can pick up some loot. (Acuff-Rose, BMI)

★ **Turnabout Is Fair Play**  
Another old record by Morgan is a bouncy, old-fashioned type. It's all the flip here. (Happness, ASCAP)

**THE CHUCK-A-LUCKS**  
★ **Heaven Knows**  
BOW 305—Pretty rockaballad has a sincere lead and good choir backing. (Graphic, BMI)

★ **Chuck-A-Luck**  
Mild rocker gets so-so reading. (Graphic, BMI)

**TONY MORRA**  
★ **Claire**  
ARCADE 152—The latest rockaballad about a girl's name is warmly delivered by Morra with okay group support. (Cal-Seabreeze, BMI)

★ **My Baby Scares Me**  
Rocker gets so-so reading from chanter. (Cal-Seabreeze, BMI)

**GAR BACON**  
★ **Dutch Treat**  
DALE 108—Rockabilly item is neatly rendered by chanter and girl group. (Republic, BMI)

★ **I'll Never Fall You**  
Rockaballad gets pleasant reading from Bacon. (World, ASCAP)

**BOTIE QUINN**  
★ **Walk Right In**  
REED 1016—Adequate blues chanted by the vocalist is backed by chorus and driving rhythm. Side picks up in interest as it goes along. Good feeling for blues. (Dougle "M," BMI)

★ **Teen-Age Bop**  
Vocalist does a rhythm piece, backed with chorus. Bluesy in quality. (Double "M," BMI)

**ERNE WARREN**  
★ **Hula Cha**  
FIESTA 097—The first known marriage of these two contrasting forms, this takes the "Hawaiian War Chant" and sets it to cha cha tempo. Warren sings it in dual-track style. Fair prospects. (Morand, BMI)

★ **Little Brown Gal**  
A slightly calypsoish interpretation is largely instrumental. Nothing distinctive about this. (Bourne, ASCAP)

**THE CRAVERS**  
★ **Windstorm**  
CHOCK 109—Insinuating, instrumental effort in walking tempo is performed solidly by the Cravers, marked by windy sound effects and some bright tenor work. Action possible, if exposed. (Russ-Dale, BMI)

★ **Flavor Craver**  
Okay instrumental side is played pleasantly by the group. (Russ-Dale, BMI)

**THE PRETENDERS**  
★ **Blue & Lonely**  
CENTRAL 2605—Rockaballad is sung with feeling by the group whose style is in the confused groove. It does have an attractive pleading quality. (Newkirk, BMI)

★ **Daddy Needs Baby**  
Old-fashioned item is read in old-fashioned style by the group. (Newkirk, BMI)

**THE PACERS**  
★ **I Wanna Dance With You**  
COLICO 101—New label out of Pittsburgh debuts with a listenable reading of medium-tempo ballad by the Pacers. Jocks may spin. (Volkwein, ASCAP)

★ **I Found a Dream**  
On this side the boys sell a ballad in fair style, but it's the flip that counts. (Volkwein, ASCAP)

**DICK FOOTE**  
★ **A Blonde Can Be a Dangerous Weapon**  
CORVETIE 1005—Interesting idea is handled with spirit by Foote, as he tells of the explosive nature of blondes. Altho somewhat pretentious, side could get spins. (Richardson, BMI)

★ **The Lonely Road to Nowhere**  
So-so reading of a weak tune. (Taurus, ASCAP)

**TONY BELLUS**  
★ **Any Room in Your Heart**  
SAMSON 130—Bellus renders the peppy tune in rapid fashion with cheerful accordion and gal chorus support. Interesting sound could attract. (E & E, BMI)

★ **Only Your Heart**  
Rockaballad is rendered weakly. Flip offers more. (E & E, BMI)

**RONNIE RAVELLE**  
★ **What Will We Do When Rock & Roll Is Over**  
ELSAN 1004—Pretty multi-track piping by thrush on cute waltz-tempo ditty with mild rock and roll flavor on backing. (Elsan, BMI)

★ **Driftwood**  
Okay vocal stint on effective ballad. Flip, tho, appears better side for today's market. (Elsan, BMI)

**JIMMY KOMACK**  
★ **I Don't Know**  
ARGO 5319—Exuberant shouting by the nitery comic on a raucous blues with spirited backing. (Reliable, ASCAP)

★ **That's My Heart**  
So-so rendition of bouncy ditty. (Muirfield, ASCAP)

**THE MON-VALES**  
★ **White Bucks**  
PEN JOY 501—Exuberant reading by lead singer and group on bouncy rocker. (Cleff-Tone, BMI)

★ **Carol-Ann**  
Feelingful warbling stint by lead singer and group on okay rockaballad. (Cleff-Tone, BMI)

**DANNY OLIVER**  
★ **In the Bottom of My Heart**  
TREND 016—A shouter by Oliver on a snappy, upbeat tune with strong roots in the r.&b. field. (Oble, BMI)

★ **Blues for the 49**  
A medium-beat bluesy side with more of the Southern feeling. (Tri-Park, BMI)

**BOBBY EDGE**  
★ **Barb'ry Ann**  
JUBILEE 5347—Folk effort in the current driving pop style is sung with spirit by Edge over backing with a beat. (Portrait, BMI)

★ **Fiddle and a Bow**  
Happy effort is sung in okay style by the lad. (Royalty, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated one star.

**JIMMY CRAIN:** Shig-A-Shag/Wib You Tell (Tell Me)?—Spangle 2009  
**THE FOUR FOURS:** Where Are You?/Are You Lonely?—Stephens 1832

**FOUR SPARKS:** The Same Way I Feel/Key to My Heart—Cleff-Tone 152  
**BARRY FRANK:** Ever-Changing World/Love Is All We Need—Mark 140  
**TOMMY LANE:** Promises/Lover Girl—Time 3  
**LITTLE JIMMY & THE SPARROWS:** Two Hearts Together/Snorin'—Val-ue 101  
**RONNIE MALONE:** Doodles Do/Lightning Bug—Judd 1004  
**PENNY NELSON:** Cool, Cool You/Farewell—Star Satellite 1002  
**JACK ROUBIK:** Live It Up/I Got a Baby—Lindy 741  
**AL SIMS:** Green Gator Ater/Ring Around the Moon—Yucca 104  
**DEWEY STONE:** A New Love/Alabama—Wonder 103  
**HARRY WILCOX:** Walk Softly/I Was Sorta Wonderin'—Yucca 103  
**BOBBY WILLIAMS:** Tarzan/H Dreams Could Come True—Cort 1314

**Jazz**

★ ★ ★ ★  
**THE THREE SOUNDS**  
★ ★ ★ **Willow Weep for Me**  
BLUE NOTE 1722—Pretty, clinging version of the fine standard with Gene Harris featured on piano. It's mainstream jazz that should pull coins on both pop and jazz boxes. (Bourne, ASCAP)

★ ★ ★ **Tenderly**  
Same comment. Deejays should spin both sides. (Morris ASCAP)

**THE THREE SOUNDS**  
★ ★ ★ **O Sole Mio**  
BLUE NOTE 1725—Swinging jazz interpretation of the fine Italian folk item, sparked by the Harris piano and a solid beat from the drums. Strong juke wax. (PD)

★ ★ ★ **Blue Bells**  
Original tune, penned by pianist Gene Harris, is played neatly by the Sounds with Harris featured on piano. Group is good and jazz fans will enjoy. (Groove, BMI)

★ ★ ★  
**BOB SCOBAY'S FRISCO JAZZ BAND**  
★ ★ ★ **Floating Down to Cotton Town**  
RCA VICTOR 7390—Frantic, fast-stepping vocal and instrumental work by Scobey and Clancy Hayes on bouncy ditty. Both sides are good Dixieland fodder for jazz jocks. (Mayfair, ASCAP)

★ ★ ★ **Dixie**  
Bright, catchy instrumental treatment of standard with catchy march tempo. (PD)

**ELLA FITZGERALD**  
★ ★ ★ **Stompin' at the Savoy, Parts I & II**  
VERVE 89187—This comes from a "live" on location album titled "Ella Fitzgerald at the Opera House." It starts slow and subtly, then breaks out into a rash of the gal's typical scat singing. She really takes off on the swinging opus with the crowd joining in enthusiastically with applause. A lot of hip jocks will like this. (Robbins, ASCAP)

**Christmas**

★ ★ ★ ★  
**GENE AUTRY**  
★ ★ ★ **Here Comes Santa Claus**  
CHALLENGE 59030—A new version of his million seller is presented by Autry, Good potential for season. (Western, ASCAP)  
★ ★ ★ **Rudolph the Red-Nosed Reindeer**  
Same comment. (St. Nicholas, ASCAP)

★ ★ ★  
**THURL RAVENSCROFT, TOM ADAIR & GEORGE BURNS**  
★ ★ ★ **Paul Bunyan**  
DISNEYLAND 90—The three combine in an exciting telling of the famous story. A well-made record with good musical backing. Nicely packaged for holiday sales. (Disney, ASCAP)

**LAWRENCE WELK'S LITTLE BAND**  
★ ★ ★ **All Around the Merry Christmas Tree**  
CORAL 62053—The Lennon Sisters offer a sprightly vocal on this cute Christmas tune. Gals are supported by a small combo of welkmen. Worth a spin or two. (Champagne, ASCAP)

★ ★ ★ **Outer Space Santa**  
A coupling of topical matter with the seasonal kick. The Lennons sing the tale of the modern-day Santa. Both sides could get spins. (Champagne, ASCAP)

**SHEB WOOLEY**  
★ ★ ★ **Santa and the Purple People Eater**  
M-G-M 12733—A bright, rhythmic tale with a cute message about Santa coming thru the stratosphere. Speeded up voice trade-mark is also there. This warrants spins. (Cordial, BMI)

★ ★ **Star of Love**  
A rippling plucked ukulele with big fiddle sound backs this nice ballad reading by Wooley. Chorus also helps. (Cordial, BMI)

**MARY MARTIN**  
 ★★ Making Believe It's Christmas Eve  
 BUENA VISTA 332—A pretty Christmas song, slow in tempo and delivered with sincerity by Miss Martin. Can pick up some Christmas loot. (Disney, ASCAP)

★ Motherless Child  
 A swinging, jazz-1 spired backing supports Miss Martin's bluesy reading of this spiritual. Flip has more current interest. (Disney, ASCAP)

**Rhythm & Blues**

★★★ THE SUGAR CANES  
 ★★ Poor Boy  
 KING 5157—The instrumental gets another danceable reading, this time as an insistent rocker. Some coin possible. (Meridian-Parkwood, BMI)

★★ Slou Rock  
 Bouncing rocker with honking sax work has appeal. (Jay & Cee, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

BIG CHARLES GREEN: You Excite Me, Baby/Rocking On the Moon Tonight—Hit 180

**Country & Western**

★★★ HAWKSHAW HAWKINS  
 ★★ I've Got It Again  
 RCA VICTOR 7389—Virile chanting on effective country item with hypnotic tempo to backing. Merits spins. (Warden, BMI)

★★★ Freedom  
 Plaintive vocal interpretation of wistful weeper with good lyrics, and nice guitar work. (Tree, BMI)

★★★ BUCK GRIFFIN  
 ★★ The Party  
 METRO 20007—An interesting song idea gets a good, spirited reading by Griffin. Good rocking backing can also attract. Worth a hearing. (Lin-Da, BMI)

★★ Every Night  
 Griffin has some of the quality of Red Foley in his voice on this medium-beat ballad song. Choral backing features the side, plus interesting guitar work. Good talent. (Lin-Da, BMI)

★★★ BILL CARROLL  
 ★★ Feel So Good  
 DIXIE 2010—A bouncy blues in rocking rural style. Message is rather typical about what's going to happen Saturday night around the juke box. That's what makes him feel so good. Good rockabilly wax. (Starday, BMI)

★★ In My Heart  
 A country weeper sung in crying tones by the dual-tracked Carroll. Has a traditional sound. (Starday, BMI)

★★★ ARLIE DUFF  
 ★★ You're the One for Me  
 SMARTT 1002—Briskly paced country ditty is handed showmanly reading by Duff. (Duff, BMI)

★★ Send Me an Angel  
 Plaintive warbling concept of moving country ballad. (Duff, BMI)

★★★ CHUCK JOYCE  
 ★★ Milkman Blues  
 TREPUR 1006—True country blues. Like the flip, a simple disk with recording sound which leaves much to be desired, but song and performance have terrific grass-roots appeal. (Peer, BMI)

★ Why Can't We Live Together  
 Traditional country. Has the true hill flavor with no deviation to pop taste. Lacks recording sound, but old-timers will like it. (Peer, BMI)

**McMullen Hat In AFM Ring**

NEW YORK—An independent candidate has thrown his hat into the ring for president of Local 802 of the AFM here in New York. The name of this courageous aspirant for the presidency is Edward McMullen, a long-time 802 member. Altho he is only conceded an outside chance in his race against Al Manuti, his candidacy proves that democracy is still strong in the musicians' local. One of the key points of McMullen's platform is to campaign against the New York City Police Department's procedure in granting or not granting Cabaret Employees Identification Cards, and the \$2 fee per card.

**WHAT GOES?**

**Cozy Cole Caravans Stump DJ's**

NEW YORK — The arrival of Cozy Cole in the position of a top-selling disk star has caused a stir not only at Seventh Avenue's venerable Metropole Cafe, where Cole is hanging his hat, but in other trade circles as well.

The latest hoopla developed this week out of the fact that two different labels, neither of which had the "Topsy" hit, issued follow-up disks by Cole. The weird part of the situation is that both labels, Grand Award and Felsted, have exactly the same titles, to wit, "Caravan, Parts 1 and 2."

Walt Maguire, sales mahoff of Felsted, relates that his disk was cut in February of this year by visiting British jazz cat, Stanley Sance. This date featured Pete Compo, Dickey Thompson, Lou Jones, Phatz Morris, Bob McCain and June Cole along with Cozy Cole. The session was for an LP which featured the Cole group on one side and Earl "Fatha" Hines on the flip.

The Grand Award platter carries, in addition to Cole, Claude Hopkins, Rex Stuart, Tyree Glenn, Billy Bauer, and Arver Shaw. According to Peggy Sholtz, of Grand Award, this too was part of an album of Cole sides, which was cut three months ago. Questioned on this, Miss Sholtz said: "I'm sticking to my statement, it was cut three months ago."

Meanwhile, deejays were flipping over the situation, voicing such astounded comments as "What is going on here?"

**Gay Buys 5th Radio Outlet**

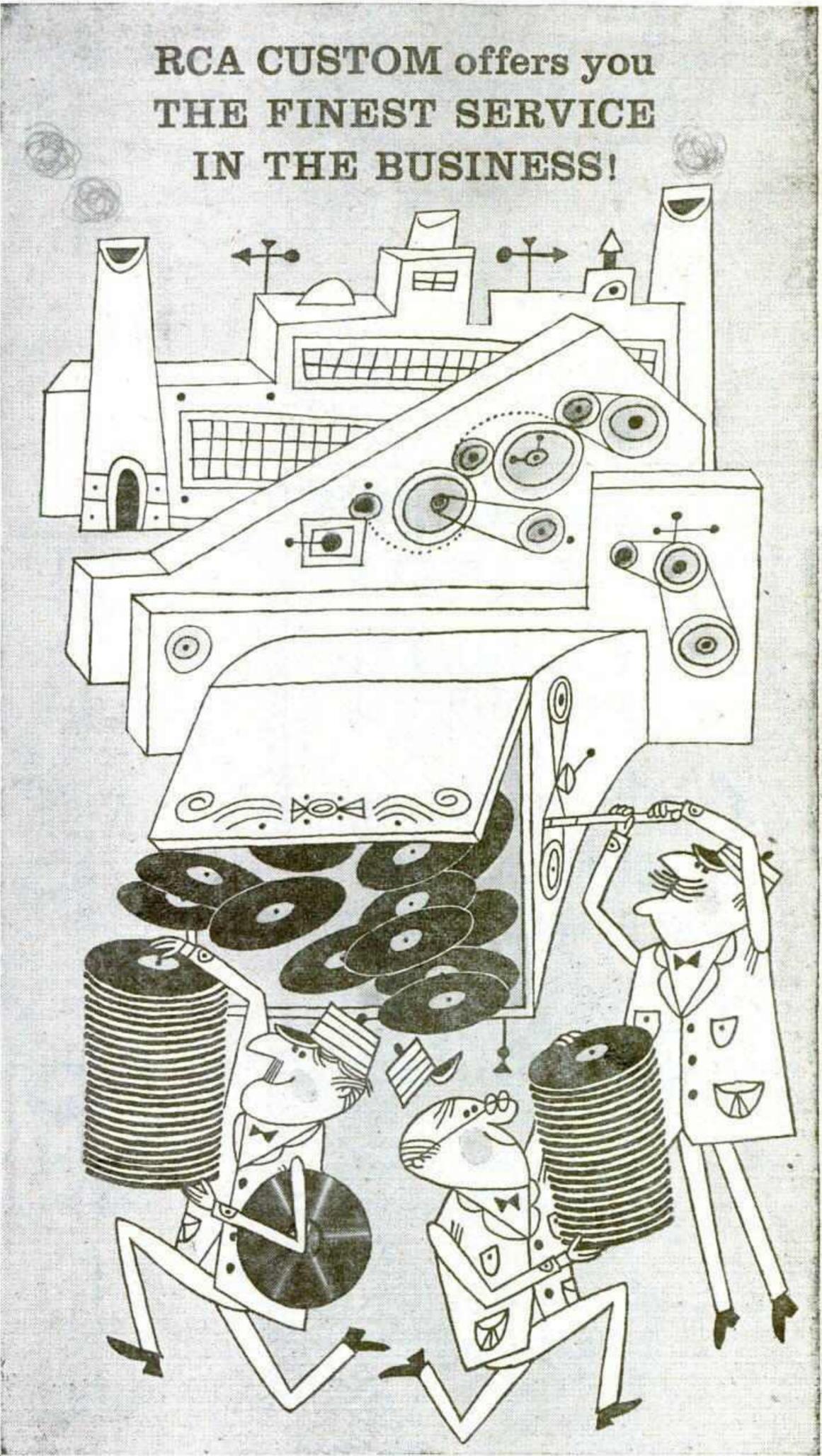
WASHINGTON, D. C.—Connie B. Gay, owner of the Town and Country Network, radio web specializing in folk music, Monday (10) announced purchase of Station WGAY, Silver Spring, Md., from Tri-Suburban Broadcasting Company, of which John W. Kluge is president and sole owner, for a price in excess of \$650,000. Sale is subject to Federal Communications Commission approval.

Gay said the purchase has fulfilled his long-time ambition to own a station in the Washington market. Ernie Tannen, managing director of Kluge stations, will continue for several months as community relations consultant for WGAY, the fifth station in the Gay chain. Others are WTCR, Ashland, Ky.; WFTC, Kinston, N. C.; KITE, San Antonio, and WYLD, New Orleans.

**PEPSI EXEC TO AEAS CONFAB**

HOLLYWOOD—Joe Lieb, exec in charge of the Pepsi-Cola account for Kenyon & Eckhardt Advertising Agency, is expected here this week to confer with officials of the Academy of Recording Arts and Sciences on plans for the projected telecast of the Academy's awards this spring to be sponsored by Pepsi.

In the meantime, the Los Angeles chapter of the Academy under the guiding hand of Paul Weston has been perfecting its award procedure via dry runs of its balloting. This week, the Academy here completed its second dry run, and, Weston said, the operation is running smoothly, thanks to membership co-operation in the dry run balloting.



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And RCA Custom means better equipment . . . painstaking care in each step of the manufacturing process . . . greater experience in the field of sound.

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155 East 24th St., New York 10, N. Y.—Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill.—Whitehall 4-3215; 1016 N. Sycamore Ave., Hollywood 38, Calif.—Oldfield 4-1660; 800 17th Ave., South, Nashville 3, Tenn.—Alpine 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario. For other foreign offices, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y.—JUdson 6-3800.



# B'casters for Uniform Sked

• Continued from page 4

tract all talent fees from gross. 6. Deduct talent, including sales commission. 7. Deduct talent fees on participation shows only, including 5 per cent AFTRA, pension and welfare. 8. Deduct in-shift fees paid to announcers. 9. Deduct an estimated percentage for talent. 10. Deduct 60 per cent gross revenue for talent.

In disk jockey allowances, some stations can deduct everything, some are on percentage, and some deduct nothing at all, stations reported. On remote charges, there are equal discrepancies between deductions taken or permitted by different stations. Same is true in sports and news.

Deductions for news costs are sometimes allowed on the entire AP and UP costs for certain sta-

tions. Most are permitted no deductions at all on this, said Strouse. Some take off part of cost of newscasters. Some take off all their news costs. Some deduct only newscasts billed separately to advertisers, and some stations take an arbitrary deduction for costs of news.

### Confusion Reigns

Similar confusion reigns in merchandising and promotion deductions. In traded out deals, some stations take 100 per cent of their income for trade deals, some a percentage of their rate card - and some deduct nothing.

Strouse said that altho the committee "hopes to work out better contracts with music licensors, even if we fail in everything else, and succeed only in achieving a stand-

ard of recognizable deductions that all stations can make in their payments to licensing organizations we shall have succeeded in straightening out an odoriferous mess."

Strouse reported that between 400 and 500 stations had contributed to the all-industry committee, and urged all to contribute not only money, but to tell the committee of any "unusual experience" with music licensing organizations.

The 17-member All-Industry Music Licensing Committee was brought into being at the NAB convention in April. ASCAP contracts for broadcasters expire in December, this year; BMI contracts in March of next year. Chairman of the committee is Robert T. Mason, WMRN, Marion, O.

Strouse said the committee had high expectations of its recently named counsel, Emanuel Dannel, member of New York law firm of McGoldrick, Dannel, Horowitz & Golub, and long associated with music licensing problems of broadcasters.

# Disk-AFM Pact

• Continued from page 4

"some more important than the actual pay increases," said one observer, expected to come up in negotiations. One of these was expected to be what has been termed "the archaic time structure upon which we now operate, which is really on the old 78 r.p.m. rates."

Many disk men felt that the AFM now would not be in nearly as strong a bargaining position as in the past, due to the threat posed by the Musicians Guild of America on the West Coast. The Guild now is the bargaining agent for musicians in the motion picture field, should the AFM call its members out on strike. Because of the shadow of the MCA, the AFM, it is noted, must try to get as much as possible for its members in a

# Disney Stereo

• Continued from page 14

cently and is not a part of the current shortened version of the film. It will be the first time many people have heard it since the picture's original release.

In addition to showing this special section of "Fantasia," the Walt Disney Music Company will exhibit their new stereophonic records in the exhibition area. More than 50 rooms have been given over to exhibits, and more than 250 products for the home in high fidelity equipment and records will be shown.

Companies planning exhibits include Fisher Radio Corporation, ABC-Paramount, Bell Sound Systems, British Industries, Emerson Radio, General Electric, RCA Victor, Harman - Kardon, Grundig - Majestic, High Fidelity Recordings, Inc., James B. Lansing, London Records, H. H. Scott, Sonotone, Stromberg-Carlson, Telefunken, Voice of Music, Weathers Industries, Zenith, Columbia Records, Eico and Pentron.

# Speakers Set

• Continued from page 2

Tennessee's governor-elect Beauford Ellington, who will introduce keynote speaker Matthew J. Culligan, executive veepee of NBC.

Also lined up as speakers and panel discussion leaders are Connie B. Gay, president of the Country Music Network; Ray Morris, advertising director of Pet Milk Company; RCA Victor's record division veepee - general manager George Marek, and USAF Colonel Vernon Rice.

Gay will speak on "What You Can Do to Make Country Music More Profitable for You and Your Station"; Morris, "Country Music and Its Stars Proven Ability to Move Merchandise"; Marek, "The Growth of Country Music and Its Pace in Your Future"; Rice, "Your Fullest Public Service Advantage Is With Country Music." Host for the meet, of course, is WSM, Nashville.

# Kornheiser

• Continued from page 2

places Lester Lees, who has moved over to United Artists Records as sales director of that label.

Kornheiser, who starts with Atlantic next Monday (17), has been associated with Cadence Records for the last five years. He joined the label as advertising and promotion director, and was named sales manager three years ago.

Prior to joining Cadence he was active in the music publishing field and at one time was associated with radio station WHN (now WMGM) here. Archie Bleyer, Cadence prexy, said he has not set a replacement for Kornheiser as yet.

# CBS Radio Time

• Continued from page 4

in contrast to CBS's outback to 50 hours a week, Mutual programs 17 hours a day as part of its continuous music-news service to affiliates.

The new CBS plan, called the Program Consolidation Plan, is set up so that affiliates receive about eight - and - a - half hours of newscast each week (without paying a co-op fee to the web) to sell to local or spot advertisers. In return, the outlets carry (without compensation) programming to be sold by CBS.

Latter programming tentatively includes a morning block line-up featuring Arthur Godfrey, Peter Lind Hayes and Mary Healy, deejay Howard Miller and Art Linkletter. Evening network programming plans include Mitch Miller's 7-8 p.m. show and Ed Murrow's newscast.

# Reviews and Ratings of New Jazz Albums

• Continued from page 27

Roy Glenn and Bob Dorough. Poetry is by Walt Whitman, Dyland Thomas, Lawrence Ferlinghetti and others. Their poetry sounds better unaccompanied.

### THE RIGHT COMBINATION

Wayne Marsh, Tenor Sax; Joe Albany, Piano; Bob Whitlock, Bass. Riverside RLP 12-270

Pianist Joe Albany has rarely recorded, even tho he is rather active on the West Coast. In fact this recording is his first date since 1946. On this dishing his piano work is in the funky groove, altho there are—now and then—overtones of Monk and few other contemporaries. However, this set, which also features Wayne Marsh, gives Albany a chance to finally be heard and there is little doubt that he is an important talent. Tunes are standards plus one jazz effort.

### BIG BEAT JAZZ

Eddie (Lockjaw) Davis, King 599  
The tenor man has an album that should attract mainstream buyers. The selections are a collection of standards, jump tunes and blues. He is given solid support by a driving rhythm section. Good cover photo of huge stuffed animal and tenor sax is charming and should help spark buys.

### ART BLAKEY'S JAZZ MESSENGERS

With Thelonious Monk. Atlantic 1278

### STEREO & MONAURAL

As an example of stereo, this set lacks lustre. Not that the performances are not worth while in their own right. The trouble here is what appears to be an almost complete detachment of piano (on the right) from the rest of the group on the left. It's almost as tho they might have dubbed the piano in a long time after the bookings of the Messengers were recorded. The result is a most unrealistic stereo sound.

**"JO JO GUNNE"**

b/w **"SWEET LITTLE ROCK 'N ROLLER"**  
**CHUCK BERRY**

chess 1709

**"A HOUSE, A CAR AND A WEDDING RING"**  
**DALE HAWKINS**

checker 906

**"LAZY SUSAN"**  
the **BROTHERS**

argo 5318

**"SO FAR AWAY"**  
the **PASTELS**

argo 5314

**"HAVE YOU EVER BEEN LONELY"**  
b/w **"HEARTBREAK OF LOVE"**

**PAT O'DAY**  
chess 1707

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new contract. On the other hand, the more that is asked, the greater the chance of a stiff stand by the diskeries, tossing back to the AFM the decision of whether or not to strike.

At least one prominent disk exec stated that he expected it would all wind up with the union, at most, calling what he called "a token strike of perhaps a month or so, to effect a show of force."

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**HERE I STAND WADE FLEMONS**

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**THE EVERLY BROTHERS**

**"PROBLEMS"**

b/w **"LOVE OF MY LIFE"**

Cadence #1355



**cadence RECORDS**

## SORD Plans Club Test

• Continued from page 2

organization is developing a "very effective spy network." Numerous members with pipelines into the industry centers keep ringing his Dallas phone all the time, he reported.

"We find we're right up to date on what's going on in the ivory towers," he said.

### Would Set Fight Fund

Simmons called upon dealers to voluntarily sign over to a SORD fighting fund the checks they receive on record club commissions. One dealer commented wryly that such a fund wouldn't be much to fight with since "the commission checks are so small." Simmons countered that even small checks multiplied by hundreds of dealers would go a long way toward financing a legal battle against clubs, thus "throttling them with their own money."

He said that \$25 checks for SORD membership have been coming in at a "rapid rate," and that the bulk of inquiries about membership has been "fantastic." In Chicago, he reported, 61 stores have joined.

A national mailing went out two weeks ago and another is planned in about 10 days to publicize SORD plans and to solicit dealer memberships.

The society's recording secretary, Phyllis Barr of Georgia, is now in New York on an "organizing trip" and Simmons will make a similar trek to California before Thanksgiving.

On another front, Martin Spector, owner of three disk shops in Coral Gables, Fla., and SORD vice-president, who attended the Chicago meeting, is on his way to Washington to testify at the Senate hearings on fair trade in favor of tighter fair trade legislation to protect the small retailer.

Spector reported that Miami dealers are being squeezed by a price war between two chains,

neither of them primarily in the record business. One is selling LP's at \$2.49, the other at \$2.54.

### Mull Return Privilege

The meeting discussed the return privilege situation at length and passed a resolution as a policy recommendation to the national society. The resolution asked that SORD declare itself in favor of a 10 per cent return privilege with return allowances issued every 90 days. The 90-day clause is an attempt to reduce the incidence of dealers getting stuck with merchandise from small labels that might be out of business if the allowable time is longer.

One dealer suggested that a 100 per cent return privilege, like that enjoyed by rack jobbers, might benefit all levels of the industry because it would force manufacturers to screen their releases more carefully, thus reduce the current bulk of release lists.

Another dealer asked that SORD work for an agreement with diskeries to announce major price changes to the trade four to six months before they take effect. Developing sources of information would help forecast such information for dealers.

There were also reverberations of Simmons' warning to the majors in October that dealers would shift their loyalties away from the majors sponsoring record clubs and give it to other companies, especially subsidiaries of movie firms. A Chicago dealer intimated that his billing for Mercury package goods now exceeded that of RCA Victor and Columbia, while Simmons ventured that in Texas, Decca's billing is 50 per cent over last year's.

J. Marvin Kaplan of the law firm of Alster and Wald, Chicago, retained as SORD general counsel, attended the meeting and advised the dealers about legal points in connection with their grievances.

## British PRS Rules Stymie

• Continued from page 2

publishing firms in Great Britain which have been clipping along over the past year at a merry pace. Prior to 1956, all firms started by Americans in Britain had to be half-owned by a British citizen. After 1956 the Bank of England regulations were relaxed to permit Americans to start 100 per cent owned firms. This regulation has been taken advantage of by many American publishers. Many British publishers have not been at all happy about this development.

Obviously American publishers who started their own firms rather than going fifty-fifty with a British publisher did it because they felt they would make out better. According to these Americans the net they got out of their own firm was better than the net they would get out of a fifty-fifty deal on any song.

### Fly in Ointment

Two of the three new PRS regulations will be easily overcome in time by American publishing firms. The year of activity and the necessity for at least 24 copyrights are not insurmountable. But the need to have 20 per cent of all broadcast or performed works penned by British writer is a stickler.

### Ways to Collect

There are ways for new American firms — unable because of the new decrees to join PRS — to collect on song performances of their material in Britain. They can assign them temporarily to an active PRS firm and then be paid off at the 50 per cent rate. Or else they can—if they are BMI members—hold their performances and let BMI collect from PRS for them and pay them here. The latter method however means they will get less loot than if they work with a PRS firm.

Either way the new regulations are expected to diminish the formation of new American owned publishing firms in Britain, at least for a while. Whether it will improve relations between younger American publishers and British old line publishers is another matter.

## HITS GALORE!

Jubilee's Top Ten

- 1 "POOR BOY"  
The Royaltones  
Jubilee 5338
- 2 "NEED YOUR LOVE"  
Bobby Freeman  
Josie 844
- 3 "PEEK-A-BOO"  
The Cadillacs  
Josie 846
- 4 "I COULD BE A MOUNTAIN"  
Don Rondo  
Jubilee 5341
- 5 "SERMONETTE"  
Della Reese  
Jubilee 5345
- 6 "MANHATTAN SPIRITUAL"  
Reg Owen & Orch.  
Palette 5005
- 7 "IN A LITTLE SPANISH TOWN CHA CHA"  
Sy Oliver & Orch.  
Jubilee 5349
- 8 "NEVER THE TWAIN SHALL MEET"  
Lee Ross  
Ray 300
- 9 "MY YIDDISHE MOMME CHA CHA"  
Frank Ortega Trio  
Jubilee 5348
- 10 "BARB'RY ANN"  
Bobby Edge  
Jubilee 5347

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## IN MEMORIAM

RAINWATER, Barbara.

In loving memory of my dearly beloved wife who died suddenly and so unexpectedly in the early morning of Tuesday, October 28th, 1958.

I miss her so very much and will live forever in memory of the eleven short but wonderful years of complete happiness she brought into our united existence. I will never forget what a little trouper she was, how she stood by loyally giving her cheer, love, and support to my failures, and her wise encouragement to all my endeavors. She was so young, yet so wise, and in her youthful wisdom she always knew just how to sprinkle each dark cloud with sunshine. She did without so frequently, and never complained. She accepted reverses with a smile, and in her quiet-spoken, understanding way, kept hope and contentment always uppermost in our home. And she was such a wise and gentle mother. Our little boy and girl will perhaps not remember too much about their Mommie as time goes on, but I pray they'll grow up to resemble her in every way, for my Barbara, their mother, was truly a gem among women.

Sorrowfully,

Ray Rainwater

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b/w "A CLOSER WALK"

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### "IT DON'T HURT NO MORE"

**NAPPY BROWN** Savoy 1551

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## DISTRIBUTOR NEWS

By HOWARD COOK

**BALTIMORE:** Mike Mackulics, of Capitol Records Distribution Corporation, reports strong action on "Tom Dooley" by the Kingston Trio. It's the firm's biggest seller. "That Old Black Magic" by Louis Prima and Keeley Smith looks promising. "Cinderella" by the Four Preps has started to move. "Light of Love" b/w "Sweetheart" by Peggy Lee looks like a two-sided hit. "Mr. Success" by Frank Sinatra is getting lots of air play, and sales for the platter are strong. Top LP's are "Voices in Love" by the Four Freshmen, "The Kingston Trio," "Politely" by Keely Smith and "Big Horn" by Sam Butera. Capitol's stereo disks and equipment have been moving well.

Lester Pyle, of D & H Distributing Company, RCA Victor distribri in Baltimore, lists "One Night" b/w "I Got Stung" by Elvis Presley as their No. 1 record. "Yakety Sax" by Randy Randolph is getting heavy advance orders. Jesse Belvin's "Pledging My Love" is big. Perry Como has a two-sided click in "Love Makes the World Go 'Round" and "Mandolins in the Moonlight." "No One But You" by the Ames Brothers is still going strong. "Billy Bayou" by Jim Reeves has started to move. "Janie" by Pee Wee King is hot. Top c.&w. platter is Hank Locklin's "I Got to Talk to Your Heart." Strongest albums are "Dilo" by Perez Prado and "Raisin and Almond."

Ed Keelan, of Decca Records Distributors, names "Forget Me Not" by the Kalin Twins as his top disk. "Lonely Teardrops" by Jackie Wilson on Brunswick is also moving well. "Heartbeat" by Buddy Holly on Coral is stepping out. "I Want to Be Happy Cha Cha" by the Tommy Dorsey-Warren Covington ork is leaping. The Four Aces are cooking with "The World Outside." "Philadelphia, U. S. A.," by Art Lund on Coral has gotten a good initial reaction. "Devotion" by Joey Farr on Eagle is still selling. "Loveland" by Al Hibbler is showing good signs. "What Am I Living For" by Ernest Tubb looks like a winner. Top monaural LP is "The Versatile Earl Grant." Strongest selling stereo albums are the sound tracks of "Picnic," "Around the World in 80 Days," "The Eddy Duchin Story" and "Cocktails With Cavallaro" by Carmen Cavallaro. The response to stereo has been generally good.

**MEMPHIS:** Kenneth Harmon, of Woodson & Bozeman, Inc., Columbia distribri, reports heavy action on "Hibiscus" by Jo Stafford. "Ain't I the Lucky One" by Marty Robbins is also moving. "Tunnel of Love" by Doris Day is getting play. "Call Me" by Johnny Mathis is their No. 1 item. Top country records are "Lying Lips" by Bill Phillips and "Cigarettes and Coffee" by Lefty Frizzell. Best-selling LP's are "Carl Perkins," "The Four Lads' Greatest Hits" and "The Fabulous Johnny Cash."

**MILWAUKEE:** Benn Ollman in his monthly roundup of distributor happenings in Milwaukee reports plenty of action among the city's distribri. Sales charts at Morley-Murphy Company, Columbia distribri, according to sales boss Bill Farr, show "Tunnel of Love" by Doris Day, "Mocking Bird" by the Four Lads and "Call Me" by Johnny Mathis at the top. At Lieberman Distributing Company, Inc., Tess Blanchette reports that "Taboo" by Arthur Lyman and "Big Dixie" on Hi-Fi Records by Harry Zimmerman were the most discussed LP's when displayed at the recent High Fidelity Music Show. Ed Lincks is now operations manager at the Capitol Records office. He has replaced Kirk Potter who was shifted to Chicago. Top Capitol disks are "Tom Dooley" by the Kingston Trio, "Light of Love" by Peggy Lee and "Mr. Success" by Frank Sinatra, according to sales manager Bob Thompson. Taylor Electric Company rounded up a bus load of local dealers for a trip to Indianapolis to see how RCA Victor disks are made. Escorting the dealers were Harold Rietz and Bob Mahl. Wayne King's stereo version of "Dream Time" is a big seller, states Bob Blie, Decca Records Distributing Corporation. Top Decca singles are "The World Outside" by the Four Aces and "I Want to Be Happy Cha Cha" by the Tommy Dorsey-Warren Covington ork.

**WARNER BROS.:** Cy Segal, of Warner Bros. Records' New York branch, writes that "Jealous Heart" by Tab Hunter is the company's hottest single. "Pachalafaka" is also strong. "Tab Hunter," the album, is also going well. "Terribly Sophisticated Songs" is moving well. The stereo sound track of "Spellbound" is also selling. Jack White, sales and promotion manager of Warner Bros. Records Sales Corporation in Chicago, writes that "Jealous Heart" by Tab Hunter is strong. "Count Down" by Sonny Moon and "Everybody Loves a Lover" by Ricky Layne and Velvel are jumping. "Have Organ, Will Swing" is the firm's biggest LP. Other hot albums for the label are "Sousa in Stereo" and "Rapture." "Twenty Million" is the top stereo album.

