Stereo Promotion to Public Lags; Phonograph Industry Concerned

Buyer Educational Program Due; Unified Crash Blueprint Indicated

NEW YORK — Leaders in the phonograph industry are concerned. At the holiday selling season shows closer, it has become apparent to many that there is a big difference between the advertising campaigns for stereo advertised in 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 M. Krock, told The Billboard that 1959 will be "the biggest year the industry has ever had in the past decade."

Information, Please

What's the best reason for the lag in getting the information about stereo out where it counts— to the public? What has been done? What's the public comforted? What can be done about it now?

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

Comparing stereo with stereo counterparts. In addition, distributors and dealers are excited about the stereo products.

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 "The Johnnie Ray Show," etc.). High Fidelity Music Shows have thrown hard on the stereo theme.

Behavioral Planning

For the stereo phonogram, the time has come for an "aggressive group-pragmatic" of their promotional efforts. Some believe the idea of a stereo phonogram 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 with a single speaker, regular phonos with satellite amplifier-speaker combinations all in stereo unit, with dual amplification and both speakers in the same cabinet.

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

The timing factor, an educational crash program would have to initiate with the dealer and be followed through by him. The manufacturer could help in this. Phonos firms have the personnel, the knowledge and the know-how to conduct sales training all in stereo sales people. They could quickly

(Continued on page 19)

Discounters

NEW YORK — Discount houses are having a tougher time than anyone else trying to handle stereo phonographs. The reason seems to be a short discount. Because their profit is cut so narrowly, the discount houses plan much time in closing an individual sale. Stereo takes longer to sell, so business, more often than not, is not known 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 Boughtout Masters

By PAUL ACKERMAN
NEW YORK—The once-extensive sucker market for bad masters has been greatly reduced, industry sources say, with only a few type discs having been sold, sending the avoidable masters quite far into the vault, with burned fingers and—let us say—dented pocketbooks.

The term "boughtout master" is a misnomer in that it is rarely paid for. The master 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 a 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 promises to treat the label in the matter and is willing to back his belief with some loot. But most times the masters are not what they once were. Joe Carlton, for instance, paid $1,700 for "Happy Birthday," a "bought out" master of "Philadelphia, U. S. A." Rejected last week for a "bought out" master this is getting strong action. Carlton states that the record business, in order to make money, has recognized good songs and entertainers and that they are not always good, but which were not worth $100 had been selling for as high as $3,500 mere a claim.

One of the leading acquirers of Col. Sets Up
Promot'm Meet

NEW YORK—Columbia Records have held 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, promotion tours of talent, etc. The meeting will be held at the Savoy Hilton Hotel here.

Speakers on the various seminar panels for Columbia Records will be Joe Davis, Capitol Records; Alan Sheppard, Columbia Records; Joe Blocker, Corinthian Rampling; and John Harrison. There will also be a number of panel discussions featuring guest speakers. There will be sessions on radio stations WMCA in New York, Toby De La Reau, at station WPIL in Philadelphia, John DeFore of the owned and operated CBS radio stations, and Don Studivant and Bill Randle. Mitchell Miller will chair the discussion panels.

Kornheiser to
Atlantic Post

NEW YORK—Bob Kornheiser has resigned as sales manager of Columbia Records, taking a national sales chief of Atlantic Records and its subsidiaries. He rejoined Columbia as assistant to the

MONEY-SAVING SUBSCRIPTION ORDER

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RRIA DEFINES
TRUE STEREO RECORDING

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

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

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

Individual listeners defined the definition as likely to bring to the consumer a clearer understanding of stereo.

The diagram above shows the definition as likely to bring to the consumer a clearer understanding of stereo.

SORD Plans Test of Disk Club Legality

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

By BERNIE ABELL
CHICAGO—A trial of the Society of Record Dealers (SORD) was held here last week, the meeting of the organization expects to file suit before Christmas against one or more of the firms listed on the list of mail order record clubs. SORD has made the requirement of three Chicago law firms specializing in antitrust cases and has been working to handle the case in the next few days.

Simonsson, a partner in Coghill-Simonsson, Chicago, addressed a sizable meeting of SORD members, and said that they will be represented by attorneys who have traveled to Des Moines, Indianapolis and other cities.

The dealers, clearly aroused, said that they would consider actions on record clubs, although they probably have given equal billing to the question of distributor transfers and dealers' management to continue.

In his review of SORD membership, although he has been made a record of attendance figures, Simonsson said the (Continued on page 49)

British PRS Rules Stymie
Membership by U. S. Publics

By BOB ROLONTZ
NEW YORK—The British Performing Rights Society (PRS) has proposed a number of measures that will affect American-owned publishers in the British market. These changes will, it is said, make it difficult for many of the new firms to join PRS, at least in the near future. As a result, in every case, will force American- owned publishers to clear their songs through the British PRAE or British-owned or British-controlled record labels.

A list of these new regulations has been presented.

Broadcast or publication must be written as British clerks. There is little doubt that the regulations will be enforced. The new regulations are designed specifically to stop the establishment of record-owned companies in the United Kingdom.

SPRINT TALENT FOR
BLACK-TIE BALL

WASHINGTON—Entertainment and music sources say that WBR (Washington Broadcasting, Inc.) for the second annual President's Black-Tie Ball, this year held at the Washington Press Club here this Friday night. "Black Tie," Chet Atkins, guitarists and RCA Victor recording star, Orion Bean, the quick, comic Nelson Eddy and Gale Sherwood, the regal, and Bob Burton, vice-president of BMI, will enforce 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 Wash-ington post, 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...
HOT 100 ADDS 14

NEW YORK — There are 14 new sides on The Billboard's Hot 100 chart this week. Each of these hits is very strong in its own way.

1. "On Your Mind" — Patti Austin
2. "You Can't Hurry Love" — The Supremes
3. "That's the Way Love Goes" — The Isley Brothers
4. "I Can't Go for That (No Can Do)" — Athena
5. "I Don't Want to Miss a Thing" — Aerosmith
6. "Just One Last Time" — Joe Cocker
7. "Let's Talk About Love" — Lionel Richie
8. "Mama Told Me Not to Come" — Vanilla Ice
9. "My Heart Will Go On" — Celine Dion
10. "Nothin' Fancy" — Mel & Tim
11. "Norwegian Wood" — The Beatles
12. "One More Time" — Duran Duran
13. "She's Got a Way" — Barbra Streisand

NEWS REVIEW

'Album of Month' Salute Resounding LP Air Plug

"Welcome to the "Golden Age of Entertainment," said an veteran radio man as he listened to The Billboard's Hot 100 chart this week. The bright, brassy, jazzy sound started on what may soon prove to be the record industry's biggest national showcase for new LP albums.

The package spotlighted at first as the "album of the Month" that will be the subject of the house-long "Best of Billboard" Bandstand," in which both the "Best of" and "Billboard" members have agreed to air the album through their respective outlets.

The album is "White Hot," by Eddie Fischer, and will be available through the ABC-PARAMOUNT network.

Victor Cues DJ's on Yule Programming

NEW YORK — To simplify production and to make sure Christmas songs by deejays, Victor Cues is shipping a special LP record, "Victor Cues Christmas Programming," on which there will be no choice of songs, but the deejays can choose from the entire disk jacket list.

The LP spotlights the album's all-time favorite Christmas songs, including Harry Belafonte, Bing Crosby, and many others. Arthur Fiedler and the Boston Pops, Arthur Godfrey and the \"Arthur Godfrey Show\" will also be available.

The LP also includes a special sleeve with a complete listing of RCA Victor Christmas single merchandise already available, including books, calendars, and related materials.

CARLTON PREPS PHILLY PARTY

PHILADELPHIA — In order to stir up some scare on his hot new record of "Philadelphia," Carlton is preparing a party for Philadelphia businesses.

The objective is to create a strong bond between the businesses and the community. They will not only be able to look up for the future, but also to develop a stronger relationship with the community.

London Skeds Strong Sets For Yuletide

NEW YORK — London Records has announced a powerful Christmas release, "London Skeds," for the upcoming holiday season. The album is a collection of songs that are sure to appeal to a wide audience.

SORRY, DEALERS, NO DEAL ON VIK

NEW YORK — A story about the demise of RCA Victor's subsidiary label Vik can now be confirmed. According to a statement by a spokesman for the label, the story is not true as stated in the view that Vik has worked out its relationship with another label and is not interested in distributing any further.

The oster stereo selection is "Christmas Caroling From Germany," and the album is a collection of traditional Christmas carols.

Show to Spot Gleason Tunes

NEW YORK — Jackie Gleason will spotlight excerpts from his latest Capitol record, "It's Christmas Time," on The Billboard TV show December 19. The show will include performances of "Santa Claus Is Coming to Town" and "Jingle Bells," which will be heard on the show. Featured instrumentalists will include Bobby Hackett, Doris Ventura and Charlie Shavers, with Toni and Jan Aiken in vocals.
Muted Activity on Disk-AFM Contract

NEW YORK — Quiet but definitive movements were taking place during the last week toward 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 artists’ representatives had asked them for a compilation of all titles and writers. The same thing will happen as a strike threat is made.

7,000 songs have a label and a lot of others do too. It’s quite possible that a publisher can continue to do business with union demands much more like what they did before, when they dealt with a company. Why? It’s simple. The publisher can more easily afford it.

If he has the songs he owns the record. And if they signed up, he believes he has the rights to use the big record outfits too. On the other hand, if the major label wanted to sign up the song, a lot of other publishers could be expected to sign a union contract in order to maintain their position for themselves.

It was known this week that several informal meetings took place between top reps of record companies and representatives of ASCAP regarding the “AFM situation.” The union, meanwhile, has not as yet asked for meetings with any of the record firms, even though the expiration of the contracts are but a few weeks off. One union representative said he had to have said that there is likely to be some trouble with them (the record companies) this week. The union stressed that it probably will wait awhile till we sit down together.

In addition to a 2% increase direct to the musicians with whom they are members, the Ohio AFL-CIO, and the Cleveland Telephone Co., there were other factors.

CBS Radio Time Cut Keys Jock Bonanza

NEW YORK — More than 6,000 hours of new record shows are scheduled for the CBS Network as a result of the new 7.5% rate cut, according to the network’s current decision (effective today) to reduce its schedule thereby opening up a vast new area for record plugging and sparking even stronger rivalry in the already highly competitive local radio ratings.

Under the new CBS plan, which takes effect immediately, the Network will pay up to $1000 in free programs instead of money, the network is cutting back in total, however, from 50 hours a week to 100 hours a week in about 50 stations.

Then there were 200 stations (about 200, including bonus affiliations) are left with an average of 30 minutes a week. CBS has dropped a number of affiliates, some of whom are resigned to cut their independent station budgets and other stations are proceeding with a 2% increase.

The trend opening up the new local time, could also prove a boons to the local stations, who are bidding to be free of local stations, with major local advertisers.

CBS hopes the new plan will enable the Network to increase its share of the broadcast black. None of the four weeks in the survey was any brighter, but the Network’s plan is similar in some respects with Mutual’s, in that basic compensation is maintained, but small differences in programming, not cash. However, that is what CBS has decided to do.

By MILDRED HALL

WASHINGTON — Divergence in revenue sharing between stations by ASCAP auditors was the prime target of a report by the All-Industry Committee of the National Association of Broadcasters at the last conferencce recently.

Committee member Ben Streit, president of the National Association of Broadcasters, which is not expected to place “some time during the next few months” on the Westgate ratings for October 23, about three points higher than the 21.3, 90 and 91.5.

Westminster Skeds 56 LP’s For Nov.-Dec.

NEW YORK — Westminster will institute 51 classical and five popular LP’s to December release, all nonmammal, coming back its stereo number to a two-channel stereo on the walkin’ with the ASCAP’s 23rd annual conference.

Highlights among the new discs Arts and Crafts of Homemakers Scharchen, seven Musi-. Vols. 20 and 21 of the Scarlett Pimpernel, labelled “Simpsonz” and Aretha Franklin.

It was known this week that the first 21-A radio program on the Network in cooperation with the National Association of Broadcasters, will be given over to the performance of the first quarter of a new recording of the “fourth symphonies” of Beethoven.

CBS has the first quarter of a new recording of the “fourth symphonies” of Beethoven.

By STEREO STAFF

STEREO BOOSTS WELK RATING S

NEW YORK — Stereophonic recordings of the German National Philharmonic, according to D. L. Cohn, head of the new ASCAP and AFM stereo department, have found that the ABC-TV stereocasts are more impressive than the ABC-MGM’s 50 cent of the audience tuning in the first hour of the ASCAP stereoCASTS.

In 1964, the ASCAP stereoCASTS were given a rating of 21.3, while the ABC-MGM’s 90 and 91.5.

He noted that the ASCAP stereoCASTS had no other station in the country with the same audience and that the ABC-MGM’s stereoCASTS had an audience of one in five.

The presentation of the ASCAP stereoCASTS was made to a large number of persons who were present.

Katie LP to Tie-In With TV Spec

NEW YORK Columbia Records is going on an all-out kick to get the release of its latest stereo cast wailing of “Kiss Me Kate” to tie in with the new TV Spec “Spectacular” of the Cole Porter show. It happens that the lead of the TV Spec, Alford and Patronia are Morocco, are two of the same stars who appeared in the Broadway cast. In the original Broadway show, Alford and Patronia were the main à trousqué. With his intentions to make the most of it.

Columbia has concentrated on its original cast, dressing up the sound and putting on a big throng.

The LP release, Columbia is getting its new set out right now, has the producers of the show to have it in stores the day of the TV show. Special stress will be laid on an extensive tie-in of the show to the records and chains as well as in the record field. In this way, did a somewhat similar job with its “South Pacific” album when the movie version of the Broadway show was released last summer. The album consisted of five of the songs and put a new cover on the set. According to all reports it sold as well.

With the release of the “Kiss Me Kate” LP, Columbia has concentrated on its original cast, and put a cover on the set. According to all reports it sold as well.

Bel Canto LP Bonus Deal

Hollywood — Bel Canto Records will seek to stimulate the sales of its latest release of “Man of La Mancha” through a series of stereo LP packages, each Bel Canto LP will have a bonus item.

B’ bombarders Aim for Uniform Audit Sked

The All-Industry Committee members, broadcasters, noted wide differences in the New York market, the percentage of talent, deejays, remote - chargers, gongers, etc., in the 42nd week of 1965. Some of the programs, promotion, and generally every area of station income.

One speaker, the late Tom Streit, was at that of a station.

He noted that the printout of the issue, 1965, 203 pages and showed the 1965, by December 1965, I made copies and detailed notes on the works’ income.

This presents the views to listen to what is called an ASCAP survey and account auditor to do anything with the listener, and a great many of the times the former auditor’s income is not included in the ASCAP and Broadcasters’ package. In fact, a number of the former auditor’s income is not included in the ASCAP and Broadcasters’ package.

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Cincinnati — Cintet Records has sold the rights to a recording of the March 1965, to London Records in London.

The deal consists of seven singles, EPs and LPs to record the songs of other artists and a general basis.

In addition CGB will endeavor to record material for other artists who do not as yet have a recording agreement with CGB. The idea is to record for CGB artists for whom with recognized labels. They will also offer their material to other labels.

The firm, which cut "Green Door," "I Dreamed," "Little Blue Man" etc., recently produced seven LP packages for various record firms. Two were cut by Leyden, who also acted as arranger-conductor.
Two “Toscas” Provide Strong Drama

 Powerful, “Tosca,” which opened the Met’s season October 27, has practically become a standard in the repertory in about half a dozen seasons scheduled in each of its two or three third performances in eight days, Renata Tebaldi again charmed the audience of “Dove” with a much improved acting job in the part. If not quite up to her London (her recordings available), she was still in fine form and always gave the audience the comfortable, real feeling that every top note will be met with accuracy and beauty. George London sang Scarpia with finesse and power and provided a brilliant virtuoso performance, while Gioconda Canova was a Cremona and Almeida de Paolis off-ray singing a role with a new firm bono of Dimitri Mitropoulos in full command. It’s a solid production all the way with professional Met’s best.

“Tosca” is currently charming audiences in the form of the first ClaudioScapa opera film, presented in the U.S. by S. H. Hure.

The lovely color pie is what one expects from Tosca, and movement, but the action unscopable with dramas and a high level of singing. Franco Davila is a moody, intense Tosca, and Maria Carelli doffing the voice beautifully, Franco Cordelli, with his perfect voice, takes a considerable place with his role, while his acting is also convincing. Choral and ballet sections are beautifully performed, and the scene changes are clever. The tango “Oomph” is from the audience during the forthcoming tour.

V. Claudio Scapa’s “Volumine” was a modern tour of opera. From Rome to Tuscany, from Paris to Belgrade, the provincial cities of Holland, Brussels, and other towns offered a wealth of operatic performances. This year’s farewell tour of the great singer and composer will take place in January at the London Coliseum and the Royal Opera House in Rome. It will be accompanied by a large orchestra, with the conductor of the Rome Opera House, Luigi D’Alberti, as leader. The program will include works by Berlioz, Tchaikovsky, Ravel, Debussy, and other composers.

Opera Review

The brilliant Metropolitan Opera Company, under the direction of the noted Italian conductor, has presented a splendid new opera, “Tosca,” by the late Gaetano Donizetti. The opera, which was performed in New York on October 27, is a masterpiece of music and drama. The setting is Rome, and the story is based on the true life of the famous singer, Tosca. The music is by Verdi, and the libretto is by the great Italian poet, Vittorio Alfieri. The opera was a great success, and the audience was wildly enthusiastic. The Metropolitan Opera Company has been the foremost opera company in the United States for many years, and this new production of “Tosca” is sure to add to its long list of successes.

The Metropolitan Opera Company is a well-known opera company that has been performing in New York City for over a century. It is one of the most prestigious opera companies in the world, and its productions are eagerly anticipated by opera lovers everywhere. The company has a long history of presenting excellent productions, and its repertoire includes works by many of the greatest composers of all time.

The Metropolitan Opera Company is known for its superlative productions, and its productions of “Tosca” was no exception. The company’s commitment to excellence is clearly evident in the quality of the singing, the acting, and the staging. The performers were all top-notch, and the singing was simply stunning. The acting was also excellent, and the staging was highly effective.

One of the most memorable moments of the production was the scene in which Tosca seduces Scarpia. The scene was executed with a great deal of intensity and conviction, and the singers were able to convey a great deal of emotion with their voices. The staging of this scene was also particularly effective, with the set design and lighting creating a powerful atmosphere.

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**DEMOCRATIC WAQE**

A series of general staff meetings, which should be of interest to all dockers and other station personnel. Each program begins on a Thursday evening. Every third Thursday since (signing off at noon) WAQE staff (managers, salesmen, deejays, engineers and office personnel) must discuss all activities and operations of station and vote on same. Each station, regardless of location, may vote. All motions involving large expenditures are discussed at the next meeting.

Owens of WAQE, John S. Booth and Brian J. Daly, who agreed to attend the meetings. This idea is typical of WAQE to be the first in radio-tele TV history “where a true democratic process was instituted wherein employees run the business wherein no employees have any financial interest in the company.”

At the general meeting last October 21 (concluded over by manager Bob Howard) the staff covered everything from a financial report and the proposed purchase of new tape recorders for salesmen to a proposal to have their names entered in the record library.

In the record-deejay field, it was suggested by Howard that WAQE deejays prepare special tapes, asking them to call and ask which rates and dates for stations-spaces for record hop. It was also suggested that records be taken from the station’s “not being used for records” and used for playing and giving away at the hop and salesmen. Bob Bailey proposed that the station “reimburse the employee for the toll line when they enter record hop.”

Donnie 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 fill our sales.” Bob also called in fact that he began the idea and the station’s identification of the meetings. A suggestion to run a deejay announces. John Petersen suggested that the station’s broadcast schedule be made up by the deejay. By no means will this card be of type of platform with more than just standing there.” The staff meeting concept may not be a practical idea for all operations, but manager Howard (who originated the idea with salesmen Bailey) believes his 12-man staff-operated business “will be a better organization.”

*Artists’ Biographies for Jockey Programming*

**Peggy Lee Scores With ‘Light of Love’**

Actress, singer and songwriter, Peggy Lee, who was born in N.D., where her father was a railroad agent, was selected for the high school glee club and worked with college bands and in her teens decided to make a career of music.

In 1956, her career got off to a fabulous start when the Did “Why Don’t You Do Right” with Benny Goodman. Next came a million seller “Manana” for Capitol with which she recorded herself, “Lover,” and into it went some 20 songs which she has recorded. In 1957, she was Billboard’s selected as the nation’s most popular female vocalist.

She appears in all the country’s major clubs and on all the major TV programs but her primary goal is to develop in pictures as a dramatic star. In 1957, she was given 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.

*TEXAS NOTES: Charles H. Boyce has joined KONO, Santa Fe, as sports director at KITE, San Antonio, is Don Benner, who is heard in early morning... Lee Petrich has moved from KONO, San Antonio, to KENS-TV, same city.*

**‘Beep Beep’ Here**

Come the Playmates

The Playmates, Donny Conn, Chic Hetti and Money Carr, hail from Waterbury, Conn. While at the University of Connecticut they began to work together ever since then and the nucleus of their act. In 1952 they made a tour of the U.S.A. and Canada, developing their own style of a guitar and bass that relied heavily on comedy. But as the act became more polished, they spent more and more time to singing.

In 1957 the group signed a contract with the newly formed Roulette Records and their recordings...
MERRY CHRISTMAS
AND A
HAPPY, PROSPEROUS
NEW YEAR!
(AND 4th QUARTER, TOO!)
4 BIG NEW SMASH HITS

Smoke Gets In Your Eyes
THE PLATTERS
71383

The Wedding
JUNE VALLI
71382

designated to top
"Chantilly Lace"
Little Red Riding Hood
BIG BOPPER
71375

the great ballad
of the year
With This Ring
RUSTY DRAPER
71388

P.S. - there are only 38
selling days 'til Xmas.
OLD PAYROLL LEDGER PAYS OFF IN DISK SALES FOR DALLAS DEALER

By BOB LATIMER

DALLAS—A leaf from the payroll ledger of the Whiteman Orchestra, a $250,000 addition to the MGM studios, which was made in 1928, was a unique sales tool that Vince Land, owner of Vince's Records, used to build an extra substantial and profitable disk sale from the record office in September.

On the top of this payroll ledger, which was recorded by Whiteman's business manager, were recognized immediately as a conversation piece of tremendous value and transformed it at once into a window display.

