

Ad Albums Singles

The Billboard

Special Feature:

Major Market Survey of STEREO PHONO SALES

Turn to page 14

Pro-Christmas Prospects?
What's Selling?
How Much?
What About 1959?

PRICE: 35 CENTS

DECEMBER 1, 1958 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Juke Box Ops Plan No Rush to Vending

BB Check: Cigarette Vending Now Just Hot Conversation for All Except Few

By BOB DIETMEIER

CHICAGO—Cigarette vending is strictly a conversation piece for most juke box operators. It has been and probably will continue to be no more than that for the vast majority of music operators.

That's a two-sentence summary of analysis based on both written and oral reports gleaned from music operators by The Billboard during the past several months. But it is hot conversation right now.

Of course, this does not mean the situation won't change; it does mean that on the basis of these reports it seems highly improbable that it will.

It does mean that right now it seems unlikely the future will find many more juke box operators in cigarette vending than are already firmly established in the field.

Exploring Field

It does not mean that music operators will not continue to carefully explore the possibilities of cigarette vending. They will, and some of these will in all likelihood enter the field. Such developments will be followed with great interest by the entire trade.

But there will be no mass migration of music operators diversifying into a field in which competition

is at least as great as in juke boxes. The threat of a vending operator entering juke box operating, if and when they lose cigarette locations to a music operator, seems a big factor in the reluctance of juke box operators to jump into cigarette vending.

Despite all this, cigarette vending is currently one of the hottest subjects of conversation at all levels of the music operating business. Some operators are up in the air about whether to get into it or not.

Juke Ops and Cig Routes

The number of juke box operators with cigarette vending routes down thru the years has been small. Only a fraction of the total number of 645,700 cigarette machines on location are not operated by vending operators—firms specializing in vending equipment only.

For the past five years The Billboard figures indicate that only from 20 to 25 per cent of the total number of music operators operate cigarette machines. The percentage during this period has remained static despite the fact that cigarette vending has grown considerably during this period.

The fact is that only in the last year has talk of cigarette vending been stimulated in juke box circles. This has been a poor business year

(Continued on page 66)

ASKS FCC END QUESTIONNAIRES TO LICENSEES

WASHINGTON — The percentage of music, news, religious or public service programming carried by radio or TV stations should not be an issue in broadcast license application or renewal, according to FCC Commissioner T. A. M. Craven.

The Federal Communications Commission last week proposed a simpler form for renewals (24), while retaining the program category questions, and has asked for comment by January 19, 1959.

In a lengthy dissent, Craven criticized the whole idea of Commission-established categories. He called them a form of "censorship" never contemplated by the Communications Act.

Craven said that in its zeal to act "in the public interest," the FCC has actually imposed its own programming ideas on the licensee and the public. The categories and the "lifted eyebrow" technique of enforcing compliance are imposed on broadcasters across the nation, altho the agency cannot judge the suitability for each station.

Programming is the "right and duty" of the licensee, the commissioner believes. He recommends that the FCC discontinue using program proposals of any kind as a criteria for approval or disapproval of broadcast applications.

Survey Tabs Dealer Jibes & Cheers for Stereo Phono Sales

Consensus Sees Big Yule Pay-Off; Better Promotion to Public Needed

By RALPH FREAS

NEW YORK—Dealers in major markets across the country rate their current sales of stereophonic phonographs on a scale that ranges all the way from "ugh!" to "happy days are here again." But no matter how they rate current sales, they are almost unanimous about prospects between now and Christmas. The next four weeks are going to pay off big, they believe.

The dealer opinion on which the above forecast is based was drawn from key phono-record outlets in major markets last week. The complete details on each market, as reported by The Billboard staffers and correspondents, are published in the Audio Products section this week.

Similarities Apparent

Among the diverse reports submitted, similarities stood out. No matter what part of the country the dealer traded in, he was sure that the customers in his area were sadly lacking in stereo knowledge. Again and again, the reports stated "we need more consumer education here." Many dealers placed blame at the manufacturer's doorstep for not getting the stereo message

across. But just as many stated that they were doing little or nothing on their own.

In most cities, one or two dealers carry the promotional ball. The others ride free, cashing in on the efforts of the promotion-minded few. And it should come as no surprise that the dealers who are doing the most to promote stereo are doing the most business.

Those dealers who reported specific types of action in the stores were exultant about customer reaction to stereo demonstration. Customers are sold on first hearing, several reported. It seems that the most difficult job the dealer has is getting the customer in in the first place and then steering him to a position in front of the demonstration unit.

Dealers who handle components and custom installations were most bullish about stereo's present. All are selling well ahead of last year. And all are complaining that their biggest problem is one of getting merchandise. Either they themselves didn't accurately figure the volume they would be doing and didn't order heavily enough or the component manufacturers failed to estimate demand and didn't produce enough.

Big-Town Pessimism

Pessimistic reports came in from New York, Miami, Dallas, Boston and Chicago. In each of these cities, there were some bright spots in the picture. At least one dealer was doing well, if not positively

(Continued on page 17)

See Juke, Cig Op Price Wars

CHICAGO — Price wars between cigarette vending operators and juke box operators is caused by the latter competing for the former's locations! This is often a key result when music ops enter cigarette vending by taking existing cig locations from cig ops.

This problem is even reported in the 49th State, Alaska. An operator there—Leo Tyler, of Tyler Novelty Company, of Fenar, who operates 40 juke boxes, 25 games and 25 cigarette machines—points out that juke box operators should buy existing cigarette routes or place cigarette equipment only in locations having none rather than competing with cigarette vending operators for the same locations.

Reports Tyler: "I have recently seen a fracas in Anchorage between cigarette and music operators. Music operators started installing cigarette machines at increased commissions; cigarette operators started setting new juke boxes at commissions up to 70 per cent. As result, the commission scale was ruined for both kinds of operators and no one gained except location owners."

NEWS OF THE WEEK

Lloyd Dunn Takes Over Expanded A&R Department at Capitol . . .

In a strengthening of the executive structure at Capitol Records, Lloyd Dunn, vice-president in charge of sales and merchandising, becomes vice-president in charge of an expanded a.&r. department. New packaging functions have been added to the a.&r. set-up. Mike Maitland takes over Dunn's previous post. . . . Page 2

Hits Come From Anywhere Today; Midwest Area Power Loss Noted . . .

New singles can break out anywhere in the country, observers noted this week, also pointing out that traditional breakout centers in the Midwest have lost some of their original power. Among the more swinging current breakout spots, according to tradesters are Buffalo and Baltimore. . . . Page 3

Need of 'New Look' by Disk Manufacturers Cited by Dealers . . .

Voluntary bankruptcy petition of Hudson-Ross focuses attention upon necessity for more manufacturer emphasis on dealer segment of the

record business. Editorial and story details Hudson-Ross point of view and that of many dealers generally. . . . Page 2

Diskeries Parade Receipts For Prospective Purchasers . . .

If anyone wants to buy a record firm today there appear to be many ready to consummate a sale. The appearance of Studebaker-Packard exec Ben Sonnabend and the Muzak Corporation as possible diskery buyers has helped cause the excitement. . . . Page 4

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They've Got To Be Taught

NEW YORK—What's a dealer do when a customer wants a "plain hi-fi?" The answer may seem obvious but different dealers are approaching it in different ways ever since stereo came along.

Some dealers won't mention stereo for fear of confusing the customer. Others demonstrate stereo units as monaural and work up to a stereo sales pitch very gingerly. They won't mention the word until they're convinced the customer's ready.

A department store leaves it up to the clerk. If he doesn't think the customer can assimilate stereo facts, he won't mention them at all and sell it as monaural.

Trade 'em up to stereo? S-s-sh!

Cap Moves Dunn to A.&R.; Names Maitland Successor

Beefs Up Exec Forces; A.&R. Operations to Include Album Packaging

By LEE ZHITO

HOLLYWOOD—Capitol Records, Inc., this week moved to strengthen its exec forces by appointing Sales and Merchandising V.-P. Lloyd Dunn as veepee in charge of an expanded artist and repertoire division and elected Capitol Sales Director Mike Maitland as a CRI v.-p., filling the sales

and merchandising top post vacated by Dunn. Concurrent with the naming of Dunn as artist and repertoire v.-p., Capitol expands the a.&r. division to include in its functions the concept and creation of album art, liner material and over-all packaging. These had been under Dunn's supervision when they were part of the merchandising division's operations. Changes become effective December 1.

A further realignment of Cap's top echelon switches Gordon (Bud) Fraser from director of merchandising to director of sales, and moves Bill Tallent into the post vacated by Fraser to become director of merchandising. Tallent was assistant national sales manager under Max Callison. Lou Scherrer, formerly in charge of advertising and packaging, moves with Dunn to the artist and reper-

(Continued on page 12)

WB Signs 2 New Execs

HOLLYWOOD — Warner Bros. Records last week added two more to its ranks with the appointment of Harry Anger as manager of promotional service, New York, and Kenneth R. Jensen, manager of the editorial department, Hollywood. Anger, formerly with RCA Victor, will report to Hal Cook, Warner's veepee in charge of sales. Jensen, an account exec with the Martin Company and the Craig & Reid Agencies here, will report to Joel Friedman, head of merchandising.

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Hudson-Ross Exec Scores Diskeries

Sees Disk Clubs, Racks, One-Stops Menacing Dealers' Profit Lifelines

By BERNIE ASBELL

CHICAGO—A veteran exec of Hudson-Ross, the once-powerful disk chain now in the bankruptcy courts here, this week offered some stinging observations on recent industry trends which he said contributed to slashing the profits of his firm.

Last week Hudson-Ross filed under Chapter XI of the Bankruptcy Act seeking to retain possession of its property while attempting to pay off 165 creditors.

Herman Forst, H-R vice-president, blamed some of the present difficulties of old, established dealers on "a lot of the manufacturing people who never worked their way up in the record business and don't understand it. They think of today and not tomorrow and are killing off their best dealers in the process."

Blames Disk Clubs

Forst singled out record clubs as having inflicted the greatest injury on dealers. Rack jobbers and one-stoppers, he said, are the second most harmful. He reserved industry tolerance of discounting for third place, because "that's harder to control."

The widespread advertising of record clubs, Forst said, promoted public acceptance of the idea that a record is not worth its list price. When the customer is offered a free record each time he buys three Forst said, he is being conditioned to a 25 per cent discount, which even undercuts most dis-

counters. Some of the big city stores, he continued, can survive the pressure but the small town dealer is bound to go under. When distributive outlets in small town America dry up, Forst said, the entire industry is going to be in a bad way.

Rack jobbers and one-stops, (Continued on page 12)

Sonnabend Hot On Imperial & Cadence Buys

CHICAGO — Negotiations are continuing for the possible takeover of Imperial and Cadence Records by Studebaker-Packard Corporation, A. N. Sonnabend, Studebaker director of acquisitions, said.

Within the next two weeks, Sonnabend said, he expects to sit down with Lew Chudd of Imperial and Archie Bleyer of Cadence for a possible wrap-up.

Sonnabend denied trade rumors that an important New York distribber was part of the record package he was seeking. Since The Billboard revealed some weeks ago that Imperial-Cadence deal was brewing, Sonnabend said that more than 20 disk firms have jingled his phone and shouted "Take me." And it's all, he said to the reporter, "on account of you."

Big Names Zoom Camden '58 Sales

NEW YORK—Camden Records reported a big increase in sales for the first 10 months of 1958. Frank O'Donnell, administrator, Camden merchandiser, stated the figure more than exceeded the combined sales totals of 1956 and 1957.

O'Donnell credited the upsurge to big name products—such as Como, Three Suns and the Robert Shaw Chorale, handsome packaging, and strong classical product as well. "These factors, along with RCA Camden's entry into the stereo field, should make this Christmas and the upcoming year move faster sales-wise than even the record-breaking first 10 months of 1958," O'Donnell stated.

Keating to M'ge Col. Disk Club

NEW YORK — Neil Keating has been appointed general manager of the Columbia LP Record Club. Appointment was made by Norman Adler, veepee of the club. In addition to Keating's promotion, Columbia Records has upped Harvey Schein as general attorney for the diskery and has raised Floyd Kershaw to the post of manager of production co-ordination and sample service.

Keating was formerly general attorney for Columbia, a post he has held for the past two years. In his new position as manager of the club he will report directly to Adler. Schein, who takes over Keating's old post with Columbia, was formerly with the legal firm of Roseman, Goldmark, Colin and Kaye.

EDITORIAL

Selling Dealer Short

The voluntary bankruptcy petition of Hudson-Ross in Chicago comes as a shocker to the trade. More, it lends point to the growing realization that record manufacturers face a major problem in trade relations—specifically, that segment of the trade which continues to be the backbone of the business—the record dealer.

Not all the dealer's ills are traceable to the manufacturer. Some of them are; and it is time for the manufacturer to re-examine his over-all operation with a view toward determining what he can do to keep the dealer—and himself—economically healthy.

To the dealer's way of thinking, the crosses he must bear are many: clubs, expanding activity in supermarkets and chains, discount houses, etc.

To urge the manufacturer to turn away from markets other than the dealer set-up is naive and represents an oversimplification of the problem.

On the other hand, it will prove to be many a manufacturer's undoing should he insist upon placing a disproportionate emphasis on new markets, to the detriment of the old.

Such a manufacturer runs the risk of holding a tiger by the tail. It is most difficult to let go, and while the vista ahead is dangerously pleasant, a more profitable one fades away.

Turbulent Undercurrent

Many dealers, some openly and others sotto voce, are seeking legal advice. They say manufacturers and distributors are offering deals to favored large dealers, discounters, chains, one-stops—but not to small retailers. Some find they can buy package goods cheaper from one-stops than from distributors. They claim clubs offer records more cheaply than they can buy at wholesale. Many feel they are going downhill because of manufacturer neglect. Many pose a question: "Are not manufacturers obligated morally to do all they can to keep their dealers in business?"

Obviously, the time is ripe for more manufacturer emphasis on the dealer; it is time for new and better plans to aid the dealer; to publicize and promote the record shop as the place to which adults and youngsters automatically go for records.

Many feel it is time to set up self-service racks in dealers' stores, even at manufacturer expense, so that retail shops will be as up to date as large discount houses and chain stores. And many feel it is time to evolve plans for mail order business for dealers, for advertising programs, for lighter stocking plans, and for an end to overloading the dealer while chains and racks buy only hits.

In brief, time for a new merchandising and sales approach which will enable the dealer to compete with new outlets.

19 Packages On Victor's Dec. Sked

NEW YORK—RCA Victor announced a total of 19 new packages for its December release this week, including 13 pop sets and five in the classical category. Meanwhile, seven Camden low-price releases in various categories were also noted.

Feature albums of the month include "Smoochin' Time," by the Ames Brothers in the pop field, and the classical entry known as "Witches' Brew," with the New Symphony Ork of London. Save-on-Records selections for the month are the pop offering of "Fancy Meeting You Here," with Bing Crosby and Rosemary Clooney, and Rachmaninoff's "Concerto No. 3 in D Minor," by the Boston Symphony, in the classical field. Feature Camden release is "Holiday for Strings" with the David Rose Ork.

Of the pop sets, nine of the 13, including the feature package are (Continued on page 25)

Ram-Merc Team On New Label

HOLLYWOOD—A new label will be launched here in January to be owned jointly by Buck Ram and Mercury Records. It will be independent of the Mercury operation. Mercury, however, will be exclusive distributor for the still unnamed line. Deals were concluded in Las Vegas between Ram and Mercury president Irving Green.

New firm will follow a releasing schedule of four singles per month, will be active in the package field and plans to cover all categories with the exception of classical music.

Label's talent signed to date includes Ann Weldon and Johnny Olson and the Blockbusters. Contracts are written in the name of Antler Records, Ram's earlier disk firm prior to the Mercury deal. New firm's name was to have been Ambassador Records but this tag had been used earlier by Freddy Martin and can't be cleared. Name (Continued on page 25)

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NEW YULE WAX LISTING FOR DEALERS TO JOCKS

NEW YORK—Following listed new Christmas singles and packages that have been received to date by The Billboard for review. Those also received in stereo are marked with an (S).

CAROLING, CAROLING—The Gene Lowell Chorus; Warner Bros. W 1233; WS1233 (S).

CATHEDRAL BELLRINGERS—Cathedral Bellringers of the Episcopal Cathedral of St. Philip, Atlanta; Westminster WST15018 (S).

A CHILD IS BORN—The Trappist Monks of Gethsemani; Columbia ME5310.

CHRIST IS BORN—Earl Snapp Chorus; Chime 1005.

A CHRISTMAS CAROL—Slobhan McKenna and Andrew McCaster; Vanguard VRS9040.

CHRISTMAS CHORALE—Edward Carrington Chorus; Grand Award G.A. 2338 (S).

CHRISTMAS EVE IN THE CATHEDRAL—Westminster WST15019 (Stereo and Monaural).

CHRISTMAS HOLIDAYS AT RADIO CITY—Various Artists; RCA Victor LOP1010.

CHRISTMAS HYMNS AND CAROLS—Robert Shaw Chorus; RCA Victor LM2139; LSG2139 (S).

CHRISTMAS IN AUSTRIA—Weiner Saengerknaben; Capitol T10164.

CHRISTMAS IN AUSTRALIA—Norman Chinner and the A.B.C. Adelaide Chorus; Capitol T10167.

CHRISTMAS IN BRAZIL—Coro Das Meninas Da Casa De Lázaro; Capitol T10168.

CHRISTMAS IN CUBA—Ferdinando Albuerne and the Coro De Madrigalistas; Capitol T10165.

CHRISTMAS IN POLAND—The Schola Cantorum of S.S. Cyril and Methodus Seminary; Capitol T10198.

CHRISTMAS IN PORTUGAL—The Trio Odemira and Coro Salesiano De Nozofores; Capitol T10166.

CHRISTMAS MUSIC—Percy Faith Ork.; Columbia C2L15.

CHRISTMAS SING-A-LONG WITH MITCH—Mitch Miller and the Gang; Columbia CL1205.

CHRISTMAS SONGS FROM MANY LANDS—Alban Mills; Folkways FC7750.

CHRISTMAS SPECTACULAR—Spilke Jones and His City Slickers; Verve MGV2021.

CHRISTMAS SURPRISES—Various Artists; Disneyland MM30.

A CHRISTMAS TO REMEMBER—Jimmy Joyce Singers and Billy May Ork.; Warner Bros. W1237 and WS1237 (S).

CHRISTMAS WITH JESSE CRAWFORD—Decca DL8794; 78794 (S).

CHRISTMAS WITH MELIS—Jose Melis; Seeco CELP423.

CHRISTMAS WITH GRANDMA MOSES—RCA Victor LOP1009.

CHRISTMAS WITH THE SALVATION ARMY—Salvation Army of New York; Westminster WST15015 (S).

AN 18TH CENTURY CHRISTMAS—Solisti Di Zagreb; Vanguard BGS-5006 (S).

MERRY CHRISTMAS—Johnny Mathis; Columbia CL1195.

A MERRY WURLITZER CHRISTMAS—Dick Leibert; Westminster WST-15020 (S).

MUSIC BOXES FOR CHRISTMAS—Westminster WP6097 (S).

THE NATIVITY—John Facenda; RCA Victor LOP1504.

NOEL, NOEL—Hans Carste Ork.; Decca DL78809; 8809 (S).

PIPES AND CHIMES OF CHRISTMAS—Buddy Cole; Columbia CL1224.

SING WE NOW OF CHRISTMAS—Harry Simeons Chorus; 20th-Fox 3002.

SOME CHILDREN SEE HIM—The Children's Choir of All Nations; Warner Bros. W1231; WS1231 (S).

THE SOUNDS OF CHRISTMAS—Warner Bros. W1238; WS1238 (S).

THE STAR CAROL—Tennessee Ernie Ford; Capitol ST1071(S).

TO WISH YOU A MERRY CHRISTMAS—Harry Belafonte; RCA Victor LPM1587.

WON'T YOU SPEND CHRISTMAS WITH ME?—Dorothy Collins; Everest LPBR5013.

LOW-PRICE BELOVED CHRISTMAS HYMNS AND CAROLS—The Canterbury Choir with Ernest White, Organist; Lion L70082.

CAROL SINGING AT KINGSWAY HALL—The Butlin Choral Society; Richmond B20028.

CHRISTMAS CAROLS—Westminster Abbey Choir and the Bach Choir; Richmond B20027.

CHRISTMAS IS FOR CHILDREN—Various Artists; Lion L 70079.

CHRISTMAS IS FOR THE FAMILY—Denis Day, with Lou Hollingsworth, Organ, and Vall Boys Choir and Ork.; Design DLPXI.

CHRISTMAS MAGIC—Hugo Winterhalter Ork and Chorus; RCA Camden CAL449.

ALL-TIME CHRISTMAS FAVORITES—101 Strings; Stereo Fidelity SF-7100 (Stereo Only).

HI-FI CHRISTMAS PARTY—Domenico Savino Ork and Chorus; RCA Camden CAS392 (Stereo and Monaural).

JOY OF THE WORLD—The Robert Shaw Chorus; RCA Camden CAL448.

AN OLD-FASHIONED CHRISTMAS—Richard Ellsasser playing the harmonium and celeste; Lion L70083.

ALL ARE WAITING FOR CHRISTMAS—EIGHT TINY REINDEER; Tommy Christy; Scott 503.

BUONA NATALE—ONE, TWO, THREE; Sonny Bloch's Coralairs; NRC-016.

CHRISTMAS DOLL—IT WON'T SEEM LIKE CHRISTMAS; Jim Ednes; Starday 414.

CHRISTMAS IN KILLARNEY—WHEN CHRISTMAS ROLLS AROUND; April March; Keystone 666.

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Disk Breakout Power Wanes In Traditional Debut Areas

By REN GREVATT

NEW YORK—Traditional disk breakout areas are no longer the powerhouses they once were, according to publishers and independent record men. Noted as among the increasingly important centers for developing initial activity on a record were the areas of Baltimore-Washington and Buffalo, although traders remarked that today, a record can break literally anywhere.

One reason for the increasing importance of Buffalo is given by spokesmen at station WKBW, its program director, Mike Josephs, a quartet of its jocks, including Art Roberts, Dick Biondi, Russ Syracuse and Perry Allen, and an exceptionally clear signal to distant areas after sundown.

One publisher stated: "Man, that station is the hottest. It's being heard regularly by kids in Westchester County, New York, New

Jersey, Pennsylvania, Nashville and parts of Ohio, including Cleveland. I know. They showed me a stack of letters they've gotten from kids in places 400 and 500 miles away. It comes in clear and the kids find they can hear the hot new records faster there."

Baltimore Jock Hot

The growth of the Baltimore-Washington territory as a kick-off center is credited in part to jockey Buddy Dean (WJZ-TV) who operates a daily afternoon TV show there. Dean is on the air during the same time slot as Dick Clark occupies and is on the ABC-TV station in Baltimore. Hence, Baltimore is one of the few areas in the nation, not regularly penetrated by Clark. Dean has built an impressive following and hence, has become a center of disk hype activity.

New York, on the other hand,

was described as a tougher town than ever in which to get something going. "They are followers here more than ever," was one comment. One promotion man singled out WHOM and WOV as a couple of the best stations for new records. "You ought to see the scene on the Allen Fredericks show on WHOM. When he goes on the air at midnight, the studio is a beehive of disk promotion men. Fredericks will spin a disk once and wait for phone calls. If a half-dozen or so come in he will lay on the record. He gets the promotion guys to help him answer the phones and each plugger is watching all the others like a hawk

(Continued on page 40)

Epic Responds To New Look

NEW YORK—The "new look" at Epic Records has started the label clicking again. For the first time in many months the diskery has two records on the charts, one being the Four Coins waxing of "The World Outside" and the other Roy Hamilton's "Pledging My Love." In addition, the firm has two albums beginning to get some real action, Lester Lanin's latest "Have Band, Will Travel," and the other the Hamilton slicing "With All My Love."

The "new look" at Epic started about two months ago with the

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Carlton Seeks Juke Tie-Up For New Disks

NEW YORK—Joe Carlton, head man at the hot Carlton label, has started upon a new campaign to help get new records exposed in the face of such new record exposure barriers as "top forty" programming. His method, says Carlton, is to work as closely as possible with juke box operators to

(Continued on page 48)

INDIE RADIO BUILDS LOCAL MARKET GRABS

NEW YORK—The continuing trend toward locally programmed radio stations—with emphasis on deejay formats—was pointed up last week by Adam Young, Inc.'s updated version of its continuing study of radio audience trends in major markets.

The audience data, based on current Pulse reports, shows that independent (non-network) radio stations are first in 20 of the country's top 25 markets, and the number of markets in which the top two stations are indies has increased from seven in 1957 to 11 currently.

According to the Young report, "Only one network station, KQV, Pittsburgh, has made significant audience gains in the past year according to Pulse, and this can be attributed to 'modern' programming techniques employed by KQV's management at the local level." Prexy Adam Young also points up that advertising revenue for the indie stations has increased along with their share of audiences.

EMI Deal to Hike Am-Par LP Catalog

NEW YORK—ABC-Paramount Records has set up a deal with Electro and Musical Industries (EMI) whereby Am-Par will be given its choice (for release in the U. S.) of EMI material not committed to Capitol. The pact should give Am-Par approximately 100 more LP releases per year.

The deal, which was set by Am-Par prexy Sam Clark during his recent trip abroad, includes disks cut by EMI in London and by its subsidiaries on the Continent—

Voice La Padrone in Italy, Pathe Marconi, Electrola - Gesellschaft in Germany, etc. Artists who will be available to Am-Par include Edith Piaf, Charles Trenet, Gilbert Beaud, Frank Purcell, Eddie Calvert and others.

Meanwhile Clark is mulling the formation of an international-type catalog, which would utilize some of the EMI material. Clark noted that a "tremendous market has developed in the U. S. for these types of recordings in recent years." Am-Par is currently readying a single release by Calvert, and Clark said the label's Melachrino album is doing well sales-wise.

Clark expressed great satisfaction at Am-Par's sales progress abroad and opined that the European market is fast becoming as important to the record business as it is to the motion picture industry (in many cases the foreign market makes the difference between profit and loss today on a U. S. movie).

In view of the tremendous sales success scored by U. S. disks in foreign markets, Clark opined that certain countries might place restrictions on American wax imports. In line with this, Clark said American record companies may have to form an association similar to the Motion Picture Protective Association, which represents U. S. film firms abroad—protects their interests, presents their point of view on matters involving U. S. movie rights in Europe, etc.

Clark said that Paul Anka is still one of the top names in France, Italy, Germany, and Belgium, and that Eydie Gorme is also popular with European disk fans.

Seeco Pacts Four Acts

NEW YORK—Sid Siegel, prexy of Seeco Records, went on a master buying spree last week. He purchased sides by vocalist Vince Wayne, a new male quartet, the Dynamics, and by the fem duo, Ronnie and Lila. In addition to the master buys, Siegel also signed warbler Kenny Adams to a long-term contract.

Marty Conn, of Cleveland, made the Vince Wayne master. The Dynamics are five youngsters from Pittsburgh managed by George Bodner. Ronnie and Lila are managed by publisher Ivan Mogul. Seeco is releasing the three masters immediately.

NEW LEADERS IN BREAKOUT SWEEPSTAKES

CHICAGO—The old, dependable, hit-making cities of Detroit, Cleveland, Pittsburgh, Baltimore, Washington, Philadelphia and to an extent, Boston, are becoming followers, when it comes to breaking hits, in the view of Tommy Schlesinger, Mercury Records' publicity chief. Previously sluggish areas of New York, Chicago and Los Angeles, on the other hand have been good for Mercury on recent releases, according to Schlesinger.

This has come about, said the Mercury pundit, not because of increased effort in the three cities, but because of too much hyping in the others. As an example, last spring, Mercury's "Pretty Baby" by Gino and Gina, made third place in New York while achieving only about 25th position nationally. Then the Danleers' "One Summer Night" broke first in Gotham and later spread nationally.

Mercury's "Chantilly Lace," by Big Bopper was suddenly discovered in Los Angeles, an area which usually follows the nation by two to three weeks. It was a hit there for weeks before breaking out in other areas. "Come Prima," by Tor Dallara is strongest in New York and Newark, where 10,000 have already moved, but the rest of the country doesn't know about it yet. The Diamonds' "Walking Along" is a New York discovery, followed by Chicago, June Valli's "The Wedding," has the Windy City in a dither but nobody else as yet.

Roulette Keys Special Holiday Sales Promotion

NEW YORK—Roulette Records has launched a "Christmas Stocking" plan, offering special sales incentives to distributors, dealers and consumers, on 12 new stereo LP's, a \$2.98 stereo demonstration album. Roulette's entire stereo catalog and seven new monaural albums.

Distributors and dealers will receive any two stereo albums of their choice with the purchase of any 18 stereo albums (except the demonstration package), and one stereo demonstration album free with the purchase of any seven monaural albums from the new releases.

Consumers will benefit from fact that every stereo demonstration album will include a special bonus coupon, which—with a purchase slip from a record store for the purchase of a Roulette stereo LP at full price—will enable a buyer to select another Roulette stereo LP at 50-per cent off the retail cost.

Roulette's sales-veepee Irv Jerome said the plan, which runs thru December 31, will be backed by a heavy promotional campaign, including special display material, and a national consumer ad program. The bonus album coupon, Jerome points out, is designed to build store traffic for dealers, since consumer must first buy demonstrator to get the coupon, and then buy a full price stereo LP to get the sales slip.

The \$2.98 stereo demonstrator features excerpts from the stereo catalog, including such artists as Jimmie Rodgers, Count Basie, Pearl Bailey, Joe Williams, Machito, Tito Rodriguez, Maynard Ferguson and others. Highlights of the 12 new stereo releases include Pearl Bailey's "St. Louis Blues," "Jimmie Rodgers Sings Folk Songs" (Roulette's current top-selling standard LP), "Tyre Glenn at the Roundtable" and several Count Basie packages.

The new monaural packages include "Italia Con Pier Angeli," "Sing Along With Basie," "Jeri Southern Meets Johnny Smith," Kitty White's first Roulette LP, "Sweet Talk" and "Monday Night at Birdland."

MEMORIAL For Music Greats

NEW ORLEANS—The Musicians' Hall of Fame will be situated on Basin Street here. The announcement was made by Gene Austin, veteran singer and disk star, who got his start on the Street in 1916 when he was 16 years old.

Austin said the greats of the music world will be honored in the Hall with bronze statues and a

(Continued on page 48)

WHAT PRICE A DISKERY?

Trend to Swap Independence For \$-Backed Security

By BOB ROLONTZ

NEW YORK — Anyone want to buy a record company? If you do there are plenty for sale these days. Perhaps it has been caused by the attempt on the part of the Muzak Corporation to buy a couple of labels, or excitement created by the fabulous Studebaker-Packard exec Ben Sonnabend's desire to move into the recording industry by purchasing a few record firms. Some diskeries at present appear to spend as much time preening themselves to attract buyers as they do in releasing product.

The situation today is much unlike what it was a few years ago

when the very thought that a record label — large or small — might sell out to become a minor part of a large corporation was a horrible, if not subversive, thought. But ever since Randy Wood made his multi-million deal with Paramount Pictures a few years ago and retained his post as chief of Dot Records, the thinking has changed. And the further sale of Capitol Records to the British EMI interests has helped to keep it changed. For the record nabobs have found out that it's possible to sell one's diskery, get cash in hand, a contract for five or 10 years at a tidy sum and yet escape those pounding headaches caused by such things as returns, payola, delinquent distributors, etc. "In other words, man, you don't own the company any longer, you only run

it. And you get paid no matter what happens!"

It is this type of reasoning that has made so many diskeries amenable to the idea of selling the label that they spent many back-breaking years building up. There are some additional reasons, too, like so-so business, intense competition, worry, and the lack of ready cash.

When the motion picture companies decided to jump into the record business they held conversations with many a diskery exec. It is true that only Dot and Unique made deals, and that the Unique set-up has already separated from RKO. Columbia Pictures, United Artists, Warner Bros. and 20th Fox preferred to start their own firms. But it is also true that several film companies were mighty close to a deal with Lew Chudd of Imperial
(Continued on page 11)

Rodzinski Dies at 64

NEW YORK — Artur Rodzinski, former conductor of the New York Philharmonic and the Chicago Symphony Orchestra, died last week at the age of 64. Rodzinski was visiting the United States for the first time in five years at the time of his death. He was discovered conducting in Warsaw by Leopold Stokowski and brought to the United States by the latter to assist him with the Philadelphia Orchestra in the late 1920's. He had led the Los Angeles Philharmonic, the Hollywood Bowl summer concerts, the San Francisco Symphony, the Detroit Symphony and the Rochester Philharmonic. He was also once head of the Curtis Institute Symphony Orchestra.