**DISTRIB DOINGS:** United Artists Records in New York are now handled by Superior. Skip Gorman and Al Chotin have formed Record Merchandisers, Inc., a new distrib in St. Louis. George Goldner, of Cone Records, is now distributing Anchor's "I'm Always Chasing Rainbows" b-w "The Old Oaken Bucket" by Joe Pica.

**PHILADELPHIA:** Ted Kellum, of Marnel, reports that "Philadelphia, U. S. A." by the Nu Tornos on Carlton is a smash. United Artists is hot with "If You But Knew" by Billy Barnes. Epic is swinging with "The World Outside" by the Four Coins and "Pledging My Love" by Jesse Belvin. Savoy is hot with "It Don't Hurt No More" by Nappy Brown, and Jimmy Jones' "Somebody Bigger Than You and I." Imperial has a big disk with "Whole Lotta Lovin'" by Fats Domino. Specialty is cooking with "Peaches and Cream" by Larry Williams. Cameo has a two-sided hit with "Sing, Sing, Sing" and "Intermission Riff" by Bernie Lowe's ork. Aamco is still in there with "Calla, Calla" by the Paulette Sisters and "Just Young" by Andy Rose.

Dave Skolnick, manager of Cosnat Distributing Corporation, writes that "Topsy II" by Cozy Cole on Love is still big. "I'll Remember Tonight" by Pat Boone, "Cimarron" by Billy Vaughn and "Jealous Heart" by the Fontane Sisters are moving well for Dot. "Poor Boy" by the Royal Tones on Jubilee is big. "Need Your Love" by Bobby Freeman on Josie is going well. "A Lover's Question" by Clyde McPhatter on Atlantic is building. Best new releases are "Peek-a-Boo" by the Cadillac on Josie and "My Girl" by Robin Luke on Dot. Top LP's are "Yes Indeed" by Ray Charles on Atlantic, "La Paloma" by Billy Vaughn on Dot, "Johnny Cash" on Sun, "Taboo" by Arthur Lyman on Hi-Fi Records, "Chris Craft" by Chris Connor on Atlantic.

Coming Up Strong!

## THE CRESCENDOS

singing

# RAINY SUNDAY

Nasco 6021

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NASHVILLE, TENNESSEE  
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## DANNY STONE

### THREE MILES OUT OF TOWN

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BERNIE LOWE'S ORCHESTRA

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# 98-Centers on Way Out?

# Oratory Perks Up MRA Meets

# 3 NEW MONEY MAKERS

Continued from page 3

NEW YORK — The Music Reporters' Association (MRA) started its fall meetings a fortnight ago at its new clubhouse (P. J. Moriarty's) with guest speakers Harry Anger, of RCA Victor, and Stu Ostrow, of Frank Music. The meetings were held on October 23 and November 6 respectively.



**ROCKHOUSE**  
(Parts I & II)  
**Ray Charles**  
Atlantic 2006



**YOU'LL BE MY LOVE  
KEEP A-DRIVING**  
**Chuck Willis**  
Atlantic 2005



**PASSING BY  
CRYING**  
**The Versatiles**  
Atlantic 2004

able (plus 69 cents) for a new record by any artist on the label. This test plan, it is said, has lead to experiments by other dealers in the area in which a trade plus the given price is offered on any old single for any new single, regardless of label. This is seen as a traffic stimulator, but it is also being seen as

conditioning the singles - buying public even more to a lower price, which in turn is tending to make 98 cents a fictitious list price for the records. The trade concept is also seen by observers as a possible transitional stage leading to a break on the price front.

On the other hand, one prominent indie label is known to be interested in cutting prices of singles without a trade-in device. "We would love to do it right away," said a spokesman for the firm, "but unless we has some reason to believe that others would drop too, we'd be dead. Why? Because distributors would still sell to dealers at the old wholesale price, even tho we would set a new one, and dealers would still have to recognize 98 cents as the list. In effect, our distribs and dealers would realize a greater mark-up than they do now and we'd be left holding the old bag."

Another record man agreed that "What we need now is a good 69-cent or even a good half-dollar record. Why should they bother with a 98-cent single, when if they do just a little shopping they can find a whole flock of \$1.49 LP's being sold for \$1.19 and even 99 cents? Then, too, you can buy the EP's for \$1.29. But frankly, now, just before Christmas, would be the worst time for it to happen. I'd say, let's skim off what we can with the Christmas rush, and maybe cut prices in February or March, when the annual Lenten lull sets in. Of course, business has been so terrible lately, that I wonder if we'll recognize the Lenten lull when it comes."

At each meeting a full complement of members were on hand to greet President Dom Cerulli, vice-president Bob Rolontz, secretary Paul Ackerman and treasurer Ferris Benda. New members inducted were reporter and critic John S. Wilson, to the tune of "When the Saints Go Marching In," and Prez Benda, younger brother of Ferris, to "Round About Midnight."

Harry Anger, he of Victor, spoke on various topics important to the music business. He spoke with such bewildering fluidity on these topics that the recording secretary never got the title of his speech. Ostrow, after 40 cups of coffee, issued a challenge to all music industry members to widen the scope of the business, which all MRA members promised to help do. It is estimated that 404 man-hours were lost by members who stayed to listen to the end of the ringing declamation.

The director of the Chicago MRA branch, Don Gold, will be in New York this week to talk over club business with prexy Cerulli. He will speak at the next meeting if he has recovered from the blow of leaving Chicago.

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RECORDS

**DANNY STONE**

**THREE MILES  
OUT OF  
TOWN**

## News Review

Continued from page 3

rather than just a network deejay stint.

Nearly all of the show was "live," with specially scripted minstrel comedy sequences weaving the musical segments together. But, the Bandstand ork that backed guests Benny Fields and Blossom Seeley utilized the same arrangements and instrumentations used in cutting the album, and the show's ace dial - twister - audio expert David Sarser - arranged miking that was an exact duplicate of the "sound" on the album.

Result: It would take a real expert to tell when the show spotlighted recorded tracks featuring Jack Benny, Phil Silvers, and George Burns, and then switched to live performances by Fields and Miss Seeley of oldies like "Hello, My Baby," "Margie," "When You Were Sweet Sixteen," and "By the Light of the Silvery Moon."

Now scouting other vocal, instrumental or novelty albums that can be given a similar major showcase, NBC's Sadoff is likely to be greeted with open arms by both the show's listeners and the record industry's hard-working promotion execs. Charles Sinclair.

## Col'bia to Plug

Continued from page 3

selling gimmick for the set. Gift certificates will be colorful items, packaged as a Christmas card. Diskery will expose the gift certificate via intensive point of sale streamers, etc., and will have a counter vender as well. They will also advertise the certificates in their regular media ads.

Show preems in New York on December 1. Firm expects to cut the set on December 7 and hopes to have it on the market by December 15. The gift certificate idea will enable dealers to take orders for the set four weeks before it is on the market. According to Columbia execs, Bostonians who have seen the show are deluging record stores with orders for the original cast diskings right now.

## Audio-Fidelity

Continued from page 3

20 \$50 bond prizes and 40 \$25 bond prizes. Every store that enters the contest gets a \$4 subscription to True Magazine.

That potentate of the indie disk world, Audio Fidelity's Sid Frey, has keyed the entire contest to True Magazine for one important reason.

"Sure, women like high fidelity," says Frey, "but the front line for sales is the male population. True is the largest circulation man's magazine (over 4,000,000) so we're putting a six page insert ad in their November issue."

The magazine and the disk firm have put together a display kit for dealers to use in creating a prize winning window. Kit contains streamers, 23 album covers (20 monaural and three stereo), a stereo demo record (for dealer use only - not for sale), and an elaborate mobile display unit. When all of the foregoing is combined with the ingenuity of the dealer, some pretty stunning windows should result, Audio Fidelity reasons.

Windows will be judged by the editors of True Magazine from pictures submitted by Audio Fidelity's distributor salesmen. The salesmen, incidentally, will be equipped with Polaroid-Land cameras which they will keep for their own use after the contest closes. Each salesman will also get two rolls of film. In order to keep the camera, the film, with photos of Audio Fidelity windows, must be turned in to the contest judges.

Contest starts immediately and will end December 24th.

## B'dcasters Ask

Continued from page 3

radio licensing agreement, altho it was not made clear whether ASCAP felt that an upgrading was required or a downgrading in favor of the broadcasters was justified. Another meeting was set for December 2 and 3.

Present for ASCAP at the meeting were Paul Cunningham, Herman Finkelstein, Jack Bregman, Jules Collins, Max Drefuss, George Hoffman, Richard F. Murray, Ned Washington and Herman Starr.

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**TEEN-AGE SUPERSALES**

**Mail Pull Rates Clark a Topper in TV Promotions**

By **JUNE BUNDY**  
NEW YORK — Dick Clark is currently considered one of the hottest merchandising and promotional properties in TV, as the result of phenomenal mail-pull response to premium promotions offered on his two ABC-TV network TV shows, "American Bandstand" and "The Dick Clark Show."

Clark is readying plans to extend his merchandising activities into the teen-age apparel field on a big scale. He is also negotiating to star in a third network TV show — a panel program — in January. Meanwhile, Clark this week starts a nationally syndicated column of teen-age advice in the Sunday magazine, *This Week*, which has a circulation of 12,000,000.

and a wrapper) drew a mail response of 262,000. In the teen-age apparel field, which will shortly be expanded to cover a line of Dick Clark dresses and blouses for teen-age girls, Clark now endorses a Mary Jane shoe and a brand of bobby sox. Manufacturer of the latter reports that 120,000 orders were received for the sox (Clark's picture is on the package) during the product's first three weeks on the market.

Altho the Young & Rubicam Agency refuses to divulge figures on a contest Clark is conducting on his Saturday night show to name "Nameless" ("send in your name suggestion, plus five Beechnut Gum wrappers") the agency said the response has been "remarkable," and that Beechnut sales are up 100 per cent since it assumed sponsorship of Clark's Saturday night show.

Rating-wise, Clark's "American Bandstand" continues to clobber the competition. During the year ending in September, the show ranked among the five top-rated daytime programs, with an average Trendex rating of 8.3 (48 per cent stronger than the average daytime rating of 5.6) and an average share of audience of 40.8.

**Performers Sue Police Brass**

NEW YORK — A suit was filed in the Supreme Court of New York this week by musician Beril Rubenstein against New York City Police Commissioner Stephen Kennedy, his deputy commissioner, James McElroy, and the Board of Trustees of the Police Pension Fund of New York City. Rubenstein filed the suit to obtain a Cabaret Employees Identification Card to perform in cabarets in New York City. He was joined in the suit by James Louis Johnson and by ork leader Johnny Richards. Lawyer in the case is Maxwell T. Cohen, attorney for the plaintiffs.

An indication of mail pull on the Beechnut contest may be seen in the fact that more than 600,000 copies of Clark's annual Yearbook, which sells for \$1, were sold recently in a two-month period, solely on the strength of plugs on Clark's TV show. Beechnut's first premium promotion with Clark was a deal whereby viewers were urged to send in five gum wrappers and 50 cents for a copy of Jerry Lee Lewis' waxing of "Breathless." Two TV pitches by Clark pulled in 48,000 requests for the premium-platter.

Behind the suit is the fact that the Police Department, Division Licenses, in New York City has for years required all present or prospective cabaret employees to apply for a card as a condition for such employment. It is estimated that 40,000 employees are affected. If a prospective employee has ever been arrested or convicted he is either barred from employment or is restricted by a temporary card to a specific place of employment. A charge of \$2, called a "service charge," is made for each card and the money is placed in the police pension fund.

Record mail-pull for Clark was chalked up recently on his annual dance contest, whereby listeners sent in votes for their favorite dancers among studio audience terpers. Altho no prizes were offered, Clark pulled close to a million votes, with 700,000 votes registered during the first week.

Another premium deal Clark conducted for Bosco (offering an EP of "all time hits" for 50 cents

**ATL Buys Pye Label Interest**

LONDON — Associated Television Limited, the British commercial TV firm, has bought a substantial interest in Pye Records, Ltd. Pye Records is a division of Pye Limited, the radio and TV manufacturer. Pye Records issues disks on the Pye, Nixa and Vanguard labels in Britain and the U. S. ATL will be represented on the Pye, Ltd., board by Prince Littler, Val Parnell, Lew Grade and Dick Meyer.

In the suit filed by Rubenstein, Johnson and Richards, they claim that there is no statutory authority giving the Police Department the right to license present or prospective employees in cabarets, the right to fix qualifications for such employment, the right to charge \$2 for a card, nor the right to put such loot in the Police Pension Fund. Suit also alleges there is no statutory authority permitting the Police Pension Fund to accept such monies, which reportedly now amount to \$500,000.

**BROADWAY LEGIT THEME TUNES NEW DISK LINK**

NEW YORK — Broadway's newest link with the record industry may soon be a rush of specially penned "title songs" inspired by non-musical legit shows, just as one of Hollywood's chief promotion-music outlets has long been via title tunes of films like "Long Hot Summer," "That Certain Smile" and "High Noon."

Johnson for Atlantic, and Eddy Arnold for RCA Victor, with release due at any moment. Towne Music is the publisher.

This is the forecast of composer-artist Tom Glazer, who has just cracked the ice in this area with a ballad titled "Dark at the Top of the Stairs." So far, waxings of the tune have been done by Betty

Idea for the legit "title song" came, according to Glazer, from Elia Kazan, one of the few producers who regularly commutes across the boundary between films and the legit stage. "Dark at the Top of the Stairs," a William Inge hit, was staged by Kazan, and is currently at the height of its Broadway run, with road companies readied for national tour. The song, which cleffer Glazer

**10 NEW LABELS JOIN PARADE**

NEW YORK — Ten labels joined the label parade this week. Here are the names and addresses of the newcomers: Cherokees Records, 7 Broadway, Wellston, O.; Corner Stone Records, P. O. Box 41108, Los Angeles 41, Calif.; Fine Arts Records, 1906 Clements Street, Detroit 38, Mich.; Keytone Records, 1927 Williams Bridge Road, The Bronx 61, N. Y.; Offbeat Records, care of Washington Records, 1340 Connecticut Avenue, N. W., Washington 6, D. C.; Ray Records, care of Mike Conner Office, 292 South La Cienega Blvd., Beverly Hills, Calif.; Scope Records, care of Archie Levington, 21 West Illinois, Chicago, Ill.; Shad Records, 157 West 57th St., New York, N. Y.; Synthetic Plastics Company, 88 St. Francis Street, Newark 5, N. J.; Val-Ue Records, 1519 South Street, Philadelphia, Pa.

Please note that a previous listing ran an incorrect address for Ransom Records. The correct address is: Ransom Records, 1652 Greenway Avenue, Columbus 3, O.

**No Threat to Affiliates in Merc-EMI Pact**

CHICAGO — Mercury prexy Irving B. Green this week reassured his firm's foreign licensees that his recent agreement with EMI, Ltd., does not threaten their status with Mercury. Even though EMI is a world-wide organization, it is licensed to distribute Merc product only in the British Empire, with the exclusion of Canada, Australia, New Zealand, Hong Kong and Jamaica.

In connection with the reassurance, Green for the first time released a complete list of Merc's affiliates.

Heading the list are four firms who have been with Mercury ever since the establishment of its international division in 1950. They are Compagnie Phonographique Francais (Barclay-Disque), France; Diamond Mercury, Hong Kong; Trutone, South Africa; and Metronome, Sweden;

Others are Inter-Bas, Argentina; Electronic Industries, Australia; Otto G. Preiser, Austria; Discopress, Belgium; Fabrica de Discos Rozenblit, Brazil; Quality Records, Canada; Industrias Electricas y Musicales, Chile; Colombiana del Sonido, Colombia; Metronome, Denmark; Yacoumopoulos, Egypt; EMI, England; Accumulator Industri, Finland; Icaros Records, Greece; Metronome, Germany; C. N. Rood, Holland; Hed-Arzi, Israel; Gurtler and Co., Italy; Records, Ltd., Jamaica; King Records, Japan; Corporacion Nacional Electronica, Mexico; Pye, Ltd., New Zealand; Brodrene Johnson, Norway; Super Records, Philippines; J. C. Donas, Portugal; Mercury Espanola, Spain; Gurtler, Switzerland; Gramofon, Turkey; and Ricardo y Rudolfo Giocia, Uruguay.

describes as a folk-flavored ballad evocative of the play's mood without being drawn directly from it," has already begun its career as a musical drum-beater for the legit vehicle, with Betty Johnson giving it national exposure twice to date on NBC-TV's late-night Jack Paar stanza and with other airshots due.

**'Banner' Intros**

• *Continued from page 2*  
feels, and that its single will serve a worthy purpose at stations as well as on the market in general. Albums to be included in the broadcaster subscription program will be selected with an eye to stations' programming needs. Material will cover all facets of the label's package releases including Broadway shows, movie soundtracks, pop, jazz among other categories.

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# FOLK TALENT AND TUNES

Continued from page 10

Springs, Colo. It's to be primarily a country label, Arleigh advises. Firm's first platter release is "Send Me an Angel" b.w. "You're the One for Me." . . . Hank Locklin is currently in Alaska for a string of 10 personals. . . . Carl Smith starts eastward this week following a West Coast jaunt. . . . Arnie Derksen, recently signed to a management pact by the Jim Denny Artist Bureau, Nashville, is celebrating his first Decca release, which couples "Blue Streets" and "Crazy Me." . . . Deejays may obtain a copy of Jimmy Newman's new release, which has "You're Making a Fool Out of Me" as the top side, by dropping a card to Jim Vienneau at MGM Records, 1540 Broadway, New York 36.

## With the Jockeys

Gordon Hood, who spins c.&w. music two hours a day over WKAL, Rome, N. Y., postals that he can use lots of country disks from labels and artists. . . . Don Pierce, of Starday, invites c.&w. jockeys to write him for copies of the new George Jones release on Mercury, "If I Don't Love You (Grits Ain't Groceries)" b.w. "Treasure of Love." Both tunes were written by Jones and Jape (Big Bopper) Richardson. Pierce recently mailed cards to 1,000 deejays asking for spins on "That's the Way I Feel," the current Faron Young release on Capitol, and Stonewall Jackson's record, "Life to Go," on Columbia. Copies are available to jocks who'll drop a card to Pierce at Box 115, Madison, Tenn.

Bostick Wester, who put in many years in radio in Texas, on the West Coast and in Las Vegas, Nev., is now spinning two hours of c.&w. music daily, Monday thru Saturday, on KHUZ, Borger, Tex. "This station is among the growing list of stations programming

for adult listeners," writes Wester, "and on the side of country and western music." He says further that he'd like to hear from c.&w. artists with records to promote and is always pleased to receive new country wax.

Sending out an S.O.S. for country records are these jocks: Johnny Rogers, WDAT, Daytona Beach, Fla.; Sherman Adams, WSMI, Litchfield, Ill., and Billy Starr, KVNC, Winslow, Ariz. Starr is now doing a two-hour show over his station. . . . Paul Simpkins, platter spinner at WBAM, Montgomery, Ala., is now featured via tape recordings on WAPE, Jacksonville, Fla., sister station of the former.

Jimmy Simpson, the Oilfield Boy, who has been spinning country and western platters over KBYR, Anchorage, Alaska, the past year, motored out of there after his show Saturday (1) en route to the deejay convention in Nashville November 21-22. Jimmy will remain over in Nashville to appear on WSM's "Mr. D. J., U. S. A." November 28.

## RECORD DISK REVIEW CHORE

NEW YORK — The glut of new product for the November - December season, traditionally the hottest months of the year as far as record sales are concerned, has started. Last week, the first week of November, The Billboard received a total of 148 single records and 155 LP's for review. It is almost double the average number of LP's received weekly and about 30 per cent more than the average number of singles per week.

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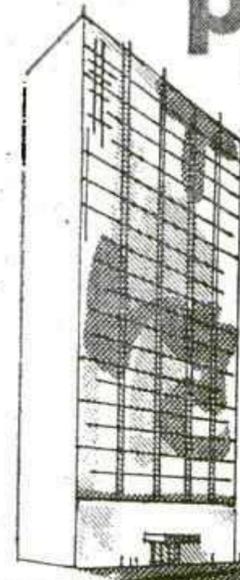
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## GOTHAM GIRDING FOR NSA FLING

Showmen Flock to Pre-Chi Fest; Banquet Artist List Shapes Up

NEW YORK—Pat Boone, Dagmar, Jimmy Dean and Betty Johnson, all top-line entertainment names, were tossed out as lures this week for the already-popular annual banquet of the National Showmen's Association. Ticket sales indicated another jam-packed affair, highlight of a three-day festive week for showmen and friends.

This year's big event will be held in the Hotel Commodore's Grand Ballroom and will climax the established pre-Chicago social schedule. As usual, it will be held on Thanksgiving Eve, Wednesday (26).

Kicking off the week will be a testimonial dinner for two officers on Monday (24) in the Park Sheraton Hotel. Honored will be past president Morris Batalsky and outgoing President Jeff Harris, who will be succeeded by Al McKee. Harris, an independent concessionaire, is virtually the first of the so-called "little guys" to head up the organization, and during the week it will be noted that without any organized carnival behind him this year he attained extraordinary fund-raising support all down the line. The testimonial will start at 7 p.m. with tickets priced at \$8.50 each.

### Open House, Services

The traditional open house and memorial ceremonies will be held the following night in the club-rooms on 56th Street. Leading off with services commemorating deceased members, it will also include the annual award presentations, free entertainment and refreshments. There is no admission price. This year's awards are topped by 12 U. S. Savings Bonds totaling \$2,500 including a \$1,000 one, gold diamond watch, case of liquor, vacuum cleaner, luggage set and table lamps.

The Commodore event has tickets priced at \$10 including tips and gratuity. On the entertainment side it has always drawn a heavy representation from name acts in

the vicinity, plus circus acts and bands. Headliners like Dorothy Lamour, Johnnie Ray, Henny Youngman, Joey Adams, Jean Carroll, Julius La Rosa and others have graced the stage.

George Hamid, president emeritus, last week pledged the support of the GAC-Hamid talent office in lining up another outstanding banquet show. As with all such events it was expected personalities will be lined up tardily. Al Herschfield will again be toastmaster, and Dagmar, Betty Johnson and Jimmy Dean were listed as probables.

Showmen, fairmen and friends from a wide area were again expected, and it was known that St. John, N. B. will send a delegation, and a 20-person representation is due from the Central Canada Exhibition, Ottawa.

### CO-OP BOOKING

## Georgia Mulls Seven-Week Exhibit Route

MACON, Ga. — Georgia fairmen will get together again this winter on a "senior circuit" of annuals in the State to offer exhibitors. The idea was presented last year at the short course in Rock Eagle State Park and received generally favorable acceptance.

The attraction is seven weeks of consecutive fairs, the major ones in the State. In calendar order would be Rome, Atlanta, Columbus, Macon, Augusta and Savannah.

The State Agriculture Department has expressed willingness to participate with State exhibits. If approved by fairmen this winter or next spring there will be promotion among commercial firms and State agencies for creation of exhibits.

## New Bldg., Holiday Aid Savannah Gate

Airplane Hangar Moved for Exhibits; School Closure Won for First Time

SAVANNAH, Ga. — Another 75,000 week was in the making for Savannah's Coastal Empire Fair as it approached the weekend of a six-day engagement with excellent prospects. It was the final major fair in the South with the exception of the Jacksonville date to follow.

Highlight of the fair was the new farmers building, a converted and transplanted airplane hangar, and also of importance was the achievement of getting local schools to close on Tuesday for kids' day. Arranged thru the superintendent's office was a teachers' conference on that day.

The farmers' building hangar measures 160 feet by 130 and is the largest open-span structure in the area. It was fitted with plywood partitions for commercial exhibits. Also filled were the three steel cattle barns.

In its eighth running since the rained-out 1950 kickoff year, the Exchange Club has acquired a 67-acre site, improved 25 acres, fenced it, and have put up a permanent office building, rest rooms, school exhibit structures, water, electrical and plumbing equipment. Benefiting from the fairs have been the Jefferson Athletic Club for Boys charity.

One day drew rain last week, but

fortunately it was Wednesday (5), sandwiched between two kids' days. White kids' day on Tuesday was the largest ever, mainly due to the school shutdown. Colored kids had their day on Thursday and county kids on Friday.

On the midway for the third year was the Gooding Amusement Company unit headed by Hal Eifort, with Morris Lipsky managing concessions. Business was satisfactory. The Johnny Mac Brown Western midway show was a feature.

Visiting during the week was Jo Pruett of the State association, and numerous other fairmen were expected over the weekend when Georgia Exchange Club Days were to be held here.

## League Execs Kick Off Busy Schedule

CHICAGO—With the arrival of most officers of the Showmen's League of America back in Chicago after their outdoor seasons, a busy schedule of winter activities is being stirred up under the supervision of President Jack Duffield.

A last ditch drive by the ways and means committee has already been kicked off with excellent results on the Cadillac giveaway program.

The membership drive, headed by Hal Eifort, has signed a total of 55 new members to date with another 10 due to apply by convention time. Harry Shore, Canadian chairman, came up with six new ones, and Al Sweeney has brought in seven.

Carl Sedlmayr Sr., and Patty Konkin, who head up the Plaque Fund drive, optimistically are setting a \$40,000 goal. A total of over \$39,000 is already in the till. According to Duffield, the plaque will be the largest ever cast for a showman's club.

## Ariz. State Fair Eyes New Record

Extended Run, Excellent Weather Piles up 108,371 in Five Days

PHOENIX—The Arizona State Fair—running 12 days, two more days than in 1957—was well on its way to a new attendance record thru Tuesday (4), its fifth day.

Aided by ideal weather, strong entertainment features and expanded publicity, the fair piled up an attendance of 108,371, which was 37,013 more than for the first five days in 1957. Mark for 10 days last year was approximately 226,000. George N. Goodman, Arizona State Fair Commission secretary, said.

The fair opened Friday (31) one day ahead of last year, and closes Tuesday (11), one day later than in 1957.

Weather has shown that it can be helpful in filling a fairgrounds, for on the first Sunday (2) the attendance hit a near record 39,966 as compared with 26,475 in 1957.

Art Linkletter debuted his "House Party" radio and television show live from in front of the grandstand Monday (3) for five days. A fair representative said that the forenoon attraction was pulling well. Tuesday (4) attendance was 11,688 as against 9,315 last year. The Tuesday competed with a sold-out Ringling Bros. and Barnum & Bailey Circus night performance, first of two in the city as well as election day.

### Offer Free Shows

The free show on the Plaza stage was presented three times daily during the first three days, but the night show starting Monday for four nights was eliminated for the Miss Arizona contest, again handled this year by Phil and Emerald Arden.

The show, presented by Siebrand Bros. Circus & Carnival, was well paced and included Pallenberg Bears, Roberts Brothers, Sons of Morocco, Aaron and Broderick, Johnson and Owens, Strody, St. Leon Troupe and Miss Rietta. Miss Rietta worked from her high pole installed in the grandstand infield, with her slide-for-life ending near the Plaza stage. The set-up was necessary because of electric wires in the vicinity and guying out.

Frank Roche conducted the six-piece musical group, with Jerro Cammack, organist and emcee. Show runs an hour.

Independent midway attractions included Swiss Museum and echo phones booked by Carlo Gianetti; Harold Foote and Auto Photo machines; Cimarron, the bull, shown by R. L. Davis; eating concessions operated by Flora and Warren McMenus, and novelties and monogrammed hats by Freedman Concessions for the 12th consecutive year.

Siebrand Bros. Circus & Carnival held the midway contract for the third consecutive year.

Exhibit space was handled by Ralph Watkins Jr., assistant fair

(Continued on page 50)

## Aut Swenson Inks Chippewa, Fargo Fairs

CHICAGO — Aut Swenson, owner-operator of the Swenson Thrillcade auto stunt show, has announced signing to provide a total of eight shows at two Midwest fairs in 1959.

Four of the performances will be staged at Northern Wisconsin District Fair, Chippewa Falls, two matinee and two evening shows on the Saturday and Sunday of the run.

Also closed was a contract to provide four shows at the Red River Valley Fair, Fargo, N. D.

## New York City 2-1 for Bingo

NEW YORK—All five of New York's boroughs gave legalized bingo overwhelming approval at the elections last week. The vote was by a better than two to one margin, 653,358 approving the proposition and 296,583 voting no.

It is expected to take several weeks after January 1, when the games become legal, before bingo will be operating smoothly. The Department of Licenses will oversee the game, auditing the receipts, inspecting license applicants and supervising play.

Religious, educational and charitable groups will play up to six sessions a month, each at a \$10 fee which is shared by city and State.

## TAMPA SETS HOLIDAY SHOW; KING SWAP

TAMPA — A Christmas celebration is planned for Tampa, according to Joe Mickler, of the Pirate Invasion fest, for which the main street will be covered with snow, a Florida novelty. In addition, Mickler reports a deal with John Geisler of the St. Paul Winter Carnival called for an exchange of festival kings next year.

## Marcum Heads USAC's Stock Race Program

SPEEDWAY, Ind. — New national stock car representative of USAC is John Marcum of Toledo. Duane Carter, director of competition for the U. S. Auto Club, made the announcement. Marcum will be in charge of all scheduling of USAC stock car races, registration of cars and drivers, and racing supervision.

Marcum, former driver, has been promoter and official as well. For the last six years he has been president of the Midwest Association for Race Cars, which position he has relinquished.

Plans are for 45 national stock car championship events with prize money approximating a half million dollars. Among participating tracks are Trenton, Langhorne, Milwaukee, DuQuoin, Atlanta, Dayton, Canfield, Heidelberg, O., Meadowdale International Raceway and Riverside International Raceway.

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## Stock Shows Ink TV Star

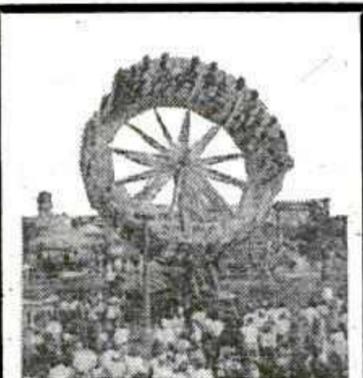
SAN ANTONIO—Dale Robertson, star of TV's "Tales of Wells Fargo," has been signed for the 10th annual San Antonio Stock Show Rodeo, February 13-22, according to E. W. Bickett, exposition president.

Robertson is also scheduled for the 1959 Southwestern Exposition and Fat Stock Show in Fort Worth January 30-February 8.

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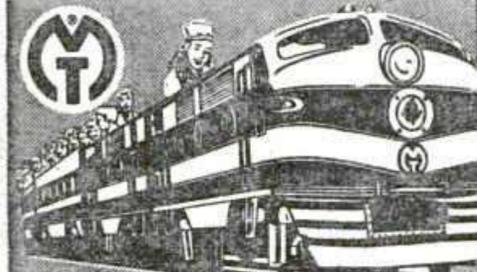


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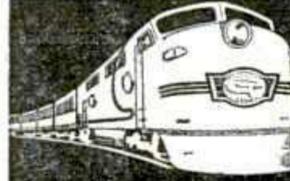


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## AIRS HIS VIEWS

# Ralph Lockett Hits Indie Midway Units

PETERSBURG, Va.—Ralph G. Lockett, manager of the Southside Virginia Fair here and formerly associated with a railroad carnival for many years, last week aired his views on an important part of midway-fair relations.

Lockett's complaint is against the growing number of independent operators now playing the various fairs.

In his discourse, Lockett pointed out:

"The abusive treatment to which much of the fair-going public, especially those holding complimentary tickets, is being subjected by many independent show and ride operators is fast approaching an intolerable situation. Unless it is curbed, this maltreatment can only result in more restrictive measures being incorporated into many fair-carnival contracts. This the carnival owner can ill afford. My statement is based on personal experience as a fair operator and also from information gathered from conversations with many fair managers in the mid-Atlantic States.

"Having spent a worthy number of years in the outdoor amusement field, I am aware of the carnival owners' problems stemming from aggressive competition and the overdemands of many fairs for quantity of attractions. My feelings are with the carnival owner to some extent because he is a victim of circumstances. In many instances relating to the operation of independently owned attractions, the show owner is caught between trying to satisfy the fairs, out-do his competition, and then trying to appease the independents in what must be a herculean effort at keeping his midway intact for the next fair.

"Understandable as the situation may be when viewed from the show owner's corner, it can throw no protective mantle around the attitude and behavior of these independent ride and show owners. First, it is not uncommon for the latest innovations of ride manufacturers to be owned independently. To these new rides, naturally, many patrons who are the recipients of complimentary tickets, make a beeline. The pass they are holding

usually states: 'Good for any one show or ride.' How are they to know this is an independently owned ride that does not accept passes? It is ridiculous for a ride owner to assume that the average layman knows the difference between an 'office ride' and an 'independent' one. In too many cases, the passholder is told in an uncivil, often downright rude, tone: 'This

(Continued on page 55)

## St. Louis Rodeo Sets New High, Robertson In

ST. LOUIS—Firemen's Championship Rodeo at the St. Louis Arena drew 3,000 more people than a year ago, the previous high. Total attendance reached 83,806 people. Dates were October 28-November 2.

Headliner was Dale Robertson of TV's "Wells Fargo" show. The rodeo was produced by Tommy Steiner and presented by Tom Packs.

The Sunday (2) afternoon performance pulled a capacity house of 14,113, with an estimated 3,000 more turned away for lack of seats.

Wanda Rossi dislocated a shoulder and Bobby Clark sustained back injuries when he was butted by a bull, but both performers were back in action in time to make the next engagement, Harrisburg, Pa.

Joseph P. Sestrick, St. Louis director of public safety, was general chairman, and Deputy Fire Chief James Sauerwein was assistant chairman.

## Regina Fair Opens New Curling Bldg.

REGINA, Sask. — The Regina Exhibition Association's Curlodrome, first pay-as-you-play curling rink in Western Canada, was officially opened Monday (27).

Housed in the new \$500,000 Saskatchewan building, which made its debut as an exhibit center at this summer's exhibition, the rink provides 12 sheets of ice. Although some leagues will use the facilities, the Curlodrome will also be open for casual play and out-of-town curlers. It will be open daily, seven days a week, which means the building will be put to almost year-round use.

The structural floor is held six inches above a gravel base by 386 concrete piles. Refrigeration pipes have been laid on the floor and covered by four inches of concrete.

The central part of the building has a main floor spectators' area, with lunch counter, and a spacious mezzanine floor.

Curling enthusiasts are high in their praise of the keen, level ice surface and the excellent lighting.

## Bakersfield Votes

BAKERSFIELD, Calif. — A \$3,500,000 bond issue for construction of a municipal auditorium was approved by voters here Tuesday (4).



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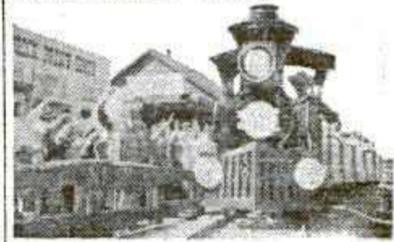


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# Barnes Office To Produce Chi Pageant

CHICAGO — Barnes-Carruthers Theatrical Enterprises, this city, will produce a pageant titled "Light Thru the Ages" to mark the introduction of a new street lighting system on State Street here Thursday, November 13. The contract with the city's State Street Council calls for the pageant to depict the history of light, with the pageant to be presented at State and Madison Streets.

The Barnes-Carruthers office also has been signed to produce the show at the Chicago Automobile Show for nine days, starting January 17, in the International Amphitheater. The presentation will mark the ninth straight year that Barnes-Carruthers has provided the show.

Sam J. Levy Sr., Barnes-Carruthers president, will supervise the auto show. Vice-president Randy Avery is in charge of the pageant "Light Thru the Ages."

## Humboldt Fair

HUMBOLT, Sask. — Consideration is being given to moving the fairgrounds to a new location and using the present site for residential development.

Mayor B. T. Laskin is in favor of the move and has urged town council to act as quickly as possible in deciding on the location, as it would take a minimum of two years to prepare it for exhibition use.

Dan Loehr, president of the Humboldt Agricultural Society, has been asked to advise council as to the space requirements, allowing for parking and future expansion.



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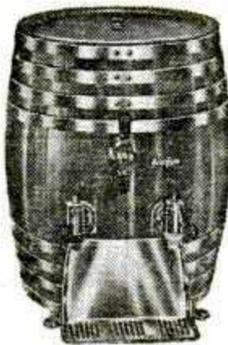
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## ARENAS & AUDITORIUMS

# American Food Exhibit Wins British, German Approval

By TOM PARKINSON

WORD reaching here is that the American exhibit at the recent food show in Munich, Germany, was awarded a gold medal for excellence. In charge of the exhibit there were Horace Bolster and William Preston, the latter a former manager of the Missouri State Fair and the American Royal Livestock Show.

This food exhibit was in contrast to the larger and less successful American exhibition at the Brussels World's Fair. While we did not see it at Munich, the same exhibit was seen at the Food Fair in London just prior to the German showing.

Theme of the large exhibit was a country fair, and this idea, readily adaptable to food showing, was carried out in the displays and design of the booths and area.

The project was a responsibility of a branch of the U. S. Department of Agriculture. It enlisted assistance of food trade associations. Together they formed six exhibit committees, each with one or two representatives of the industry involved and five with a representative of the Department of Agriculture.

THESE COMMITTEES settled on the details of each section of the exhibit—for grains, fruits, meats, etc. The resulting show was highly organized, compact and effective. A Food Fair executive said that where most exhibits cost an estimated one to two pounds per square foot for displays alone, the U. S. exhibit was so concentrated it probably cost two to three pounds per foot. A criticism at Brussels was that space was wasted.

In a test period at the London show, 32,000 entered the Food Fair main gates. In that same period 31,000 came up to the Olympia mezzanine to see the American display. Promotional functions at the London show included luncheons and receptions that made an estimated 4,000 contacts for new food business for Americans.

A hit of the entire Food Fair was the American display's doughnut machine. They were giving away 15,000 doughnuts a day in London. At Munich the show total reached 120,000 doughnuts. They also gave away small cups of fruit juice and this totaled 100,000 cups in Munich. While a London show staffer declared these doughnuts were "foul," he seems to have been in the minority, and even so the sinkers were the talk of the show.