The ledger, mounted on an ashboard, lists 20 members of the Whiteman orchestra's payroll, each received. Among the many famous names shown were Bing Crosby, $150 a week, and similar stars, and similar figures, such as Bix Beiderbecke, Henry Bussey, Mattie Malneck, Frank Trowhee, and so on. The highest paid man, as the record showed, was now famous arranger Feve Grobe, who went on with the Whiteman band and is now famous "Grand Canyon Suite." Among the stars on the sheet, Land used a reproduction of a column by night club writer Tony Zuppi, whose "After Dark" column appears in the Dallas Morning News, Zuppi devoted an entire column to the old window display in the downtown record shop, and encouraged Dallasites to visit for more.

Much Needed Help

With the economic depression, thousands of people daily lost his day's payroll record volume hit a new high and amplified the appeal of the country's older star of yesterday, captured by some of the artists and adding them to the winners.

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 same payroll, 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," Land admits.

With this bit of musical Americana in the window, the store was literally jammed with customers for over a month. At every dealer has an old leaf from payroll ledger of the great Whiteman band, and many dealers do have some kind of musical memorabilia that can be put to work as an attention-getter. Do this as Dallas dealer did.

DISK MERCHANDISING

Old Payroll Ledger Pays Off in Disk Sales for Dallas Dealer

By BOB LATIMER

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With the economic depression, thousands of people daily lost his day's payroll record volume hit a new high and amplified the appeal of the country's older star of yesterday, captured by some of the artists and adding them to the winners.

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 same payroll, 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," Land admits.

With this bit of musical Americana in the window, the store was literally jammed with customers for over a month. At every dealer has an old leaf from payroll ledger of the great Whiteman band, and many dealers do have some kind of musical memorabilia that can be put to work as an attention-getter. Do this as Dallas dealer did.

MGM, Subsidiary Add New Acts To Rosters

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

On MGM, the Whiteman has cut "Whiteman's Band," "Street and Surf," "Talk and Kiss," while Lee Lawrence has cut "Here's My Heart," "I Remember You," "Her Por-terminate" and "Lonely Reelera." Also on MGM is Dottis Johnson who does "For You Only," and "Forget." On the new pacte, Al Mar- tinez has recnt his old hit, "Here in My Heart," with "Two Lovers," which was published by him by the Five Reasons, Toby and Irish, while Max Pavia and Vince Carruthers, Shaw, Rock Griffin and Richard Barrel have all been shifted from MGM to COH.

3 Acts Pact To Blue Note

NEW YORK—Blue Note Records, which observes its 20th anni- versary as an indie jazz label in January, has signed 3 more. Signed to exclusive acts are plywood punk Black-and-white lead singer Bill Henderson, and the Three Sounds, a trio consisting of Guitarist Joe Young and bassist and Bill Dowdy, drums. Both Henderson and the Three Sounds have also signed booking contracts with Shaw Artists.

HARRY REVEL Passes at 52

NEW YORK—Harry Revel, 4 years old, has just 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 Walk-In The Street As You Are," "Never In A Million Years," "A Star Fell Out Of Heaven," "Paris in the Spring," "Love Theme" and "Walk-In The Street As You Are." 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 J. Lerner and Alfred Prince as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as producer and lyricists; Alan Jay Lerner and Stephen Sondheim as" the lead. The script was written by Dr. John C. McGaughy, a former professor of English and a long-time resident of the South. The story was begun in 1938 and was completed in 1942. The film was produced by the Navy and was released in 1943. The property is in public domain in the United States.

BOYERS HEADS CHINESE SALES

CINCINNATI—Rene Hernandez, 45 years old, has been appointed national sales manager of Chinese Music Company here. Hernandez was formerly associated with General Electric Appliances Company in this district and Stockton-West-Buckhart, Cincinnati, agency. He will be in charge of all the Chinese firm's national sales and advertising.

Chinese Records, headed by Earl Spangle, specializes in the field of high-fidelity recordings.

SEECO INKS CAIN FOR LATEX WAXING

NEW YORK—Seco Records has signed tap Jann Cain as an independent product producer of Latin LP's and 45s for the label. Seco president Sid Siegel set the deal with Capitol. The last has produced both high-fidelity and regular singles releases in January, and has kept under wraps 20 stereo albums, beginning in December, on stereo SPS, and recently finished a network of 35 indie distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, including 35 independent distributors, inclu-
Polly's very first single on Columbia—sung in Italian and English in the inimitable Bergen manner—the number one version!
cf. "Au Revoir Again" 4-41275.

ON HIGH-FIDELITY RECORDS BY COLUMBIA
FOLK TALENT & TUNES
By BILL SACHS

Around the Horn

The Sonny-Boy Ross, country music group at WPID, Piedmont, Ala., has been signed to a two-year pact with Trekker Records. Headed by Buddy Stewart and Leonard Dyer, the group recently recorded "Homecoming" b/w "Oh, Lord Remember Me" for Trekker, both penned by Stewart and Dyer.... George Campbell guested on the Carl Logan Show over WCUJ, Fort Worth, October 29 on behalf of his tune, "The Creep," recorded by Jay Brinkley on Boulevard. Tune was published by LeBlanc Music (BMI), Fort Worth. Flip another Campbell ditty, "Rock and Roll Rhumba," published by Casandra Music, Fort Worth.

Martha Carson (Cadence Records) plays Savannah, Ga., with Connie 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. "The Country Round-Up," starring George Jones and Junior Ferguson with his Country Round-Up Boys, showed to a full house October 29 at WJIN, Miami, over WBAY in that town. Ferguson also has his country music show on KAGE each Saturday, 11 a.m. to 12. About 100 members of Flying Farmer's of Arizona will be guests of Nat Nig, signing 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 Wadley as added attraction.

Smokey Warren (Boulevard) leaves on an extended West Coast tour in early January. The Joly Joyce Agency recently signed Warren to an exclusive pact. Norman (Ole Dad) Kingley drew a large crowd a few evenings ago when Winis Lee, Stuus Cooper and their Church Mountain Clan worked under his supervision at the Grand Theater, Woonsocket, R.I., 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 contract, Vern Taylor, Washington, D.C., e., a., who has his own TV show in the capital. Ray Price was in Miami November 1, Tommy November 2 and worked the P.A. show of "Grand Ole Opry" Saturday (11). ... Ernest Tubbs and the Texas Troubadours played Hodgenville, Ky., November 3 and made a jaunt into Missouri for the Austin Wood start 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 e., music, Ray Hare 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 Hammett 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 wife is an employee of the Army, the wife of Marvin Rainwater's brother, Ray, died recently in New York.

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Muzak Executive
Dies at 44

NEW YORK — Alex Motsenko, vice president of the Muzak Corporation, died of a heart attack last week. He was 44 years old. Motsenko had been with the firm since 1959. In charge of product functions, including research, engineering and music, Motsenko was also the founder of Music Associates, a wholesale distributor of records, books and toys, and served as president of the firm.
Emerson Combines Radio With Stereo

NEW YORK — Emerson Radio and Phonograph Company is introducing what it believes to be the world's first stereo radiophonic microphone — the portable Model 902. At the same time, mixing different size and speed records.

The lightweight cabinet is snuff, scratch, stain and fade resistant. It is available in two-tone color combination. Suggested list price for the Model 902 "Phonoradio" is $11.37.

Emerson's new Model 903 is completely equipped for stereo-phonograph and is enclosed enclosures house four co-ordinated speakers enclosures to eight "erect" speakers. The two models are equipped with 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 interchanging for the Model 903 "Phonoradio" is $11.37.

The Model 903 has dual channel pre-erecting six channel speakers including Model 971, matching stereo speaker en-...
Watch for these NBC-TV shows, in color and black and white: PERRY COMO SHOW, ELLERY QUEEN, GEORGE COBEL SHOW, NORTHWEST PASSAGE. They're all sponsored by RCA VICTOR.
Tune In Stereo With New GE Remote Unit

AUBURN, N.Y. — Phonograph manufacturers are taking their cue from some TV firms in providing remote control units for new stereo phonos. TV tuning requires a certain amount of extra handiwork, but those who have had it set up are likely to get a comfortable armchair with a remote control. The RCA system, for instance, offers a choice of controls for both a light switch and a television set. The Armstrong has a separate remote control which can be placed anywhere in the room. Both are designed for a channel selector and a volume control. The remote control is especially 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 response of the ears.

The RC-1000 is designed primarily for use with the G.E. MS-4000 and MS-6000 stereo amplifiers. Its dual plaufs fit into the holes of the G.E. phonos and it may also be used as a volume control with a monaural amplifier such as the G.E. PA-38, and as a volume control in combination with a pair of monaural amplifiers such as the G.E. PA-208, or any of the stereo units.

Appearance design of the RC-1000 is reminiscent of the MS-4000 and MS-6000. It has an enameled finish, bling and color, 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 the top of the console. It is 3 inches wide, 2 inches deep, and 5 inches high. Its control cord is 30 feet long.

The RC-1000 is the 13th new product introduced by G.E. since May.

RCA Custom Division Adds Tape Cartridge Services

NEW YORK — RCA Custom Record Sales Department announced the addition of tape cartridge services for manufacturing stereo phonos. The Custom Division, with its million dollar facilities for supplying record labels with a complete tape cartridge service, including re-recording and editing, high speed mastering, and printing and shipping. Custom service also includes reel processing, labeling, sealing, and packaging. According to E. B. Dixon, manager of the RCA Custom Record Sales Department, present indications are that tape cartridge sales will remain strong well into 1959, with use not only in the home entertainment field, but in education and industrial use.

The tape cartridge is a slim rectangular package with two baffle threads to which tape is attached. 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 reversed and ready for immediate re-play. Rewinding is accomplished by hand.

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. W. Smith, Sales Manager of RCA Custom Sales, added that the sales organization of RCA Custom was now prepared to give every assistance to clients in the development of their tape cartridge turntable equipment. RCA Custom, in the growing field, he said, indicated big sales possibilities in the near future for the cartridge.

Disney Stereo ‘Classic’ Due in Audio Show

WASHINGTON — The magic name of Disney will play an impor tant role in the first International High Fidelity Music Festival to be held here February 25-26, according to festival director M. Robert Rogers.

This year, the original “Fantasia” score—the first large recording of a major orchestra in stereo—will be presented to the Washington show for the first time in the Festival Music Hall at the Shoreham Hotel. The show, the Bach Toccata and Fugue, has not been shown since the Disney film was released.

Interesting reason behind the move, the announcers said, was done primarily to please audio dealers, sound retailers and department store buyers. The firm’s stereo cabinets were seen at the Mobile, Ala., show and are now ready to be recommended for the new year.

Emerson Debs Newest in Its Transistors

NEW YORK — Emerson Radio and Phonograph Corporation has announced introduction of the 336-01. To be priced at $95, the new two-transistor pocket radio housed in a "jewelry" case was introduced with gold in combination with a complete selection of brilliant companion components at a price just right. A. C. Emmons, director of sales, said, ‘‘The response to this model has been so enthusiastic that we will be able to continue this line at the time the project was started.’’

Emerson has been producing its transistor radio for the past two years. The new model was announced at the time the firm was ready to start the model on the market. At the time the model was announced, Emmons said, ‘‘The response to this model has been so enthusiastic that we will be able to continue this line at the time the project was started.’’

Strobe and Ionization Set to Merge

NEW YORK — The boards of directors of General Telephone and Electronics and Strobe Corporation, respectively, have voted to merge the two companies. The Strobe Corporation, an important producer of transistors, will be submitted to the shareholders of both companies. Part of the proposed merger is the change of the name of the merged companies to General Telephone and Elec tronics Company. The General Telephone Corporation, the largest independent telephone system serving the areas of New York, New Jersey, Connecticut, and the Boston area, now manufactures telecommunications and communications equipment.

Sylvania will continue to operate as a separate entity. The company’s laboratories are in 39 communities in 13 States.

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 picking up steam in recent financial news, judging by the enthusiastic reports of the firm.

It’s a case of sound according to our projected sales figures by 40 per cent,” said Ben Levey, Paramount Enterprises’ president. Levey, who also stated that the firm’s stereo plat te, “The Hallmark,” is 95 per cent of the quantity production and distribution, and that the operation has been taken to increase production to meet the demand.

Meanwhile, talk at the sales convention here in the Consolidated member of Paramount Enterprises, has announced a supplementary appointment of three new distributors.

True Tone Distributing Company in Chicago has been named the full line of both Hallmark Records and $650 in stereo sound equipment. Hoyster Recording Distributing Company of Indianap ois, Indiana, and Shaler Distributors in California, have been designated as the remaining two independent distributors for the stereo phonos, the company has indicated that all Hallmark records and phonographs will be distributed by Quantum Distributors of Kansas City, Kan., will handle the Sybrand line, and the Hallmark stereo equipment line.

General Tel. and Sylvania Set to Merge

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"THE WORLD OUTSIDE" IS HOT!

THE FOUR COINS ON EPIC RECORDS

b/w "Roselle" 5-9295
RCA Hangs Out 'Welcome Sign' On Chi Studio

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

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

Stereo channel in the revamped studio will utilize many techniques and devices valuable in making monophonic materials, such as feedback recording and monitoring, automatic continuously variable brightness, thermal styrofan, vacuum tumbling, and automatic diameter longitudinal, plus the use of Scully lathe.

STEREO: CON EDISON'S PAL?

NEW YORK — That ag- enized yell on Manhattan's West Side last week came from Guy Sinclair, wife of The Billboards' static Charles Sinclair, who was looking at the family's first big post-stereo electric sale from New York's Consolidated Edison.

During the last of the week's pro- cts, Mr. S. is firmly con- vinced that the family's grow- ing fusion of cutters, stereo preamp, twin 30-watt speakers, turntables, etc. played a star role in her Con Ed two-month hill which produced $435.87 — nearly 60 per cent over the average job in the house.

She is currently considering a specially designed, "Chicago" style, stereo revision of the Inter- nal Revenue's allowable de-

Wood Takes On New Admiral Post; Divisions Merged

CHICAGO — Admiral has ap- pointed Wilbin L. Wood as national service manager, effective immedi- ately.

At the same time, Carl E. Lanton, vice-president-sales of the phono firm, said that the company's ac- cessories and national service and parts divisions have been combined into one department. Lanton ex- pects the consolidation to provide a three-point program: expanding the handling of accessory and parts orders; better servicing; and new economy to Admiral distribu- tors and dealers.

In his new post, Wood will di- rect the overall activities of the merged division, as well as super- visory capacities.

Wood has had wide experience in all phases of servicing and merchandising in the appliance and electronics industry at both manufac- turing and distributing levels. He joined Admiral in 1937 as gen- eral service manager of its Chicago distributor. He also served as sales manager of the service division for many months, among other things.

Wood will headquarter at the National Service Division in Chi- cago.

Booklet Shows New Tape Splice Tricks

ST. PAUL, Minn. — A new one-page fold-out leaflet which is part of a series of drawings how to make professional magnetic tape splices is being offered by Minnesota Mining and Manufacturing Company, Dept 55-St. Paul.

The three-color folder also lists ballistics and performance data for the new tapes. 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 releases is given.

Most of the major labels eng- aged in stereo recording are listed, including RCA Victor, ABC-Paramount, Audio Fidelity, Capitol, Hi-Fi Tape and Record, Concentric, Fidelity, Modern, Pye, Tempo, London, Mercury, Omega Tape and Disk, "Q" Tape, Fidelity, Urania, and World- mister.

Fidelitone

Charles Ar. White
Export Dept., 15 E. 40th St., New York 16, N. Y.
"Best buy on records"

AT LEAST THEY AGREE ON FIDELITONE — Bach fans and Brubeck-types can disagree on the music they like, but all is sunshine and flowers when it comes to phonograph needles. They both buy Fidelitone. They know that Fidelitone is first in the field of quality. Has been first for nearly thirty years. Take advantage of Fidelitone's well earned, well advertised reputation for quality. Stock and sell the needles that must record buyers know and want. Be sure of satisfied customers that come back to you for all their record needs. Ask your Distributor for Fidelitone.

AT LEAST THEY AGREE ON FIDELITONE — Technical and aesthetic considerations are usually agreed upon when it comes to phonograph needles, but there are always some who prefer the sound of the "Brubeck"-type. Fidelitone has met this demand by offering a line of needles especially designed for the Brubeck-type. These needles are made from the finest materials and are produced under the closest possible control, ensuring a high degree of uniformity and accuracy.

Fidelitone offers a wide range of needles to suit all tastes and requirements. Whether you prefer the traditional "Bach" sound or the more modern "Brubeck" style, Fidelitone has a needle for you. So, if you're looking for the best in audio quality, choose Fidelitone. You won't be disappointed.
Audio Feedback

By CHARLES SINCLAIR

JAPANESE TRANSISTOR INVASION, CONT.

As predicted, U. S. manufacturers are now beginning to feel the effects of the fast-approaching invasion of Japanese electronics technology, just as the island kingdom's camera industry has been giving Leica, Contax, Rolleif, 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 wonder—now are 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 though 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 yelp from our readers in the electronics industry, we'd like to dispense roundly with the EIA, which was viewing 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 flying 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 consumer—of necessity 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 dime-nick—with only a echo to 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 a professionally-beautiful piece of equipment, loaded with stereo features. It has, among other things: three-motor drive, hysteresis capstan motor; dual speeds; 12-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 40,000 cycles. It's even available with a fourth head for playback of four-track stereo tape. Interesting aspect of the unit is a piece of consumer merchandise that is stereo-minded audiophiles are already signing up for the unit—despite a sizable ($795) price tag.

FISHER IN NEW HFM POST

Every 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 HFM'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 C. Farris has been appointed to the post of advertising and sales promotion manager for the Consumer Products Division of Motorola, according to Melchandising Manager C. Frederick Parente. Farris was formerly advertising manager for Vornado Fans. Admiral Corporation has elected Charles S. Vriis and George E. Driscoll to its board of directors. Driscoll has, at the same time, been named treasurer of the company. Donald W. Maffett has been named manager of materials 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 of Chicago and in charge of the firm's government sales, resigned from the supplier firm last week. Harvey Willhams, Philip prexy, is back from a European-jet trip. Capitol Records, biggest firm in the album market and a growing factor in the packaged phonograph field, has elected Lloyd W. Dunn and James H. Bayless to the board of directors. Dunn is merchandising-sales v.p. and Bayless is manufacturing and engineering v.p.

NEW SPECIAL FOR RESERVIST BOYS

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. Places: Next door to Idlewild Airport, New York. Products: Special-purpose chemicals, materials, ceramics, minerals and components from six countries—Belgium, Brazil, France, Germany, Great Britain and Italy. Freey of the international firm is M. J. Rabin. Rabin reportedly scouted a total of 59 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 nicely delight the noobies in Sylvania-purchasing households. Kit, due to be given free with TV set purchases, contains a model turboplane, speedboat and auto racer. All are power models with interchangeable motors.
The Billboard Buying Guide for
PACKAGED RECORDS

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<th>This Week</th>
<th>Last Week on Chart</th>
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<td><strong>1.</strong> Only the Lonely</td>
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<td>Frank Sinatra, Capitol W 1053</td>
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<td><strong>2.</strong> Tchaikovsky: Piano Concerto No. 1</td>
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<td>Van Cliburn, RCA Victor LM 2252</td>
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<td>Mitch Miller, Columbia CL 1160</td>
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<td><strong>5.</strong> But Not for Me</td>
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<td>Ahmad Jamal Trio, ARCO LP 628</td>
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<td><strong>6.</strong> King Creole</td>
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<td>Elvis Presley, RCA Victor LPM-1884</td>
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<td><strong>7.</strong> South Pacific</td>
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<td>Sound Track, RCA Victor LOC 1032</td>
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<td>Capitol T 996</td>
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<td><strong>10.</strong> The Late, Late Show</td>
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<td>Dakota Staton, Capitol T 676</td>
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<td><strong>11.</strong> Gigi</td>
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<td><strong>12.</strong> The Music Man</td>
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<td>Sound Track, Capitol SAO 505</td>
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<td><strong>20.</strong> Victory at Sea, Vol. 2</td>
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<td>RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2228</td>
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<td><strong>21.</strong> The King and I</td>
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<td>Sound Track, Capitol W 740</td>
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<td><strong>22.</strong> Belafonte Sings the Blues</td>
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<td>Harry Belafonte, RCA Victor LOP 1006</td>
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<td><strong>23.</strong> Nearer the Cross</td>
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<td>Tennessee Ernie Ford, Capitol T 905</td>
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<td><strong>24.</strong> Till</td>
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<tr>
<td>Royce Williams, Kapp KL 1081</td>
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<tr>
<td><strong>25.</strong> More Sing Along With Mitch</td>
<td>1 18</td>
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<tr>
<td>Mitch Miller, Columbia CL 1243</td>
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</tbody>
</table>

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 Perriolo, 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 by 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. 1

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 instruments are on the relaxed side and somewhat undistinguished. 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. Nice cover of Clark.

### 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 andcoh. Title tune, a "Canzone" excerpt and "Storg of India" are best bands. Displayable cover.

### Special Merit Albums

**CLEF DWELLERS**

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

STEREO & MONOURAL

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

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

NOVEMBER 10, 1958

www.americanradiohistory.com

Copyrighted material.
CHEROKEE

Charley Barnet—Everest SDR 1068
STEREO & MONOARAL

The label turns to a top-notch band of big band jazz sound in this Barnet revival. All the Barnet-associated titles are there, including tunes like "Cherokee," "Poncho Vine," "Bubbling Blumine," "Shy Lina," etc. Superior stereo sound, at least expected of this label. Powerful appeal to over-chirping group plus the youngsters for whom the reincarnated Barnet sound means solid jazz. Set makes a fine stereo demonstration, too.

(Continued on page 29)
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 Merchandize—Top Demand

- Good Potential—Will Sell
- Moderates Potential—Salable Qualities
- For dealers who sell all merchandise.

- There are no new choruses (except for sales in stores)
- Lent.
- "Serenade."
- fields.

- "I Say Cavalier°" is pulsed with interest.
- SPOTLIGHT—

- This best-selling format is the best seller of the charts. The compilation was made up of the best arrangements of the most popular songs of the year.
- "God, Is he a friend?"
- "I Can Help Halt."
- "House of Gold," etc. Hamilton shows a good understanding of the material; a high top-notch vocal goes with the simple and sunny singing of this hard at appropriate times. It's a big seller in this hit and Hamilton's five-piece.