Weiss Attends Father's Rites

HOLLYWOOD — Bobby Weiss, managing director of E. H. Morris' international division, arrived here from Paris last week to attend the final rites for his father, Josef Weiss, 77. Services were held at Hillside Memorial Park Monday (24). He is survived by his widow, Wilma, and his sons, Jay T. and Robert.

Weiss will remain in the States for several weeks prior to returning to his Paris headquarters. During his stay, he will confer with Buddy Morris concerning acquisition of additional music properties, including the works of Germany's Willi Kollo, heretofore unavailable to U. S. market.

'Amahl' to Get Ninth Airing

NEW YORK — "Amahl and the Night Visitors" will be performed for the ninth time Sunday, December 14, by the NBC Opera Company. RCA Victor's recording of "Amahl" is one of the big selling opera packages.

The Gian-Carlo Menotti work was first presented by NBC-TV in 1951 and has since received hundreds of performances thruout the world.

Kayes Makes Europe Trek

NEW YORK — Alan Kayes, Red Seal a.&r. chief, has left for a two-week trip to Europe. He will visit RCA's classical overseas operations and look over the European market possibilities for classical recordings.

EMI Exec Scores Low Price Waxers

By LEIGH VANCE

LONDON — The low selling prices of some of the newcomers to the disk business has been criticized by Joseph Lockwood, chairman of the Electric and Musical Industries—the H.M.V. group.

In his annual statement he says that some of these newcomers have been attracted by steadily rising sales.

While the low prices at which some of them now (or intend to) offer their disks may well upset the market in the short run, Lockwood is confident his company's experience and world-wide distributive organization will keep it as the world's largest disk company.

He warns: "It is possible to price oneself out of a business with prices too low as with prices too high."

It is believed here that EMI's disk interests in the United States, largely marketed under Capitol and Angel labels, now account for include: "A tour of the Bolshoi about 25 per cent of all sales of disks there, which are currently

Await JD-FCC Comment on Smathers Bill

WASHINGTON — The Senate Interstate Commerce Subcommittee which held hearings on the Smathers Bill to divorce music and broadcast interests in the 85th Congress, hopes to get comment from Justice Department and the FCC before the opening of the new session in January.

As yet, the two government agencies have submitted no comment beyond acknowledging receipt of the lengthy hearing record submitted by Chairman Pastore (D., R. I.), according to subcommittee spokesman. Pastore felt the issues involved did not belong with his committee, but wanted Justice to check for possible anti-trust implications, while the FCC was to look into any possible violation of the communications act by music and/or broadcasters.

It is believed that if neither agency finds cause for action in the hearing record, the Commerce subcommittee will let the matter drop without the further involvement in committee report and committee voting on a bill admittedly and permanently dead.

running at about seven times the level in Britain.

The group's sales in this country are about 40 per cent of the total.

In view of the expanding American interests (apart from disks it covers radio, television and electronics) which now represent about 30-40 per cent of total assets, no one is surprised to learn that EMI shares have been attracting American investors.

Mr. Lockwood estimates nearly 25 per cent of the equity of
(Continued on page 11)

MENSHIKOV HEARS IT'S GOOD

Iron Curtain May Lift For Goodman's Jazz

By SAM CHASE

NEW YORK — Will there be a rash of jazz bashes in Russia soon, featuring American combos? According to Soviet Ambassador Mikhail A. Menshikov, this is a possibility. Menshikov made his remarks in the question and answer period following an address last week to the Radio & Television Executives Club.

Donald H. McGannon, president of Westinghouse Broadcasting Company and president of RTES asked Menshikov questions which had been submitted to him by the press, and among these was the following query: "The music of the famous American jazz king, Benny Goodman, met with overwhelming critical enthusiasm by Europeans, including Russians, at the Brussels World's Fair. Yet when Mr. Goodman applied for a visa to visit the Soviet Union at that time, the visa was refused. Would you care to comment on this refusal and to indicate whether his application might be received more favorably at this time?"

To this, Menshikov replied that, as part of the current cultural exchange, any jazz orchestra would be welcome. The applications would have to be made thru proper channels, "but I would not expect any difficulties." As for the Goodman outfit, the Ambassador commented: "I have heard that it is a good orchestra, anyhow."

Earlier, in his address, Menshikov stressed that the cultural exchanges enabled the people of each country to "enjoy each other's

PLENTY LIFE IN OLD FAVE

NEW YORK — Sheet music sales for "Winter Wonderland" have passed the 75,000 mark for this year. The song has also undergone a flock of new recordings in singles and seasonal LP's.

Connie B. Gay CMA President

NASHVILLE — The board of directors of the newly organized Country Music Association, meeting here Thursday (20) in conjunction with WSM's Seventh Annual National Country Music Dick Jockey Festival, named Connie B. Gay, owner of Town & Country Network, to serve as president of the group for the ensuing year. Other officers chosen by the board were Harold Moon and Mac Wiseman, vice-presidents, and Hubert Long, treasurer.

The CMA officers and board of directors are currently mulling the selection of an executive secretary to serve as general administrator of the organization on a full-time basis. Some 20 c.&w. industry leaders are being considered for the post and announcement of the final choice is not expected to be made for at least another month.

Merc to Deb Tape Release

CHICAGO — Mercury threw its hat into the tape-cartridge ring with the announcement this week by Irving B. Green, prexy, of the release about January 1 of "1812 Overture" by the Minneapolis Symphony, a best-seller on disk, and David Carroll's "Let's Dance."

Also, Green announced that a stereodisk version of "1812" would be in stores by December 10.

Storz Aired NBC Affiliate

NEW YORK — The Storz Station Chains, heretofore strictly an indie radio operation, pulled a dramatic switch last week by signing up its new Oklahoma City outlet, KOMA, as an NBC affiliate.

Altho all of the other Storz stations (each top-rated in its area) utilize a "Top 40" format, Storz said KOMA will feature an "Adult Music Survey," which will spotlight more LP's and less rock and roll. However, the exec said the rest of his stations will continue to operate as successful indies, featuring the "Top 40" best-sellers and there is no plan to swing the chain over into NBC's affiliate group.

Storz said the move, which he termed "a sound financial decision," was made because "our study (of the Oklahoma market) showed a need for a broad type of programming service" blending network programming with "an aggressive local deejay format." The 50,000 watter, covers the entire State of Oklahoma and portions of other Southwest States as well.

The FCC approved Storz' purchase of KOMA (formerly a CBS affiliate) last October and the chain took over its operation November 20. The deal for NBC was made by Matthew J. Culligan, NBC executive veepee, who applauded the move by Storz as "forward thinking."

Some of the trade had conjectured that the NBC pacting might indicate Storz was readying a move into the TV market, but Storz denied this and NBC's station relations veepee said WKY-TV will definitely continue as the web's TV affiliate in Oklahoma City.

Coral Skeds Pre-Yule Push

NEW YORK — Coral Records has an ambitious pre-Christmas promotion under way which includes the release of nine packages in both stereo and monophonic form and two additional single-channel sets.

Running the gamut from pop to jazz, the stereo-monophonic portion includes sets by Tina Robin, Stan Rubin, Tony Scott, Heinie Beau, Dave Pell, Bud Dant, Pam Garner, Mercer Ellington and Teresa Brewer. The non-stereo sets are by Russ Haddock and Stuart Hamblen. Miss Brewer, it was noted, will plug her new album and single on the Ed Sullivan show, Sunday (30).

EXCISE TAX REPORT TABS DISK SALE HIKE

WASHINGTON — More money was spent by the nation's citizens on phonograph records, theater and concert admissions and bowling alleys during the first quarter of fiscal 1959 than during the same period a year earlier. Less money was spent on radio and television sets, phonographs, musical instruments, cabaret admissions, and coin-operated amusement and gaming devices.

According to a report on excise collections issued by Internal Revenue Service last week (19), phonograph records yielded \$3,767,000 to Uncle Sam in the fiscal first quarter ended September 30. This compares with \$2,757,000 in the same quarter a year earlier.

Excise on admissions to theaters, concerts and similar performances netted the federal coffer \$14,395,000, compared with only \$13,918,

000 in the same quarter a year earlier.

Levy on bowling alleys and pool tables totaled \$1,986,000 for the first quarter of fiscal 1959, up about \$54,000 from the earlier year.

On the other hand, excises on radio and television sets and phonographs dropped to \$26,955,000 this quarter, from \$27,987,000 for the first quarter of fiscal 1958. Excise on musical instruments dropped from \$3,044,000 to \$2,649,000 in the same length of time.

Levy on coin-operated amusement devices dropped from \$3,799,000 to \$3,454,000 for the first quarter of fiscal 1959. During the same period, excises on coin-operated gaming devices dropped from \$7,803,000 to \$6,917,000.

DISTRIBUTOR NEWS

By HOWARD COOK

DALLAS: Clay McNabb, of Decca Distributing Corporation, reports strong action on "Lonely Teardrops" by Jackie Wilson on Brunswick. "Heartbeat" by Buddy Holly on Coral is also hot. Top Decca titles are "Forget Me Not" by the Kalin Twins, "The End" by Earl Grant, "The Fool and the Angel" by Bobby Helms and "Sittin' Alone" by Webb Pierce. Strongest albums are "Lawrence Welk Presents Dick Connor" on Brunswick, "The Tommy Dorsey Orchestra with Warren Covington," "The Kalin Twins" and "Around the World in 80 Days" on Decca. The Everest stereo sets have been going well, especially "Mike Todd's Broadway." Stereo sales are generally good.

Top platters at Capitol Records Distributing Corporation are "Tom Dooley" by the Kingston Trio, "That Old Black Magic" by Louis Prima and Keely Smith, "Mr. Success" by Frank Sinatra and "Thunder Road" by Robert Mitchum. Hottest new disk is "Peter Gunn" by Ray Anthony. Top c.&w. item is "You're Going Back to Your Old Ways Again" by Hank Thompson. "Green Christmas" by Stan Freberg looks like a big Christmas novelty record. Hottest LP's are "The Kingston Trio," "The Very Thought of You" by Nat King Cole, "Swingin' at the Cinema" by Jonah Jones, "Only the Lonely" by Frank Sinatra, "Strictly Prima" by Louis Prima and "Star Carols" by Tennessee Ernie Ford.

Hal Barkey, of Strauss-Frank Company in Dallas, Columbia Distributor, lists "Cigarettes and Coffee Blues" by Lefty Frizzell as his top new record. Following are "Pick Me Up on Your Way Down" by Charlie Walker, "Mr. Moon" by Carl Smith and "Ain't I the Lucky One" by Marty Robbins. Hottest pop albums are "Call Me" by Johnny Mathis, "The Blob" by the Five Blobs, "I Look for Love" by Don Cherry, "Tunnel of Love" by Doris Day and "Comme Prima" by Polly Bergen. Barkey states that Columbia's stereo sets are moving wonderfully well. Equipment sales are also up.

Dave Eisenlohr, of Adleta Company, Inc., in Dallas, RCA Victor distributor, lists "One Night" b-w "I Got Stung" by Elvis Presley as the firm's number one record. "The Diary" by Neil Sadaka is also taking off. "Red River Rose" by the Ames Brothers is also showing well. "Honey Bunny" by Barry DeVorzon looks like a hit. "Jim Twangy" by Boots Brown is moving well. "Billy Bayou" by Jim Reeves is a big pop and c.&w. disk. Top c.&w. platter is "I Gotta Talk to Your Heart" by Hank Locklin. Strongest albums are "Tchaikovsky Piano Concerto No. 1" by Van Cliburn and the sound track of "South Pacific." Top stereo sets are the Van Cliburn, "South Pacific" and "Belafonte Sings the Blues" by Harry Belafonte. Eisenlohr also reports that stereo disks are selling well beyond expectations.

Bill Emerson, top man at Big State Distributing Company in Dallas, reports that business has picked up recently. The firm is sailing with "Whole Lotta Loving" by Fats Domino on Imperial, "Problems" by the Everly Brothers on Cadence, "Sweet Little Rock and Roll" by Chuck Berry on Chess, "A Lover's Question" by Clyde McPhatter on Atlantic and "Pledging My Love" by Roy Hamilton on Epic. Other strong items are "Gotta Travel On" by Billy Grammer on Monument, "Letter to an Angel" by Jimmy Clanton on Ace and "Poor Boy" by the Royal Tones on Jubilee. Coming up are "Ends and Odds" by Jimmy Reed on Vee Jay, "It's Just About Time" by Johnny Cash on Sun and "I'm Leaving You" by Howlin' Wolf on Chess. Biggest albums are "Billy Vaughn Plays the Million Sellers" on Dot, "Stardust" by Pat Boone on Dot, Mantovani's London albums, the Ahmad Jamal LP's on Argo, "Johnny Cash" on Sun and "The Everly Brothers" on Cadence.

DISTRIB DOINGS: All Records has appointed the following distributors: Faysan Distributors, Inc., Buffalo; Allen Distributing Company, Richmond, Va.; Music Sales Company, Memphis; General Distributing Company, Baltimore; All South Distributing Company, New Orleans; Pan American Distributing Company, Miami; Leonard Smith, Inc., Albany, N. Y.; Seaboard Distributors, East Hartford, Conn.; Dumont Distributing Company, Boston; Mangold Distributing Company, Charlotte, N. C.; Southland Distributing Company, Atlanta; Record Merchandisers, Inc., St. Louis; Cosnat Distributing Corporation, New York; Cosnat Distributing Corporation, Philadelphia; Cosnat Distributing Corporation, Cleveland, and Cosnat Distributing Corporation in Newark, N. J.

NOTES IN THE MAIL: Cy Segal, sales manager of Warner Brothers Records New York branch, writes that "Belong to Me" by the Mary Kay Trio is getting heavy air play. Sales are also good. "Jealous Heart" by Tab Hunter continues as the label's strongest single in the New York area. Hottest new album is "N. Y. Export: Opus Jazz." It's selling well in stereo and monaurally.

Phil Markman, of Marnel of Maryland, Inc., in Baltimore, writes that Roy Hamilton has a two-sided hit in his Epic waxing of "My One and Only Love" b-w "Pledging My Love." "The World Outside" by the Four Coins is still growing. Hot United Artists items are "If You But Only Knew" by Billy Barnes, "Maybe You'll Be There" by Lee Andrews and the Hearts and "Comme Prima" by Enzo Stuarti. . . . The label's new jazz releases have been moving well monaurally and in stereo. "Just You" by Dion and the Belmonts on Laurie looks like another hit for the group. The firm is now handling Fiesta, Tampa, Treasure children's LP's and the Benny Goodman labels.

ROULETTE RAMBLINGS: Latest Roulette newsletter lists the following activity among their distributors: Ike Klayman of A & I in Cincinnati reports that "Beep Beep" by the Playmates has brought about a much needed shot in the arm to the singles business in his area. He also mentions that the new Jimmie Rodgers single "Bimbombey," is another record that is creating fresh sales impetus to his over-all business. Other hot items for the distributor are "She's Mine" by Jolanie Strickland, "No, No Baby" by Patti and Margie, "That's Why I Cry" b-w "Teasable, Pleasable You" by Buddy Knox and "Cheek to Cheek Cha Cha" by Machito.

Another note from Elma Greer of Chatton Distributing Company in Oakland, Calif., states that "Sing, Sing, Sing" by the Bernie Lowe Ork on Cameo, "The Things I Didn't Say" by Russ Hamilton on Kapp, "Turvy II" by Cozy Cole on Love and "The Chipmunk Song" by the Chipmunks on Liberty are hot items. Roger Williams was in the area recently to play a one-night concert.

NEWS REVIEW

New Capitol Stereo Sets Pack Quality

Capitol's latest stereo release of 11 sets, constitutes the strongest yet for the label with at least a half dozen, four pop and two classical, qualifying as of standout caliber.

In the classical field, four of the five have already hit the charts in monaural form and two of these stereo versions figure as extra fine merchandise even tho' all have top potential. Leinsdorf's "Portraits in Sound," set which features such colorful repertoire as "España," "Sorcerer's Apprentice," etc., allows for great extremes in orchestral tone and volume. The "Gaité Parisienne" set by the Hollywood Bowl Ork under Felix Slatkin, a knockout in monaural sound, is even better in stereo.

Top pop sets include four items. Perhaps the leader would be Frank Sinatra's "Only the Lonely." Seldom has the solo voice been captured with such realism. Sinatra is right there in the middle with the Nelson Riddle Ork all around him. The Fred Waring set, with a handsome blend of vocal and instrumental sound is just about as hot an item, while Billy May's "Big Fat Brass" set, figures to be a great speaker-shaker. A lot of folks will find the original cast of "The Music Man," also a stereo treat with its "in the theater" quality. The line-up includes:

Frank Sinatra, "Only the Lonely," SW 1053; "Fred Waring and the Pennsylvanians in Hi Fi," SW 845; "Billy May's Big Fat Brass," ST 1043; "The Music Man," Original Cast, SWA 0990; Ray Anthony, "Dancing Over the Waves," ST 1028; "The Ballad Style of Stan Kenton," ST 1068; "Serenade," Capitol Symphony, SP 8413; "Gaité Parisienne," Hollywood Bowl Symphony, SP 8405; "Stokowski," Leopold Stokowski, SP 839; "Grieg's Piano Concerto," and Rachmaninoff's "Rhapsody on a Theme of Paganini," with Leonard Pennario and the Los Angeles Philharmonic Symphony.

FOR BRITONS

Playmates 'Beep' Sans Ad Plugs

NEW YORK — Roulette Records is re-cutting the Playmates' best selling disk, "Beep Beep," for the British market, deleting the lyric's reference to a Nash Rambler and Cadillac.

In the newly cut version the Cadillac becomes a "limousine" and the Nash Rambler a "bubble car." The change was made so that the disk can be cleared for air play in England. Roulette will also make the new version available to those few U. S. stations which can't play the original platter because policy forbids cuffed mention of commercial product in tune.

The Playmates, needless to say, have run up against a similar exposure snag in the TV guest field since so many of the big shows are sponsored by auto companies—Dinah Shore and Pat Boone, Chevrolet; Patti Page, Oldsmobile; Ed Sullivan, Lincoln-Mercury; Steve Allen; Greyhound Bus, etc.

PERSONAL APPEARANCE REVIEWS

Steele Hosts Comedy of Errors

The Brooklyn Paramount Theater played host to a modern-day comedy of errors last Wednesday (26) with an in person rock and roll revue, emceed by New York deejay Ted Steele. As the artists came on stage they each experienced a feeling of emptiness. This was due to the fact that the 4,200-seat theater had more than 4,000 vacant seats during the first performance.

Steele unfortunately was not right for the emcee role. He was constantly getting in the way of the performing acts and his clapping to the music was often out of rhythm. From the moment the curtain rose things began to go badly. The first few acts, consisting of Barbara Evans, the Shields, and the Clusters, were drowned out by the Lloyd Price band.

The Royaltones' performance was held up for 5 minutes while stage-hands frantically searched for the performer's guitar, which apparently had been misplaced. During this five minutes Steele interviewed the acts, bringing protests from the audience who wanted less talk and more music. Later on in the show, singer Andy Rose, also had guitar trouble. His electric guitar was not misplaced, but due to a power failure it was 10 minutes before he could start his act. Rose tried to fill up the time by talking to the audience to rather dull results.

Top act in the whole show, both from a performance point of view and the way he was received, was Clyde McPhatter. He fractured the audience with his renderings of "Have Mercy Baby," "Just to Hold My Hand," and "A Lover's Question." Connie Francis, Jimmy Clanton, the Kalin Twins, and Frankie Avalon also went over well, all of them singing their top record hits. Also on the bill were such strong record names as Dickey Doo and the Don'ts, Cozy Cole, Donnie Owens, Jerry Butler, the Solitaires, Big Bopper, and Johnny Love. Seymour Steinbige.

MJQ Hit of Carnegie Jazz Fiesta

The fourth annual Thanksgiving Eve Carnegie Hall Jazz Festival featured the Modern Jazz Quartet; Chris Connor; Ray Charles and his ork; Lambert, Hendricks and Ross, and a dedicated jazz audience at both the 8:30 p.m. and midnight shows. Tho' the last show did not fill the house, the reception afforded these acts must mark it as a huge success.

Unlike most jazz presentations, this show was neatly tied together and smartly paced with the aid of Lambert, Hendricks and Ross, who introduced each act by means of rhyming ditties. This act, of recent TV fame, having appeared on the Steve Allen show and the jazz spec, cleverly use their voices as instruments and do some wild things—all pleasing to the ear.

Altho every act was warmly received, the hit of the show was the Modern Jazz Quartet. This Atlantic Records recording group wowed 'em with every number and their smooth arrangements and presentation had them begging for more. They so captured the audience that when some started to clap to the rhythm, they were shushed immediately so that every note could be consumed and digested by the ardent lovers of this true art form.

Chris Connor and Ray Charles, also on the Atlantic label, scored well. Miss Connor did six numbers, with "I Won't Cry Any More" and "Thursday's Child" pleasing them the most. Ray Charles fractured them with his rendition of "I Got a Woman on the Other Side of Town," and others.

Entire show was presented by Kenneth Lee Karpe in association with Franklin Geltman and, while the evening's take might not be to their entire liking, the reception of all those in attendance cries out for a fifth annual come next Thanksgiving Eve. Tom Noonan.

HOT 100 ADDS EIGHT

NEW YORK — Eight new sides reached The Billboard's Hot 100 chart for the first time this week. Essentials are:

- 62. The Chipmunk Song—David Seville and the Chipmunks, Liberty.
- 66. Turvy II—Cozy Cole, Love.
- 70. Nobody But You—Dee Clark, Abner.
- 87. The Teen Commandments—Paul Anka, Johnny Nash and George Hamilton, IV, ABC-Paramount.
- 90. Little Red Riding Hood—Big Bopper, Mercury.
- 92. I Want to Be Happy Cha Cha—Tommy Dorsey-Warren Covington Ork, Decca.
- 93. A House, a Car and a Wedding Ring—Mike Preston, London.
- 99. Seven Minutes in Heaven—The Poni Tails, ABC-Paramount.

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MARVIN RAINWATER

LONELY ISLAND

AND
BORN TO BE LONESOME

MGM K12739

DAVID ROSE and His Orchestra

HOW HIGH THE MOON

AND
STROLL ALONG (With the Blues)

MGM K12714

ALAN DALE

LOVE EYES

(From the Broadway Musical Comedy "Whoop-Up!")

MGM K12742

ROBERT Q. LEWIS

SANTA CLAUS JR.

(I Love That)

LITTLE GREEN GIRL

MGM K12740

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Eddie Noack, performer-songwriter, has been appointed Nashville rep for H. W. (Pappy) Daily's Starrite Publishing Company and Glad Music. His Nashville office will be at 3520 Central Avenue. "These Hands" and "God's Eyes" are two of Noack's more popular songs, and his own recording of "Have Blues—Will Travel" is reportedly catching on in many areas. A native of Houston, Noack has been affiliated with Daily for eight years. . . . Curley Harris, comedian, is the newest addition to the cast of "Louisiana Hayride," Shreveport.

Weldon Rogers, formerly on the Imperial label, and Wanda Wolfe, heard on King, have teamed to record for Jewel Records and Jimmy Wakeley's own label. DeeJays may obtain copies by writing to Jimmy at KLOS, Albuquerque, N. M., where he's spinning five hours of country music daily. . . . Red Foley and Si Siman, of Crossroads TV Productions and Radi-Ozark, Springfield, Mo., were in Toronto two days last week for special filming tying in with "Jubilee U. S. A." . . . New country releases by Hickory Records has Wilma Lee and Stoney Cooper doing "Come, Walk With Me," and "Is It Right"; June Webb on "Mansion on the Hill" and "Friendly Enemy"; Margie Bowes with "One Time Too Many," and "Violets and Cheap Perfume," and Al Terry on "My Baby Knows" and "Your Sweet Lies."

Bill Becker, writer of "That's the Way the Cookie Crumbles," just released on RCA Victor by Johnnie and Jack, and Rosetta Gibbon have joined the writing staff of Jimmy Work's Work Music, Whittier, Calif. Work's new All Records label had its initial release last week, with the Cameos, with Billy Rome, cutting "The Big Baboon" and "Pretty Penny." . . . Buddy Durham, a regular feature on "World's Original Jamboree," Wheeling, W. Va., has signed to record for Ridgecrest Records and Talent Management System, La Grange, Ga. His first platter will couple "Talk, Talk, Talk" with "Savings-Stamp Blues."

The J. B. Perkins Memorial Benefit Show held in Memphis Sunday, November 23, pulled a large turnout of country music fans to chalk a gross of approximately \$7,000. Following deductions for taxes and other expenses, the sum of \$4,750 was realized for Perkins' widow and children. The fund is being administered by Milton Picard, attorney, and the Commercial & Industrial Bank, Memphis. Among c.&w. performers who donated their services for the benefit were Ernst Tubb, Webb Pierce, Johnny Cash, Porter Wagoner, the Collins Kids, Jerry Lee Lewis, Merle Travis, Hawkshaw Hawkins, Jean Shepard, Sonny Burgess, Slim Rhodes, Dickie Lee, Thomas Wayne, Charlie Walker, Curtis Gordon, Donnie Young and Charlie Feathers.

Buddy Griffin, Dallas band leader and brother of the late Rex Griffin, songwriter, is editing tapes and manuscripts containing about 30 songs penned by Rex for submission to music publishers and recording companies late in January. Rex, who died in New Orleans October 10, had gained national recognition with his tune-writing efforts. His "The Last Letter," "Ride in My Little Red Wagon" and "Just Call

Me Lonesome" are regarded as standards. His daughters, Rexine, 16, and Christine, 13, who reside with their mother, Dorothy, in Columbia, Ga., will receive all royalties from the songs. Buddy's agent, Charles Wright, of Dallas, will handle placement of the material.

Jim McConnell, general manager of Top Talent, Inc., Springfield, Mo., is in Chicago this week representing "Jubilee U. S. A." and the "Red Foley Show" acts at the outdoor showmen's convention at the Sherman Hotel. . . . Also on deck at the same event, representing WSM's "Grand Ole Opry," is Walter D. (Dee) Kilpatrick, and John Kelly, of World-Famed Attractions, Nashville. . . . Tex Lancaster, Western swing musician, is currently working the night club circuit in the Oakland, Calif., sector. . . . Charley Aldrich and his Western combo, with Betty Luther on vocals, continue to play for dancing at Marty Landau's Riverside Rancho, Los Angeles.

Johnny Cash and the Tennessee Two, en route back to the Coast from the WSM deejay festival in Nashville, played Tucson, Ariz., Friday (28) and Phoenix, Ariz., Saturday (29). On December 5 the Cash unit stops off at Memorial Auditorium, Fresno, Calif., for Station KEAP's First Anniversary and Christmas Show, featuring Joe Maphis, Freddie Hart, Gordon Terry, Bob Luman and Jeani Mack. . . . Diah Graham, electric banjo and guitar, is making California one-nighters as a feature with Curley Gold and His Texas Tune Twisters. . . . Barney Tucker, rhythm guitar and vocals; Richard McClintock, steel, and Pappy Meachum, vibes, are carrying on six nights a week at the Top Hat night club, Oakland, Calif.

Marty Melcher, husband-manager of film star Doris Day and president of Arwin Records, announces that his firm will add country and western disks to its 1959 schedule, with six sides slated for waxing early in January. Melcher's decision came after a series of conferences with Nat Nigberg, producer of "Country America," Los Angeles. Nigberg will serve with the Arwin firm in an advisory capacity. Joe Lubin is Arwin veepee and a.&r. director. . . . C. Don Williamson, president of Williamson-Dickie Manufacturing Company, Fort Worth, entertained several hundred persons, including executives of Crossroads TV Productions, at a reception honoring Red Foley last Friday afternoon (28) at Fort Worth's plush new Shady Oaks Country Club. Golf champ Ben Hogan was on hand to present Red with a set of Hogan woods and irons.

Two new Christmas songs done up in true country style by Denver Duke and Jeffery Null have just been released by Blue Hen Records. Tunes are "A Babe, a Star, a Manger" and "Christ, You Came to Bethlehem." . . . Louise Webb, Nashville songwriter now residing in Copper Center, Alaska, has just placed two of her new ditties, "Empty Victory" and "Ghost of a Honky Tonk Slave," with Vokes Music, New Kensington, Pa. Louise is the mother of June Webb, now touring overseas with the Roy Acuff unit. . . . Ray Price this week embarks on an extended tour of the Pacific Northwest and Canada. He's due back in Nashville in mid-December.

MUSIC AS WRITTEN

By BOB ROLONTZ

KAYE TAKES OVER JAY R. ROBINSON CATALOG

... Sammy Kaye has taken over the Jay Russell Robinson catalog and will run the firm as part of his music publishing enterprises helmed by Frank Abrahamson. Kaye is handling it in partnership with Robinson. Songs in the catalog include a number of important standards, among them "Blue Eyed Sally" and "And One to Grow On."

The Weavers have been set for a spring concert tour by Harry Zeller's Allied Artists firm out of Chicago. Group will open in Philadelphia on February 28 and then visit Chicago, Milwaukee, Minneapolis, Detroit, Princeton, Quebec and other cities. Quartet is set for European tour next summer. ... Roy Haynes, Sarah Vaughan's drummer for four years, and recently with the Thelonious Monk combo, has formed his own quintet. Group is now at the Five Spot Cafe in New York. Members of the jazz aggregation include Curtis Fuller, Richard Wyands, Ahmed Abdul-Malik, and Hank Mobley. ... Jubilee Records has signed the musical comedy artist Gretchen Wyler to a recording pact. She will cut an album immediately. The LP will be conducted by her husband Shepard Coleman, associate conductor of the Broadway musical "Whoop Up."

Bill Haley and his Comets will be starred in their second German film in May of 1959. Group backed up Caterina Valente in a flick made a while back and the producers were so pleased about it that they repacted the combo. ... Monocle Records will issue its first single disk this week. Sides feature Alan Spiltoon singing "Daydreamer." ... Everest Records has signed Raymond Palgo Ork and singer Gloria Lynne. ... Bob Swanson, creator of musical commercials for radio and TV has formed a new firm, Robert Swanson Productions to specialize in more of the same. His best known aria is "Piel's Is the Beer for Me" penned several years ago. ... Guy Lombardo and his Ork returned to the Roosevelt Grill in New York's Roosevelt Hotel for the umpteenth time last week.

Eddie Heller, RCA Victor a.&r. staffer, has been appearing as a regular on the Joe Franklin TV show over WABC New York every week. A few weeks ago he introduced Victor veepee George Marek as a guest speaker.

Joe Gottfried, of Castle Records, is starting a contest to find the prettiest cheer leader in the country. Contest is to tie in with Castle Records' latest release "Cheer Leader" by The Southlanders. Contest will be judged by Teresa Brewer, Don Rondo and others, and deejays Alan Freed and Milt Grant are plugging the contest. Gals can send in their photos to Castle Records in New York. ... One of the prizes is a free week's vacation in Atlantic City. ... The fourth annual "Christmas Sing With Bing," will be presented Wednesday, December 24, at 9 to 10 p.m., EST, on CBS Radio. Mrs. Bing Crosby will also be on the show.

The Playmates, of Roulette Records, have returned east after a Las Vegas engagement. ... Johnnie Strickland is on the road plugging his new Roulette record "She's Mine." ... The Barry Sisters' first on Roulette, "I Hear the Bells," is being plugged by the gals with deejays. ... Polly Bergen is on a personal appearance trek to plug her Columbia dishing of "Come Prima."

Dick Hyman, we have learned, handled the arrangements and piano on Cozy Cole's hit dishing of "Topsy," on the Love label. ... The Fontessa Ballet, a new ballet based on the jazz score, "Fontessa" premiered on German TV on November 10. Ballet will be performed live by the Ballet Des Etioles De Paris. Score was penned by John Lewis and waxed by Atlantic Records. New score is an expanded version of the recorded work. ... Harold Duncan, cleffer and tennis court contractor, in New York last week to bring some new material to Ted Black of The Big Three. ... The Big B dishing featuring Jere Snyder singing "How Old Must I Be to Fall in Love," is doing well on Fraternity Records.