POPULARITY OF the exhibit and its impact on the city were illustrated by a newspaper's cartoon of the doughnut machine besieged by Britons, with an American saying, "Don't fire until you see the red of their tonsils."

Perhaps even more indicative of the appeal of the U. S. exhibit were the "Country Fair Cookbooks." These attractive booklets gave "favorite American recipes," using ingredients that were offered at the exhibit. They proved so popular that London kids picked up copies in the exhibit and successfully sold them on the streets outside the building for a while.

The manager of the exhibit in London was Print Hudson, of the Department of Agriculture. Eighty people worked two shifts to man the display. The Food Fair management declared they found the Americans ready to spend where it counted and save where it was prudent.

IN ALL, IT SEEMED to be not only a credit to the U. S. and to the food industry but also to the display builders and designers.

## SIX NEW MEMBERS

# Revenue Gimmicks Tempt Fest Mgrs.

NEW YORK—The Cotton Carnival of Memphis, of which William L. Thaxton is manager, and five other established events were enrolled as new members of the International Festivals Association at its third annual meeting in St. Paul, Minn. In addition to discussions, members visited Vaughn Displays, major float builders. Tampa and Seattle revenue gimmicks drew considerable attention at the business sessions.

Other new members are Dick Huston, Red River Exhibition, Winnipeg, Man.; Don Bowsher, Lilac Festival, Spokane; Robert Phillips, South Dakota Snow Queen Festival, Aberdeen; Allen Rose, Tulip Festival, Orange City, Ia., and Glenn A. Brooks, Washington State Apple Blossom Festival, Wenatchee.

Profitable hours were spent at Vaughn's. Villmore and Bradbury, Flag Division of Vaughn's, hosted the association at dinner. At a first-day luncheon, Mrs. Howard Overmann, past secretary of the International Institute of St. Paul, described the workings of the colorful International Festival staged by ethnic groups in the area every three years.

Old timers present at the Octo-

ber 23-24 meeting included Don Brandt, Minneapolis Aquatennial; Reynolds Andricks, San Antonio Fiesta San Jacinto; Joe Mickler, Tampa Gasparilla Pirate Invasion, who was named IFA president; Walter Van Camp, Seattle Seafair, Charles Gillett, New York Summer Festival, and Frederick H. Lowry, Tucson Festival.

Most discussions concerned finances, and many of the managers came armed with reports and other statistical information for exchange.

On publicity it was stressed that timing was a dominant factor in astute placing of press releases. Some managers send press kits out three times during the year, while others reported confining their publicity activity to weekly releases during the immediate period preceding the festivals.

Several of the festival managers presented detailed information on budgets, items of revenue and promotions. A novel reference was that by the Seafair in Seattle, to which hotels give 8.5 cents per room per month for a total of about \$36,000 yearly. In Tampa, the Gasparilla Invasion receives \$10,000 from the State Fair to have its parade disband on the fairgrounds.

## COMING EVENTS

**Arizona**  
Ajo—Ajo Rodeo, Nov. 15-16. Gene Tally.  
Phoenix—Home and Garden Showing, Nov. 19.  
Phoenix—Intl. Auto Show, Nov. 19-24.

**California**  
Los Angeles—Los Angeles Auto Show, Nov. 14-23.  
Los Angeles—Stockyards Rodeo, Nov. 29-30.  
San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1.  
San Jose—Santa Clara Valley Boat, Travel & Sport Show (Fairgrounds), Jan. 2-4. Bob Barkhimer.  
Turlock—Far West Turkey Show, Dec. 2-4. M. S. Johnson, Chamber of Commerce, 207 Crane Ave.

**Colorado**  
Denver—Denver Auto Show, April 6-11, 1959.  
Denver—Denver Rodeo, Jan. 16-24.

**Florida**  
Hollywood—Home Show (Armory), Jan. 24-28. Al Stern, 2007 N. Ocean Blvd.  
Miami—Intl. Foreign and Sports Car Show, Jan. 25-Feb. 1, 1959.  
Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959.  
Tampa—Tampa Auto Show, Jan. 22-27, 1959.

**Illinois**  
Chicago—Chicago Auto Show, Jan. 17-26, 1959.  
Chicago—International Livestock Expo., Nov. 28-Dec. 6. W. E. Ogilvie.

**Kentucky**  
Louisville—Motorama Rod & Custom Show (Fairgrounds), Nov. 14-16. N. Perry Luster.

**Louisiana**  
Cameron—La. Fur & Wildlife Festival, Jan. 16-17. Jerry Wise.  
Lafayette—S. La. Mid-Winter Fair, Jan. 15-18. Dr. T. J. Arceneaux.  
New Orleans—Mid-Winter Fair & Poultry Show, Nov. 14-16. Frances C. Smith, 6449 Vicksburg St.

**Maryland**  
Timonium—Eastern Natl. Livestock Show, Nov. 15-22. Joseph M. Vial.

**Michigan**  
Bay City—Poultry Show, Jan. 15-18. Ben W. Mau.  
Detroit—Detroit Auto Show, Nov. 22-30.  
Detroit—Junior Livestock Show (Stockyards), Dec. 9-11. G. F. Ridley, 6750 Dix Ave.

**Minnesota**  
Minneapolis—Midwest Auto Show, Jan. 9-18, 1959.  
St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.

**Missouri**  
Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. P. W. Kahler.  
St. Louis—St. Louis Auto Show, Nov. 21-30.

**New Mexico**  
Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.

**New York**  
New York—Florida Preview of 1959 (Colliseum), Nov. 15-23.  
New York—Intl. Festival of Pets (Colliseum), Nov. 26-30.  
New York—National Motor Boat Show (Colliseum), Jan. 16-25. Joseph E. Choates.

**Ohio**  
Cleveland—Mid-America Boat Show (Auditorium), Jan. 3-11. Cleveland Press & Marine Trades Assn.  
Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25.  
Toledo—Toledo Home & Travel Show (Auditorium), Jan. 31-Feb. 8. Milt H. Tarloff.

**Pennsylvania**

Harrisburg—Pa. Farm Show, Jan. 12-16. J. B. McCool.  
Harrisburg—Natl. Livestock Expo., Rodeo & Truck Show (Farm Show Bldg.), Nov. 10-14.  
Harrisburg—Standardbred Horse Sale (Farm Show Bldg.), Nov. 25.  
Harrisburg—Feeder Pig Sale (Farm Show Bldg.), Nov. 25.  
Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10.  
Nazareth—Nazareth Farm Product Show, Nov. 20-22. P. R. Seifert.  
Philadelphia—Philadelphia Auto Show, Nov. 22-29.  
Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959.

**Tennessee**  
Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.

**Texas**  
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.  
Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 8.  
Houston—Houston Auto Show, Nov. 29-Dec. 7.

**Utah**  
Ogden—Golden Spike Livestock Show, Nov. 14-19.

**Washington**  
Seattle—National Boat Show (Natl. Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

**CANADA**  
Ontario

Toronto—Royal Agrl. Winter Fair, Nov. 14-22. C. S. McKee.  
Saskatchewan  
Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11.

## Ariz. State Fair

Continued from page 48

secretary. Ken Baker was in charge of special events and also presented his Mother Goose Farm. Harrell Harper was liaison in the fair office. Publicity was under the direction of John S. Turner & Associates, with Phil Hoffman and Jim Lindstrom representing the firm on the grounds.

**Carnival Routes**

All American: Warsaw, N. C.  
 Alligator Am. Co.: Wells, Tex.; Grapeland 17-22.  
 Burkhart: Mamou, La., 11.  
 Capell Bros.: Gila Bend, Ariz., 11-15; (Rodeo) Florence 27-30.  
 Capital City: (Fair) Valdosta, Ga.  
 Carolina Combined: Georgetown, S. C.; Conway 17-22.  
 Cetlin & Wilson: (Fair) Jacksonville, Fla., 12-22.  
 Crystal United: Wauchula, Fla.  
 Drew, James H.: (Fair) Augusta, Ga.  
 Hammond, Bob: Houston, Tex.  
 Hottle, Buff, No. 2: Baton Rouge, La., 10-23. (Season ends.)  
 Leeright Midway: Gilbert, Ariz.  
 Leonard Am. Co.: McComb, Miss.  
 Miller Am. Co.: (Fair) Palatka, Fla.  
 Moore's Modern: Laredo, Tex., 10-23. (Season ends.)

Page Combined: (Fair) Brooksville, Fla.  
 Scott, Turner, Rides: (College Park) Orlando, Fla., 13-Dec. 27.  
 Siebrand Bros.: Phoenix, Ariz., 10-11.  
 Stephens, C. A.: Springfield, Ga.  
 Sugar State: (Fair) Franklin, La.  
 Tidwell, T. J.: Spur, Tex., 10-16.  
 Regal Expo.: Greenville, S. C.

**Circus Routes**

Hagen Bros.: Crowley, La., 10;  
 Rayne 11; St. Martinsville 12;  
 New Iberia 13; Franklin 14;  
 Houma 15; Thibodaux 17;  
 Jeanerette 18; Abbeville 19.  
 Polack Bros.: Philadelphia, Pa., 14-16; Charleston, W. Va., 20-23; Springfield, Ill., 27-30.  
 Ringling Bros. and Barnum & Bailey: Teorreon, Mex., 11-12; Monterrey 14-16; San Luis Potisi 18-19; Guadalupe 21-23; Pueblo, Mex., 28-30.

**Ice Shows**

Holiday on Ice of 1959: Charleston, W. Va., 11-14; Huntington 15-18; Canton, O., 19-23; Grand Rapids, Mich., 24-29.  
 Ice Capades, 18th Edition: Odessa, Tex., 10; El Paso 11-16; Albuquerque, N. M., 17-23; Amarillo 25-30.  
 Ice Capades, 19th Edition: Montreal, Que., 10-16; Syracuse, N. Y., 18-23; Rochester 24-30.  
 Shipstads & Johnson's Ice Follies of 1959: Detroit, Mich., 11-23; Hershey, Pa., 25-Dec. 6.

**Miscellaneous**

Beryozka Russian Folk Ballet: New York (Broadway Theater) November 4 to December 6; Philadelphia (Erlanger Theater) 8-13; Washington (Loew's Capitol) 15-16; Detroit (Masonic Auditorium) 17-20; Los Angeles (Philharmonic Auditorium) 23-27; San Francisco (Opera House) December 30 to January 4; St. Louis (Kiel Auditorium) 7-8; Chicago (Opera House) 9-15;  
 Burke's Wild Cargo: (Fair) Jacksonville, Fla., 12-22.  
 Grenadier Guards Band, Scots Guards, Pipers & Dancers: Providence, R. I., 10; Hartford, Conn., 11; Philadelphia, Pa., 12; Baltimore, Md., 13; Washington, D. C., 14; Richmond, Va., 15; Columbia, S. C., 17; Atlanta, Ga., 18; Birmingham, Ala., 19; Montgomery 20; New Orleans, La., 21; Chattanooga, Tenn., 24; Knoxville 25.  
 Matstick City: (Fair) Jacksonville, Fla., 12-22.

**THE FINAL CURTAIN**

**ANDERSON—A. W. (Curley)**, concession agent for Bobby Decker, October 20 in Medical Center Hospital, Odessa, Tex., of knife wounds sustained while attending the Odessa Oil Show. In the past he had been with the Victory Exposition, Big State, Great Western, Tidwell and Fitzsimmons shows. Survived by his widow, Tina; two daughters, Barbara and Carol Sue; a son, Tracy, and his parents, Mr. and Mrs. W. A. Anderson. Burial in Odessa Cemetery. Pallbearers were Decker, V. A. McManaman, R. C. Davis, Herman Schwartz and Fred Smith.

During World War I, he served in the Navy Medical Corps. He was founder of the Health Department in Toledo Public Schools where he served for 33 years as director of health. He was the author of numerous manuscripts covering the health of school children and methods of school examination. Dr. Brockaway practiced medicine for 58 years. Survivors include his wife, Eva, two sons, Brad and Porter, and three grandsons.

**AUFDERHEIDE—Arthur**, 42, son of M. G. and Nella M. Stokes, of the Blue Grass Shows, October 31 at his home in Fenton, Mich. At one time he was on the advance of the Art Lewis and Max Gruberg shows. Surviving are his widow, Ellen, and two children.

**CRISS—Johnnie**, 40, concession agent, November 2 in Chicago's Alexian Brothers Hospital after several weeks' illness. A member of the Showmen's League of America, funeral services were conducted Wednesday (5) by the League. Burial was in Chicago.

**BALDWIN—Tillie**, 70, former cowgirl who trouped with Will Rogers, died in a New London, Conn. hospital October 23. Her real name was Anna Matilda Winger Slate. She adopted the professional name in the early 1920's when she began touring rodeos and winning trophies. A native of Norway, Mrs. Slate's interest in horses took her to the American West with the Miller Bros. 101 Ranch Wild West Show, where she was billed with the late Will Rogers. After retirement, Mrs. Slate and her husband, who survives, moved to Connecticut.

**POPE—Mrs. Marianna**, 41, past president of Caravans, Inc., November 2 in a Chicago hospital following surgery. Funeral was held Thursday (6) after services by Caravans, Inc., the evening before. Survivors include her husband, Ralph, and a son, Ralph Jr., better known as Skippy.

**SLYE—Mrs. Andrew**, 74, mother of Western performer Roy Rogers, recent'y in Hollywood, Calif.

**STEIN—Fred**, for many years the general chairman of the Kansas City Shrine Circus and a past potentate of the Shrine Temple there, at Kansas City Friday (October 31).

**THOMPSETT—Whitie**, 78, veteran sheetwriter, recently in Omaha.

**WOLCOTT—Roger G.**, 65, former member of the board of the Indiana State Fair, November 1 in Indianapolis. He was a sportsman and owned a number of racing automobiles. During his term on the fair board he was in charge of publicity.

**MARRIAGES**

**TAPALA-MALARA**  
 Mohammed Tapala, tumbler, to Shirley Anne Malara in San Antonio on October 24. He is with the Wazzan Troupe appearing on Polack Bros. Circus.

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 Halstrom, Dave  
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**Legitimate Shows**

Auntie Mame, with Sylvia Sidney: (Aud.) Tulsa, Okla., 10-11; (Arcadia) Wichita, Kan., 13-14; (Aud.) Oklahoma City, Okla., 15; (Aud.) Lincoln, Neb., 17; (High School Aud.) Topeka, Kan., 18; (Orpheum) Sioux City, Ia., 19; (Paramount) Omaha, Neb., 20-22.  
 Diary of Anne Frank, with Francis Lederer: (Aud.) Greensboro, N. C., 10-11; (Duke Aud.) Durham 12; (Temple) Birmingham, Ala., 14-15; (Lanier Aud.) Montgomery 16; (Alumni Memorial Aud.) Knoxville, Tenn., 18; (Tennessee) Nashville 19; (Aud.) Memphis 20-22.  
 Lil' Abner: (Aud.) Bloomington, Ind., 10-11; (Orpheum) Springfield, Ill., 12; (Murat) Indianapolis, Ind., 13-15; (Aud.) Buffalo, N. Y., 17; (Leow's) Canton, O., 18; (Jaffa Mosque) Altoona, Pa., 19; (Palace) Youngstown, O., 20-22.  
 Gazebo: (Playhouse) Wilmington, Del., 12-15; (Locust) Philadelphia, Pa., 17-22; (Warren) Atlantic City, N. J., 24.  
 Cold Wind and the Warm: (Shubert) New Haven, Conn., 10-15; (Colonial) Boston, Mass., 17-29.  
 The Disenchanted: (Colonial) Boston, Mass., 10-15; (Walnut) Philadelphia, Pa., 17-29.  
 The Warm Peninsula, with Julie Harris: (National) Washington, D. C., 10-15; (Hanna) Cleveland, O., 17-29.  
 The Flower Drum Song: (Shubert) Boston, Mass., 10-26.  
 Whoopup: (Shubert) Philadelphia, Pa., 10-Dec. 13.  
 Edwin Booth, with Jose Ferrar: (Alcazar) San Francisco, Calif., 10-15.  
 Cue for Passion: (Forest) Philadelphia, Pa., 10-22.  
 Sunrise at Campobello, with Lief Erickson: (Hanna) Cleveland, O., 10-15; (American) St. Louis, Mo., 17-30.  
 Enrico: (Erlanger) Philadelphia, Pa., 10-15.  
 Crazy October, with Tallulah Bankhead: (Cass) Detroit, Mich., 10-15; (Huntington Hartford) Los Angeles, Calif., 20-Dec. 13.  
 Auntie Mame, with Constance Bennett: (Erlanger) Chicago, Ill.

(Blackie) Maki, Edwin J.  
 (Continued on page 57)

## Kiddieland Conclave Bridge Work Planned by NAAPPB Aids Access At Bridgeport

Fritz, Thompson Head Committee; Two Sessions Set for Discussions

CHICAGO—Kiddieland operators will have two special, separate sessions at the convention of the National Association of Amusement Parks, Pools and Beaches.

Jimmie Thompson, operator of Kiddielands in Louisiana, has been named co-chairman and is working on plans with Chairman Arthur Fritz, of Melrose Park, Ill.

They announced that the Kiddieland sessions will be on the mornings of December 2 and December 3, at the Sherman Hotel, site of the full NAAPPB convention and trade show.

Topics for the sessions will cover the general classification of "Hot Ideas for Kiddielands." This will involve discussions and descriptions of promotions, stunts and gimmicks that up box office, the chairmen stated.

There also will be a visual program, "What We Learned From Our European Tour," led by Thompson and Herb Youtie, Playtown Park, planned for the kiddielanders.

John S. Bowman, executive secretary of NAAPPB, said the

sessions are scheduled in response to requests voiced at last year's convention.

Assisting Fritz and Thompson will be a committee of Fred Clemen, Pee Wee Valley, Cincinnati; Clyde Coffing, Kiddieland, Crystal Beach, Ontario; Wallace Massey, Fair Park, Nashville, Tenn.; Herb Youtie, Morton, Pa.; Maurice Wood, Wedgwood Park, Oklahoma City, and Verlin F. Hodges, Kiddieland Park, Indianapolis.

Bowman urged kiddieland operators to participate in this special program, and invited suggestions that will benefit their enterprises. Sessions will be open to all bona fide operators. Members of NAAPPB may attend without charge; there will be a nominal registration for non-members.

## Wildwood Chamber Mulls Consolidation

WILDWOOD, N. J. — Keith Rasmussen was nominated for the presidency of the Greater Wildwood Chamber of Commerce at the first meeting for the season.

The Board of Directors recommended the formation of a committee to weigh the pros and cons of consolidation of the four municipalities comprising Greater Wildwood. Consolidation has been talked about over the years.

Consolidation would make wildwood, North Wildwood, Wildwood Crest and Anglesie into a single resort, making it one of the largest in the country and considerably larger than Atlantic City. The four resorts adjoin each other.

## Added \$\$ Expected When Busses Make Stops at Midway

BRIDGEPORT, Conn. — Close to \$100,000 in added revenue is expected to be yielded for Pleasure Beach Park next season as a result of work due to start this week on the access bridge. The span was not ruled safe for busses and thereby deprived the park of important patronage, owners Bert Nathan and Frank Sonshine report.

In their first season of operation since taking the park over from the municipality, the operators ran a jitney-type shuttle service from one side of the bridge to the midway area. Saving on eliminating this service in 1959 will be around \$60 a day. Renovation work will make the bridge safe for regular bus service.

Nathan and Sonshine will make the Chicago conventions as will Don Becker, advertising and promotion director. Becker will address the National Association of Amusement Parks, Pools and Beaches on successful promoting. The park's slogan, "The Pleasure's Back in Pleasure Beach" was instrumental in winning an award from the Advertising Club of Bridgeport for effective radio advertising.

### Becker to Consult

Since the season's end Becker has been setting up a consulting service for parks, aimed at setting up promotion programs. Don Becker Promotions will utilize offices in New York and Bridgeport and will concentrate on tie-ins in which several fun locations participate, thereby being more acceptable to major advertisers.

## Financier Named Chairman Of Magic Mountain Board

DENVER — Magic Mountain, now about 40 per cent completed, has a new chairman of the board, a Colorado financier who has taken over the sales of 2,250,000 shares of Magic Mountain stock at \$1.50.

Allen J. Lefferdink, Boulder, Colo., financier, and his Allen Investment Co., hold a record for giant and successful stock selling ventures in Colorado.

Lefferdink, whose finance, insurance empire includes the Colorado Insurance Group, Boulder Acceptance Corporation and Allied Colorado Enterprises, said he was entering the Magic Mountain picture "to add impetus to something that is already great."

He pledged that his organization would raise sufficient funds for Magic Mountain to open on or before June 1 as "a major Colorado Centennial year tourist attraction."

Under terms of an agreement approved by the Magic Mountain board of directors, Lefferdink has been named chairman of the board of Magic Mountain and is making

a "substantial investment" in the park's stock.

The underwriting agreement with Hathaway Investment Co., which has been directing the stock sale, has been terminated.

Norman Winder, president of Magic Mountain, said his group welcomes Lefferdink as chairman of the board.

"Allen Lefferdink has had a great deal of impact on this State and has a reputation of finishing every project he's ever started since his return from military service," Winder said.

The president of Marco Engineering, C. V. Wood Jr., echoed Winder's views about Lefferdink's election as board chairman.

Lefferdink predicted the amusement park will become the "Denver area's greatest single attraction" during the summer of 1959

### Start Promotion

Magic Mountain, amusement park under construction here, is promoting a "Marshall of Magic Mountain" club. The promotion was inaugurated Saturday (1).

Under the direction of Magic Mountain's Monty Pike the kids were sworn in, given badges and given instruction in "fast draw" of their cap pistols.

Open for patronage are the Magic Mountain Stagecoach, Fire Engine and Pony Cart rides. Parents get a guided tour of the park's construction area.

## ROLLER RUMBLINGS

## Wind-Up Near in N. Y. Area Queen Contests

NEW YORK — Metropolitan area rinks have reached the home stretch in their quest for representatives to the National Roller Skate Queen Contest November 17 to 19 at Miami Beach.

Two are scheduling qualifying events open to all girls, 16 to 22, unmarried. Other rollerdromes are hand-picking their pretties.

Earl Van Horn's Mineola Rink has nominated Irene Donza, 19, Brooklyn, a brunet secretary who was Roller Skating Rink Operators' Association New York State queen in 1957 and 1958.

Wal-Cliffe Roller-drome, Elmont, has named the RSROA's 1957 American queen, Marjorie Cianflone, 18, West Hempstead.

Empire Roller-drome, Brooklyn, has picked Marilyn Johnson, 16, a Prospect Heights high school senior who was finalist in the 1958 RSROA New York State queen contest.

Other rinks, expected to name standard-bearers, are Park Circle, Mount Vernon, Hillside and Roller-ama.

American on Wheels' Levittown Arena posted an elimination contest for November 1.

From the above field, The New York Journal-American will select Miss Greater New York to go to Florida.

Across the Hudson, "Miss America on Wheels," who will represent the Garden State at Miami, will be selected in open competition November 10 at Twin City, Elizabeth, N. J.

Meanwhile the Roller Skating Foundation of America continues negotiations with various business organizations for promotion of the skate queens after the nationals.

For the second straight year the traditional R. H. Macy department store Thanksgiving Day parade thru Manhattan will feature roller skaters. Parade directors were so enthusiastic about last year's exhibition that they've reserved two spots for the sport. New York rinks are arranging routines involving 120 skaters.

The RSFA also is negotiating for representation in two New Year's Day football bowls' pre-game celebrations, the Orange Bowl at Miami, January 1, and the Rose Bowl, Pasadena, Calif., in 1960.

Following the Macy's parade the roller skaters will do a repeat performance the following day in suburban White Plains, N. Y. In Detroit, the J. L. Hudson department store will feature roller skaters in its Thanksgiving parade, too. Both parades will be televised.

### Queen Contest at Houston Roller-cade . . .

HOUSTON — Approximately 25 girls were scheduled to compete Friday night (8) for the title of Miss Houston Roller Skating Queen at Southland Roller-cade. Winner will enter the State eliminations for a chance at first prize of a college scholarship or \$2,500 in the national contest, to be held in Miami Beach, Fla., in November. Winner of the local contest will receive some \$30 in prizes.

### Ice Skating Studio in Gotham Area . . .

NEW YORK—Another ice skating studio opened in the metropolitan area. Recently Kip Fried and Vin Roske opened a rink catering solely to those wanting lessons, in Roslyn Heights, Long Island. Last week Fritz Dietl, pro at Madison Square Garden Skating Club and former partner of Sonja Henie, opened a studio in Westwood, N. J. Unlike the former studio, Dietl plans to have regular skating sessions on his 65-by-95-foot pond. His wife, Terry Roxanne, and Karl Schaefer, seven-time world champion and two-time Olympic winner, will assist Dietl as professionals.

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## HOLLYWOOD FAIR FOR RINGLING

Show Comes Off Okay; Promoter Loses; Two Musicians Unions Share Engagement

HOLLYWOOD, Calif. — The Hollywood Bowl engagement turned out fairly successful for the Ringling Bros. and Barnum & Bailey Circus but in the red for promoter Ted Bentley. Size of the promotional budget, rain, and tickets combined to give him the trouble.

The 10-day gross was about \$117,000. That was about equal to what the show got in a six-day run last year at Gilmore Stadium. In the first weekend, they looked for \$80,000 and instead grossed \$28,000.

Rain hurt on Thursday and Friday. Halloween also hurt. AFM tickets were present for the Friday

night, after which a court order was obtained by Bentley and the hearing on this was set for after the show date ended. Meanwhile, Bentley went along with the circus in deciding to use AFM musicians. In the end, Musicians Guild men worked two-thirds of the run and AFM musicians worked one-third. Both used 31 men.

## Tenters Back In Barn After Click Season

Continued from page 1

in actions of other shows as well. Beatty, as well as Cristiani, has been pitching for contracts in major cities. The two have worked up quite a rivalry on this and other counts. Each is expected to repeat some of last year's key stands and add some new ones this time.

That's the way Mills Bros.' Circus gets into the latest developments, too. Last week Mills decided it wouldn't dicker any longer about a chance for playing the Chicago lakefront. (Cristiani had it last year; Beatty would like to have it.)

Mills this year played to a good profit in a much longer tour than in 1957, and where a year ago at least one of the partners was considering a cut-back in size, word now is that the brothers are talking of new equipment and expansion again.

They've all just gotten into winter quarters and their plans aren't fully formed yet for the future. But the contrast with last winter's attitudes already is apparent. It's a sure thing that this planning time will bring a lot of action and the playing time next summer will reflect profit of the past and optimism for the future.

## EAGLES JOINS RINGLING SHOW

CHICAGO — Paul Eagles has rejoined the Ringling circus, reportedly as an advance agent. He was en route last weekend from Los Angeles to New York. In New York, Harry Dube, the show's advance man, said he knew of Eagles' coming but did not know what his title or capacity was to be. Eagles last was with the circus in 1956 as general agent. Signing of Norman Carroll as R-B press man also was reported. Carroll has been with the circus in the past and recently handled publicity for the promoter of the Hollywood circus date.

## Kelly-Miller Plans Work, Buys Cages

HUGO, Okla. — The Kelly-Miller Circus is back in winter quarters here after a highly successful tour of the West Coast and Pacific Northwest.

Extensive work is scheduled for winter months, and work is to get underway within two weeks. First on the agenda is the construction of more seat wagons.

Elephants and some caged animals, including the performing hippo, went to Houston for the Shrine Circus there.

Kelly-Miller has purchased several cage wagons from Bill McGaw, who used them two years ago on the Bill McGaw Motor Circus. They were on the West Coast and are to brought here.

## Voise Mulls 2-Unit Idea

SARASOTA, Fla. — Harold Voise, owner-manager of the Harold Bros.' Circus, said here last week that he may field the equivalent of two units next year. Idea would be to offer a heavy show for larger cities and a lighter show for dates with more limited budgets.

Harold Bros. closed its first season with a strong stand at Toledo, O., recently.

## Ponce de Leon Plan Dropped

SARASOTA, Fla. — Owners of the Clyde Beatty Circus have sold their share in Ponce de Leon Springs near De Land and plan to move the Texas Jim Mitchell attractions and some animals of the Clyde Beatty Circus to Sarasota.

Mitchell, formerly of Sarasota, went to Ponce de Leon Springs a year ago when Jerry Collins and others of the Beatty show planned to build a tourist attraction there. It is understood that some of the partners decided against the tourist attraction. The circus equipment is being stored at De Land for the winter.

LOS ANGELES — New time for airing the TV film, "A Noose Fits Anybody" on the "Bat Masterson" TV series, is November 19. In this picture are Ernestine Clarke Baer, Clayton Behee and Jack Bray. They have speaking parts and perform a flying return act. The show is carried by NBC on Wednesday evenings.

## Mills Bros. Quits Chicago Discussions Of Lakefront Stand

Declines Proposal to Play Month Under Guarantee by Chez Paree Group

CHICAGO — Mills Bros.' Circus has backed away from negotiations that might have put them on the Chicago lakefront lot for an extended run next summer.

The show has been in contact with Dave Halper, of the Chez Paree night club, and others who wanted the circus to play the prestige location for some 26 days under a guarantee.

A tentative plan called for the show to get more than \$90,000 for the run, with the Chez Paree group supplying the promotion and adding big name performers to the program. They spoke of names like Bob Hope and Jerry Lewis as honorary ringmasters for parts of the run. Auspices would be an organization in which several big names have an interest.

After a meeting Monday (3), George Lawrence, a Mills Bros. general agent, said that he had withdrawn from the talks and that the show would now proceed to contract other locations for the June and July time. He said that this other contracting had been

delayed until a decision was reached on the Chicago talks.

Halper, meanwhile, said that so far as he was concerned he still was negotiating with Mills Bros. for the proposed engagement.

At the Monday meeting, it was learned, the auspices representative indicated it would be necessary to await a board action. At the same time, the circus asked for about half of the guarantee money and reportedly was offered a different payment plan. Lawrence said these factors influenced his decision to back away. He indicated that neither he nor Jack Mills, manager and partner in the circus, had been overly eager to take on the big engagement. This was the second meeting in Chicago and the one at which Lawrence had said would produce a final decision. The other session was several weeks ago.

The Chicago lakefront date, long counted the private property of the Ringling show, was played last year by Cristiani Bros. Circus with great success. That show was associated with Tom Parker, Chicago, in the date. It has been understood in the trade that this combination would repeat the engagement in the summer of 1959, altho the Clyde Beatty Circus and now Mills Bros. have made overtures regarding it.

## Pawtucket Zoo Delays Bldg.

PAWTUCKET, R. I. — The city is putting off until springtime a decision on whether to build a new animal house for animals lended from the Ringling show. One element mentioned was concern over whether the animals would remain at Slater Park Zoo next year.

## Tim McCoy On TV Show

LOS ANGELES — Col. Tim McCoy was the subject for the TV show "This Is Your Life" Wednesday (5). Program mentioned his connections with Ringling, his own Tim McCoy Wild West Show and the Carson-Barnes Circus. People appearing on the program included Mary Jester Allen, a niece of William Cody, and Al Jennings, 95-year-old former Western outlaw, who was with the 1938 McCoy show.

## Polack Books Springfield

SPRINGFIELD, Ill. — Polack Bros.' Circus will play here November 27-30 under auspices of the Knights of Columbus. George Westerman is promoting the date. Show previously appeared here for the Shrine, a date played this past summer by the Packs show. Knights of Columbus stand this month will be in the Armory.

### 2-PHONEMEN-2

Xmas Issue Labor Paper. Good deal for Ad Men. Contact: TOM HARRIS Room 813-710, Central Ave., St. Petersburg, Florida Phone: 54-955 P.S.: A. Y. Finley, come in.

### PROMOTIONAL DIRECTORS

Who feel that they should look ahead to a full next season by making a change for the better might find our organization could be the answer. Our contracting is better than average, dates well set and verified, good auspices, booked through June, no layovers, or waiting, 35% no hold-backs, daily settlements, and a clean show to sell that has just had its best season. No 40-milers, limsters, or luses. We operate clean and expect you to do the same. Books, tickets, contributions. Large or small town operators. Ready to go. Call Birmingham, Alabama, Hamilton 5-4352.

### JACK KELLY

General Promotion Manager Tommy Scott Shows P.S.: Jerry Klein, John McGaha, Duke Reynolds, George Perrin, Cox, or others I know, get in touch.

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Can use good sober men CHRISTMAS DEAL other good deals to follow. Phone WH 8-2877 or Write P.O. Box 388 White Plains, N. Y. "DIXIE" WALKER

### AGENT-PHONEMEN-ACTS

Agent to book entertaining show; must set phones. Post, Lane, call. Acts—Kid Acts, dogs and monkeys preferred. State lowest. One show December 1, Greenville, S. C. Phonemen—Steady work, towns booked and set. I need good men who can work clean without heat. Wilson, Jerry, Hugh, Dove, call. Bill G-Bea, call. CHET HARMES Langren Hotel, Asheville, N. C. Phone: ALpine 3-7518. No collects.

### 5-PHONEMEN-5

5th Annual Labor Temple Assoc. Xmas Basket Fund and New Year's Dance. Benefit of needy families. Book and ties. \$17,000.00 in taps. William "Billy" Simpson Labor Temple Bldg., 208 Main St. Jacksonville, Fla. Phone: ELgin 8-1388. NO COLLECTS, PLEASE.

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### 2 PHONEMEN

Get Well. Releasing \$40,000 tap. Catholic Athletic Assn., St. Paul, Nov. 10. Jr. C. of C., St. Paul, to follow. Pay 25%. We use collectors. Phone CA 2-4969, St. Paul, Minn. KEITH Du BOIS

### PHONEMEN

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### CRISTIANI BROS.' CIRCUS ROUTE BOOK

75 pages. Day-by-Day Story of 1958 Tour. History of Cristiani Family. Routes of former years. Profusely illustrated. Many additional features. THE FINEST ROUTE BOOK OF ANY CIRCUS IN THE PAST 30 YEARS \$1.50 per copy. Order Now! CRISTIANI ROUTE BOOK, P. O. BOX 235, RICHMOND, INDIANA

### WANT TWO PHONEMEN

Must be capable. No drunks. SAM WARD Shrine Circus Office—407 Berry St., Ft. Wayne, Ind. Phone: ANthony 3-800

## Free Style Shows Click at Dallas

DALLAS — Six major national firms in the home-sewing industry cashed in on free daily style shows at the 1958 State Fair of Texas to promote the interest of the family seamstress.

This marked the second year the Sewing Fashion Festival has been sponsored at the Dallas State Fair. Produced by Singer Sewing Machine Company, Talon Zippers, and Advance, Butterick, McCall's and Simplicity pattern companies, the show was co-ordinated by Marian Ross, fashion director for Singer, and Lee Ennis, fashion director of

Talon Zippers, who provided the dual commentary for the show.

Mrs. Leah Jarrett, director of the women's department of the fair, conferred in New York several years ago with Marian Ross about the possibility of having a home-sewing Fashion Festival at the fair. As a result the present show was conceived and premiered last year as a huge success, and repeated its popularity at the 1958 fair.

Each of the six participating companies presented a capsule show as an integral part of the entire production, and Texas models wore the garments designed to appeal to every age group. Thirty-four shows were given during the 16-day span of the fair, pointing out the fun and creative satisfaction to be derived from home sewing, hints on selection and handling of fabrics.

### Use Organist

The State Fair picked up the tab for an organist, who played for each show, and for programs which were distributed to audiences and which included illustrations of the style and pattern numbers of the clothes modeled. The six participating companies hired the models, and the commentator who took over after Miss Ross and Miss Ennis got the production under way.

Emphasis was put on the great number of fashion changes now available for the woman who sews, and audiences were treated to a dazzling variety of the latest creations from the chemise to the trapeze. In its segment Singer presented the top five winning garments from the National Singer Sew-Off, a nationwide home-sewing contest sponsored by the Singer company.

The four pattern companies previewed the latest styles in street clothes, outdoor garments, ensembles and after-five fashions. Talon's capsule show pointed up the ingenious use of zippers in the wide range of silhouettes now present on the fashion scene.

The grand finale was a dramatic showing of evening wear, staged by all six sponsoring firms.

The Fashion Festival attracted an estimated 27,000 women to the auditorium of the Women's Building.

As a parallel project the fair itself sponsored a home-sewing clothing contest as a one-day special event in the women's department. Just inaugurated this year, the contest included classifications for cocktail, costume, formal and street dresses, full length and short coats, sport ensembles and tailored suits.

Garments were judged on the basis of workmanship, suitability of garment to purpose, suitability of fabric to design and harmony of color and materials. Finalists were modeled in an award winners fashion show by the contestant or her appointee in the Women's Building Auditorium on the day of the judging.

## Elected Prez For 4th Term

NEWFOUNDLAND, Pa.—The Greene-Dreher Community Fair Association has elected Carroll Fetherman to his fourth term as president. Also re-elected were George Schmalzle and Sam De-Frehn, vice-presidents; Bob Staph, secretary; Clayton Northrup, assistant secretary, and Leon Schelbert, treasurer.

Dates for the 42d run in 1959 were set at August 19-22.

## South Alabama Elects Hinds; Plans for '59

MONTGOMERY, Ala. — The South Alabama Fair Association has elected W. Lyle Hinds president of the 1959 fair. He was first vice-president this year and succeeds George E. von Gal Jr. in the top spot.

The new president was elected by a new board of fair directors appointed by President-Elect George Preiss Jr., of the Kiwanis Club. The fair is sponsored by the Kiwanis and a new board appointed each fall.

Attendance at the 1958 fair was 135,000. While dates for the 1959 fair were not announced, the new president and several officials will go to the Chicago outdoor meeting to line up midway and other attractions.

The new fair board members, in addition to Hinds, elected Ben R. Heninger, first vice-president; William F. Thetford, second vice-president; J. T. Nolen Jr., secretary, and William A. Kent, treasurer.

Also on the board are von Gal, Preiss, James C. Pruett, Karl E. Albrecht, W. Neville James, Charles A. Kohn Jr., Charles W. Summerour, Fred H. White, Ben M. Wilbanks and E. H. (Ham) Wilson. William R. (Bill) Lynn is executive secretary.