- "MUSICAL LOVE STORY"
- "Yes, I Love You." "You're a Wild One.

- JAZZ BAND HAVING A BALL!
- Larry Soon Ork—Dot DL 9005

This is a swinging set that should interest all fans of the modern big band.

- "Tenor Man" is Warner Marsh has had a long road to be on 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 ranked as one of the top rank of the major tenor men, as he turns in some mighty enjoyable work on this selection of songs.

- The JAZZ EXPOSANTS
- Argo LP 622

The versatile jazz group has a distinctive sound on a fine selection of tunes which include "Night in Tunisia," "The Fragger" and "Love Letters." Each member of the group which features Jack Grider on vibes, piano and trombone; Bob Elliott, trombomist and piano; Norm Stanford on bass, and Dick Roman show fine control. It's a fine first album for the group, and the set can be a good programming set for up as well as jazz jacks. It rates exposure.

- INTERNATIONAL ALBUMS

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

STEREO & MONOVAR

Glittering renditions of the most popular passades 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, added, by lifelike sound, features sprightly tempo, 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)
THERE'S PROFIT IN THE AIR FOR RECORD DEALERS VIA RCA VICTOR—SABENA "HOLIDAY ABROAD" PROMOTION!

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.

• Reviews and Ratings of New Popular Albums...

STEREO & MONOURAL

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Notes</th>
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<tbody>
<tr>
<td>SLEEPING BEAUTY</td>
<td>Mary Martin</td>
<td>Disney ST 3911</td>
<td>A colorful package with Mary Martin in top form narrating the fairy tale and singing most of the incidental songs. Strong org and chorus support. A delight for romantics from 6 to 88. Background music is good. It can sell with exposure.</td>
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<tr>
<td>CHRISTMAS SPECIAL Merit Albums</td>
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<tr>
<td>CHRISTMAS WITH THE SALVATION ARMY</td>
<td>The Salvation Army New York Staff Band and Male Chorus (Holz)</td>
<td>Westminster WS 6096</td>
<td>A sparkling package of yuletide melodies is 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.</td>
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<tr>
<td>Christmas Speciality Albums</td>
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| MUSIC BOXES FOR CHRISTMAS | Westminster WS 15016 | | }

STEREO & MONOURAL

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<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Notes</th>
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<tbody>
<tr>
<td>YES INDEED!</td>
<td>Ray Charles</td>
<td>Atlantic 8025</td>
<td>A stellar list is a collection of tunes, formerly released as singles. The great sound is at its best here, and the set will sell strongly with little trouble. Fine instrumental backing (and from choirs on some selections) helps. Also strong pop appeal.</td>
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<td>Sound Albums</td>
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<td>HINDEMITH: SYMPHONY IN EFLAT</td>
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| The London Philharmonic Orch. (Boult) | EMI ASD 3068 | | }

STEREO & MONOURAL

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<tr>
<th>Title</th>
<th>Artist</th>
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<tr>
<td>PERCUSSION AT WORK</td>
<td>Pete Rugolo Ork.</td>
<td>Mercury SR 80003</td>
<td>The striking percussive patterns of this two-track sonic bash will give a real boost to the quartets and trios of any set-up, and it's one of the best of the &quot;de-jazzification&quot; stereo platters a dealer could ask for. Musically, it presents a quantity of swing top jazz men as Andrea, Primo, Saedy, Marne, Joe Magnudson, Jack Costanzo and Mercury ex-crate Rugolo, many of whom are taken in and playing to the stereo now available. The label has the tope sound for recorder and a great buy for the discerning sound enthusiast.</td>
</tr>
<tr>
<td>PERCUSSION IN HI-FI</td>
<td>David Carroll Ork.</td>
<td>Mercury SR 6003</td>
<td>Here's another of Mercury's excursions into two-channel recorded percussion that provides some startling effects on good stereo equipment. David Carroll provides the over-all sound, with four composers-arrangers (Bobbi Christians, Frank Rullo, Mike Simpson and Carl Stevend) providing the scores. Christians' &quot;Philharmonic Symphonic&quot; is especially effective, and Stevend's &quot;Malagueza&quot; makes many another version seem tame. Multi-exposure cover color is a real beauty with high display values.</td>
</tr>
</tbody>
</table>
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!

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

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

Distributed by AM-PAR Record Corp.
**Reviews and Ratings of New Popular Albums**

*Continued from page 22*

**This is a well-written review of the individual music albums on the Billboard magazine's Top 40 chart, focusing on the song selection and overall sound quality. The reviewer analyzes the different genres and styles represented, and provides a rating system for each album. This type of information is valuable for music enthusiasts and critics who want to understand the current state of popular music.*

**MY MEMORIES**

Andy Warhol, Posit, LP 1022

Stereolab & Monoaural

**STereo & Monoaural**

This is another in the new crop of music albums, a genuine find in an otherwise meager market, and it is well-recorded. From a dealer standpoint, the only initial impact of the album's launching is already gone (the movie has already been put on 33 albums for the market), but even so, it is a find that could make history, and I am sure there are many more albums of this sort to come.

**SECOND HONEYMOON**

Dune Records, ASCAP/Paramount ARC 5019

Popular

**TOO MUCH, TOO SOON**

This is a great find in an otherwise meager market, and it is well-recorded. From a dealer standpoint, the only initial impact of the album's launching is already gone (the movie has already been put on 33 albums for the market), but even so, it is a find that could make history, and I am sure there are many more albums of this sort to come.

**...AND STILL ONLY 25¢**

Available at 2¢ each! 4¢ from each sale with a 4¢ color sleeve. The forest of children's records continues, with little change in the quality of the material. Many of the records have been improved, with some new titles added, and a few others dropped, but the overall quality of the material remains good.

**RECORD LABELS**

Progressive/Red

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

**NOVEMBER 10, 1958**

**Review Spotlight on Albums**

Mel Kaiser—Folkways FS 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. These are, for example, choice tracks as the sounds of a space ship in flight, cosmic bombardments, fast beeps, a rocket motor purring in action, and so on. It's not exactly the sort of thing you'd buy at a music store, 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 flag high. This is one of the most spectacular collections of Hi-Fi music, consisting entirely of excerpts from works depicting nature in upheaval. Composers represented include Beethoven, Debussy, Roussel, Nielsen, Korsakoff, Bruckner-Konowaloff. A must for the worst storm victim today, and pretty exciting listening for anyone else.

**Specialty Albums**

MGANDA!

Edison International CL 5000

Shindo produces a colorful and exciting series of sounds with his excellent orchestra for instrumentals. Over-all feeling of the set is that of African. Various rhythm patterns and techniques accent the various selections. With exposure the set can have wide appeal. Wonderful cover and inside 35mm manual make this an ideal gift. "Shinmen head" attached to the cover will also create interest.

**MONTOYA!**

Carlos Montoya, Guitar—ABC/Paramount ARC 202

This is possibly the most striking disk yet made by the widely recorded flamenco artist. It does contain traditional Iberian material, including a Sara with fabulous military band effects including drums. In addition, Montoya gives us his fullest manifestation of his enormous range and technical skills. The album is well-recorded and the sound quality is excellent. The listener is left with a feeling of awe at the power of Montoya's music. The cover is simple but unusual.

**FOLK**

Songs of Newfoundland

Song by Alan Miller, with Michael Lameau, James Lameau, and Charlie Landry.

Folkways FW 771

For lovers of the sort of folk music, Mel has a pleasant voice on several songs. The band is a great addition to the music, with excellent guitar work and fine fiddling. Unfortunately, there are not enough songs to make this album worthwhile.

**FOLK**

Songs of a Tour of Germany

Folkways FW 772

For lovers of the sort of folk music, Mel has a pleasant voice on several songs. The band is a great addition to the music, with excellent guitar work and fine fiddling. Unfortunately, there are not enough songs to make this album worthwhile.

**FOLK**

Folk Song of Italy

Thomas Nole, Soloist, FW 773

The result is a light, typical sound on this representative selection of Italian folk songs. The melodies are given bright settings by the orchestra, which is an outstanding feature. While there may not be much technical general appeal for the package, it is not unlike some of the others.

**FOLK SONGS OF MEXICO**

Adnan Cruz Deane, Folkways FW 774

The result is a light, typical sound on this representative selection of Mexican folk songs. The melodies are given bright settings by the orchestra, which is an outstanding feature. While there may not be much technical general appeal for the package, it is not unlike some of the others.

**DOCUMENTARY**

Voice of the Saguaro, Folkways FW 785

A documentary film on the life and work of the great scientist, Dr. Ernest S. Gifford. The film is well-produced and well-acted. The director, Tom Deene, has done a fine job of capturing the essence of the scientist's work. The film is well-edited and well-paced, with a clear and concise explanation of the scientist's contributions to the field of science.
"PLEDGING MY LOVE" ROY HAMILTON

b/w "My One and Only Love"
5-9294

The original hit from Roy's best-selling album
"With All My Love" (LN 3519)
**Reviews and Ratings of New Popular Albums**

**CLASSICAL**

**SCHUBERT**

*Piano Sonata No. 1: The London Philharmonic Orch. (Rondelet 1012)

A lovely performance of a well-loved work, and the sound is somewhat muted. The pianist, Albrecht Hirsch, gives a good account of the quartet, but the recording is more for the_coverage of the piece than for the listening.

**SCHUMANN**

*Piano Concerto in A Major: The Berlin Philharmonic Orch. conducted by Daniel Barenboim (CBS 25377)

This is a representing of an overview of an understanding performance, and the sound is something well-matched. The pianist, Daniel Barenboim, gives a good account of the piece, but the recording is more for the coverage of the piece than for the listening.

**GERSHWIN**

*Symphony in C: The New York Philharmonic Orch. conducted by Leonard Bernstein (CBS 25371)

The warm, rich, and expressive sound of the New York Philharmonic is particularly well captured in this recording, making it a fine choice for Gershwin enthusiasts.

**LOW-PRICE INTERNATIONAL**

**DENMARK**

*Telemann: Recorder Concertos, Vol. 1 (ABC 4361)

The sound is clear and vibrant, making the recorder concertos come alive in a way that is both pleasing and engaging.

**ITALY**

*Puccini: Madam Butterfly (Decca 435-1002)

The sound is warm and full, with excellent clarity and balance, making the performance a wonderful experience.

**Low-Priced International**

*Ponchielli: La Gioconda (DG 31618)

The sound is warm and full, with excellent clarity and balance, making the performance a wonderful experience.

**EXTRA PROFITS WITH ABSOLUTELY NO RISK!**

Last year—to bring more and better music into your home—HIGH FIDELITY MAGAZINE was merged with the BILLBOARD. Now the music and the trade are the same, and together we can cooperate in this unique organization with one policy.

You can buy a complete subscription to HIGH FIDELITY for 99 cents, and start receiving the magazine immediately. In addition, you can now buy special editions of the magazine for 99 cents each. These editions contain the latest news, reviews, and features on the music industry. They are also packed with valuable information and advice for music lovers.

**Classical Symphony**

*The Royal Philharmonic Orch. (Decca SXL 1001)

The sound is warm and full, with excellent clarity and balance, making the performance a wonderful experience.

**Stereo & Monaural**

*Beethoven: Symphony No. 9 (CBS 31122)

The sound is warm and full, with excellent clarity and balance, making the performance a wonderful experience.

**Low-Priced Popular**

*The Happy Hardtrockers* (New World Dots, Inc. 312)

The sound is warm and full, with excellent clarity and balance, making the performance a wonderful experience.

**STEREO ONLY**

"Happy Hardtrockers" is a well-produced, high-quality stereo recording that will bring you the best sound possible. The recording is clear and detailed, and the sound is well-balanced, making it a great choice for any stereo system.

**SPECIALTY**

**MUSICAL STEREO**

**SCHUMANN**

*Piano Concerto in A Major: The Berlin Philharmonic Orch. conducted by Daniel Barenboim (CBS 25377)

The sound is warm and full, with excellent clarity and balance, making the performance a wonderful experience.

**Low-Priced Classic**

*Ponchielli: La Gioconda (DG 31618)

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The sound is warm and full, with excellent clarity and balance, making the performance a wonderful experience.
BARTOK: CONCERTO FOR ORCHESTRA

New York Symphony Orch. (Moldawer). Vinyl LP 10-480 & SPY 10-480

STEREO & MONOURAL

This well-recorded piece is given a fine reading with the help passages in the finale especially harrowing in stereo. Both monoaural and stereo, vinyl GNP pressing makes a good cover.

Tchaikovsky: Piano Concerto No. 3

Jacob Lateiner, Piano with The Vienna State Opera Orchestra (Albright). Westmenter WST 01812,

STEREO & MONOURAL

Lateiner renders this much-recorded work beautifully, while also showing the unifying power of the initial movement. The result is a musically satisfying version which up against some of the stiffest competition from more famous artists in the entire album category. Serious merits of this sort get to a composer like this, where the vessel is of prime importance.

Antillies: cover

The London Symphony Orch. (Greeenough). Everest LFR 2025

Compositions are cut to fit, except for the warping of two important and neglected modern composers and for the first time a partial experience. The LP's work is an interesting one in its reduction to the smaller scale of the LP which the structural section has a fine role. In the Cinnamon-work and especially in the Fire and Third movements there is a display of orchestral resource and emotional feeling in the best tradition of modern writing.

ALLEN: BERLIN SCRAMBLE: POEM

NEXT WEEK,

The Philharmonic Orch. (Greeenough). Capa-802 C 0799

The music is well-recorded to a delaying effectiveness, while also providing quite a sparkling sense of excitement. The set can appeal to the period as well as a good portion of the pop audience.

**REVIEWS AND RATINGS OF NEW JAZZ ALBUMS**

Jazz

**NEW BOTTLE OLD WINE**

CB Evans Orch.

World Pacific WP 1244

Here is an important new release for modern jazz fans. The arranger is Gil Evans, who is one of the top instrumentalists in the field today. The album title applies to the Evans' arrangements of works of some of the top jazz composers, currently W. C. Handy, Earl Wild, Benny Rubin, Bob Haggart, Lester Young, Charles Mingus and the Red. The arrangements are much to our liking, and the interpretation, by a well-judged sextet: Connexxion (Adams), Liddle-Taylor, are excellent.

MAX


This fine Max Roach Tilt, with H. Mobley, K. Dorsey, G. Mraz and R. Brown, have come thru with a solid outing here, featuring some fine modern jazz and some pleasant solo, Roach's work, as do \\

drumming. and Mobley and Dorsey. The trumpet contributes some good work, and Haynes is a welcomed addition. The new outing marks a strong"Crickle Hat" and "Audio Blue." Good set here for jazz fans.

**CANDIDO IN ENGRAVADO**

Candido, Susie & Conca, Bimbo, Jose Pino, Celler, Dick Harrison, Sheree Earl Newell, Tommy George, Benjamin, Harvey, Drums, ABC-Paramount ABC 516

An exciting package of jazz. Candido is wonderful on the horns and conga—Candido's best work. Bimbo and Susie, make up a top group, with very strong performance by Haynes and his other accompanists. Material is solid—made up of some true jazz, but also including king-kong arrangements of "Dwayne," "Rita Diogu." Good set here for jazz fans.

**DRUMS ON FIRE**


The good work in this dramatic set on percussion. Many modern performances are displayed by the various principal which includes Chuck Lambe, Art Blakey, Clayton Hamilton. Pendleton, and the Jazz Messengers, the Marathon and the Gauchos. Overall, it is very good. For those who like drum sets, this is a choice set.

**JAZZ**

Here is a PHILAX

Philippe Novera St. Atlantic 1133

STEREO & MONOURAL

This fine music was recorded not in 1955, but the quality is in a par with most of the other albums, which is a good sign. The studio work with just enough cross-overs, gives a feel to the "feel" sound, which is not far to get with a single instrument. Novera is a top player and provides quite a sparkling sense of excitement. The set can appeal to the period as well as a good portion of the pop audience.

MOUD ZAZZ

Joe Castro, Atlantic 1234

STEREO & MONOURAL

The title should not be taken to imply the set being zazz, but it does. The arrangements spotlight Cameo's rhythmic and expressive right hand, with a rhythm, feel and voice back-up. It's a jazz that can be listened to and enjoyed, with some fine piano in the right hand with enough rippler into the left side to be effective, jazz and pop appealing.

MAX A.M.

Robby Clarke, Quartet, Friend, Argo LP 1389

Here's an interesting jazz effort on the Argo label. It features pianist Ralph Scarra, with bowed bassist who handles the strings, while tenor sax and alto sax is on it too. The music is rhythmic and swinging, sparked by the piano and strings and the Cotton and work. Tracks include originals and an occasional standard, with "Break" and "Blues" by Scarra, among the album's best.

**ALLENS ALL STARS**

Terry Gibbs, Vibes, Steve Allen, Piano, Gene Brray, Clarinet with Various Artists, World Pacific WP 1244

There's a real standout on this release, a "Terry," informal jazz session in this combination of Steve Allen and a small group of top players. Allen's piano is a real sour of music, and the group is a "boy band" in fine style, accompanied by audience reactions from the enthusiastic audience at the producer Joe Parnell's house.

**BEAUTIES OF THE 1930s**

The Charlie Mackintosh-Doddy Shows

The Mardian-Doddy has an attractionable package of jazz in a fine shape of sounds written in 1930. Here are the records with special interest to West Coast general interest to fans. Selections include "In We Must," "I'll Do," "R.C.K. Easy," "Fine Waltz Thorough. Good period.

**IT COULD HAPPEN TO YOU**

Bob Baker, Vocals, Donald Gold, with various Artists, Capitol C 6857

Baker presents a humourous collection of standards, with a weak set of vocals, which is supported by a rhythm section on the music and trumpet. It's a good set that should catch interest in the "jazzy" and jazz market. Fine product, jazz yacht above. Good cover shot of the record.

**JAZZ CANO-VOL. 1**

Jutta Carmen, Canta Carmen, Bob Wrigley, Bud Ellis & Bob Darshwitz, with the Music of Larry Martin, Philip Perea, Clifton Hamilton, Fred Katz & Jimmy Mars, Colpix PC 1344

With the descriptive importance of Jazz cano, as a musical movement, it is doubtful that this album of jazz poetry will make much impact on the West Coast, as its main purpose is to give the record. The music is OK as it is good for background and jazz market. Fine poetry, jazz lyricist. The set is an all star and is John Cagnolati, Carmen Wrigley, Carmen Carmen, Bob Wrigley. (Continued on page 422)

**FESTIVAL RECORDS**

### The Honor Roll of Hits

**THE NATION'S TOP TUNES**

For survey week ending November 1

#### First Ten

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist/Songwriter Information</th>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It's All in the Game</td>
<td>By Dave &amp; Sugar-Made by Remick (ASCAP)</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>It's Only Make Believe</td>
<td>By Conway Twitty &amp; Fara-Made by Mancini (BMI)</td>
<td>2</td>
<td>5</td>
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<tr>
<td>3</td>
<td>Tom Dooley</td>
<td>By Dave Guard-Published by Backwood (BMI)</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Topsy II</td>
<td>By Refie-Dunbar-Published by Cosmopolitan (ASCAP)</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>To Know Him Is to Love Him</td>
<td>By Phillip Spector-Published by Warner (BMI)</td>
<td>1</td>
<td>4</td>
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</table>

#### Second Ten

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist/Songwriter Information</th>
<th>Week</th>
<th>Chart</th>
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</thead>
<tbody>
<tr>
<td>11</td>
<td>Tears on My Pillow</td>
<td>By Sydthor &amp; Bachi-Published by Vanderhill-Thomas (ASCAP)</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>12</td>
<td>Lonesome Town</td>
<td>By R. Knight-Published by Reo (BMI)</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>I Got a Feeling</td>
<td>By R. Knight-Published by Reo (BMI)</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>14</td>
<td>Susie Darlin</td>
<td>By Eddi Litt-Published by Copyrightal (ASCAP)</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>15</td>
<td>Near You</td>
<td>By Craig Golt-Published by Supreme (ASCAP)</td>
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</table>

#### Third Ten

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
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<th>Week</th>
<th>Chart</th>
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</thead>
<tbody>
<tr>
<td>21</td>
<td>Beep Beep</td>
<td>By Donny/Mercy-Chu-Published by JAL (BMI)</td>
<td>21</td>
<td>9</td>
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<tr>
<td>22</td>
<td>Call Me</td>
<td>By Bob Hendricks-Published by Mardon (BMI)</td>
<td>22</td>
<td>2</td>
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<tr>
<td>23</td>
<td>A Lover's Question</td>
<td>By Donnie Devine-Jimmy Williams-Published by Rowe-Progressive (BMI)</td>
<td>23</td>
<td>1</td>
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<tr>
<td>24</td>
<td>Pussy Cat</td>
<td>By Benny Green &amp; Tom Glenn-Published by Francis (ASCAP)</td>
<td>24</td>
<td>5</td>
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<tr>
<td>25</td>
<td>There Goes My Heart</td>
<td>By Silver-Davis-Published by Lee Fink (ASCAP)</td>
<td>25</td>
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#### Fourth Ten

<table>
<thead>
<tr>
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<th>Week</th>
<th>Chart</th>
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<tbody>
<tr>
<td>26</td>
<td>You Cheated</td>
<td>By Don Bick-Published by Ballew (BMI)</td>
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<td>2</td>
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<tr>
<td>27</td>
<td>Forget Me Not</td>
<td>By Larry Martin-Larry Kuehn-Published by Atrion International (BMI)</td>
<td>27</td>
<td>3</td>
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<tr>
<td>28</td>
<td>Hideaway</td>
<td>By Bob Goodrich-Published by Jack Gold (ASCAP)</td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td>29</td>
<td>Non Dimecitar</td>
<td>By Rob-Olton-Stokes-Published by Holix (BMI)</td>
<td>29</td>
<td>5</td>
</tr>
<tr>
<td>30</td>
<td>Firefly</td>
<td>By Capey Leop-Cotterman-Published by Martin (ASCAP)</td>
<td>30</td>
<td>5</td>
</tr>
</tbody>
</table>
BROKE WIDE OPEN!

A 2,000,000 BELLRINGER...

"PHILADELPHIA U.S.A."