Thrush Barbara Evans, former model, bows on the Carlton label this week with a new disk "I Could Cry," and "Jimmy." She is being booked by GAC. ... Actor Alan Spiltoon has been signed by Monocle Records as a singer. His first slicing will be issued shortly featuring the actor turned singer handling a rock and roll type ballad, "Daydreamer." ... Concert-Folk singer Salli Terri has signed with Capitol Records. She has been featured on many recordings with the Roger Wagner Chorale. ... Jacqueline Francois returned to the Plaza Hotel's Persian Room in New York for a long stand. Backing her are pianist Jack Elliott, guitarist Jacque Tilche and multi-instrumented Don Elliott. ... Buck Ram has made arrangements to bring the swinging Italian band, the "Roman New Orleans Jazz Band" to the U. S. for a series of personal appearances. The Dixielanders from Rome will open at Las Vegas in March. ... Robert Q. Lewis is the narrator on a new M-G-M disk titled "The Wonderful World of Fairy Tales," which will be released on the Lion label. ... The Tyrones appear at the Riviera in Lodi, N. J. starting December 1. ... The Boti-Endor Ork, popular Italian band, will entertain aboard the Home Lines M. S. Italia during its cruise season starting December 22.

The Playmates, now swinging with "Beep Beep" will appear on the Milton Berle Show on December 3. ... Fabian will appear on the Dick Clark Show on December 6. Singer's next release is titled "I'm a Man." ... The Four Voices are now playing at the Town House in Pittsburgh. ... The Rover Boys will do two weeks at the Beverly Hills Club in Cincinnati starting December 19. ... Roy Castle cut his first sides for the English diskery, Pye Records, last week. One tune was the American ditty "In My Heart," the flip a new British ditty "Mister Music Man." ... Chuck Minogue, former music editor on the radio division of United Press, has left his post to become a full time jazz drummer and to write a book. He is now appearing with the Joe Zack Quartet in Chicago and is getting ready for an overseas tour.

M-G-M Records

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MGM K12706 on 45 & 78 rpm

CONWAY TWITTY

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MGM K12677 on 45 & 78 rpm

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IN A PERSIAN MARKET

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SUNDAY KIND OF LOVE

MGM K12718

MORTY CRAFT and His Orchestra

NEVER BEFORE

(From the Broadway Musical Comedy "Whoop-Up!")

AND

PIZZICATO CHA CHA

MGM K12741

ART MOONEY and His Orchestra

NIGHT TRAIN

MGM K12731

JIMMY NEWMAN

YOU'RE MAKIN' A FOOL OUT OF ME

MGM K12707

MARK DINNING

THE BLACKEYED GYPSY

MGM K12732

This One



53DU-P6F-2Y17

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VOX JOX

By JUNE BUNDY

CORDIC'S BRICK BASH: Regé Cordie, KDKA, Pittsburgh, recently parlayed a pile of bricks into a top-notch promotional stunt for himself and his station. The top-rated early-morning jock staged finals of a "Miss Brick-Throw Contest" and show at the Syria Mosque on November 8. The audience paid \$1 admission for a package which included a show featuring Tommy Mara, comedy skits by Cordie and company, and exhibition of brick throwing, a brief movie filmed by Cordie and titled "Brick Throw and Mankind," and the brick-throwing antics of 10 fem finalists attired in bathing suits.

In addition to tossing bricks, the gals participated in a talent contest and an evening gown competition. One of the judges, appropriately enough, was Pirate pitcher Roy Face. Cordie has utilized the sport of brick throwing on his show as a conversational gag for the last few years, but this year he decided to put it into action. "Miss Brick Throw," a 17-year-old college freshman, won more than 100 prizes, including a trip to New York City, a reconditioned 1950 Studebaker, five-year supply of coffee, 25 pounds of dog food, a lifetime certificate for foot-long hot dogs and a daily bowl of cereal. Runners-up were awarded inscribed gold bricks, watches and radios.

CHANGE OF THEME: "Brother" Bill Bennett joins KWK, St. Louis, December 7 as deejay and program co-ordinator. Bennett is currently featured on WDGY, Minneapolis, with the top-rated "Mayhem in the Ayem" and "The Top Forty" shows. . . . New assistant manager at WSIM, Nashville, is Paul Louis Ruhle, formerly program director-news director at WKYW, Louisville. . . . New public relations-publicity manager at WOWO, Fort Wayne, Ind., is Hilda C. Woehrmeyer.

Bill Miller has left WNAX, Yankton, Ia., to become program director and morning deejay at KSWO, Lawton, Okla. He needs album wax. . . . Alan Courtney has renewed his contract for a five-year term with Storz Station WQAM, Miami. . . . New jock at KXYZ, Houston, is Mel Pennington, formerly with KGBC, Galveston, Tex. . . . Don MacKinnon, who left KIOA, Des Moines, to join KABC, Los Angeles, has returned to that station. MacKinnon at one time conducted a contest on his show tagged "Why I Hate Don MacKinnon."

THIS 'N' THAT: Josh King, formerly with CHUM, Toronto, Canada, has signed to play a doc-

tor in a forming Hollywood TV film series. Incidentally, that outlet's Phil Stone advises us that jocks at CHUM recently held a contest for the most imaginative conceptions of The Blob, with prize-winning entries displayed at a downtown theater. . . . New CHUM jocks are Peter Nordheimer and Mike Darrow.

WISHBONE CONTENTION: Jocks at WDGY, Minneapolis, are conducting a "Wishbone Contest" for children tied in with the theme, "WDGY's only wish is that you drive to stay alive thru the coming holiday season." Listeners were invited to save the wishbones from their Thanksgiving turkey, decorate them and mail them to the station. A board of WDGY deejays will decide which wishbone is the most originally decorated, and the winner will receive a gift certificate from a local toy shop.

KWK'S YULE PROGRAMMING POLICY: Michael Ruppe Jr., KWK, St. Louis, sets forth the following as the station's official Christmas music policy: "Starting the day after Thanksgiving, until about December 15, each KWK jock will have the opportunity to schedule about one Christmas-type record during each hour on the air. In the period between December 15 and 25 it will depend basically on how the disk jockey wants to schedule his music sheets and the maximum will depend mainly upon him.

"I've noticed not too many Christmas singles issued as of this date and to me it's a very good situation," continues Ruppe, "because most of the money spent on Christmas recording will undoubtedly be spent upon LP's. The 'people behind the scenes' here at KWK are presently setting up a Christmas Music Library which will give each of our deejay personalities a chance to see and hear what is currently available and let him judge for himself."

WRCA GOES STEREO: A weekly regularly scheduled stereo deejay show was launched over WRCA, New York, last Thursday (27) from 10:05 to 11 p.m. It's a stereo version of Bob Haymes' "Jazz, Voices and Strings" show. Operating on an FM-AM stereo set-up, the first show featured stereo disks by Sinatra, Percy Faith, Eydie Gorme, Shelley Manne, plus several stereo disks specially recorded by warbler-pianist Haymes for the program. The outlet will accept from sponsors commercial spots recorded in stereo for future use on the show, which is produced by WRCA program director

YESTERYEAR'S TOPS—

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

NOVEMBER 27, 1948

1. Buttons and Bows
2. On a Slow Boat to China
3. A Tree in the Meadow
4. Twelfth Street Rag
5. My Darling, My Darling
6. Maybe You'll Be There
7. My Happiness
8. You Were Only Foolin'
9. Until
10. Hair of Gold, Eyes of Blue

NOVEMBER 28, 1953

1. You, You, You
2. Rags to Riches
3. Vaya Con Dios
4. Ebb Tide
5. Eh Compari
6. Many Times
7. Oh
8. Ricochet
9. Crying in the Chapel
10. That's Amore

Steve White and directed by Howard Bayha.

TV DEEJAY GIMMIX:

"The Top 10 Dance Party," a syndicated TV record hop package which is featured on several local video outlets across the country, (each with its own local emcee, etc.) has started a new "guess the weight" contest on all of its shows. Viewers are asked to guess the combined poundage of a program's emcee, hostess, camera crew and studio guests on a particular show. Prizes include TV sets, phonos, radios, typewriters and pens. During the first week, WHBQ-TV, Memphis, pulled 8,100 letters on the competition.

One of the most popular TV record hop shows in the market, "Al Rucker and the Seven Teens" WJAR-TV, Providence, is currently running a contest whereby boys write in and nominate the girl in the show they consider "the ideal date"; while girls write in similar "ideal date" nominations for male members of the cast. Prizes include dates with "the ideal dates." Rucker and canary Kathy Linden will also go along on the "night on the town."

THIS 'N' THAT:

Mort Wagner, KYA, San Francisco, reports that the outlet celebrates 32 years of broadcasting this month (December) and would welcome letters, tapes, or disks (with congratulatory messages) from prominent alumni. . . . Meanwhile the station is planning a "gigantic combination birthday-Christmas programming impact."

ON THE BEAT

By REN GREVATT

Perry Como, a mild man in word and action, has some moderating things to say about the storm that rages in some quarters against rock and roll. While the Ray Charles Singers were rehearsing a routine on stage at NBC-TV's Ziegfeld Theater Studio, the easy-going Como puffed a cigarette and expressed his views. "I don't hold anything against rock and roll," he told me, "I think a lot of the fuss is exaggerated. My own kids listen to it faithfully, believe me.

"I must say tho, I don't like to hear anything in a lyric that sounds at all suggestive. That's bad, there's no need for it and it certainly ought to be stopped. What the kids really want is to dance. They want the rhythm they can dance to. Frankly, I don't know whether they even pay much attention to the lyrics. It's the sound and the beat they want.

"I'll tell you something else. The more you try to take from the kids what they want, the more they are going to want it. I don't think all the fussing is going to prove anything. It doesn't really matter what kind of music kids between 12 and 16 like. Some people may feel that if they hear low quality music now, they'll never want to buy good things when they grow up. I think no matter what they listen to at 15 or so, their tastes will change. They're bound to change.

"I'd say this. If all of our kids start flunking their high school work, then it's time to start worrying and try to do something about it. But the kids are still graduating and they're still going to college despite what everybody says about rock and roll. If there is something wrong with the young people of today, it's only a very minor portion that's affected and I doubt if it's the music they hear that makes them that way.

"I don't make rock and roll records myself because I don't think it fits me. But a lot of others sound great at it. We have a young fellow on our show this week. He's Conway Twitty. I think he's great. And take that little Scottish lad we had a few weeks ago. Jackie Dennis was his name and he's only 15 years old. But he's a wonderful little performer and he has quite a sound. It's great to see young artists coming up like that and making name and some money for themselves with records.

"As I said, my kids play their rock and roll records all the time. And I get a kick out of a lot of it too." Asked his choice of the hottest new artist of the day on the way up, Como reflected, "I'd say Bing Crosby has a great chance to make it, wouldn't you?"

A few weeks back, in an interview with singer Paul Anka, an unfortunate error showed up in the story. Anka was quoted in a reference to the Japs. This was an unintended mistake in a quotation, which should have referred to the Japanese. We assure our good friends in Japan that no offense was meant by this chance error. . . . Bobby Dean, being referred to now as "the een teen," is on Chess Records and is being managed by Jim Lewis and Mike Oury. His initial disk is "Mr. Dillon." The press agents say that Dean writes commercials, writes songs, a.&r.s sessions and makes weekly TV and stage show appearances in the Windy City area, besides plugging records. Flip of the 19-year-old cat's disk is "I'm Ready," a calypso.

Herald and Ember, according to sales chief Doug Moody, are both swinging again. Lee Allen, the New Orleans cat, has a new one called "Short Circuit." The side was retitled from the original title, "Funky." Also on the same label is Dean and Jean's "Too Young to Know." On Herald, the boys are touting the trade on Jimmy King, a new artist who has "Broken Vows." They say King called on the phone and sang his way onto the label. . . . Don Robey, of Duke, is promoting a new group of teeners called the Checker Dots.

Ridgecrest Records of La Grange, Ga., is being operated by ex-pitchman Ralph E. Stevens. Stevens has signed a number of acts to disk and management pacts, including the Fabulous Six of Knoxville, Tenn.; the Waylighters Quartet of Dothan, Ala.; the Happy Rhythm Boys of Axley, Ga.; and Bill Tyler and the Circle T Ranch Boys of Cedar Rapids, Ia. . . . Fats Gaines, formerly on Aladdin and Dootone labels, has been pacted by Christy Records. Initial disk for Gaines and the band which also features thrush Bonnie Christy, couples "Knock Knock (Who Dat)," and "Prove You Love Me Baby."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



June Valli's 'Wedding' Starts Chart Climb

Brown-haired, 28-year-old June Valli is a born New Yorker whose musical parents supplemented the family income by singing at wed-

dings and parties. The young singer first performed in public as a substitute for her mother. Sol Albert, uncle of comedian Abe Burrows, heard her that day and arranged for Miss Valli to appear on Arthur Godfrey's "Talent Scouts" program. The youngster won first prize and was on her way.

Since that time, the RCA artist has been successful in TV, radio, clubs and records. Right now, her version of "The Wedding" is working its way up The Billboard's Hot 100.

When she's not singing, Miss Valli, who's married to Chicago D. J. Howard Miller, likes to cook Italian dishes, sew, knit and ride horseback.

Grammer 'Traveling' With First Waxing

Billy Grammer is one of thirteen children born to a Benton, Ill., coal miner. The Monument Records artist spent his childhood in Benton.

He's been playing guitar most of his life. Since 1947 the 33-year-old Grammer has been spending his time in the Baltimore, Arlington, Va. and Washington areas. For a year and a half, Grammer was featured guitarist and vocalist on the Jimmy Dean CBS-TV network show. He has been married for 14 years to his childhood sweetheart, Ruth, whom he courted back in high school. They



have two daughters and a son. "Gotta Travel On," a tune that originated in the British Isles over one hundred years ago, is his first recording. It was picked as a Billboard Best Buy and is climbing high on the Hot 100.

OPERA-CONCERT REVIEWS

Mexican Symphony Acclaimed Here

Mexico's National Symphony Orchestra, currently touring the United States for the first time in its 30-year existence, made its New York bow an auspicious one under the baton of its musical director, Luis Herrera de la Fuente. A typical Latin show of temperament, it's understood, caused a switch in the program, with Carlos Chavez's colorful "Sinfonia India" substituted for Beethoven's Fourth Piano Concerto when soloist Angelica Morales von Sauer failed to see eye to eye with everyone else following the recent Detroit concert.

As a result, the opening half of the concert consisted entirely of numbers of Mexican origin, the Chavez having been preceded by "Sensemaya," the slashing, shocking and exciting modern ballet score by the late Silvertre Revueltas, and by Jose Moncayo's "Huapango." The latter, a tuneful concoction based on popular Mexican folk melodies, later was repeated as an encore following persistent acclaim from the audience.

The orchestra was very much at home in these three numbers, and played them to the hilt, richly meriting the audience's warm response by the unity of playing under de la Fuente's strong direction, elicited with economy of podium display. The Chavez number is available now only on a Decca album played by this orchestra, altho the New York Philharmonic under Leonard Bernstein played it constantly during its recent Latin-American tour. The Moncayo is a popular feature of both the Decca disk and the more recent "Viva Mexico" album waxed by the same orchestra. Unfortunately, the Revueltas piece has not yet been released here in an authentic interpretation by this orchestra, altho it's available on two other albums.

The orchestra's post-intermission interpretation of the Shostakovich Fifth, while emphasizing volume and tonal contrasts more than we are wont to expect, nevertheless, was vivid and beautifully organized. This is without doubt one of the finest symphonic aggregations playing anywhere today and should be heard more frequently, both in concerts and recordings.

Sam Ghse.

Metopera Restores 'Otello' to Rep

Verdi's "Otello" is back in the Metopera repertoire with a superb cast, soon to be broadcast but unfortunately not to tour. The powerful melodrama comes to life vividly, in the hands of Renata Tebaldi, Mario Del Monaco and Leonard Warren. The soprano is in fine form vocally and is acting with greater taste and subtlety. The tenor has never been as exciting in either department before, contributing a milestone performance. The baritone plays Iago as well as ever, which is the highest praise.

Aided by distinguished bit playing from Martha Lipton, Paul Franke and Nicola Moscona and strong chorus work, the principals kept the Monday audience (traditionally least fascinated by what goes on onstage) in rapt attention November 24. The impact of the current season's "Otello" should send sales soaring for both the London and RCA Victor complete waxings. The work could even become a staple under such handling.

Bob Bernstein.

Violinist Needs More Seasoning

John Creighton Murray gave a varied violin program at Carnegie Hall, New York, November 18, to a friendly audience. The artist has a beautiful Stradivarius and fine bowing technique. Unfortunately, more equipment than that is needed for the Mozart and Brahms sonatas he performed. Murray also offered his own "Etudes Innovations," composed for a fifth string, a second C, and played with an arched bow. The attempt was not too successful. Tho the violinist shows some promise, record companies would be premature in signing him at this point. He has to strengthen a number of weak areas.

Bernie Hodes.

Music Box One-Stop Adds Third Outlet

CHICAGO—Music Box One-Stop, with home headquarters here, joins a slowly-growing list of chain one-stops, with its third outlet set for Dec. 1 in Dallas, Tex. Helmed by Jack Krug, for six years with Jim O'Dwyer, Music Box boss in Chicago, the new Texas outlet is located at 1327 Crampton on Distributor Row. The 2,700 square foot operation will be one-stop only. O'Dwyer's Chicago outlet is both one-stop and retail, while his Atlanta operation, opened in August, is solely one-stop.

Others in the one-stop chain business are Lou Boorstein, king with five operations in New York City, Long Island, Pittsburgh, Newark and Hartford; Leroy and Millie Davidson, with headquarters in Kansas City and outlets in St. Louis and Omaha; and Johnny Pohl and Ed Ockel, basing in St. Louis, with an outlet in Kansas City. Two juke box distributors, Ed Shaffer, with offices in Indianapolis, Cincinnati and Columbus,

SRO Mgmt. Signs Hawkins

NEW YORK — SRO Management, new firm headed by Al Wilde, Mort Curtis and Chuck Reeves, has added another name, that of Dale Hawkins, to their stable of artists. SRO is now managing Dick Clark, Duane Eddy, LaVerne Baker, Bobby Remson, Leslie Uggams and Bob Strauss. For Dale Hawkins, who records on the Checker label, SRO has set up a new BMI music firm, Eclipse Music.

SRO now has three music firms, Vernal Music set up in association with LaVern Baker, Curtis Music, an ASCAP firm and Eclipse. SRO has also started a record company, Curtis Records, with the first release featuring Bob Strauss. There is also a promotion firm called Curtis Music Enterprises in action. The SRO management firm has been in business since September.

and Ted Bush, who operates Budisco one-stops in Miami and Jacksonville, are also chain one-stop qualifiers.

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The same voice, the same artist, again sings the once-in-a-lifetime smashes. TWO powerhouses, destined to create a new sensation in all markets, have been completely re-mastered and brought up-to-date via choral backdrop and modern instrumentation. But only this has been added... NOTHING taken away! It is JOHNNY who sings... and the strange "blue" undercurrent, the nostalgic warmth, the exuberant richness that so infectiously permeated his performances and made him and his songs eternally great are still there! So it will be, always! The most sensational singer of our times...



THE IMMORTAL **JOHNNY ACE**
And The World Famous JORDANAIREs

PLEDGING
MY LOVE

#1
SMASH

The song that on its original release garnered the record industry's top awards, including a WHOPPING 95 from The Billboard (one of the highest ratings ever accorded any song). Award of the Week from Cash Box and such subsequent honors as The Billboard's TRIPLE CROWN, Broadcast Music's CITATION OF ACHIEVEMENT and The Cash Box's Annual and Coveted DISC JOCKEYS OF AMERICA (Poll) AWARD.

ANymORE

#2
SMASH

DUKE 136

DUKE RECORDS, INC.
2809 ERASTUS ST. HOUSTON, TEXAS

NIGHT CLUB REVIEWS

Best French Idea Since Champagne

With a slim hand resting on her hip, with a Gallic shrug of a shoulder, and with the casual lift of an eyebrow, Columbia's star chanteuse, Jacqueline Francois, proved with ease at the November 19 opening of her current stand at The Plaza, New York, that she could transport the Persian Room's elegant audience to a musical corner of Montmartre.

For anyone with a taste in Continental thrushes, Mlle. Francois is a pure delight, resembling nothing so much vocally as a sort of French Sarah Vaughan. And, with Parisian shrewdness, she includes in her act a medley of tunes from her newest album waxing for the Columbia label, "L'Air de Paris," that should send a lot of listeners to a lot of record shops.

Unlike members of the wild-haired, black-sweated, suffering-like-mad school of Seine-based chanteuses, Mlle. Francois varies the musical pacing of her act. Ballads? She does "Tenderly" in wonderfully accented English. A swinger? She goes on to a French lyric version of "Lady Is a Tramp." Jazz? She soars off on a vocal counterpoint to Don Elliott's cool French horn. Intellectual appeal? Her throaty "Bilbao" would make any Weill fan happy. She's France's best idea since champagne.

Charles Sinclair.

Darin Packs Rep Savvy on Floor

Bobby Darin, one of the most talented rock and rollers in the business, is likely to go far beyond that restricted medium. This much was evident in the Atco Records star's personal appearance last Friday (21) at Ben Maksik's Town and Country nitery, at Marine Park, Brooklyn. An analysis of the chanter's repertoire on opening night shows he is intent on developing the broadest kind of appeal—the appeal that gets the moneyed folks as well as the teen-agers.

Thus, in addition to "Splish Splash," Darin delivered such standard fare as "Rainbow 'Round My Shoulder," "Some of These Days," "Mack the Knife," spirituals such as "Swing Low Sweet Chariot," bluesy ballads as "One for My Baby." He also worked an audience participation session.

The changer, limited in experience, already has a good measure of presence and sophistication. He closed the show, doing many encores, and scoring the biggest hand on a bill that included comic Sammy Shore, the dance team of Terrace and Gray and Turkish dancer Nejla Ates.

Paul Ackerman.

Nitery Has Winner in Tammy Grimes

A bright new nitery star was unveiled Thanksgiving Night when Tammy Grimes made her cafe bow at the Downstairs, New York. With Dietrich looks and Eartha Kitt diction, the electric thrush revived half a dozen obscure show tunes in a husky, true, disk-worthy voice. Her legit credits stood her in good stead as she sold "Springtime Cometh," "Fit as a Fiddle," "Take Him" and "Let's Take a Walk Around the Block" with economy of movement and a maximum of style. Wearing artfully messy hair and a red slip, young Miss Grimes was a pro all the way, with the best of her repertoire two rueful, unique items, "What Shall I Do?" and Cole Porter's "I Loved Him." It's time she was graduated from potpourri revue albums to records of her own.

Bob Bernstein.

Tampa Snags Mode Jazz LP Catalog

HOLLYWOOD — Bob Scherman's Tampa Records last week took over the Mode label's complete catalog of 32 unreleased 12-inch LP jazz albums recorded in stereo and monaural. This will now boost Tampa's product to a total of 75 monaural albums and 40 stereo packages.

Artists represented in Tampa's acquisition include Bobby Troup, Buddy Collette, Marty Paich, Lucy Ann Polk, Herbie Mann, Stan Levy, Red Mitchell, Al Viola, Mel Lewis and the former Woody Herman group.

Mode product will be issued under the Tampa label as of January 10.

Tampa also closed a deal whereby it will be national distributor for Cam Records, a \$1.98 dance album line. Cam currently has in release 10 EP's featuring diagrams of dance steps.

Concurrent with the above arrangements, Tampa last week issued two packages of its own: Buddy Collette and the poll winners in jazz variations on "Porgy and Bess" and a honky-tonk twin piano album recorded and overdubbed by Felix Decola. Packages list at \$1.98 for monaural and \$3.98 for stereo.

TWO MORE JOIN UCC ROSTER

WASHINGTON — Ireland and Liechtenstein are the latest nations to subscribe to the universal copyright convention, which guarantees foreign copyright owners the same protection as nationals. UNESCO has announced that the formal adherence to UCC will begin in Ireland and Liechtenstein on January 20 and January 22 respectively, 1959.

This brings number of adherents, which include U. S., France and Great Britain, to 31 nations.

Elektra Skeds Two Packages for Dec.

NEW YORK — With a move to its new and expanded quarters complete, Elektra Records has announced two new package releases for December. Prexy Jac Holzman announced that a new set by Josh White titled "Chain Gang Songs," would get the feature treatment, along with "The Catch Club," a set of provocative catches, rounds and glees by the Randolph Singers. This set is in stereo and comes packaged with a 36-page book of music and lyrics. Holzman also announced plans for release of about 30 new albums in 1959.

Low-Price Waxers Are Scored

• Continued from page 4

\$10,350,000 is now held in the United States.

"In the year ended June 30, 1958, the total value of our sales of gramophone records in the United Kingdom was 23 per cent higher than in the preceding year," said Lockwood. "Our exports of records were, however, slightly down.

"In recent months there has been a significant change in the ratio of the demand for 45 r.p.m. to 78 r.p.m. disks. There has been a very rapid increase in the sales of our 45 r.p.m. disks which has more than offset a decline in 78 r.p.m.s. This has required further changes and new investment in the disk factory.

"The demand for 'serious' music has continued to be strong and the long play of 33 1/2 r.p.m. disks is now firmly established as the vehicle for that kind of recording.

Dealing with the investigation initiated by the company two years ago into the possibility of reducing to one channel the two normally required for stereophonic sound re-

production by radio, Lockwood said: "This investigation has resulted in our developing a completely new system whereby stereophonic sound can be broadcast by a normal radio transmitter using a single channel of similar bandwidth to that required for ordinary transmission.

"The only alteration required to existing transmitters is the fitting of a relatively inexpensive piece of stereophonic equipment. The stereo receiving set is only slightly more complex than an ordinary radio receiver.

"Thus, with the EMI system, the programs radiated can be received in the usual way on the existing kind of radio set or with stereophonic sound on a radio set equipped to take advantage of the stereo transmission.

"We believe that this new system will provide a satisfactory method of making stereophonic radio programs available inexpensively to everyone in the near future."

Trend to Swap Independence

• Continued from page 4

Records, and if Chudd didn't have such a sentimental attachment to the name Imperial it might have become part of a picture firm.

But look at what's happening today. Archie Bleyer of Cadence, Jerry Blaine of Jubilee and Cosnat Distributors, and Chudd have talked seriously with the fabulous Mr. Sonnabend about selling their firms to the Studebaker - Packard combine. And it is reported that this deal is very close to fruition.

Philadelphia's own Bernie Lowe was engaged in serious conversation with the Muzak Corporation about selling his Quaker City based label, Cameo Records. Only at the last moment did the deal fall thru and only then it has been reported, because Lowe suffered an attack of sentiment. Right after that the Muzak people, according to Al Silver of Herald Records, held a most affable conversation with him, and the latter bowed how he was willing to sell his firm and he was not that anxious to get all the money in the world for it either.

It is true that once a record firm sells out to a corporation and has to make periodic reports to

stockholders, it can no longer "swing" the way it did when it only reported to itself. But with the record business becoming more and more bitter competitively, and with a hard six months just past, many an indie exec looks longingly at the security enjoyed by managers of corporation-owned diskeries who may not "swing" but also don't get nervous about meeting the payroll.

There are still and always will be, of course, many indie record firms who wouldn't sell out to anyone, no matter how many dollars they were offered or how good the contract they received. These are the record industry individualists, men who are only happy working for themselves. But there are many other indie execs, either nervous or tired or both, whose slogan might be - as they dream of Muzak, Studebaker - Packard and any other corporation interested in diversification - "come up and buy us sometime."

'CHIPMUNK'

Lightning Can Strike Twice

HOLLYWOOD — Can "novelty hit" lightning strike twice? It's happening for the second time this year to the same label and the same artist in Liberty Records release of David Seville's "The Chipmunk Song." Earlier this year, Liberty and Seville unleashed "The Witch Doctor" to rake in a 1,400,000 seller.

If "Chipmunk" sales continue to rocket at their present pace, they're expected to be in the million-plus orbit by Christmas. This would be one of the rare occasions that the same label and artist have been able to deliver two top novelty hits within a single year.

"Chipmunk," a Christmas ditty, already has enjoyed several unusual breaks. As a yuletide item, it normally wouldn't have received air exposure until after Thanksgiving. The "cute" appeal of the ditty, prompted several jockeys to spin it ahead of schedule. Listener requests have resulted in opening up stations to a record several weeks ahead of the Christmas disk playing season and in turn has set sales zooming. Ditty was penned and plattered by David Seville (nom de disk for Ross Bagdasarian). According to Liberty's sales veepee, Al Bennett, disk is tripling the action of "Witch Doctor."

15 NEW LABELS JOIN PARADE

NEW YORK—Fifteen labels joined the label parade this week. Here are the names and addresses of the newcomers: Audio-Video Productions, Box 263, New Brunswick, N. J.; Bernice Records, care of Gone Records, 1650 Broadway, New York; Blue Bell Records, 6430 Old Washington Blvd., Baltimore 27, Md.; Bobbin Records, 1722 Washington, St. Louis 3, Mo.; Congress Records, 1619 Broadway, Room 914, New York; Dorrington Records, care of D Records, 314 East 11th St., Houston 8, Tex.; Great Records, 6539 Delongpre, Hollywood 28, Calif.; Hio Records, care of Spangle Records, 301 East Rose St., Springfield, O.; Hope Records, care of Ember Records 1697 Broadway, New York 19; Mercy Bany Records, 906 Expressway, Dallas, Tex.; Monocle Records, care of Monocle Music, 507 Fifth Ave., New York; Montel Records, 3958 Florida St., Baton Rouge, La.; Morgan Records, 155 West 46th St., New York; Orchid Records, care of Gone Records, 1650 Broadway, New York; Prince Records, care of Ember Records, 1697 Broadway, New York.



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AUGIE RIOS



The Singing Sensation of the Broadway Musical "Jamaica"

sings

DÓNDE ESTÁ SANTA CLAUS?

(WHERE IS SANTA CLAUS?)

METRO K20010

Specially for you MR. D. J.

(with the entire music industry
looking over your shoulder)

The Billboard's YEAR-END RECAPS OF 1958's TOP RECORDS

To help you in your programming from Christmas until the New Year, these recaps will be printed in the December 15 issue of The Billboard.

- TOP POP RECORDS OF 1958
- TOP C&W RECORDS OF 1958
- TOP R&B RECORDS OF 1958
- TOP POP LP'S OF 1958
- TOP EP'S OF 1958
- THE TOP TUNES OF 1958

According to The Honor Roll of Hits

and many other important
programming recaps from

**The
Billboard**
THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

Hillman Named Citation Veep

NEW YORK — Mort Hillman has been pegged as vice-president and general manager of Citation Records. Hillman, a veteran of 10 years in the music industry, has been active in the artist management and publishing fields.

Citation Records, a Boston diskery, will now open headquarters in New York. As part of the label's expansion program, Hillman will leave shortly on a nation wide trip to promote "Mardi Gras Cha," Citation's newest release, and strengthen the company's distribution set-up.

The label recently signed Ocie Smith, a night club artist, and plans to establish a large catalog in pop, jazz and classical fields.

Hudson-Ross

• Continued from page 2

Forst said, also threaten the health of the industry because they reduce the amount of product exposed to the public.

On Single Sales

"Aggressive stores like ours," he said, "once earned their living off the add-on single sale. If Perry Como had a hot one going, a customer was likely to pick up a catalog Como item too. But now the racks display only the hot ones. They have made such a big thing of the top 40, that even the good dealer is forced to stick close to the hot ones. The dealer has to be stupid—and I don't think most of them are—to build up a stock of catalog items today, because the manufacturer can't be trusted to protect him."

Forst said he is aware of the manufacturer's argument that a record which used to sell a half million can now sell a million thru the clubs and racks. But what is being lost, he countered, are the extra sales of catalog items which only the dealer can sell.

Hudson-Ross went into across-the-board discounting a couple of years ago, Forst recalled, because of the pressures of downtown competition from other discounters. Volume, he said, was maintained but profits were seriously cut. What hurt most, he reiterated, was the loss of the extra sale.

Forst expressed confidence that the courts would allow his firm to stay in business until creditors are paid, and in that event it would remain doing business as usual. He attributed the financial emergency to an expansion that was "perhaps too heavy and too fast."

Capitol Shifts

• Continued from page 2

toire division to become director of packaging and scheduling. Scherrer brings with him to a.&r. his art department as headed by Marvin Schwartz, editorial as headed by Jack Smothers, photographic arts under Ken Veeder, and album scheduling under Shirley George.

Dunn's appointment as a.&r. v.-p. gives that division its first full-time official at its helm since Alan Livingston left the post in March, 1956. Since that time, Glenn Wallichs, Capitol prexy, had absorbed those duties.

By moving album packaging under the a.&r. wing, Capitol reflects structurally the basic philosophy it has followed so successfully in the album field since first releasing its "Music Out of the Moon" package in 1947. Capitol has felt that in addition to the contents of the recording, album art and editorial liner material are an integral part of the over-all package and is a vital factor in the final products sales appeal.