## EXTENSION

## Kennedy Sees Added Days for Calgary Exhibition

CALGARY, Alta.—The time is not too far distant when directors of the Calgary Exhibition and Stampede will have to consider the possibility of extending the present six-day annual event to eight days because of its rapidly increasing popularity, according to Fred Kennedy, the fair's publicity executive.

Kennedy made the statement in an address to the Calgary branch of the Public Relations Society of Canada.

Three of Canada's major exhibitions, the Pacific National at Vancouver, the Canadian National at Toronto, and the Central Canada at Ottawa, had already taken this step with good results, he said.

With an annual attendance of around 550,000, the Calgary Exhibition and Stampede has the largest daily average of any exhibition in the world in relation to the population of the city in which it is held, Kennedy said.

While extending the stampede dates by two days would present some problems because Calgary is on a five-fair circuit, these difficulties are by no means insurmountable, he contended. The main objection might be the fact that if Calgary took in the Friday and Saturday prior to Stampede Week, it would cut into the dates of the first fair on the circuit at Brandon, Man.

Kennedy pointed out, however, that Brandon has no rodeo or race

meet, so it would be comparatively simple to run the stampede chuckwagon races and horse racing Friday and Saturday, organize a special two-day stagershow and then carry on for six days with the attractions that have been booked for the circuit.

Main object of extending the dates would be to relieve crowd congestion, particularly in front of the grandstand, and to provide organized entertainment for the thousands who mill around the grounds on the week-end prior to the show. Total attendance at the exhibition and stampede would also be increased.

Kennedy said he was expressing his own thoughts on the matter of extended dates and the proposal had not been officially discussed by the management or the board of directors.

## Haddam Neck Elects Slate

HADDAM NECK, Conn.—Robert Ostergren Jr. has been elected president of the Haddam Neck Fair Association. Also named are Martin Daly, vice-president; Leonard J. Selden, secretary; Franklyn D. Brainerd, assistant secretary; Sterling C. Gillette, treasurer; and E. George Carlson and Erastus Brainerd, executive committee.

Elected to the board of directors are William D. Brainerd, Leonard J. Selden, E. George Carlson, Charles Lundell Jr., and Robert Ostergren Jr. Oscar Nyman and Preston Wilkenson were re-elected auditors.

## Ledyard, Conn. Names Hagen

LEDYARD, Conn.—C. Gilbert Hagen has been elected president of the Ledyard Fair Association. Also to serve are Mrs. R. Cuniskey, vice-president; Mrs. C. Massett, secretary; Frederic Allyn Sr., treasurer; and Frank Cruz, assistant treasurer.

## Medicine Hat Ex Racks Up 3G Net

MEDICINE HAT, Alta.—net profit of \$3,226 on the year operations was recorded by the Medicine Hat Exhibition and Stampede Company, activities of which are mainly centered on a three-day summer show. The figure was \$1,091 over last year, and officials termed the outcome the best in the org's history.

## FAIR MEETINGS

Oregon Fairs Association, Gearhart Hotel, Gearhart, November 13-14. Hallie Huntington, Route 2, Box 277, Eugene, secretary.

Canadian Association of Fairs and Expositions, Royal York Hotel, Toronto, November 25-26. Emery Boucher, the Coliseum, Exhibition Park, Quebec 2, Que., secretary.

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 29-December 3. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. Eugene R. Moore, Tipton, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Missouri Association of Agricultural Exhibitions, January 15-16, Governor Hotel, Jefferson City.

Victor M. Gray, Box 630, Jefferson City, secretary-treasurer.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 22-23. J. Sib Dorton Jr., Route 10, Charlotte, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorville, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Association of Tennessee Fairs, the Noel Hotel, Nashville, January 29-30. Jack Vinson, 938 East Broadway, Newport, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. (Continued on page 58)

## Brandon, Man., Nixes \$10,000 Aid Grant

BRANDON, Man.—Rejection by Brandon voters of a money by-law calling for renewal of an annual city grant of \$10,000 to the Provincial Exhibition of Manitoba is expected to have considerable effect on future operations of the five-day event.

The decision of the voters has deprived the exhibition of a matching grant from the federal government, said Exhibition President F. O. Meighen.

"Brandon has let us down very seriously," he said. "The exhibition has no way of recovering the grant needed for essential capital repairs and improvement. We will be greatly hampered in our operations."

Many exhibition buildings are "old and decrepit," Meighen said. Toilets have been condemned, a waterworks system for fire protection is needed and new lighting is essential. These are some of the capital expenditures planned by directors.

"It would appear Brandon electors have little concern whether or not the provincial exhibition is lost to the city of Winnipeg," Meighen commented.

Shortly before the vote, the exhibition's bylaw committee placed the facets before the public in a full-page newspaper ad which reminded that the fair "is an institution which the citizens of Brandon must jealously guard lest it be lost to Winnipeg."

The ad explained that the passage of the bylaw would authorize the grant for a period of 10 years. Featured prominently was an open letter to the ratepayers which said in part:

"The new bylaw amounts to a renewal of an agreement which expires this year and it will not cost the taxpayer more than in the past. The entire grant will be matched by the federal department of agriculture and the total amount will be used for capital improvements—improvements to facilities which are at our disposal the year around."



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## Phoenix Matches '57 For Siebrand Shows

PHOENIX—Business for Siebrand Bros.' Circus and Carnival was reported on a par with last year at the Arizona State Fair thru Tuesday (4), fifth day of the 12-day event which closes Armistice Day (11).

P. W. Siebrand, owner-manager of the midway fun zone, said that temperatures had been helpful, ranging in the low 80s and bringing out good turnouts. Thru Tuesday the fair had pulled 108,371, which was 37,013 more than during the same period last year. Run

is 12 days this year compared with 10 in recent years.

The Siebrands brought in 20 major and 12 kid rides and many concessionaires came on for this, the last major fair of the season. Siebrand and independent concessions totaled 121. Back-end shows included four from the show, two booked by Blash and Hilligoss and the Pete Kortess Side Show, the latter playing its third year with the Siebrands.

The carnival also furnished the plaza stage show, which is included in the gate admission, along with a large exhibit tent obtained from O. N. Crafts.

Carnival closes its season here in its regular winter quarters town.



NORMAN SCHLOSSBERG

## Detroit Club Dedicates New Plot Monument

DETROIT — The Michigan Showmen's Association set a new landmark Sunday (2) with the dedication of a monument at Showmen's Rest in Forest Lawn Cemetery. Memorial services were held first at the clubrooms downtown, and the group then went to the cemetery.

President Cameron Murray was in charge of the services, with Chaplain Cal Lovejoy handling arrangements. He read the names of all deceased members during the past year as well as those who have been buried in this plot. Mrs. Bernice Stahl, past president of the Auxiliary, also spoke at the ceremonies. The Rev. William D. Mercer, pastor of St. Andrew's Methodist Church, who has officiated at a number of showmen's burials, delivered a brief address.

The memorial stone was made possible thru a program initiated during the presidency of Jack Dickstein and carried to completion thru the co-operation of the Ladies' Auxiliary.

A special event was the donation of eight additional graves to the plot Sunday by Past President Harry Stahl, manager of Jefferson Beach Park. These are adjacent to the site and will allow development of a total of 117 graves in the plot.

## KIDS TO PROFIT

## SLA Yule Party Set for Dec. 14

CHICAGO — The Showmen's League of America's 14th annual Christmas party for underprivileged children will be held December 14 in the Hotel Sherman, Jack Duffield, SLA president and co-chairman of the event, announced last week.

Some 250 youngsters will be entertained, dressed and sent home happy, Duffield said. Solly Wesserman is co-chairman of the event.

Named to serve on the party committee were: Transportation—Chick Bohden, Harold Barrows, Jack Kweit, Harry Cherniak and Manuel Belasco. Entertainment—Charles Zemater Sr., Chuck Zem-

## A. of A. Scores A Heavy One At Charleston

### Exchange Date and Colored Fair Big Season's Climax

SUMTER, S. C. — Amusements of America wound up its best season with the Charleston Colored Farmers Fair, following the Charleston Exchange Club Fair the previous week. Equipment was hauled to the fairgrounds here where the show winters.

The Exchange Club date provided the Vivona family's biggest one-day gross ever, on Saturday (1). Weather had been okay during the week and Saturday dawned to light rain, resolving itself to a generally overcast day. The turnouts came, however, and provided satisfactory earnings to virtually everyone.

A considerable number of independent units assembled for the date, including a revue and Singleton's cookhouse and foot-longs, off the Olson Shows in Texas. Dir-

(Continued on page 57)

## AIRS HIS VIEWS

## Ralph Lockett Hits Indie Midway Units

Continued from page 49

is an independent ride. We don't take passes! The office has nothing to say about it! Sometimes there is a small, crudely lettered sign hanging nearby stating, 'No Passes Accepted.' To find this notice, one would actually have to be seeking it.

"Secondly, you can just bet these independent op offenders will also refuse to operate on children's days at the prices advertised. No matter what you make the admission, they want to charge 5 cents or 10 cents of 15 cents more. They care nothing for the promises the fair operator made to the school officials to get the schools closed, or for the agreement the carnival owner made with the fair when he executed the contract in the winter!

"Then, there is the practice of telling the fair's ticket-taker he will get hurt if he stands near the ride, and to let one of the ride men take

## WOM Ends Strong; Record Columbia Gross Adds Cheer

### Fairs Generally Good After Dismal Spring Earnings; Bergen Ill at Home

RICHMOND, Va. — World of Mirth ended its season on a cheerful note at the Exchange Club Fair in Augusta, Ga. on Saturday (1), and headed back to winter quarters on the State Fairgrounds here.

Business over the season averaged out very well, it was claimed, at least as good as last year. Going into the fair route with a case of the blues due to early rains and cold, the show's morale and earnings perked up considerably from that point on.

Only weak spot in the latter part of the year was the fair at Greensboro, N. C., a nearly total rainout. Ottawa's Central Canada Exhibition was again the Northern high spot, and the Southern dates featured a record gross turned in at the South Carolina State Fair, Columbia. Columbia drew excel-

lent crowds and the weather cooperated on every day but kids' day, when it threatened all day and finally rained at night.

### Close OK at Augusta

Augusta was satisfactory, grosses being up on a couple of days. The same held true for Anderson, S. C. Owner Frank Bergen, who had toured extensively despite being ill last winter, was bedded down at home last week but doctors' diagnosis indicated no cause for alarm. He was absent from the lot in Augusta until Saturday.

About 90 per cent of the show personnel headed for Tampa and Miami, with the Bergens and Bug Sollenbergers returning to Richmond, and Jim Bergen to Staten Island, N. Y. Fred Cerbini and Pat Razzano, ride and Arcade operators, respectively, returned to Brooklyn. Nate Engle closed at Columbia with his midgets and headed for Sarasota. Dave Wiles, Minstrel Revue operator, and Joe Boston and Tirza, revue folks, have winter club dates lined up. Peter Civich went to Middlesex, Pa.

The show will again be represented at Eastern and Southern fair meetings, at the New York club banquet on Thanksgiving Eve, and in Chicago for possible equipment purchases.

An outstanding single attraction this season was the Indian Village framed for the Allentown (Pa.) Fair and operated very successfully. Created with recognized Indian affairs people in consulting roles, it had the office thinking of more such activity for 1959.

## I. T. Gives Club \$1,000

NEW YORK—Jeff Harris, president of the National Showmen's Association, toured Southern fairs last week to stimulate fund raising for the club. It was announced recently that the I. T. Shows were contributing \$1,000 from various projects and gifts.

Also announced so far have been \$900 from the Cetlin and Wilson Shows and \$250 as a jamboree share from the O. C. Buck Shows. Other shows had jamborees scheduled and reports are expected shortly.

## STOWAWAY SHOWS UP

PHOENIX, Ariz. — Norman (Dutch) Schue brought over his Derby for the Arizona State Fair. When he opened it, he found that he had a raked one-cat.

The day Schue pulled out for Phoenix, his wife, Lillian, discovered that she had lost their pet feline, Susie. She paid boys to scout the area and even inserted ads in the local paper. En route to the fair, Schue made calls to learn the progress of the search.

When he opened the Derby for operation, there was Susie, seemingly none the worse for the three-day trip without water or food.

## Hot Springs Club Elects Schlossberg

HOT SPRINGS — Norman Schlossberg, partner in Olson Shows, has been named president of the Hot Springs Showmen's Association. He succeeds E. M. (Pat) Ford.

Also named to serve with Schlossberg were L. C. Reynolds, vice-president; Carlo Rocco, second vice-president; Louis (Stretch) Rice, third vice-president; Clint Shuford, secretary, and Harry Zimdars, treasurer.

The annual banquet and ball will be held November 19 in the ballroom of the Arlington Hotel. Preceding it will be the annual open house at the clubrooms on November 18.

Visitors included J. W. (Patty) Conklin, Lefty Ohren, Paul Olson, Sam Aldrich, Steve Mandrick, Keith Chapman, Doc O'Kelley and Lee Moss.

## Miami Slate To Be Named

MIAMI — The Miami Showmen's Association nominating committee will meet November 17 to bring in a slate of officers for the elections. Committee chairman is John Campi, and members from the board are Jim Stabile, Harry Weiss, Dutch Whiteside and Joe Ross. Committeemen from the floor are Johnny Huffman, Phil Cook, and Rhody Riding, with Harry Latz as alternate.

A general meeting will be held Monday (10), by which time secretary Marty Weiss will have returned from Hot Springs.

ater, Dick and Stu McClellan. Press—Al Sweeney, Herb Dotten, Dave Friedman. Wardrobe—Louie Berger and ladies of the SLA Auxiliary and Caravans. Packaging—Noble Case, Chick Schloss, Mickey Blue, Bill Carsky, Ned Torti, Andy Kasin, Sam Solomon. Stage—Jimmy Stanton, Hy Neitlich. Food and beverage—Max Brantman, Tom Sharkey, Sheik Lempart and Jack Kaplan. Toys and clothing—Wasserman, Ed Levinson, Benedict Garmisa, Lefty Ohren and Al Kaufman. Finance—Bernie Mendelson, Fred H. Kressmann, Sam Levy Jr., and Hank Shelby.

(Continued on page 56)

**CONGRATULATIONS**

To Mr. & Mrs. Pederson, of the Dairy State Shows, for having purchased a 1958 Marathon Mobile Home from Harmony Mobile Homes, Menasha, Wis.

**HAR MAC, INC.**  
Stratford, Wisconsin

**FOR SALE**

2-abreast, 24 horse Allan Herschell Merry-Go-Round, with or without trailers; 7-tub Tilt-A-Whirl with two trailers; Rockoplans, with or without trailer; 18-tub Caterpillar without trailers; one home-made Auto Kid Ride. Most of this equipment can be seen in operation in Baton Rouge, La., this week. Priced to sell for cash.

**BUFF HOTTLE SHOWS**  
Baton Rouge, La., now

**WILL BUY FOR CASH**

1—Double or single tracker Organ—must have chimes (prefer double tracker).  
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**PORTABLE SCOOTER BUILDING**

Accommodates 12 Cars. Used one season only, like new. No cars or transportation. Bargain—Terms. Erected for inspection now.

6 Downey Light Towers, complete with fluorescent. CONTACT:

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**WANTED  
A-1 Truck Mechanic**  
(Gas Engines)

Must have plenty of tools, willing to work and take orders. All winter's work in shop with road work next season. Answer in first letter your qualifications and recommendations. Also send late photo. Drinkers, loafers and triflers—please don't answer. Save your time and mine.

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Want Hunky Panks—Ball Games, Pitches, Water Games, Popcorn, Grab, Winter rates. No EX.  
Grind Shows—low percentage; come on Gilbert, Ariz., now; Winkelman and Mammoth Mine Pay Days to follow—they are "red." Contact J. R. LEERIGHT, per route or come on.

**Reithoffer Up 7%,  
Plans N. C. Visit**

DALLAS, Pa. — An increase in earnings of around 7 per cent was recorded by the Reithoffer Shows during the season just ended, based chiefly on the large volume of fair dates played. Pat Reithoffer Jr., who headed for a

Nova Scotia hunting preserve right after the Bloomsburg (Pa.) Fair which ended the season, termed the business outcome the best ever for the family operation.

About 30 fairs were played with Bloomsburg being the most successful in terms of total grossing power. At still dates and fairs the family organization fielded up to three units, overseen by Pat Reithoffer Sr. and Bill Goodman.

Reithoffer will again be at the Pennsylvania and New York State winter meetings, and may take in the Chicago convention as a ride-shopping visit. The show played the South for the first time in 1957, being booked into six Carolina fairs. Reithoffer said he will probably attend the North Carolina meeting in Raleigh to renew acquaintances with fairmen whose friendship was cultivated a year ago.

Another between-seasons activity may be a first-time trip to the National Showmen's Association banquet in New York on Thanksgiving Eve.

Also planned, but more definitely, is a return to New York City next year, after a series of successful weeks both in and around Gotham this season. Opening is set as usual for the Easter Sunday period, most likely with all three units in operation.

Construction in winter quarters will include a Rock 'n' Roll show front which is intended for a clean, teen-age music presentation, utilizing around 10 people including a young recording artist. The scheme ought to produce a rhythm show acceptable to officials and committees all along the route, Reithoffer noted.

**PCSA Ladies  
Open Social  
Season Nov. 17**

LOS ANGELES—The Ladies' Auxiliary of the Pacific Coast Showmen's Association will kick off a series of important functions here November 17 when it will nominate officers for 1959 and then participate in the PCSA Homecoming that night, Helen Vaughn, Auxiliary president, said.

The Auxiliary will hold its Past Presidents' Night November 24 and dinner and bazaar on November 30. On the latter date, members will join with the PCSA in the observance of the Memorial Services. The annual banquet and ball is set for December 4 in the Biltmore Bowl of the Biltmore Hotel.

Auxiliary election is set for December 8 with the polls to be open from 3 to 8 p.m. and followed by a regular meeting. A chicken dinner will be held December 15 with the proceeds to go to the cemetery fund. Installation of officers will be held January 3 in the Blossom Room of the Roosevelt Hotel, Hollywood.

Auxiliary members will also participate in the PCSA events, including the Christmas Party, December 22, and the Christmas Day dinner.

**Alamo in WQ  
Following 27  
Weeks on Road**



SAN ANTONIO — Jack Ruback's Alamo Exposition Shows is in quarters here after a 27-week tour that took the show into 14 States. Shortest jump between stands was 22 miles and the longest 485 miles.

Work will get started shortly on plans for the '59 Battle of Flowers here in San Antonio, Ruback said. Next year's road route is 60 per cent set and following a short vacation, Larry Nolan, general agent, will hit the road to fill in spring dates.

Ruback and Albert R. Wright, legal adjuster, will attend the Chicago outdoor conventions after a brief rest in Hot Springs. Recent visitors here and on the show lot included Mr. and Mrs. E. D. McCrary, Don Franklin, W. A. Schafer and Mr. and Mrs. Tobe McFarlin.

Joe Ulcar will take his concessions south. Floyd and Boots Stokes left to visit their son in Corpus Christi. Following have stored their house trailers and moved into San Antonio homes: Mrs. Fred Miller, Bill and Sophia French, Jack and Irene Oliver, Herman and Joe-Fay Reynolds Mr. and Mrs. Bill Williams will park their trailer at winter quarters. Danny and Ruth Neimeyer went to Crockett, Tex.; Andy Custer and family, Fort Worth, Red Catherwood, San Antonio, as did Bill Car and Mr. and Mrs. George Barton. Mr. and Mrs. Lee Marvin and Jake and Vi Arnott are here in quarters. Docky Osborn and family left for Florida and James Thomas and his family headed for South Carolina.

**Airs His Views**

• Continued from page 55

conduct in his handling of patrons. Maybe some of the fairs are to blame for insisting on so many attractions that they force the show owner to book independents at any cost. I know here at Southside Virginia Fair, Petersburg, we are definitely going to take one corrective step: We will be satisfied to have what rides and shows the carnival actually owns, and the independent skooter and pony ride operators can go their independent ways."

**CLUB ACTIVITIES**

**Showmen's  
League of America**

CHICAGO — President Jack Duffield was in off the road and presided at the Thursday (6) meeting. Also on the platform were Bill Carsky and Ed Sopenar, vice-presidents; Bernie Mendelson, treasurer, and Hank Shelby, secretary.

Foxy Goldfen and Mush Mossman are both still confined in the Veterans Administration Hospital here.

New additions to the plaque are Wimpy Hiles, Casper Bellino, Fred O'Neil Jr., Theodore O'Neil, Albert Wright, Joe Monsour, George Monsour, Charles Duffield, Frank Duffield and Eddie Gamble.

Patty Conklin turned over \$816 to Chick Schloss for the showmen's aid fund. This was the club's share of a jamboree held at the London, Ont., fair.

Bill Hetlich was named chairman of registrations for the convention. Bert Peck and Sunny Bernet were in for the meeting.

Hadji Delgarian served a Syrian dinner following the meeting.

**National Showmen's  
Association**

NEW YORK — A partial report in jamborees was delivered at the November 5 meeting, presided over by president Jeff Harris. Also on the dias were Al McKee, first vice-president; Charles Rubenstein, treasurer; Louis D. King, chaplain, and Sol Levine, counselor.

The Prell and Vivona shows have yet to report, and announced income included World of Mirth \$1,000; I. T. Shows, \$1,000; James E. Strates Shows, \$1,000; Cetlin and Wilson Shows, \$900, and O. C. Buck Shows, \$250. Louis D. King read a financial report detailing revenue during October, totaling \$6,420.

Absolute deadline on payment for plaque names was set at December 6, being moved back to allow some of the outstanding sums to be solicited at the Chicago conventions. At the November 12 meeting a nominating committee will be chosen. With a number of important items being tabled for action, the decision was made to start the session sharply at 8 p.m.

**Ladies' Auxiliary**

NEW YORK — At the October 22 meeting president Mildred Peterson greeted several members who had not attended for awhile, such as Rae Gruberg, Midge Cohen, Flo Elk, Stella Wilma, Irene Bents and Grace Steiner, also Margaret McKee, who had been in Europe.

On the sick list are Madeline Basile in St. Michaels Hospital, Newark; Mabel Schoemaker, with gall bladder trouble; Cele Mersen, who hurt her foot in a fall; Billy Bamberger, still troubled with shingles, and Ruth Robbins, with a skin condition.

Catherine Anderson raised a considerable sum on her sweater project for the decorating fund. Chaplain Anna Dismore is a past president of Alex L. Saldarini Post VFW, and is responsible for the banner presented to the club by post president Marie Sorocca. Florence Van Raalte has been installed again as treasurer of her Rebeccas lodge. Eileen Wiesman, celebrating her wedding anniversary, treated all members to refreshments. Connie Gianduso, a new member, gave birth recently to a boy.

Nominating committee is headed by Erma Bernard and includes Flo Thompson, Florence Van Raalte, Lillian Elkins, Betty Schenck, Ann Lager and Irene Bents.

**Show Folks of America**

SAN FRANCISCO—Earl Leonard, third vice-president, called the Monday (3) meeting to order. Assisting were Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary. Also on the platform were Ewell Harrison, M. A. Smithwick, Dora Redder and Flossie Fitzgerald.

Ladies' bazaar will be held November 22. Oscar Mattley reported work on the cemetery monument has been completed. Teddy Texiera announced that his wife, Mary, was still in a hospital recuperating from injuries recently received in an auto crash.

Named to the nominating committee were Harry Martin, chairman; Jack Christensen, Eddie Hellwig, Dave Long, Teddy Texiera, Jim Redder and Babe Miller. Alternates are Sam Lasky and Mike Krekos.

New members are Mr. and Mrs. Kenyon R. Taylor and Phineas Bess.

**Caravans, Inc.**

CHICAGO—Assisting President Isabell Brantman at the Tuesday (4) meeting were Margaret Levine and Mae Taylor, vice-presidents; Wanda Derpa, secretary; Lillian Lawrence, treasurer, and Irene Coffey, chaplain.

A moment of silent prayer was observed in memory of Marianna Pope who died last week.

Correspondence read from Helen Wong, Irene Coffey, Wanda Derpa and Helen Vaughn. Cash donations received from Bess Hamid and Ann Roth.

New members are Lorraine Downs, Lois McCue and Alice Sherlock. Hattie Hoyt and daughter, Kathryn Robertson, attended and announced they would winter in Chicago. Also present were Agnes Barnes, Theresa Dundee, Josephine Clickman, Helen Hoffmeyer, Jeanette Martendale and Alda McCue.

Bill Gullette, owner of Imperial Shows, and Troy Scruggs, recently visited the Heth Shows where they chatted with Mr. and Mrs. Al Kunz. They also caught Cetlin & Wilson along with Bobby Wynne. . . . Pete Freeman, manager of Alligator Amusement Company, and Katie Beck, concession agent, middle-aided it recently in Rush, Tex.

Joseph Lilton's rides are now booked with Lenards Amusements playing Mississippi. . . . Earl (Pinhead) Myers writes that his snake show did well this year. Personnel included Stankey Smith, talker-manager; Hobnob Zabolsky, ticket and Doris Myers, snake geek. The Myers plan to winter in New Orleans.

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Replies to **MANAGER**  
c/o Western Union, Greenville, S. C.

# Letter List

Continued from page 51

Malmberg, John E.  
 Marcum, Marie  
 Meder, J. R. (Rudy)  
 Menzel, A. P.  
 Meredith, Walter J.  
 Meroney, Sam E.  
 Metcalf, Billy  
 Mikloche, Joseph  
 Miles, Danny  
 Miller, Donald S.  
 Miller, Mrs. Dorothy  
 Miller, Mrs. Dorothy  
 Mitchell, Tony  
 Mohr, J. L.  
 Moran, Sailor  
 Morgan, Lloyd  
 Morris, Bill  
 Mortan, Janet R.  
 Motola, Joseph  
 Nichols, Mike  
 North State Shows  
 Norton's Shows  
 O'Hara, Frederick  
 Owens, J. S.  
 Page, Paula  
 Pagan, William  
 Palfrey, Stanley  
 Paris, Michael A.  
 Parker, Dan (Silo)  
 Parker, John L.  
 Peacock, John  
 Pease, Edna M.  
 Pease, Lou & Mrs.  
 Petty, Bill  
 Pierce, George H.  
 Pike, W. D.  
 Pitzer, Billy  
 Plante, Teddie  
 Ponce, c/o Bill Jones  
 Pouchette, H. J.  
 Poole, Kenneth  
 Porter, Roland  
 Powers, Nellie R.  
 Pridmore, T. A.  
 Pruitt, Lee  
 Pusnik, Chester J.  
 Puckett, George  
 Pulliam, Charley  
 Rabbit Foot  
 Minstrel (Mgr.)  
 Ray, Lesley B.  
 Ray, Richard  
 Regan, Lou  
 Reichert, Frank  
 Remington, Les  
 Renon, C.  
 Rensuill, Esther  
 Winchester  
 Reynolds, Larry &  
 Burry Anderson  
 Richby, Maurice  
 Mrs.  
 Richmond, Barbara  
 Dean  
 Robertson, Paul T.  
 Rogers, Johnny  
 Roman, Theresa  
 Rooney, Jimmy  
 Ross, Emile  
 Ruscelto, N.  
 Russell, Leonard  
 Saker, Mrs. Mildred  
 Salyria, Joe  
 Sanders, A. J.  
 Sarver, Everett  
 Savoy, Hal & Mrs.  
 Schmidt, Bobbie

**MAIL ON HAND AT CHICAGO OFFICE**  
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 Adams, Louis  
 Bowen, Roy W.  
 Bradshaw, Russell  
 Brown, Johnny  
 Mack, Show  
 Carlin, Nell  
 Christberg, Dr.  
 Dickinson, Dick  
 Dunaway Drugs  
 Finer Amusements  
 Freedman  
 Amusement Co.  
 Hawthorne, Jack  
 The Hildalys  
 Heaton, Benjamin F.  
 Hollingsworth, Fred  
 Keaton, Charles  
 Franklyn

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 Carson, Sol  
 Cohen, Joseph  
 Edwards, Bernice C.  
 Ferguson, D.  
 Feinstein, Selwyn  
 Farber, Tom  
 Fomer, Frances  
 Frey, Irving  
 Gibson, Wild Bill

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 Bacon, Wm.  
 Baer, John  
 Baker, T. R.  
 Barker, Floyd  
 Beard, Al  
 Bishop, Mr. & Mrs.  
 Elvin  
 Blankenship, Bob  
 Bina, Carla  
 Bourne, Peter  
 Bouillon, Frenchy  
 Bowls, Mrs. Opal  
 Brady, Doris  
 Bronson, Leonard R.  
 Burch, Clayton (Bob)  
 Burns, William E.  
 Burslem, Charles  
 Carpenter, Walter E.  
 Carr, Kenneth W.  
 Cass, Clyde  
 Clark, David  
 Clark, Emily  
 Clark, Vaughn  
 Croun, Mrs. Frank  
 Crowe, W. J.  
 Daubenspeck, R.  
 Deggeier Amusement Co.  
 Denton, Stanley E.  
 Diaz, Isabel  
 Dillon, Leonard  
 Litten  
 Dormer, Korene  
 Duff, Mr. & Mrs.  
 Roy T.  
 Ferguson, Danny  
 Fester, Charles G.  
 Fluffer, Mr. (Bill)  
 Flynt, H. C. (Bill)  
 Fraker, Russell  
 Fritts, Wallace R.  
 Frye, Howard  
 Golden, George  
 Griffin, Billy  
 Hall, Mrs. Ed L.  
 Harmon, William  
 Hatfield, D. W.  
 Hemmestad, Arlene  
 Herbert, Sammy  
 Hightower, H. D.  
 Hofmeister, Lester  
 Hollenbeck, H. C.  
 Hoyt, Clyde  
 Hubbard, John & Marjion  
 Hubbard, Vince V.  
 Impeduglia, Vito  
 Impeduglia, Lucille  
 Isenhour, George  
 Johnson, Mrs. Joyce  
 Joseph, Pete  
 Julian, Joseph  
 Kelley, Charles O.  
 Kerner, Dorothy  
 Leagon, Eldon  
 Lester, George  
 Daniel (Blackie)  
 Lockard, Henry J.  
 Loney, Duke  
 Long, Wm. (Bill)  
 Loter, Marie

## Hot Springs Fems Name Rose Kahn New President

HOT SPRINGS — Rose Kahn has been named president of the Ladies' Auxiliary of the Hot Springs Showmen's Association. She succeeds June Reynolds in the top spot.

Also named were Betty Dyer, first vice-president; Kay Rocco, second vice-president; Evelyn Renaldi, third vice-president; Carolyn McJunkins, secretary, and Rose Marie Stein, treasurer. Installation will be held December 14 with Rose Marie Stein as chairman assisted by Bonnie Wheatley and Alice Hennies.

The ladies received a \$300 check from personnel on Olson Shows and more cash was turned in from ticket sales. A rummage sale was held Wednesday (5) with a bake sale set for Wednesday (12).

Night award, donated by Isabel Friedman, was taken by Vivian Zimdars. Daisy Fritts received the door award.

## A. of A. Scores

Continued from page 55  
 ing the week Morris and John Vivona left on a nearby booking trip. Eleven fairs had been contracted for 1959 prior to the opening in Charleston, and the retaining of Lancaster, S. C. was announced at that time.

Augmented midway presented more than 30 rides, 17 shows and 125 concessions. Governor-elect Ernest Hollings was an opening-day visitor, photographed at Harry Doan's helicopter with Robert Scarborough of the Exchange Club. Newspapers ran the picture. Dave Endy made the date with his Skooter and Flying Scooter, as

## 2D PRESIDENT

# New England Club Elects J. Venditto

BOSTON — John Venditto, of Venditto Bros. Shows, Providence, was named new president of the New England Showmen's Association at elections last week. The choice makes Jack Ableman, local concessionaire, a trustee and first of what is hoped to be a long line of past-presidents. A full slate of officers was elected, and election of the 10 governors was set for next Wednesday (5) at the club-rooms, 276 Tremont Street.

Joseph Freedman, secretary, asked permission to step down but was drafted for another term in office. Also elected were Frank (Whitey) McTeague, concessionaire, first vice-president; Billie Burr, of Playtime Amusements, second vice-president; Rudolph Hebert, third vice-president, and Milton Emerson, concessionaire, treasurer.

Membership has grown to more than 300 and the Ladies' Auxiliary numbers round 60.

Five members contributed \$100 each to the general fund. Burr donated \$100 to start off a blood bank, and Nate Waterman's \$25 began a plaque project.

Applications for membership have been received from Robert Negus, Theodore Plante, Leo Crosby, Tate Kitchens, Dave Altman and Joseph J. Deseata.

Meetings will be held on alternate weeks, probably on Mondays. Installation of officers will be held in two weeks at a place to be determined. Early clearance of this combined social and business function would avoid conflict with activities of other clubs, it was felt.

# Hoblitt, Brown Top Trouper Recruiting

LOS ANGELES — Out of 85 new members signed by the Regular Associated Troupers during the year, 44 were obtained by Ernest Hoblitt, and 25 by Fred Brown, according to Ruth Davis, club president.

The club has launched a new project to refurbish the clubrooms with a quota of \$5,000 set for the drive. Tickets for the fund are now being sold and the club hopes to accomplish its goal by New Year's Eve.

Tillie Palmateer is back from Fresno, where she visited the Crafts Shows and collected more than \$100 for the bazaar. She is giving a chicken dinner on November 30 to help boost the bazaar fund.

Condolences are being extended Helen B. Smith on the passing of her brother, A. T. Brainerd, in Kansas City on October 23, his 82d birthday. Mrs. Smith was able to visit briefly with him before his death.

A. J. and Eve Scott visited in Washington, D. C.

did Dutch Whiteside's concessions, Norman Lajoie's kiddie rides, and Stanley's rides. John Vivona had a local band playing outside the gates. Fair gave away two autos and a pony, and also sponsored a high school night football game and fireworks nightly.

# MIDWAY CONFAB

Turner Scott will again open his Orlando, Fla., ride operation Thursday (13) under Little League auspices. The date will extend thru the holidays. Scott will open his Daytona Beach spot in February.

W. A. (Bill) Stacy, bingo op, is in Hughes Hospital, Hamilton, O., and, according to his physicians, will be there for the remainder of this year. . . . W. T. Hale, of Hale's Shows of Tomorrow, had his new Funhouse at the Beeville (Tex.) Centennial. . . . Geraldine and Tito Moreno, who had their Wild Life and pony ride with Johnny's United this past season, are now at home in Tampa. New canvas is planned for 1959.

Robert McGregor, formerly with the Ringling wardrobe and Jones' bingo, is wintering in New York. . . . Terry Lee, formerly with Gee-Gee's Club Midway, is up and around again following surgery and is set for the Gayety Theater, Baltimore. . . . Jack Ames, concessionaire, is in Clinton (Okla.) Hospital where he recently underwent surgery. Would appreciate mail.

Professor Willie J. Bernard writes that his wife is confined to a nursing home in Nashua, N. H. . . . Carl Herrick, concessionaire, is in General Hospital, Ward 2-A,

Room 5, Indianapolis. . . . Flowers at the funeral of the late Gardner Lloyd included those from Mr. and Mrs. Art Wildman, Mr. and Mrs. Mandzack, John Pendergast, Red Ostrow, Audy Kaison, Harry Baum, Henry Polk, Eddie Miller and O. J. (Whitey) Weiss.

The Miami Showmen's Association has been humming lately, with the arrival of showmen on their winter vacations. Recent arrivals have included Eddie Edwards, Bucky Allen, Con Weiss, Mike Roman, Jim Stabile, Peter Deil, Harry Modele, George Lewis, Gen Glass, Charley Wright, who has the kitchen concession, Joe Green, Whitey Byus, Cy Geffen, Sol and Phil Cook, Al Palitz, Tommy Thompson and others. The bar opened Thursday (6) with Roman and Stabile in charge.

A. B. (Red) Cundiff, cookhouse operator on Merriam's Midway Shows, is recuperating at his Hollywood home after undergoing October 22 surgery.

Outdoor showmen seen in Mobile last week included Norman Littlefield, W. E. Page, Tex Roberts, Lee Creson, Oscar Bloom, H. S. (Tommy) Thompson, Ernie Farrow and Mr. and Mrs. Shan Wilcox.

**HOT SPRINGS SHOWMEN'S ASSOCIATION AND LADIES' AUXILIARY**  
 Invite all Showmen and Ladies to join in celebrating  
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 Saturday, November 15—President's Party  
 Tuesday, November 18—Open House  
 Wednesday, November 19—10th Annual Ball & Banquet  
 (Crystal Ballroom, Arlington Hotel)  
 Sunday, November 23, Annual Memorial Services  
 Make Reservations For Banquet Now!  
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 Need Side Show. Good proposition for Motordrome. Have LST taking trucks. Boat loads Miami, Tuesday, Nov. 11 and Wednesday, Nov. 12. Contact by phone.  
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**NOTICE**  
 To all operators of custard machines and/or mobile frozen desserts manufacturing plants.  
 Recent Florida court decisions have ruled that mobile frozen desserts manufacturing units cannot operate in the state of Florida.  
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 When you asked for credit was I or we supposed to be your partner? If so, send your financial statement, also operation methods and territory played, 1958 gross and expenses, your 1959 bookings to date. By the way, is this to be a partnership or a corporation so that our attorney can draw up the proper papers. NOW if I have misunderstood you, no hard feelings at this end. PAY your STOCK BILL and all will be forgiven. Yes, sir, this is meant for everyone on our books.  
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 Equipment for sale: Two Chairplanes, Kiddie Auto Ride; Caterpillar, with or without transportation; one miniature circus Cage Wagon or will trade for other show property such as Funhouse, Roll-o-Plane or Octopus or will buy Roll-o-Plane and Octopus.  
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**JOHN J. FINK . . .**  
discharged from the Navy September 18, is working pens in and around Virginia. Currently he's working in Bluefield, W. Va.

**NEWS NOTES . . .**  
from Raleigh, N. C., by Bill Hunt: "I made the recent Raleigh fair and did big business. Joe Conway is entitled to a nod as being one of the best front men I have ever seen. Bill Weiss rocked them with his new catering service. Dick (Baldy) Seydel and Fancy Dan Baker did well with their sea food joint. Dick Cornell and Al Ambrose also did big business with their new prison hat and bottle joints, while W. Marcum had a big week running Red Lux's joint. Mabel Dickerman, Joe Joblots and Harry Consello handled novelties. In Charlotte, S. C., Fancy Dan Baker stopped off en route to Miami. Other Charlotte visitors were John Curtis, who is chasing flying birds again, and Paul (Cole Show) Hutson."