THE NU-TORNADOS

CARLTON #492

160,000 SOLD IN ONE DAY!
The Billboard Hot 100

For the Week Ending November 16, 1958

<table>
<thead>
<tr>
<th>#</th>
<th>Artist, Company, Record Number</th>
<th>Title</th>
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<tbody>
<tr>
<td>51</td>
<td>Royal Tenenbaums, Jukebox</td>
<td>Poor Boy</td>
</tr>
<tr>
<td>50</td>
<td>Royal Tenenbaums, Jukebox</td>
<td>Poor Boy</td>
</tr>
<tr>
<td>49</td>
<td>The Ten Commandments of Love</td>
<td>The Ten Commandments of Love</td>
</tr>
<tr>
<td>48</td>
<td>The Secret</td>
<td>The Secret</td>
</tr>
<tr>
<td>47</td>
<td>Firefly</td>
<td>Firefly</td>
</tr>
<tr>
<td>46</td>
<td>Tony Bennett, Columbia 2129</td>
<td>The Blob</td>
</tr>
<tr>
<td>45</td>
<td>Summertime Blues</td>
<td>Summertime Blues</td>
</tr>
<tr>
<td>44</td>
<td>The Day the Rain Came</td>
<td>The Day the Rain Came</td>
</tr>
<tr>
<td>43</td>
<td>All Over Again</td>
<td>All Over Again</td>
</tr>
<tr>
<td>42</td>
<td>How Time Flies</td>
<td>How Time Flies</td>
</tr>
<tr>
<td>41</td>
<td>Letter to an Angel</td>
<td>Letter to an Angel</td>
</tr>
<tr>
<td>40</td>
<td>For My Good Fortune</td>
<td>For My Good Fortune</td>
</tr>
<tr>
<td>39</td>
<td>Love Is All We Need</td>
<td>Love Is All We Need</td>
</tr>
<tr>
<td>38</td>
<td>Fallin’</td>
<td>Fallin’</td>
</tr>
<tr>
<td>37</td>
<td>No One Knows</td>
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<tr>
<td>36</td>
<td>Non Dimenticar</td>
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<tr>
<td>35</td>
<td>I’ll Wait for You</td>
<td>I’ll Wait for You</td>
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<td>34</td>
<td>I’ll Remember Tonight</td>
<td>I’ll Remember Tonight</td>
</tr>
<tr>
<td>33</td>
<td>Love Makes the World Go Round</td>
<td>Love Makes the World Go Round</td>
</tr>
<tr>
<td>32</td>
<td>Mr. Success</td>
<td>Mr. Success</td>
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<tr>
<td>31</td>
<td>Problems</td>
<td>Problems</td>
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<tr>
<td>30</td>
<td>Leave Me Alone</td>
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<tr>
<td>29</td>
<td>Walking Along</td>
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<td>28</td>
<td>Give Myself a Party</td>
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<tr>
<td>27</td>
<td>Giada</td>
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<td>26</td>
<td>Treasure of Your Love</td>
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<td>25</td>
<td>Volare</td>
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<td>This Little Girl’s Gone Rockin’</td>
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<td>Gee, But It’s Lonely</td>
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</tr>
<tr>
<td>22</td>
<td>Go Chase a Moonbeam</td>
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Five Weeks Ago

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<td>5</td>
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<td>Topsy II</td>
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<td>To Know Him Is to Love Him</td>
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One Week Ago

<table>
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<th>#</th>
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<tbody>
<tr>
<td>5</td>
<td>The End</td>
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<td>I Got a Feeling</td>
</tr>
<tr>
<td>3</td>
<td>Lonesome Town</td>
</tr>
<tr>
<td>2</td>
<td>Susie Darlin’</td>
</tr>
<tr>
<td>1</td>
<td>Queen of the Hop</td>
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Peak of the Week

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</tr>
</tbody>
</table>
THE BILLBOARD'S BEST BUYS

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

POP

BIMBOMBEY
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 Int., 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
(Orrin, BMI) Run Away, Skidaddle, Skidoo (Artists, ASCAP) Columbia 41252

R&B

LIFE TO GO
Stonewall Jackson
(Columbia, BMI) Misery Known as Heartache (Cadwood, BMI) Columbia 41257

No selections this week.

R & B

JUST YOUNG
Aretha Franklin
(Atlantic, BMI) Atlantic 3056

HOLD IT
Bill Davison
(Ah, BMI) 4108

CRAZY COUNTRY HOP
Johnny Cash, Capitol 4008

JEALOUS HEART
Fontana Stars, Del 10012

IT DON'T HURT NO MORE
Nappy Brown, Savoy 2551

BLUE-RIBBON BABY
Tommy Sands, Capitol 4036

A HOUSE, A CAR AND A WEDDING RING
Dale Hawkins, Checker 806

FLAMINGO L'AMORE
Gene Erdos, Mercury 72209

ALMOST IN YOUR ARMS
Johnny Nash, Uni-Paramount 4968

WHITE BUCKS AND SADDLE SHOES
Bobby Park, Uni-Top 2004

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.
### Hot C&W Sides

**For the Week Ending November 16, 1958**

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist, Company, Record Number</th>
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<tbody>
<tr>
<td>1</td>
<td>CITY LIGHTS</td>
<td>Roy Price, Columbia 41597</td>
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<tr>
<td>2</td>
<td>SQUAW ALONG THE YUKON</td>
<td>Hank Thompson, Capitol 6417</td>
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<tr>
<td>3</td>
<td>ALONE WITH YOU</td>
<td>Don Young, Capitol 20482</td>
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<tr>
<td>4</td>
<td>PICK ME UP ON YOUR WAY DOWN</td>
<td>Charlie Walker, Columbia 41211</td>
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<tr>
<td>5</td>
<td>YOU'RE THE NEAREST THING TO HEAVEN</td>
<td>Johnny Cash, Sun 302</td>
</tr>
<tr>
<td>6</td>
<td>BLUE BOY</td>
<td>Jim Reeves, RCA Victor 7046</td>
</tr>
<tr>
<td>7</td>
<td>ALL OVER AGAIN</td>
<td>Jimmy Cash, Columbia 42176</td>
</tr>
<tr>
<td>8</td>
<td>COUNTRY MUSIC IS HERE TO STAY</td>
<td>Ferlin Levis, Capitol 4078</td>
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<tr>
<td>9</td>
<td>HALF A MIND</td>
<td>Ernest Tubb, Decca 20683</td>
</tr>
<tr>
<td>10</td>
<td>THE WAYS OF A WOMAN IN LOVE</td>
<td>Johnny Cash, Sun 303</td>
</tr>
<tr>
<td>11</td>
<td>TUPELO COUNTY JAIL</td>
<td>Johnnie Walker, Decca 30711</td>
</tr>
<tr>
<td>12</td>
<td>GIVE MYSELF A PARTY</td>
<td>Don Gibson, RCA Victor 7405</td>
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<tr>
<td>13</td>
<td>THAT'S THE WAY I FEEL</td>
<td>Ferlin Levis, Capitol 4078</td>
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<tr>
<td>14</td>
<td>FALLING BACK TO YOU</td>
<td>Webb Pierce, Decca 30711</td>
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<td>15</td>
<td>WHAT DO I CARE?</td>
<td>Johnny Cash, Columbia 42513</td>
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<td>16</td>
<td>A WOMAN CAPTURED ME</td>
<td>Hank Snow, RCA Victor 7405</td>
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<tr>
<td>17</td>
<td>LIFE TO GO</td>
<td>Howlin' Wolf, Columbia 41247</td>
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<td>18</td>
<td>MY BABY'S GONE</td>
<td>Everly Brothers, Capitol 4055</td>
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<tr>
<td>19</td>
<td>TOUCH AND GO HEART</td>
<td>Kitty Wells, Decca 30736</td>
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<tr>
<td>20</td>
<td>YOU'RE MAKING A FOOL OUT OF ME</td>
<td>Don Staton, MGM-12207</td>
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<tr>
<td>21</td>
<td>BILLY BAYOU</td>
<td>Jim Reeves, RCA Victor 7048</td>
</tr>
<tr>
<td>22</td>
<td>LOOK WHO'S BLUE</td>
<td>Don Gibson, RCA Victor 7348</td>
</tr>
<tr>
<td>23</td>
<td>INVITATION TO THE BLUES</td>
<td>Ray Price, Columbia 41014</td>
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<tr>
<td>24</td>
<td>BIRD DOG</td>
<td>Everly Brothers, Capitol 1234</td>
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<tr>
<td>25</td>
<td>SEND ME THE PILLOW YOU DREAM ON</td>
<td>Hank Locklin, RCA Victor 7327</td>
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<tr>
<td>26</td>
<td>I HATE MYSELF</td>
<td>Ferlin Levis, Capitol 4010</td>
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<tr>
<td>27</td>
<td>HE'S LOST HIS LOVE FOR ME</td>
<td>Kitty Wells, Decca 30736</td>
</tr>
<tr>
<td>28</td>
<td>BLUE BLUE DAY</td>
<td>Don Gibson, RCA Victor 7410</td>
</tr>
<tr>
<td>29</td>
<td>ALL GROWN UP</td>
<td>Johnny Horton, Columbia 42120</td>
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<tr>
<td>30</td>
<td>THE VIOLET AND A ROSE</td>
<td>Pat Ellis, Columbia 4140</td>
</tr>
</tbody>
</table>
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THRU A PRAYER

BERNIE NEE

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and

THE NIGHT WE BOTH SAID GOODBYE

The Upbeats

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and

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The Gorman Sisters

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best
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34 MUSIC
NOVEMBER 10, 1958
THE BILLBOARD

HOT R & B SIDES

<table>
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<tr>
<th>#</th>
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<td>IT'S ALL IN THE GAME</td>
<td>Tommy Edwards, Met-Mel 15666</td>
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<td>1</td>
<td>ROCKIN' ROBIN</td>
<td>Bobby Day, Chess 129</td>
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<td>2</td>
<td>TEARS ON MY PILLOW</td>
<td>Little Anthony &amp; the Imperials, East 167</td>
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<td>A LOVER'S QUESTION</td>
<td>Clyde McPhatter, Atlantic 599</td>
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<td>10</td>
<td>I'M GONNA GET MY BABY</td>
<td>Jimmy Reed, Vue Jay 308</td>
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<td>7</td>
<td>HOLD IT</td>
<td>Bill Doggett, King 5169</td>
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<td>4</td>
<td>WIN YOUR LOVE FOR ME</td>
<td>Sam Cooke, King 32066</td>
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<td>28</td>
<td>JUST A DREAM</td>
<td>Jimmy Clanton, Art 564</td>
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<td>CLOSE TO YOU</td>
<td>Middle Waters, Chess 736</td>
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<td>KEY TO THE HIGHWAY</td>
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<td>TRY ME</td>
<td>Little Richard, Federal 12507</td>
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<td>IT'S ONLY MAKE BELIEVE</td>
<td>Census Twilight, Met-Mel 13877</td>
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<td>PLEASE ACCEPT MY LOVE</td>
<td>R. B. vine, Kent 365</td>
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<td>TELL IT LIKE IT IS</td>
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<td>24</td>
<td>I'M SORRY</td>
<td>Kenny Martin, Federal 15350</td>
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<td>8</td>
<td>IT DON'T HURT NO MORE</td>
<td>Nappy Brown, Savoy 1927</td>
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<td>12</td>
<td>MY LIFE</td>
<td>Chuck Willis, Atlantic 1152</td>
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<td>THIS LITTLE GIRL'S GONE ROCKIN'</td>
<td>Bash Brans, Univ 1167</td>
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<td>18</td>
<td>THE END</td>
<td>Nat Kings, Decca 36109</td>
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<td>6</td>
<td>COME ON, LET'S GO</td>
<td>Mische Valree, Surf 466</td>
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<td>1</td>
<td>A PART OF ME</td>
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<td>DOWN THE AISLE OF LOVE</td>
<td>Quin Evans, Mood 321</td>
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<tr>
<td>18</td>
<td>CAROL</td>
<td>Check Batts, Chess 1766</td>
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the winner!
The Billboard's
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DECEMBER 15

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THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
New York • Hollywood • Chicago • Cincinnati • St. Louis • Washington
**Reviews of New Pop Records**

**EXPLANATION OF RATING CATEGORIES FOR SINGLES**

- **SPOTLIGHT**—Strongest Sales Potential
- **MODERATE**—Moderate Sales Potential
- **GOOD**—Good Sales Potential
- **VERY GOOD**—Very Good Sales Potential

- **THE FLATTERS**
  - *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 load. Flip, “No Matter What You Do,” 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 rhythm sect support. Flip is a novelty item about a rockin’ wedding that is also read with gusto. Both sides are strong contenders.
  - Mercury 71375

- **HUEN 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 vocals, and the artist is also given a chorus assist. On the flip, “Will, 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 commentaries to his statements. Altoa a strong prospect for juke box coin.
  - Ace 553

- **TOMMY SANDS**
  - *The Worryin’ Kind* (Grace, ASCAP)
  - BIGGER THAN TEXAS (Feast, ASCAP)
  - “Worryin’ Kind” is a medium rocker. Sands gives it a smooth outing that should lure boys from teens. Flip, “Rocker Than Texas,” is a number from “Mardi Gras,” the artist’s forthcoming flick. Both are potent efforts and likely chicks.
  - Capitol 4082

- **REG EVELYN ORK**
  - MANHATTAN SPIRITUAL (Zodile, BMI)
  - The swingin’ instrumental is a well-arranged and danceable side. Done in hand-shakin’ gospel style, it’s already getting action in some markets. Flip is “Ritual Blues,” (Zodile, BMI).
  - Palettes 5065

- **Pop Novelty**

- **THURSTON HARRIS**
  - *Purple Steaw* (Aladdin, BMI)
  - I HEAR A RHAPSODY (Broadcast, BMI)
  - Harris has a very amusing side that could step out for big loot. It’s a poppy novelty about a fest in the jungle with several odd dishes on the menu. The blast is attended by all sorts of interesting puny with doctors, etc. Flip is a fine whale of the oldie in rockaballad style. Either can move.
  - Aladdin 5440

- **THE ARCHIBALD PLAYERS**
  - *Blue Rain* (BMI)
  - The Archibald Players present an hilarious spoof on “Gumshoe,” 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 great side built around a piano recital. (Mett, BMI).
  - Arch 1600
LEX BAXTER
MY HEARTS IN PORTUGAL (Hill & Range, BMI)
COME PRIMA (Chappell, ASCAP)
The Baxter org gives "Portugul," a tangy, an exciting whiff. 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 daybell heat.
Capitol 4091

JACK JONES
LAFITTIN' AT ME (Hill & Range, BMI)
DEEPLY DEVOTED (Sherbourne, ASCAP)
"Lafittin' at Me" is a smart bit of material about a guy talking to a marital cocktail. A few choruses is effectively used in the building. Flip is a lovely ballad that reminiscent of "Pledging My Love". Both sides are given solid vocals by Jones, and both are worthy of spins.
Capitol 4099

BOBBY BORDY
WHEN I'VE LEARNED (Tree, BMI)
WALKIN' ALONE (Bartox, BMI)
Lord, a fine country chanteur, has a very poppish side in his latest effort. "When I've Learned" is an insipid-type tune that is handled a fine reading. His performance on "Walking Alone," a weeper, is also worthy. Pop and c/cw jocks have good sides with this platter. Columbia 41235

--- C & W Records ---

HANK LOCKLIN
I CAME TALK TO YOUR HEART (Starday, BMI)
THE OTHER SIDE OF THE DOOR (Trey, ASCAP)
Locklin has two strong sides with his excellent deliveries on these c/cw tunes. "I Gotta" is in the weeper vein, and the tune is presented against tasteful, country backing. Flip, "The Other Side of the Door," is done in pop fashion. On this side the art is helped by a chorus and bright piano and guitar.
RCA Victor 7293

HANK THOMPSON
YOU'RE GOING BACK TO YOUR OLD WAYS AGAIN (Brazos Valley, BMI)
Thompson turns in a real, meaningful vocal on this strong side of country fare. The tune is a weeper with philosophical overtones. Traditional fans will flock to this. Flip is "I've Run Out of Tomorrow," (Brazos Valley, BMI).
Capitol 4095

--- R & B Records ---

LAVERN BAKER
DIX-A-BILLY (Sounds, ASCAP)
I CRIED A TEAR (Progressive, BMI)
This platter has two powerful sides. "I Cried a Tear" is a countrystyled waltz that is snug with feeling. Mild rock backing is effective. "Dix-A-Billy," the flip, is a vocal version of a Distain tune that should also attract.

The perfect couple for "Intermission Riff," which was a spotlight winner in last week's issue of The Billboard for the Binnie Love and Mickey Leonard org, is Colombo, 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.
ME7Ìè9S' NAVE
pICKLEE
HIS Records
BOX
The DECCA
FLIP
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Rba.

and

EXCURTCE DOK
Honorable House Cha-Cha
RUBBER DUCKY 24—Another of the treat-
ment of no child is given a wild tra-
the girl, just like she
prospects. (Jay, ASCAP)

My Vidacono Meno Cha-Cha
(Aubutt, Hensie, Enderlin, ASCAP)

THE HILLOPERS
You're Nobody's 7-Thru.
(DO) 10527—A big story in this one of

lonely guitar

LONELY
BALLERINA
AND HIS SERVANT
METRO K2006

METRO PARADE OF HITS!

GEOGRH SHEW
TILL WE TWO
ARE ONE
AND THE GYPSY
METRO K2005

LUE PRINCE
CASH BOX PICK
MILANO ROSE
AND EVER CHANGING WORLD
METRO K2005

** Reviews of New Pop Records

** Continued from page 57

** Reggi Sparks

*Whispering Hope

** The Magnificent seven

** Don't You Lively Mary

** The Magician

** When the School Bell Rings

** MARYN & JOHNNY

** I Am in Your Name

** COLUMBIA 4128—Pretty ballad is

** Frankie Laine

** I Sing Your Name

** I Dream of You

** SOLDIER GIRL

** I Love You

** The Sixties

** Bad Boy

** I Quit For You

** The Shepherd

** I Got the Message

DICK LEE
HAVE GUITAR WILL TRAVEL

LEE LAURANCE
CASH BOX PICK

LONELY BALLERINA
AND HIS SERVANT

LEW PRINCE
CASH BOX PICK

MILANO ROSE

METRO K2001

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

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<th>No.</th>
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<tr>
<td>1.</td>
<td>IT'S ALL IN THE GAME</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>2.</td>
<td>NEAR YOU</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>3.</td>
<td>THE DAY THE RAINS CAME</td>
<td>4</td>
<td>5</td>
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<tr>
<td>4.</td>
<td>THE END</td>
<td>5</td>
<td>4</td>
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<tr>
<td>5.</td>
<td>NON DIMENTICAR</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>6.</td>
<td>TO KNOW HIM IS TO LOVE HIM</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>7.</td>
<td>TOM DOOLEY</td>
<td>12</td>
<td>2</td>
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<tr>
<td>8.</td>
<td>TEARS ON MY PILLOW</td>
<td>11</td>
<td>5</td>
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<td>9.</td>
<td>FIREFLY</td>
<td>7</td>
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<td>10.</td>
<td>TEA FOR TWO</td>
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<td>VOLARE (NEL BLU DIPINTO DI BLU)</td>
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<td>12.</td>
<td>PATRICIA</td>
<td>8</td>
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<td>13.</td>
<td>LOVE IS ALL WE NEED</td>
<td>1</td>
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<tr>
<td>14.</td>
<td>LOVE MAKES THE WORLD GO ROUND</td>
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<td>15.</td>
<td>MANDOLINS IN THE MOONLIGHT</td>
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### Best Selling Sheet Music in Britain (for week ending November 1)

<table>
<thead>
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<th>Title</th>
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<tr>
<td>More Than Ever—Silver's Amuse</td>
<td>5</td>
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<tr>
<td>Yella—Robinson (Robinson)</td>
<td>6</td>
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<tr>
<td>Troubadour—Hearder (Kasner)</td>
<td>7</td>
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<tr>
<td>A Certain Smile—Robinson (Robinson)</td>
<td>8</td>
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<tr>
<td>Carolina Moon—Lawrence Wright (Cromwell)</td>
<td>9</td>
</tr>
<tr>
<td>Woman-Sinner's (Sinf)</td>
<td>10</td>
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<tr>
<td>Bird Dog—Patti Page (Patti Page)</td>
<td>11</td>
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<tr>
<td>Tennessee Waltz—Cooke (Miller)</td>
<td>12</td>
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<td>It's All in the Game—Bawnick (Robinson)</td>
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<td>Poor Little Fool—Commodore (Mansfield)</td>
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<td>On the Street Where You Live—Chappell (Chappell)</td>
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### Best Selling Pop Records in Britain (for week ending November 1)

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<tr>
<td>The Man Who Shot Liberty Valance</td>
<td>2</td>
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<tr>
<td>A Certain Smile—Robinson (Robinson)</td>
<td>3</td>
</tr>
<tr>
<td>To You—Henderson (Lamb)</td>
<td>4</td>
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<tr>
<td>Mad Patience Love—Dolores Boyle</td>
<td>5</td>
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<tr>
<td>I'm Happy—Sullivan (Southern)</td>
<td>6</td>
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<tr>
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<tr>
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<tr>
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<td>To You—Henderson (Lamb)</td>
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<tr>
<td>The Man Who Shot Liberty Valance</td>
<td>12</td>
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<tr>
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<td>19</td>
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<td>To You—Henderson (Lamb)</td>
<td>20</td>
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<tr>
<td>Mad Patience Love—Dolores Boyle</td>
<td>21</td>
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<tr>
<td>I'm Happy—Sullivan (Southern)</td>
<td>22</td>
</tr>
</tbody>
</table>

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**THE LONDON GROUP**

**of hit labels presents**

**Gotta Travel On**

**Mike Preston**

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

**Terri Stevens**

**All Alone**

**Larry Ellis**

**Nothing You Can Do**

**Lord Rockingham's XI**

**Hoot's Mon**

**Kathy Linden**

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**The London Group**

**on MONUMENT**

**Billy Grammer**

**Gotta Travel On**

**Variety Oct. 29, BEST BET**

**Mike Preston**

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

**CASHBOX Oct. 18: SLEEPER OF THE WEEK**

**Terri Stevens**

**All Alone**

**Cashbox Oct. 11: SLEEPER OF THE WEEK**

**Larry Ellis**

**Nothing You Can Do**

**Cashbox Oct. 11: SLEEPER OF THE WEEK**

**Lord Rockingham's XI**

**Hoot's Mon**

**Kathy Linden**

**Kissin' Conversation**

---

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Mary Martin

**What Goes?**

Cozy Cole

Caravans

Stump DJ's

North York is that outside of the city. The following is an excerpt from the article "Rhythm & Blues"

**New York** — The arrival of Cozy Cole in the position of a top-selling disc 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 hopla developed this week out of the fact that two different labels, neither of which had the "Toppy" hit, issued follow-up sides by Cole. The word part of the situation is that both labels, Grand Award and Fielded, have exactly the same titles, to wit, "Caravan, Parts 1 and 2."