GREAT

GO CHASE A MOONBEAM
Jerry Vale Columbia 4-1238

GREAT SOMEBODY
GOD'S CHRISTMAS TREE
The Southwest High School Choir
O. B. Dahle, Director Columbia 4-1295

EACH TIME YOU KISS ME
THE BOX
The Four Voices Columbia 4-1291

MUSIC PUBLISHERS
HOLDING CORPORATION

"JUST LIKE SAM"

BETTY MADIGAN
CORAL

I WISH I KNEW
The Way to Your Heart
NAT COLE
CAPITOL

SYLVIA SYMS
COLUMBIA

BOURNE, INC.—ABC MUSIC
136 West 52nd St. New York 19

From The JERRY WALD-20TH CENTURY FOX
Film Production "MARDI GRAS"

THE MARDI GRAS MARCH

LEO FEIST, INC.

More Hits from MILLS—

THE MAGICIAN
DEAN MARTIN
on Capitol F-4065

THAT'S MY DESIRE
CREW CUTS
on RCA Victor 47-7371
MILLS MUSIC, INC.

RENT!

2,200-SEAT

CARMAN THEATRE
IN PHILADELPHIA

Excellent location. Fully furnished and equipped with latest equipment, including wide screen, stereophonic sound, large stage for drama and musical comedy. 1,200 seats on first floor, 1,000 balcony seats. For full particulars write or call

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JEWEL BOX REVUE

WORLD'S MOST
UNUSUAL SHOW

Just completed 5 successful weeks pre-Broadway run at Hillside Theatre, Jamaica, L. I. Opens December 3 Loew's State, New York.

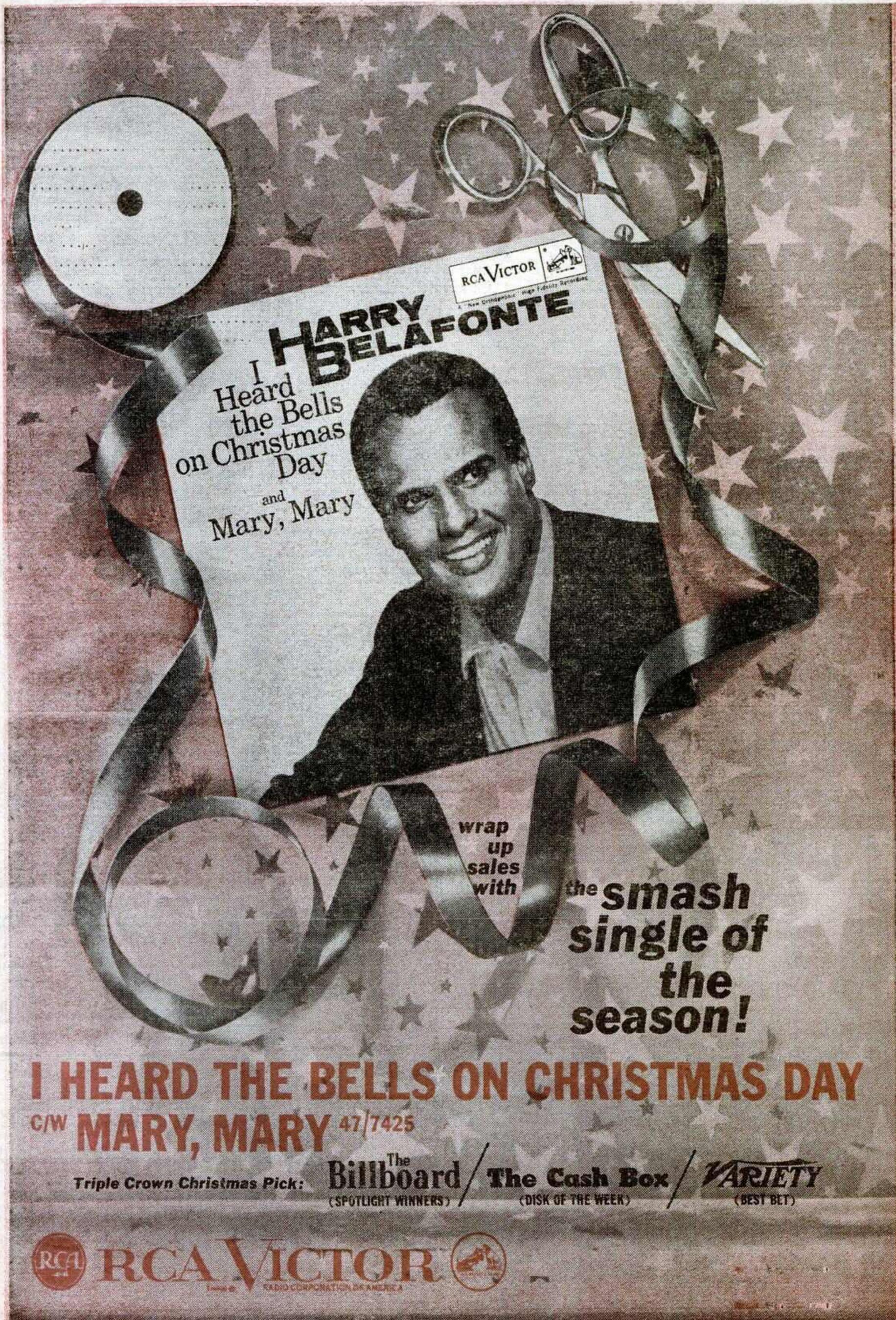
"THE JEWEL BOX REVUE, INC."
488 East 149 Street Bronx, N. Y.

CHRISTMAS CARDS

with Music Designs
Cards with records, piano, orchestra,
balliet, religious, etc.

Free Samples

WILLIAMS MUSIC CARDS
19 Hudson St. New York 13
Phone: Worth 6-2795



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

wrap up sales with

the **smash single of the season!**

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

Triple Crown Christmas Pick: **The Billboard** (SPOTLIGHT WINNERS) / **The Cash Box** (DISK OF THE WEEK) / **VARIETY** (BEST BET)

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA

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

Stereo Promotion Pays Off in L. A.

By LEE ZHITO

HOLLYWOOD — Stereo phono sales here are shooting far past most expectations, thanks to intensive dealer promotions. A survey of five key phono outlets in the area shows all of them reporting current stereo sales as "excellent," with all five giving the stereo phono a unanimous vote of confidence for future sales potential.

The survey covered Clyde Wallich's "Music City" in Hollywood and Lakewood; George Nicholson's Southern California Music Company, Los Angeles, and Nicholson's of Hollywood, and the House of Sight and Sound, Van Nuys.

Wallich told The Billboard that stereo sales are riding high at his stores and credited his near-saturation radio campaigns for bringing the customers. Wallich is the heaviest radio time buyer among all music merchants in the area.

Stages Shows

George Nicholson, one of the area's major volume phono dealers, credits his "Hi Fi & Stereo Show" conducted at both of his stores, Nicholson's in Hollywood and Southern California Music Company in downtown Los Angeles for sending his stereo sales into orbit.

The shows are staged with the co-operation of the various distributors. Separate exhibit booths are set up, each devoted to a different line with factory reps of each line conducting demonstrations. In addition to the booths, the dealer also provides special listening rooms for equipment demonstration purposes.

The factory reps serve to augment Nicholson's regular sales help in conducting the show, staying on hand to answer questions, demonstrate equipment and build good public (and dealer) relations. The latest show, a two-week affair, was concluded last week (November 2-16) and according to Nicholson's, provided a marked sales stimulus in moving stereo equipment at an even faster rate.

Vital to Sales

Nicholson feels that the shows — this is the third one he has staged — were important when standard monaural equipment was being moved, but today it has become a

vital adjunct of his business. Stereo is more complicated, and the prospective buyer wants it explained before he buys it. Nicholson regularly uses the three metropolitan daily newspapers, and at the time of the "shows," slants his ads at attracting customers to them. (They are conducted concurrently at both the Hollywood and the downtown stores.) To help get the message across, he also uses radio spot announcements while the shows are in progress.

At last year's event, more than 3,000 people attended. More were present this year, but accurate attendance figures were not available at press time. The stores handle five lines, and according to Nicholson, no one particular line stands out above the others as being a top seller. However, an unusually heavy proportion of stereo phonos are in the big-ticket bracket. (Lines handled include Pilot, VM, Hoffman, Grundig - Majestic, and Zenith.) The stores specialize in package merchandise but handle components for Pilot and Hoffman.

The House of Sight and Sound is one of the big dealers here which carries an impressive inventory of both components as well as packages. Store goes in quite heavily on providing excellent demonstration facilities, and is now expanding its store by 25 per cent to accommodate for demo rooms. Top selling package is Magnavox.

PHONE OPENS WAY TO BIGGER STEREO SALES

DENVER — The La Scala Music Shop here believes it has the answer to the problem of getting the customer to the store for a stereo demonstration.

Owner Sepp Kurzhals makes up a weekly list of hot prospects, culled from daily customer calls. He then gets on the phone and invites them to individual private showings of stereo units. He tries to call at least 20 a week "simply to chat about stereo." Appointments are set up during the slack hours of the day or late evening hours after business has closed for the day.

This technique allows Kurzhals to give an undisturbed demonstration and get the full attention of the prospect. He maintains a high percentage of sales of total demonstrations given, first, because the prospect has to be a "live" one or he wouldn't have come; second, because stereo itself is so effective in demonstration.

MIAMI STORY

Sales Not Up To Customer Enthusiasm

By E. G. DICKSON

MIAMI — Music dealers agree that customer interest is high and a big sales potential in stereo phono sales is indicated. But, in a spot survey of representative dealers, not all felt that the sales of this equipment had reached or exceeded expectations.

At Miami Beach Radio Company, Mrs. LaVern Lewis, manager of the record department, said sales of stereo phono sales are "way above" expectations. She ascribed this condition to "general interest of the public," to the fact that the firm's class of customers — "they keep up with everything new."

Stereo phono sales should be a strong item for the Christmas season, she said, altho there has not yet been activity along that line.

The strongest line at Beach Radio is Pilot, chiefly because of sound quality and because the line has both portable and console models, Mrs. Lewis reported.

At Spec's in Coral Gables (with shops also in Ft. Lauderdale and Homestead), Owner Martin Spector predicted that stereo phono sales for Christmas "should be phenomenal," but reported that thus

(Continued on page 17)

WASHINGTON SCENE

Stereo Growth Not Without Problems

By MILDRED HALL

WASHINGTON — "Tremendous!" is Washington dealer verdict on stereo phono prospects. But opinions differ on when stereo will replace standard phono equipment large - scale in American homes, and just when the stereo millennium will really arrive.

"It's practically here," is the belief of Herb Hershfield, stereo prophet of Kitt's Music Store. "We didn't double our stereo sales as predicted in 1958 — we tripled them! We expect a minimum increase of 25 per cent on our stereo phono sales for the first quarter of 1959 over 1958. I won't risk a maximum estimate — they might think I was crazy."

Hershfield, high priest of stereo tape in the area, says promotion is constant, at Kitt's, and features close customer liaison. "We keep them educated." They promise a startling, large - scale promotion feature coming up for stereo within a few months. For now — it's a trade secret.

Distance to Go

Dealer Nate Warren, of Campbell Music, agrees that the stereo boom is edging in, but feels it has a fair distance to go before it hits full stride. "Our big problem is in getting the merchandise from the manufacturer. As far as we're concerned, it's the supply that's lagging behind demand."

Campbell's has no trouble selling, it reports. The big Christmas rush is yet to come, but they say they are well ahead of last year's pre - Christmas sales. Campbell never lets down on promotion. The store takes at least one ad daily in newspapers, running a minimum of 200 lines.

In contrast, sales of stereo phonos were found "below expectations," by Dan Danziger, of the soon-to-expand Disc Shop, patronized by the Capitol's elite. (Billboard, August 4, 1958.) There is a feeling at the Disc Shop, shared by a number of other dealers and department store phono salesmen, "that the public is holding back, partly because it was confused by the early blue-sky stereo ads."

Surprisingly enough, the cost factor is not the strongest deterrent, altho it counts even with the carriage trade. Said Danziger: "Many of our customers have invested in hi-fi costing between \$700 and \$1,000 or more. Space and education seem to be the main factors back of their lag in buying stereo phonos."

For many, in apartments particularly, an extra matched speaker means having to discard a favorite piece of furniture, or crowd the room. Also, they hesitate to go full - scale to stereo because manufacturer advertising has promised revolutionary developments to come, along with big costs of present units.

Danziger believes stereo will be the biggest thing in music, in time — but he believes manufacturers should concentrate on getting the stereo concept across in easier stages. "I'd like to see the majors offer, even a cartridge at a reasonable price, to get larger segments of the public started. Unfortunately, you can buy five records for the price of one cartridge — so the customer buys the monaural."

In department stores in the district, one forward - looking buyer

(Continued on page 17)

Stereo Phono Sales at a Glance

Market Area	Current Sales	Holiday Forecast
DenverExcellent.....Excellent
MiamiBelow expectations.....Good
BostonGood to fair.....Good
Los AngelesExcellent.....Excellent
SeattleGood to disappointing....Excellent
DallasExcellent to poor.....Very good
Des MoinesGood.....Very good
New OrleansVery good.....Excellent
WashingtonGood to excellent....Excellent
ChicagoPoor to excellent....Very good
New YorkDisappointingFair

NO STEREOPTIMISM

Sales in New York? Not Good Enough!

NEW YORK — "Disappointing" is the way leading retailers here characterize stereo phono sales to date. And there is little doubt in their minds about why sales aren't as high as expected. They lay the blame on "public confusion."

What kind of business do they hope to do in the pre-Christmas period? They aren't at all sure but their estimates are pessimistic. They hesitate to look any further ahead.

The phono buyer for a swank, carriage-trade chain of music stores didn't want to be quoted directly but he told The Billboard that this would have been a better season if stereo had never happened. He feels that advertising on stereo has been good and bad — good, because the public has been made stereo-conscious; bad, because it has only told the public about stereo and not what it will do for them. The public is terribly confused, he thinks.

"Values have become distorted," he said. "A record and a phono-graph create music in the home. That's what we should be selling — music. Instead, we're selling a two-channel gimmick that the public knows little about. Just to show the level of the confusion, the question we're asked most often is, 'Can I play my old records on this machine?'"

A buyer for a giant department store concurred in this opinion. He told The Billboard that sales were very disappointing, that small phonos are moving as well or better than last year but that the bigger stuff is not selling as well.

This buyer said that business should pick up before Christmas in normal fashion but that sales will not be "sensational." Regarding the first quarter of 1959, his only comment was "hard to say."

As far as his department store trade is concerned, he feels that the move into stereo this year was ill-advised.

"The manufacturer was wrong in going after it now," he said. "We hadn't nearly exhausted monaural hi-fi sales. Now, we're committed to stereo. We can't back out so what we ought to have is an intensive campaign. The one-piece stereo console might be a partial answer for us. At least, it looks like the conventional phono the public is used to."

"Do you want to know how confused the public is? Many of our customers don't even know what 'hi-fi' is yet. They have no idea."

Another aspect of the total picture in New York was described

by Len Chase, of Electronic Workshop Sales Corporation. E-W is a veteran specialist in custom component installations.

Chase told The Billboard that current business is completely satisfactory. He expects their pre-Christmas sales to rise 25 per cent above 1957 and the first quarter of 1959 should hit 10 to 15 per cent higher than the same period this year.

"Our biggest problem," Chase said, "is getting delivery on components. We've been waiting for as long as two months on certain components. This is the only factor that is going to hold our sales down."

IN SEATTLE

Stereo Set To Boom as Sales Rise

By H. T. DUNSTAN

SEATTLE — Dealers here report stereo phono sales are picking up momentum. Dunkle's TV boosts sales by tying in with local VM promotion. Electracraft builds steady business thru normal channels, Harrison TV has suggestions for improving customer relations at the manufacturer advertising level.

Electracraft, Inc., 1408 Sixth Avenue, in downtown Seattle, reports busy sales in stereo phonos by carrying quality merchandise and using steady advertising such as radio. Business in stereo is picking up after a slow start, which was as expected. They look forward to increased stereo sales this Christmas. Ampex is top-selling unit. Manager Runchy says of Ampex: "Cabinet styling accounts for its popularity, plus, of course, very fine sound. It's the man of the family who decides on the sound but the woman has the final say on the furniture, hence, the importance of styling."

Dunkle's TV, 2356 California, West Seattle, reports that stereo phono sales are rolling along as expected with signs of definite picking up in the pre-Christmas season. Newspaper advertising with Packard-Bell and VM billboards have helped sales. Another big help is a local promotion currently going on among Seattle VM dealers. "The VM 1,000 Contest" is being handled by a local ad agency, AMS, and carried over

(Continued on page 17)

THE BIG NEW HITS ARE ON *Mercury*

SOLID CHART CLIMBERS

Smoke Gets In Your Eyes.....	THE PLATTERS	71383
Little Red Riding Hood AND Big Bopper's Wedding.....	THE BIG BOPPER	71375
The Wedding.....	JUNE VALLI	71382
Walking Along.....	THE DIAMONDS	71366
Come Prima.....	TONY DALLARA	71327
Pretend Cha-Cha.....	RALPH MARGERIE	71379
FLAMINGO L' Amore.....	THE GAYLORDS	71369
With This Ring.....	RUSTY DRAPER	71388
How Could You.....	DEL VIKINGS	71390

**SMASH
FOLLOW UP
TO HIS
NO.1 HIT**

**WHY CAN'T I GET
THROUGH TO YOU**

BY

**CONWAY
TWITTY**

MERCURY 71384



Discounter Is Key to Chicago Stereo Sales

By BERNIE ASBELL

CHICAGO — Surging sales in stereo disks indicate to dealers here that somebody is selling lots of stereo phonos. But the question is, "who's selling 'em?" The most frequent answer: discount houses and the big downtown appliance stores.

Stereo disk sales are higher than Bud Winograd, of Roseland Music Center, expected they would be, but stereo phono sales are lower. Conventional phonos below \$100 are moving normally, but all higher-tag phono sales are off. Winograd theorizes that the bigger money customer has been swayed away from the conventional set but he is not yet sure what stereo means for him and whether or not he wants it.

RCA Tops

Of his stereo player sales to date, Winograd says RCA has been the best moving line, which he attributes to its name brand acceptance.

Somewhat the same picture was painted by Alex Leies, of Leies Music Shop, located in a residential area. Leies said about 5 per cent of his package business is now comprised of stereo disks — to customers who must have bought their sets elsewhere. Leies hesitated to predict either the pre-Christmas or post-Christmas outlooks, as Winograd did, too, because he doesn't even know what the present situation is. Both agreed, however, that whoever is selling those mysterious sets, interest in stereo is decidedly on the rise.

One man to whom the sale of sets is no mystery, however, is Max Dolgan, owner of Pearson's Record and Art Show, in the well-to-do suburb of La Grange. Nor is there mystery in his method which he sums up in a single word: "Demonstration."

"All I do is play a record and the customer starts to sell himself," Dolgan testifies. "They seem to find it irresistible. I've had people come over from the picture frame department of our store because they heard the sound of stereo, then listen and walk out with a set. They came in for a picture frame."

Stereo Sales Faster

Dolgan expects that when the Christmas spree is over, he will have doubled last year's phono business, thanks to stereo. He antic-

ipates, too, a strong January and February after paycheck bonuses are distributed.

The stereo sale goes faster and easier than the old conventional hi-fi sale, says Dolgan, and so effective is the customer's self-sell that whatever model he listens to first is the one he is most likely to buy. He likes what he hears and wants it, just that way, and right now.

Dolgan's best success so far has been with Emerson's \$239.95 model. In price and looks, Dolgan finds, it makes a good demonstrator and sales click with gratifying frequency.

So many stereo customers has he made that stereo disks now make up a whopping 25 per cent of total package sales.

One conclusion that might be drawn from these contrasting views is that stereo, like most new luxury devices, will make its first big impression among the usual taste leaders, the middle-class suburbanites, then invade the less affluent homes in the cities later.

NO DISKS FOR STEREO-MINDED COUNTRY FOLK?

NEW YORK — U. V. Blake, dealer in Lubbock, Tex., says stereo record producers are neglecting his customers. We think he has a point.

In an "open letter to record manufacturers," Blake says:

"It's hard to see how disk companies can be so blind to potential markets that they do not issue any country-western music on stereo records. Most other types of music — including 'off-beat' — are covered but there's nothing for the country music fan.

"We're in the middle of cotton-producing country. Crops are excellent and farmers have money. But how in the world are we going to sell them new stereo phonos if we can't supply them with their kind of music?"

"Let's hope the record manufacturers wake up soon and fill this void."

Amen.

IN NEW ORLEANS

Promotion by a Few Helps All Dealers

By A. R. HIRSCH

NEW ORLEANS — Sales of stereo phonos here have been exceptionally good recently, dealers report, and from all indications pre-Christmas buying will be even better. Intensive promotion by several individual firms has apparently helped all dealers.

Buyers are showing interest in top quality merchandise in the stereo phono line and in classical stereo records.

Music Shop, Inc., 4215 South Claiborne Avenue, staged a week-long stereo phonograph educational promotion late in the summer which was strictly non-commercial and which drew capacity crowds, Nancy Jones, of the firm, reports. It consisted of five-hour daily remote broadcasts of stereo music from the shop, and in Mrs. Jones' opinion it did much to stimulate interest in stereo in New Orleans.

Pilot is the Music Shop's top seller, with Zenith in the number two spot. Her customers like Pilot units, Mrs. Jones says, because the idea of a machine produced by a component manufacturer seems to appeal to them. She looks for a "fantastic" demand for stereo phonographs during the Christmas buying season.

Mrs. Ann Martin, manager of the TV, hi-fi and appliance department of Werlein's For Music, 605 Canal Street, has been "well pleased" with recent sales. They staged a three-day stereo phono show last month, with booths available on three floors of their building in which customers could listen to stereo players. The show was promoted with radio, TV, newspaper and car card advertising, and distributors co-operated by supplying staff personnel to assist with demonstrations.

Werlein's leading seller is Fisher. Customers like this make, Mrs. Martin says, because it is built with top quality components. She expects phonograph sales this Christmas to be three times as heavy as last year, due to wide local interest in stereo.

Stereo sales at the Radio Center, 2601 South Claiborne Avenue, have been about equal to expectations to date, reports Mel Permutt, manager, but "prospects for the future are limitless." His firm has

promoted heavily via newspaper ads, and he looks for an extremely active pre-Christmas demand.

"I don't see how any record player in the future can be anything but stereo," Permutt says. "It takes a little more effort to sell stereo phonographs, but they are high-ticket items."

Magnavox is Radio Center's best seller. Permutt says this is because of its long-standing reputation, the styling and competitive prices at which he is able to sell this line.

TEXAS VIEWPOINT

Components Outsell Packages in Dallas

By CLIFF POPE

DALLAS — Sales of stereo phono systems in Dallas have been irregular, ranging from "far above expectations" to "very poor," varying from dealer to dealer.

Custom Music of Dallas reports a backlog of orders for stereo systems, with a customer waiting period of from 30 to 45 days at present.

The store has engaged in no big promotions other than a few club demonstrations, and Tom Hewlett, owner, says he sees no need for further promotion of stereo systems until supply can catch up with demand. He believes the pre-Christmas rush already has started and sees no drop in sales until after the first of the year.

"This backlog of orders is primarily our fault, since we did not foresee the rush and plan with manufacturers accordingly," he said.

His top-selling stereo component is the Glaser-Steers changer, with the new, easy-to-change cartridge and the pause between record changes as the special features with most customer appeal.

Monaural Holds Its Own

Home Music Associates reports demands for stereo sound systems has been just about as expected, with monaural systems still holding

Stereo Supply Lags Behind Denver Demand

By BOB LATIMER

DENVER—Stereo phonograph sales are well above expectations in the Denver area, report three leading retailers.

Sales were said to be anywhere from 25 per cent to 50 per cent greater than expected, it was reported, due primarily to the rapid introduction of lower cost phonographs by Columbia, Motorola and others, according to retailers. All have sent in rush orders within the last 30 days, to replace units which sold unexpectedly well, and are expecting that it will be necessary to increase originally planned Christmas inventories by 100 per cent or more.

A typical record and high-fidelity retailer, Sepp Kurzhals, owner of La Scala Music, reported stereo phonograph sales to be around 35! Better than expectations for September, October and November, with sales still on the rise. He feels that general public interest, heightened by a lot of editorial space in Denver newspapers, has been one reason for unexpectedly worthwhile sales, while another reason has been extremely aggressive promotion in the store. The fact that it is so easy to mount two speakers in opposite corners of a room and place a stereo phonograph on the table in the center, inviting customers to sit down and listen at leisure has been his most effective promotion.

"Stereo seems to sell itself once we get the two-speaker point over with the prospect," Kurzhals indicated.

Kurzhals' top-selling stereo items have been Columbia, in phonographs, and London in records. He feels that the chief reason for the success of the Columbia phonograph has been the fact that all controls are mounted on the basic unit. Most people who have had experience with stereo phonographs and tape recorders heartily dislike the necessity for moving from one unit to another in order

to adjust the tone to their satisfaction. The size of the unit, and its design has been equally popular.

Monaural Story Told

Incidentally, a point which Kurzhals enjoys bringing to his prospect's attention is the fact that the balancing control on the set, used with the bass-treble controls, allows shifting the treble to a single speaker and produces an almost stereophonic effect on monaural records.

"We demonstrate this point and it is a pleasure to see how the customer's face lights up," Kurzhals said. "Most of them think it will be necessary to do away with most monaural records once they get into stereo. Making this point, of course, indicates that they can get advanced pleasure from monaural records, too, and has broken down sales resistance surprisingly well."

At Onofrio Music Company, owner Joe Onofrio was thoroughly excited over results of the first few months of stereo phonograph merchandising. Here, again, sales have been beyond expectations, resulting in allocating double space to stereo phonograph display. Onofrio uses several models, hooked up to single pair of speakers and can readily switch from one phonograph to another, in order to demonstrate them comparatively with the same speakers. Carrying several lines, he, too, has found Columbia to be his consistently best seller and for approximately the same reasons. Onofrio believes that the eye-appealing design of the Columbia set has a lot to do with the effects as well.

His merchandising operations have combined direct mail, heavy use of display advertising built around "prestige brands" and, again, effective demonstration methods. Onofrio plans to follow up on every customer who originally bought monaural high fidelity equipment from him, and to interest them one by one in switching to stereo. A few experiments in selling this way produced some outstanding results, to the point that Onofrio feels that stereo phonographs and records will set sales records during 1959.

Supply Problem

Both Kurzhals and Onofrio voiced the opinion that there will be an all-out gift market for stereo (Continued on page 48)

HEY! DON'T FORGET ABOUT STEREO TAPES

WASHINGTON — In all the stereophonic phono stir, there is still at least one dealer here who is strongly pro-stereo tape. Herb Hershfield, of Kitt's Music Shop, has been a first-rate tape merchandiser almost since it hit the market. Rapid acceptance of stereo disks hasn't changed his tape views.

He expects that tape will eventually replace all disks.

"Tape will inevitably become the major factor in home music," he says, "because logically everything points to the superiority of tape over records. A false fear has been allowed to drag anchor on the tape market. Manufacturers have fallen down on their part of the job."

Tape's good points, Hershfield believes, are "practically infinite life, easy handling, and the fact that tape prices—a big barrier—are coming down." He believes the price will be brought down to the level of records with widespread production of four-track, 3 and 3-4 ips. tapes.



RUINED...

Why let an ordinary diamond needle chew up your records? They can become as chisel-sharp as a dog's fangs. Avoid this risk with the "needle that remembers". The fabulous Duotone Diamond Needle that tells you when to check or change your needle. The perfectly-made needle that Independent Laboratory tests show to excel in contour, polish, radius tolerances, mounting and construction. Costs no more than an ordinary diamond. Send for booklet.

DUOTONE COMPANY, INC.
Keyport, N. J.

DUOTONE..
is different

TAPE RECORDERS

HI FI COMPONENTS
Tapes—Accessories
UNUSUAL VALUES
Send for Free 1959
Catalog.

DRESSNER
49-02 B-174 St.
Flushing 45, N. Y.

MERITAPE
Low Cost,
High Quality
Recording Tape—
in boxes or
cans.

Stereo Growth Has Problems

• Continued from page 14

said: "This stereo is a marvelous thing. We expect to see the biggest business the industry has ever experienced, but not for another year or two."

Most department store people admit that "department stores naturally lag the furthest behind in stereo phono sales." One buyer admitted that "right now we're scarcely moving ours, altho we expect to pick up during the Christmas buying."

The reason for the lag is twofold: the average department store clientele, predominantly females, doesn't know enough about stereo yet to want it, and to realize that she can handle it. The stores admit to much of the blame for this because of their own poor promotion.

Manufacturers and dealers both have to take responsibility for lagging sales in many areas, says Kitt's vigorous Hershfield. Of the dealers, he says:

"The customers are undecided because the dealer himself is undecided. Dealers are literally afraid to get educated themselves, and to educate their customers in stereo. Our Kitt store customers have been kept up to date on stereo from the start. The way to stereo success is for every dealer to make sure all of his customers are educated in stereo."

Kitt's has closed out all non-stereo items, with the same finality with which Detroit switched from buggy to auto. Hershfield believes there will be no returning to the old ways.

In tape equipment, Kitt's favors the Ampex. Master tapes are made at the factory on Ampex, and Kitt feels that's good enough for the customer, too. "Pilot" phonographs are their choice for records, particularly stereo. "Pilot is a new

name in the package line, but we feel it's superior in the market today."

In addition to the creme-de-la-creme in phono equipment, the store expects to add a few medium-priced lines in stereo - "Not just for Christmas selling, but on a permanent basis."

Hershfield believes radical changes in both Ampex and Pilot lines, both in sound and appearance, assure continuing sales now and thru the coming months. "They're gorgeous," said Herb.

Orchids were handed out to the stereo equipment itself, as put out by the majors. Among the dealers, Campbell's favored Fisher and Stromberg - Carlson - with Fisher given top honors. "We like the sound. We sell performance more than specifications, also. Fisher equipment is all integrated." Both lines offer eye-appeal as well as performance, said Campbell's Warren.

Department store buyers were more cagey about singling out any special line. One store of substantial size, again anonymous at their request (there appears to be a Macy - Gimbel complex growing among district department stores) said: "We carry several lines, and they sell equally well." Hoffman, Victor, Columbia and Zenith were mentioned as favorites.

Bid Spread in Stereo Phono Sales Survey

• Continued from page 1

exuberant about stereo sales. Those who lamented the stereo present were puzzled. It had seemed so good when they laid fall plans last September and their prospects never materialized. Worst of all, ordinary high fidelity consoles, that had been doing so well for the past two or three years, had dropped off as well. And stereo is blamed for this dropping off. The public, dealers think, is so confused about stereo that it isn't buying anything.

Those who are doing well at present look forward to a terrific holiday shopping season. They view the future as a "tremendous" one, to borrow an adjective from a Washington retailer. Even those who aren't doing well and are not optimistic about Christmas and the first quarter of '59 are still "sold" on the stereo concept. As one dealer said, "We can't turn back now."

So, on all fronts, dealers are positive that 1959 will be the "stereo year."

Seattle Report

• Continued from page 14

KING-TV and Radio (recently in the news for being selected as the Seattle NBC outlet starting next year). Winner will be the one who comes closest to guessing the combined weights of the staff (deejays, newsmen, etc.) at KING.

In addition to VM, Dunkle's carries Packard-Bell and several other lines. Dunkle's attributes the popularity of Packard-Bell to the styling of its cabinet and the fact that people have had good reaction to Packard-Bell radio and TV sets.

On the other hand, Harrison TV and Radio, 8525 Greenwood, reports stereo phono sales below expectations during the first few months. They carry Packard-Bell, Webcor, RCA and Capitol. Harrison says many customers are vague about the principles behind stereo and have trouble making a decision. He feels that if manufacturers used layout diagrams in their national ads, there would be more public acceptance of stereo followed by bigger sales.

Miami Story

• Continued from page 14

fac sales "have not set the world on fire."

"I'm not sure just what my expectations were in the way of stereo phonograph sales, but I have been disappointed," he said.

"There is plenty of interest, and if we sell just 10 per cent of those who are looking, we will be doing very well. This type of equipment is more than a luxury, it is a necessity to music lovers, and it will sell."

Spector set up a special stereo room, where customers spend as much time as they want and sample the various units in an "atmosphere conducive to selling." But many of them are not quite ready to select a unit, he found.

His best line is Magnavox, because of sound, cabinetry and list price stability, he reports.

Southland Music, Miami, reported phonograph sales ahead of last year, due to stereo. Owner Mark Max agreed that Christmas sales should be good, and forecasts that hi-fi sales will lose out almost completely to stereo.