**AL EDWARDS . . .**  
writing from Modesto, Calif., says that when he passed thru Denver recently many of the boys were returning from elk and deer hunts in the area. He also reports that Red Green has extended an invitation to a game dinner to any of the boys passing thru the Mile-High City. Red, it seems, got a large cow elk on a recent excursion into the wilds, while his son, Larry, bagged a five-point buck. Others of the trade who made the jaunt include Danry Beales, who got a cow elk and a four-point buck; Jerry Elliott, a deer and a large bull elk; Rex Elliott, a deer; Spots Goodman, a seven-point deer, and Ralph Smith, a grizzly bear. The weather was good in that area, which meant that all the boys went out on opening day of the hunting season, says

Edwards. There wasn't much snow, so most of the elk were above 9,000 feet. Thus, getting the meat down proved to be quite a job. This, however, was alleviated to some extent by the fact that Green had recently invested in a new jeep. Edwards quoted the boys as saying that they almost starved the first day, Charlie Brock having been taken along as camp cook. However, after the first day no one went hungry.

**Fair Assn. Meetings**

• Continued from page 54

Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

**FREE! WHOLESALE CATALOG**



Hand-tooled Mexican Purses and Wallets \* Mexican Tarnish-proof Rings \* Hand-painted Skirts \* 100% wool Jackets \* Zorapes \* All Sizes \* Men's hand-tooled Belts \* Imported Fishing and Hunting Knives \* The best Merchandise at lowest prices \* And many more items too numerous to mention.

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P. O. BOX 675  
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**SAME DAY SHIPMENT!**

**NEW SANTA CLAUS**  
Big 22", red satin, w/white muffer, face, bagged, \$10.80  
4 doz. \$9.60

**40" Taffeta Girl Doll**, bagged, \$10.80

**16" Rin-Tin-Tin Novelty Pillow**, \$7.20

**Asstd. Toys & Novelties**, \$7.80

**NO EXTRA FOR SAMPLES**

1/2 Doz. each plus 1 gr. Toy & Novel plus FREE gr. \$22.20

Novel—306  
Pcs. . . . . FOB

**FANTASTIC NEW ACTION TOYS**

- Plush Bubble Blowing . . . \$30 dz.
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**REPRESENTATION WANTED**

1/3 dep., bal. C.O.D. if not rated. FREE 3-Color Catalog of 600 items. Full line of plush Low End and Stum.

**ACE TOY**  
536 Broadway  
N. Y. C.  
WA 5-3234

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Operate with 2 flashlight batteries

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- SCREAMING GORILLA**—No. 19203—\$28.50 dz. Sample 4.00 postpaid.

Above Battery Operated "STINKY" SQUIRTING SKUNK! Bend Tail down—"Stinky" Atomizes. All Plush size, 13 inches long. No. 4602—\$21.60 doz. Sample \$3.00 postpaid.

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Over 1,000 new gags, \$1. 4,000 gags, \$4. List free. Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. no17

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Stone Earrings, gross \$19.75; 3 dozen sample deal, \$6.90 postpaid. Free catalog. Jacobi, 1715 E. Mercer, Seattle 2, Wash. no24

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Nylon Hose, individually bagged, 3 grades, \$1.10-\$2.43 per dozen. Min. order 3 dozen. The JayGee Co., 1506 Rosville Ave., Chattanooga, Tenn.

**CHRISTMAS AND COLORFUL FEATHER**  
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DeLuxe Case, Brush, Comb, File, \$1 value. Positive volume seller. Gross \$21. Sample dozen \$2. Federal Traders, 176 Federal St., Boston, Mass.

**COMPLETE LINE OF ENGRAVING & RE-**  
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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

**EARRINGS, ASSORTED STONE AND TA-**  
lored, \$5 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. no24

**LARGEST WHOLESALE SUPPLY SOURCE**  
in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 52-BB, Burlington, Iowa. ch-np

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for two sample sets; each different; plus wholesale list. Ace Enterprises, Box 262, Lyndhurst, N. J. no10

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fered in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XI, Boston 19, Massachusetts. ch-np

**LITTLE SHAVER CIGARETTE LIGHTER-**  
new & different; sample, \$1.25 each. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky.

**M. P. BATTERY REVIVERS BRING DEAD**  
batteries back to life. Two samples \$1 prepaid; \$4.50 dozen; sell \$1.25. Mitchell Products, Mitchell, Va. no10

**HOSIERY—LOW PRICES; LADIES', MEN'S.**  
Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1258 Market St., Chattanooga, Tenn. no24

**"NEW POWER," GIVES NEW LIFE TO OLD**  
batteries. Retail \$1.50. Agents wanted. E & H Products, 10334 Woodward, Detroit 2, Michigan.

**NEW 7"x11" SIGNS—COMEDY, RELIGIOUS,**  
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Assorted Stoned Brooches ..... \$1.75 dz.  
Stoned & Tailored Earrings ..... 1.75 dz.  
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Engraving Charm Bracelets ..... 2.00 dz.  
Asst. Earrings, carded ..... 6.50 gr.  
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3-Pc Pearl Sets, boxed ..... 6.00 dz.  
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Send for descriptive literature on other terrific values on jewelry of all descriptions! 20% deposit with order, balance C.O.D.  
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O1—Odd Lot Neck & Braces, Gr. 15.00  
W1—Men's 6-Piece Watch Set 5.15  
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E3—Gent's Stone Rings, Asst. Dz. 2.50  
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25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices

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START YOUR OWN BUSINESS . . .  
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Write for Information and Prices  
  
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Individually Poly Bagged.  
25% Dep. With Order. Bal. C.O.D.,  
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This Tear-Gas Pencil discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast; leaves no permanent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$5.95 for complete demonstration kit of Automatic Tear-Gas Pencil, 10 demonstrators & 3 Tear-Gas Cartridges. Not sold to minors!  
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ALL GENUINE FURS  
Our new 1959 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG plus details of our very popular remodeling service. Satisfaction guaranteed or money refunded. Prompt deliveries.  
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We Carry a Complete Line of  
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**MEN'S Waterproof WATCHES**  
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Have Merchandise—Will Sell!  
• Expansion & Photo Idents  
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Bagged in polyethylene...  
**KEEP LONGER, SELL FASTER!**  
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.  
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Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.  
**LOWEST PRICES ANYWHERE**  
**Sherfy's**  
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Every Bartender, Stockkeeper, Barber, and Clerk is a potential customer. An easy sale when outfit is shown. This merchandise is also a big seller to the stores for resale. ORDER YOUR SAMPLE SET AT ONCE. BE THE FIRST IN YOUR TERRITORY.

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- 1 Merry Christmas Banner, Non-Flameproof.
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**WE WILL SEND PREPAID TO JOBBERS & SPECIALTY SALESMEN ONE EACH OF ABOVE ITEMS, UPON RECEIPT OF \$5.00.**

**Eagle Specialty Co.**  
2234 114th St. Akron 14, Ohio  
Mfg. of party hats, horns etc.

**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum. Special Bingo Merchandise.  
**Catalog Now Ready—Write for Copy Today**  
**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.  
**ACME PREMIUM SUPPLY CORP.**  
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# THE MARKET PLACE FOR BUYERS and SELLERS

## Animals, Birds, Snakes

### For Sale

#### PETERSON'S PERFORMING PIGS

Fig Act—5 animals and Racing Pigs, two teams, complete with props, accessories and transportation. 28-ft. Semi Van and Tractor. Anyone can handle; very reasonable price. Reason for selling, leaving this country.

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**MIDGET BLACK ANGUS COW, GIANT ANT**  
Eater, Rhesus young Monkeys, all healthy and good condition. Frederick, 2263 Newton, Detroit 11, Mich. no17

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Complete California  
**TRAVELING ARCADE**  
\$8,000 cash  
**HARRY BRYANT**  
707 1/2 Indiana Ave. Riverside, Calif.

**FOR SALE—KIDDELAND AND DRIVE-IN** Stand. Six Rides, Picnic Tables, Benches. Stand completely equipped for sandwiches, soft drinks and ice cream. Near Ohio's largest State Park. Kiddy Korner Kiddieland, 1201 E. 3d St., Port Clinton, Ohio. no10

**MAIL ORDER BUSINESS AT ITS BEST.** Write Maupin & Maupin, 327 S. 28th, Lafayette 8, Indiana. no24

**NEW TRAILER PHOTO UNIT. HORSE** Corral, Bucking Horse, Manikins, Dark Room, Sleeping Quarters. Galvin's Photography, 439 Miller Ave., Bend, Ore.

**REX ROLLER RINK TO LET—300X60,** in operation 20 years. Population 200,000; red hot skating town. Apply Charles Daucause, Rex Centre, Lowell, Mass. no17

**RINK FOR SALE—14,000 FEET. WORTH** \$150,000; sell \$100,000. Good operator will return investment 3 years. Fountain City Roller Dome, 4797 N. Broadway, Knoxville, Tenn.

**THE NICKEL-A-DANCE PARTY WILL** make money in any small town. Bigger than bingo. Complete workable plan, illustrated, \$1 postpaid. K. Trambles, Box 3690, Chicago 54, Ill.

**PARTNERS WANTED FOR NEW BUSINESS.** It seeks to emancipate humanity from wars, dictatorships, depressions, poverty, etc. David Ornsteen, Du Quoin, Ill.

Did This Ad  
**ATTRACT YOUR ATTENTION!**  
**USE DISPLAY CLASSIFIED**  
A sure way to attract more attention and secure greater results.  
**Rate: \$14 Per Inch**  
Rule border permitted when using two inches or more.

## Food and Drink Concession Supplies

**ABOUT ALL MAKES OF POPPERS, CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 129 S. Halsted, Chicago, Ill. de8

## For Sale—Secondhand Show Property

**ALLAN HERSHELL 10-CAR AUTO RIDE,** Hobby Horse Ride, SnoCone Machine and Dispensers, Arcade Equipment. Frederick, 2263 Newton, Detroit 11, Mich. no17

**ELI #5 WHEEL, TRAILER, \$5,500;** or trade on Tilt-A-Whirl. Charles G. Panacek, 3453 N. 3d St., Milwaukee, Wis. no19

**FOR SALE—FERRIS WHEEL, MERRY-GO-** Round, Tilt-a-Whirl, Spinnaroo after Labor Day. Write Box 1110, c/o Billboard Publishing Co., 390 Arcade Bldg., St. Louis 1, Mo.

**FOR SALE—GIBBS FASCINATION AND** Skil-A-Line Games, complete. Also 200 stools. Write Abe Ruben, 514 Eighth Ave., Aabury Park, N. J. no10

**FOR SALE—3 HERSHELL RIDES. BOATS,** Pany Carta, Tanks, Anthony Catalano, 904 Cedar St., Riverton, N. J. Talmadge 9-2878.

**FOR SALE—12 LUSSE SCOOTER CARS AND** \$900 worth of new Parts. All for \$900 cash. Joyland Park, Box 919, Rand, W. Va.

**KING FIRE ENGINE, KING PONY CART** and King Combination Ride. All rides 2 years old, located in permanent park. Shapiro, 37 Schuyler Road, Springfield, Pa. Phone: Kingswood 3-7017. no17

**KIDDIE PARK FOR SALE OR LEASE—** Will sell 3 Rides now in operation in well located area Brooklyn. Terrific values, only \$3,500. Write Kiddie Playland Corp., Pennsylvania & Flatlands Ave., Brooklyn, New York.

**OCTOPUS RIDE COMPLETE WITH SPE-** cially built semi-trailer, Long Range Shooting Gallery built on semi-trailer. Eli Ferris Wheel with new seats, several rebuilt Kiddie Rides. Write for list. King Amusement Co., Mt. Clemens, Mich. no24

## SURPLUS SHOW PROPERTY FOR SALE

Monkey Speedway, complete, 40x60 ft., good condition, 110-ft. pipe banner line with banners, good condition, with Lowboy Fruehauf Trailer and '50 Model Chevrolet Tractor, \$1,500.00. Fun House built on 28-ft. Fruehauf Trailer, Shuffle Board, Knocker Board, Laughing Mirrors and Blower, '51 Chevrolet Tractor, \$3,500.00. Motordrome, good condition, 10 motorcycles, \$1,500.00.  
Contact  
**W. A. SCHAFER**  
731 Parkwood Dr. Dallas, Tex.

**\$4,000 MANGELS LONG RANGE GALLERY.** 5 Guns and Duck Pond, \$500. You move it. \$500. Playland, Charleston, W. Va.

**3,000 FOLDING CHAIRS, 4,500 STADIUM** Chairs, Theatre Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

## Formulas and Plans

**MODERN MANUFACTURING FORMULAS** and Processes, all kinds. Cleaners, Cosmetics, Foods, etc. Write for free list. Moon Chemical, Martville 2, N. Y.

## Help Wanted

### ATTRACTIVE WOMAN ACCORDIONIST

Wanted for two-week engagement at leading Central Louisiana restaurant and lounge. Option for longer engagement. Must be sober, under 35, energetic and talented. Write, don't phone.  
**BEN C. PRATHER**  
**PRATHER'S RESTAURANT AND LOUNGE**  
2005 MacArthur Drive, Alexandria, La.

**GIRL TAP DANCER WANTED FOR NIGHT** club. Age 21-24, single, unattached. No traveling. Steady year-round work; extra good pay. Send photo, details. Box C-410, c/o The Billboard, Cincinnati 22, Ohio. no17

**LEAD ALTO—COMMERCIAL EXPERIENCE.** Others write. Top work. Box C-411, c/o The Billboard, Cincinnati 22, Ohio. no17

**SOUTH AMERICAN EXTRAORDINARY** act wants New York promotion manager. Telephone Chaml Kkan, Room 419, Hotel Earle, New York City, GR 7-8150. no10

**TENOR, CLARINET, IMMEDIATELY FOR** traveling commercial band; must read. no lugging. Sammy Stevens, 1611 City Natl. Bank Bldg., Omaha, Neb. no17

**TOUR MANAGER FOR 1-NIGHTERS UNDER** auspices. Write or wire Ken Griffin, 712 West 20th, Hutchinson, Kans.

**WANT DRUMMER WHO CAN FEATURE** fiddle and banjo with voice. Either sex. Send resume. Box C-113, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

**WANT GIRL SINGER LOOKING FOR A** career. \$100 weekly minimum. Must travel. Write hurriedly. Box C-112, c/o The Billboard, 2160 Patterson St., Cincinnati 22, O.

**WANTED—INSTRUCTOR AND REHEARER** for orchestra. Must know most phases of music, degree preferable. Free to travel. Write Richie Purdue Orch., c/o Bob Ruff, Personal Mgr., Prospectville, Pa.

**WANT MALE VOICE, COUNTRY AND** Western, any instrument that I can build band around. Box C-114, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

## Instructions & Schools

**LEARN AUCTIONEERING—TERM SOON.** World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. no24

## Magical Supplies

**VENTRILOQUIAL FIGURES, NEW AND** used. Complete instruction, scripts and novelties. Stamp for catalog. Brown Enterprises, 1711 S.W. 18th St., Miami 45, Fla. del5

## NEW 152-PAGE ILLUSTRATED CATALOG—

Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystal, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 335 South High, Columbus, O. del

**3,000 TRICKS—POCKET, PARLOR, STAGE;** Mentalism, Spiritualism, also Books. World's finest Magic Catalog (408 pages), \$2.50. Kantor's, B-1311 Walnut, Philadelphia 7, Pa.

## Miscellaneous

**ABBOTT PORTABLE COIN COUNTER, NEW** condition, \$75 or trade for adding machine. Taxauda, 197 Berkeley, Tacoma 66, Washington.

## Mobile Homes Accessories

**FOR SALE—45 FT. SILVER DOME, 2** bedroom, well equipped and winterized. Move in. \$4,500. Particulars. Chas. G. Shaffer, 9890 Pine Ave., Niagara Falls, N. Y.

## Photo Supplies and Developing

**ONLY 30 ASSORTED SIZE DIRECT POSI-** tive Roll Cameras and 2 Booths, complete, left for clearance. Get your spare camera while they last. Benson Camera, 166 Bowery, New York, N. Y.

**OWN A VICTOR PORTABLE DIRECT POSI-** tive Camera. The best of its kind. Send for catalog. Benson Camera, 166 Bowery, New York 17, N. Y. no17

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1548 W. Cortez, Chicago 22, Ill. ch-12n

## Ponies

**6 YOUNG SMALL PONIES AND 2 SMALL** Burros, all for \$560. Truck available for delivery. No time for letter writing. Phone at once 9317, P. L. Cobb, Amite, La.

## Printing

**EMBOSSING PRINTING AT LOWEST** prices. Choices of type, ink, and set-up. Samples free. Rayborg Enterprises, 810 W. 18th, Erie, Pa.

**LETTERPRESS AND OFFSET—PROMPT** service. Lowest prices. Samples free. Ayers Printing Co., 2133 Lee Highway, Arlington 1, Va. no10

**200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2** Envelopes, \$3.95; black or blue ink. Mailo Press, 6468-B Clovis Ave., Flushing, Mich. no10

## Salesmen Wanted

**AD MATCH SALES! YOUR OWN BUSI-** ness without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-208, Chicago 32. no24

## Agents and Managers

**WANT POSITION AS BOOKING AGENT—** Promotional work or advertising director for production company. Exp. in creative sales adv. and fund raising field. Write R. E. Gotsch, Box 372, Paragould, Arkansas. Phone Cedar 6-4095.

## Bands and Orchestras

**4 TO 6 PIECE ORCHESTRA, SINGS, PLAYS** rock & roll and jazz. Jump Jackson, 5727 LaSalle, Chicago, Ill. Normal 7-4151 del

## Hypnotists

**WORLD FAMOUS HYPNOTIST AVAILABLE** for immediate bookings after Nov. 1. Contact Dr. Morton Greens, 5040 N. Kenmore Ave., Chicago 40, Ill. AR 1-9635. no10

## Miscellaneous

**AT LIBERTY—TUBA, TRUMPET, CLARI-** net. A-1 musicians. Sober. Frank Robyns, Apt. 217, 4625 Second, Detroit 1, Mich. no24

**NATIONALLY KNOWN RECORDING ART-** ist (male, singer- pianist), seeks new recording contract. I've had several substantial hits. Company must be willing and able to finance and promote. Can do pop, jazz, rock, ballads. Contact Baker, 10128 S. Prairie Ave., Chicago, Ill. no17

**QUACKY THE CLOWN—WHITEFACE.** Beautiful storybook clown available for television, promotional advertising, grand openings, what have you. Beautiful costumes and makeup. Contact Eddy Vaughan, 404 S. Newport, Tampa, Fla.

**\$300 FIRST WEEK OR MONEY BACK—AD** Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 46, ch-49

## \$855

and more weekly  
cutting **JACK POTS? NO SIR!**

If you're HEP come and get it! Closer, franchiser, intangible and other big-time salesmen who can finance self and stand prosperity, write stating experience.

## COMMERCIAL ENTERPRISES

**AK WARSHAW**  
139 N. Clark, Chicago 2, Ill.

## Tattooing Supplies

**FOR SALE: COMPLETE TATTOO SHOP** equipment, supplies, location. \$1,000. Going blind. Must sell. Box C-409, c/o The Billboard, Cincinnati 22, Ohio. no10

**TATTOO CONCESSION—BIG MONEY. OL-** est and best location. Hollywood Arcade, 430 S. State St., Chicago 5, Ill. no18

**WHEREVER MEN WALK THE EARTH OR** sail the seven seas you will find them wearing Zeis Tattoo Designs. Special this month, 8 sheets for only \$4. Zeis, 728-A Leslie, Rockford, Ill. ad

## This is a DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

## Wanted to Buy

**ICE MAKING EQPT. FOR OUTDOOR SKAT-** ing rink. Colonial Plaza Motel, 10303 Balt. Ave., College Park, Md. no10

**RIDES, SHOWS, STATE LOWEST PRICES.** Also booking Concessions, Rides, Shows, 1959 best route. Northwest Robinson's Western Shows, Box 20, Everett, Wash. no24

**RING CURB, 30 FT. DIAMETER & RING** Mat. Suitable for pony drill. Send descrip. & price. Cecil Potts, Route 1, Coloma, Mich.

**WANT DIPSEY DOODLE PORTABLE** Amusement Ride. Will buy in any condition. Write Billy Morgan, Box 679, Anniston, Ala. no10

## COIN MACHINES

### Used Equipment

**FOR SALE—MILLS PANORAM, GOOD** playing condition; with 1,000 ft. of film. Isabelle Sardell, 3729 6th St. Winona, Minn.

**STAMP MACHINES—DUPLIX, \$12.50;** Shlpman Triplex, \$34.50, folders, like new; Northwestern Rolltype, \$69; used, \$55. USP Co., 109 Grand, Waterbury 2, Conn. del

## Wanted to Buy

**COIN OPERATED TELESCOPES, USED.** Write to O. W. Middleton, Dcayton Valley, Alberta, Canada. no10

## TALENT AVAILABILITIES

**RATE: 5c a word, minimum \$1. CASH WITH COPY.** Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

**IMPORTANT: In determining cost, be sure to count** your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

## Agents and Managers

**AVAILABLE—EXPERIENCED RINK OR-** ganist. Organ stylist with good beat. Play dance steps also. Excellent references. Russ Applegate, 602 1/2 E. 12th St., Streator, Ill. Phone 30724.

**DRUMMER—WHITE, CLEAN HABITS, 15** years' experience; wants job with either casual or location band or combo. Prefers Midwest. Harold Divine, 314 1/2 Oakhurst, Rapid City, S. D.

**GUITAR MAN, 29, DOUBLE ON BASS &** steel. Vocals and trio or quartet singing. No joints! Write Dave Fritley, 1887 Aberdeen Ave., Columbus, Ohio.

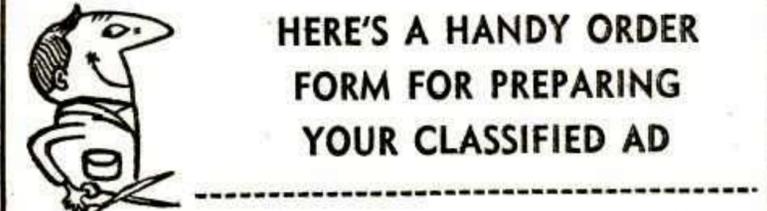
**LEAD TRUMPET MAN, GOOD JAZZ, VAST** Dixie experience. Read and Fake anything. Young, sober, reliable. Novelty Vocals, Musician, Rt. 2, Box 370, Augusta, Ga. no17

**NITE CLUB ACT—COLORED, SINGER,** male; formerly with name band. Personality, class, experience, dependable. Available for lounges, clubs, organizations in Miami, Ft. Lauderdale area. Own pianist or work with your band. Mr. B. G., 705 Northwest 14th Terrace, Suite Three, Ft. Lauderdale, Fla. no17

**PIANO MAN AFTER NOV. 11. CARE** Western Union and Gen. Del., Tampa, Fla.

## Outdoor Acts and Attractions

**BALLOON ASCENSIONS, PARACHUTE** Jumping for parks, fairs, celebrations. Claude L. Sinafer, 1941 S. Denison, Indianapolis 21, Ind. no17



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

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- |  |   |
|--|---|
| <input type="checkbox"/> Acts, Songs, Gags                 | <input type="checkbox"/> Miscellaneous                    |
| <input type="checkbox"/> Advertising Specialties           | <input type="checkbox"/> Mobile Homes, Accessories        |
| <input type="checkbox"/> Agents, Distributors Items        | <input type="checkbox"/> M. P. Films—Accessories          |
| <input type="checkbox"/> Animals, Birds, Snakes            | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Business Opportunities            | <input type="checkbox"/> Partners Wanted                  |
| <input type="checkbox"/> Calliopes and Band Organs         | <input type="checkbox"/> Personals                        |
| <input type="checkbox"/> Collectors Items                  | <input type="checkbox"/> Photo Supplies & Developing      |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes     | <input type="checkbox"/> Ponies                           |
| <input type="checkbox"/> Food & Drink Concession Supplies  | <input type="checkbox"/> Printing                         |
| <input type="checkbox"/> Formulas and Plans                | <input type="checkbox"/> Rigging and Props                |
| <input type="checkbox"/> For Sale—Secondhand Goods         | <input type="checkbox"/> Salesmen Wanted                  |
| <input type="checkbox"/> For Sale—Secondhand Show Property | <input type="checkbox"/> Scenery, Banners                 |
| <input type="checkbox"/> Help Wanted                       | <input type="checkbox"/> Talent Wanted                    |
| <input type="checkbox"/> Instructions and Schools          | <input type="checkbox"/> Tattooing Supplies               |
| <input type="checkbox"/> Locations Wanted                  | <input type="checkbox"/> Trucks, Trailers, Accessories    |
| <input type="checkbox"/> Magical Supplies                  | <input type="checkbox"/> Wanted to Book                   |
|  | <input type="checkbox"/> Wanted to Buy                    |

## Music, Records, Accessories

- |  |  |
|--|--|
| <input type="checkbox"/> Business for Sale | <input type="checkbox"/> Used Dealer-Distributor Equipment |
| <input type="checkbox"/> Record Pressing   | <input type="checkbox"/> Used Records                      |
| <input type="checkbox"/> Situations Wanted | <input type="checkbox"/> Used Record Pressing Equipment    |

## Coin Machine Headings

- |   |  |
|---|--|
| <input type="checkbox"/> Help Wanted      | <input type="checkbox"/> Routes for Sale |
| <input type="checkbox"/> Opportunities    | <input type="checkbox"/> Wanted to Buy   |
| <input type="checkbox"/> Parts, Supplies  | <input type="checkbox"/> Used Equipment  |
| <input type="checkbox"/> Positions Wanted |  |

## Talent Availabilities Headings

- |   |   |
|---|---|
| <input type="checkbox"/> Agents and Managers  | <input type="checkbox"/> M. P. Operators              |
| <input type="checkbox"/> Bands and Orchestras | <input type="checkbox"/> Musicians                    |
| <input type="checkbox"/> Dramatic Artists     | <input type="checkbox"/> Outdoor Acts and Attractions |
| <input type="checkbox"/> Hypnotists           | <input type="checkbox"/> Vaudeville Artists           |
| <input type="checkbox"/> Miscellaneous        | <input type="checkbox"/> Vocalists                    |

3. Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20c a word. Minimum \$4

DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)

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

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

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in \_\_\_\_\_ Issue

NAME \_\_\_\_\_ I enclose

ADDRESS \_\_\_\_\_ remittance of

CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

when answering ads . . .  
**Say You Saw It in The Billboard**

## Joe Rake, 79, Bulk Distrib, Dies in Pa.

PHILADELPHIA — Joseph Rakosky, known in the bulk vending trade as Joe Rake, former head of Rake Coin Machine Exchange, Philadelphia distributors, died last week at Rest Haven Convalescent Home, Broomall, Pa.

Rake spent 35 years in the coin machine business, retiring and turning over the business to Manny Rake, one of four sons, who now heads the bulk vending machine distributorship, bulk merchandise sales and vending operation in Philadelphia, and also Nate Rake, a second son, who recently combined his premium business with the coin machine division in the same building at 609 Spring Garden Street.

Surviving Joe Rake are four sons, four daughters and a sister. Services were held at Stillman's Memorial Chapel in Philadelphia.

## Northwestern To Deliver '59' in Month

ST. LOUIS — Northwestern's "Golden 59," unveiled at the National Automatic Merchandising Association convention, will be ready for delivery in approximately a month, Ray Greiner, sales manager, announced last week.



RAY GREINER

The machine comes with six vending wheels to dispense all types of bulk vending of merchandise, said Greiner. Two wheels are for ball gum and ball gum and charms. Two more have adjustable merchandise wheels, with shallow and deep pockets to dispense nuts and confections at four different prices, he said. The other two wheels are designed to dispense standard capsules and Chiclets, said Greiner.

The vending chute on the '59 may be removed from the machine for cleaning and sterilization, continued Greiner. The four lift-out individual coin mechanisms—from a penny to a quarter—may also be interchanged, he said. The globe  
*(Continued on page 63)*

## PILFER D.C. VENDING TRUCK

WASHINGTON—A truck belonging to the D.C. Novelty Vending Machine Company was robbed of some 17 canvas bags containing \$1,000 last week (4).

Thomas Andrakakos, employee of the company said he left the vehicle unlocked for about 25 minutes, and when he returned the bags containing the money had vanished.

## Northwestern Will Produce Vender Stand

MORRIS, Ill.—The Northwestern Corporation will soon produce a multiple vending stand, announced sales manager Ray Greiner last week.

Basis for the decision is response to a pilot model used to display a battery of six of the firm's new "Golden 59" bulk venders shown at the National Automatic Merchandising Convention in St. Louis.

The stand is made of tubular metal and holds the six machines on two tiers. It may be broken down by removal of nuts and bolts. Production models will incorporate changes based upon suggestions made by those attending the Northwestern exhibit, said Greiner. Production date has not been announced.

## Charm Mfrs. Show 13 New Items, 4 Series

ST. LOUIS — Thirteen new charms and four new charm series shown here for the first time last week by manufacturers. Showings were held at the Statler-Hilton concurrent with the NVA board of directors meeting and meetings held by bulk vending distributors (see separate articles).

Samuel Eppy & Company came out with a series of seven pots and pans, dubbed "Eppyware." The firm also had a series of monogram charms which can be exchanged by children to spell out their names, explained President Sam Eppy. Bubble pipes was one of two individual charms shown. The other was a plastic snake that wriggles when pulled out of shape. The bubble pipe comes in three basic component parts and may be made as long as desired by adding center segments.

## Set Up Committee, Regional Meets to Speed NVA Growth

### Board Meet Marks 'High Point in New Spirit of Co-Operation,' Says Raynor

ST. LOUIS—National Vendors' Association will sponsor three regional meetings a year to build membership.

An industry executive committee has been formed in the association as an effective tool for building the bulk vending industry.

The next NVA convention will be held in Chicago some time between March and the middle of April.

These are the three key results of NVA's board of directors meeting held here last week, said the association's legal counsel, Milton

Raynor. Pleased with the outcome of the meeting, Raynor said that it marked a high point in a new spirit of co-operation that is evident in the industry. Attendance was unusually high for a mid-year board of directors meeting, he continued.

The purpose of the regional meetings will be to build membership, and full co-operation is expected from manufacturers and distributors in getting operators to attend. The first regional meet is slated for the end of January or first week in February, and it will

probably be held on the West Coast, said Raynor. Manufacturers will be allowed to exhibit their products at these meetings, he said.

### Nine Members

The executive committee is composed of nine members, and is evenly divided between operators, distributors and manufacturers. The purpose of the committee is to assure maximum growth and direction to NVA, said Raynor. There  
*(Continued on page 64)*

## BULK BANTER

By FRANK SHIRAS

The Leaf Brands hospitality suite was a focal point of activity for the turnout of bulk vending operators, distributors, and manufacturers in St. Louis last week. Here old friends could be sure of meeting one another at some time. In the three-room suite there were as many as 65 people present late in the evening. The hospitality suite was ably hosted by Edward Leaf, the Rolfe Lobels, Jane Mason, Leo Leary, and Robert Goldstein.

A large group gathered in the suite after the National Vendors Association board of directors meeting Sunday evening. The meeting had been a long one, and it had become clearly evident that positive backing of NVA came from all quarters of the industry. More than ever before, bulk vending's association was looked to as a common meeting ground for everybody. The association's legal counsel, Milton Raynor, and the board of directors view the meeting as evidence of internal strength that will sustain the association's planning and programs in the months ahead.

Sam Eppy, Bill Falk, Bob Guggenheim, Les Hardman, and Paul Price—five of the charm manufacturers—got together and discussed common problems of manufacturing later that evening. . . . People  
*(Continued on page 62)*

## NATD P. R. Post Given To Kushner

NEW YORK — Appointment of Arthur Kushner, business magazine editor and writer, as director of trade and public relations of the Nation Association of Tobacco Distributors, has been announced by Harden E. Goldstein, NATD associate director. Kushner will co-ordinate all of the NATD's communications media including its special bulletins and reports on sales management, merchandising, sales promotion, market research, warehousing, distribution and special legislation. Simultaneously, he will serve as Editor of the NATD Co-ordinator, the Association's mammoth annual business magazine.

Kushner has served as managing editor of Auto Trim News, published by the National Association of Auto Trim Shops. Previously, he held a similar post with Stores Magazine, published by the National Retail Merchants Association. For several years, Mr. Kushner was on the board of editors of Hoffman Publications which publishes five leading business magazines.

## Distributors Plan National Exchange of Credit Info

ST. LOUIS—The nation's bulk vending distributors discussed the exchange of credit information at a special meeting and also hosted charm manufacturers at a separate breakfast during the National Automatic Merchandising Association Convention here last week.

The distributors voted to expand present credit exchange facilities—now available on a regional basis. At a meeting of the National Vending Machine Distributors, Inc., Monday, the group decided to make available on a nationwide basis the exchange of credit information on delinquent accounts. The information would be available to all member distributors in any part of the country, according to Moe Mandell, president of the distributor association.

### Distrib Suite

The distributors also elected to set up a hospitality suite at the next National Vendors' Association Convention. Altho distributors are not exhibitors as such, there is a need for a headquarters room easily accessible to operators during NVA conventions, said Mandell.

All charm manufacturers attending the convention were present for the breakfast sponsored by distributors the following morning, said Mandell. They were Meyer Abelson, Lyle Becker, George and Samuel Eppy, William Falk, Robert Guggenheim, Les Hardman and Paul Price. Breakfast was held in the St. Charles Room of the Statler Hilton.

Charles Kanak, Star Vending Supply Company, Houston, Tex., was admitted to the association as a new member, said Mandell. This brings total membership to 19 firms. Those present at the distributor meeting are as follows: Bernard K. Bitterman, Paul Crisman, Edward Flanagan, Everett Graff, H. B. Hutchinson, Irvin Kovens, Moe Mandell, Jack Nelson, Jack Schoenbach, Russ Thomas, R. R. Whitehead and Sam Kopf. Birmingham Vending Company also had a representative present.

## Minn. Cig Venders Firm, FTC Agree On Consent Order

WASHINGTON — Federal Trade Commission today (10) approved a consent order requiring Atlas Enterprises, Inc., Hopkins, Minn., to stop misrepresenting the profits to be made from operating the cigarette vending machines it sells and the aid it gives purchasers.

An FTC complaint issued earlier this year charged that 12 false claims were made either in the company's newspaper ads or by its salesmen. Complaint charged that the company's advertising was to get leads for sales, not to offer employment. It further alleged that company claim that a purchaser would earn from \$2,500 up to more than \$3,000 a year were false. (The Billboard, May 19.) Atlas later denied the charges. (The Billboard, August 4.)

Under the agreement, however, the company says it will not engage in making such claims again. The agreement, according to FTC, is "for settlement purposes only and does not constitute an admission by the company that it has violated the law."

## 5,000 Attend NAMA Convention in St. Louis

ST. LOUIS — Exhibitors at the annual National Automatic Merchandising Association's four-day convention at Kiel Auditorium here — tho fewer in numbers than in previous years — wrote a record amount of business as some 5,000 operators, manufacturers and suppliers wound up their stay Wednesday (5).

The decrease in the number of exhibitors and the increase in the orders reflect the consolidation going on in the automatic merchandising industry, with the surviving companies emerging as real powerhouses.

Relatively little in the way of new equipment was seen at the show. However many of the machines which were displayed as

hand models at the 1957 convention appeared as production jobs, and most units had cabinet refinements.

### City Exhibits

With two exceptions, all the cigarette machine manufacturers — Continental, Rowe, DuGrenier, Lehigh, National, Stoner — displayed their equipment. However, Seeburg, which acquired and redesigned the Eastern Electric machine last year, was not represented. Nor was Keeney, which showed its electric machine at last year's show. The only manufacturer in the music or amusement machine business who did exhibit was Bally, with a drink machine. Normally, an NAM convention  
*(Continued on page 64)*

\$25 DOWN

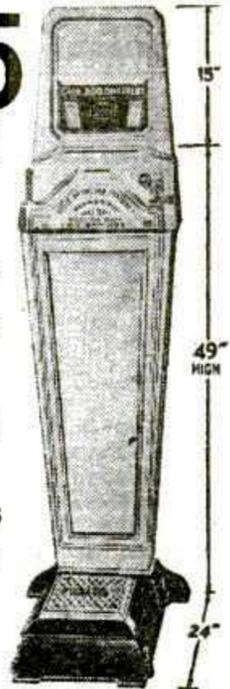
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



WEIGHT, 163 LBS.

Invented and made only by

**WATLING**

Manufacturing Company  
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### COINMEN YOU KNOW

Chicago

By NICK BIRO

The Windy City became the gathering ground for members of the coin machine industry last week. Music Operators of America launched the first of their board of directors meetings at the Morrison Hotel, with various board members hitting town since the beginning of the week. Numerous visitors also drifted into Chicago after attending the National Automatic Merchandising Association convention in St. Louis.

From as far away as Hamburg, Germany, Alfred W. Adickes, one of Europe's largest distributors, was in town. Adickes attended the NAMA conclave at the beginning of the week, coming to Chicago to confer with Rock-Ola officials along with other members of the industry.

Rock-Ola's Les Rieck is out on the road this week, with Kurt Kluever holding down the fort in the office. Kluever returned from a sales trip in the South last week...

(Continued on page 64)

### PROFILE OF WEEK

## Was Willing To Take Risk

BENNY G. YOUNG JR.



Benny G. Young Jr. and his family left Texas for Roanoke, Va., eight years ago to "get away from the heat and to go into a business that didn't take night and day." It was an adventure Young decided while watching a neighbor who was in the vending machine business. After a chat with his neighbor, Young found the vending machine operation attractive enough to head eastward.

He gave up a weekly newspaper for it and hasn't regretted it. When the Youngs came to Virginia from Arlington, Tex., in 1950, he borrowed money to buy 500 1-cent ball-gum venders. It was quite a chance for a man with three to support. Today, Young operates 2,000 machines in Virginia and North Carolina and has added two more to his family. Thru his company, R&G Distributing, he sells more than 25,000 pounds of gum per year.