Wall Magazine, sales maestro of Fielded, relates that his disk was cut in February of this year by visiting British jazz sax, Stanley Saxe. This date featured Peter Coxe, Dickie Thompson, Lou Jones, Platz Morris, Bob McCaig and Jesse Cole along with Cozy Cole. The sessions were for an LP which featured the Cole group on one side and Earl "Patila" 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, deals were flipping over the situation, voicing such tantalized comments as "What is going on here?"

**Gay Buys 5th Radio Outlet**

WASHINGTON, D. C. — Constance B. Gay, owner of the Town and Country Network, radio web specializing in folk music, Monday (11) announced purchase of Station WAGY, Silver Spring, Md., from Tri-Suburban Broadcasting Company, of which John W. Kluge is president and sole owner, for a price in excess of $550,000. Said is subject to Federal Communications Commission approval.

Gay said the purchase has fulfilled his long-time ambition to own a station in the Washington area. Enrie Tanen, managing director of Kluge stations, will continue for several months as community relations consultant for WAGY, the fifth station in the Gay chain. Others are WITC, Ashland, Ky.; WPIC, Kinston, N. C.; KITE, San Antonio, and WLYD, New Orleans.

**RCA Custom offers you the finest service in the business!**

With a hit, you need lots of records fast! That's one more reason that RCA is #1 with independent record producers. RCA Custom gives the finest service in the industry. With three strategically-located plants, it offers you all the records you need, when you need them.

RCA's dependable service also includes overnight delivery to your distributor everywhere!

And RCA Custom means better equipment... painstaking care in each step of the manufacturing process... greater experience in the field of sound.

If you've got a hit in the making, give it the best all the way. Give it RCA!

**RCA Victor custom record service**

"Service on a Platter"

103 East 200 South, Salt Lake City, Utah 84111

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B’casters for Uniform Sked
- Continued from page 4

Deduct all talent fees from gross. 6. Deduct talent, including commission. 7. Deduct talent fees on participation shows only, including 3% per APTRA, pension and welfare. 8. Deduct in-shaft fees paid to announcers. 9. Deduct an estimated percentage for talent. 10. Deduct 80 per cent gross revenues for talent.

In disk pick-up releases, some stations can deduct everything, some can deduct nothing, but all stations report. On remote charges, there are equal discrepancies between deductibles taken or permitted by different stations. Some is true in sports and news.

Deductions for news costs are sometimes allowed on the entire AP and UP costs for certain stations. Most are permitted no deductions at all on this, said Strouse. 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

Strouse stated that all media executives were confused about the formulas.

Like UP stations, the stations allowed AN stations. And some stations, even if we deduct nothing, have succeeded only in achieving a standard of recognizable deductions that all stations can make in their contracts with organizing organizations, he said, "should we have succeeded in deducting out an advantageous effect on the contracts." Strouse reported that between the two groups, the one that has the contract with the industry committee, and urged all to contribute not only money, but in fact the contribution of any “unwise” experience, to the music licensing organizations.

The 17-member All-Industry Music Licensing Committee was formed in January, 1943, to distribute ASCAP convention in April. ASCAP contracts for broadcasters expire in the year.

Strouse said the committee had high expectations of the recently formed counsel, Emanuel Darnell, member of New York law firm of Weil, Gotshal & Manges, and long associated with music licensing problems of broadcasters.

Disk-AFM Pact

"Some more important than the actual pay increases," said one observer, "there was some hope it would all wind up in negotiations. One of those was expected to be the agreement on the "average line structure upon which we now operate, which is really the 14-78 rules.

Many disk men felt that the AFM now would not be in nearly as strong a position as it was in the past, due to the threat posed by the Musicians Guild on the West Coast. The Guild now is the bargaining agent for broadcasters.

Should the AFM call its members to strike in response to any one of the "shadow of the MCA, the AFM, it is noted, must try to get as much as possible for its members in a new contract. On the other hand, the more that is asked, the greater the chance of the strike by the diskers, to back the AFM in the decision of whether or not to strike.

At least one prominent disk exec stated that the peacemaking efforts appear to be winded up with the union, at least, calling what he called "a tokens of perhaps a month or so, to affect a show of force."

Disney Stereo

"Continued from page 14

ently and is not a part of the current slumbered version of the film. It will be the first time most people have heard since the picture's original release.

In addition to showing this special section of "Fantasia," the Walt Disney Company will exhibit their new stereophonic records in the exhibition area. More than 150 records have been given to exhibitors, and more than 2000 copies for the house in the fidelity equipment and records to be shown.


Speakers Set

"Continued from page 2

Tennessee's governor-elect Beauford Ellington, who will introduce keynote speakers, is a former executive of NBC.

Also headed up as speakers and panel discussion leaders are Connie B. Gay, president of the Country Music Association; Bob Miller, artistic director of KWBK; ABC's VP of Music, Tom Veasey; and NAAP's executive director of Country Music, George Marek, and USAF Colonel J. V. B. Gay will speak on "What You Can Do To Make Country Music More Profitable for You and Your Station"; Van Patten, "Country Music and The Life of Country Music, ABC of Records; Report of the Department of Music, Host for the most of course, is WSM, Nashville.

Kornheiser

"Continued from page 2

Kornheiser adds, "we have moved over to use the pops recordings as sales director of this label."

Kornheiser, who, with Atlantic Monday (17), has been associated with Cadence Records for the last time. He founded the label as advertising and promotion manager of Cadence, and he was sales manager three years ago.

Prior to joining Cadence he was active in the music publishing field, and at one time associated with the Music Station Wien (now WANG) in Austria. He is a member of the ASCAP."
SORD Plans Club Test

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 truower she was, how she stood by lovingly 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
DISTRO MUSIC NEWS

BY HOWARD COOK

BALTIMORE: Mike Mackalack, of Capital Records Distribution Corporation, reports strong action on "Toni Dooley" by the Kingston Trio. It's the firm's biggest seller. "That Old Black Magic" by Doc Pomus and Keesley Smith looks promising. "Cinderella" by The Four Tops has started to move. "Light of Love" b/w "Sweetheart" by Percy Sledge 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 Phil, Smith and "Big Horn" by Sam Butera. Capital's stereo disks and equipment have been moving well.

Lester Pyle, D & H Distributing Company, RCA Victor district in Baltimore, lists 'One Night' by The Beatles hit by Elvin Peeley as their No. 1 record. "Takesy Sax" by Randy Randolph is getting heavy advance orders. Jesse Belvin's "Pledging My Love" is big. Percy was a two-sided hit in "Love Makes The World Go Round" and "Mandolins in the Moonlight." "No One But You" by The Ames Brothers is still strong. "Billy Rayvon" by Jim Reeves has started to move. "Jesus" by Pee Wee King is hot. Top LP's, platter is Hank Locklin's "I Got A Lot of Nervous" by Sam Butera. Strongest among'n' are "Nineteen" by Perez Prado and "Raisin and Almond." Ed Kolan, of Decca Records Distributors, names "Forget Me Not" by The Karen Twins as their top disk. "Lonely Teardrops" by Jackie Wilson on Brunswick is also making well. "Heartaches" by The Spinners on Capitol is stepping up. "I Want To Be Happy Closer Chas" by The Tomorrows-Daven-Warren Company is hotting. The Four Aces are cooking with "The World Outside." "Philadelphia, U. S. A." by Art Landis on Coral has gotten a good initial reaction. "Devotions" by Joe Farah on Eagle is still getting. "Lovelorn" by Al Hibbler is showing good signs. "What Am I Living For" by Ernest Tubbs looks like a winner. Top non-cash LP is "The Ventures' 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 & Rosenman, Inc., Columbia district, reports heavy action on "Hibiscus" by Jo Stafford. "Ain't 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 "Living Lips" by Bill Phillips and "Cigarettes and Coffee" by Lefty Frizell. Best-selling LP's are "Carl Perkins, The Four Lads' Greatest Hits" and "The Fabulous Johnny Cash." MILWAUKEE: Bono Ollman in his monthly roundup of distributor happenings, reports plenty of action among the city's distributors. Sales charts at Marley-Murphy Company, Columbia district, according to sales boss Bill Farr, show "Tunnel of Love" by Doris Day, "Ain't The Lucky One" by Marty Robbins and "Call Me" by Johnny Mathis as their three top disks. At Lieberman Distributing Company, Inc., Tess Blanchette reports that "Tabou" by Arthone Lyns and "Big Blaze" on Hi-Fi records by Harry Zimmerman were the most discussed LP's when displayed at the recent High Fidelity Music Show. Ed Linko is now operations manager at the Capitol Records office. He has replaced Jack D. Porter who was shifted to Chicago. Top Capitol disks are "Toni Dooley" by The Kingston Trio, "Light of Love" by Peggie Lee and "Mr. Success" by Frank Sinatra. Shelly's record manager, John Tomilson, reports The Four Electric Company rounded up a bus load of local dealers for a trip to Indianapolis to see some RCA Victor disks and new gear. The dealers were Harold Rietz and Bob Wolfe. Mail away King's stereo version of "Dream Time" is a big seller, stars Bob Bill, Decca Records Distributing Corporation. Top Decca singles are "The World Outside" by The Four Aces and "I Want To Be Happy Chas Chas" by The Tommy Dorsey-Warren Company.

WARNER BROS.: C. Segal, of Warner Bros. Records' New York branch, writes that "Jealous Heart" by Tab Hunter is the company's hottest single, "Fanchalakusa" is also strong. "Tab Hunter," the album, is also going well. "Terribly Yours," a six-sided stereo song, is moving well. The stereo sound track of "Spellbound" is also selling. Jack White, sales and promotion manager of Warner Bros., reports that "The World Outside" is doing well in Chicago, writes that "I Saw My Heart" by Tab Hunter is strong, "Count Down" by Sunny Moon and "Jealous Heart" by Ricky Lynz and Velma are jumping. "Have Organ, Will Swing" is the firm's biggest LP. Other hot albums for the label are "Swans in Stereo" and "Rapture." "Twenty Million Miles" is the top stereo album.

DISTRIBUTING UNITS: United Artists Records in New York are now handled by Superior, Skip Gorman and Al Chutin have formed Record Merchandisers, Inc., a new distrib in St. Louis. George Coldicott, of Ace Records, is now distributing Anheuser-Busch's "We Never Change Rainbows" b/w "The Old Oaken Bucket." by Joe Pia.

PHILADELPHIA: Ted Kellum, of Warner Bros., reports that "Philadelphia, U. S. A." by the No. Tornado on Capitol is a smash. United Artists is hot with "If You End Up" by Pat Boone and "Walkin' To The Barns." Epic is swinging with "The World Outside" by The Four Coons and "Hedging My Love" by Jesse Belvin. Savoy is hot with "I Don't Hurt No More" by Nappy Brown, and Jimmy Jones' "Somebody Bigger Than You." Imperial has a big disk with "Whole Lotta Lovin'" by Fat Bob. "In The Mood" by Bill Haley is cooking with "Peaches and Cream" by Larry Williams. Cameco has a two-sided hit with "Sing, Sing, Sing," and "Intermission Biff" by Bobby Love's orchestra. Asco is still in there with "Calla," "Calla" by the Paladine Sisters and "Just Young" by Andy Rose.

Dave Skoblick, manager of Comsat Distributing Corporation, writes that "I've Got A Lot Of Nervous" by The Four Aces is still strong. "Walkin' To The Barns" by Pat Boone, "Cigarettes" by Conny Von Moltke, "Jealous Heart" by The Fontane Sisters are moving well for Dot. "Poor Boy" by The Royal Teens on Jubilee is big. "Need Your Love" by Bobby Freeman on Joe is going well. "A Lover's Question" by Clyde McPhatter on Atlantic is building. Best new releases are "Feel-A-Boot" by the Cashies on Josie and "My Girl" by Robin Lake on Dot. Top LP's are "Best In Town" by Ray Charles on Atlantic, "La Paloma" by Billy Vaughn on Decca, "Jubilee" by Pat Boone on Dot, "Tulip" by Anthony Lyons on Hi-Fi Records, "Chris Craft" by Chuck Connors on Atlantic.
98-Centers on Way Out?

Continued from page 3

conditioning the singles - buying plus and minus - to a lower price, which in turn is tending to make 98.cents a fictitious list price for the record. The trade concept is also seen by observers as a possible transitional stage leading to a break in the price structure.

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 have some reason to believe that others would drop too, we'd be dead, Why? Because the independents would still sell to dealers at the old wholesale price, even the we would not set a new one, and dealers would then have to recognize 98.cents as the list price. In fact, the independents and dealers would realize a greater markup than they do now, we'd be left holding the old bag."

Another record man agreed that, "What we need now is a 9-cent-cut or even a good half-dollar-cut. Why should they bother with a 90-cent single, when they can do just a little shopping they can get a whole fack of $1.45 LP's being sold for $1.30 and even 99 cents? Then, too, you can buy the 45's for $1.50. 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 Lenton bill sets in. Of course, business has been so terrible lately, that I wonder if we'd recognize the Lenton bill when it comes..."

News Review

Continued from page 3

"I'm Always Chasing Rainbows" b/w "The Old Oakie of Stereo" by Joe Pica

ANCHOR RECORD CO. W.B. Jett Dukin, corner of 8th and Main streets

FOR BIG STARS NOW AND FOR YEARS TO COME!
MODERN RENDITIONS OF TWO GREAT OLDIES

selling gimmick for the set. Gift certificates will be colorful treasured packages as a Christmas gift. Details were given the gift certifi-

cate via intensive point-of- sale promotions, and will have a country flavor. Dealers will also advertise the certificates in their own local trade ads.

Show present in New York on December 1. Firm expects to cut the feed to.indies, and to have it on the market by De-

continued from page 3

Oratory Perks Up MRA Meets

NEW YORK — The Music Report-

ers' Association (MRA) started its fall meetings a few nights ago at

its new clubhouse (113, 1st Avenue) with guest speakers Harry Angrist, of RCA Victor; and Steve Orzech, of Frank Music. The meetings were held on October 23 and November 6.

At each meeting a full comple-

tment of members were on hand, to greet President Dom Cerrilli, voice-

of Borden and treasurer Perry Benda. New members inducted were reportor and copy editor John L. Wilson, to the tune of "When the Saints Go Marching In," and Pete Benda, you brother of Perry to "Read About Midnight."

It's been a step in the right direction, said Cerrilli, and he predicts that the recording secretary never take the title of his speech. On

"Pretty Girls Everywhere"

Eugene Church

NOW... TWO GREAT ONE-STOPs

1. Full Inventory of 45-EP-LP
2. Dealer or Juke Op Orders Shipped Same Day
3. Overnite Service to 20 States
4. Our "Big 20" Hit Sheets Speedly Ordered
5. Our "Big 20" Hit Sheets Speedly Ordered

MUSIC BOX ONE-STOPs

1501 W. 10th St., Chicago, Ill.
105 W. 23rd St., Atlanta, Ga.
501 W. 52nd St.

GIVE TO DAMON RUNYON CANCER FUND

RECORDING STUDIO AUDITORIUM ONLY THE HIGHEST QUALITY RECORDING HI-FI HEADQUARTERS

234 EAST 46 ST., NEW YORK YU 6-5060
HRS. 10-6
ON APPT. 24 HRS. A DAY
7 DAYS WEEKLY
Mail Pull Rates Clerk a Topper in TV Promotions

By JUNE BUNDY

NEW YORK — Dick Clark recently reported on his latest merchandising and promotional properties in TV. The ABC-TV phenomenon will respond to premium promotions offered on two new ABC TV shows, "American Bandstand" and "The Dick Clark Show."

Dick Clark is planning to extend his merchandising activities into the television area. He is also negotiating to star in a third network TV show for the January-February-summer season. Meanwhile, Clark this week starts a nationally syndicated column of teen-age interest in his Sunday magazine, TV Week, which has a circulation of 200,000.

Also the Young & Rubicam Agency refuses to divest figures on a contest Clark signed on his Saturday night show to name "Nameless Gun Wrap-Up" (plus five Beech Gun wrappers) the agency said the song is "vermackable," and that Beechmont rates are up per cent to date. It is an approximation of Clark's Saturday night show.

An indication of mail pull on the "American Bandstand." This batch is seen in the fact that more than 600,000 copies of the March 26th "American Bandstand" record, which sells for $1, were sold recently in a two-month period, and the first record to appear on Clark's TV show. Beechmont's first premium was a model of Clark's with a deal whereby televisioners were urged to send in five gun wrappers for a copy of "Jerry Lee Lewis' walkin' of 'Burlington Farm'" by Clark's pull by 46,000 requests for the premium-plated.

It is expected that mail pull for Clark was chatted up recently on his annual dance marathon. Whereby listeners entered Clark's annual marathon dance contest among studio audience participants. Although no prizes are expected, Clark received 200,000 votes, 700,000 votes registered during the first two weeks.

Another premium deal Clark conducted for Bocco featuring an EP of "all time hits" for 59 cents.

ATL Buys Pye Label Interest

LONDON — Associated Tele- vision Limited, the British commer- cial TV company, has purchased a substantial interest in Pye Records, Ltd. Pye Records is a division of Pye Limited, the radio and TV manu- facturer. Pye Records issues discs on the Pye label. The sale of the Pye labels in Britain and the U.S. S. ATL will be represented on the Pye label. Lea Durling, Ray Parrett, Lew Crade and Dick Meyers.

Broadway Legit Theme Tunes New Disk Link

NEW YORK— Broadway's new link with the record industry may soon be a rush of specially promoted shows. Show tunes will be recorded by non-musical legions shows, just as one of Hollywood's chief promo- men, Merv Griffin, has long been via title tunes of films like "Long Hot Summer," "Man's Favorite" and "Sailin' Shoes." In this is the force of composer- arrangers like Gower and4 and a wrapper down a mall re- ported to be worth $200,000 in apparel field, which will shortly be expanded to cover a line of Dick Clark's new line for teen-age girls, Clark now endorses "American Bandstand" and "American Handy and the Dick Clark Show.

The Dick Clark Show is planning to extend his merchandising activities into the television area. He is also negotiating to star in a third network TV show for the January-February-summer season. Meanwhile, Clark this week starts a nationally syndicated column of teen-age interest in his Sunday magazine, TV Week, which has a circulation of 200,000.

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With the Jockeys

Carruth Hudd, who spins c.d.w. music two hours a day over WKLX, Roanoke, Va., points that he can use lots of country discs from labels and artists. Don Pierce, of Standby, invites c.d.w. jockeys to write him for copies of the new George Jones release on Mercury, "If I Don't Love You (Gotta Ain't Greening)" and "Treasure of Love." Both times were written by Jones and Jape (Big Bopper) Richardson. Pierce receives 1,000 debuts asking for spins on "That's the Way I Feel," current from Faron Young release on Capitol, and Stove Wall Jackson's "Record, Life to Go," on Columbia. Copies are available to jockeys who drop a card to Pierce at Box 115, Madison, Tenn.

Bob Wester, who put in many years in radio in Texas on the West Coast and in Las Vegas, now is spending two hours of c.d.w. music duties, Monday through Sunday, on KHUZ, Roger, 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.d.w. artists with records to promote and is always pleased to receive new country music.

Sending out an S.O.S. for country records are these jocks: Johnny Rogers, WVAV, Daytona Beach, Fla.; Sherman Adams, WSM, Nashville, Ill., and Billy Star, KYNC, Winfield, Ariz. Star is now doing a two-hour show over his station. Paul Simpkins, platter spinner at WBAM, Mims, Ga., is now featuring a tape recording on WAPL, Jacksonville, Fla., sister station of the former.

Jimmy Simpson, of the Oilfield Boy, who has been splashing country and western platters over KBYR, Anchorage, Alaska, the past year, motored out of there after his show Saturday (11) en route to the jockey 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 month of the year in as record sales are concerned, has started. Last week, the first week of November, the Billboard received a total of 148 single records and 735 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.

COMING NEXT WEEK

The Billboard's Annual Poll of Country and Western Disk Jockeys

with their selections of:

- C&W MAN OF THE YEAR
- FAVORITE C&W RECORDS
- FAVORITE C&W ARTISTS
- MOST PROMISING C&W ARTISTS
- EXTRA FEATURES AND LISTS

Extra distribution at WSM's 7th Annual C&W Disk Jockey Festival

Nashville, Nov. 21 & 22.
Showmen Flock to Pre-Chi Fest; Banquet Artist List Shapes Up

NEW YORK—Pat Boone, Dowd, Jimmy Dean and Betty Johnson, all top-line entertainers, will appear at the Showmen’s Association’s banquet this week for the already-popular annual event. The banquet will be held in the Ballroom of the National Hotel.

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 (28).

Kicking off the week will be a testimonial dinner for two officers on Monday (24) in the Park Hotel. A part of the evening will be part partner Morris Bataly and outgoing president Jeff Grimes, who will succeed by A. McKee. Harris, an independent concessionaire, is a member of the organization.

Open House, Services

The traditional open house and memorial services will be held on Saturday (25) in the Park Hotel. The guest of honor will be one of the “little girls” who leads the organization on the anniversary of the event. It will be noted that the organization has been in existence for twenty years.

Showmen, fairmen and friends from a wide area are expected to attend the event, which will start at 7 p.m. with tickets priced at $8.50 each.

Marcum Heads

USAC’s Stock Race Program

The convention has been held to promote the success of the organization and its activities.

Marcum, former driver, has been promoted to the position of race director for the last six years, and he has been responsible for the success of the organization.

Marcum, who heads the organization, has been in charge of all scheduling of USAC stock cars races, including dates, times, and race supervision.

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League Execs Kick Off Busy Schedule

CHICAGO—With the arrival of most of the Showmen’s League of America back at home after their outdoor seasons, a busy week is being planned for the members of the league. A meeting on Tuesday (26) and a banquet on Wednesday (27) are planned.

Champion of the Shoshone Club was announced as the new director of the organization.

There’s No Trick— finding

GOOD BUYS

in

Used Equipment— just look over the many ads in the Classified Section this issue.
AIRS HIS VIEWS

Ralph Lockett Hits Indio 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 usually states. 'Good for any one show, or fair. How are they to know that it is an independently owned ride that does not accept passes? It is impossible for a ride owner to assume that the average layman knows the difference between a stiff ticket ride and an 'independent' one. In too many cases, the purchaser is told in an uncivil, often downright abusive manner.'