Magnavox's Model 202, one-piece stereo, has produced the best sales results, he said. "A lot of people have limited space in their homes and this one-piece unit is the answer to this problem."

"I feel that the public's education about stereo has been bad. Too many people, wives particularly, have the idea their home must be filled with wires and junk, instead of something that looks nice."

"Dealers themselves are somewhat at fault for not learning enough about stereo, and thus are unable to overcome the customer's inability to understand stereo."

Southland has made no particular promotional effort on stereo - "we are a fast turn-over store and rely chiefly on word-of-mouth advertising," Mr. Max said.

"MERRY CHRISTMAS, BABY"
b/w
"RUN, RUDOLPH, RUN"
CHUCK BERRY
CHESS 1714

Follow-up to
"10 COMMANDMENTS OF LOVE"
"I WANT SOMEBODY"
HARVEY
(formerly with the Moonglows)
CHESS 1713

"I'M LEAVING YOU, BABY"
HOWLING WOLF
CHESS 1712

"CROSS MY HEART"
SONNY BOY WILLIAMSON
CHECKER 910

"GIVE ME A LITTLE LOVE"
BILLY EMERSON
CHESS 1711

"DO YOU REMEMBER"
L. C. COOKE
CHECKER 903

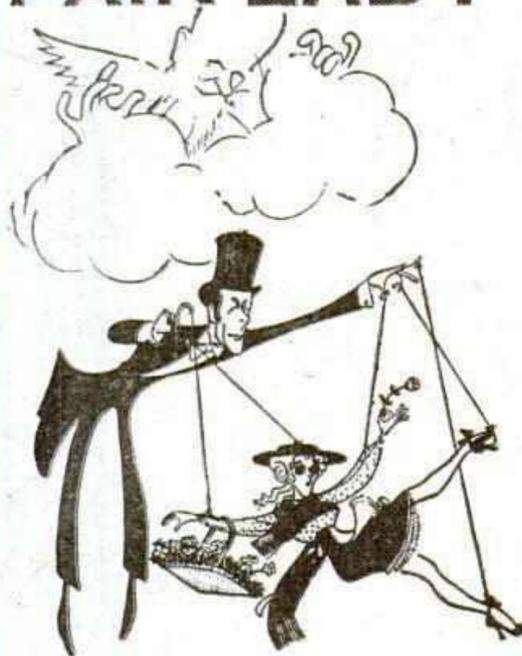
CHESS PRODUCING CORP.
2120 S. Michigan, Chicago 16 (CA-5-2770)

DON AMECHE
 ELAINE STRITCH
Goldilocks



OL 5340

REX HARRISON
 JULIE ANDREWS
 with Stanley Holloway
MY FAIR LADY



OL 5090



Book by ARTHUR
 Music by LEONARD
 Lyrics by STEPHEN

OL 5230

SOUTH PACIFIC

LI'L ABNER

SHOW BOAT

KISS ME, KATE

STREET SCENE

GENTLEMEN PREFER BLONDES

PETER PAN

PAL JOEY

YEAR AFTER YEAR, BROADWAY'S GREATEST SHOWS ARE RECORDED BY THE

**ANOTHER OPENING,
ANOTHER SHOW...
ON COLUMBIA, OF COURSE!**

West Side Story



AURENTS
BERNSTEIN
RODZIN

JUDY HOLLIDAY

Bells are Ringing



OL 5170

Music by **RICHARD RODGERS**
Lyrics by **OSCAR HAMMERSTEIN 2nd**
Book by **OSCAR HAMMERSTEIN 2nd and JOSEPH FIELDS**

FLOWER DRUM SONG

OPENING DEC. 1



OL 5350

RODGERS & HAMMERSTEIN ... JOSEPH FIELDS

FLOWER DRUM SONG

Music by **RICHARD RODGERS**
Lyrics by **OSCAR HAMMERSTEIN 2nd**
Book by **OSCAR HAMMERSTEIN 2nd and JOSEPH FIELDS**

Music by
Lyrics by
Book by

GENE KELLY



THE PAJAMA GAME

THE MOST HAPPY FELLA

KISMET

FINIAN'S RAINBOW

ORIGINAL CASTS ON HIGH-FIDELITY RECORDS BY

COLUMBIA

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The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING NOVEMBER 22

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

This Week		Last Week	Weeks on Chart
1.	Sing Along With Mitch	4	21
	Mitch Miller, Columbia CL 1160		
2.	South Pacific	2	36
	Sound Track, RCA Victor LOC 1052		
3.	Tchaikovsky: Piano Concerto No. 1	6	18
	Van Cliburn, RCA Victor LM 2252		
4.	The Kingston Trio	1	5
	Capitol T 996		
5.	Gigi	7	24
	Sound Track, M-G-M E 3641 ST		
6.	My Fair Lady	3	139
	Original Cast, Columbia OL 5090		
7.	Only the Lonely	5	10
	Frank Sinatra, Capitol W 1053		
8.	More Sing Along With Mitch	19	4
	Mitch Miller, Columbia OL 1243		
9.	King Creole	8	12
	Elvis Presley, RCA Victor LPM 1884		
10.	Johnny's Greatest Hits	9	34
	Johnny Mathis, Columbia CL 1133		
11.	Ahmad Jamal	11	3
	Argo LP 638		
12.	Victory at Sea, Vol. 2	14	4
	RCA Victor Symphony Orch. (Bennett) RCA Victor LSC 2226		
13.	But Not for Me	18	11
	Ahmad Jamal Trio, Argo LP 628		
14.	Film Encores	10	67
	Mantovani, London LL 1700		
15.	South Pacific	12	244
	Original Cast, Columbia OL 4180		
16.	The Music Man	12	40
	Original Cast, Capitol WAO 990		
17.	Stardust	16	20
	Pat Boone, Dot DLP 3118		
18.	Swing Softly	20	11
	Johnny Mathis, Columbia CL 1165		
19.	Belafonte Sings the Blues	—	4
	Harry Belafonte, RCA Victor LOP 1006		
20.	Oklahoma!	13	162
	Sound Track, Capitol SAO 595		
21.	Damn Yankees	—	1
	Sound Track, RCA Victor LOC 1047		
22.	Gems Forever	15	18
	Mantovani, London LL 3032		
23.	Till	17	21
	Roger Williams, Kapp KL 1081		
24.	Hymns	22	93
	Tennessee Ernie Ford, Capitol T 756		
25.	Strauss Waltzes	24	2
	Mantovani, London LL 685		



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

AROUND THE WORLD IN EIGHTY DAYS

Sound track—Victor Young Ork. Decca DL 79046

STEREO & MONAURAL

This colorful sound-track package has been a durable best seller in the monaural field and should enjoy similar sales success as a stereo package. The Academy Award winning film is still showing, and stereo heightens the effectiveness of the late Victor Young's delightful score.



THE DAY THE RAINS CAME

Jane Morgan—Kapp 1105

Another fine package from Miss Morgan that should please jocks and sell as well as her previous releases. It's a nicely balanced set that includes tunes from movies and shows, current pop tunes and her own current singles hit, "The Day the Rains Came." Pretty cover shot of the artist should help sales.



Pop EP Albums

EXTRA—ELVIS SAILS

The Press Interviews Elvis Presley—
RCA Victor EPA 4325

A natural. Even the portions of this were aired on TV at the time of the Presley departure for Europe, this should become a collector's item for the fans. On side one is the interview with the general press. Side two has an interview with the newsreel people and then in the library of the ship which took him to Germany Pat Hemon gets a final word from the singer. It was all very dramatic. A great gift item.



Jazz Albums

JAZZ BALLETS FROM BROADWAY

Conducted by Robert Prince—Warner Bros. B 1240

Balletomanes will find this a choice set. Tho in both cases, the music for each ballet is jazz-based, the set can have appeal in several markets. Both ballets received highly favorable reviews, when presented on the New York stage. The music in each case is strong enough to stand alone. Sound is excellent. Shot of dancers in a scene from the Prince work provides an excellent cover.



Semi-Classical Albums

GILBERT & SULLIVAN: THE PIRATES OF PENZANCE
(2-12")—The D'Oyly Carte Opera Company with the
New Symphony Orch. (Godfrey)—London OSA 1202

STEREO & MONAURAL

Another in the new D'Oyly Carte waxings, out a year monaurally, brings a wonderful extra dimension to the bubbly operetta in good stereo. Colorful cover shot of the finale, text and substantial packaging. A must for all G&S fans and a good argument to get stereo equipment.



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

----- Classical Albums -----

VAUGHAN WILLIAMS: SYMPHONY NO. 9

The London Philharmonic Orch. (Boult)—
Everest SDER 3006

STEREO & MONAURAL

A distinguished Tribute-in-Stereo to the late British composer, marking the first recording of what was Williams' last major symphonic work. Sir Adrian Boult, who has a great understanding of Williams' melodic inventions, gives the symphony a beautifully polished performance, enhanced by the trick of the composer in adding a flugelhorn and saxophones to the standard symphony ork. The liner notes, incidentally, are almost entirely made up of Williams' own sprightly notes in which he furnished a sort of musical road map to his own composition.



----- International Albums -----

JULIETTE

Juliette Greco—Columbia WL 138

On the heels of her sensational film debut in "Roots of Heaven," Juliette Greco's latest high-voltage album is a sure bet to capture a sizable chunk of the market. The sultry-voiced siren with the sardonic songs is more dynamic than ever as she again sings mainly about the seamier side of life. And there's one band in which the only word is "si," but it tells an unmistakable story and adds up to one of the most searing pieces of material ever recorded.



----- Sound Albums -----

RESPIGHI: FESTE ROMANE; RACHMANINOFF: SYMPHONIC DANCES (2-12")—The London Symphony

Orch. (Goossens)—Everest SDBR 3004

STEREO & MONAURAL

This attractive, two-record package may well become one of the standard showpieces in the stereo field; the only word that sums up the sound adequately is "enormous." Belock-recording has wisely spread the two works into two LP's (when they might have been squeezed into one) with no sacrifice of dynamic range. Unlike many special "audiophile" records which waste good sound on musical trivia, the performances and selections are first-rate, with the "Circus Maximus" portion of the Respighi work proving a dramatic experience.



----- Specialty Albums -----

PETER USTINOV

"The Grand Prix of Gibraltar"—Riverside 12-833

This hilarious album is nothing short of a virtuoso comic performance for Peter Ustinov, whose razor-sharp wit makes him one of TV's ace guest stars. Here, aided by a cover that's a great sight gag, he turns his satirical spotlight on sports car racing, producing a "Grand Prix of Gibraltar" classic out of thin air, complete with trackside interviews with ace drivers of Germany, Italy, England, U. S., etc., and the race itself—with full sound effects. Almost anyone will find this record funny, and it will reduce auto fans to helpless guffaws in seconds.



THE NAKED CITY

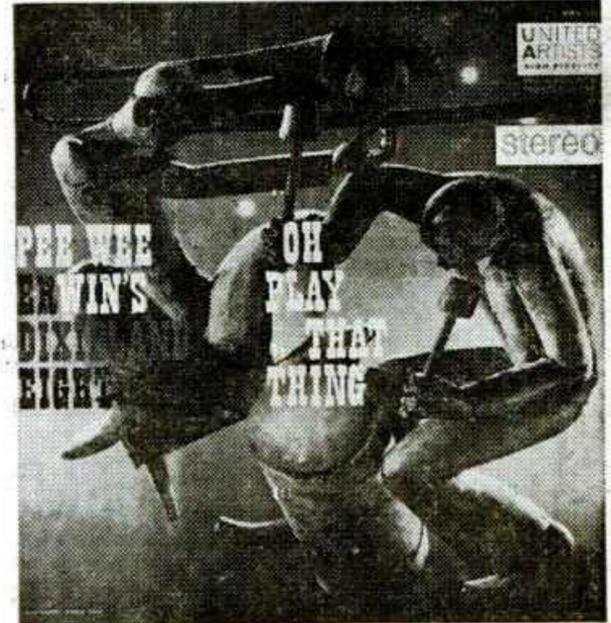
Original Cast—Colpix 504-26

This album marks a refreshing departure from the well-gouged groove in that it presents a musical whodunnit (following the pattern of the TV series of the same name), complete with an original score and song material, written especially for this package. It has the flavor and spontaneity of an original cast show album thanks to George Dunning's music and fine lyrics by Ned Washington. Principals, Jo Ann Greer and Jimmy Darren handle their parts competently against rich ork backing from Morris Stoloff. Narration by John McIntire and choral support from the Jud Conlon singers are excellent. Sound is exciting and realistic. Popularity of the TV series to which the set is related can influence buys.



(Continued on page 24)

ALBUM COVER OF THE WEEK



OH, PLAY THAT THING. United Artists UAS 5910. Fascinating cover shot of modeled figurines giving out with that old-time jive catches the album's spirit to a tee. It's a wonderfully expressive photo that's sure to pull in sales.

• **Most Played by Jockeys** FOR SURVEY WEEK ENDING NOVEMBER 22

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

1. ONLY THE LONELY Frank Sinatra
Capitol W 1053
2. HAVE BAND, WILL TRAVEL Lester Lanin
Epic LN 3520
3. YES INDEED Pat Boone
Dot DLP 3121
4. VOICES IN LOVE Four Freshmen
Capitol T 1074
5. THE KINGSTON TRIO Kingston Trio
Capitol T 996
6. CONCERT IN RHYTHM Ray Conniff Ork
Columbia CL 1163
7. THE VERY THOUGHT OF YOU Nat King Cole
Capitol W 1084
8. POLITELY Kelly Smith
Capitol T 1073
9. MORE SING ALONG WITH MITCH Mitch Miller
Columbia CL 1243
10. BERLIN BY LOMBARDO .. Guy Lombardo and Royal Canadians
Capitol T 1019



Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 22

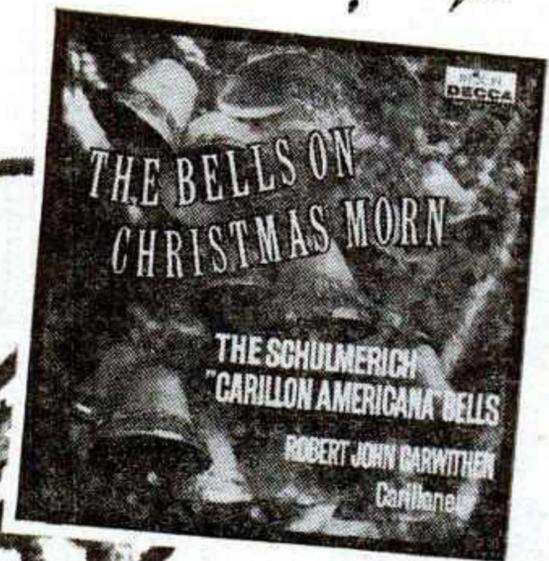
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1. KING CREOLE, VOL. 1 Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2 Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS Sun EPA 111
4. SPIRITUALS Tennessee Ernie Ford, Capitol EAP 1-818
5. THE LORD'S PRAYER Pat Boone, Dot DEP 1068
6. NEARER THE CROSS Tennessee Ernie Ford, Capitol EAP 1-1005
7. THE FABULOUS JOHNNY CASH Columbia B-12531
8. SONGS OF THE FABULOUS FIFTIES
..... Roger Williams, Kapp KE717
9. THE EVERLY BROTHERS Cadence CEP 107
10. STARDUST Pat Boone, Dot DEP 1069

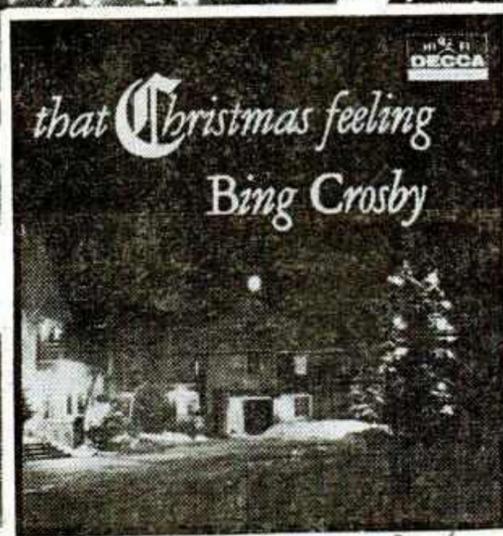
a DECCA Christmas



HOLIDAY MUSIC FOR HAPPY PEOPLE
Bobby Roberts DL 8818
(Stereo) DL 78818



THE BELLS ON CHRISTMAS MORN
Schulmerich "Carillon Americana" Bells DL 8792



THAT CHRISTMAS FEELING
Bing Crosby DL 8781



CHRISTMAS WITH JESSE CRAWFORD
DL 8794
(Stereo) DL 78794



NOËL NOËL
Hans Carste DL 8809*
(Stereo) DL 78809



O, TANNENBAUM
Werner Muller DL 8366



CHRISTMAS EVE with BURL IVES
DL 8391



AROUND THE CHRISTMAS TREE
Bing Crosby, Peggy Lee,
Victor Young, etc. DL 9056



JOYOUS BELLS OF CHRISTMAS
Owen Bradley DL 8652



A MERRY CHRISTMAS WITH THE FOUR ACES
DL 8191

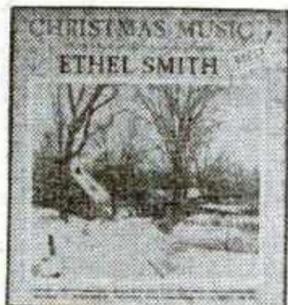


JINGLE BELLS
Guy Lombardo DL 8354

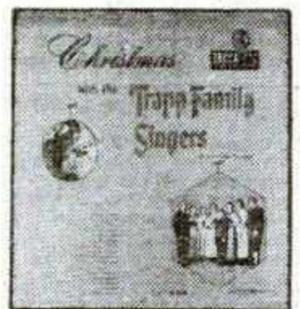
Tree of Hits!



MERRY CHRISTMAS
Bing Crosby DL 8128



CHRISTMAS MUSIC
Ethel Smith DL 8187



CHRISTMAS WITH THE TRAPP FAMILY SINGERS—Vol. 1
DL 9553



CHRISTMAS CAROLS
Leroy Anderson DL 8193



CHRISTMAS AROUND THE WORLD
Svend Saaby Choir DL 8204*



MUSIC OF THE MEDIEVAL COURT AND COUNTRYSIDE
New York Pro Musica DL 9400



THE LITTLEST ANGEL
Loretta Young DL 8009



'T WAS THE NIGHT BEFORE CHRISTMAS
Fred Waring DL 8171

A CHRISTMAS SING WITH BING
Bing Crosby DL 8419

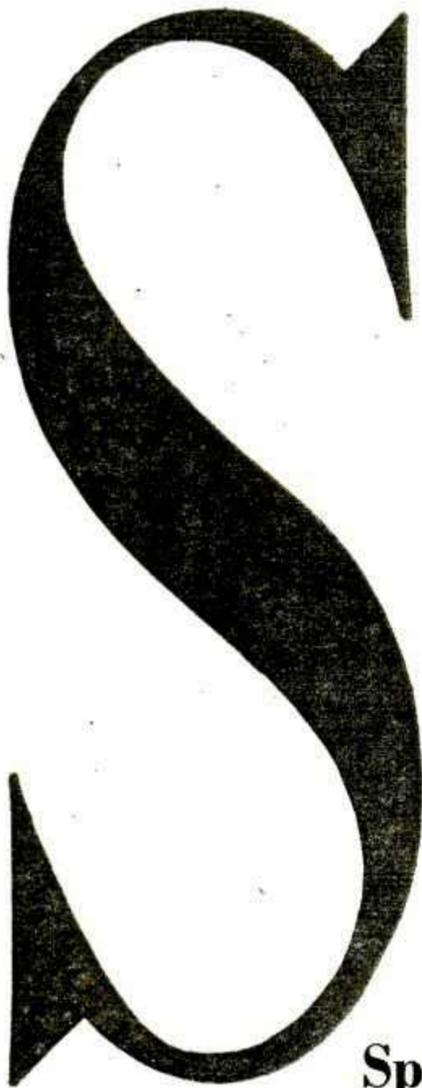


WHITE CHRISTMAS
Bing Crosby, Danny Kaye, Peggy Lee DL 8083



*Recorded in Europe by Deutsche Grammophon Polydor Series





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• Review Spotlight on Albums . . .

• Continued from page 21

-----Spoken Word Special Merit Albums-----

DON QUIXOTE

Read by Lester G. Crocker—Folkways FL 9866

Admittedly, this is an album that will have to make it on a very special appeal, but it deserves pushing and may develop as a seller in its own way. Album contains a series of selected readings from "Don Quixote," one of the greatest of literary classics and one that gains constantly in favor, by Lester Crocker, who is certainly familiar with the material, having translated the book from Spanish to the English of the Pocket Library Edition. Splendid cover and notes.

The number for "Train Whistle Blues," by Jimmie Rodgers, which was spotlighted in last week's issue of The Billboard, was unintentionally omitted. The album is available on RCA Victor LPM 1640.

The correct artists for "I Want to Live," a jazz spotlight in the November 24 issue of The Billboard, are Gerry Mulligan and His Jazz Combo.



• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Saleable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

★★★★ THE HERD RIDES AGAIN IN STEREO

Woody Herman, Everest SDBR 1003

STEREO & MONAURAL

Very often the "class reunion" kind of recording session doesn't come off; this one is a notable exception. Aided by most of the key men in the famed "First Herd," maestro Herman has himself a real ball with oldies like "Caldonia" and "I Cover the Waterfront," and the effect of the big, driving band in stereo is a real stopper. Should delight all of Woody's regular aficionados, and create a lot of new ones.

★★★★ THE DAY THE RAINS CAME

Raymond Le Fevre Ork, Kapp KL 1103
A very listenable mood package from the French orkster. Selections are made up of hit international melodies. It's an excellent programming set for jocks. Package can sell to both adults and teens. Tunes include "The Day the Rains Came," "With All My Heart" and "Around the World."

★★★★ DORIS DAY'S GREATEST HITS

Columbia CL 1210
The label has taken some of the best-selling singles made by the thrush over the past few years and collated them in this bright, happy new LP. Tunes include her recent hit, "Everybody Loves a Lover," and goes back to one of her hits of a few years ago, "A Guy Is a Guy." A strong collection for fans of the talented thrush.

★★★★ THE GOOD OLD DAYS

Eddie (Piano) Miller, Kapp 1108
An album full of nostalgia is contained on this new set featuring Eddie (Piano) Miller playing the old songs. In addition to Miller's honky-tonk piano, there is a male vocal group to sing such songs as "Wedding Bells are Breaking Up That Old Gang of Mine," etc. Other songs include "My Buddy," "Mademoiselle From Armentieres," and "Dardenella. For the older folk, and a lot of the younger set, too, this LP should have a lot of party appeal.

★★★★ MIKE TODD'S BROADWAY

Musical Director, Everest LPBR 5011
A spectacular package in the Todd tradition, with text and photos boxed for strong sales and display value. Disk, instrumentals in a symphonic vein, is anticlimactic but a pleasant mood collection of 11 tunes from Todd productions. Frequent air play should help sales, too.

★★★★ HOP HIPARTY, VOL. II

Various Artists, Columbia CL 1269
A terrific sampler containing some of the label's best talent—Johnny MV El, NGNG "Call Me," Mahalia Jackson's "My Good Fortune," Tony Bennett's "Fifty," and Les Paul and Mary Ford, Johnny Cash, Sammy Kaye, Eileen Rodgers and others. A bright, holiday cover sets it off. Solid value.

★★★★ I LOVE MOVIES

Michel Legrand Ork, Columbia CL 1178
Lush, artistic arrangements of material

gathered from some 30 years of film scores, including "Falling in Love Again" from the "Blue Angel," "Cheek to Cheek from "Top Hat" and "Only You" from "Around the Clock." Good sound. A set of liner notes captures considerable flavor of the films.

POPULAR ★★★

★★★ MARTY ROBBINS

Columbia CL 1189
As usual, Robbins has another collection of strong sides here. Performances retain Robbins' country individuality, but will also have a good pop sale. Material includes Hank Williams' "Kaw-Liga," and Fred Rose's "Waltz of the Winds," plus quite a few newer songs.

★★★ LA BELLE BARDOT

Ray Ventura & Ork, Dot DLP 3120
Any similarity between la belle Bardot and the album of the same name is purely in the cover art. Ray Ventura presents a palatable package of French film music, including some from the Bardot pix. (Who can pay attention to the score in her films?) It makes for pleasant listening, but count on the cover's BB shot to sell this one.

★★★ AY CARAMBA!

Autobal's Cuban All-Stars Directed by Obdulio Morales, London LL 3056
For those who enjoy Cuban dance material this album should be a delight. It contains authentic dance rhythms of Havana, as played in the night clubs in the Cuban capitol. Tunes include Latin rhythms such as cha cha chas and bambos, the latter a new type of Latin rhythm in six-eight time. The music is bright and listenable and full of the gummy vigor that sparks much authentic L-A music.

★★★ JO'S GREATEST HITS

Jo Stafford, Columbia CL 1228
This is one of the label's series featuring best-selling sides by various artists. Set includes some of the great thrush's top disks. Her fans will find this a real treat. Numbers include "You Belong to Me," "Shrimp Boats" and "Jambalaya." Pretty cover carries photos of the artist.

★★★ ROSIE'S GREATEST HITS

Rosemary Clooney, Columbia CL 1230
Here's a fine collection of hits by Miss Clooney that should please her many fans and gain her many more. Starting with one of her first records, "Mixed Emotions," the set includes such well-known sides by the thrush as "This Ole House," "Hey There," "Half as Much," "Tenderly," "Why Don't You Haul Off and Love Me," and many more. Should appeal to fans.

★★★ SALUDOS AMIGOS

With Leo Perachi Ork, Disneyland WDL 3039
Many of the tunes are from Disney's film of some years ago—"Saludos Amigos." The spicy Latin numbers are infectious and contagious, as interpreted by Perachi's ork. It's an excellent programming and dancing set that can find a market. Selections include "Brazil," "Saludos Amigos" and "Baia."

★★★ BE OUR GUEST

Martha Tilton, the Buccaneers & the Jack Halloran Quartet, Stepheny MP 4009

A nice, tuneful showcasing of the litin' Miss Tilton and the two male vocal groups, with each taking two tracks per side. The talent, most of the tunes, and the ork backing are currently products of Chicago, and the waxing should have strong appeal to Midwest listeners and viewers. Well-recorded monaural sound. Deejays might like Miss Tilton's "My Dog Has Fleas" novelty; it's real cute.

★★★ RHAPSODY

Ferrante and Teicher, Pianists, Urania USD 1009

STEREO & MONAURAL

Stereo enhances the excellent pianistics of the team on this LP (monaural version released last summer). Package spotlights flashy line-up of familiar rhapsody themes; Liszt's "Second Hungarian Rhapsody," "Rhapsody in Blue," etc. Romantic wax.

★★★★ THE FOUR LADS' GREATEST HITS

Columbia CL 1235
This big-selling quartet has powerful ammunition in this package—with such smashes as "Who Needs You," "No, Not Much," "The Mocking Bird" etc. Back cover, instead of usual liner notes, contains a photo of the group—making the package a two-sided display piece.

POPULAR ★★

★★ CHARLES K. L. DAVIS AT THE ROYAL HAWAIIAN

With Raoul Poliak Ork & Chorus, Everest SCBR 1015

STEREO & MONAURAL

It seems incongruous at first to hear a trained voice of operatic caliber sing Hawaiian pop songs, but Charles K. L. Davis soon makes it clear—he's at home with "Beyond the Reef" and others of the genre. He should be, for the 1958 winner of the Metopera Auditions is a Honolulu boy. He shows his versatility on the flip side, singing pop faves such as "In the Still of the Night" and "Younger Than Springtime." He has power to spare, and as he develops his pleasant style further a lot more should be heard from and about Davis.

★★ WITH A SONG IN MY HEART

Eric Johnson Ork, Westminster WST 15022 & WP 6099

STEREO & MONAURAL

Okay orchestral rendition of R & H favorites ("Manhattan," "Lover," "Blue Moon," etc.). Strong stereo separation will make listener aware of two channels. The love ballad program could attract collectors of Broadway show tunes.

★★ GUY'S GREATEST HITS

Guy Mitchell, Columbia CL 1226
A packaging — as the title indicates — of Mitchell's real smashes in the singles field. Material includes rockabilly type sides, as "Singing the Blues" and "Knee Deep in the Blues," and a flock of folk-flavored hits, such as "Sparrow in the Treetop" and "The Roving Kind." Good value.

★★ MOONLIGHT AND ROSES

Ken Griffin, Organ, Columbia CL 1207
A sampling of the late popular organist's repertoire, still fine for listening, singing along with, or dancing. A batch of great standards include title song, "I'm Always Chasing Rainbows," "Sweet Georgia Brown," and waltzes such as "Wunderbar" and "Hi-Lili, Hi-Lo."

★★ WINTER

The Camarata Ork, Disneyland WDL 3026

STEREO & MONAURAL
An interesting seasonal venture, this first came out last winter as a monaural release. Titles include "Winter Wonderland" and

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★★ GIANT WURLITZER PIPE ORGAN, VOL. 4

Leon Berry. Audio Fidelity AFLP 1845
The sound hounds who have bought the label's three previous recordings of Leon Berry's keyboarding on the giant Wurlitzer organ in his basement will probably like this one, too, but its chief appeal is the wide-range sound rather than the music.

★★ AL MELGARD AT THE CHICAGO STADIUM ORGAN.

Audio Fidelity AFLP 1886
Another in the Audio Fidelity line of recorded theater organs. This time, it's the "World's Largest Theater Pipe Organ" located, appropriately, in the Windy City, and played by Al Melgard. The sound is big and spacious, but the music is typified by "I've Been Working on the Railroad" in an arrangement credited to Melgard and Sid Frey.

★★ HAPPY DAYS

The Mulcays. Dot DLP 3133
Jim and Mildred Mulcay combine harmonicas for a package of standard ditties dished up in commercial style. Those who go for mouth organ music will bend a willing ear to this release.

★★ JUNGLE FANTASTIQUE

The Bobby Montez Quintet. Jubilee JLP 1085
The Bobby Montez Quintet, West Coast Latin group, whips together a collection of Latin dance tunes, featuring vibes, piano and drums. First side is frenetically performed, concluding with a frantic seven-minute drum rendition of "Kon-Tiki." Provocative girl on cover can stimulate some interest.

BAND ★★★

★★ THE DEUTSCHMEISTER BAND
Julius Herrmann, Conductor. Westminster EST 15024

STEREO & MONAURAL

The small sound here may hamper the sale of this disk as a stereo demo record, but it's lovely sound nevertheless. Brass band enthusiasts will find this Viennese band superb. The marches are sweetly played rather than in the overpowering boom-boom fashion associated with German military music. Cover shot of scantily clad American drum majorette may not be in keeping with Austrian regimental custom, but will attract eyes.

CHRISTMAS ★★★

★★★ THE SOUNDS OF CHRISTMAS
Warner Bros. W 1238 & WS 1238

STEREO & MONAURAL

Set mixes favorite carols and pop type Christmas songs among these 17 selections. The performances are all instrumental and feature chimes, bells and a music box. It adds up to a rather quaint, Christmas offering with a pleasant nostalgic flavor. A good feeling of depth is created in the well-handled stereo work. A particularly attractive cover shows little Christmas tree snowmen against a bright background of color. Appealing set.

★★★ CHRISTMAS SURPRISES
Disneyland MM 30

A nice Christmas present for the youngster who likes the Disney blend of humor and sentiment. Record contains several extended-play items already released on the Disney label, such as yuletide novelties by the "All Mouse Symphony," reading by Cliff Edwards of "Night Before Christmas," and a "Jingle Gones" by a group known as "Witches 3 and Friends." Benefits from the tie-up with the Mickey Mouse Club.

★★★ A CHRISTMAS TO REMEMBER
The Jimmy Joyce Singers with The Billy May Ork. Warner Bros. W 1237 & WS 1237

STEREO & MONAURAL

Here's a gay yule package for the whole family, spotlighting wholesome, warbling by three children's groups and three adult groups—sometimes blending together, sometimes separately. The results are delightful. Selections include traditional and originals, with fine backing by Billy May. Fine holiday wax for jocks.

★★★ SOME CHILDREN SEE HIM
The Children's Choir of All Nations. Warner Bros. W 1231 & WS 1231

STEREO & MONAURAL

The 37 children in this choir comprise a wide range of religions, races and nationalities. Here, they blend their childish, untrained but wholly charming tones in the singing of 22 Christmas songs, carols as well as the almost traditional "Rudolph," plus other poppish songs of the holiday season. Cover photo of the group in action is a winner and the sound itself can have appeal to some grownups as well as their kiddies.