#### Four Children

Young's is a business that depends on children, and his four—Bob, 14; Judy, 10; Jimmy, 5, and Dianne, 2—give him a pretty good market index. One of the things he has learned about the ball-gum business is that recessions don't effect volume too much. But, cold weather does. Last winter Young had his worst year in a long time, and he said it was because "mothers just wouldn't take their children outdoors when it got cold."

The Young family spend much of their spare time working on the nine-room house they bought about a year ago. "It was in terrible shape when we moved in," Young said. But every member of the family chipped in to make it an attractive home in one of Roanoke's finest sections. The family did all the interior painting and "even Bob and little Judy" were splashing paint on the outside bannisters.

Young said the family bought the house because "we knew we couldn't afford to build one big enough for our family." It is Mrs. Young's taste and determination that have contributed much to the beauty of the home. She did the upholstering and much of the interior painting. A Texas flag hanging on the balcony was a recent addition. Mrs. Young said that before the Texas one, Bob had a Confederate flag flying.

(Continued on page 64)

VENDING MACHINES — Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

### FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c.....	\$ 8.50
Toppers.....	10.00
Model Y's.....	8.50
Atlas Capsule Machine.....	10.00
Baby Grand, 5c.....	7.50
Premiere Card Machine.....	17.50
Hot Nut Machine, 3 Col.....	22.50
Stamp Machine, 2 Col.....	15.00
Shipman Stamp Machine, 3 Col.....	22.50
Pen Machines.....	14.50
N. W. 10 Col. Tab Machine.....	19.50
Mills Tab Machine.....	14.50
DuGrenier Tab Gum Machine.....	14.50
Advance Comb Machine.....	14.50
Pen Machines, 50c.....	6.50

**RAKE'S SPECIAL MIXED CHARMS!**  
Consists of all factories latest items in one mixture.  
\$9.00 per M  
SEND FOR 1959 CATALOG, FREE!  
"Rake's Automatic Merchandiser"

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**MAN... IT'S OUT OF THIS WORLD!**

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.

Write, Wire, Phone Immediately

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**oak's 25c CAPSULE VENDOR**

only \$1845

Here's the 25c Vendor that has the whole trade talking! At the low, low price of just \$18.45 this machine pays for itself on one loading... takes in \$87.50!

The Oak 25c Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory sales offices listed below. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you!

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Los Angeles, California      Pittsburgh, Pa.

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## BULK BANTER

Continued from page 61

came from all parts of the country. Kenneth McPhail, operator and distributor in Canada, even made the long trip down. . . Mike Sparacino had a talk with Samuel Hutchinson one evening on operating problems. Hutchinson, from Detroit, operates major equipment primarily, but has a strong interest in bulk vending. . . The Bert Fragas met old friends in the hospitality suite. She wore a corsage one evening, marking their 21st wedding anniversary.

There was a large turnout of distributors at St. Louis during the National Automatic Merchandising Convention. Bernie Bitterman was there with his son and daughter-in-law. Ed Flanagan, Irv Kovens, and Sam Kopf had a long talk in the lobby of the

Statler-Hilton one evening. Jack Nelson came down from Chicago by car to find the city jammed and stayed in a motel. Paul Crisman and Moe Mandell dropped in Leaf's hospitality suite one evening sporting straws about three feet long. They were souvenirs from a Japanese restaurant they had dinner in, where the custom is to use them to sip saki. Jack Schoenbach, Ray Greiner and Pat Bolen attended the Ringmaster Charms fete. Both were pleased at how Northwestern's exhibit was going. Robert Caplan, distributor and operator from the Northwest, had to leave the Ringmaster party early to catch a flight back. The Russ Thomases were a sociable couple

(Continued on page 64)

**PLATED COINS!**

Kids can become millionaires collecting coins from your machines. King Midas will have nothing on the kids when their pockets start jingling with PLATED COINS. Loads of fun trading, matching, pitching, collecting, etc. Plenty of play value. Available in 4 ass'd. sizes, ass'd. gold and silver plated. Vends perfectly. All sizes fit capsules. Can't be used as slugs.

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**Cig Use at Record High, Says Ragland**

WASHINGTON — New record highs for total cigarette consumption in the U. S. will be established this year, according to Edward F. Ragland, vice-president of the Tobacco Institute here.

In a speech before the Label Manufacturers' National Association in Chicago last week (29), Ragland said that tobacco labels represent about 20 per cent of the volume of the label manufacturers.

Ragland said the U. S. Department of Agriculture estimates that the nation's smokers will consume 425 billion cigarettes—21,200,000,000 packs—this year compared with 409 billion last year. This will be a record per capita rate of 3,523 cigarettes, calculated by Agriculture on the population 15 years and older. Previous high per capita rate was 3,509 in 1952.

Agriculture has, Ragland noted, projected continued annual gains in U. S. cigarette consumption, reaching a total of 550 billion by 1957.

**CAVA Plans Banquet, Floorshow—Nov. 22**

LOS ANGELES—The Golden Horseshoe Revue from Disneyland and Charles Le Veres orchestra will be featured at the banquet and stage show of the California Automatic Vendors' Association on Saturday (22) as part of the second annual vending machine show and meeting to be held at the Ambassador Hotel here November 22-23, B. J. (Bob) Grenier, CAVA president, said.

The revue for the operators is being sponsored by Pepsi-Cola, General Foods Corporation and Dean

Milk Company. Kayo Chocolate Products Company; Bert Mills Corporation; APCO, Inc., and P. Lorillard Company are picking up the tab for the La Veres band, which will play for dancing following the stage show and dinner in the Ambassador Ballroom.

**Hours**

The show will open at 8:30 on Saturday morning with registration in the Sunset Room. The exhibits will open at 10 but close from 1 to 3 p.m. during which the luncheon-conference will be held in the ballroom. Exhibits will be closed from 7 to 9 p.m. during the dinner and stage show. The Sunset Room will be open on Sunday from 10 a.m. to 5 p.m.

Grenier stressed the fact there will be no charge for registration or admission. Luncheon tickets are \$3.50, and the stage show and dinner tickets, \$10 each.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #23 1c Porc. Com.	4.50
verted for 100 ct. B.G.	8.00
Silver King 1c B.G. or Mds.	30.00
ABT Guns	12.00
Mills 1c Tab Gum	12.00

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.73
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Shell	.45
Cashew Whole	.44
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.55
Hershey's	.47

Rain-Bio Gum, 60 ct.	.30
Malt-lets, 100 ct., per 100	.32
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
300 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

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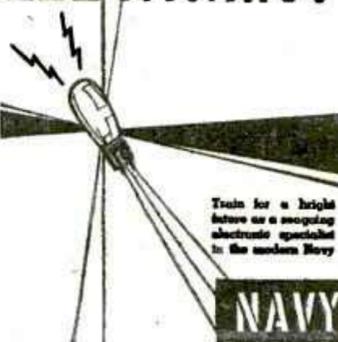


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Train for a bright future as a servicing electronic specialist in the modern Navy

NAVY

**Charm Mfrs. Show**

Continued from page 61

brought out 25 new feature charms this year, and that a seventh injecting machine was added to his factory two weeks ago. He continued that a policy of his firm has been to cut the price on 5,000 lots of charms, and that this has only been possible by keeping his plant going a full seven days a week. The resulting drop in overhead expenses makes the cheaper price possible, he said.

Plastic Processes unveiled two ring series charms and a door knocker for the first time, said President Bill Falk. The two ring series are called the Tiffany and Sea Pearl rings. The former comes in four different designs and the latter in six. The handle on the miniature door knocker is moveable to simulate the original. For the past six months his firm has been importing charms from brokers in Hong Kong, Japan and Europe, said Falk. Imports are concentrated on staple charms, and 30 items have been imported since the plan was made operative, he stated.

Ringmaster Charms came out with three new charms. One is a miniature penguin weighted in the bottom to keep it upright. It is made of two parts of different colors that snap tightly together. The second charm is a pencil top Whirlaway Spinner. It is a miniature airplane motor with a spinning propeller. The third item in the new Ringmaster line is a plastic worm dubbed Mr. Wriggle Worm. It lies flat and moves when pulled or compressed out of shape.

The Paul A. Price Company and Karl Guggenheim, Inc., were the other two charm manufacturers represented here last week. Price also showed a plastic snake similar to the other two. Guggenheim displayed their current line of charms.

**Northwestern**

Continued from page 61

has a removable top for servicing on location, he said, but may also be taken off location with a lock-tight carrying-cap.

The '59 has a decorative trim finish that is applied to the front of the unit. It can be replaced at a cost cheaper than repainting, according to Greiner. The trim is used on the machine in order to incorporate modernistic lines to the machine.

Dimensions of the machine are: Height, 16"; width, 6", and depth, 7". Weight is 11 pounds and the globe has a nine-pound capacity. (See The Billboard, November 3, for additional details.)

**NEW 5c HOROSCOPE SCALE**

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FULLY AUTOMATIC.

All you do is collect the money.

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Guaranteed for 5 years.

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Order or write for details.



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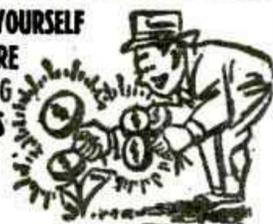
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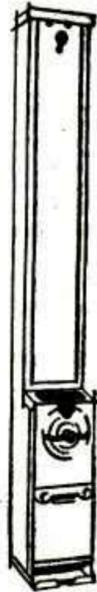
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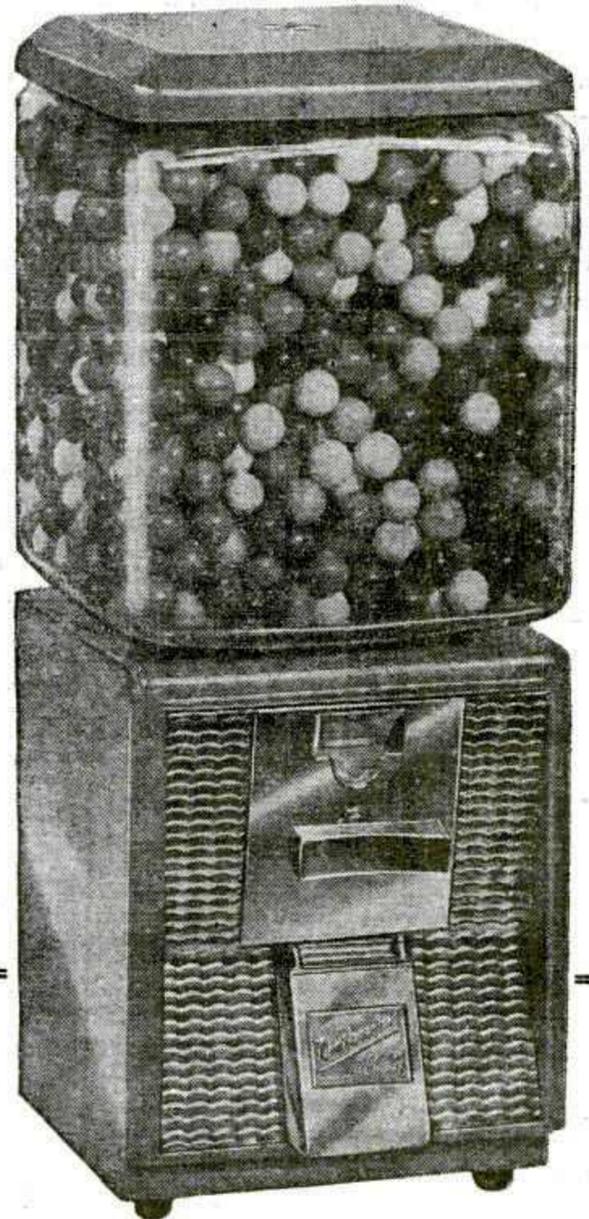
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AT THE N.A.M.A. CONVENTION

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### WINTERTIME OPERATIONS CANDY BALLS

210 Count, with CHARMS;  
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A terrific money-maker in those  
Supers and Chain stores.  
The New Modern Key to Successful  
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**COMING SOON!  
THE 4-UNIT  
BI-LEVEL STAND**

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

# Coinmen You Know

• Continued from page 62

AMI's Ed Ratajack also back in the office after a week away on business... Tower Music, newly appointed Wurliizer distributor, is preparing to move into its fully remodeled quarters. The firm has taken over a former auto show room, with all kinds of space available.

The first of two stereo juke box installations went into Chicago locations last week—one by Paschke Music at 31st and Archer; one by Apex Amusement Company at 1500 Howard Street. The Apex

stop is perhaps one of the largest locations in the city, requiring 10 separate speakers in the location besides the juke itself.

The new United juke box began

## Profile of Week

• Continued from page 62

The Youngs have brought much of their Texas background with them to the Old Dominion. Mrs. Young still answers the phone with "howdy" and corrects her children in Spanish when "I really mean business." It's a trait she learned from her parents.

Young was born in Wellington, Texas, and lived there until he was five. His family then moved to Arlington, where his father operated a chicken and dairy farm. Young Junior worked on his father's place until the end of his second year at North Texas Agriculture College, where he studied geology. He then joined Gulf Oil Company for six months before going into service.

During the war years he rose to the rank of first lieutenant in the Air Force. He spent much of his time as an instructor in special B-26 transition training. In 1946 he married Ardath Perry Young and went to work on her father's weekly newspaper in Arlington. "I spent most of the time learning lino-type by the hunt 'n' peck method," he recalls.

Soon he and his brother-in-law leased the paper and ran it for two years. They then leased another Texas weekly and after two years with it Young decided it was time for a job that would give him more time with his family. Today he's home almost every night, except when he has a trip to a distant Virginia or North Carolina town.

Young spends his spare time in church work at Grace Church Independent. He is chairman of the Board of Deacons and does evangelist work at Roanoke City Jail and City Rescue Mission.

## NAMA Convention

• Continued from page 61

draws a heavy crowd from the music machine and coin game industries. But for some unexplained reason, the coin machine crowd was small this year. Among the more prominent figures from the juke box industry at the show were George Miller, president of the Music Operators of America, and Harry Snodgrass, head of the Border-Sunshine Distributors of Albuquerque, N. M., and an MOA director. Both men were en route to an MOA board meeting in Chicago.

Another familiar face on hand to greet coinmen was Irv Kempner, of Runyon Sales. Kempner helped man the Cigar-O-Mat booth. His firm, headed by Barney Sugarman, the New York AMI distributor, is handling Cigar-O-Mat sales in the New York-area.

### Bulk Meetings

Bulk vending machine distributors and manufacturers were in town for the convention and a series of meetings at the Statler Hotel (see separate story).

Two pieces of equipment of interest to music operators were the record vending machines made by Pan-A-Vend and Dial-A-Disk. Both units are in production, with the former offering 20 and the latter 10 selections.

The cigarette machine business sessions were concerned largely with contracts, subsidies from cigarette manufacturers, and personnel problems.

arriving at Empire Coin Machine Exchange last week, with operators coming in for a good look. United plans to ship to distributors thruout the country soon, with production rolling into full gear... Ben Coven, handling the AMI line, also appointed last week by Mike Spagnola, of AMI Sales (the Chicago distributor) is open for business with the new line. Neither Coven nor Spagnola will say a word about stereo, but both are hinting broadly about "something new" within a few weeks.

Joel Stern at World Wide has the new Rock-Ola stereo model set up for demonstration—the firm held showings to operators all last week... Recorded Music Service Asso-

(Continued on page 68)

## NVA Growth

• Continued from page 61

has always been a problem of communication with a group the size of the board of directors, he explained. The executive committee is to meet at least four times a year, he said, and will take up problems and policies that affect all phases of the industry.

Since operators, distributors and manufacturers are represented on the committee, it is expected that the formation of association policy and carrying out of programs will reflect the special interests of each segment of the industry. The aim of the committee is to give direction to the bulk vending industry as a whole, rather than function as a regulatory force between the different segments of the industry, said Raynor. Membership is as follows: Elliott Levy, Herman Eisenberg and Harry Bell represent operators; Moe Mandell, Paul Crisman and H. B. Hutchinson represent distributors, and Sid Bloom, Samuel Eppy and Rolfe Lobell represent manufacturers. These persons will serve until the 1960 convention, said Raynor.

### Business Sessions

The business sessions for the next convention was also discussed. Several suggestions were made, but final decision is reserved for a later date, said Raynor. The possibility of getting a speaker, perhaps from Harvard University, to talk on the economics of the vending industry was suggested. Some members thought an executive in a variety chain would be a good speaker. Another possibility considered was a panel of children that would explain their likes and dislikes that might suggest changes in bulk vending.

A considerable measure of support was given the idea of a session in which everyone could freely take part. Restricting the business meetings to speakers can sometimes inadvertently keep important questions from arising and being openly discussed, said Raynor. A full-dress session for all members would make it possible for everyone to express his opinions and bring up problems that affect everyone.

Board members attending the meeting are as follows: President Leonard Quinn, Vice-President H. B. Hutchinson Jr., Treasurer Roger Folz, Secretary Bertram Fraga, Legal Counsel Milton Raynor, honorary presidents Alvin Kantor, Bernard Bitterman, Moe Mandell, and board of director members Harry Bell, Sid Bloom, Paul Crisman, Samuel Eppy, William Falk, Everett Graff, Robert Guggenheim, Les Hardman, Elliott Levy, Charles Kanak, Rolfe Lobell, Albert Martin, Kenneth McPhail, Paul Price, Richard Rollins, Phillip Sparacino and R. R. Whitehead.

The meeting was held from 7 to 11 Sunday evening in the Statler-Hilton Hotel.



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TOPPER  
DELUXE  
HALF-CABINET  
STYLE

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

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Minimum Packing: 4 to the Case.  
All TOPPERS Have Refill Assembly Feature.

Write for Lowest Prices on our complete line of  
• CHARMS • BALL GUM  
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## The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms  
NATIONAL SALES HEADQUARTERS  
"FOR ATLAS-MASTER PENNY-NICKEL MACHINES"

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Say You Saw It in The Billboard

## Bulk Banter

• Continued from page 62

and stayed to talk with their many friends... Elliott Levy met Harry Bell at the train on Sunday evening and dropped him off at his hotel in good time for the board of directors meeting... Many on the board had Sunday dinner in the dining room of the Statler-Hilton. Rumor was that Sid Bloom picked up the check, but he was gone before anyone might have thanked him.

The Northwestern exhibit at the NAMA show had a large blow-up of a recent article in The Billboard on the cashew nut route of Jason Koritz. Mrs. Koritz and her son, Mark, were at the exhibit one afternoon... A few booths down from the Northwestern exhibit, Miss America was signing autographs. The line was long.



at your distributor or...  
Write, wire, phone  
**Karl Guggenheim**  
INC.  
33 UNION SQUARE  
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Same fine flavors,  
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**Direct LOW  
Factory Prices**

- Bubble Ball Gum, 140-170 & 210 ct. & Giant Size . . . . . 27¢ lb.
- Chicle Ball Gum, 130 ct. . . . . 35¢ lb.
- Clor-o-Vend Ball Gum . . . . . 40¢ lb.
- Clor-o-Vend Chicks, 320 ct. . . . . 40¢ lb.
- Chicle Chicks, 320 & 520 ct. . . . . 36¢ lb.
- Bubble Chicks, 320 & 520 ct. . . . . 28¢ lb.
- Tab (short stick), 100 ct. . . . . 38¢ box
- 5-Stick Gum, 100 packs . . . . . \$1.90
- F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS  
24 years of manufacturing  
experience  
4th & Mt. Pleasant • Newark 4, N. J.

### VACUUM PLATED RINGS

- ZORRO RINGS . . . . . \$21.50 per M
- WESTERN SERIES RINGS . . . . . 11.00 per M
- ROCKET SERIES RINGS . . . . . 11.00 per M

### VACUUM PLATED CHARMS

- ROCKING HORSES . . . . . \$ 9.40 per M
- TELEPHONES (2 pcs.),  
unassembled . . . . . 13.25 per M
- POCKET WATCHES . . . . . 9.40 per M
- TRAINS—Asst. cars . . . . . 6.25 per M

### BAG CHARMS

- TORR DELUXE MIX . . . . . \$3.50 per bag  
(450 to 500 charms per bag)
- POSTAGE PAID ON ALL CHARMS
- COIN COUNTERS—1c-5c Combination,  
\$1.25 postpaid
- STAMP FOLDERS—Plain white, 10,000 for  
\$7.00—Express Collect

**ROY TORR  
LANSLOWNE, PA.**

## MOA Board Meets Plan '59 Program

By NICK BIRO

CHICAGO — Music Operators of America's board of directors started a series of meetings here last week (5) to lay plans for the Association's activities for the coming year. The meetings are expected to continue thru Wednesday (12).

Altho subject matter was not

announced at press time, it was known that a national tax counsel, future convention plans and a stand on copyright legislation were on the agenda.

MOA's president George Miller arrived in Chicago's Morrison last Wednesday (5) and immediately conferred with several of the directors already on the scene. Treasurer Martin Britz, Pete Weyh, Al Denver, Les Montooth and Larry Marvin were among those first on the scene. Other directors were arriving thru Friday.

### Tax Service

Late Wednesday afternoon Miller, together with Britz and Weyh, conferred with Certified Public Accountant Leo Kaner on details for a national tax counsel and member advisory service. The

(Continued on page 68)

## S. D. Assn. Plans 2-Day Conclave

PIERRE, S. D.—Close to 100 operators and guests are expected to attend the final year-end meeting of the South Dakota Phonograph Operators Association here, Sunday and Monday, November 23-24.

Exhibits of new juke box lines along with general business sessions are to highlight the two-day conclave, according to Gordon Stout, hosting the affair.

A smoker-smorgasbord will kick off the festivities Sunday evening, with Monday devoted to business sessions and the traditional banquet finale in the evening. Planned tours also will be conducted for the ladies and other non-member guests.

## How Election Affects Copyright Legislation

WASHINGTON — Juke box operators facing renewed tussle in the 86th Congress over another anti-juke box royalty exemption bill sure to be introduced by Sen. O'Mahoney (D., Wyo.), will get both comfort and discomfort from recent election returns.

On the plus side: The five members of the Senate Judiciary Committee who voted against the O'Mahoney bill to exact both performance and extra mechanical royalty from juke play will return to the 86th. Of these, only Hruska (R., Wis.), ranking Republican on the committee; Dirksen (R. Ill.); Ervin (D., N. C.), and the full committee chairman, Eastland (D., Miss.).

On the minus side for operators: Membership of the O'Mahoney Patents, Trademarks and Copy-

rights subcommittee which started the juke box bill on its way by a 2 to 1 vote in the 8th, was untouched by the elections. It will more than likely continue to consist of Chairman O'Mahoney; Sen. Olin Johnston (D., S. C.), the bill's co-sponsor; and Wiley, single strongest opponent of the O'Mahoney bill.

(Continued on page 70)

## Senate Racket Hearings Open Early in Dec.

WASHINGTON—The re-election of John Kennedy (D-Mass.) and Barry Goldwater (R., Ariz.) to the Senate last week (4) means that the Senate select committee on improper activities in the labor or management field will have its full force of anti-racket men come January.

Only replacement will be for Sen. Irving Ives (R., N.Y.), who resigned from the Senate at the end of his term. Replacement will be named by the Senate when it reconvenes in January.

Committee members are Chairman McClellan (Ark.), Kennedy (Mass.), Ervin (N.C.) and Church (Idaho) on the Democratic side. Senators Goldwater, Mundt (S. D.) and Curtis (Neb.) make up the Republican side.

A committee spokesman told The Billboard last week (6) it now appears that the probe of the coin

(Continued on page 71)

## AMI Expands R. Warneke SW Territory

CHICAGO—AMI has expanded the territory to be covered by R. Warneke Company juke box distributors, to include Southwest Texas and the lower portion of New Mexico in addition to their former territory served from offices in Houston, Dallas and San Antonio.

Announcement was made last week by E. R. Hatajack, vice-president in charge of sales for AMI.

Warneke will service the territory from its present offices. Parent office, R. Warneke Company, is located in San Antonio, headed

(Continued on page 68)

## DOES IT PAY?

# How About 2-Way Radio For Op's Service Calls?

**A two-way radio hook-up between office and service trucks produces faster service and a considerable dollar saving for this operator. He tells how his installation is set up, cost and expense involved, and how to get the whole thing started.**

By ELTON WHISENHUNT

GREENVILLE, Miss. — Paul Mauceli, 29, owner of Paul's Novelty Company, has installed two-way radios in his service truck, service station wagon and office to give locations better, faster service.

Mauceli's radio communications between office and servicemen operate much as do a small town's sheriff's office.

He has Federal Communications Commission approval for five-watt broadcasting which covers a range of eight to 10 miles.

Mauceli operates most of his route of from 125 to 150 pieces of music and game equipment, and 35 cigarette machines in that radius.

"The location owners like this arrangement a lot better," Mauceli said. "They get very prompt service, the fastest possible. This good business arrangement really helps the operator. The location owner is sold on him and wouldn't give him up for what might look like a better deal with someone else."

Mauceli said before he installed the radio set-up 18 months ago his men had to call in by pay phone. Mississippi went from 5

cents to 10 cents on phone calls three years ago.

### How Much

Mauceli said the equipment cost a total of \$1,500 and paid for itself in about six months. Right now he estimates he saves about \$3,000 a year with the radio system.

Mauceli breaks down his savings as follows:

On gas, \$1,200 per year; depreciation

on service vehicles, \$120; on phone, \$60; on tires, \$60; on labor, \$1,080; on income from phonographs saved by having machines in service more promptly, an estimated \$600 a year.

Here is what Mauceli says about his radio operation:

"The savings are tremendous. Most of it is time saved in labor, not to mention the money made by putting the machines broken back into operation sooner.

"Repair calls come into the office from location owners. They are taken by the secretary or me and relayed to the servicemen when they call in.

"Here is an example: Every op-

(Continued on page 70)

## Coin Collections Fail to Keep Up With Economy

NEW YORK — Music and game collections here have picked up only slightly during the last month and not nearly at the rate the general economy is supposed to be recovering from the recession.

Ironically, the coin machine industry seems to be one of the first hit in times of economic decline and one of the last to recover when conditions improve.

Joe Connors, local juke box operator, has his own theory about the situation. Connors feels that after a period of economic slump, the average working man is first concerned with paying off the bills which have accumulated and then making the essential purchases he may have put off. Money for recreation is spent after these other items have been disposed of — and thus it may take several months before the results of the economic upturn are manifested in the coin boxes.

### Anticipation

But on the other hand, the working man will cut down on recreation spending while the economic storm clouds are gathering. And while loss of overtime or loss of employment will cut deeply into coin machine revenues, fear of either of these two conditions is almost as bad as far as the operator is concerned.

While this fall's collections are

still substantially behind last year's, most operators feel that in a month or two the money will be dropping into the coin boxes at the rate it was last year.

In music, they feel that stereo will provide the shot in the arm. And game operators are banking on the manufacturers to come up with new ideas to spur interest.

CHICAGO — Recorded Music Service Association members saw a special demonstration on stereophonic sound staged by The Billboard, along with an address by a leading Seeburg official on the same subject here Thursday evening (30).

Occasion was the group's monthly meeting held at the Bismarck Hotel, with the regularly scheduled business session following the stereo demonstrations.

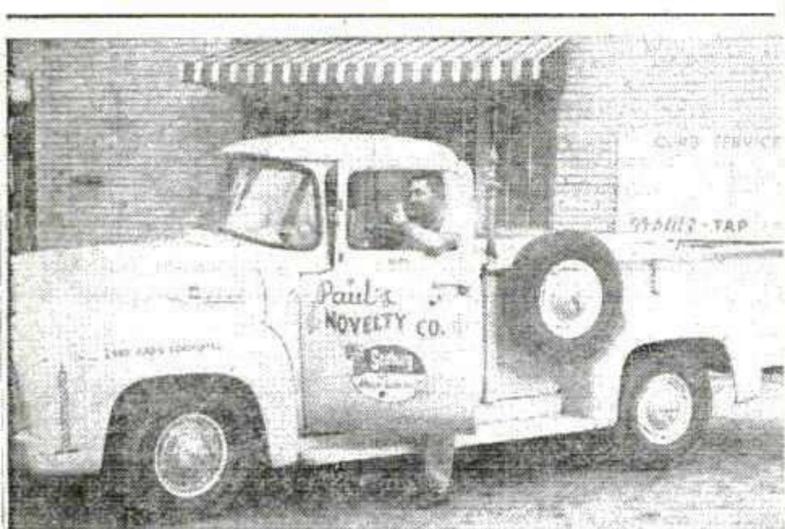
RMSA concluded the evening with a buffet dinner and discussion period.

The stereo showing was put on by Billboard staffers John Sippel and Nick Biro, and included playback demonstration of stereo disks with a discussion of stereo recording techniques, record availability, definition of principles and practical applications in today's market.

After the demonstration, the group was addressed by Tom Herrick, of Seeburg, who traced the development of stereo disks and discussed its growing importance in today's juke box industry.

## Conn. Assn. Counsel Sent To Congress

WEST HARTFORD, Conn. — Music operators in the Nutmeg State were celebrating this week the election to Congress of Emilio (Mim) Daddario, counsel for the Music Operators of Connecticut. Daddario, representing the First District, pledged to do everything in his power to combat adverse legislation and unfair taxation while in Washington.



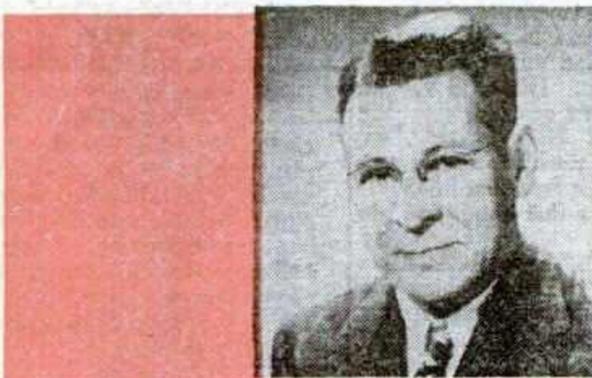
CHECKING IN—Serviceman Nathan Pope calls in to the office by two-way radio system from a drive-in in Greenville, Miss. The radio system saves him \$3,120 a year, Paul Mauceli, owner of Paul's Novelty Company, says.



PAUL MAUCELI—Enterprising young businessman at the mike of his transmitter in his office. He says the radios save him money on gas, depreciation on trucks, tires, pay phone calls and by getting broken machines fixed promptly.



*The Phonograph that lends  
distinction to any location*



Thank you for your enthusiastic response during ROCK-OLA DAYS... to the presentation of the new

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Line of 200 and 120 Selection Stereophonic and Monaural Hi-Fidelity Phonographs. Your acceptance is our assurance that we have indeed created the "BIG PROFIT" Phonograph Line of '59

Most sincerely yours,

*David Rockola*

PRESIDENT

ROCK-OLA

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Now...at Your Rock-Ola  
Distributor Showroom

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**A M A Distributors, Inc.**  
601 South Broad Street  
New Orleans, Louisiana

**Amusement Distributors, Inc.**  
1615 St. Emanuel  
Houston, Texas

**Automatic Games Supply Co.**  
1934-38 University Avenue  
St. Paul, Minnesota

**Automatic Music Company**  
1214 West Archer Street  
Tulsa, Oklahoma

**Badger Novelty Co., Inc.**  
2546 N. 30th Street  
Milwaukee, Wisconsin

**Border-Sunshine Novelty Co.**  
2919 4th Street, N. W.  
Albuquerque, New Mexico

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

**H. B. Brinck**  
825 East Front Street  
Butte, Montana

**Calderon Distributing Co., Inc.**  
433 N. Alabama  
Indianapolis, Indiana

**Capitol Music Distributing Co.**  
135 East Amite Street  
Jackson, Mississippi

**City Music Company**  
624 West Washington Street  
Phoenix, Arizona

**Coin Automatic Distributing Co.**  
241 West Main Street  
Johnson City, Tennessee

**Fabiano Amusement Company**  
109 Liberty Avenue  
Buchanan, Michigan

**Fabiano Sales & Service Company**  
7001 Fenkell Avenue  
Detroit, Michigan

**Franco Distributing Co., Inc.**  
24 North Perry Street  
Montgomery, Alabama

**General Music Sales Co., Inc.**  
245 W. Biddle St.  
Baltimore, Maryland

**Hallgren Distributors, Inc.**  
1626 Third Avenue  
Moline, Illinois

**H. Z. Vending & Sales Co., Inc.**  
1205 Douglas Street  
Omaha, Nebraska

**Lake City Amusement Co., Inc.**  
4533 Payne Avenue  
Cleveland, Ohio

**Paul A. Laymon, Inc.**  
1429-31 West Pico Blvd.  
Los Angeles, California

**B. D. Lazar Company**  
1635 Fifth Avenue  
Pittsburgh, Penna.

**LeSturgeon Distributing Co.**  
2828 South Boulevard  
Charlotte, North Carolina

**Modern Distributing Company**  
3222 Tejon Street  
Denver, Colorado

**Overland Music, Inc.**  
6309 Mountain Blvd.  
Oakland, California

**Pan American Sales Co., Inc.**  
812 South Presa Street  
San Antonio, Texas

**Patton Music Company**  
611 Eye Street  
Modesto, California

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

**Robinson Distributing Co.**  
335 Edgewood Avenue, S. E.  
Atlanta, Georgia

**J. Rosenfeld Company**  
4701 Washington Blvd.  
St. Louis, Missouri

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

**Ross Distributing Company**  
90 Riverside Avenue  
Jacksonville, Florida

**Royal Distributing, Inc.**  
1726 Kessen Avenue  
Cincinnati, Ohio

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

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

**Sanders Distributing Co.**  
415 Fourth Avenue, South  
Nashville, Tennessee

**Scott-Crosse Company**  
1423 Spring Garden Street  
Philadelphia, Penna.

**Scott-Crosse Company**  
330 East Locust Street  
Scranton, Penna.

**Seacost Distributors, Inc.**  
1200 North Avenue  
Elizabeth, New Jersey

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

**N. J. Steinke Company**  
731 Main Street  
Buffalo, New York

**Superior Music Company**  
128 Kent Street  
Hartford, Connecticut

**Uni-Con Distributing Company**  
3410 Main Street  
Kansas City, Missouri

**Walbox Distributing Company**  
3909 Main Street  
Dallas, Texas

**Western Distributors**  
1226 Southwest 16th Avenue  
Portland, Oregon

**World Wide Distributors, Inc.**  
2330 North Western Avenue  
Chicago, Illinois

HAWAII

**Automatic Vending Machine Co.**  
583 California Avenue  
Wahiawa, Oahu, Hawaii

CANADA

**Jack L. Howey**  
Bay Cliff Inn  
Milford Bay, Ont., Canada

**Lawrence Novelty Company**  
540 Boucher Street  
Montreal, Que., Canada

**William Pound Agencies, Ltd.**  
St. John's, Newfoundland, Canada

**A. Pullmer Company**  
145 Scotia Street  
Winnipeg, Man., Canada

**Select Music Company**  
1803 Commercial Drive  
Vancouver, B. C., Canada

**Van Dusen Brothers**  
10528-123rd Street  
Edmonton, Alberta, Canada

**Van Dusen Brothers**  
723-10th Avenue  
Calgary, Alberta, Canada

*tempo 200*

Model 1475 ST Stereophonic Fidelity Phonograph  
Model 1475 Monaural Hi-Fidelity Phonograph

*tempo 120*

Model 1468 ST Stereophonic Fidelity Phonograph  
Model 1468 Monaural Hi-Fidelity Phonograph

## EMPLOYMENT UP

# Industrial Spurt Helps Indiana Juke Recovery

This is the last of a series of 13 reports from major cities throughout the country on juke box business conditions. The series starting in the October 6 issue of The Billboard included: New York, Houston, St. Louis, Memphis, Denver, Cleveland, Utah, Columbus, Miami, Chicago, Milwaukee, Boston, and the current Gary report.

By JOSEPH KLEIN

GARY, Ind.—Local juke box operators are going thru a period of tough recovery from a general business slump. Business in this heavy industrial community has been down substantially, and the juke box business has suffered accordingly. Operator collections have dipped anywhere from 10 to 25 per cent, as unemployment has shaved tavern and recreation spending to a fraction of what better times have known.

The Calumet area here depends in most part on steel production. Plants of three of the nation's biggest—United States Steel, Inland and Youngstown Sheet and Tube—are located here, and for the first six months of the year, steel production sagged to 50 per cent of capacity.

Recently, however, the beginnings of a slight increase became noticeable, and since then production has risen by 10 per cent with a corresponding rise in employment.

### Business Lag

"That doesn't mean a 10 per cent increase in our business," says one Gary operator. "In fact, it didn't mean a 1 per cent increase. These guys incurred debts while they were unemployed or partially employed. The juke boxes will start getting their money only after all the bills are paid, and that'll take a while."

That opinion is shared by distributors in the State, and one in particular in Indianapolis.

"This is a very bad year," he complained. "Our sales to operators have fallen off by 25 per cent. Fall pickup? We should be hopeful, but there is yet no sign of it. Sure, we're doing everything we can to fight this thing. We're dealing where we can. We're shortening our profits wherever possible, but we have yet to make any headway."

### First and Last

"The juke box business," asserted another distributor, "is the first to feel the effects of a recession and the last to recover from it. That is the nature of the business. It is a luxury, and understandably, when times are bad, people are compelled to be satisfied with necessities."

Boyd Lukens, an operator, who heads the Indiana Automatic Music Corporation in East Chicago, the largest operation in industrial Lake County, stated that as far as the juke box business is concerned, the recession was real and disturbing. He said that his 1958 volume will show a drop of 20 and possibly 25 per cent from 1957, with fewer purchases of juke boxes and records.

At the moment, he added, there is slight evidence of a fall pickup.

### No Hypo

Nothing has been planned in the

way of some extraordinary business stimulus, he said further.

Another operator, also headquartered in Lake County, who prefers not to be quoted, was no more optimistic.

"Business is down, considerably so," he said. Like Indiana Automatic Music Corporation, his firm bought fewer machines and fewer records in 1958.

Will there be a fall pickup? "It's hard to say," he answered.

What is he doing to breathe some new life into business? "Nothing," he replied curtly.

### Optimistic

Victor H. Ostergren, president of the Coin Operators Equipment and Owners' Association of Indiana, who operates out of Gary, is considerably more cheerful.

It is true, he said, that 1958 business is off by 25 per cent. It is true, also, he continues, that he bought fewer machines than last year.