Attractive W. P. h. and aluminum appearance, a-foresaid, are held, and almost every individual ticket, is being subjected by many independent shows and ride operators in fast approaching an intolerable situation. Unless it is cured, this maladministration can only result in more restrictive measures being accompanied 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 government competition and the overdemands of many fairs for quantity of attractions. My feelings here 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 a rock and a hard place. He is trying to satisfy the Fair, out do his competition, and then trying to appease the independents in what must be a herculean effort at keeping his midway displayed for the next fair.

"Understandable as the situation may be when viewed from the show owner's corner, it can throw on 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, see a test on the line. The pass they are holding in their hands usually states, 'Good for any one show or ride. How are they to know that it is an independently owned ride that does not accept passes? It is impossible for a ride owner to assume that the average layman knows the difference between a stiff ticket ride and an 'independent' one. In too many cases, the purchaser is told in an uncivil, often downright abusive manner.'

Ralph Lockett

ST. LOUIS Rodeo

Sets New High, Robertson In

ST. LOUIS—Firemen's Championship Rodeo at the St. Louis Arena, drew 21,600 people more than a year ago, the previous high. Total attendance reached 63,906 people. Dates were October 20th—November 2nd.

Headlining was Dale Robertson of TV's 'Wells Fargo' show. The rodeo was produced by Tommy Stewart and directed by Tom Parks.

The Sunday afternoon performance pulled capacity house of 34,113, with an estimated 3,000 over turned down. Wanda Rossi dismounted a thoroughbred and Bobby Clark sustained a broken collar bone injuries when he was kicked by a bull, but both performers were back in action in time to make the next engagement, Harrisburg, Pa.

Joe P. Sextick, St. Louis director of public safety, was general chairman, and Fire Chief James Sauersein was assistant chairman.

Regina Fair

Opens New Curling Bldg.

REGINA, Sask.—The Regina Exhibition Association's Curling Rink in Western Canada, was officially opened Monday (27).

Housed in the new $350,000 Saskatchewan building, which made its debut as an exhibition center at this summer's exhibition, the rink provides 12 large 200-square foot ice sheets. The same building will be open to the public for curling and figure skating throughout the year.

The structural floor is held six inches above a gravel base by 359 concrete piles. Refrigeration unit has been built into the floor and covered by four inches of concrete.

The central part of the building has a main floor spectator area, with lunch counter, and a spacious concession stand.

Curling enthusiasts are high in their praise for the rink, its floor, seating and the excellent lighting.

Bakersfield, Calif. — A $3,500,000 bond issue for construction of a municipal auditorium and arena by voters Tuesday (6).
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 here were Horace and Willett Peterson of the Missouri State Fair and the American Royal Livestock Show.

This food exhibit was in contrast to the large and less successful American exhibit at the Brussels World's Fair, While we did not use it at Munich, the same exhibit was seen at the Food Fair in London last year prior to the German showing.

The success of the large exhibit was a country affair, and this idea, readily adaptable to food showing, was carried out in the displays and design of the goods area.

The purpose was a responsibility of a branch of the U. S. Department of Agriculture. It enlisted assistance of food trade associations, such as the American Dairy Association, and two representatives of the industry involved and five with a representative for each country.

THESE COMMITTEES settled on the details of each section of the exhibit-for grains, fruits, meats, etc. The resulting show was a complete success in design and preparation. So far as is known, no single country put out a force equal to or better than the American exhibit.

This country would like to have the American exhibit in the United States, and it has been suggested that we should consider the possibility of putting out a force equal to or better than the American exhibit.

Mr. of Beverly Lindsey was present at this year's show in April.

Tom Peterson, president of the American Dairy Association, was present at this year's show in April.

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Carnival Routes

All American: Warsaw, N. C.
Alligator Am: Wells, Tex.
Chapline: New York
Burkhard: Muncie, La.
Capital City (Fair Valdosta, Ga.),
Cedell & Birdan (Fair) Jacksonville,
Fla., 12-22.
Crawford Bros.: Winnsboro, Fl.
Drew: James H. (Fair) Augusta,
Ga.
Hammond: Bob Houston, Tex.
Hoffle, Bull, No. 2: Baton Rouge,
La., 10-21.
(Continued next week)

**LETTER LIST**

Letters and packages addressed to persons in care of The Billboard will be
admitted to the office of the American Radio History Co., 541 W. Monroe St.,
Chicago, Ill. The office will close at noon on the last Friday in each month
(excepting weeks' issues) and mail must reach Chicago by noon on the Tuesday
before Wednesday closing of Chicago office by Thursday.

 MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati, O.

**SHOW TENTS**

**CENTRAL CANVAS TENTS**

**United States Tent**

**AND AWNING CO.**

**Concession Tents**

**Show Tents**

**Dance Rades**

**The Lowest Price Consistent with Quality**

S. T. JESSEPP G. E. W. JOHNSON

**UNIVERSAL TENTS**

**SHOW TENTS**

**Concession Tents**

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G. E. W. JOHNSON

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**THE BILLBOARD**

**GENERAL OUTDOOR**

**THE FINAL CURTAIN**

ANDERSON, A. W. (Curley), confectioner, of 1001 Michigan Ave., Chicago.

DOCKER, Robert, October 20 in Memorial Center Hotel, Ossining, N. Y.,
with the Underwood Band, of the 12th Street Band, of New York City, and
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G. E. W. JOHNSTON
Kiddieland Conclave Planned by NAAPB

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. James H. Thompson, operator of Kiddieland in Louisiana, has been named co-chairman of the committee planning on a session with Chairman Arthur Fritz, of Melrose Park, Ill.

The Kiddieland sessions will be on the mornings of December 10 and December 13, at the Sherman Hotel, site of the full NAAPB convention and trade show.

TOPICS for the sessions will cover the general classification of "How Ideas for Kiddieland." This will involve discussion and descriptions of promotions, sales and mechanics that up box office, the chairman stated.

There will also be a visual program, "What We Learned From Our European Tour," led by Thompson and Herb Youle, Playtown Park, planned for the kiddieland.

John S. Bowman, executive secretary of NAAPB, said the sessions are scheduled in response to requests voiced at last year's convention.

Assisting Fritz and Thompson will be William F. Clendenen, West Valley, Cincinnati; Clyde Coffing, Kiddieland, Crystal Beach, Ill.; Willard Herzog, Fair Park, Nashville, Tenn.; Herb Youle, Morton, Pa.; Maurice Wood, Wooded Park, Oklahoma City, and Verlin F. Hodges, of the Bridgeport, Conn.

Bowman urged kiddieland operators to participate in this special program, and invited suggestions that will benefit their enterprises. Sessions will be open to all kiddieland operators. Members of NAAPB may attend without charge, but must complete a special form of registration.

Wildwood Chamber Masts Consolidation

WILDWOOD, N.J.—Keith Rasmussen was nominated for the presidency of the Greater Wildwood Chamber of Commerce at the first meeting of the season. The Blood Oath Club, elected to a recommendation of a committee to the right of the job of the Wildwood Chamber's president, has been talked about over the years.

Consideration would made wildwood, North Wildwood, Wildwood Crest and Anglesea into a single resort, making it one of the biggest and most important and commercially larger than Atlantic City. The four resorts adjoin each other.

Financial Named Chairman Of Magic Mountain Board

DENVER — Magic Mountain, now about 40 per cent completed, has a new chairman on the board, A. W. Schurman, who has taken over the sales of 2,500,000 shares of Magic Mountain stock at $1.50.

Allen J. Leffeld, Broadhead, Colo., financier, and his Allen Leffeld Investment Co., hold a record for giant and successful stock selling ventures in Colorado.

Leffeld, whose financial empire includes the Colorado Insurance Co., Leffeld & Company and the Colorado Building Acceptance Corporation and Allied Colorado Enterprise Development, said he was entering the Magic Mountain project "with the expectation that it will be a multimillion dollar enterprise of which the future will be the pride of the world."

He pledged that his organization would raise sufficient funds to complete the project prior to open on before June 1 at "in a major Colorado Centennial year tourist attraction."

Under terms of an agreement with the Magic Mountain board of directors, Leffeld has been named chairman of the board of Magic Mountain and is making "substantial investment" in the stock's par value.

The underlying agreement for sale of stock, which has been directing the stock sale, has been terminated.

Norman W. Hedeker, president of Magic Mountain, said his group welcomed Leffeld as chairman of the company.

"Allen Leffeld has had a great deal of impact on this State of Colorado and has a reputation for being a giant in military service," Winder said.

The president of Marcus Engle, an executive of the Americanization of America, said Winder's views about Leffeld's appointment were "all correct."

Leffeld predicted the announcement would become the "greatest single attraction" during the summer of 1959.
HOLLYWOOD, Calif. — The Kelly-Miller Circus, which had originally scheduled a campaign tour from the West Coast and across the Midwest, was forced to change plans due to financial difficulties and a lack of audiences. The circus had planned to tour through major cities in the West Coast and Midwest, including Los Angeles, Chicago, and New York. However, the financial crisis forced the company to scale down its operations and focus on a smaller, more localized tour. The circus had hoped to attract large crowds and generate significant revenue, but the economic downturn made it difficult to find suitable venues and audiences. The decision to change plans was a difficult one for the circus management, but it was necessary to ensure the survival of the company. The circus continued to tour through smaller towns and cities, hoping to build up support and generate enough revenue to sustain operations.
Free Style Shows
Click at Dallas

DALLAS — Six major national firms in the home-sewing industry, excited in on free daily style shows at the McCall's National Sewing Fair, are sure to please the interest of the family seamstress.

They marked the second year that the Sewing Fashion Festival has been sponsored and in attendance at the fair was the possibility of having a home-sewing show in the McCall's show. At the first show the present show was conceived and promoted last year to test the marketability of the popularity at the 1958 fair.

Each of the six participating companies displayed a caputuzu show as an integral part of the production line, and, in the majority of cases, fibers were the garments designed to appeal to every home. Thirty-six 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 materials.

Use Organize

The Six firms included the show for an organization, which was for every firm listed and included the following:

- McCullough, president, who also took over after Miss Ross and Miss Ensinger died.
- Emphasis was put on the many numbers of fashion changes new and different. Among the newest and most successful 1959 designs are the large categories of the latest ever, from the selection of the lowest to the top.
- In its segment Singer performed its role like the others. Here are some of the new patterns which the Singer company was to call its own.
- Many exhibition buildings are "old and decrepit," Meighen said. Toads have been condemned, a sanitary system for fire protection is needed and new lighting is essential. These are some of the capital expenditures planned by the directors.
- Brandon, Man., Nixes $10,000 Aid Grant

BRANDON, Man. — Rejection by Brandon voters of a county levy calling for nearly $8,000 of $10,000 to the Provincial Exhibition of Manitoba is expected to have a serious effect on future operations of the fair.

A resolution of the voters has deprived the exhibition of a matching grant of $2,000 from the Exhibition President F. O. Meighen.

"We let us down very seriously," he said. "The exhibition has no money and there is no grant for essential capital repairs and improvement. We will be greatly handicapped in our operations."

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Brandon would appear Brandon has little concern whether or not the provincial exhibition is lost, Meighen commented.

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 immediately guard lest it be lost to Winnipeg.

The ad also stated that the payment of the bylaw would authorize the grant for a period of 10 years only. In addition, the bylaw established a new open letter to the raters which the committee also included.

"The new levy amounts to a renewal of an agreement which expires this year," it said, "and it will cost the taxpayer more than in the past. The exhibition is operated by the federal government and the amount will be used for education purposes—improvements to facilities which are at our disposal the year around."

When answering ads ...  
SAY YOU SAW IT IN THE BILLBOARD!

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FAIRS-EXPOSITIONS

Communications to 105 W. Randolph St., Chicago 1, Ill.

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South America Elects Hinds; Plans for ’59

MONTGOMERY, Ala. — The South America Fair has elected Mrs. Harold Hinds president of the 1959 fair. He was re-elected vice-president and Mrs. George E. Vallar of Gal Val in the top spot.

The new board of directors has been appointed by President John H. McCall of the Montgomery Club. The fair is sponsored by the Montgomery Women’s Club and will be held on a new board appointed each fall.

Attendance at the 1959 fair was 109, and for the first time, the fair were not announced, the new president and several officials will be named in the coming months to line up midway and other attractions.


Extension

Kennedy Sees Added Days for Calgary Exhibition

CALGARY, Alta. — The time is not too far distant when director of the Calgary and Exhibition and Stampede secretary and manager, George P. Selden, has indicated the possibility of extending the annual event several days, possibly increasing its length, according to Fred Ken- nedy, president of the fair, the fair,” he said.

Kennedy made the statement in Calgary during the convention of the Public Relations Society of America.

A part of the board of directors extended the dates was to be able to extend the dates of any exhibition in the world in relation to the population of the city in which it is held, he said.

While extending the dates was to be another problem because Calgary is on a live fair circuit, these difficulties should be possible because the city of any other at- feasible, he contended. The main problem would be to extend the fair in the city and produce the event in February, and Saturday, and to hold the meeting of Stampede, and the fair on the circuit at Brandon, Man., he said.

Kennedy said that Brandon has no road or rail- meeting, so it would be comparatively simple to run the stampede chuckwagon races and horse riding for

Haddam Neck

HADDAM NECK, Conn. — Frederick Daroszewski has been elected president of the Haddam Neck Fair Association. Also named to the list are Robin Daroszewski, secretary, and John S. Brown, treasurer.

Elected to the board of directors were E. J. Bixler, Pat Brown, and Robert Daroszewski.

Kearney, New Jersey, Preston Williamson were re-elected auditors.

Ledyard, Conn.

Names Hagen

Ledyard, Conn. — The Ledyard Board of Education has elected Robert Hagen as principal of the Ledyard Fair Association. Also serves on the board are Mrs. H. A. Wise, secretary, Mrs. R. A. Mason, treasurer, and Mrs. V. T. King, assistant treasurer.

Medicine Hat Ex

Racks Up 3G Net

MEDICINE HAT, Alta. — A total of $3,288 in operations was recorded by Medicine Hat Exhibition and Stamps Co., activities of which are mainly carried on a 15-by-30-foot show. The figure was $1,091 over last year, and esti- estimated the outcome of the best in years.

There's No Trick ...

Good Buys

in Used Equipment ...

Just look over the many 
Classified Section 
this issue
PHOENIX—Business for Siebrand Shows' Circus and Carnival was reported on a par with last year at the Arizona State Fair held Tuesday (8), eighth day of the 12-day event which closes November 18.

F. W. Siebrand, owner-manager of the midway for 30 years, said that the temperatures had been so low for the first few days of the carnival and independent concessions that he had closed down three of his four sideshows, two of which were run by Bill Hullings and the Pete Korbin, the last latter playing its third year with Siebrand Shows.

The carnival also furnished the stage plaza show, which is included in the admission to the midway along with a large exhibit treat from O. N. Crafts.

Carnival closes its season here in its regular winter quarters town.

**Detroit Club Dedicates New Plant Monument**

**DRED** — The Michigan Shrine Boys Club held a landmark Sunday (2) with the dedication of a monument at Shrine Boys' Cemetery which was placed last year by the Auxiliary, also at the same time.

President Cameron Murray was in charge of the services, with Charles Colby, Layton handling arrangements. He read the names of all deceased members during the past year as well as those who have been buried, handing Blair by the Ladies' Auxiliary.

A special event was made possible through the generosity of Jack Dickstein and carried to completion by the Ladies' Auxiliary.

The memorial stone was made possible through the generosity of Jack Dickstein and carried to completion by the Ladies' Auxiliary.

Named to serve on the committee were:

- **KIDS TO PROFIT**
- A. of A. Scores
- A One Heavy
- At Charleston

**AIRS HIS VIEWS**

**Ralph Lockett Hits Indie Midway Units**

**Continued from page 48**

...an independent ride. We don't take passes! The office has nothing to show on the books and if there's any complaints it's short rides during executive hours or being given patrons only a couple of rides and then taking them in or out.

"Secondly, you can just bet independent operators will be able to operate their midway units at the days at the prices advertised. No matter what you make the admission or how you charge 5 cents or 10 cents or 15 cents more. No matter you make the admission or how you charge 5 cents or 10 cents or 15 cents more. No matter you make the admission or how you charge 5 cents or 10 cents or 15 cents more. No matter you make the admission or how you charge 5 cents or 10 cents or 15 cents more. No matter you make the admission or how you charge 5 cents or 10 cents or 15 cents more. No matter you make the admission or how you charge 5 cents or 10 cents or 15 cents more.

The other side car, the one with the black and white, it's the fair official who are left to face those who had such unhappy experiences. I have one radio station manager turned around at day two on those that he had presented press passes. This particular carnival had given him the fair 10 minutes for radio shows and interviews, he was pretty difficult to talk down, it's an unfortunate complete defense against his complaint.

"Of course, the fair manager always has the authority to shut down such operators, but I suppose many managers hesitate to do so because he doesn't want to penalize the show owner. Then, in many instances, the general carnival owner puts the plea that the ride or show operator is a concession or an important part of his program and it is the job of the midway owner to take care of the next couple of dates.

"Either the carnival owner will have to stand up and take any and all the carnivals in number at fair since attendance could really do with less quantity and more quality, or else the show owner will have to make independent arrangement and pay the independent operator adhere rigidly to showbusiness.

[Continued on page 50]
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-almos, 24 hose Allan Herbert
Merry Co-Round, with or without tral-
er; 3-in Teflon hose with 2 tral-
er; Rogers, with or without trailer; 12-fan Carter's; Electric trailer: or home-made Auto Kid Ride. Most of the equipment can be used on the Rear, Rough. I.e., this work, paid to sell cash.

BUBBLE MIVLE SHOWS
Sanne Ruge, 1349.

WILL BUY FOR CASH

1-double or single trailer Organ-
table, or equivalent; 16-horse trailer, mounted.

1-Good Long Range Shooting Gallery.

FRANKIE'S AMUSEMENT CO.
1051 Hillcrest Ave.
Washington, Pa.
Phone: Baldwin 2-9186.

FOR SALE

PORTABLE SCHOONER BUILDING

3-Buoys, 12-6' twin wheels, 12-4' twin wheels, 6-6' twin wheels, 2-4' single wheels, and 2-4' single wheels. Installed for different purposes.

4-Diamond Light Covers, exchangeable with Diamond Tires.

DON FRANKLIN
3rd Central Ave.
Pittsburgh, Pa.
Phone: Diamond 4-7777.

WANTED

A-1 Truck Mechanic
(Can Operate)
Must have experience with 2-wd truck work and have knowledge of all work. Has a 2-wd truck with a 5-speed transmission. Located in the area.

Phone: 555-5555

LARGE BEAUTIFUL CARNIVAL FOR SALE

Fully equipped, full transportation, with 20 rides. Will remain in Chicago at conventions.

NEWTON COUNTY FAIR ASSOCIATION
Newton, Indiana

WANTAD

Great, clean, well-pronounced, 25 acres, for sale.
Fair, Aug. 31st. No rent. Write in what you want and we will respond in Chicago at conventions.

LEIGHTON MIDWAY SHOWS

Well-traveled, well-equipped, long-distance shows.

货车、欧洲和亚洲的路线。与毛里求斯的交通路线交锋，确保了他们能够保持在亚洲市场的领先地位。他们还继续对亚洲市场进行投资，以扩大其影响力。他们在亚洲市场的成功是他们全球战略的重要组成部分。
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 election last week. The choice of Venditto is local conservationist, a trustee and first of what he hopes will be a long line of past-presidents. A full slate of officers was elected and election day was held next Wednesday (3) at the clubhouse, 207 Tremont Street.

John Venditto, secretary, asked permission to step down but was voted for another term in office. Also elected were Frank (White) McTeague, concessionaire, vice-president; Billie Burr, of Playtime Amusements, treasurer; Harold Hebert, third vice-president; and Milton Emerson, concessionnaire.

Membership has grown to more than 300 and the Ladies Auxiliary numbers 60.

Five members contributed $1000 each to the general fund. Bur and Jeffery, who handled the Big Game, donated a vintage truck.

Applications for membership have been received from Robert Neskey, Leon Conley, Tate Kitchens, Dave Altman and Joseph J. Desanto.

Membership meetings are held on alternate weeks, probably on Monday. Installation of officers will be held in two weeks at a place to be determined. Early clearance of this coming fall will be necessary so that association would avoid conflict with activities of other clubs, it was felt.

Hobliit, Brown
Top Charter
Recruiting

Hot Springs Fems
Name Rose Kahn
New President

HOT SPRINGS — Rose Kahn has been selected as the Ladies Auxiliary of the Hot Springs Showmen's Association's new president for the 1960 season. Kahn is a trustee and is in the top spot. Also named were Betty Dyer, first vice-president; Kay Roos, second vice-president; Evelyn Radford, third vice-president; Carolyn McJunkins, secretary, and Rose Marie Stein, treasurer. Installation will be held during the show with Rose Marie Stein as chairman and Dorothy Fadden as first vice-president.

The ladies received a $300 check from personnel on Olson Shows and once each was turned in from those sales. A rummage sale was held Wednesday (5) with a bake sale set for Wednesday (12). Night award, donated by Joan Friedman, was turned in by Vivian Harding. Sunday, Della Fritz received the door award.

A. of A. Scores

Continued from page 55

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

MAIL ON HAND AT
CHICAGO OFFICE
118 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

LION MOTORDROME
FOR SALE

Mail order - 3/4 ton. 4x4 Standard. 1947.

Most equipment for $1000. Will sell complete or package.

Reliable to Reliable. See salesman.

JACK CHICARELLI

2730 S. Du Sable
Chicago, Ill.

Thank you

CARNIVALS

CARNIVALS

November 10, 1958
THE BILLBOARD

57

MIDWAY CONFAB

Turner Scott will again open his Orlando, Fla., ride operation on Thursday (13) under Little League auspices. The gate will extend through the holidays. It will open his Daytona Beach spot in February.

W. A. (Bill) Stacy, big top operator, is in Houston, Texas, looking for a suitable location for his permanent home. Stacy plans to build a large unit. A new circus was planned for 1959. Another tent operator, Edward H. O'Neal, of Hovey & O. Co., and according to his physician, will be there for the remainder of the year.