★★★ CAROLING CAROLING
The Gene Lowell Chorus. Warner Bros. W 1233 & WS 1233

STEREO & MONAURAL

Beautiful cover shot gives this package

good display value for the holidays. The Lowell Chorus sings out with rich reverence on a group of carols, mainly traditional—"Joy to the World," "The First Noel," "Silent Night," etc. Impressive traditional seasonal choral wax for jocks.

★★★ CHRISTMAS FROM HAWAII

The Surfers. Hillfirecord R 410
Pineapple flavored yuletide songs, traditional and of Hawaiian vintage, are presented in earworthy fashion by the island male quartet.

CHRISTMAS ★★★

★★★ LORIN WHITNEY PRESENTS HI-FI PIPE ORGAN

Lorin Whitney, Organist. Sacred LP 9023
The rich, mellow voices of the four-manual pipe organ blend in a straightforward, gimmick-free presentation of 16 favorite Christmas carols. Aside from this album's musical merit, sales will be attracted by Lorin Whitney's following, best known in devotional circles for his years on the Coast-to-Coast "Haven of Rest" radio series. Striking Christmas tree snow scene on the cover will help.

FOLK ★★★

★★★ THE SINGING STREETS
Ewan MacColl & Dominic Behan. Folkways FW 8501

For collectors, for students, for historians and for many other buyers, this stirring package of ditties, rhymes, songs, ballads, recitations, et al., all based on children's lore is a study unto itself. Combining the talents of two great folk singers of two different countries, both laden with material of this type, their methods of presentation in this LP plus the actual script of the contents in booklet form is a natural. Should attract many.

★★★ NEGRO FOLK SONGS AND TUNES

Elizabeth Cotten, Banjo & Guitar. Folkways FG 3526

A wonderful collection on Negro folk material is provided by Elizabeth Cotten who accompanies herself on banjo. Selections are both vocal and instrumental. Tunes include hymns, spirituals and work songs. It's an excellent item for this market. Packaging includes a foreword by Mike Seeger and a booklet with lyrics.

★★★ BANJO TUNES AND SONGS

Pete Steele. Folkways FS 3828

Collectors of Americana and folk music should get a big kick out of this new Folkways release. It features Pete Steele, banjoist and folk singer, who represents a tradition of the Kentucky hills. On this set Steele demonstrates his remarkable banjo fingering and sings songs about the Civil War, mine disasters, depressions, scolding wives, etc. A most interesting set with informative liner notes.

FOLK ★★★

★★ THROUGH LATVIA IN SONG AND DANCE

The Latvian National Folk Ensembles of Riga. Bruno BR 50057

There's an incredible amount of really lovely music on this addition to the label's "Around the World Series." The performances by various artists are of high quality and sound is good. In view of the scarcity of Latvian disks, however, it's a pity Bruno's budget didn't allow for translations or notes what would enhance value of record for folk collectors.

★★ FAMOUS UKRANIAN SONGS AND DANCES

Andrei Ivanov, Baritone; G. Lata & D. Desman, Accordions; The Ukrainian Bandura Quartet & The Folk Symphony Ork. of Kiev. Bruno BR 50055

Soupy sound partially obscures what could be a charming album and one of the better entries in Bruno's "Around the World" series. The pleasant Ukrainian folk melodies are convincingly rendered by orchestras, instrumental and vocal groups, and soloists. The numbers run the gamut from fast-stepping polkas to broken-hearted laments in the traditional Russian vein.

★★ COSSACKS OF YESTERDAY AND TODAY

Various Artists with The Alexandrov Song & Dance Ensemble (B. & A. Alexandrov) and The Voronezh Russian Folk Song Ensemble (Massalifinov). Bruno BR 50014

Several Russian folk and popular melodies are rendered with verve by various Russian soloists and orchestral ensembles. Appeal may be limited. Sound is good. Fair prospects.

★★ FABULOUS NIGHTS OF BOKHARA, SAMARKAND & TASHKENT

Uzbek National Folk Orks, with Soloists. Bruno BR 50022

Exotic Eastern and Oriental melodies and themes are given stirring interpretations by various folk orchestras and soloists. Set will probably have limited and specialized appeal.

★★ THROUGH LITHUANIA IN SONG AND DANCE

Various Artists with The Lithuanian National Opera & Ballet Theater Ork. & The Lithuanian National Folk Ensembles of Vilnius. Bruno BR 50056

Russian influence is clearly evident in the rhythms and choral work of these Lithuanian songs and dances. The vocal ensembles have the precision of the USSR dance

(Continued on page 26)

Jock Ankles
WAMP Stint

NEW YORK — Another name disk jockey bowed out of a long-time station association last week, when Barry Kaye and WAMP, Pittsburgh, announced an "amicable" parting.

The NBC-operated station switched its format from rock and roll to "sweet music only" several months ago, and Kaye — one of Pittsburgh's top-rated jocks for years—blames the format switch for his currently sagging ratings.

"During the five years that I was with WJAS, the WAMP predecessor, I built a reputation with the youngsters as a rock and roll deejay. The ratings had me in the No. 1 and 2 spots in Pittsburgh and I was doing very well. However, when NBC converted my program to one stressing sweet music, my ratings declined and it was inevitable that the break would come."

Kaye, who was replaced by Rex Dale in WAMP's 2-6:30 p.m. time slot, will continue his TV (WTAE) show from Holiday House indefinitely. The jock still has 10 or 11 weeks to go on his WAMP contract.

Goodman Jazz

• Continued from page 4

include: "A tour of the Bolshoi Theater's Classical Ballet in the U. S. in April, 1959, and the appearance of the American Ice show in the USSR. The gifted Soviet violinist Bezrodny and the singer Zara Dolukhanova will give concerts in the United States and Marian Anderson will sing in many Soviet cities. Besides, engagements for touring your country are being contemplated for the Lenigrad Symphony orchestra, the Moscow Art Theater, the Soviet Army Song and Dance Ensemble, a Soviet puppet theater and the Moscow circus. Famous American violinist David Milstein will perform in the USSR in 1959 and there is a proposal for the American Marine Band to play in a number of the Soviet cities."

He added that a proposed exchange of filmed TV shows would bring to U. S. viewers "whole ensembles of musicians and dancers" from the Soviet Union.

Victor's Dec. Sked

• Continued from page 2

also offered in stereo. The Red Seal feature set is also available in both monaural and stereo form. Camden's "Kiss Me, Kate" album with the Hill Bowen Ork is a stereo-only set. The company is also releasing three new stereo tapes.

Among the artists on the popular release are Jimmie Rogers, the Artie Shaw Ork, Esquivel, Larry Ferrari, the Ames Brothers, the Drinkard Singers, Dick Schory's Percussion Ensemble, Phineas Newborn, Aaron Bell and Daniel Riobobos. Classical highlights feature Jussi Bjoerling, Renata Tebaldi, Leonid Kogan, the Boston Symphony Ork and the National Symphony Ork of Washington, D. C.

Ram-Merc Team

• Continued from page 2

and additional artists will be disclosed before the year's end.

The Platters, managed by Ram, has been among Mercury's top selling disk attractions. Their contract expires in February with all indications pointing to Ram's re-signing.

Other Ram enterprises include Personality Productions, the management firm; several music publishing firms here and abroad, AMC (ASCAP), Argo (BMI) California, Music of Italy; Buck Ram, Ltd., London, plus firms in South America.

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• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ TCHAIKOVSKY: SYMPHONY NO. 4

The Royal Philharmonic Orch. (Beecham). Capitol-EMI G 7139
Famed primarily for his interpretation of 18th century masters, Beecham here provides a highly convincing interpretation of this Romantic bellwether. The orchestra's responses to his shadings are little short of miraculous, in a reading which is unified and flowing from start to finish,

and forceful if not overwhelming. The timbre of sound provided also is positively aglow. Should be a steady item for some time to come.

CLASSICAL ★★★

★★★ RACHMANINOFF: PIANO CONCERTO NO. 2
Benno Moiseiwitsch, Piano with the Philharmonia Orch. (Rignold). Capitol-EMI G 1743

• Reviews and Ratings of New Popular Albums

• Continued from page 25

groups seen here recently, and soloists sound healthy and hearty. Lack of translations or notes will hamper sales, except perhaps to those of Lithuanian origin.

★★ GEORGIA AND HER GYPSIES
Tatiana Makharadze, Contralto; The Ishkneli Sisters & The Georgian National Folk Ensembles of Tbilisi. Bruno BR 30023

Folk music of the Georgian State of the USSR is performed brightly on this new LP by various Georgian national folk ensembles, featuring contralto Tatiana Makharadze and the Ishkneli Sisters. Sometimes the singers accompany themselves on guitars, or Miss Makharadze accompanies herself on the panduri. There are bands featuring large symphony orchestras backing the singers as well. It is traditional folk music of the Caucasians, with a 2,000-year tradition. It falls somewhat strangely on Western ears, but it will interest folk fans.

★★ ZAPOROZHSKY COSSACKS
Ukrainian National Folk Ensembles of Kiev. Bruno BR 50002

Rhythmic folk tunes get spirited readings by soloists, choruses and orks. Satisfying for fans of Russian musical literature.

INTERNATIONAL ★★★

★★★ VIENNA, CITY OF DREAMS
Erwin Halletz Ork. Decca DL 8771

An exceptionally rich and full sounding orchestra here turns out highly original arrangements with zest and good spirit, and succeeds in limning, musically, the elusive personality of Vienna. The use of a zither in surprising spots provides requisite old world flavor, while adept use of a chorus blended in with the lush orchestral arrangements gives added tang to the waltzes, marches, tangos and fox trots. Can be recommended both as listening and mood music.

★★★ DRINKING SONGS AROUND THE WORLD
The Revelers. Urania USD 1008

STEREO & MONAURAL

The old-line quartet name is updated with new personnel on this interesting collection of drinking songs. Stereo finds them mostly on the left side with various instrumental combos coming thru from the right, altho in some instances, there is more of a "middle" sound to the vocal work. A nice, clean recording of items like "Heidelberg Stein Song," "The Whiffenpoof Song," "There Is a Tavern in the Town," etc. A charming barmaid adorns the displayable cover, for more plus value. An imaginative, well-performed set that can be sold.

★★★ BRAZIL
Clara Petraglia. Westminster EF 12024

Miss Petraglia, a very talented and versatile artist, exhibits a lovely soft and simple quality in performing a collection of very exciting Brazilian folk songs. The music is filled with the flavor and strains of African, Portuguese, Spanish and Italian music. An interesting description of the origin of the music and the types of songs recorded are included in the liner notes. For specialty sales only, but in its category excellent material for folk music enthusiasts.

★★★ THE GYPSY WANDERLUST
The Phantom Gypsies. Everest SDBR 1012

STEREO & MONAURAL

The Phantom Gypsies do not make their identity known on this set. Let it be said, however, that the group and particularly the lead violinist make these fiddles sigh and sob in a splendid manner. Repertoire includes "Dark Eyes," "Gypsy Tango," "Hora Staccato," and other fare typical of the idiom. Another masterful stereo effort by the label, and possibly one of the first available of the gypsy sound. Fine product in its field.

INTERNATIONAL ★★

★★ GUITARRA EXOTICA
George Cordoba, Guitarist. Dot DLP 3134

For the guitar trade, a pleasing package of 11 selections, each providing a salute to

a different land. Clever art work on the cover and the "exotic" promise will help attract sales.

★★ DANCES OF ITALY

Giovanni Vicari Ork. Dana DILP 8013
A rhythmic rendition of Neapolitan melodies, mainly polkas and mazurkas, with Giovanni Vicari's orchestra turning them out to a highly danceable beat. Instrumental accentuation by mandolins, xylophones and even castanets lends some variety, but the pace and sound remain a bit too much in one groove for the entire album. Lifelike sound and colorful cover.

LATIN AMERICAN ★★★

★★★ PAN-AMERICANA
Andy Sannella & His Musical Fellas. Everest SDBR 1004

STEREO & MONAURAL

The Everest label's fine stereo sound is nicely showcased on this package of danceable instrumentals in varying tempos, Latin, r.&r., pop, etc. Selections include "Kewpie Doll," "Chanson D'Amour," "Just in Time," and "Oye Negra."

RELIGIOUS ★★★★★

★★★ THE LUTHERAN HOUR
RCA Victor LSP 1863; LPM 1863

STEREO & MONAURAL

The veteran "Lutheran Hour" radio show has a strong following and this collection of music used on those broadcasts—sung with moving sincerity and richness by the 83-voice Male Chorus of Concordia Seminary and the St. Louis A Cappella Choir—should enjoy considerable sales success in its field.

RELIGIOUS ★★★

★★★ ON A CLEAR SABBATH MORNING
The Vestry Choir. Warner Bros. W 1239

Full, rich sound by members of the Vestry Choir on a selection of anthems and hymns. The selections are presented by various groups, ranging from solos to full choir, and there is accompaniment by a brass choir on some. Market is flooded with similar-type packages, but this can lure buys.

RELIGIOUS ★★

★★ SONGS OF HAPPINESS WITH THE LEFEVRE TRIO
Bibletones BL 3502

The artists have an attractively sincere sound on the religious themes. Set should attract buys from lovers of this sort. "I've Been With Jesus" is especially well-done. Fair potential.

★★ SONGS OF FAITH

The Three Deacons. Hitrecord R 409
Down-to-earth pop-flavored song style used by self-accompany vocal trio (guitar & bass) to express these devotional offerings. What the group lacks in vocal conviction, it almost compensates with its fresh approach to the hymnal.

SACRED EP ★★★

★★★ THE UNROE SISTERS
Brooke 103

The girls have a warm and devoted sound on this moving sacred grouping. Quaking plucked fiddles add to the fervent feeling. Good pacing pairs, for example, an upbeat rhythmic "Gone But Not Forgotten," with a slow and reverent "His Arms." Kings Messengers provide fine instrumental backing. Good package for the sacred market.

SPECIALTY ★★

★★ BONGO DRUM INSTRUCTION
William Loughborough. Folkways FI 8320

This album is exactly what the title says it is, an album of bongo drum instruction. It contains a booklet called "A Rhythm Primer" with a complete drumming method. Students of bongos will find the disk and booklet useful, as will novices who would like to learn some elementary principles of bongo playing for parties or summer fun.

This could easily become a popular version, despite the heavy competition of over a dozen other renditions. Moiseiwitsch, an old-school interpreter of the Romantic repertoire, positively makes the familiar music glow as he brings everything possible out of the ripe score, ably accompanied by the Philharmonia. The album also includes a bonus consisting of Rachmaninoff's Moment Musical, and the Prelude in G Major, the only current version of the latter in the catalog.

★★★ BEETHOVEN OVERTURES
The Berlin Philharmonic Orch. (Kempff). Capitol-EMI G 7140

There are many other available recordings which offer groups of Beethoven's overtures. Competition for this package will be heavy. It can, however, compare favorably with others. Strength of Kempff's name and generally attractive packaging are aids. Sound is also a feature.

★★★ TCHAIKOVSKY: SYMPHONY NO. 4
L'Orchestre De La Suisse Romande (Argenta).

STEREO & MONAURAL

To play the final movement of the stereo version with the volume peaked high is a shattering experience. The art of sound reproduction hits a new level in the fabulous clarity of the thrilling climax. Argenta, thruout, emphasized differences
(Continued on page 28)

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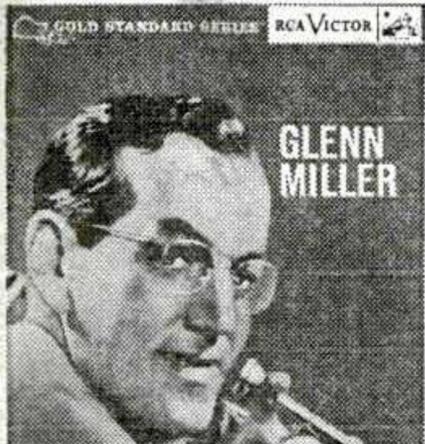
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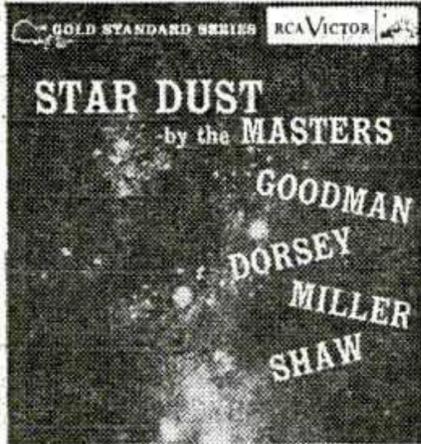
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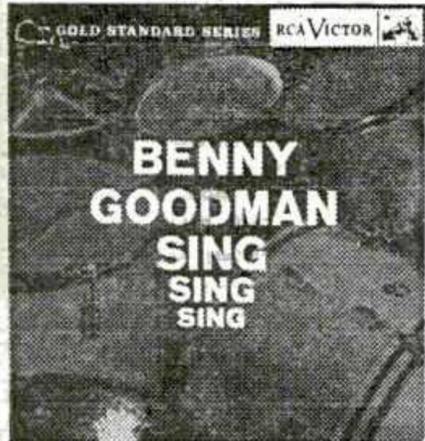
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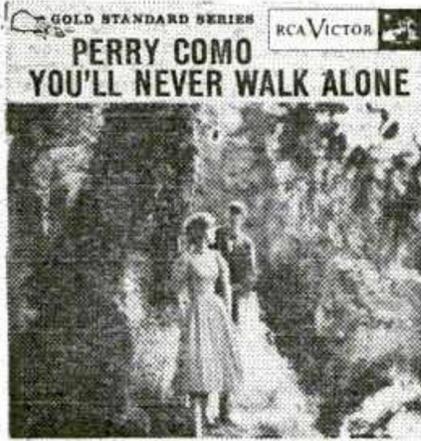
Make Believe Ballroom Time, I Guess I'll Have to Dream the Rest, Juke Box Saturday Night, It Happened in Sun Valley. EPA-5035
 Quantity _____



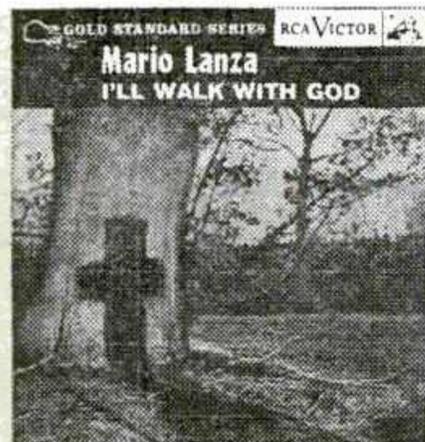
Tommy Dorsey, Benny Goodman, Glenn Miller, Artie Shaw. EPA-5070
 Quantity _____



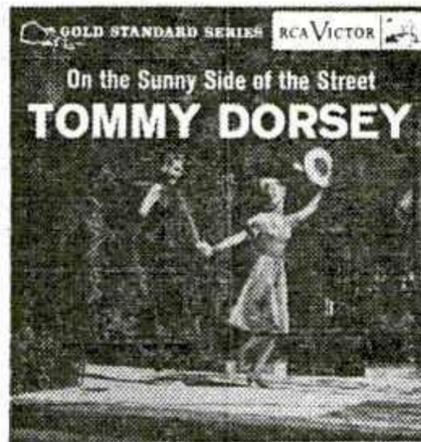
Sing, Sing, Sing, Bugle Call Rag, Mad House. EPA-5042
 Quantity _____



You'll Never Walk Alone, No Other Love, Song of Songs, Some Enchanted Evening. EPA-5044
 Quantity _____



Ave Maria, Guardian Angels, I'll Walk with God, The Lord's Prayer. EPA-5048
 Quantity _____



On the Sunny Side of the Street, Hawaiian War Chant, Yearning, I'll Never Smile Again. EPA-5046
 Quantity _____

ALBUM NO.	QUANTITY	TITLE AND ARTISTS
EPA-5037		Boston Pops Plays—Arthur Fiedler, Cond.
EPA-5039		Music of Leroy Anderson—Boston Pops Orch., Arthur Fiedler, Cond.
EPA-5040		America—Boston Pops Orch., Arthur Fiedler, Cond.
EPA-5041		Jose Iturbi Plays
EPA-5043		And the Angels Sing—Benny Goodman
EPA-5045		I'm Gettin' Sentimental Over You—Tommy Dorsey
EPA-5047		Be My Love—Mario Lanza
EPA-5049		Serenade in Blue—Glenn Miller
EPA-5050		Summit Ridge Drive—Artie Shaw
EPA-5051		Barefoot Contessa—Hugo Winterhalter
EPA-5052		Chet Atkins
EPA-5053		Indian Love Call—Jeanette MacDonald and Nelson Eddy
EPA-5054		Caravan—Duke Ellington
EPA-5055		Bouquet of Roses—Eddy Arnold
EPA-5056		Eddie Fisher
EPA-5057		Ralph Flanagan
EPA-5058		Spike Jones
EPA-5059		The Waltz You Saved for Me—Wayne King
EPA-5060		Bluebird of Happiness—Jan Peerce
EPA-5061		Dizzy Fingers—The Three Suns
EPA-5062		Hank Snow
EPA-5063		George Beverly Shea
EPA-5064		Paul Lavalle
EPA-5065		There's a Star Spangled Banner Waving—Elton Britt
EPA-5066		Freddy Martin
EPA-5067		Lawrence Duchow
EPA-5068		Bill Boyd
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• **Reviews and Ratings of
New Classical Albums**

• *Continued from page 26*

In instrumental sound capabilities in a reading which stressed contrasts. If it thereby sacrificed a little in cohesion, it set a stereo standard in depth clarity and brilliance.

*** RAVEL: BOLERO; PAVANNE POUR UNE ENFANTE DEFUNTE; RAPSDIE ESPAGNOLE; MENUET ANTIQUE
Orchestre du Theatre National De L'Opera de Paris (Rosenthal). Westminster WST 14023

STEREO & MONAURAL

There already are five stereo "Boleros" and four stereo versions of the "Rapsodie" preceding this in the catalog, but this album deserves recognition near the top. Conductor Rosenthal derived his knowledge of Ravel directly from the composer, who was his teacher, and the renditions show authority as well as drama, tension and bite. The high quality sound and stereo balance makes this a real showpiece.

*** SHOSTAKOVICH: SYMPHONY NO. 6
The London Philharmonic Orch. (Boult). Everest SDBR 3007

STEREO & MONAURAL

There's more than a touch of subtle humor to the cover of this well-performed version of one of Shostakovich's lesser-known works, completed in 1939. It shows a Russian peanut doll figure smiling at a montage of gears and machinery that represents, presumably, Socialist Progress. The work itself is an important transitional point for the composer's life, and Boult gives it a fine, vigorous reading, with all the stops out.

*** DEBUSSY: LA MER, IBERIA
Orchestre de Theatre National de L'Opera de Paris (Scherchen). Westminster XWN 18770

Luminous rendering of the Impressionist's more popular works. Since it is perennially popular, dealers with a strong classical trade might want to stock this version along with others in the catalogs. Fine sound distinguishes this disk.

*** FALLA: NIGHTS IN THE GARDENS OF SPAIN; RODRIGO CONCERTO FOR GUITAR & ORCH.
Gonzalo Soriano, Piano; Narciso Yepes, Guitar; The National Orch. of Spain (Argenta). London CS 6046

STEREO & MONAURAL

Two of the most popular works in the orchestral literature of Spain receive lovely, flowing performances under the baton of the late Ataulfo Argenta, and London's usual skilled recording job makes the two-track edition a welcome addition to the stereo ranks. Performances by Soriano and Yepes are first rate, and filled with grace and subtlety. The Falla work has gained in popularity because of hi-fi; stereo should help it even more.

*** MOZART: REQUIEM
Sena Jurinae, Soprano; Hans Loeffler, Tenor; Various Artists; The Vienna Academy Chorus & The Vienna State Opera Orch. (Scherchen). Westminster XWN 18766

Could be a very strong item if promoted. The sound is terrific. Soloists are highly acceptable. Competitive diskings are few. Full grandeur of the work is realized in full-bodied choral sound captured by Westminster engineers.

*** DELIBES: COPPELIA (3-12")
L'Orchestre De La Suisse Romande (Ansermet). London CSA 2201

STEREO & MONAURAL

Like its monaural counterpart out some months, this is a lovely, romantic reading of the complete ballet. The stereo is of high caliber, filling the room gracefully.

CLASSICAL ★★

★ CHOPIN: PRELUDES
Moura Lympny, Piano. Capitol-EMI G 7145

This is the first new version of these miniature masterpieces in some years, and it is a good one. Artistically, Miss Lympny has both the feeling and temperament for the music, and her poetic rendition is beautifully recorded. Commercially, the album faces rough competition from the Rubinstein and Novacs versions, particularly since Miss Lympny has recorded so infrequently in recent years.

★ TCHAIKOVSKY: SYMPHONY NO. 6
The Philharmonia Orch. (Silvestri). Angel S 35487

STEREO & MONAURAL

Matter-of-fact reading of Tchaikovsky at his lyrical best. While there are many versions of the work available, this is a two-channel disk and dealers are justified in saying—you haven't really heard it until you've heard it in stereo. The stereo

aspect is gratifying with individual instruments and choirs heard in true spatial relationship.

★★ COPLAND: APPALACHIAN SPRING; GOULD: SPIRITUALS FOR STRING CHOIR AND ORCH.
The London Symphony Orch. (Suskind). Everest SDBR 3002

STEREO & MONAURAL

A most attractive coupling of modern American works, both of which stem from the folk idiom. "Appalachian Spring," of course, has reached the status of a virtual home-grown classic, and its many admirers can acquire it here with a sparkling rendition of Morton Gould's "Spirituals," played adeptly and dramatically and aided by some of the best stereo recording yet heard.

★★ WEBER: OVERTURES
Orchestre de Theatre National de L'Opera de Paris (Scherchen). Westminster WST 14042

Concert favorites in superior stereo waxing. The sound generally is excellent, and hi-fi addicts will get a charge from percussive effects in "Preziosa." Accessible repertory can appeal to beginning classical collectors.

★★ BARTOK: ROMANIAN FOLK DANCES; PROKOFIEFF: OVERTURE IN B FLAT; SHOSTAKOVICH: TWO

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

JAZZ ★★★★★

★★★★ DEEDS, NOT WORDS
Max Roach's New Quintet. Riverside RLP 12-280

The new group that Max Roach first bowed at Newport, shows off its newly gained unity on this interesting new set that should be of much interest to cool jazz buffs. Sparked by the insistent beat laid down by Roach, the group, consisting of B. Little on trumpet, G. Coleman on tenor, R. Draper on tuba and A. Davis on bass, come thru solidly here, with Little and Draper shining brightly. The jazz is punchy and driving. Tunes include standards and originals, with "You Stepped Out of a Dream" and "Filide" representing the best of both.

★★★★ OH, PLAY THAT THING!
Pee Wee Irwin's Dixieland Eight. United Artists UAL 4010 & UAS 5010

STEREO & MONAURAL

This is a big-sounding, rip-roaring session with plenty of raw, down-to-earth gutbucket sound. Tony Gattuso's banjo sound is especially realistic in the excellent stereo recording. And Cliff Leemans does a greatly enthused job on drums. It's a stomping, ragtime spree highlighting such as D. Hyman, piano; K. Davern, clarinet; L. McGarrity, trombone; J. Leesburg, bass; H. Phillips, tuba, and Erwin on trumpet. A most happy record with a good cover to match.

★★★★ FABULOUS PHINEAS
Phineas Newborn Jr. & Trio. RCA Victor LSP 1873

STEREO & MONAURAL

This newest showcasing, available in one-track and two-track editions, of Phineas Newborn Jr., should click nicely with his staunch fans. The eight selections—a mixture of evergreens like "Cherokee" and some new penning by Newborn—give him and his trio plenty of opportunity to show off a stylish technique, as well as a chance to say a lot musically. Stereo sound work nicely handled.

JAZZ ★★★

★★★★ TIME WAITS
Bud Powell. Blue Note 1598

The "amazing" Bud Powell is still one of the best of the hard-playing pianists. This set features him in a series of ballads, swingers and Latin-tempo themes with Sam Jones on bass and Philly Joe Jones on drums. Selections include "Time Waits," a pretty ballad. All of the tunes are Powell originals. Album can move well with exposure. Packaging does not include liner notes.

★★★ CHET BAKER IN NEW YORK
With Johnny Griffin, Tenor Sax; Al Haig, Piano; Paul Chambers, Bass & Philly Joe Jones, Drums. Riverside RLP 12-281

Baker has a smooth trumpet sound that blends nicely with the setting provided by a school of hard bop East Coast jazz men. Tunes include both ballads and swingers. Set can have wide appeal. Numbers are "Polka Dots and Moonbeams," "When Lights Are Low" and Miles Davis' "Solar." Good cover photo of the artist.

★★★ MODERN ART
Art Farmer, Trumpet; Benny Godson,

PIECES FOR STRING OCTET; STRAVINSKY; OCTET FOR WIND INSTRUMENTS

The MGM Orch. (Winograd). MGM E 3684
This most interesting new release features compositions by four contemporary composers, Bartok, Prokofieff, Shostakovich and Stravinsky, in works that are not over-performed, or, for that matter, over-recorded. They are played expressively here by the M-G-M Orchestra under the baton of Arthur Winograd. The set will have appeal to many followers of modern classical music.

★★ BERLIOZ: SYMPHONIE FANTASTIQUE
Vienna State Opera Orch. (Leibowitz). Westminster WST 41046

STEREO & MONAURAL

Occasionally unnatural balance, bringing solo instruments too much into the foreground while the orchestra is made to seem out of focus here, mars an interesting interpretation. The Berlioz masterpiece, however, by its very nature, is perfect stereo material, a fact not obscured even by somewhat uneven work by the string section and a lack of precision and drive under Leibowitz's baton.

★★ DEBUSSY: JEUX; DANSE; DUKAS: La Peri
L'Orchestre De La Suisse Romande (Ansermet). London CS 6043

STEREO & MONAURAL

It's hard to imagine more convincing performances of these works than those provided here by Ansermet, long regarded as perhaps the master interpreter of Debussy. He brings out clearly the intricacies

(Continued on page 40)

Tenor Sax; Bill Evans, Piano; Addison Farmer, Bass & Dave Bailey, Drums. United Artists UAL 4007

The label moves into the jazz field with a good new modern jazz set featuring Art Farmer, one of the best of the new young trumpeters around today. Art shows off his fine ballad work on this new LP as well as his faster tempo style. He is accompanied by such strong names as B. Golson on tenor; B. Evans on piano; Farmer on bass and D. Bailey on drums. Tunes are standards and two originals, with "Like Someone in Love" and "I Love You," outstanding.

★★★ NEWPORT 1958
The International Youth Band, Marshall Brown, Director. Columbia CL 1246

The Newport International Youth Band, a collection of young musicians from 20 countries of Europe, was assembled early last year by George Wein and Marshall Brown to appear at the Newport Jazz Festival. Altho the idea was a fine one, and the musicians are among the best from each of their respective countries, they didn't quite make it as a swinging aggregation at Newport. This recording of the band, which was taped at Newport, shows off some good solo work by Andy Marsala and Roger Guerin, but the same sloppy ensemble work is apparent. Set will have interest because of Newport.

★★★ CANDY
Lee Morgan, Trumpet; Sonny Clark, Piano; Doug Watkins, Bass; Art Taylor, Drums. Blue Note 1590

Lee Morgan's growth as a top-flight modern jazz trumpeter is indicated on this new release on which he plays both up-tempo tunes and ballads with equal feeling and fluidity. He is backed by a swinging rhythm section consisting of S. Clark on piano, D. Watkins on bass and A. Taylor on drums. The tunes include favorites such as "Candy," "All the Way," and "Who Do You Love, I Hope," and Morgan handles them to good results. Set should appeal to modern jazz buffs.

★★★ CHUBBY TAKES OVER
Chubby Jackson. Everest SDBR 1009

STEREO & MONAURAL

Brassy big band jazz is presided over by Chubby Jackson, much of it in a style derived from Woody Herman aggregations of other years of which Jackson was a leading light. Outstanding aspect of the album is the arrangements, which include contributions by Manny Albam, Ernie Wilkins, Nat Pierce and talented young Fred Carlin. Altho touted as danceable, this one is mainly for listening. Natural stereo effect.

★★★ FONTESSA
The Modern Jazz Quartet. Atlantic 5D 1231

STEREO & MONAURAL

Seven offerings by the very cool MJQ highlighted by John Lewis' own miniature suite, "Fontessa," can receive a certain amount of resuscitation via the two-track version. Separation is the keynote with Lewis' piano and Milt Jackson's vibes working their interesting harmonies and musical repartee from opposite speakers. However, these beautiful but un-driving performances do not figure as the best repertoire for demoing stereo. It's fine purely in the one-track version.