"But at the same time," he adds, "I am buying more records. It's one of the ways I am fighting this slump. I find that it is possible to increase business by 10 per cent under all conditions. It can be done by paying redoubled attention to service. It can be done by being more attentive to locations and their owners. It can be done by keeping the machines extraordinarily clean and attractive in appearance. It can be done by making certain that the servicemen are performing their tasks with promptness and efficiency. Generally speaking, it can be done by giving everyone all around, a good, extra measure for their money."

### Scattered

That there are no glittering, over-all signs of recovery is true, Ostergren said, but indications of brighter days are definite, if scattered.

"It shows up in a few spots already," he declared. "The steel mills are picking up. People are

returning from trips and summer vacations. I'm optimistic."

The race spots of D. O. Harris, head of the Harris Music Company, Gary, are located in areas where recession unemployment is at its heaviest. His 1958 volume is off by 30 per cent.

"Naturally," Harris stated, "my purchases in machines and in records have been less than in 1957."

He believes that conditions are improving. "Just a little," he qualifies. More employment and diminishing unemployment are responsible for the pickup Harris explained.

## MOA Board

Continued from page 65

meeting was also attended by Billboard coin machine editor Bob Dietmeier and juke box editor Nick Biro. The details of a tax counseling service are to be worked out by Kaner and the MOA board and announced later.

Miller also told The Billboard that the national life insurance program sponsored by MOA is approximately 135 members short of the minimum 600 needed for adoption by the California Life Insurance Company. The plan was to be adopted October 1. However the insurance company has given MOA an additional 90 days grace until January 1 to come up with the needed membership, with all policies meanwhile in force. Miller said he was confident the minimum totals would be met. Also on the agenda for the directors are meetings with the juke box manufacturers the details were not known.

## AMI Expands

Continued from page 65

by R. (Dick) Warncke, president, and Malcolm Gildart, vice-president. E. L. Sackett is sales manager and P. Watts Thomas is in

## COINMEN YOU KNOW

Continued from page 64

ciation is going ahead with plans for its forthcoming dinner-dance at Morrison Hotel November 22. Prexy Earl Kies has the entertainment fare half booked with a full series of acts planned.

Leo Kaner, Certified Public Accountant and veteran coin firm expert, met with George Miller and other MOA board members to firm up plans for a tax and accounting consulting service soon to be offered by MOA to members. Also at the meeting were treasurer Martin Britz, Montana operator Pete Weyh, Billboard coin machine editor Bob Dietmeier and juke box editor Nick Biro. Also drifting in while the meeting was in session: Al Denver, New York; Les Montooth, Peoria, Ill.; Larry Marvin, Sacramento, California.

## Denver

By BOB LATIMER

For the first time in a dozen years, Jack Arnold, president of American Amusement Company, will miss the Colorado big-game hunting season. Arnold, president of the Colorado Music Merchants, Inc., a State-wide phonograph dealers' association, is wearing his shoulder in a cast, the result of falling out of a jeep when on an antelope hunting expedition in September.

Continued on page 70

charge of the service department.

The Dallas outlet is known as R. Warncke Company, Inc., headed by George Wrenn. In Houston the firm is known as R. Warncke Sales Corporation, with L. R. Gardner in charge.

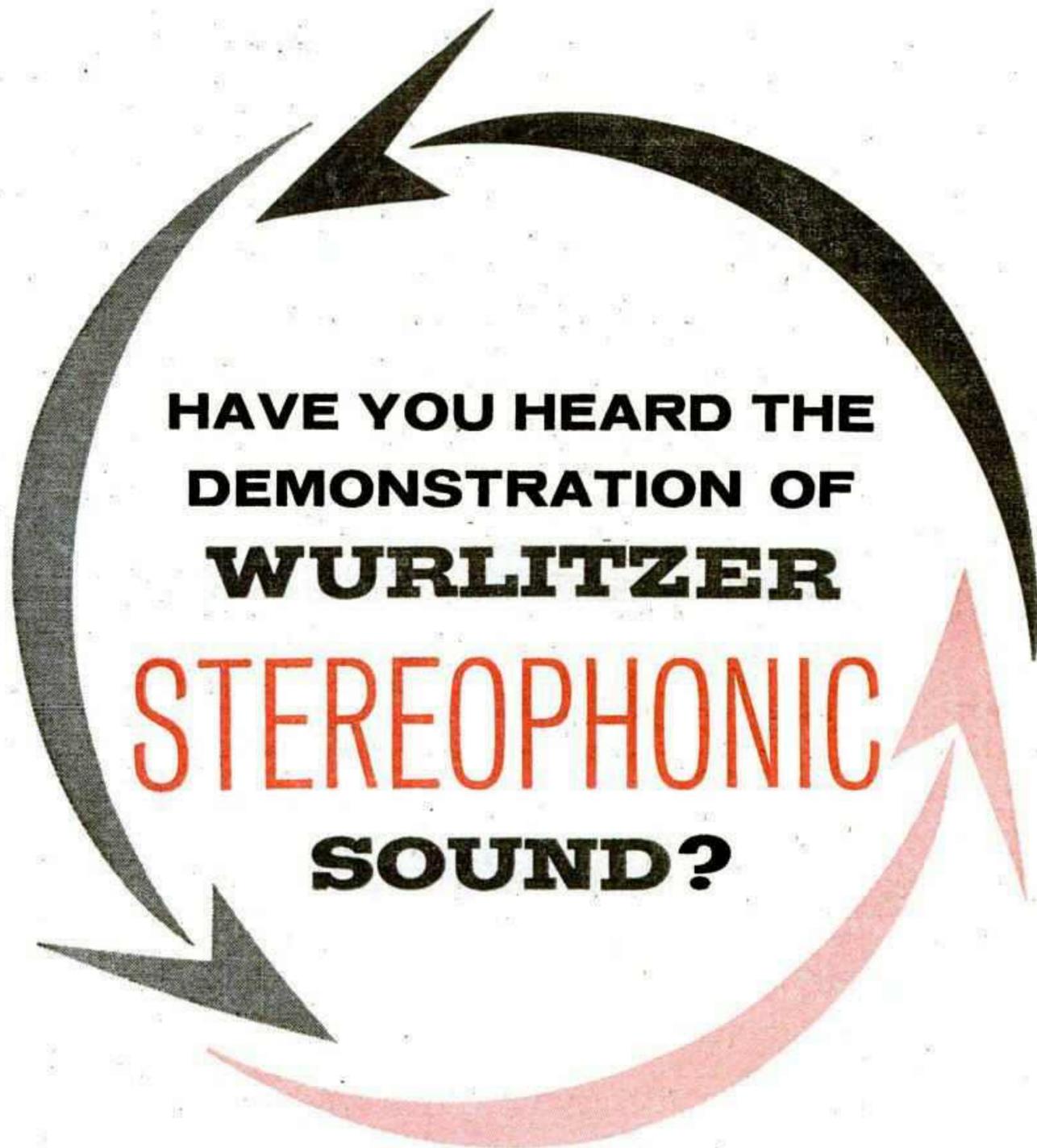
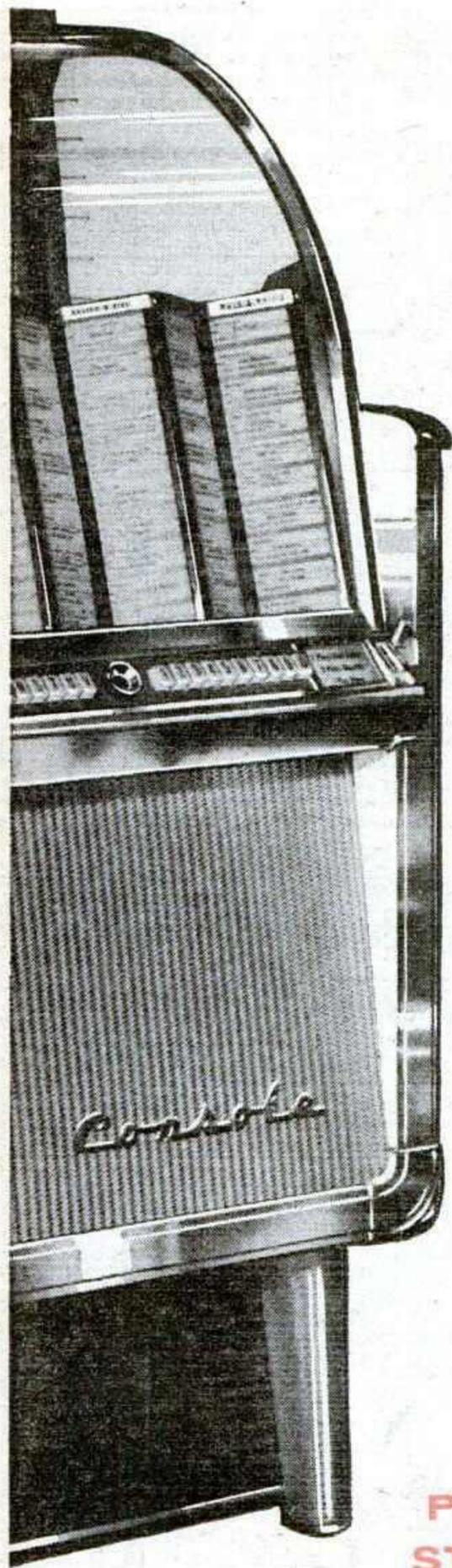
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Mechanically correct... beautifully styled... in colors that blend into every decor... delivering richest high-fidelity sound... the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment. For long-lasting harmony between operator and location... for continuous profits year after year, cover your territory with Music by United. Write for details.

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**HAVE YOU HEARD THE  
DEMONSTRATION OF  
WURLITZER  
STEREOPHONIC  
SOUND?**

**A COMPATIBLE MUSIC  
SYSTEM**

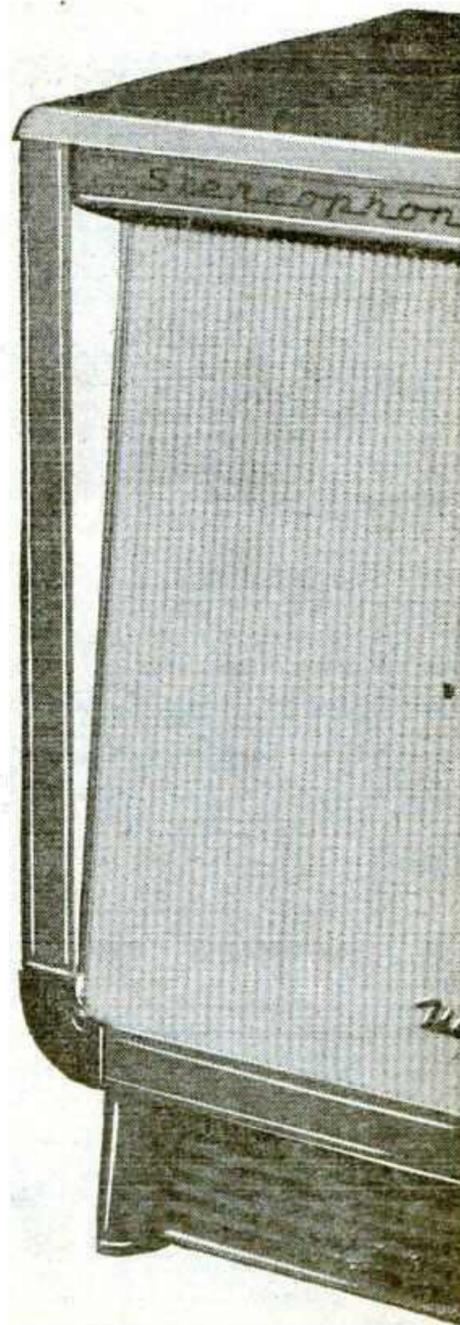
**PLAYING BOTH STEREO AND  
STANDARD SINGLE RECORDS**

**NOTHING LIKE IT BEFORE**

**HEAR IT NOW... YOU'LL WANT WURLITZER**

**CALL ON YOUR WURLITZER DISTRIBUTOR**

*THE WURLITZER COMPANY, EST. 1856  
NORTH TONAWANDA, NEW YORK*



# Tune Talk...

**Robert Mougeotte, 25-year-old record buyer from Santa Maria, California, tells what records he is putting out on his route this week.**



## the picks

### Tom Dooley, Kingston Trio (Capitol)

"While this is made by a group of new artists to this area, I feel that it has what it takes to make it go well on juke boxes. I bought a number of these records after getting several requests. We can use a good ballad, and I think this is it. I plan to use it thruout the route. The flip side 'Ruby Red,' should do all right for us too."

### Lonesome Town, Ricky Nelson (Imperial)

"Ricky Nelson is a favorite around Santa Maria and I think this one will continue his winning streak. There were also requests for this tune. I listened to it and it hit me better than anything Ricky has done. As Nelson has been a money-maker and 'Town' looks good, I still have the other side, 'I Got a Feelin',' to count on."

### I Wish, The Platters (Mercury)

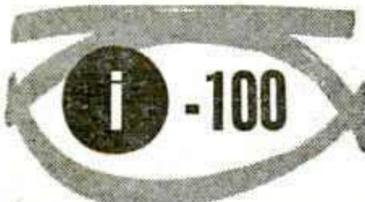
"On this one, I bought the artists mainly. The Platters have a consistently good record for the boxes in this area. Where one factor is known—in this case the artists—a patron is more apt to play it. The Platters are well established as earners. I also like 'It's Raining Outside'—there are two chances of making money on this record."

## the buyer

Altho Bob Mougeotte has been with the firm of Hayes & Stephens, juke box operators in Santa Maria, Calif., for only eight months, he has pursued the task of record buying like a veteran. Only 25 years old, he approaches the job with youthful vitality. Born in Indiana, Mougeotte has been in California since 1946 when he moved here with his parents. He graduated from the Santa Maria High School in 1950, served four years in the Navy and worked in aircraft plants near Los Angeles until he joined Hays & Stephens. Bob is married and has three sons. His hobbies are oil painting and general art, and he is expert enough to have had offers to buy his pictures. When not listening to current tempos, he plays his favorites in the semi-classics and the new hits.

"Tune Talk" is a special for juke box operators. Each week, The Billboard will check a different operator-record buyer to find out what records he is putting out that week and why.

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

**AMI Incorporated**

1500 Union Ave., S. E. • Grand Rapids, Mich.

DETROIT—Ted Parker, well known for years here, and formerly sales representative for AMI, has been appointed salesman for Miller Newark and is making his headquarters at the distributor offices here.

The company also held a service school for operators and their staffs on Monday, (3) at the salesroom. The instruction was conducted by two qualified specialists from the AMI plant—Monty West, field service manager, and Cliff Bitting, service engineer.

## DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one stop service has an inadequate inventory?

### SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

**THE MUSICAL SALES CO.**  
Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

Musical Sales sells to you at **REGULAR DISTRIBUTOR WHOLESALER!** Nothing over, with free title strips and in one prompt, postage saving shipment.

Remember, nobody beats Musical Sales' prices and nobody beats Musical Sales' service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

Call, write or wire your order today.



## SAVES MONEY

# 2-Way Radio Serves Stops 8 Miles Out

• Continued from page 65

erator has experienced times when he has just called the office and he has no calls. He gets in his truck and drives all the way back to his office. His secretary tells him that just as he hung up the phone Joe's Cafe called. He has a broken machine. He wants him there right away because he has a man waiting to play the machine.

"Joe's place happens to be in the same block as the place the operator called in from. If he had two-way radios he could have picked up that call in less than three minutes.

"Many times I have gotten calls just like the one given above as an example. I would walk in the door just as the owner has hung up the phone. He would be surprised to see me. When I explain about the radios this makes him realize that I am trying to give him the best possible service and he is a satisfied customer from then on.

"A music company that has two-way radios has a selling point when he calls on a new location. He can explain why he can give the best service possible. This is truly an advantage over his competitors because when it comes down to the bare facts, service is the only thing you can offer better than your competitors."

Here is technical data on Mauceli's radio equipment:

Total price was \$1,500. The transmitter and equipment in the office cost \$500. Each of the two mobile units cost \$500. Cost to maintain: About \$15 a month.

Most of his trouble comes from weak tubes. (Some radio equipment companies have a service which furnishes all repairs and parts for a monthly fee. Mauceli does not have this service.)

Type of equipment: Hallicrafters "Littletones," Model HT21.

Power output: Five watts.

Range: Eight to 10-mile radius.

Licensed by FCC under "low power industrial service." Any one who has a business can get licensed under this service. The only disadvantage in this service, Mauceli says, is that you are limited to five watts output on your transmitter. Frequency assigned to Mauceli: 27.51 mc.

Mauceli said: "I have been notified by the FCC that effective August 1, 1958, they have opened up some new frequencies under the 'business radio service.'

"I have applied for this. This new service will allow 30 watts output and increase the range to 15 to 25 miles radius. I would suggest this new service to any operator who is interested in purchasing two-way radios instead of the one I am licensed under. I plan to get the new service. It is better to have more range than not enough.

"Here is how to get a license: Contact the company which you want to buy equipment from. Most of the nationally known radio companies make two-way radio systems. They will help you get your license. Tell them what type business you are in and what type service you want to get licensed under.

"A word of advice: Do not buy any used equipment. Most of it will not be any good for your license. Also it will give you a lot of trouble."

Mauceli started in the operating business in 1948. He graduated from high school in 1947 at age 18 and went to work in his father's grocery store. He also went into the Navy Reserve that year.

A man came to the store one  
(Continued on page 71)

# COIN CALENDAR

Association Meetings scheduled. Check for changes.

November 10—Tri-County Juke Box Operators, monthly meeting, office of Elum Music Company, Massillon, O.

November 11—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

November 12—California Music Merchants' Association, Bakersfield Division, Bakersfield Inn, monthly meeting, Bakersfield.

November 12—Music Operators' Society of St. Joseph Valley, monthly meeting, 130 N. Ironwood Drive, Mishawaka, Ind.

November 12—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, West Springfield, Mass.

November 13—California Music Merchants' Association, San Diego Division, U. S. Grant Hotel, San Diego, Calif.

November 13—Music Operators' Association of Massachusetts, monthly meeting, Beaconsfield Hotel, Boston.

November 14—California Music Merchants' Association, Los Angeles Division, 2932 West Pico Boulevard, Los Angeles.

November 15-16—Music Guild of Nebraska, Evans Hotel, Columbus, Neb.

November 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 19—Automatic Equipment & Owners' Association of Indiana, monthly meeting, 550 Broadway, Gary, Ind.

November 19—New York State Operators' Guild, monthly meeting, Palatine Hotel, Newburgh, N. Y.

November 19—Eastern Pennsylvania Amusement Machine Association, monthly meeting, General De Kalb Inn, 2519 De Kalb Street, Norristown, Pa.

November 20—Eastern Ohio Phonograph Operators' Association, Executive Board Meeting, 4104 Rush Boulevard, Youngstown 12, O.

November 20—Cleveland Phonograph Merchants' Association, Executive Board meeting, Hollenden Hotel, Cleveland, O.

November 20—Country Music Association, Nashville, Tenn.

November 25—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Washington & Figuero, Los Angeles. Dinner, 7 p.m., meeting, 8 p.m.

# Election & Copyright Action

• Continued from page 65

Operators will not mourn loss of Senator Jenner (R., Ind.), who retired—after voting for the juke bill; and Arthur Watkins (R., Utah), who refrained from voting on the bill, and lost out in the November 4 landslide. Hennings (D., Mo.), another committee member who did not vote on the juke issue, returns to the 86th.

Remaining backers of O'Mahoney bill on the Judiciary Committee who are due to return in the 86th are: Langer (R., N. D.), longtime champion of anti-juke exemption bills, victor at November 4 polls; co-sponsors Kefauver (D., Tenn.) and Johnston (D., S. C.); McClellan (D., Ark.); Carroll (D., Colo.), and Butler (R., Md.).

Shifts in order of rank, and balance of political power within the Judiciary Committee may prove mixed blessing for the juke operators. Due to loss of Jenner and Watkins, GOP member Dirksen (R., Ill.), who fought for small business interests of juke operators during O'Mahoney hearings, moves up from fifth to third ranking Republican on the full committee. However, anti-juke members Wiley and Langer have first and second rank. Butler and Hruska will rank after Dirksen, with an additional Republican to be chosen from the new Congress.

Committee staffers point out that due to Democratic landslide, committee ratio will most likely go from eight Democrats and seven Republicans, to a new ratio of nine Democrats to six Republicans—a factor that could act in O'Mahoney's favor.

If O'Mahoney reintroduces substantially the same blockbusting bill in the 86th Congress as he did last year, it is fairly certain that the record industry will be loudly heard from. In the past, they have strongly protested any special mechanical royalty arrangements for records to be labeled and used in juke play only. Whether their case would prove strong enough to induce O'Mahoney's subcommittee to revise the bill, omitting the mechanical royalty boost, and establishing only performance royalty for juke play, is a matter for the crystal ball.

The traditional liaison of common interests between record

manufacturers and juke operators could split wide open on the operator's reiterated plea for additional mechanical rather than performance royalty for juke play.

One thing appears certain: Move will undoubtedly be made faster in the 86th Congress, the Fourteenth to consider juke performance problems. Hearings were compressed to a minimum in the 85th Congress, and no doubt would be considered even less essential in the 86th. With a mountain of evidence already in committee files, the juke bill proponents will undoubtedly try to avoid the delays that killed other such legislation in last-minute adjournment rushes.

# COINMEN YOU KNOW

• Continued from page 68

The seven-game World Series brought an unexpected rush of prosperity to many phonograph locations during October, members of the Colorado Music Merchants, Inc., reported. The number of plays per hour set a record in most locations, even the phonograph fans were listening to the ball game at the same time.

Budge Wright, Western Distributors, Portland, Ore., and his wife recently returned from an eight-week tour of nine European countries. They attended the wedding of their son, Jon, and Susan Horn, of The Dalles, Ore. Wedding services were held in Bern, Switzerland. Jon is a specialist in publications with the Seventh Army in Germany.

## Miami

By PAUL DANIEL

Simon Wolfe, who leads Wolfe Distributing Company, Jacksonville, played host to operators at the Bonfire Restaurant, where the 1959 Seeburg line was displayed.

Del Coleman and Flemming Johnson came to town for the occasion. . . . National Association  
(Continued on page 76)

## IN-LINE APPEAL

### Is 'Chance' Mark Of Game Success?

CHICAGO—Since the in-line pinball no longer has free reign over locations throught the country, other games have incorporated the in-line score system, combining skill play with chance appeal.

Notable among the new games of 1958 is the rocket-type puck game, with in-line scoring features. Six such models were bowed this year, and as a group, these games were probably the most successful new type game of 1958 to date.

This poses the question: "Is the element of chance necessary to success in the amusement game field?"

Since the rocket-type game was first introduced, several other type models have hit the market with chance features. Following the rocket game formula most closely is the new Williams Vanguard gun game. Vanguard incorporates the in-line scoring system, combining it with skill shooting. This is probably the first time the in-line score system has been used on a gun game.

The in-line system was also adapted to the latest new hockey game to hit the market, Chicago Coin's Criss Cross. Here the element of chance is largely subordinated to skill in making goals to conform with in-line card light-ups. This may be the first hockey game to utilize in-line scoring.

Will shuffle and ball bowlers be next to adopt in-line scoring? Some of these games already incorporate chance features. Bally's new Lucky Alley and Lucky Shuffle bowling games have a "lucky strike" feature, in which players make automatic strikes at intervals on shots which would not rate a strike on skill alone. This puts poor, average and skilled players on a more even basis in competition.

These new chance features, however, are not designed to change amusement games into gambling machines. They are designed to simply add a touch of novelty and competitive fun to basic skill games.

Some trademasters insist that the element of chance in some degree is necessary to a new game's success on locations. While this argument can be refuted by the success of the straight play shuffle bowlers, ball bowlers, pool games and rifle games, the fact is that some of the new 1958 games might not have succeeded as well as they did without incorporating chance features.

## TWIN BOWLER IN DOUBLE RUN

CHICAGO — Twin Bowler, Chicago Coin ball bowling unit, lived up to its name last week by beginning its second run on the production lines.

Twin Bowler is a double alley bowler with a single ball return runway—two games in one. Four players can compete on each of the two alleys, or eight players on both.

## Legal Review In 10 States:

ILLINOIS—State taverns warned in September by Liquor Control Commission that purchase or possession of federal gambling tax stamps will be grounds for loss of liquor licenses. . . . In Chicago, a case brought against an operator using prize cards in conjunction with play on coin bowling games was tossed out in court, early last month.

INDIANA—Drive against payoff pinballs without federal tax stamps begun thru State by Internal Revenue agents. Eight taverns hit in Valparaiso, October 10.

KENTUCKY—Location owners complain that Louisville move against payoffs on pinballs may put

(Continued on page 73)

## Oregon High Court To Air Free-Plays

### Circuit Judge's Ruling Upsets Atty. General's Opinion That Pinball Awards Are Illegal

SALEM, Ore.—The free-play pinball, long a center of controversy in Oregon, appears headed for a showdown in the State Supreme Court.

The move to the high court began after Circuit Judge Arlie G. Walker, Polk County, ruled free-play pins legal, bowling over an earlier opinion by Atty. Gen. Robert Y. Thornton that the games are illegal. Thornton will appeal to the State's highest tribunal.

The Oregon high court has never ruled on the question, which has been the subject of rulings in many other States where the games have been debated. Thornton claims that high courts in 14 States have ruled these games illegal, while seven have okayed them.

Thornton's earlier opinion was challenged in Circuit Court in Dallas, Ore., by Marshall McKee, Woodburn operator. McKee brought a declaratory judgment suit against Thornton and Walter Foster, Polk County district attorney.

"Thing of Value"

Thornton's opinion held that

free plays are things of value and therefore that pinballs offering them are illegal under Oregon law. But Judge Walker held for McKee that his free-play pins are not illegal. McKee had been advised by Foster that his machines would be seized.

McKee filed his complaint March 27, received a temporary restraining order and asked for a declaratory judgment which allows interested parties to know their legal rights in a matter before actual cause of action arises.

Court proceedings began last March in Polk County when the attorney general received a request from Lane County to rule on free-plays.

## SAVES MONEY

### 2-Way Radio Serves Stops 8 Miles Out

Continued from page 70

day looking for a phonograph to buy. There was no place in town which sold them. The man kept coming around and young Mauceli, an enterprising young businessman, set about looking for a used phonograph.

He finally found one. But instead of buying it and reselling it to the man who wanted one, he kept it, put it on location and that was the beginning of his route. He kept adding pieces and built up his route.

He worked for his father only a year and at the tender age of 19 was in business for himself. Now, 10 years later, he has a lucrative route and is building and expanding even more into a solid, healthy business he had the pleasure of building from the very beginning.

## Navy

He got the idea for the two-way radio system from his Navy Reserve training. He went into radio; he's a radio man 2/class. He learned all about radio equipment, how to use it and realized it would be ideal for his business.

So a year and a half ago he took the step of making the purchase of radio equipment. He hasn't regretted it one bit. He says it is the biggest improvement he has made in his company and will benefit him with untold savings, satisfied customers and top-notch public relations over the years.

## Pekin, Ill., Ops Pay Top Fees

PEKIN, Ill.—Game and juke box operators here are saddled with what might be the highest license fees of any town in the country.

Game operators pay an annual \$300 master license covering 10 games, plus a \$75 per-machine levy for each unit over 10 games. Juke box operators pay an annual \$500 master license.

Pekin, a city of 21,858, in Central Illinois, is served by several operators with headquarters in the city and a few from outside the city.

## Kitt: NCMDA Must Represent World Distribs

CHICAGO — Gil Kitt, president of the National Coin Machine Distributors' Association, told members that NCMDA must represent every facet of the coin machine industry's distributing organizations world-wide. Kitt's message appeared in the October 30 issue of Distrib's Digest, NCMDA publication.

Kitt said that NCMDA, "unlike our country, is not as yet 'represented' by all 49 States." Said Kitt, "We are imbalanced and have not yet taken our rightful place amongst other nation's distributors. . . . Times and conditions are changing rapidly, and we must keep abreast with these to survive and grow stronger.

"The export and import markets are and will continue to affect our distributor economy. Any conditions affecting NCMDA members' economy (or non-members for that matter) must be faced and dealt with."

The NCMDA president called for full participation by members in all NCMDA activities and for a more active and co-operative interest in combined endeavors of the distributors' organization. He asked that each member enroll every authorized factory distributor in his own area in NCMDA.

Kitt said that distributors are "overburdened with individual business headaches, i.e., ever shifting trends, tighter legislative controls and taxes, increased overhead, diversified operations, decreasing available credit, increased sales, equipment and service costs, lack of stimulating public play-appeal equipment," and other problems. He emphasized that a united effort by distributors with full representation and participation would assist NCMDA in meeting these problems.

## U. S. Indicts Union Official For Perjury

Continued from page 65

machine industry will start no later than early December. Field investigators have been gathering information for many months.

Also on the rackets front, Justice Department has indicted for perjury Clyde C. Crosby, international organizer for the Brotherhood of Teamsters. Crosby was indicted for giving false testimony before the Senate racket probers when he appeared before the committee in March, 1957.

Justice's one count indictment charged that Crosby "then and there well knew and believed" that his testimony was false when he told the McClellan committee that he did not meet in 1954 with

(Continued on page 75)

## Game, Juke Exports Up 16% in August

WASHINGTON—U. S. game and juke box August exports, hitting \$1,923,710 on 5,105 units shipped, jumped 16 per cent over July and slightly above the monthly average for the first eight months.

All three categories—games, new and used juke boxes—increased in volume over July. Games showed the biggest climb, from \$505,362 in July to \$725,415 on 3,129 units in August.

New juke box shipments jumped from \$902,909 to \$966,870 on 1,392 units. Used juke boxes climbed from \$203,635 to \$231,425 on 584 units shipped.

West Germany (\$478,862) and Belgium (\$431,440) repeated as top markets in total game juke box volumes in August, trailed by Italy (\$221,564), Venezuela (\$172,783), and Canada (\$129,611). Ireland and Sweden climbed into the top 10 markets bracket in August from lower positions the previous month.

## Germany Tops Music

U. S. Department of Commerce

figures show West Germany led the August markets for new juke boxes, taking 425 for \$288,442. (See chart this section.) Belgium and Venezuela followed, the only other two markets above \$100,000.

Belgium (\$102,645) and West Germany (\$91,526) cornered the used juke box shipments in August, with no other market high in this category.

Italy rang up the biggest trade in games—\$189,278 on 619 units, but this market faces a drastic cutback in the later months of this year. Pinball operations face a complete ban there.

Belgium was runner-up in the game markets, taking a volume of \$108,415 on 775 units. West Germany (\$98,894), Canada (\$87,116), Ireland (\$65,000), and Sweden (\$60,000) trailed.

Vending machine shipments (not shown on chart) made \$244,211 on 4,693 units shipped, a boost from the \$190,138 and \$143,326 totals of July and June.

## COIN MACHINE EXPORTS

AUGUST, 1958

Country	New No.	Phonographs Value	Used No.	Phonographs Value	Amusement No.	Games Value	Totals No.	Totals Value
W. Germany.....	425	\$288,442	112	\$ 91,526	421	\$ 98,894	958	\$ 478,862
Belgium .....	362	220,380	330	102,645	775	108,415	1,467	431,440
Italy .....	41	32,286	.....	.....	619	189,278	660	221,564
Venezuela .....	186	153,908	7	5,800	47	13,075	240	172,783
Canada .....	68	41,245	3	1,250	315	87,116	386	129,611
Switzerland .....	94	67,904	5	2,200	37	17,665	136	87,769
Sweden .....	41	24,267	.....	.....	309	60,967	350	85,234
Cuba .....	89	75,363	.....	.....	15	4,617	104	79,980
Ireland .....	.....	.....	.....	.....	225	65,000	225	65,000
Netherlands .....	23	15,564	20	5,225	5	525	48	21,314
Greece .....	.....	.....	39	6,865	22	7,488	61	14,353
Mexico .....	3	3,400	20	7,903	.....	.....	23	11,303
France .....	.....	.....	.....	.....	9	7,600	9	7,600
Brazil .....	.....	.....	.....	.....	30	6,153	30	6,153
Other Countries....	60	44,111	48	8,011	300	58,622	408	110,744
Totals .....	1,392	\$966,870	584	\$231,425	3,129	\$725,415	5,105	\$1,923,710

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of November 3, 1958)

Main table with columns for High, Low, Mean Avg. prices for various machine categories including Music Machines, Rock-Ola, Seeburg, Wurlitzer, Pinball Games, Gottlieb, Shuffle Games, and Arcade Equipment.



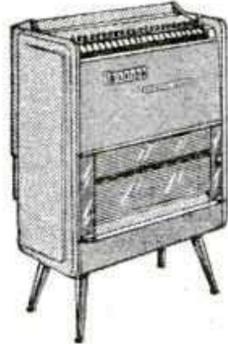
# ROYAL

DISTRIBUTING, INC.

1 Duet.....\$125	6 Vendo Coffee Machines, practically new... Write
1 Majestic..... 375	2 W. & K. Sandwich Machines..... Write
1 Jigsaw..... 200	2 Bert Mills Coffee, M-56..... Write
1 Sluggin' Champ... 125	
1 Auto Race..... 125	

Rock-Ola Distributor

ASK FOR BEN MACKIE or HAROLD HOFFMAN  
3726 Kessen Ave., Cincinnati, O., MONTANA 1-5001



## The SEEBURG CIGARETTE VENDOR

- 22 Columns—over 800 Pack capacity —11 rear bank shift columns
- Three-Way Pricing
- Easy-view selection panel
- Low Console styling, permits "up-front" placing
- Quiet, all-electric selection and delivery

IMMEDIATE DELIVERY

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480





## New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6" Shipping Wgt.: 20 lbs.

WRITE FOR DETAILS MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444



## PHONOGRAPHS: DAVIS Guaranteed

Look and Operate Like New!

SEEBURG M100C.....\$375	SEEBURG V200 with VL Receiver.....\$650
SEEBURG 100W.....\$450	SEEBURG HVL200 Hideaway.....\$595
SEEBURG HF100G.....\$475	SEEBURG KS200H.....\$725
SEEBURG HF100R.....\$575	SEEBURG KD200H.....\$775

Terms: 1/3 Deposit Required.



WORLD EXPORT Corp. DAVIS

Exclusive Seeburg Distributors

735 Erie Blvd., East Syracuse 8, N. Y., U.S.A. Phone: GRanite 5-1691

### Legal Review

Continued from page 71

them out of tavern business. . . . Louisville and Jefferson County police began drive in October against payoff pinballs, noting reported 36 per cent increase in federal gambling stamps issued in area.

MISSOURI—Questionnaires sent to 655 St. Louis County taverns to determine ownership of coin machines on location. Survey was reportedly launched to determine sources for financial assistance to county taverns.

OHIO—Pinball free-plays ruled illegal by Portsmouth Municipal Court Judge Lowell Thompson. Case was filed in October as test to determine scope of city's pinball licensing ordinance. . . . Pinball collections totaling \$26,483 confiscated by Ohio since games were ruled illegal by State Supreme Court. Added to "fund" in October was \$1,097 in coins from 23 seized pins.

OREGON—Free-plays on pinballs headed for test in State Supreme Court following ruling by Circuit Court Judge Arlie G. Walker, Polk County, that they are legal. Ruling upset previous opinion of attorney general that free plays were illegal (see story this issue). . . . Circuit Court Judge Alfred T. Sulmonetti rules free-plays legal, case decided in September. Similar cases were pending in other State areas.

PENNSYLVANIA — State Supreme Court sets November 10 date for appeal case dealing with legality of in-line pinballs in State. Lower court had previously ruled games illegal.

TENNESSEE — Harding, Tenn., location owner charged in October in two-count federal court indictment with willfully failing to make tax return on gaming devices and failing to pay tax.

TEXAS — Beaumont launches drive to collect unpaid city taxes on pinballs, juke boxes and other coin machines.

WASHINGTON — Spokane authorities warn that there will be "no let-up" in arrests of location owners for making payoffs on pinballs. Two location owners were arrested in October.

## WANTED

Good Mechanic on Bingos, Jukes, etc.

SCIOTO NOVELTY, INC.

1909 Eighth St. Portsmouth, Ohio Phone: EL 3-4179

## CHILDREN'S RIDES

Carousel Conditioned

STAR GALLERY.....\$75.00	A.B.T. CHALLENGER (with chrome stand) 39.95
--------------------------	---

Super Jet.....\$250.00	Circus Jet..... 100.00
See-Saw..... 125.00	Space Ship Rides..... 125.00
Auto Rides..... 200.00	Elsie the Cow..... 120.00
Williams Crane..... 125.00	Twin Animal Ride (New)... Write
Round the World Trainer... Write	Good condition—operating order—parts complete.

Terms: F.O.B. Chicago. 25% Deposit. Balance C.O.D. or Sight Draft.

Will Buy or Trade for Big Bronco Horse, Champion Horse, Lane Fire Engine, Bally Model T.



carousels industries inc.

2645-47 W. Lawrence Ave. Chicago 25, Illinois Phone UPTown 8-1369

# BINGO MECHANICS WANTED

NO DRIFTERS! GOOD PAY! STEADY WORK!

Give qualifications and reference in your first letter.

Write to Box #939

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

## 14 FT. BOWLERS, \$325

POOLS	PHONOS	MISC.
6 Pocket Pools...\$150	AMI F-120.....\$435	Mutoscope K-O
Jumbo Pools..... 95	Seeburg C..... 395	Fighter.....\$165
Bumper Pools..... 75	Seeburg R..... 545	Chi Coin Home Run..... 95
Flicker Pool..... 125	Wurlitzer 1800..... 445	American 9 Ft. Bankshot..... 145
4-Hole Pool..... 95	Wurlitzer 1900..... 585	American 12 Ft. Bankshot..... 175
		Southern Belle..... 45
		United Havana..... 45
		Genco Rifle Gallery..... 145
		Keeney Sportsman..... 145

4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNIPER 8-1814

## CONSISTENT MONEY-MAKER IN '58 WILL CONTINUE MAKING PROFITS THROUGHOUT 1959—1960—1961—1962, etc.!!!

# BIKE RACE

One of the oldest and most successful coin machine pieces with all NEW money-making features: MILEAGE SPEED-RECORDER, HIGH SPEED BIKES, THRILLING HOMING FINISHES! EXCITEMENT THAT MEANS PROFITS FOR YOU!

SEE "Bike Race" at the N.A.A.P.P.B.