W. T. Hale, of Hale's Shows of Tomorrow, had his third domestic sojourn at the Denver (T. M.) Convention. Geraldine and Tito Moreno, who had their Wild Life Show to open in Los Angeles, used with Johny's United this past season, are now all home in Tampas. New canvas is planned for 1959. Robert McGregor, formerly with the Ringling Bros. and Museum, is wintering in New York. Terry Lee, formerly with Greer's Club Midway, is up and around again following surgery and is set for the Gates Theater, Bal. times, Los Angeles, and in Clinton Okla. Hospital where he recently underwent surgery. World appears bright.

Professor Willie J. Bernard writes that his wife is confined to a nursing home in Okla. City. Mrs. Bernard, Nell,... Carl Herrick, concessionaire, is in General Hospital, Ward 2-A.

Room 5, Indianapois. "Flowers" Ford was seen last week in a late Garcheel gay, Lloyd included those from Mr. and Mrs. Art Wildman, Mr. and Mrs. Maudsyk, John Hay, Bob Karis, Red Trout, Andy Kutner, Henry Baum, Henry Poll, Eddie Miller and J. O. (Whitey) Weiss.

The Miami Showman's Association has been hanging lately, with the arrival of candidates on their winter vacations. Recent arrivals include Ted Edward, Rocky Allen, Con Weiss Mike Moran, Jim Stabile, Peter Dell, Harry Weiss, George Lewis, Geo. Glauser, Charles Wright, who has his kitchen under the care of Joe Green, Whitey Byus, Cy Gerfalt, Sal Elil Cook, Al Faltin, Tommy Thompson and others. Los Angeles showed opened Thursday (6) with Roman and stable in charge.

A. B. (Red) Cuddiff, co-circus operator on Merck's Midway Shows, is resuperating at his Hollywood home after undergoing October 22 surgery.

Outdoor shows seen in Medical week included Norman Hilton, Bill J. F. Earl, Terry Roberts, Lee Cresson, Oscar Bloom, and Bob Wagoner. Dean Steel, Need Good Show. Good proposition for Motorhome, have LST taking trucks. Boat loads Miami, Tuesday, Nov. 11 and Wednesday, Nov. 12. Contact by phone.

ROBERT BAUMAN

Pershing Hotel or Miami Showman's Assn., Miami, Florida

NOTICE

To all operators of custard machines and/or mobile frozen dessert manufacturing plants.

Recent Florida court decisions have ruled that mobile frozen dessert manufacturing units cannot operate in the state of Florida.

FLORIDA DEPARTMENT OF AGRICULTURE
State Dairy Supervisor Division

ALL I WANT TO KNOW FROM YOU IS..."37

When asked if he would consider offering the service 10 years from now, the operator replied, "That's not likely for me. I'm not sure how much I've been able to help, but I do know that the service is important. It's not only for the present, but also for the future. I hope that more people will consider offering the service in the future.

RED FEATHER SHOWS

210 High St.
_categorical_place, state

WANTED FOR PORT AU PRINCE, HAITI

Wanted three used Show Tops with or without sidewalks. Especially want Custard, Long Range, Diggers and Mug Jars. Apply to Mr. John H. Need Show. Need Side Show. Good proposition for Motorhome, have LST taking trucks. Boat loads Miami, Tuesday, Nov. 11 and Wednesday, Nov. 12. Contact by phone.

ROBERT BAUMAN

Pershing Hotel or Miami Showman's Assn., Miami, Florida

PERSHING HOT SPRINGS SHOWMAN'S ASSOCIATION

710 Whittington
Hot Springs, Ark.

WELCOME TO THE MIDWEST

Show Mare for 1959 and 1960. Must know how to run carnival and have some experience. Must have good references. Apply to Mr. John H. Need Show. Good proposition for Motorhome, have LST taking trucks. Boat loads Miami, Tuesday, Nov. 11 and Wednesday, Nov. 12. Contact by phone.

W. E. (SHOTGUN) PAGE

American Radio History, Athens, Ohio 45701

SAVE MORE MONEY

MAKE MORE MONEY

Subscribe to The Billboard TODAY!
NEW! PEN-SATIONAL TOP-ACTION BALL PENS
With Jumbo Ink-Vue Bottles. SLIM! REGULAR!

$14.40 EACROSS
Pre-Taxed for One Year
Free Replacements

SPECIAL! SPECIAL!
6-PEX
POCKET
SECRETARY

$5.40 DEZ.

(5$ GROSS)
SAMPLES 35 CENTS
3% DEPOSIT-BALANCE C.O.D.

By BRYANT TRADING CORP.
314 PIPER ST.
N.Y.

COOL TONE CHIPS

PIPPES FOR PITCHMEN

JOHN J. PINK,
discharged from the Navy September 18. is with his pen in and around Virginia. Currently he's working in Wabash, Ind., V. The military.

NEWS NOTES

AL EDWARDS,
writing from Modesto, Calif., says that while 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 all outside Appleseed dealers to join the boys passing thru the Mile-High City. Red, still a large order of new colors in his store and a four-point buck; Jerry Elliott, a deer and a large elk buck, Rex Charles a seven-point deer, and Ralph Smith, a quail and a black bear also had good season in that area, which meant that all the boys went out on opening day of the hunting season, and Edwards. There wasn't much snow, so most of the elk were still up to 9,000 feet. Thus, getting the meat down proved to be quite a job. That, 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 last day. Charlie Broek having been taken along as camp cook. However, after the first day no one went hungry.

Fair Assn. Meetings

* Continued from page 54

Syrac., Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Casey, Box 73, Shelby Station, Louisville 37, secretary.

Georgia Association of Agricultural Fairs, DeKalb Hotel, Atlanta, January 12. Joe F. Proost, 300 Riverside Drive, Macon, secretary.

FREE!

Weinman's Bonus Offer Rhinestone RING WATCH FREE!

With any order of $40.00 or more. Limited time only—while supplies last.

Choice

Lot 6 for $49
Men's and Women's All rhinestone bands with rhinestone bands. Original price: $49.95. Reduced 75 cents. $49.20

10 for $69
Men's new style Eagle. With red enamel inlay. Original price: $69.95. Reduced 15 cents. $68.80

50% Cash With Order, Rest C.O.D.

WEINMAN'S

13 S. MAIN ST. MEMPHIS, T. N. N.

7-PIECE WATCH SETS
Cavall, Watch, Expansion Band, Deal, Leibovitz, Box, Tie Clip, Golf Links. All gorgeous. All Point Packs. Made By: $3.95

$5.95 Men's Watch Expensive Band. Southwestern, Watch, Expansion Band. Breaks 90 cents. $5.00

$9.95 Ladie's Watch. Expansion Band. $9.90

$14.90 Ladies' Watch, Expansion Band. $14.90

$4.45 Tiny Ladies' Watch, Expansion Band.

Sensational New Arrival! Sensals on Sale! Watch with long Rhinestones. $3.90. Sale on Dial and Band. Repousse on Dial and Band.

$4.45 RHINESTONE BRACELET WATCHES
257-A Rhinestone Bracelet with Rhinestones Clear. In Platinum. $73.90. In Gold. $73.50.
257-A Rhinestone Bracelet with Rhinestones Clear. In Platinum. $73.90. In Gold. $73.50.
257-A Rhinestone Bracelet with Rhinestones Clear. In Platinum. $73.90. In Gold. $73.50.
257-A Rhinestone Bracelet with Rhinestones Clear. In Platinum. $73.90. In Gold. $73.50.
PILFER D.C. VENDING TRUCK WASHINGTON—A truck belonging to the D.C. Novelties Vending Company was robbed of some 17 canvas bags containing $1,000 last week.

Mrs. M. A. Franz, wife of the victim, said he left the vehicle at 2 a.m. after checking over the contents of the bags. A thorough search was made, but no sign of the missing money was found.

The truck, which was parked in a quiet side street, was left unattended for about 20 minutes.

Surviving Joe Rake are four sons, four daughters and a sister. Services were held at Stillman's Memorial Church in Philadelphia.

Northwestern To Deliver '59' in Month

ST. LOUIS—Northwestern Machine and Vending Equipment Manufacturers Association convention will be ready for the industry, Ray Greiner, sales manager, announced last week.

The convention, which is expected to dispense all types of vending machine and coin mechanism, will be held May 8-10, in St. Louis. Ray Greiner, the convention manager, said the convention will be divided into three days: May 8, for the industry, May 9, for the public, and May 10, for the children.

The convention will feature a special exhibit of vending machines and coin mechanisms on display and will include a hands-on demonstration of the machines in operation.

Charm Mfrs. Show 13 New Items, 4 Series

ST. LOUIS—Charm Mfrs., Inc., a leading manufacturer of vending machines, displayed 13 new items at the recent National Vendors Association convention in St. Louis. The new items include a variety of snack and beverage machines, as well as vending machines for toys and novelties.

Minn. Cit Vendors Firm, FTC Agree On Consent Order

WASHINGTON—Federal Trade Commission has approved a consent order requiring Atlantic & Pacific Vending Co. to stop selling wheelbarrows and other lawn and garden items.

The order was entered after the FTC found that the firm was engaging in unfair and deceptive practices by falsely advertising the products as being made in the United States.

Becker and Bantner Draw 38,000 To Dinner

ST. LOUIS—Ringwey's Monopoly was held at a fancy dinner for members of the vending industry in attendance during the recent National Vendors Association convention in St. Louis.

The party began with cocktails in the Missouri Room of the Roosevelt Hotel on Thursday evening and was followed by a dinner at the St. Louis Hotel. Afterwards many of the guests stayed on to enjoy an evening of informal discussion.

The dinner was sponsored by the Monopoly Bantner, president of the firm, and does not constitute an admission by the company that it has violated the law that is in conflict with the Monopoly's activities.
COINMEN YOU KNOW

Chicago
By NICK BIRD
The Windy City because 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 defied into Chicago after attending the National Automatic Merchandising Association convention in St. Louis.

From as far away as Hamburg, Germany, Alfred W. Adkison, one of Europe's largest distributors, was in town. Adkison 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 Rieke 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 84)

PROFIE OF WEEK
Was Willing To Take Risk

BENNY G. YOUNG JR.

Benny G. Young Jr. and his family left Texas for Roanoke, Va., and the big family reunion to "get away from the heat and 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, Texas, in 1930, he borrowed money to buy 500 I-cent ball-gum vending machines. 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, Jerre, 23, and Jimmy, R&Q Distributing, sells more than 25,000 packages 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 hit. One of the things he has learned about the ball-gum business is that recession don't affect 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 house 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 banisters. Young said the family bought the house because "we knew we couldn't afford to build one big enough for our family."

It's Mrs. Young's taste and determination that have contributed much to the beauty of the house. She did the upholstery 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 84)

BULK BANTER

- Continued from page 61

came from all parts of the country. Mrs. Kenneth McPhail, operator and distributor in Canada, even made the long trip down... Mike Stanley, owner operator in Hamburg, on the annual trip... Beetle Franke met old friends in the hospitality suite. She was a convoy one evening, marking their 25th wedding anniversary. There were a large turnout of distributors at St. Louis during the National Automatic Merchandising Convention. Berdie Bitterman was there with her son and daughter-in-law, Irv Kaven, and Sam Kopf had a long talk in the lobby of the Stabler-Hillman one evening. Jack Nelson came down from Chicago by car to find the city jammed and stayed in a motel. Paul Crisman, operator and distributor in New York and Max Mandelstom dropped in Leil's hospitality suite one evening capturing attention about three hours. They were souvenirs from a Japanese restaurant they had dinner in, were where the custom is to use them to sip sake. Jack Schoenbach, Ray Crainer and Pat Grom attended the Ringmaster's Chaurnette. Both were pleased at how Northern hospitality was being given. Robert Caplan, distributor and operator (from the Northwest), had to leave the Ringmaster party early to catch a flight back. The Russ Tommies were a sociable couple...

(Continued on page 64)

PLATED COINS!

With a complete line of "Machett" and "Machett" plated coins on the market, now is the time to stock your machine. Ask your distributor for "Machett" plated coins and you'll add to your profits. West Coast Factory Sales include all areas where "Machett" is not already available. Ask your distributor for "Machett" plated and you'll add to your profits.

CINEMATIC MANUFACTURING COMPANY, INC.
11413 KNIGHTSBRIDGE AVE., CULVER CITY, CALIF.

GIVE TO DAMON RUNYON CANCER FUND

www.americanradiohistory.com
CAVA Plans Banquet, Floorshow—Nov. 22

LOS ANGELES—The Golden Nuts Club will feature at the ban-quet and stage show this Saturday, November 22, the California Automatic Vendors’ Association at the Ambassador Hotel. The theme is “The Golden Masterpieces.”

Best-liked Vendors

The show will open at 8:30 on Saturday morning with the registration in the Sunset Room. The exhibitors will open at 10 but close from 1 to 3 p.m. during which the lunchroom conference will be held in the bar-ral room. Exhibits will be closed from 7 to 9 p.m. during the exhibitor and stage show. The Sunset Room will be open on Sunday from 10 a.m. to 5 p.m.

Cig Use at Record High, Says Ragland

WASHINGTON—New record highs for total cigarette con-sumption in the U.S. will be established this year, according to Edward F. Ragland, vice-president of Tobacco Growers, Inc.

In a speech before the Tobacco Growers’ Association, Mr. Ragland said that tobacco leaf consumption for the first 11 months of the year 1958 was 320 billion pounds, compared with 316 billion pounds for the corresponding period in 1957.

Orders

Also a greater production of cigarettes, with sales to date exceeding 4.9 billion, was reported.

Industry

Mr. Ragland said that tobacco leaf consumption for the first 11 months of the year 1958 was 320 billion pounds, compared with 316 billion pounds for the corresponding period in 1957.

Cig Sales

The sale of cigarettes for the year 1958 is expected to reach 4.9 billion, compared with 4.8 billion for the 1957.

Electronic Nuts

The use of electronic cigarette machines has increased rapidly in recent years, with the introduction of new models and improvements in existing models. These machines are designed to simulate the taste and aroma of real cigarettes, and are often used in conjunction with vending machines to provide an all-inclusive smoking experience. The machines are programmed to dispense cigarettes at a controlled rate, allowing for consistent and efficient distribution. They are also equipped with features such as electronic sensors to detect the consumption of cigarettes, ensuring accurate tracking and inventory management. With their ability to provide a seamless and controlled smoking experience, electronic cigarette machines have become a popular choice among smokers, offering a more convenient and hygienic alternative to traditional smoking methods.

The Western Association

The Western Association of Vending Machine Operators (WAVMO) is an organization that represents vending machine operators in the Western United States. They are dedicated to promoting the interests of their members and the vending machine industry as a whole. WAVMO advocates for the rights and interests of vending machine operators, offers training and education programs, and provides networking opportunities for members to connect with one another and share knowledge and experiences. By advocating for their members and working to improve the industry, WAVMO plays a crucial role in the vending machine industry, ensuring that vending machine operators are well-represented and valued.

WAVE

The Western Association of Vending Machine Operators (WAVMO) is an organization that represents vending machine operators in the Western United States. They are dedicated to promoting the interests of their members and the vending machine industry as a whole. WAVMO advocates for the rights and interests of vending machine operators, offers training and education programs, and provides networking opportunities for members to connect with one another and share knowledge and experiences. By advocating for their members and working to improve the industry, WAVMO plays a crucial role in the vending machine industry, ensuring that vending machine operators are well-represented and valued.

EPPY’S

51-13th 14th Ave. N.

EDWARD F. RAGLAND, President

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VENDING MACHINES

44 THE BILLBOARD

COINMEN YOU KNOW

- Continued from page 62

AMT's Ed Batajeck also back in the office after a week away on business. Tower Music's new point Wurlitzer distributor is preparing to move into its fully-equipped 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—two by Pastelle Music at 31st and Roselle to the Old Donation. Mrs. Answerman Company at 1500 Howard Street, The Apex

stop is perhaps one of the largest locations in the city, with a slightly three-dimensional feel in the location besides the fact that it's an old store.

The new United Tube box began

PROFILE OF WEEK

- Continued from page 62

The youngs have brought much of their Texas background with them. Their Texas still answers the phrase 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 moved to Phoenix, Arizona, where his father operated a drug store and a sunrise. Young junior worked on his father's place until the end of his second year at North Texas Agricultural College, where he studied geology. He then joined Gulf Oil last May and plans to go into service in the U.S. Navy by the end of the year.

Youngs' new Chicago office, facing the real estate, leased the paper and ran it for two years. They then leased another office with Young in charge for three years. Together they have managed to take over their time learning the business by the week "palm" method, as he calls it.

Their first venture was in January, being inventory to a distant town, a newspaper in the Chicago area.

The young couple church at Grace Church, of Independent. He is chairman of the Board of Directors and also evangelist at Resonate City Hall and City Beacon Mission.

NAMA CONVENTION

- Continued from page 63

draws a heavy crowd from the music machine and coin game industries. But for some unexplained reason, the San Francisco Symphony is small this year. Among the more prominent names at the show were Mike Miller, president of the Music Operators of America, and Harry Seedman, head of the Borden-Dominion Distributors of Alouette, Norman, N., and an MOA director. Both were on or near the floor, and both have large sales in the New York area.

Two guinea pigs in equipment of interest to music operators were the record vending machines made by the American Machine and the Fox. Both units are in production, the former being in the 2000 and the latter 10 selections.

The cigarette machine business seems to have lost interest with cigarettsmokers, and cigaret manufacturers, and personal problems.

arriving at Empire Coin Machine Exchange last week, with opera- tors coming to register and take the coin box over for the auction at the Chicago Nickels, which are open for business with the fine new line. Neither Craven nor Spera will say a word about what's coming in. It's bound up with "something new" on a few new.

Just Steve at World Wide has the new Rock-Ola stereo record set up for demonstration. The firm's chief engineer sent to operators all last week. Recorded Music Service Arco.

BULK BANTER

- Continued from page 62

and stayed to talk with their many friends. Elroy Levy met Harry Bell at the train on Sunday evening and dropped him off at his Hotel to go to the board of directors meeting. Many of the board members had Sunday dinner in the dining room of the Statler Hilton. Rumor was that Sid Blue brought the check, but he was gone before anyone could see him.

The Northwestern exhibit at the NAMA show had a large blow-up machine on the cash box counter at Jaseon Bath's. Jerry and Mo Bell also had their new, interesting, color, with a few shows in this exhibit. Alex Murray, the America Sign Company, was at the last 400 show at the NAMA show. Bill Horn drove over to check his machine, but he was gone before anyone could see him.

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Make More Money in Vending!

"Make More Money in Vending!"

"Read The Billboard Every Week"

"Enter a Money-Saving Subscription now!"

"Fill out this coupon and mail today!

"Saves you more than 50% on newsstand price.

When answering ads... Say You Saw It in The Billboard

VACUUM PLATED RINGS

VACUUM PLATED CHAMPS

BULK BANTER

BAG CHAMPS

TROST ORR

LANSDOWNE, PA.
DOES IT PAY?

How About 2-Way Radio
For Op's Service Calls?

A two-way radio hookup 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 WHISENHEUT
GREENVILLE, Miss. — Paul Mascul, 26, owner of Paul's Novety Company, has installed 2-way radio in his service truck and station wagons to give locations faster, better service. Mascul's radio communication between office and service operators amounts as much as a small town's telephone office.

He has Federal Communications Commission approval for five-wave broadcasting which covers a range of eight to 10 miles. Mascul maintains most of his front of from 125 to 150 pieces of music and game equipment, and 250 cigarettes machines in that radius.

The location owners like this arrangement a bit better," Mascul said. "They get very prompt service, the fastest possible. This good business arrangement really helps the operator. The location owner is held on him and won't give him up for what might look like a better deal with someone else."

Mascul said before he installed the radio system 18 months ago he was an independent contractor, but since then he has been taken over by the radio company.

On gas, $1.20 per year, depe-

Coin Collections Fail to Keep Up With Economy

NEW YORK — Movie and game collections here have picked up only slightly during the last month and the general economy is supposed to be improving in the future. As extra cash is made available, the economy seems to be on the rise.

Most of the individual purchases are for coins and stamps, and there is a noticeable lack of interest in gold and silver.

Anticipation

But on the other hand, the stock market is up and the economy seems to be on the rise. As extra cash is made available, the economy seems to be on the rise. As extra cash is made available, the economy seems to be on the rise. As extra cash is made available, the economy seems to be on the rise. As extra cash is made available, the economy seems to be on the rise. As extra cash is made available, the economy seems to be on the rise.

How Election Affects Copyright Legislation

WASHINGTON — John Koch, operating manager for the 80th Congress over another dispute how royalty and royalty fees are to be introduced by Sen. O'Mahoney (D., Wis.), get both comfort and discomfort from recent election of Sen. Robert (R., Wis.), ranking Republican on the committee.

On the plus side: The five members of the Senate Judiciary Committee who voted against the O'Mahoney bill to exact both performance and mechanical royalty from the opera company of the day, in turn return to the Senate today.

On the negative side: Sen. O'Mahoney, Sen. Cochran (D., S. C.), and the full committee chairman, Eastland (D., Miss.), also serve on the Senate judiciary. (Continued on page 70)

Chicago Assn.
Hears Stereo Demo by BB

CHICAGO — Record Service Association members saw a demonstration on stereophonic sound staged by The Billboard, along with an address by a leading Segull official on the same subject here Thursday evening (66). Occasion was the group's monthly meeting held at the Banquet Hotel, with the regularly scheduled business session following the stereo demonstration.

RMMA concluded the evening with a buffet dinner and dessert period.

The stereo showing was put on by Billboard staffers John Sippel and Nick Birm, and included playback demonstrations of stereo discs with a discussion of stereo recording techniques, record availability, definition of principles and practical applications in today's market.

A group of technical engineers was also present to answer questions.

The group was addressed by Tom Herrick, of Seeburg, who traced the development of stereo discs and discussed its growing importance in today's music 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.
The Phonograph that lends distinction to any location
Thank you for your enthusiastic response during ROCK-OLA DAYS...to the presentation of the new

**tempo**

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,

[Signature]

PRESIDENT

ROCK-OLA SETS THE TEMPO of the Finest in Music

See Them! Hear Them Now...at Your Rock-Ola Distributor Showroom

**UNITED STATES**

**A.M.A. Distributors, Inc.**

401 South Broad Street

New Orleans, Louisiana

Amusement Distributors, Inc.

490 N. E. Emanuel

Houston, Texas

Automatic Games Supply Co.

1304-08 University Avenue

St. Paul, Minnesota

Automatic Music Company

1010 West Archer Street

Tulsa, Oklahoma

Badger Novelties Co., Inc.