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THE NATION'S TOP TUNES

 For survey week ending November 22

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Tom Dooley		1	6. Beep Beep		6
By Dave Guard—Published by Beechwood (BMI)			By Donny-Morey-Chic—Published by H.A.L. (BMI)		
BEST SELLING RECORD: Kingston Trio, Cap 4049.			BEST SELLING RECORD: Playmates, Roulette 4115.		
2. To Know Him Is to Love Him		2	7. It's All in the Game		5
By Phillip Spector—Published by Warman (BMI)			By Dawes and Sigman—Published by Remick (ASCAP)		
BEST SELLING RECORD: Teddy Bears, Dore 503.			BEST SELLING RECORD: Tommy Edwards, MGM 12688.		
RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.			8. One Night		9
3. It's Only Make Believe		3	By Dave Bartholomew-Pearl King—Published by Travis-Presley (BMI)		
By Conway Twitty & Nance—Published by Martelle (BMI)			BEST SELLING RECORD: Elvis Presley, Vic 7210.		
BEST SELLING RECORD: Conway Twitty, MGM 12677.			9. I Got Stung		8
RECORD AVAILABLE: Jimmy Starr, Debbie 101.			By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP)		
4. Topsy II		4	BEST SELLING RECORD: Elvis Presley, RCA Victor 7410.		
By Battle-Durham—Published by Cosmopolitan (ASCAP)			10. Problems		16
BEST SELLING RECORD: Cozy Cole, Love 50034.			By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI)		
5. Lonesome Town		7	BEST SELLING RECORD: Everly Brothers, Cadence 1355.		
By B. Knight—Published by Eric (BMI)					
BEST SELLING RECORD: Ricky Nelson, Imperial 5545.					

Second Ten

11. Queen of the Hop		13	16. Tea for Two Cha Cha		14
By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP)			By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP)		
BEST SELLING RECORD: Bobby Darin, Atco 6127.			BEST SELLING RECORD: Tommy Dorsey Ork-Warren Covington, Decca 30704.		
12. The End		10	RECORD AVAILABLE: Bill Ador Ork, Verve 10155.		
By Jimmy Krondes-Sid Jacobson—Published by Criterion (ASCAP)			17. A Lover's Question		20
BEST SELLING RECORD: Earl Grant, Decca 30719.			By Brook Benton-Jimmy Williams—Published by Eden-Progressive (BMI)		
13. I Got a Feeling		11	BEST SELLING RECORD: Clyde McPhatter, Atlantic 1199.		
By B. Knight—Published by Eric (BMI)			18. I'll Wait for You		28
BEST SELLING RECORD: Ricky Nelson, Imperial 5545.			By Marcucci-DeAngeles—Published by Rameed (BMI)		
14. The Day the Rains Came		15	BEST SELLING RECORD: Frankie Avalon, Chancellor 1026.		
By Sigmund-Becaud—Published by Garland (ASCAP)			19. Love Is All We Need		26
BEST SELLING RECORDS: Raymond Le Fevre, Kapp 231; Jane Morgan, Kapp 235.			By Raleigh-Wolf—Published by Sheldon (BMI)		
RECORD AVAILABLE: Dalida, Verve 10152.			RECORDS AVAILABLE: Jimmy Breedlove, Epic 9283; Barry Frank, Mark 140.		
15. Chantilly Lace		12	BEST SELLING RECORD: Tommy Edwards, M-G-M 12722.		
By J. P. Richardson—Published by Glad (BMI)			20. World Outside		21
BEST SELLING RECORD: Big Bopper, Mer 71343.			By Sigmund-Addensell—Published by Chappell (ASCAP)		
			BEST SELLING RECORDS: Four Aces, Decca 30764; Four Coins, Epic 9295.		

Third Ten

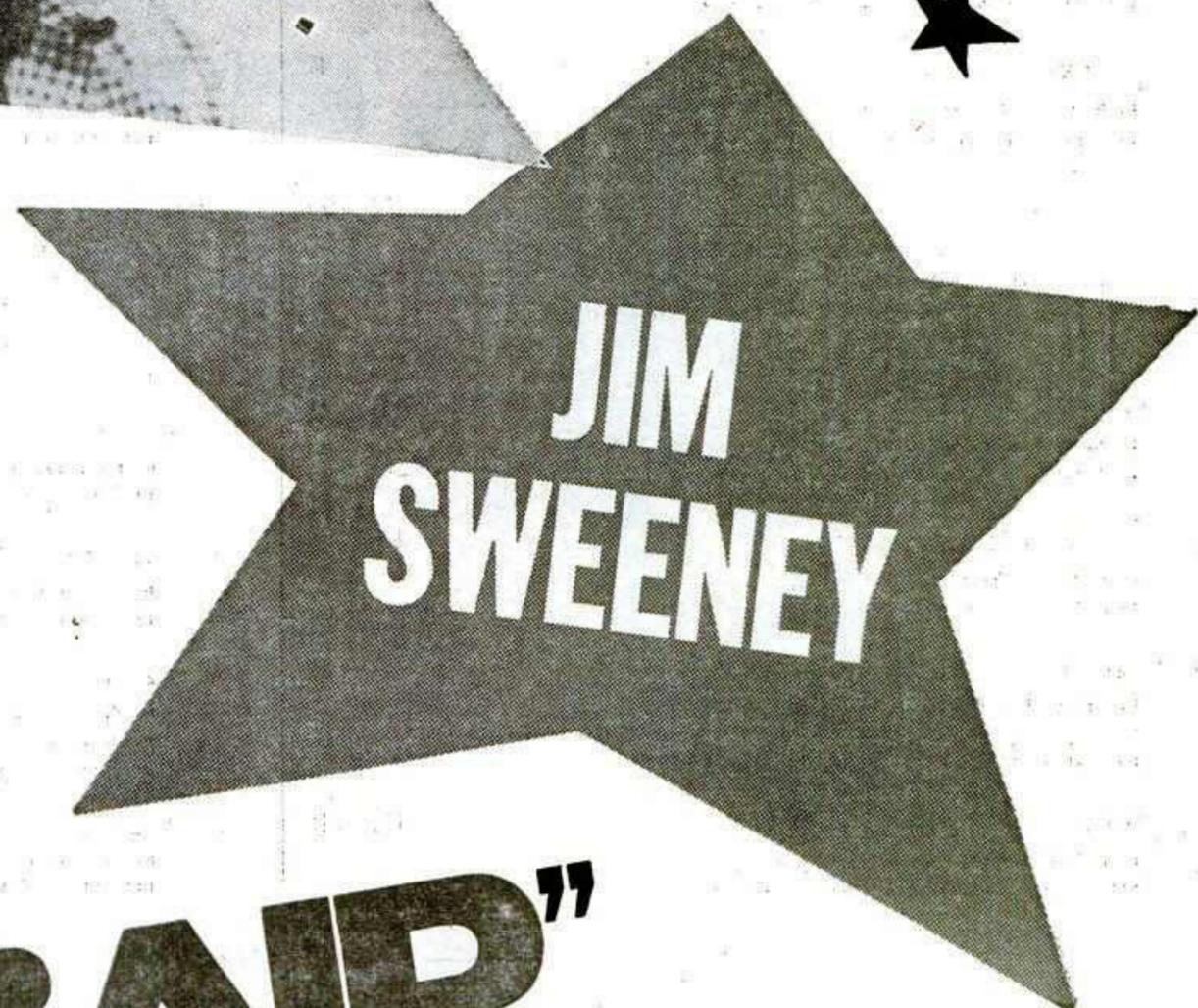
21. Whole Lotta Loving		-	26. Call Me		22
By Domino & Bartholomew—Published by Marquis (BMI)			By Otis-Hendricks—Published by Meridian (BMI)		
RECORD AVAILABLE: Fats Domino, Imperial 5553.			RECORD AVAILABLE: Johnny Mathis, Columbia 41253.		
22. Poor Boy		-	27. Non Dimenticar		25
By G. Sanderson—Published by Meridian-Parkwood (BMI)			By Redi-Galdieri-Dobbins—Published by Hollis (BMI)		
RECORDS AVAILABLE: Cardigans, Mer 71367; Royal Tones, Jubilee 5338.			RECORDS AVAILABLE: Robert Ashley, MGM 12463; Nat King Cole, Cap 4056; Don Cornell, Coral 61905; Percy Faith, Col 40155; Joni James, MGM 12639.		
23. Cannon Ball		19	28. Hideaway		-
By L. Hazlewood-Duane Eddy—Published by Gregmark (BMI)			By Bob Goodman—Published by Jack Gold (ASCAP)		
RECORD AVAILABLE: Duane Eddy, Jamie 1111.			RECORD AVAILABLE: Esquires, Paris 520.		
24. Smoke Gets in Your Eyes		-	29. Forget Me Not		18
By Harbach-Kearns—Published by Harms (ASCAP)			By Larry Martin-Larry Kolber—Published by Aldon Music (BMI)		
RECORDS AVAILABLE: Richard Barrett, M-G-M 12616; Harry Belafonte, Jubilee 5035; Earl Bostic, King 4570; Connee Boswell, Decca 25055; Carmen Cavallaro, Decca 24185; Dennis Day, Cap 1610; Jerry Gray, Decca 27450; Gordon Jenkins, Decca 27166; Guy Lombardo, Decca 23996; Patters, Mer 71383; Fred Waring, Decca 23728.			RECORD AVAILABLE: Kalin Twins, Decca 30745.		
24. Bimbo		-	30. Near You		29
By David-Peretti-Creatore—Published by Planetary (ASCAP)			By Craig Goell—Published by Supreme (ASCAP)		
RECORD AVAILABLE: Jimmie Rodgers, Roulette 4116.			RECORDS AVAILABLE: Francis Craig, Dot 15159; Roger Williams, Kapp 233.		

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



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DICK JACOBS

AND HIS ORCHESTRA

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Murray Deutch - Gen. Prof. Mgr.
1619 BROADWAY
NEW YORK 19, N. Y.

The Billboard

HOT 100

FOR THE WEEK
ENDING
DECEMBER 7

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
5	5	3	1		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	11
2	1	2	2		TOM DOOLEY	Kingston Trio, Capitol 4049	10
1	2	1	3		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	12
19	6	6	4		BEEP BEEP	Playmates, Roulette 4115	5
30	14	7	5		ONE NIGHT	Elvis Presley, RCA Victor 7210	4
4	3	4	6		TOPSY II	Cozy Cole, Love 80034	15
11	8	9	7		LONESOME TOWN	Ricky Nelson, Imperial 5545	6
51	42	17	8		PROBLEMS	Everly Brothers, Cadence 1355	4
18	11	8	9		I GOT STUNG	Elvis Presley, RCA Victor 7210	5
3	4	5	10		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	15
13	9	10	11		QUEEN OF THE HOP	Bobby Darin, Atco 6127	9
10	10	11	12		I GOT A FEELING	Ricky Nelson, Imperial 5545	8
8	12	12	13		THE END	Karl Grant, Decca 30719	12
20	22	19	14		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	7
47	20	27	15	★	I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	6
6	7	13	16		CHANTILLY LACE	Big Bopper, Mercury 71343	18
31	24	28	17	★	POOR BOY	Royal Tomas, Jubilee 8308	7
43	37	23	18		LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	6
71	25	15	19		CANNON BALL	Duane Eddy, Jamie 1111	5
17	16	16	20		FORGET ME NOT	Kala Twine, Decca 30748	10
81	36	31	21	★	THE WORLD OUTSIDE	Four Coins, Epic 9295	4
—	86	50	22	★	SMOKE GETS IN YOUR EYES	Platters, Mercury 71353	3
67	51	44	23	★	BIMBOMBAY	Jimmie Rodgers, Roulette 4116	4
7	13	14	24		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30704	14
26	21	32	25		HIDEAWAY	Four Esquires, Paris 520	11
—	81	49	26	★	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	3
22	31	21	27		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	11
29	28	30	28		NEED YOU	Donnie Owens, Guyden 2081	9
21	23	24	29		CALL ME	Johnny Mathis, Columbia 41253	10
53	39	29	30		WALKING ALONG	Diamonds, Mercury 71366	6

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
41	29	25	31		LETTER TO AN ANGEL	Jimmy Clanton, Ace 851	7
16	18	20	32		MEXICAN HAT ROCK	Applejacks, Cameo 149	12
23	17	22	33		PUSSY CAT	Ames Brothers, RCA Victor 7315	10
48	35	35	34		I'LL REMEMBER TONIGHT	Fat Boone, Dot 15840	6
83	62	36	35		THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	5
9	15	18	36		ROCK-IN' ROBIN	Bobby Day, Cass 229	18
25	19	26	37		THERE GOES MY HEART	Joni James, M-G-M 12706	12
64	60	53	38	★	A PART OF ME	Jimmy Clanton, Ace 551	5
76	41	34	39		THE MOCKING BIRD	Four Lads, Columbia 41266	5
37	40	37	40		THE DAY THE RAINS CAME	Raymond Le Favre, Kapp 231	11
50	44	51	41	★	MR. SUCCESS	Frank Sinatra, Capitol 4070	6
—	—	88	42	★	LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	2
—	—	86	43	★	GOTTA TRAVEL ON	Billy Grammer, Monument 400	2
65	57	43	44		TUNNEL OF LOVE	Doris Day, Columbia 41282	6
46	52	45	45		NON DIMENTICAR	Nat King Cole, Capitol 4056	8
77	38	54	46		TOPSY I	Cozy Cole, Love 50034	12
80	67	68	47	★	SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1709	4
—	—	85	48	★	LOVE OF MY LIFE	Everly Brothers, Cadence 1355	2
79	66	57	49		I WANT TO BE HAPPY CHA CHA	Enoch Light & the Light Brigade, Grand Award 1020	4
14	26	33	50		TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	17
—	79	55	51		PHILADELPHIA, U.S.A.	Nu Tornos, Carlton 492	3
—	71	65	52	★	PLEDGING MY LOVE	Roy Hamilton, Epic 9294	3
70	65	60	53		CIMARRON	Billy Vaughn, Dot 15836	7
32	64	48	54		THE TEN COMMANDMENTS OF LOVE	Harvey & the Moonglows, Chess 1705	12
49	33	40	55		LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	8
44	30	41	56		FALLIN'	Connie Francis, M-G-M 13713	8
—	—	76	57	★	SING, SING, SING	Bernie Lowe Ork, Cameo 153	2
—	—	72	58	★	NEED YOUR LOVE	Bobby Freeman, Josie 844	2
—	74	74	59	★	LOVE YOU MOST OF ALL	Sam Cooke, Keen 2008	3
69	53	52	60		WHAT DO I CARE	Johnny Cash, Columbia 41251	7

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	81	61	★	INTERMISSION RIFF	Bernie Lowe Ork, Cameo 153	2
—	—	—	62	★	THE CHIPMUNK SONG	David Seville & the Chipmunks, Liberty 55168	1
35	50	39	63		THE BLOB	Five Blobs, Columbia 41250	10
75	68	70	64		JEALOUS HEART	Tab Hunter, Warner Bros. 5008	7
45	45	62	65		NO ONE KNOWS	Dion & the Belmonts, Laurie 3015	15
—	—	—	66	★	TURVY II	Cozy Cole, Love 5014	1
62	47	69	67		MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	6
42	61	59	68		FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	11
33	69	63	69		THE SECRET	Gordon MacRae, Capitol 4033	12
—	—	—	70	★	NOBODY BUT YOU	Dee Clark, Abner 1019	1
24	32	47	71		NEAR YOU	Roger Williams, Kapp 233	16
12	27	38	72		SUSIE DARLIN'	Robin Luke, Dot 15781	17
55	59	75	73		GUAGLIONE	Perez Prado, RCA Victor 7337	8
100	90	80	74		WHITE BUCKS AND SADDLE SHOES	Bobby Pedrick Jr., Big Top 3004	4
—	—	93	75	★	DONNA	Ritchie Valens, Del-Fi 4110	2
34	43	71	76		FIREFLY	Tony Bennett, Columbia 41237	13
38	49	58	77		ALL OVER AGAIN	Johnny Cash, Columbia 41251	9
15	34	46	78		BIRD DOG	Everly Brothers, Cadence 1350	18
61	58	67	79		LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	10
73	63	64	80		LIGHT OF LOVE	Peggy Lee, Capitol 4017	5
—	—	91	81		16 CANDLES	The Crests, Coed 506	2
—	—	94	82		C'MON EVERYBODY	Eddie Cochran, Liberty 55166	2
—	—	92	83		THE WORLD OUTSIDE	Four Aces, Decca 30764	2
—	—	99	84	★	THE WEDDING	June Valli, Mercury 71383	2
72	56	42	85		COME ON, LET'S GO	Ritchie Valens, Del-Fi 4106	11
39	83	77	86		HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	16
—	—	—	87	★	TEEN COMMANDMENTS	P. Anka, J. Nash, G. Hamilton IV, ABC-Paramount 9974	1
97	99	—	88	★	A HOUSE, A CAR AND A WEDDING RING	Dale Hawkins, Checker 906	3
28	46	56	89		WITH YOUR LOVE	Jack Scott, Carlton 483	10
—	—	—	90	★	LITTLE RED RIDING HOOD	Big Bopper, Mercury 71375	1

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

- THE CHIPMUNK SONG** David Seville and the Chipmunks
(Monarch, ASCAP) Almost Good (Monarch, ASCAP) Liberty 55168
- TURVY II** Cozy Cole
(Love, ASCAP) Turvy 1 (Love, ASCAP) Love 5014
- NOBODY BUT YOU** Dee Clark
(Gladstone, ASCAP) When I Call on You (Tollie, BMI) Abner 1019

C&W

- BILLY BAYOU** Jim Reeves
(Tree, BMI) I'd Like to Be (Barlon, BMI) RCA Victor 7380
- MR. MOON** Carl Smith
- THE BEST YEARS OF MY LIFE**
(Peer International, BMI) (Cedarwood, BMI) Columbia 41290

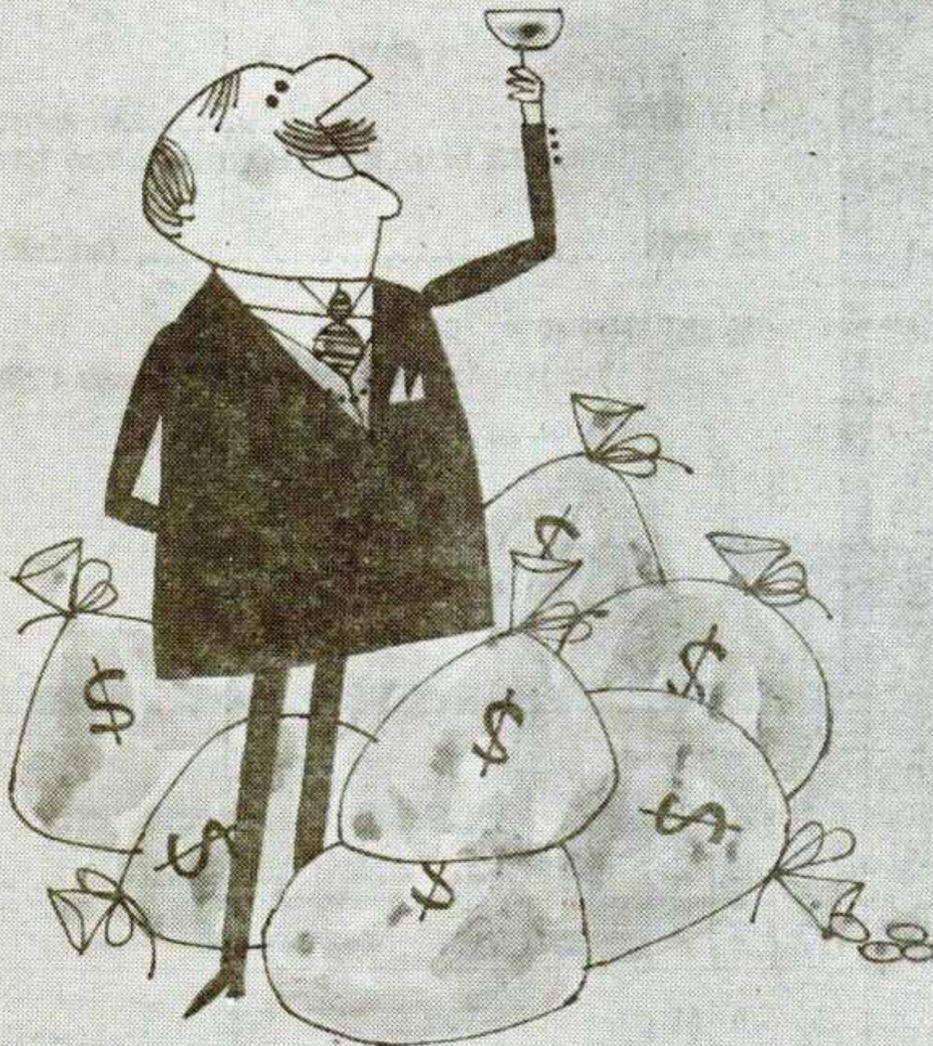
The above are previous Billboard Spotlight picks

R&B

NO SELECTIONS THIS WEEK.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
56	70	61	91		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	15
—	—	—	92		I WANT TO BE HAPPY CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30790	1
—	—	—	93		A HOUSE, A CAR AND A WEDDING RING	Mike Preston, London 1834	1
27	48	66	94		YOU CHEATED	Shields, Dot 15805	15
54	77	73	95		GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	10
99	78	87	96		ALMOST IN YOUR ARMS	Johnny Nash, ABC-Paramount 9960	6
—	91	—	97		CINDERELLA	Four Preps, Capitol 4078	2
—	—	100	98		SWEETHEART	Peggy Lee, Capitol 4107	2
—	—	—	99		SEVEN MINUTES IN HEAVEN	Poni Tails, ABC-Paramount 9969	1
—	89	83	100		JO JO GUNNE	Chuck Berry, Chess 1709	3

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The **Billboard**
HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
			1	CITY LIGHTS	Ray Price, Columbia 41191	7
4	4	3	2	PICK ME UP ON YOUR WAY DOWN...	Charlie Walker, Columbia 41211	7
2	2	2	3	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	7
7	7	9	4	ALL OVER AGAIN	Johnny Cash, Columbia 41251	7
8	11	8	5	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	5
12	12	5	6	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	7
17	18	13	7	LIFE TO GO	Stonewall Jackson, Columbia 41257	5
15	9	7	8	WHAT DO I CARE!	Johnny Cash, Columbia 41251	7
9	8	11	9	HALF A MIND	Ernest Tubb, Decca 30685	7
3	3	4	10	ALONE WITH YOU	Faron Young, Capitol 3982	7
21	13	12	11	BILLY BAYOU	Jim Reeves, RCA Victor 7380	4
6	6	10	12	BLUE BOY	Jim Reeves, RCA Victor 7266	7
—	27	22	13	TREASURE OF LOVE	George Jones, Mercury 71373	3
18	14	15	14	MY BABY'S GONE	Louvin Brothers, Capitol 4055	7
5	5	6	15	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 302	7
20	20	17	16	YOU'RE MAKING A FOOL OUT OF ME...	Jimmy Newman, M-G-M 12707	5
14	21	26	17	FALLING BACK TO YOU	Webb Pierce, Decca 30711	7
19	15	16	18	TOUCH AND GO HEART	Kitty Wells, Decca 30736	6
16	22	21	19	A WOMAN CAPTURED ME	Hank Snow, RCA Victor 7325	5
13	10	14	20	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	7
27	—	—	21	HE'S LOST HIS LOVE FOR ME	Kitty Wells, Decca 30736	2
11	17	18	22	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	7
10	16	24	23	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	7
—	—	—	24	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	1
—	—	—	25	PROBLEMS	Everly Brothers, Cadence 1355	1
25	23	20	26	SEND ME THE PILLOW YOU DREAM ON...	Hank Locklin, RCA Victor 7127	6
23	28	28	27	INVITATION TO THE BLUES	Ray Price, Columbia 41191	7
22	19	19	28	LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	7
—	—	29	29	A MANSION ON THE HILL	June Webb, Hickory 1086	3
—	—	25	30	CIGARETTES AND COFFEE BLUES	Lefty Frizzell, Columbia 41268	2

THE MOST RECORDED SONG OF 1958!

“IMPOSSIBLE”

words and music by **STEVE ALLEN**

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Recorded by



EYDIE GORME
ABC Paramount
ABC 246



ANDY WILLIAMS
Cadence
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NAT "KING" COLE
Capitol
W 1084



DOROTHY COLLINS
Coral
CRL 57150



THE HI-LO'S
Columbia
CL 1121



SKITCH HENDERSON
RCA Victor
LSP 1401



JACK KANE
Dot
DLP 3143



JANE HARVEY
Dot
17885



TERRY GIBBS
Emarcy
(soon to be released)



RAY ANTHONY
Capitol
(soon to be released)



JENNIE SMITH
Columbia
CL 1242



DAVID ALLEN
World Pacific Jazz
652 & WP 1250



LAURA LESLIE
Hanover
4503



TEDDI KING
RCA Victor
20/47-6575

Rosemeadow

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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

JERRY LEE LEWIS

★★★★ I'll Sail My Ship Alone
SUN 312—Lewis' first disk in a spell is set in medium rhythm framework with a boogie woogie piano by Lewis against his good vocal. (Lois, BMI)

★★★★ It Hurt Me So
A slow side for Lewis, with a great heartache type vocal by the cat. Chorus supports the effort. It has a bluesy quality and will appeal. (Justis, BMI)

FOUR OF A KIND

★★★★ Love Every Moment You Live
CAMEO 154—The vocal group sells this pretty string band styled ditty with feeling over a foot tapping beat. It has a warm Philadelphia sound and a chance. Watch it. (Stenton, BMI)

★★★ You Were Made T' Love
The boys handle this interesting effort nicely over a solid beat by the combo. Good side could get spins. (Lowe, ASCAP)

JACK CLEMENT

★★★★ Wrong
SUN 311—The writer of several big Johnny Cash hits does another of his own tunes with the quality of "Guess Things Happen That Way." The cat has real talent, both as to cleffing and chanting. Watch this one. (Clement, BMI)

★★★★ The Black Haired Man
A strong folkish item gets a fine chanting job by Clement. It's a tale about a cat who rode into town and tried to take somebody's baby away. Choral and harmonica support give it a sound. Watch this side. (Clement, BMI)

CONWAY TWITTY

★★★★ Why Can't I Get Through to You
MERCURY 71384—Cat who is still scoring with "It's Only Make Believe" puts plenty of heart into his reading of the rockaballad. Good backing accompanies. Strong prospects. (Steinway, BMI)

★★★★ Double Talk Bbby
Rockabilly blues is rendered with zest by the lad. Catchy, rhythm number could catch on with the kids. Two strong sides. (Maggie, BMI)

BILL PARSONS

★★★★ The All-American Boy
FRATERNITY 835 — Rocker is presented in highly listenable fashion by Parsons. Tune tells of wooing gals the all-American way. Lad could have a winner with this. (Buckeye, ASCAP)

★★★ Rubber Dolly
Parsons the rocker at a swift clip. Good reading, but flip appears the top side. (Buckeye, ASCAP)

THE QUAKER CITY BOYS

★★★★ Teasin'
SWAN 4023 — Swinging side in the Philadelphia String Band style has the king of flavor that could make a step out. The Quaker City boys sing and whistle it smartly and it has a chance. (Kellern, ASCAP)

★★ Won't Y' Come Out, Mary Ann
Here's a happy record using the Philadelphia march style. Record has some string band sound and the boys sing it brightly. It could get coins. (Mayland, BMI)

★★★

JEANETTE & VECKY

★★★★ Everything Reminds Me of You

ALADDIN 3443—Rockaballad is nicely warbled by the pair. They are telling about all the things that remind them of each other. (Aladdin, BMI)

★★★ Crazy With You
The duo have a mild shoutin' approach on this swingin' number. Danceable side can attract with exposure. (Aladdin, BMI)

DAVID ROSE ORK

★★★ The Night They Invented Champagne
STEREO

M-G-M 50105—This attractive side from "Gigi" achieves a nice round effect without developing any exaggerated separation effects. Pleasant instrumental listening altho there's no strong dance appeal. (Lowal-Chappell, ASCAP)

★★★ Gigi
Same general comment on the recording end, except this is done to a slow, but regular rhythm, making it a romantic dance side as well as nice for straight listening. (Lowal-Chappell, ASCAP)

LEROY HOLMES ORK

★★★ In a Persian Market
STEREO

M-G-M 50102—Good separation shows off the stereo here, with horns on the right and percussion for the most part on the left. Another fine dance side. Chorus comes thru on the right too. (Bosworth & Belwin, ASCAP)

★★★ Spanish Rock
The famous theme from the opera "Carmen" gets a swinging, rocking treatment by the Holmes ork. A solid side, ideal for the juke location terpers. Moderate stereo effects. (Hayworth, ASCAP)

FRAN WARREN

★★★★ Sunday Kind of Love
STEREO

M-G-M 50100—Miss Warren appears on the right hand speaker, with the insistent drum brush man on the left. Band floats around thru the background between the two. Good juke demo picce. (Leeds, ASCAP)

★★★ Don't Let It Break Your Heart
On this side, the gal moves into the middle. She's well centered between speakers on the mildly rock-slanted ballad. A pleasant, chorus-supported side. (Saga, ASCAP)

GENE VINCENT

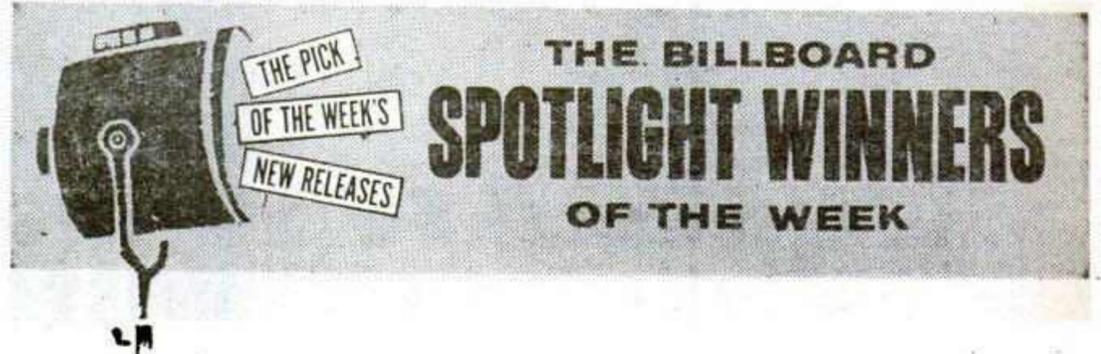
★★★ Say Mama
CAPITOL 4105—Exuberant vocal treatment of infectious rhythm-rocker, with good beat. (Big "D", BMI)

★★★ Be Bop Boogie Boy
Frantic chanting on a fast-moving rockabilly rocker. (Central Songs, BMI)

GRIZ GREEN

★★★ Thankful
TAMPA 161 — An interesting record with an offbeat, barroom stringband sound. Vocal is a group in unison. A very catchy sound that could move with exposure. Jocks will like this. (Hood, BMI)

★★★ Treasured Memories
This side has an interesting dance hall sound with something that sounds like a mechanical piano with a muted trumpet lead. Either side could get action if exposed. (Hood, BMI)



Pop Records

THE APPLEJACKS ROCKA-CONGA (Mayland, BMI) AM I BLUE? (Witmark, BMI)

The group is still scoring with "Mexican Hat Rock," and either of these two choice sides could also provide a winner. Top side is an infectious blend of rock and roll and the danceable Latin rhythm. The kids will have a ball jumping to this. "Am I Blue?" the flip, is another instrumental. The evergreen is done in contagious string-band style
Cameo 155



THE AMES BROTHERS RED RIVER ROSE (Duchess, BMI) WHEN THE SUMMER COMES AGAIN (Winnerton, BMI)

"Red River Rose" is a Civil War-type ditty that is done in bright, march tempo. The gang has an effective vocal treatment that should lure buys from teens. Flip, "When the Summer," is a dramatic ballad that is given a warm warble. Either can score. RCA Victor 7413



DONNIE OWENS TOMORROW (Malapi, BMI)

Owens comes thru with a solid vocal on the new rockaballad. His feelingful cutting is nicely supported by a rhythm combo and chick chorus. It could be a hit follow-up to his current "Need You." Flip is "Out of My Heart" (Malapi, BMI).
Guyden 2006