DISTRIBUTORSHIPS AVAILABLE! Write! Wire! Call!

EXPORT! — ALL MACHINES

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## OPERATORS "GOING PLACES" GO FOR WORLD WIDE BUYS!

### ARCADe

Genco MOTORAMA.....\$245	Bally ALL-STAR BOWLER..... 175
Games' HOLE-IN-ONE..... 95	Bally SKILL ROLL..... 195
Wms. JOLLY JOKER..... 75	Bally TARGET ROLL..... 195
Bally MIDGET ALLEY..... 275	

### BASEBALLS

Wms. SHORTSTOP.....\$410
C.C. BATTER-UP..... 375
Wms. 1957 BASEBALL..... 325
Bally BIG INNING..... 395
Wms. 4-BAGGER..... 225
Keeney LEAGUE LEADER..... 225
United SUPER SLUGGER..... 175

## GOTTLIEB 5-BALLS

ROCKET SHIP.....\$275	AUTO RACES.....\$145
CRISS CROSS..... 245	RAINBOW..... 155
SILVER..... 210	CLASSY BOWLER..... 145
STRAIGHT FLUSH..... 225	DERBY DAY..... 125
WORLD CHAMP..... 195	HARBOR LITES..... 125
ROYAL FLUSH..... 175	SOUTHERN BELLE..... 95
ACE HIGH..... 165	TWIN BILL..... 115

## PHONOGRAPHS

A.M.I. H-200.....\$755	WURLITZER 2000.....\$675
A.M.I. H-120..... 625	WURLITZER 2104..... 675
ROCK-OLA 1455, 200..... 675	SEEBURG V-200..... 525
ROCK-OLA 1458, 120..... WRITE	A.M.I. G-200..... 555
ROCK-OLA 1454..... 575	ROCK-OLA 1465, 200..... WRITE
ROCK-OLA 1448..... 475	SEEBURG M100-C..... 425

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



WORLD WIDE DISTRIBUTORS

Chicago 47 2330 N. Western Ave. Phone: EVerglade 4-2300

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

ARCADE		WANT TO BUY		CANDY VENDORS	
Auto Photo #9	\$1.595	BINGOS, SHUFFLE ALLEYS, MUSIC. Send us your Lists with Prices.		U-Select-It, 54 bar	\$49.50
Balloon-o-Mat	195			U-Select-It, 72 bar	69.50
Bangorama	175			Mills 5 col., 5c	65.00
Basketball Champ	195			Mills 8 col., 5c & 10c	110.00
Bear Gun	125			Ship. Gum & Mint, 5c	15.00
Bonus Gun	215			Shipman 6 col., new	165.00
Basketball, C.C.	175			Vendall, 8 col.	85.00
C.C. Bandbox	175			National 6 col., 5c	69.50
Cap. Panorams	325			National 9 col., 5c	95.00
C.C. Pistol	75			N.W. Sweet Sixteen, 16 col.	295.00
Coon Gun	135				
Drivemobile	150				
Dale Gun	50				
Ex. Pop Gun	495				
Gen. Quarterback	125				
Gen. Rifle Gallery	175				
Gen. Gypsy Grandma	395				
Horoscope	110				
Lord's Prayer	195				
Midget Movies	125				
Mar. Ath. Scales	50				
Metal Typers Harv.	195				
Midget Alley	Write				
Pitch'm-Bat'm	195				
Photomatic	350				
Phil. Toboggan	350				
Pirate Gun	75				
Rock 'N' Roll	250				
Set Shot	150				
Sidewalk Engineer	175				
Silver Gloves	95				
Six Shooter	95				
Squirts	585				
State Fair	275				
Treasure Cove	225				
Tungeo	145				
Un. Super Slugger	275				
Wms. Crane	150				

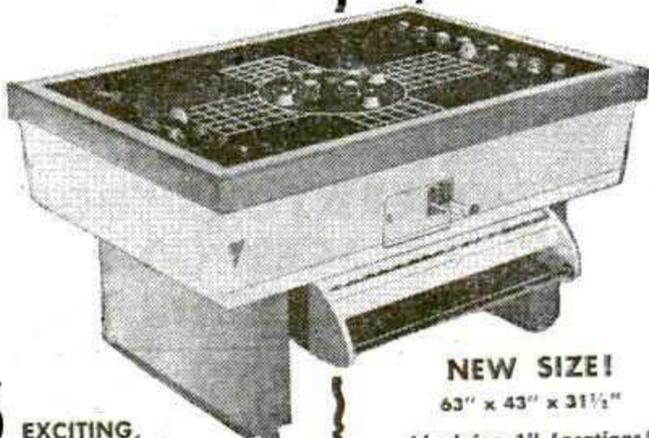
"Wurlitzer Distributors"



CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)  
2029 Prospect Ave. Cleveland 15, Ohio  
All Phones: Tower 1-6715

REDD presents the amazing FISCHER PARTY POOL



6 EXCITING, PLAY-MAKING, PROFIT-PRODUCING GAMES ON

1 GREAT NEW TABLE!

- \* "14-BALL BUMPER"
- \* "CAT & MOUSE"
- \* "EIGHT BALL"
- \* "ROTATION"
- \* "EIGHT BALL TAG"
- \* "SUDDEN DEATH ROTATION"

NEW SIZE!

63" x 43" x 31 1/2"

Ideal for All Locations!

At last! The tremendous appeal of a bumper type table, combined with the thrilling play variety, action and steady earning power of a 6-pocket table!

Standard Features

- SLATE TOP
- FULL SET NUMBERED (1 to 15) BALLS
- 52" CUES
- "VISIBALL" TRAY
- FORMICA RAILS

NEW MACHINES!! PRICES REDUCED!!

... CALL COLLECT FOR PRICES!

BALLY USA  
BALLY SKILLROLL

BALLY SPACE GUNNER  
GENCO SPACE AGE

Reconditioned MACHINE CLOSEOUTS

BALLY ALL STAR DELUXE  
BALLY TROPHY BOWLER  
BALLY BIG INNING BASEBALL  
CHI. COIN BOWLING LEAGUE  
UNITED BOWLING ALLEY  
KEENEY LEAGUE LEADER (Baseball)

KIDDIE RIDES

25 ASSORTED KIDDIE RIDES

● Reconditioned  
● Guaranteed \$200

Redd DISTRIBUTING CO.,  
298 LINCOLN ST.  
ALLSTON 34, MASS.-AL 4-4040

Exclusive Distributor for  
WURLITZER  
BALLY  
CHI COIN  
GENCO  
FISCHER

IT MAKES PLAYERS THINK... Should I Shoot • 1 Ball? • Entire Line? • ALL BALLS?



VANGUARD NEW POP-UP BALL TARGETS and more ways to score!

Williams MANUFACTURING CO.  
4242 W. Fillmore St., Chicago 24, Ill.

FINEST RECONDITIONED EQUIPMENT

WURLITZER

1800's	\$495.00
1900's	\$45.00
2000's	\$625.00
2100's	Write

BINGOS

Starlet	\$ 85.00
Pixie	60.00
Caravan	90.00
Balls-a-Poppin'	125.00
Mystic Marvel	95.00
Lady Luck	95.00
Star Pool	75.00

ARCADE

C.C. Croquet Pool	\$195.00
C.C. 11-Ft. Bowler	345.00
C.C. 14-Ft. Bowler	355.00
Seeburg Coon Hunt	85.00
Universal 2-Way Arrow Ball	345.00
Keeney Wild-Bell	345.00
Dale Gun	25.00
14-Ft. Bally Bowler	365.00
C.C. T.V. Bowler	425.00
Lazy-Q	45.00
22-Col. Keeney (used)	175.00
2-Pl. Rocket Shuffle	425.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: MEIrose 5-1593

Weekly Special! 2-Player WHIRLWIND \$300

RECONDITIONED GOTTLIEB 5-BALL VALUES!

SINGLE PLAYER	
ROTO POOL	\$285
ROCKET SHIP	275
CRISS CROSS	235
STRAIGHT FLUSH	225
SILVER	215
ROYAL FLUSH	195
WORLD CHAMP	165
ACE HIGH	160
AUTO RACE	145
RAINBOW	150
DERBY DAY	110
2-PLAYER	
BRIGHT STAR	\$330
FLAGSHIP	225

TO GET ACTION—GET GOTTLIEB'S NEW 4-PLAYER CONTEST

THE TOPS IN COMPETITIVE PLAY!  
ORDER FROM

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill.  
BUckingham 1-8211

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

If You Haven't Taken Advantage of the Newest in Background Music—Check With Us on the NEW CINE-SONIC TAPE REPEATER

Along With a Fine Line of Reasonably Priced Speakers

Empire COIN MACHINE EXCHANGE

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LOWEST PRICES ANYWHERE!

NO REASONABLE OFFER REFUSED \* WE WILL ACCEPT BINGOS, MUSIC, SHUFFLES IN TRADE

GOTTLIEB	WILLIAMS	BALLY
Derby Day, Auto Races, Ace High, Marathon, Rain-bow, Stagecoach, Flagship, Sea Belles	Register Southern Bells Slugging Champ World Champ Gladiator Classy Bowler	All-Star Bowler, All-Star Spr. Bowler, Balls-A-Poppin', Circus Carnival, Skill Roll, Golf Champ

WRITE • WIRE • PHONE



International Scott Crosse Company

SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

ATLAS for TOP VALUES!

SPEED-READ

All Visible, No Drum PROGRAM HOLDER For V-200 & VL-200, \$34.50

SEEBURG CIGARETTE VENDOR

814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.

V-200 .. \$595 with SPEED-READ Program Holder



A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

MUSIC

SEEBURG KD-200	\$795
SEEBURG 100R	595
SEEBURG 100C	445
SEEBURG 100B	375
SEEBURG VL (Converted)	665
WURLITZER 1900	575
ROCK-OLA 1442	315

Reconditioned—Refinished

NEW Calcoin 45 RPM Conversion for M-100A with fast-moving \$49.50 carriage gear!... Also Conversions for All Machines.

Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY

NOW DELIVERING

WRITE or CALL for Prices

- BALLY BEACH TIME, CYPRESS GARDEN, GOLF CHAMP, LUCKY ALLEY
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- ROCK-OLA PHONOS—50-120-200 SELECTION
- CHICAGO COIN CRISS CROSS HOCKEY, TWIN BOWLER

★ ★ SPECIAL ★ ★

1442 Rock-Ola, 50 Sel.	\$395.00
1446 Rock-Ola, 120 Sel.	445.00
1448 Rock-Ola, 120 Sel.	545.00
All-Star Deluxe Bowler, new	295.00
Trophy Bowlers, new	Write
Like New A.B.C. Bally Bowling Lanes, 14'	395.00
Like New Strike Bally Bowling Lanes, 14'	575.00
Skill Rolls, new	195.00
used	145.00
Seeburg Chroma Wall Boxes	45.00

5 BALLS

Bally U.S.A.	Write
Flying Aces	Write
Gott. Criss Cross	\$245.00
Genco Fun Fair	275.00
Ball-a-Poppin'	175.00
Bally Circus	245.00
Snafu	75.00

BINGO GAMES

Cypress Garden	\$575.00
Miss America	450.00
Key West	300.00
Big Show	250.00
Daytime	110.00
Variety	75.00
Gayety	75.00
Miami Beach	125.00
Hi Fi	50.00
Dude Ranch	50.00
Beauty	\$5.00

All machines have been checked, cleaned and ready for location.

ARCADE

Wms. Deluxe Four Bagger	\$245.00
Space Gunner	Write
Old Smokey	Write
Chi Coin Steam Shovel	\$125.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana



# WE HAVE 460

LATE GOTTLIEB

1, 2 and 4 Players!!!

WE'LL TAKE Music, Bingos, Shuffles IN TRADE!

Exclusive Distributors for Wurlitzer, D. Gottlieb and Irving Kaye Co. in So. Jersey, Del. and Penna. Cable Address: COMAC, Philadelphia, Penna.

**ACTIVE**

AMUSEMENT MACHINES CO.

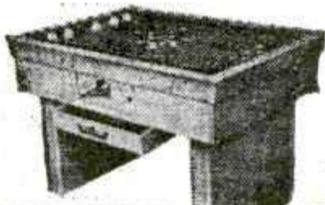
666 N. Broad St., Phila. 30, Pa. • PO Box 9-4495

You can ALWAYS depend on ACTIVE ALL WAYS

Write or wire for prices

Put Spice in Your Operation . . . Profits in Your Pocket, with

**Valley**  
for VARIETY!



**BUMPER POOL**®

Finest on the Market!

6-POCKET TABLES  
7' & 6' DeLUXE . . .  
6' SPECIAL . . .

See Your Distributor or Write Direct

**VALLEY SALES CO.** (Affiliate, Valley Mfg. Co.)

333 MORTON STREET, BAY CITY, MICHIGAN • TWInbrook 5-8587

## U. S. Indicts

• Continued from page 71

James B. Elkins, "Portland, Ore., gambler," and others.

It was Elkins who charged before the committee that Portland pinball operator Stanley G. Terry paid \$10,000 or more to teamster vice-president Frank W. Brewster to break up the union's pinball monopoly.

Elkins told the committee that the Acme Amusement Company was formed with teamster backing, and was to be Portland's only pinball operation. He charged that teamsters arranged to picket any tavern that used the machines operated by Terry.

Elkins said Terry succeeded in ending the teamster-Acme arrangement by bringing his own employees into the union. This was done, Elkins said, when Terry paid \$10,000 or more to Brewster. Terry maintained, however, that he had made no payments and said he had done everything in his power to "lend dignity to coin machines."

It was at this point that Senator McClellan became angry over the charges and denials. He ordered the hearing records sent to Justice Department for "appropriate action" because "someone has absolutely perjured himself." (The Billboard, March 9, 1957.)

The indictment against Crosby was announced November 4, but Justice will indict other principals from this phase of the probe.

### PHONOGRAPHS

AMI C-40 (45 RPM) . . . \$129.00  
SEEBURG M100A (45 RPM) . . . 199.00  
SEEBURG C . . . 419.00  
Seeburg V200 . . . 529.00  
Rock-Ola 1438 . . . 409.00  
Wurlitzer 1700 . . . 429.00  
Wurlitzer 2000 . . . 599.00

### SPECIAL—FOR EXPORT

Seeburg M 100 A's 78 RPM  
Wurlitzer 1500's

Write for Prices

Write for our complete price list on wide variety of phonos, games and arcade machines.

Better Tone at Less Cost!

### NEW CoMco HI-FI SPEAKERS

The Only True Low-Priced High Fidelity Speaker!  
Hi Fi Wall Model \$19.95 | Hi Fi Corner Model \$23.95

### CoMco Extended Range SPEAKERS

Wall \$11.95 • Corner \$15.95 • Ceiling \$11.95

Wanted—Cash or Trade—Bingos, Shuffles, Phonos

Bally Magic Bowler . . . \$139  
Chi Coin Hi-Speed Crown . . . 89  
Keeney American Shuffle . . . 169  
Bally Broadway . . . \$159  
Bally Yacht Club . . . 69  
Seeburg Coon Hunt . . . 69  
Genco State Fair . . . 249

## COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210

Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

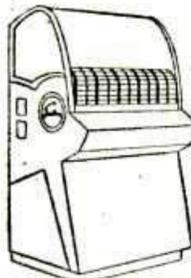
## INCREASE COLLECTIONS—SHOW ALL THE SELECTIONS—

with

## ← SPEED-READ

The NO DRUM—NO TURN PROGRAM HOLDER

for V-200 and VL-200



\$34.50

Complete F.O.B. Chicago

• All 200 Selections Clearly Displayed!

• Factory-Type Curved-Contour Provides Full Visibility of Mechanism. Easily, Quickly Installed.

**JANCOR ENGINEERING CO.**

203 N. WABASH AVENUE

CHICAGO 1, ILLINOIS

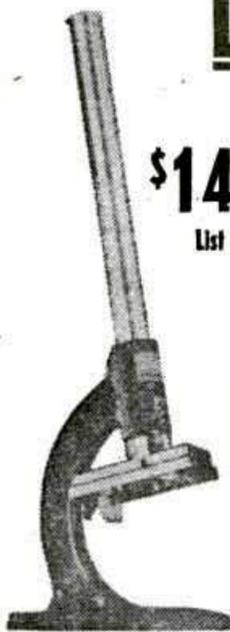
## LATEST MODEL

## NICKEL

## DISPENSER

\$14.95  
List Price

THE MOST TROUBLE-FREE COIN DISPENSER ON THE MARKET TODAY



Single Tube Base Attached Model Available in All Denominations

### IT CAN'T MISS—IT CAN'T FAIL

- ★ Interchangeable Units (arranged for individual needs)
- ★ Choice of 25c, 10c, 5c, 1c Units
- ★ Choice of 2, 3, 4 or 5-Unit Bases
- ★ Sturdy—All Metal
- ★ Feather-touch, Smooth, Easy Operation
- ★ Guaranteed Accurate
- ★ Chrome-Plated Mechanism
- ★ Die-Cast Mechanism
- ★ All Dispensers Available in Quantity
- ★ Discounts on Quantity Purchases

The new model nickel dispenser is now available in quantity. This new Kwik Koin unit is remarkably improved over the older model. The mechanism is die-cast made and chrome plated with unfailing accuracy. The units are precision-machined to prevent clogging or jamming. The "wearing" parts of the old dispensers have been eliminated. Non-scratch base bottoms. Sturdy, accurate, fast coin mechanism with smooth operation.

The Kwik-Koin saves time and money for operators of Arcades, Transportation Depots, Clubs, Taverns, Restaurants, Drug Stores, Tobacco Stores and all other locations having coin machine equipment.

The Kwik-Koin is speedy, unfailing and simple in operation . . . a light touch of the lever delivers the coins into your palm.

Each unit is quickly removed for exchanging, emptying or re-arranging.

### SPECIFICATIONS

25c Unit	10c Unit	\$10.00	1c Unit
Capacity \$30.00	Capacity \$20.00	Capacity 5c Unit	Capacity \$1.50
Dispenses 4 Quarters	Dispenses 5 dimes	Dispenses 5 nickels	Dispenses 5 pennies

Patented—Patents Pending

## DUNIS DISTRIBUTING CO.

100 ELLIOTT AVENUE WEST SEATTLE 99, WASH.

(Inquiries accepted now for local distributors)

WAIT'LL YOU SEE  
THE NEW

# HIGH-SCORE PUCK-TYPE BOWLER

BY **Bally**®

**REALLY NEW SKILL APPEAL**  
**PEPS UP PLAY IN A HURRY**

# BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"

WHY!



1318 N. WESTERN AVE.  
CHICAGO 22, ILL.  
EV 4-3120

**STANDARD HARVARD**  
METAL TYPER, Inc.

# COINMEN YOU KNOW

Continued from page 70

of Concessionaires followed with a four-day stay at the Americana. Operators from Canada to the Keys came in for this trade show. . . . H. J. Foster and Herman Saxton,

National Vendors, are proud of their new line of money-makers. . . . Continental Vending has Harold Roth display its wares. . . . ABC Vending Corporation had Ben Sherman, Milton Cohen and Sam Rubin pitching its line.

(Continued on page 77)

## Panoram Operators!

FOR SALE

Continuous Reels, Brand New,  
\$25.00 each.

Phil Gould

288 Market St. Newark 8, N. J.  
Market 3-4275

## SAVE MONEY SAVE TIME

Buy all the equipment you need from ROSEN.

We always carry one of

# THE NATION'S LARGEST STOCKS

AT THE NATION'S

# BEST PRICES

Send For  
Our Complete Lists  
Today

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**FREE! FREE!**  
56-PAGE CATALOG  
with complete Price List,  
Exclusively for  
**IMPORTERS!**

Fully Illustrated  
Send for Your Copy Today!



NEW CHICAGO COIN PROFIT-MAKERS!

**TWIN  
BOWLER**  
14'-18'

**PLAYER'S CHOICE  
BOWLER**  
13'-16'-20'

**CRISS CROSS  
HOCKEY**

# WANT TO BUY!

CASH or TRADE

Chicoin-Bally-United

# SHUFFLE ALLEYS

BALLY  
BINGOS

NEW GAMES

- Gottlieb CONTEST
- United CYCLONE
- Genco GYPSY GRANDMA
- Bally LUCKY SHUFFLE
- Williams GUSHER
- United ATLAS
- Bally BEACH TIME
- VALLEY 6-POCKET POOL
- Kaye COMPETITOR 6-POCKET
- Auto Bell CIRCUS DAYS
- Keeney DELUXE BIG TENT

CABLE: "FIRSTCOIN"—Chicago

**BINGOS**

- MISS AMERICA ..... \$475
- KEY WEST ..... 295
- SHOW TIME ..... 375
- MIAMI BEACH ..... 105
- GAYETY PARADE ..... 205
- BIG TIME ..... 105

**GUNS**

- Genco CIRCUS GUN ..... \$350
- "3-D" ARTS PARADE ..... 295
- Genco STATE FAIR ..... 240
- Genco DAVY CROCKETT ..... 225
- Genco SKY ROCKET ..... 195
- Keeney RANGER ..... 195
- Un. CARNIVAL GUN ..... 160
- Wms. JET FIGHTER ..... 150
- Keeney SPORTSMAN ..... 145
- Genco RIFLE GALLERY ..... 145

# FIRST

COIN MACHINE  
EXCHANGE

Joe Klim & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Tops in Competitive Play!

# GOTTLIEB'S CONTEST

A 4 Player Game with 4 Flippers!

Here it is Mr. Operator . . . another 4 player game designed to repeat the same success you enjoyed with Super Jumbo, Jubilee, Majestic and Falstaff. Attracts players year after year in all your locations. Enjoy long term profits and giant resale value . . . see your distributor and get CONTEST on location today!

- Popular Roto-Targets score up to 500 points
- 2 top targets score Roto-Target value when lit
- 4 contacts spin Roto-Targets
- Top center target scores 100 points
- Alternating lite rollunders turn pop bumpers on and off
- 3 or 5 ball play • Cross-board cyclonic kickers
- Two way double match feature • Available with twin chutes
- Adjustable 3-4 or 5 plays for 25c

**D. Gottlieb & Co.**  
1140-50 North Kostner Avenue • Chicago 51, Ill.



Amusement Pinballs  
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

# SHAFFER STEREO SPECIALS

**SEEBURG**

**KD 200H**  
Like New  
**\$795.00**

**V-200**

W/VL Receiver .....\$595.00  
Reconditioned—Refinished

HF100R .....\$575.00  
HF100G ..... 475.00  
M100C ..... 395.00  
M100B ..... 325.00

**WURLITZER**

2150 (200 sel.) .....\$649.50

**AMI**

G-200 (w/all conversions) .....\$425.00

**SEEBURG**

3WI-100 Wall Box, New Buttons, Chrome Covers.  
**\$59.50**

## CIGARETTE VENDORS

EASTERN Mark II, 22 col., reconditioned .....\$245.00  
NATIONAL 9 Col., 25/30c Lo Boy ..... 97.50  
EASTERN 8 Col. .... 49.50

See the  
**Seeburg 2-Channel Stereo Phonos**

**NOW ON DISPLAY AT ALL OFFICES**

**GUARANTEED BY**

# SHAFFER MUSIC COMPANY

Write for Illustrated Catalog

849 N. High Street  
Columbus 8, Ohio  
Phone AX 4-4614

## COINMEN YOU KNOW

Continued from page 76

Apco, Inc., gave a colored TV set for the operator who attended all the sessions. The drawing was won by Sam Rubing, ABC Vending. . . . At the close, Wolfe Distributing announced open house at its new building at 319 Riverside Avenue, Jacksonville. There are 8,500 square feet of display and parking facilities to accommodate customers.

## WANTED TO BUY USED RECORDS 45 RPM

Late releases only. Regular or EP in quantities. Write

**RECORD RACK**  
306 N. Main St.  
Middletown, Ohio

All the news of your industry every week in The Billboard...

## WANTED

Experienced Manager for Music Route. References requested and other information in first letter.

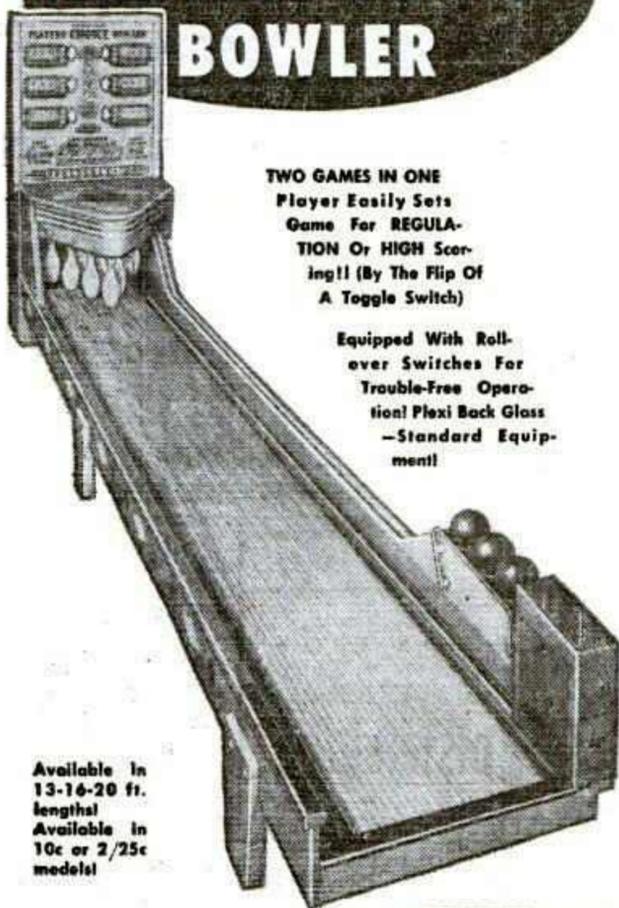
**Write Box 944**

The Billboard, 188 W. Randolph, Chicago, Ill.

GIVE TO DAMON RUNYON CANCER FUND

**chicago coin... Brings You Next Week!!**

## PLAYER'S CHOICE BOWLER



**TWO GAMES IN ONE**  
Player Easily Sets Game For REGULATION Or HIGH Scoring!! (By The Flip Of A Toggle Switch)

Equipped With Roll-over Switches For Trouble-Free Operation! Plexi Back Glass—Standard Equipment!

Available in 13-16-20 ft. lengths! Available in 10c or 2/25c models!

## CRISS-CROSS HOCKEY



Featuring "Criss Cross" Bonus Scoring with 9 Bonus Scoring Combinations . . .

Every Time A Player Completes A Card A Letter In H-O-C-K-E-Y "Lights-Up" For Additional Scoring!

Available in Replay or Novelty Models! Fits Any Type Locations... Size 5 ft. x 2 ft.

ANOTHER **chicago coin** PRODUCT

# 8 ft. Shuffle Bowler

Featuring Regulation and Flash-o-Matic High Scoring All in One Game!

## TWIN BOWLER



Now! **DOUBLE** Profits with **DOUBLE** Play!!!

2 Players Can Bowl At The Same Time! As Many As 8 Players Can Participate!

**TWIN BOWLER** is ONLY 48 inches wide and 14 ft. long! Each Lane Operates Independently Of The Other! Game Designed In 3 Sections For Easy Set-up! Available in 10c or 2/25c models!

Now Testing . . .

## REBOUND SHUFFLE

It's New!

It's Exciting!

**Chicago Dynamic Industries, Inc.**

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



# Bally BEACH TIME

**SMASHING IN-LINE EARNING RECORDS**

Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME ... all adding up to biggest earning-power in years.

**4**  
MAGIC SQUARES  
plus **2**  
MAGIC LINES

**"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3<sup>RD</sup>, 4<sup>TH</sup> OR 5<sup>TH</sup> BALL**

Get your share of the big BEACH TIME money. Get new Bally BEACH TIME at your Bally distributor today.

## Bally LUCKY ALLEY

WITH NEW **LUCKY STRIKE** FEATURE  
Biggest thrill in bowling!

4" RUBBER BALL or 4" HARD BALL

- Official bowling scores
- 1 to 6 can play
- Streamlined cabinet
- Quiet-roll alley
- Extra husky pins
- Protective foul-light

3 Popular Sizes 11 ft., 14 ft., 18 ft.  
2 COIN STYLES DIME-A-GAME or 2-FOR-QUARTER

SEE YOUR *Bally* DISTRIBUTOR FOR OTHER TOP MONEY-MAKERS

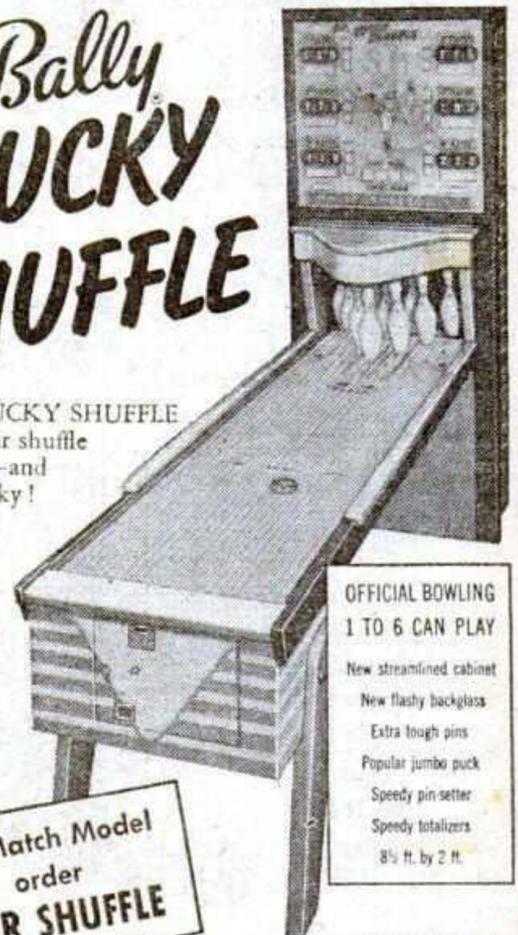


- MODEL T
- SPOOK GUN
- BALLY BIKE
- SPEED QUEEN
- THE CHAMPION
- TOONERVILLE TROLLEY

NOW.... famous **LUCKY STRIKE** feature in popular 8½ ft. SHUFFLE BOWLER

## Bally LUCKY SHUFFLE

Get LUCKY SHUFFLE for your shuffle spots—and get lucky!



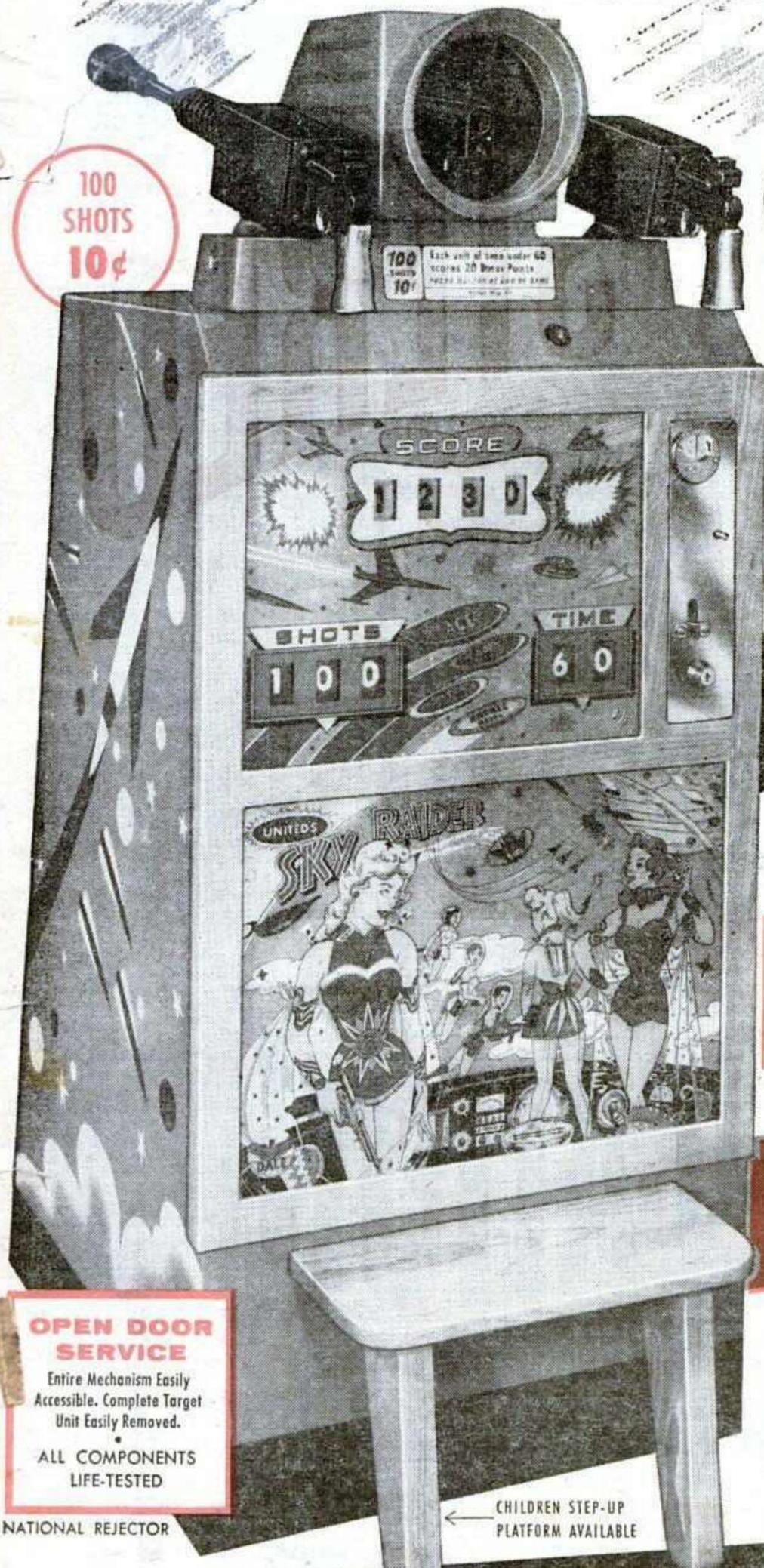
For Match Model order **STAR SHUFFLE**

OFFICIAL BOWLING 1 TO 6 CAN PLAY  
New streamlined cabinet  
New flashy backglass  
Extra tough pins  
Popular jumbo puck  
Speedy pin setter  
Speedy totalizers  
8½ ft. by 2 ft.

CHOICE OF TWO COIN STYLES  
(1) SINGLE CHUTE—POPULAR DIME PLAY  
(2) DIME-A-GAME, 3 GAMES FOR A QUARTER

# IT'S NEW! IT'S DIFFERENT!

Thousands of Choice Locations are Waiting for  
**UNITED'S SENSATIONAL...**



# SKY RAIDER

NOTHING ELSE LIKE IT!

REALISTIC ANTI-AIRCRAFT  
**TWIN "ACK-ACK" GUNS**  
SYNCHRONIZED FIRING - SHOOT ONE OR BOTH GUNS

**NEW, AUTHENTIC TYPE  
GUN SIGHTS**

**3rd DIMENSION  
TARGET VIEW**

**POPULAR BONUS  
TIME FEATURE**

**SHOOT AGAIN FEATURE  
(OPTIONAL)**

**FLASHY, DURABLE PLEXI-GLASS**

**OPEN DOOR SERVICE**  
Entire Mechanism Easily Accessible. Complete Target Unit Easily Removed.  
ALL COMPONENTS LIFE-TESTED

NATIONAL REJECTOR

← CHILDREN STEP-UP PLATFORM AVAILABLE

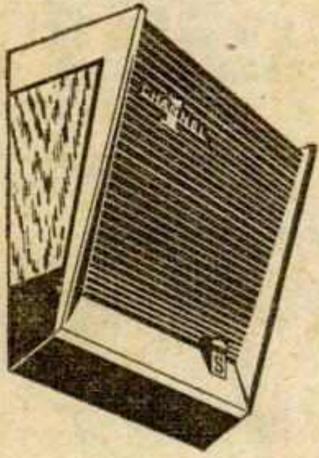
SMALL FLOOR AREA REQUIREMENT OPENS MANY NEW LOCATIONS	APPROXIMATE SIZE: <b>2 FT. WIDE</b> <b>2 FT. DEEP</b> <b>5 FT. HIGH</b>	APPROXIMATE SHIPPING WEIGHT <b>250 lbs.</b> (CRATED)
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GET DETAILS ON  
UNITED'S LATEST  
**BOWLING ALLEYS**  
AND  
**SHUFFLE ALLEYS**



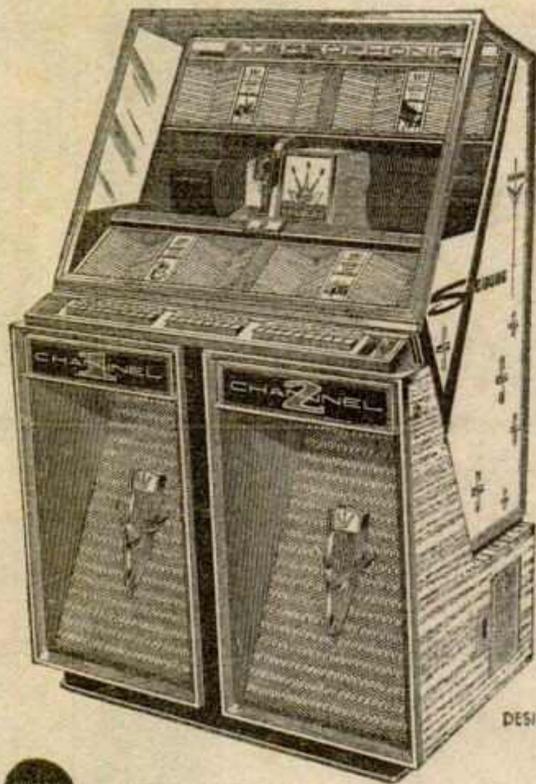
**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**SEE YOUR DISTRIBUTOR NOW!**



# HEAR SEEBURG STEREO

## EVERYWHERE



DESIGN PATENT PENDING

# IN THE LOCATION

HEAR AND SEE THE REALISM OF THE  
FIRST COMPLETELY INTEGRATED  
STEREO MUSIC SYSTEM  
AT YOUR SEEBURG DISTRIBUTOR

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
THE SEEBURG CORPORATION  
Chicago 23, Illinois

*America's Finest and Most  
Complete Music Systems*