5046 N. 63rd Street

Milwaukee, Wisconsin

Border-Breeze Novelties Co.

3514 4th Street, N. W.

Albuquerque, New Mexico

H. M. Bramson Distributing Co.

811 East Broadway

Louisville, Kentucky

M. B. Bricke

822 East Front Street

Burlington, Montana

Caldron Distributing Co., Inc.

45 N. Alabama

Indianapolis, Indiana

Capitol Music Distributing Co.

735 East Animo Street

Jackson, Mississippi

City Music Company

617 West Washington Street

Phoenix, Arizona

Celo Automatic Distributing Co.

241 West Main Street

Johnson City, Tennessee

Fabian Amusement Company

148 Liberty Avenue

Beachville, Michigan

Fabian Sales & Service Company

7837 Farnell Avenue

Detroit, Michigan

Franco Distributing Co., Inc.

34 North Perry Street

Montgomery, Alabama

General Music Sales Co.

345 W. Biddle St.

Baltimore, Maryland

Hawkeye Distributors, Inc.

1605 Third Avenue

Chicago, Illinois

H. Z. Vending & Sales Co., Inc.

1536 Douglas Street

Omaha, Nebraska

Lake City Amusement Co., Inc.

4325 Payne Avenue

Cleveland, Ohio

Paul A. Lamm, Inc.

1425-37 West Pico Blvd.

Los Angeles, California

B. D. Laser Company

1609 Fifth Avenue

Pittsburgh, Pennsylvania

LeBlouson Distributing Co.

2209 South Boulevard

Charlotte, North Carolina

Modern Distributing Company

3222 Twain Street

Denver, Colorado

Olvera Music, Inc.

600 Mountain Blvd.

Oakland, California

Pan American Sales Co., Inc.

812 South Press Street

Safi Antonio, Texas

Fenton Music Company

411 Eye Street

Modesto, California

Puglisi Sound Novelties Co.

114 Elliott Avenue

West Seattle, Washington

Robinson Distributing Co.

320 Edgewood Avenue, S. E.

Atlanta, Georgia

J. Rosenfeld Company

4701 Washington Blvd.

St. Louis, Missouri

Rose Distributing Company

340 N. W., 25th Street

Miami, Florida

Rose Distributing Company

1409 River Avenue

Jacksonville, Florida

Royal Distributing, Inc.

2708 Kessan Avenue

Cincinnati, Ohio

S & H Novelty Company, Inc.

1403 Texas Ave.

Shreveport, Louisiana

S & M Distributing Co., Inc.

1704 Union Avenue

Memphis, Tennessee

Sandone Distributing Co.

415 Fourth Avenue, South

Tennessee, Nashville

Scott-Cruse Company

1433 Spring Garden Street

Philadelphia, Pennsylvania

Scott-Cruse Company

200 East Locust Street

Schenectady, New York

Sousa Distributors, Inc.

1536 North Avenue

Elizabeth, New Jersey

Dan Stewart Company

160 East 2nd Street

Salt Lake City, Utah

N. J. Steinweiss Company

310 Main Street

Buffaloe, New York

Superior Music Company

110 Kent Street

Hartford, Connecticut

Uni-Con Distributing Company

3415 Main Street

Kansas City, Missouri

Welsh Distributing Company

3060 Main Street

Calle, Texas

Western Distributors

1200 Southwest 19th Avenue

Portland, Oregon

World Wide Distributors, Inc.

2330 North Western Avenue

Chicago, Illinois

**HAWAII**

Automatic Vendor Machine Co.

150 California Avenue

Wahiawa, Oahu, Hawaii

**CANADA**

Jack L. Howay

Bay Cliff Inn

Midland Bay, Ont., Canada

Lawrence Novelty Company

540 Becher Street

Montreal, Que., Canada

William Pound Agencies, Ltd.

St. John's, Newfoundland, Canada

A. Pulliner Company

145 Scotia Street

Winnipeg, Man., Canada

Select Music Company

180 Commercial Drive

Vancouver, B. C., Canada

Van Dusen Brothers

1030-12th Avenue

Edmonton, Alberta, Canada

Van Dusen Brothers

72-8th Avenue

Calgary, Alberta, Canada

**tempo 200**

Model 1475 ST Stereophonic Fidelity Phonograph

Model 1476 Monaural Hi-Fidelity Phonograph

**tempo 120**

Model 1465 ST Stereophonic Fidelity Phonograph

Model 1466 Monaural Hi-Fidelity Phonograph

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Ave., Chicago 51, Ill.
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 operations are going through 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 shared tavern and recreation spending to a fraction of what better times have known.

The Cabaret area here depends in most part on steel production. Plants of three of the nation's biggest steel, United 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 that 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, and when their production is up, it's a problem to get money only after all the bills are paid, and that'll take a while."

That opinion is shared by dealers 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. Few full pickups? 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 Leek, 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 drop a 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 full pickup.

No Hopy

Nothing has been planned in the way of some extraordinary business activities, 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. "Indiana Automatic Music Corporation, his firm bought fewer machines and fewer records in 1958. Will there be a full pickup? It's hard to say, he answered.

"What we are hoping to breathe some new life into business. Nothing," he replied curtly.

Opinion

Victor H. Ostergren, president of the Coin Operators Equipment and Owners Association of Indiana, who operates out of Gary, is considerably more cheery.

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 passing reduced attention to service. It can be done by being more attentive to locations and their owners. It can be done by keeping the machines extra clean and attractive in appearance. It can be done by making certain that the operators are performing their tasks with efficiency and energy. Can't be doing these things by giving everyone all around, a good extra measure for their money."

Scattered

That there are no glittering, all-signs-of-recognition recovery is true. Ostergren stated that his 1958 volume was 1957. NoOperator in his area, he said, is doing business by giving everyone all around a good extra measure for their money in 1958.

"This shows up in a few spots already," he declared. "The steel mills are picking up. People are returning from trips and summertime vacations, 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. "Indiana Automatic Music Corporation, his firm bought fewer machines and fewer records in 1958. Will there be a full pickup? It's hard to say," he answered.

"What we are hoping to breathe some new life into business. Nothing," he replied curtly.

COINMEN YOU KNOW

Continued from page 64

MOA Board

Continued from page 65

Meeting was also attended by Billboard coin machine editor Bob Dienstener and jockey box editor Nick Biro. The details of a tax counseling service are to be worked out by Kamer and the MOA board and announced later.

Miller also told The Billboard that the national life insurance program sponsored by MOA is approximately $575 members short of the minimum 800 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' meetings is the jockey box business and the manufacturer's details were not known.

AMI Expands

Continued from page 63

By R. (Dick) Warnecke, president, and Malcolm Gillard, vice-president, E. L. Sackett is sales manager and P. Watts Thomas is in charge of the service department.

The Dallas firm that is known as R. Warnecke Company, Inc., headed by George Wrenn. In Houston the firm is known as R. Warnecke Sales Corporation, with L. R. Goudie in charge.

www.americanradiohistory.com
HAVE YOU HEARD THE DEMONSTRATION OF WURLITZER STEREO PHONIC 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 if the idea is well put, I will go well. I bought a number of these records after getting several requests. We can't be the only one, and I think this is it. I plan to use it through the notes. This side 'Ruby Red', should do all right for me 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 listen to it and it hit me better than anything else I have heard. As Nelson has been a record maker and 'Town' looks good, I still have the other side, 'I Got a Feeling', to count on."

I Wish, The Platters (Mercury)

"On this one, I bought the artists mainly. The Platters have a reputation of being good artistes for the homes in this area. One factor is known—this the artists—aristocracy is more apt to play it. The Platters are well established as sailors. I also have a few other sides—there are two chances of making money on this record."
TWIN BOWLER IN DOUBLE RUN 
CHICAGO—Twin Bowler, a 500 machine unit, lived up to its name last week by beginning its second run of its local line. Twin Bowler is a double substantial pinball, and has two return runaway—two games in one. Four players can compete on each of the two machines, or eight players on both.

IN-LINE APPEAL
Is ‘Chance’ Mark Of Game Success?

CHICAGO—Since the in-line pinball no longer has its free reign over the space throughout the country, other devices have indeed been in a fair score line 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 date, and as a group, these games represent the new type of in-line machine.

The in-line system was adapted to the latest in hockey games to hit the market, Chicago, Illinois, and its rocket-type puck. The element of chance is largely subdivided into two types of games, conforming to in-line court lightings. This may be the first hockey game to fit in-line scoring systems.

Will shuttle and ball bowlers adapt to in-line scoring? Some of these games already incorporate chance features. Ball’s appearance before the amateur in Shuffle bowling games have a "lucky strike" feature, in which players are charged for points at intervals on shots which would not rate a strike on skill alone. This poor, average, and skilled players on a more even basis in competition.

These new chance features, however, are not designed to change the amusement game into gambling machines. They are designed to simply add a touch of novelty and competitive fun to basic skill games.

Some traditions insist that the element of chance in some degree is necessary if one is to enjoy a game’s on locations. While this appears before the amateur in Shuffle bowling games, the success of the straight shuffle style in bowling games, pool games and other skill games shows that some of the new 1958 games might be well continued as well as those that did without incorporating chance features.

Kitt: NCMDA Must Represent World Distributors

CHICAGO—Gil Kitt, president of the National Coin Machine Distributors Association, has announced that NCMDA must represent every facet of the coin machine industry on a worldwide basis. Kitt’s message appears in the latest edition of the NCMDA publication.

He added that NCMDA, "like our country, is not yet represented by all 48 states." Said Kitt, "There has never been an organization that has connected and have represented our right place among other national dealers.

Kitt emphasized that "conditions are changing rapidly and we must keep abreast of all developments in our business and grow.

The export and import markets are and have become more important as our distributor economy and any conditions are changing rapidly and we must keep abreast of all developments in our business and grow.

The NCMDA president called for full cooperation in all NCMDA activities for a more active and cooperative interest in combined and coordinated efforts of the industry. He asked that all dealers "get together and raise the banner high.

U. S. Indicts Union Official For Perjury

WASHINGTON—U. S. grand jury on August 15, heard testimony from $288,442 to $966,870.

The grand jury has been investigating the businesses of the U. S. Department of Commerce figures that West Germany led the August markets for new machine sales, with $244,211 in sales to Mexico, and $330,444 to Italy.

The Italian market was ruled to be in the production phase of the market. This is reflected in the Italian market, with $10,000,000 in Japanese sales.

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Saves Money
2-Way Radio
Servos Stops 8 Miles Out

Circuit Judge’s Ruling Upsets Atty. General’s Opinion That Pinball Awards Are Illegal

SALTM, Ore.—The free-play pinball, long a center of controversy in Oregon, appears headed for a showdown before the Oregon Supreme Court.

The move to high court opened the door for a showdown before the Oregon Supreme Court.

The free-play pinball has long been a center of controversy in Oregon, appearing headed for a showdown before the Oregon Supreme Court.

Thornton's earlier opinion was challenged in Circuit Court in Dallas, Tex., by Marshall Morgan, owner of a national pinball company.

Thornton brought a demand against the company for the return of the $200,000,000 loan game. The company, however, has not yet agreed to the return of the loan game. Thornton's earlier opinion was challenged in Circuit Court in Dallas, Tex., by Marshall Morgan, owner of a national pinball company.

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# Coin Machine Price Index

## How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements during 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. Averaging 8 times together with a computation based on annual average.

(For 10-week period ending with issue of November 3, 1958)

## PRICES given in the Index are in no way intended to indicate a "value" or "cost," nor even a reflection of what prices should be on used equipment.

## PRICES in the Index are designed, however, to be a handy guide for prices ranges. Any price obviously departed from the listed price range, depending on location, the territory and other related factors.

## MEAN AVERAGE. The mean average is a computation based on all prices which have been advertised for the period indicated and reflects the dominant advertised price of the equipment.

## It is a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level which the average consumer can expect to pay for the equipment.

## Therefore, when the mean average is near the "high," the "high" reflects the advertised price probably for "as is" or "distressed" equipment.

## MUSIC MACHINES

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<thead>
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<th>Low</th>
<th>Avg.</th>
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## SHUFFLE GAMES

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## ARCADE EQUIPMENT

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<td>Arcade Pinball</td>
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<td>3</td>
<td>Counter-Top Poker</td>
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## PINBALL GAMES

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<td>Boxing</td>
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## BUGLE

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## WILLIAMSON

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## BASKETBALL

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## MAGIC MACHINES

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<tr>
<td>2</td>
<td>Magic</td>
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## Equipment...
Legal Review

- Continued from page 77

then out of taverns. …Louisville and Jefferson County police began drive in October against payoffs pinball, noting recent increase in federal gambling stamps issued.

MISSOURI—Questionnaires and surveys of Missouri taverns to determine control of coin machines on location. Survey was reportedly launched to determine sources for financial assistance to taverns.

OHIO—Two-finger plays ruled illegal by Portmouth Municipal Court Judge Lowell Thompson. Case was filed in December as test to determine scope of city’s pinball licensing law. Pinball collection totaling $28,000 confiscated by OHIO since games were ruled illegal by State Supreme Court. Added to "hand" in October was $1,000 in coins from 33 seized pins.

OREGON—Free-plays on pinball machines headed for test in State Supreme Court following ruling by Circuit Court Judge Arle G. Walk, Portland, Wash., that they are legal. Ruling upset previous opinions of attorney general that free-plays were illegal (see this issue) …Circuit Court Judge Alfred T. Johnston ruled free-plays legal, case decided in September. Similar cases were pending in other State areas.

PENNSYLVANIA—Supreme Court sets November 15 date for appeal case dealing with legality of out-of-state pinballs in State. Lower court has 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 previously seized pinball machines.

WASHINGTON—Spokane authorities warn that there will be "no let-up" in arrests of location owners for making payoffs on pinball machines. Two location owners were arrested in October.

WANTED

- Good Mechanic on Bingos, Jukes, etc.

SCINTO NOVELTY, INC.

1909 Eighth St.
Portland, Oregon

Phone: EL 3-4179

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Carnival Conditioned

FEATURE

STAR GALLERY $79.00

Space Ship $350.00

Circus Jet $100.00

Super Jet $225.00

Space Ship Riders $125.00

Auto Riders $100.00

Williams Racer $125.00

Horse Race $125.00

Twin Animal Ride (Horse)...

WANT TO SELL IT? ...Only 1455, 1454, 1453, 1452...

GOTTLIEB 5-BALLS

LUXURY 4-BALLS

AMERICAN 4-BALLS... 

BALLY 4-BALLS... 

WMS. 4-BALLS... 

BALLY 3-BALLS... 

BALLY 2-BALLS... 

WMS. 2-BALLS... 

WMS. 1-BALLS... 

BALLY 1-BALLS... 

GOTTLEB 5-BALLS... 

GOTTLEB 4-BALLS...

STANDARD 4-BALLS...

STAR 4-BALLS...

xFFFFJOY 4-BALLS...

WMS. 4-BALLS...

ROYAL 4-BALLS...

BALLY 3-BALLS...

BALLY 2-BALLS...

WMS. 2-BALLS...

WMS. 1-BALLS...

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

* "14-BALL BUMPER"
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* "EIGHT BALL"
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* "EIGHT BALL TAG"
* "SUDDEN DEATH ROTATION"

NEW MACHINES!! PRICES REDUCED!!

... CALL COLLECT FOR PRICES!

BALLY USA

BALLY SKILLROLL

BALLY ALL STAR DELUXE

BALLY TROPHY BOWLER

BALLY RIGGIN BASEBALL

CHL. COIN BOWLING LEAGUE

ASSORTED KIDDIE RIDES

25 ASSORTED KIDDIE RIDES

RECONCILED: GUARANTEED

$200

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

WANT TO BUY

ARCADIAN

AMERICAN

BALL TOPPERS

BALLY USA

BALLY SKILLROLL

BALLY ALL STAR DELUXE

BALLY TROPHY BOWLER

BALLY RIGGIN BASEBALL

CHL. COIN BOWLING LEAGUE

NATIONAL COIN MACHINE EXCHANGE

1415-13 Diamond St., Philadelphia 14, II.

ARRAYS, MUSIC, BUMPERS, BOWLING, SHOOTING, PINBALL, ART PRINTS, TOY PRINTS, STANDS, TROPHIES

1111 W. Finley St., Chicago 24, Ill.

NEW MACHINES!!

NEW SIZES!!

62" x 63" x 311/2"

Ideal for All Locations!

At last! The tremendous appeal of a bumper type table, combined with the thrilling play variety, action and steady winning power of a bowling machine!

Standard Features:

SLATE TOP

FULL SET NUMBERED (1 to 15) BALLS

52" CUES

VISIBALL" TRAY

FORMICA RAILS

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The Billboard

AMUSEMENT MACHINES

NOVEMBER 10, 1958

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

VANGUARD

NEW POP-UP BALL TARGETS

Vanguard MANUFACTURING CO.

1012 W. Finley St., Chicago 24, Ill.

It makes players think!

Would you know how to play?

WANNA TRY?

DO YOU KNOW WHAT YOU'RE MISSING?

WHY NOT TRY IT TODAY?

The Billboard

AMUSEMENT MACHINES

NOVEMBER 10, 1958

TOP VENDORS

Co-Op Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.

Rex-All

Co-Op Vend.

Mobile Vend.
James B. Ellin, Portland, Ore., gambler, and others.

It was Ellin 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 pinball monopoly.

Ellin 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 the machines operated by Terry.

Ellin said Terry succeeded in ending the pre-June assembly arrangement by bringing his own employees into the union. This was done, Ellin 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 "maintain dignity to coin machines."

It was at this point that Senator McClellen became angry over the charges and denial. He ordered the hearing records sent to Justice Department for "appropriate action" because "someone has absolutely required myself."

The indictment against Crosby was announced November 4, but Justice will indict other principals from this phase of the probe.
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 PLAYER'S CHOICE BOWLER CRISS CROSS HOCKEY

14'-18' 13'-18'-20'

NEW GAMES

GUTTFELD CONTEST United CYCLONE Getty GYPSY GRANDMA Baby LUCY SHUFFLE Williams SKINNER Home ATLAS Baby BEACH TIN VALLEY SPECKET POOL Hoot COMPETITOR SPOCKET Auto Ball Circuit DAYS Memory DELUXE BIG TENT

GUTTFELD SCOREGARD ALAMATOR MARATHON SWEET-ADD-A-LINE EASY ACES CENTRAL OHIO COIN MACHINE EXCHANGE, INC. 854 W. MILETOS STREET, COLUMBUS, OHIO. TEL: ALXINITE 4-5378

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Buy all the equipment you need from ROSEN. We always carry one of...

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GIVE TO DAMON HUNTON CANCER FUND

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 Jumba, Jihblie, Majestic and Painless. 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 life rollers turn pop bumpers on and off
- 3 of 5 ball play
- Cross-board cyclonic kickers
- Two way double match feature
- Available with twin chutes
- Adjustable 3-4 or 5 plays for $25

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1140-50 North Kostner Avenue • Chicago 51, Ill.

All Gottlieb Machines are equipped with National Slug Refectors
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**USED RECORDS**

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**Late releases only. Regular or EP in quantities. Write**

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**306 N. Main St.**

**Middletown, Ohio**

All the news of your industry every week in *The Billboard*.

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Experienced Manager for Music Route. References requested and other information in first letter.

Write Box 944

*The Billboard*, 188 W. Randolph, Chicago, Ill.

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**CHICAGO COIN**

Brings You Next Week!!

**8 ft. Shuffle Bowler**

Featuring Regulation and Flash-o-Matic

High Scoring All in One Game!

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**TWIN BOWLER**

Now! DOUBLE Profits with DOUBLE Play!!!

3 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 Every Set-Up Available In 10c or 25c models

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**CRISS-CROSS HOCKEY**

Featuring "Criss Cross" Bonus Scoring with 9 Bonus Scoring Combinations...

Every Time A Player Completes A Goal A Letter In X-O-O-X-L-Y "Light-Up" For Additional Scoring...

Available In 13-14-15 ft. lengths

Available In 54 or 72-284 models

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**COINMEN YOU KNOW**

*Continued from page 70*

Apen, Inc., gave a colored TV set for the operator who attended all the sessions. The drawing was won by Sam Bushing, ABC Vending. At the close, Wolfe Distributing announced open house at its new building at 315 Riverside Avenue, Jacksonville. There are 5,300 square feet of display and parking facilities to accommodate customers.

---

**GIVE TO DAMON RUNYON CANCER FUND**

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**SEEBURG**

**KD 200H**

Like New

$795.00

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**SHAFFER STEREO SPECIALS**

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**SEEBURG**

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**CHICAGO DYNAMIC INDUSTRIES, INC.**

1725 W. DIVERSEY BLVD.

CHICAGO 14, ILLINOIS

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**CHICAGO COIN... Brings You Next Week!!**

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**COINMEN YOU KNOW**

*Continued from page 70*

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**CHICAGO DYNAMIC INDUSTRIES, INC.**

1725 W. DIVERSEY BLVD.

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Bally BEACH TIME

SMASHING IN-LINE EARNING RECORDS

Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME... all adding up to biggest earning-power in years.

"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3RD, 4TH OR 5TH BALL

Get your share of the big BEACH TIME money. Get new Bally BEACH TIME at your Bally distributor today.

Bally LUCKY ALLEY

WITH NEW LUCKY STRIKE FEATURE

Biggest thrill in bowling!

Official bowling scores
1 to 6 can play
Streamlined cabinet
Quiet-rail alley
Extra husky pins
Protective feel-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!

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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ITS NEW! ITS DIFFERENT!

Thousands of Choice Locations are Waiting for

UNITED'S SENSATIONAL...

SKY RAIDER

REALISTIC ANTI-AIRCRAFT TWIN 'ACK-ACK' GUNS
SYNCHRONIZED SHOOT...SHOOT, ONE OR BOTH GUNS

NEW, AUTHENTIC TYPE
GUN SIGHTS

3rd DIMENSION
TARGET VIEW

POPULAR BONUS
TIME FEATURE

FLASHY, DURABLE PLEXI-GLASS

OPEN DOOR
SERVICE

Entire Mechanism Easily Accessible. Complete Target Unit Easily Removed.

NATIONAL REJECTOR

GET DETAILS ON
UNITED'S LATEST
BALL-TYPE
BOWLING ALLEYS
AND
SHUFFLE ALLEYS

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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Hear Seeburg Stereo

Everywhere

In the location

Hear and see the realism of the first completely integrated stereo music system at your Seeburg distributor.

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Dependable music systems since 1902
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