BOBBY DAY THE BLUEBIRD, THE BUZZARD & THE ORIOLE (Recordo, BMI) ALONE TOO LONG (Recordo, BMI)

"Bluebird" is a rockin' side somewhat along the lines of Day's big "Rock-In Robin." It's read with zest, and the lad figures to have another strong pop and r.&b. disk. Flip is a rockarumba that is presented against pounding ork and group support. Both sides are contenders.
Class 241



JANE MORGAN IF ONLY I COULD LIVE MY LIFE AGAIN (Ashland, BMI) TO LOVE AND BE LOVED (Maraville, ASCAP)

The thrush has two potent sides that can be hit successors to "The Day the Rains Came." Top side shows an expressive rendition on a moving ballad with bolero-tempo backing. "To Love and Be Loved," the flip, is a tender ballad that is sung against lush ork support. Both are fine efforts.
Kapp 253



ANDY WILLIAMS THE HOUSE OF BAMBOO (Criterion, ASCAP) THE HAWAIIAN WEDDING SONG (Pickwick, ASCAP)

Both are potent offerings. "The Hawaiian Wedding Song" is a slow rockabula-type that is expressively rendered against soft ork and chorus support. "The House of Bamboo" is an equally catchy tune and rendition. This side has a Latin tinge and Williams does it with appeal.
Cadence 1358



KAY STARR OH, HOW I MISS YOU TONIGHT (Bourne, ASCAP)

The thrush presents a very strong warble on the oldie. It's one of her finest sides in some time. She does the pretty tune against mild rock backing. With exposure, she could have a strong item. Flip is "He Cha Cha'd In" (Burke & Van Heusen, ASCAP) RCA Victor 7414



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

EL CAPRIS

THEY'RE ALWAYS LAUGHING AT ME (Greta, BMI)
IVY LEAGUE CLEAN (Great, BMI)

The group has two sides that appear strong teen bait: "They're Always Laughin' at Me," tells of a cat who's determined to learn how to dance. It's a cute tune and it's well handled. Flip, "Ivy League Clean," is a discourse in what the well-dressed teenager will wear. They can make it. Paris 525



Pop Talent

BUZZ & AL

WHEN YOU'RE GONE (Jimskip, BMI)
A LITTLE BIT OF LOVIN' (Jimskip, BMI)

The new duo has an interesting sound that makes for good initial disk. "When You're Gone" is a pretty ballad that is chanted with heart against soft ork accompaniment. Flip, "A Little Bit of Lovin'," has a country flavor, and the reading is just as acceptable. Josie 848



Pop Disk Jockey Programming

RANDY SPARKS

THAT LUCKY OLD SUN (Robbins, ASCAP)
BALL AND CHAIN (Sparrow, BMI)

Sparks has a strong offering in his revival of "That Lucky Old Sun," the Beasley Smith oldie. It should please listeners, and it also has a chance to step out saleswise: "Ball and Chain," the flip, is a folksy tune that is given a bright reading with special sound effects. This is a fine programming item. Verve 10156



MORTY PALITZ ORK

ESO ES EL AMOR (Southern, ASCAP)
THE GROCER'S CHA-CHA (Zodiac, BMI)

The Palitz Ork serves up two fine sides that are fine jockey wax. "Eso Es El Amor" is a catchy tune that shows fine chorus and ork work. The tempo alternates between a cha cha and a rumba. Flip is a modern treatment of the Mexican tune. It's a cheerful side that also rates heavy spins. Josie 850



Christmas Records

CHUCK BERRY

MERRY CHRISTMAS, BABY (St. Louis, ASCAP)
RUN, RUDOLPH, RUN (Arc, BMI)

Berry has two interesting sides that will pull in plenty of coin. Top side is a slow blues that is read against really fine guitar and piano. It's an off-beat treatment that can click. "Run, Rudolph," the flip, is a rousing rock and roll effort about one of Santa's reindeer. Chess 1714



C & W Records

JIMMIE SKINNER

DARK HOLLOW (B&F, BMI)
WALKIN' MY BLUES AWAY (Starrite, BMI)

Skinner has two great sides that should attract buys from lovers of traditional c.&w. music. "Dark Hollow" is given a listenable warble against plucked string support. "Walkin'," the flip, features honky-tonk piano and strings behind the artist's choice vocal. Mercury 71387



R & B Records

RAY CHARLES

THE RIGHT TIME (Crossroads, BMI)
TELL ALL THE WORLD ABOUT YOU (Progressive, BMI)

Charles, as usual, has two potent offerings that can cop pop and r.&b. loot. "The Right Time" is a driving blues that is sung with feeling with an assist from a group of chicks. "Tell All the World" is a gospel-type tune that swings all the way. Both should register. Atlantic 2010



RONNIE DIAMOND
 *** Close to Me Heart
 IMPERIAL 5554 — Diamond bands tender rockaballad a strong reading. Interesting new talent. (Port, ASCAP)

*** Zig-Zag
 This side rocks with Diamond selling with verve and group backing offering good support. (Post, ASCAP)

THE STEWART SISTERS
 *** The Witness
 SPECIALTY 653—A good recording by the three chicks of a listenable hunk of material about a broken love. A good side that could get action if exposed. (Greenwich-Music-Chord, ASCAP)

*** Movie Magazine
 New girlie group bows on the label with an attractive rockaballad about a picture of an actor in a movie magazine. (Venice-Hillart, BMI)

CLINT MILLER
 *** A Lover's Prayer
 ABC-PARAMOUNT 9979 — Warm ballad is sung well by Clint Miller over organ and rhythm support with gal's voices in the backing. Good side that could get some coins. (Sheldon, BMI)

*** No Never My Love
 On this side the lad sells a rockaballad tastefully, again helped by the girls and the combo. Flip has a bit more. (Roger, ASCAP)

MARVIN RAINWATER
 *** Born to be Lonesome
 M-G-M 12739—Tender reading by Rainwater on wistful country ballad with dual market appeal. (Cedarwood-Spook, BMI)

*** Lonely Island
 Attractive theme, which blends country and Hawaiian flavor, is warbled with pleasing effectiveness. Another dual-market side. (Cedarwood, BMI)

CARL PERKINS
 *** Y-o-u
 COLUMBIA 41296—The cat spells out "y-o-u" to the theme of devotion and love. Warm chorus backing helps. Pretty side can move. (Cedarwood, BMI)

*** This Life I Live
 Bluesy ballad with beat is given a good go by Perkins with cheerful chorus support. It can move in both pop and c.&w. markets. (Jamil, BMI)

CAROLE BENNETT
 *** Ting Me a Tong
 SHAD 5003—A gimmick record with the title meaning "sing me a song." The side has an old-fashioned flavor of the vaudeville circuit. Thrush gives it a fine whirl. Interesting sound can get a response. (Planetary, ASCAP)

*** Step by Step
 A gospel-slanted side with an organ accompaniment for Miss Bennett's dual tracked vocal. A good side that's worth exposing. (Brent, BMI)

THE EASY RIDERS
 *** Wanderin' Blues
 COLUMBIA 41284—The medium-beat theme is softly chanted by the trio with fine, soft guitar backing. A fine jockey item. It should please their fans. (Montclare, BMI)

*** Sweet Sugar Cane
 Terry Gilkyson and the Easy Riders present the sprightly, folksy calypso-tune describes the pleasure of "de sweet sugat cane." (Montclare, BMI)

THE DUECES WILD
 *** I'm in a Whirl
 SPECIALTY 654—Rocker also has a below-the-border flavor. It's fine for first effort by the talented new pair. A chick is putting the buys in a tizzy. (Venice, BMI)

*** The Meaning of Love
 Peppy theme has a lilting tinge. The lads sing it with gusto. Flavorsome backing by guitars adds to appeal. (Venice, BMI)

STEVIE LAYNE
 *** Ja Da Cha Cha
 ATCO 6129—Cha cha treatment of the

oldie is a bright, danceable item. With cha chas the current rage, this could create interest. (Feist, ASCAP)

*** T. D.'s Boogie Woogie
 A swingin' arrangement of one of the late orkster's biggest hits. Smooth, updated treatment could catch on. (Morris, ASCAP)

HI-FASHIONS
 *** Yes Oh Yes
 PARIS 524 — Bright rhythm novelty, with chicks answering the lead male vocal. Moves right along and will get good exposure. (Greta, BMI)

*** Ooh-What a Guy
 The chicks have seen a new boy in the school, and they are affected by it all. A smart teen lyric idea. (Greta, BMI)

THE IVIES
 *** Sunshine
 IVY 110—Rockaballad, chanted in relaxed fashion. Tasteful style by the vocalist, with arrangement using triplet figure. (Walnut, BMI)

*** Come on
 Good chanting by the lead singer with a touch of church quality in the choruses and much emotion. (Walnut, BMI)

MALAGON SISTERS
 *** In a Little Spanish Town
 FIESTA 084—The oldie is done as a spicy cha cha. The gals do the vocal in Spanish and English. Some coin possible. (Feist, ASCAP)

*** Lessons in Cha Cha Cha
 The gals tell about a lesson in doing the cha cha. Cute sidg can also attract. (Pemora, BMI)

SAMMY KAYE ORK
 *** Sweet Lullani
 COLUMBIA 41293—Hank Kanul and the Kadets present the popular melody in cha cha fashion. Kaye's ork backing helps suitably. (Joy, ASCAP)

*** How Good Can a Good Girl Be
 Lynn Roberts does the special material-type tune with charm. Good jockey side. Fair prospects. (World, ASCAP)

CHARLES MARGULIS
 *** Malaguena
 CARLTON 494—The trumpet artist has a fiery tone on the Latin theme. It's an exacting side that provides spinnable wax. (Marks, BMI)

*** Theme From El Salon Mexico
 The Aaron Copland melody is done with chorus sounds and a fine instrumental treatment. This can also move. (Boosey & Hawkes, ASCAP)

AL ALBERTS
 *** Willingly
 CORAL 62061—Here's another version of the French tune with a good vocal by Al Alberts, former Four Aces lead. He sells it with feeling. Side has a chance. (Shapiro-Bernstein, ASCAP)

*** My Love
 Attractive new ditty is sold neatly by Alberts over listenable ork support by the Dick Jacobs crew. (Coaxial, BMI)

THE FRATERNITY BROTHERS
 *** The Letter
 VERVE 10157—A medium tempo with the rock-group in medium tempo with the rock-group background. It's all about a letter from the chick and he's afraid to open it. Has a message. (Wedgewood, ASCAP)

*** Morning, Noon and Night
 A neo-calypso rhythm offering with a minor flavor. Good bit of interesting sound but flip would have the edge. (Wedgewood, ASCAP)

ALAN DALE
 *** Love Eyes
 M-G-M 12742—The artist is assisted by smart, bright ork backing on the snappy number from the coming Broadway show, "Whoop Up." Good jockey record. (Saunders, ASCAP)

*** As Young as We Are
 Title tune from the current flick is given a warm reading by Dale over big ork support. Tune is a ballad. Flip seems a bit stronger. (Famous, ASCAP)

(Continued on page 44)

Reviews and Ratings of New Classical Albums

Continued from page 28

of these unusual scores, which constituted the last important orchestral efforts of Debussy and Dukas. The music is filled with rich and colorful impressions, and the excellent stereo sound makes the album a desirable item for collectors of serious twentieth century music.

★★ BEETHOVEN: THE HAMMERKLA-VIER SONATA

Daniel Barenboim, Piano.
Westminster XWN 18760
The 16-year-old Israeli lad, who concertized around the U. S. during the past year, has merely selected for his third album of Beethoven sonatas the most difficult and obtuse of all. Considering his age, the effort is unusually able and adept, even if not up to some of the older renditions emotionally. Curiosity interest could spur sales now, while a widening reputation in the future could maintain and extend them.

★★ HANDEL'S MESSIAH (EXCERPTS)

Adele Addison, Soprano; David Lloyd, Tenor; Various artists with the Handel & Haydn Society of Boston & the Zambler Sinfonietta (Stone).
Kapp KCL 9025
Selections from the complete three-volume set originally released on the Unicorn label. It's a good, workmanlike job with fine co-ordination between soloists and Boston's renowned choral society. Altho there's much competition, seasonal appeal of oratoria and growing popularity of Addison and Lloyd will help sales.

★★ FRENCH OVERTURES IN HI-FI

Orchestre du Theatre National de L'Opera de Paris.
Westminster XWN 18783
The six overtures to French operas are rarely heard. Here the rhythmic music is recorded with rich orchestral sounds very admirably conducted by Hermann Scherchen. Attractive cover, but lack of familiarity of the material may restrict sales.

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★★ MUSIC FOR TRUMPET AND ORCHESTRA

Roger Voisin and Armando Ghitalla, trumpets with the Unicorn Concert Orch. (Dickson).
Kapp 9017
Another Unicorn catalog item featuring fascinating music by Haydn, Vivaldi and Purcell. Disk is a fine showcase for Voisin's virtuosity, and he demonstrates par excellence the characteristics of French horn playing. It's instructive to hear the sharp, wiry sound and the rapid vibrato Voisin employs to get his beautiful sound. Ghitalla's trumpet playing is good, too. Competition exists, but it's not overwhelming.

★★ SCHUMAN: CELLO CONCERTO; TCHAIKOVSKY: VARIATIONS ON A ROCCO THEME

Pierre Fournier, cello, with the Philharmonia Orch. (Sargent).
Angel S 35397

STEREO & MONAURAL

The French cellist applies his refined, delicate interpretation to two repertory standards. As usual, he works within a small, dynamic compass, but his sensitivity produces marvelous effects within that small range. While some may feel Schumann needs a bigger sound, the artist's beauty of tone will quiet all objections. The Tchaikovsky Variations are treated with restraint. Fine portrait photo of Fournier on jacket.

★★ THE MODERN AGE OF BRASS

Roger Voisin and His Brass Ensemble.
Kapp KCL 9020
Dahl, Hindemith, Berezowski and Sanders are the composers represented in this reissue of a Unicorn recording. Musicians are all first rate. Disk gives a small but ample demonstration of the advances in brass instruments and how they are utilized by modern composers. Hindemith's "Morgenmusik," a lovely essay in melody and classic form is the most interesting work, and it's not available elsewhere. Attractive cover.

★★ HANDEL ORGAN CONCERTI

Lawrence Moe, organ, with the Unicorn Orch. (Lipmann).
Kapp KCL 9018
A reissue on the Kapp label of Uni-

corn's disk of four organ concerti, played by Moe. The reading is in the unrushed, relaxed fashion native to the baroque tradition. MIT's Holtkamp organ's sound is artificial, however, and disk's interpretation can't compete with new E. Power Biggs' release of same works.

★★ PONCHIELLI: LA GIOCONDA (3-12")

Anita Cerquetti, Soprano; Mario Del Monaco, Tenor; Cesare Siepi, Bass; Various artists; the Chorus & Orch. of the Maggio Musicale Fiorentino (Gavazzeni).
London OSA 1302

STEREO & MONAURAL

The stirring, virile if unobtrusive performance out monaurally some months takes on added vigor and breadth. London's twin-track recording is suited well to the material and comes off sonically excellent. All-star cast and colorful cover should attract.

LOW-PRICE CLASSICAL ★★★

★★★ BEETHOVEN OVERTURES

The London Philharmonic Orch. (Van Beinum). Richmond B 19026
Clean, academic readings in the German tradition, of the "Leonora No. 3," "Consecration of the House," "Egmont," "Fidelio" and "Coriolan" overtures. Van Beinum's usual attention to orchestral choirs and balance enhances the London Philharmonic's over-all virtues. Good sound, but some clarity lost when volume is increased. It's a solid package for the money.

★★★ CHOPIN: LES SYLPHIDES; IBERT: DIVERTISSEMENT

Paris Conservatory Orch. (Desormiere).
Richmond B 19028

Nice cover shot of ballerina Alicia Markova enhances jacket of this album. It's a true, ballet-style reading a la 19th century, with Desormiere offering quiet, graceful and piquant interpretations rather than orchestral flash and brilliance. Altho the conducting is a little careless at times, there's no competition in its price bracket, and disk should pull in coin.

★★★ TCHAIKOVSKY: ROMEO AND JULIET OVERTURE; FRANCESCA DA RIMINI

The London Philharmonic Orch. (Van Beinum) & The Paris Conservatory Orch. (Jorda). Richmond B 19027

Van Beinum's interpretation is all Romeo and no Juliet. There's too much virility and not enough sweetness. Jorda's "Francesca" is excellent. He puts the Paris Conservatory orch thru its paces in a poetic reading that's romantic without becoming sentimental. Low-priced competition is nil, so this item's great for the racks.

Disk Breakout Power Wanes

Continued from page 3

to see that they don't phoney up the requests."

As far as the Cleveland situation is concerned, the picture is described as a life and death struggle between WERE and KYW. "It's still a good market," said a publisher, "but other towns on its fringe, like Youngstown, Akron and Columbus are having an influence on Cleveland like never before. The same was said of Detroit and the effect on activity there of the nearby city of Toledo.

Atlanta was said to be a particularly hot city for what was described as "the crossover record"—the poppish rhythm and blues type. Recent records by Lloyd Price and Clyde McPhatter had strong initial activity there. The same is true of Cozy Cole's "Topsy II."

Charlotte, N.C., is considered a good area because of the presence there of a "hot one-stop who also covers Atlanta and Nashville." According to one source, "by getting things moving in Charlotte thru him, you are also making it in two other important centers."

Philadelphia, with the presence of Dick Clark, it was noted, remains as hot as ever, with various radio deejays there also figuring in the scene as important starting points.

In Chicago, according to traders, it's almost as hard to break a record as in New York. It was stated that many of the stations there program from record store lists, and that most of these naturally featured established hits only. "In this territory, the most important plugging has to be done not with stations, but with the stores themselves to get the listings," said another plugger. Milwaukee was said to be better starting point than Chicago, following the fringe idea which seems to be in effect around Cleveland and Detroit.

Pittsburgh was described as "slipping badly" as a promotion center, with the same comment for Seattle, once a hot area for rock and roll material. Boston was pictured as "picking up" as a kick-off point with WMEX taking an increasingly important role in this respect. San Francisco, St. Louis and New Orleans were said to be "rather cool at present."

Epic Responds

Continued from page 3

appointment of Al Shulman as general manager. He promised then to make Epic Records "a swinging label," and so far he is moving well along that road. Under Shulman, Joe Sherman is handling the pop single a.&r. work, Jim Fogelsong the pop album work and Walt Hayam is sales director. Charles Schicke is classical chief.

"Selectivity" has been the keyword of the new Epic administration, which has meant less singles on release and a tightening of the album release schedule. Many artists have been pruned from the roster. The label intends to sign a number of new artists for both albums and singles. First artists signed under the new policy are Joe Harnell, the pianist, and George DeWitt, for albums.

One of the things that will soon happen at Epic is the broadening of the Okeh label to the status of a complete label, that will issue pop, rock and roll and rockabilly material. Up to now Okeh had been used for r.&b.-type material only. Joe Sherman will handle Okeh's singles as well as Epic's.

Epic also has plans to go into jazz LP's in a serious way. Up to now the label has cut few modern jazz sets, but will start on such material in the near future.



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• Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	TOM DOOLEY (Beechwood)	1	5
2.	THE DAY THE RAINS CAME (Garland)	2	8
3.	NON DIMENTICAR (Hollis)	4	7
4.	IT'S ALL IN THE GAME (Remick)	5	11
5.	TO KNOW HIM IS TO LOVE HIM (Warman)	3	5
6.	NEAR YOU (Supreme)	7	12
7.	THE END (Criterion)	6	7
8.	LONESOME TOWN (Eric)	8	3
9.	TEA FOR TWO CHA CHA (Harms)	9	5
10.	THE WORLD OUTSIDE (Chappell)	10	2
11.	LOVE IS ALL WE NEED (Sheldon)	15	3
12.	IT'S ONLY MAKE BELIEVE (Marielle)	—	1
13.	CALL ME (Meridian)	11	4
14.	CHANTILLY LACE (Glad)	13	3
15.	I GOT A FEELING (Eric)	14	3

• Best Selling Sheet Music in Britain

(For week ending November 22)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. America publishers in parenthesis.

More Than Ever—Sterling (Ampco)	Hoot Mon—Southern (Southern)
A Certain Smile—Robbins (Robbins)	Tulips From Amsterdam—Cinephonic (Sikorski)
Volare—Robbins (Robbins)	It's Only Make Believe—Francis Day (Marielle)
It's All in the Game—Blossom (Remick)	Stupid Cupid—Aldon (Aldon)
Carolina Moon—Lawrence Wright (Cromwell)	On the Street Where You Live—Chappell (Chappell)
Trudie—Henderson (Kassner)	a. Tom Dooley — Ardmore-Beechwood (Beechwood)
Mary's Boy Child—Bourne (Schumann)	b. Tom Dooley—Essex (Ludlow)
You Need Hands—Lakeview (Leeds)	If Dreams Came True—Dominion (Korwin)
Someday—Duchess (Leeds)	Mad, Passionate Love—Duchess (Burgess)
Born Too Late—Anglo-Pic (Mansion)	
Bird Dog—Acuff-Rose (Acuff-Rose)	
When—Southern (Sounds)	

• Best Selling Pop Records in Britain

(For week ending November 22)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	HOOT MON—Lord Rockingham's XI (Decca)	2
2.	IT'S ALL IN THE GAME—Tommy Edwards (MGM)	1
3.	IT'S ONLY MAKE BELIEVE—Conway Twitty (MGM)	7
4.	A CERTAIN SMILE—Johnny Mathis (Fontana)	3
5.	COME PRIMA—Marino Marini (Durium)	6
6.	BIRD DOG—Everly Brothers (London)	4
7.	TOM DOOLEY—Lonnie Donegan (Pye-Nixa)	13
8.	MORE THAN EVER—Malcolm Vaughn (HMV)	5
9.	MOVE IT—Cliff Richard (Columbia)	8
10.	TEA FOR TWO CHA CHA—Tommy Dorsey Orchestra (Brunswick)	11
11.	LOVE MAKES THE WORLD GO 'ROUND—Perry Como (RCA)	15
12.	STUPID CUPID/CAROLINA MOON—Connie Francis (MGM)	9
13.	SOMEDAY—Ricky Nelson (London)	12
14.	HIGH CLASS BABY—Cliff Richards (Columbia)	22
15.	COME ON; LET'S GO—Tommy Steele (Decca)	16
16.	TOM DOOLEY—Kingston Trio (Capitol)	23
17.	SOMEDAY—Jodie Sands (HMV)	18
18.	SUMMERTIME BLUES—Eddie Cochran (London)	29
19.	MY TRUE LOVE—Jack Scott (London)	14
20.	FALLIN'—Connie Francis (MGM)	20

New Christmas Wax Listing

Continued from page 3

CHRISTMAS IN THE SNOW—PINEY; Jack Rousseau; Gone 5045.	MERRY CHRISTMAS, BABY—RUN, RUDOLPH, RUN; Chuck Berry; Chess 1714.
CHRISTMAS IS NEAR—HOLIDAY PICKING; Stawley Brothers; Starday 413.	NIGHT BEFORE CHRISTMAS—THE FAVORITE CHRISTMAS CAROLS; Dorothy Price; Forever 1863.
CRACKERJACK CHRISTMAS — KEEP CHRISTMAS IN YOUR HEART; Don Ralke Chorus and Or; Stardisc 100.	ON CHRISTMAS DAY—HAPPY NEW YEAR; Gene Strider; Ford 100.
DONDE ESTA SANTA CLAUS?—OL' FATSO; Agle Rios; Metro 20010.	ROCKIN' AROUND THE CHRISTMAS TREE—PAPA NOEL; Brenda Lee; Decca 30776.
GOD'S CHRISTMAS TREE—GREAT SOMEBODY; Southwest High School Choir; Columbia 41295.	ROCKIN' WITH SANTA—MADNESS; Ginger Dawn; Lee 1001.
GREEN CHRISTMAS—THE CHRISTMAS SPIRIT; Stan Freberg; Capitol 4097.	RUDOLPH THE RED-NOSED REINDEER — CHA CHA — NOTRE DAME VICTORY MARCH CHA CHA; Hernando Hopkins; ABC-Paramount 9973.
HERE COMES SANTA CLAUS—RUDOLPH THE RED-NOSED REINDEER; Gene Autry; Challenge 59030.	SANTA AND THE PURPLE PEOPLE EATER—STAR OF LOVE; Sheb Wooley; M-G-M 12733.
I LIKE CHRISTMAS—JINGLE-BELL ROCK; Teresa Brewer; Coral 62058.	SANTA CLAU S JR. — LITTLE GREEN GIRL; Robert Q. Lewis; M-G-M 12740.
I'LL BE HOME FOR CHRISTMAS —KATIE THE KANGAROO; The Travelers; Andex 2011.	SANTA CLAUS ROCK — TIME DIDN'T CHANGE A THING; Ann De Marco; Orchid 5001.
IT'S CHRISTMAS TIME—VALLEY OF LOVE; Marvin and Johnny; Aladdin 1439.	SANTA'S SNOWDEER — WHITE WONDERLAND; The Page Boys; Big B1017.
KATIE THE KANGAROO—MERRY CHRISTMAS, DARLING; Robert Linn, Keen 2013.	SANTA'S TOO FAT FOR THE HULA HOOP—KITTY KATS ON PARADE; The Pixies; Balboa 007.
JINGLE BELLS AND SILENT NIGHT—AVE MARIA; Little Joey; Variety 1011.	THAT'S SANTA CLAUS—LONELY IS THE HUNTER; Jimmy Wakely; Shasta 106.
JINGLE BELLS POLKA—SLEIGH BELLS WALTZ; Li'l Wally; Jay Jay 150.	WHAT I SAW ON CHRISTMAS NIGHT—WHY DOES MY DADDY COME HERE; Cheryl Orr; Summit 107.
LOLLIPOPS AND GUMDROPS—CHRISTMAS IS COMING; Irene Carroll and Trio; Toni 100.	

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Warner Bros. 5022

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The Chateaus

"BROWN EYES"

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Ruth Brown's MAMA, HE TREATS YOUR DAUGHTER MEAN was the No. 1 Rhythm & Blues record of the year, according to Billboard's end-of-year recap.

. . . Now in November, 1958
Ruth Brown's MAMA, HE TREATS YOUR DAUGHTER MEAN is being released in an entirely new version. In this fresh new arrangement, the tune sounds greater than ever. Ruth was never in better form.

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HERE I STAND—WADE FLEMONS

VEEJAY 295

* ALREADY NO. 11—THE BILLBOARD'S HOT R&B SIDES

Reviews of New Pop Records

Continued from page 39

SUNNY GALE

*** Wheel of Fortune
DECCA 30791—The thrush chirps a newly recorded version of her hit of five years ago on the Derby label. She sells it with authority over solid backing. She could get action with this (Laurel, ASCAP)

** Three o'Clock
A driving rocker is handed a strong vocal by Sunny Gale helped by interesting backing. Song is about school and homework. (North, ASCAP)

ABBE LANE

*** Cha Cha Rock and Roll
RCA VICTOR 7407—Vivacious chirping by Cugat's frau on bouncy rocker with fine beat. Fine jockey wax. (E. B. Marks, BMI)

** Ooh, What a Lover
Sexy piping by Miss Lane on slinky theme, lyric mainly repeats title with varying interpretations by canary. Jocks should have fun with it. (Bryden, BMI)

ANNETTE

*** Tall Paul
DISNEYLAND 118 — Young canary sells well on zestful rhythm with catchy beat and standout backing. Could happen with exposure. (Wonderland, BMI)

** Ma—He's Making Eyes at Me
Bright rock and roll-tempo rendition of bouncy oldie, with cute chirping by gal. (Mills, ASCAP)

EDDIE BARNES

*** Just to Know
CLOCK 1008 — Feelingful deep-voiced warbling on moving rockaballad with churchy flavor. Merits spins. (Lowell, BMI)

** Sweet Girl of Mine
Personable chanting on okay ditty but flip is stronger side. (Lowell, BMI)

DICK LORY

*** Crazy Little Daisy
COLUMBIA 41276 — Rockabilly side with a driving rhythm. Backing of the chorus and the fast tempo, plus excitement of Lory, make it a good entry. (Ridgeway, BMI)

** Don't Be a Fool for Love
COLUMBIA 41276 — A smartly-produced side. Chanter is in fine voice, backed by chorus and a tasteful beat. (Budd, ASCAP)

THE IMPRESSIONS

*** The Gift of Love
ABNER 1023—The Impressions, without Jerry Butler, come thru with a pleasant reading of a warm rockaballad with a good lead featured and the group making listenable sounds. (Gladstone, ASCAP)

** At the County Fair
The boys lost their hearts to a sweet chick at the County Fair on this side. Okay waxing. (Tollie, BMI)

FRANK CHACKSFIELD ORK.

*** Rodeo
LONDON 1841—The Chacksfield ork presents an interestingly styled reading of a pretty effort featuring new sounds for the band including guitars, saxes and strings. Good disk. (Campbell-Connelly, ASCAP)

My Heart's in Portugal

A lush tango effort is played in all its fullness by the multi-stringed Chacksfield crew. Pleasant instrumental. (Kalth, BMI)

SAL MURE

*** Morse Code
UNITED ARTISTS 153 — This starts out mighty cutely and then starts to rock. It has a driving beat and a solid vocal. Watch this one it could grab loot. (Norma, BMI)

Desire

Not much here. Flip is stronger. (Norma, BMI)

THE MARKEYS

*** A Time to Love
RCA VICTOR 7412—George Morton gives a quavering teen-age type lead to this slow ballad. Organ leads the backing with the Markeys giving it their all. This could make itself felt with the teen market. (Norma, BMI)

Make a Record, Man

This is an upbeat blues which employs various pop song titles to sell its message. Has a good bit of life and could get action. (Norma, BMI)

THE BEAT-NIKS

*** Two Tacos Please
TAMPA 160—A mainly instrumental side rocks nicely in a cha cha framework. Gal's voice comes in to repeat "two tacos please" in Mexican dialect. Good sound. (Paul-Marc, BMI)

Foolish Fool

A goofed up piano takes the solo lead on this Latinish side. Okay sound. (Fortune, BMI)

CY SEYMOUR

*** Yankee Clipper
GOLDEN CREST 509—This is an answer to Duane Eddy's "Rebel Rouser," and it's a good driving instrumental in the "Rebel Rouser" style. Could get coins. (Gamut, ASCAP)

Louella

Cy Seymour and his group come thru with another pleasant instrumental effort here. Flip is stronger. (Gamut, ASCAP)

THE CHARLIE BOP TRIO

*** Tokyo Queen
CAPITOL 4100—Tale of a G.I. who meets a Japanese doll is sold well by Jimmy Kersey. A good r.&r. side. (Bourne, ASCAP)

Mr. Big Feet

Jimmy Kersey handles the vocal on this novelty item about a guy with big feet. (Bourne, ASCAP)

THE ACE ADAMS SINGERS

*** Clang Clang-Click Click
STAN 300—The gals come thru with a tricky reading of a bright novelty that could catch some coins. (Champ, BMI)

Ooh-Ya Ya Ya

Driving instrumental featuring the high-voiced girls' group is performed neatly by the instrumental-vocal group. (Champ, BMI)

LAWRENCE WELK

*** Cha Cha Polka
CORAL 62056—Commendable blend of

cha cha and polka flavors with catchy tempo. Merits spins. (Harry Von Tilzer Music, ASCAP)

*** I Never Should Have Let You Go
Larry Dean and the Sparklers vocalise pleasantly on a wistful ballad with a nostalgic flavor. (Harry Von Tilzer Music, ASCAP)

RICO HENDERSON

*** Mardi Gras Cha
CITATION 1035—The cha cha is given a bright setting by the ork. Catchy, danceable side could move with exposure. (Coliseum, BMI)

Ooga-Ooga

Bouncy rocker features guitar and sax. Flip is more potent effort. (Coliseum, BMI)

ROSEMARY CLOONEY

*** Diga Me
CORAL 62064—Thrush bows on the label with a driving effort featuring a hot harpsichord and a male vocal group. It has lots of life and could get jockey action. (Rogers, ASCAP)

Love Look Away

From the new Rodgers and Hammerstein musical "Flower Drum Song" comes this pretty tune also waxed by Tony Bennett. The artist sings it with feeling over Oriental backing. Jocks will spin often. (Chappell, ASCAP)

LINDA LAURIE

*** Ambrose (Part Five)
GLORY 290 — Wacky novelty is sold with a cute Brooklyn accent by the thrush helped by a goofy male voice and backed by a piano rhythm combo. Jockey references will help it get spins. (Bryden, BMI)

*** Ooh, What a Lover
Linda Laurie bows on the label with a warm reading of a bright new cha cha also waxed by Abbe Lane for Victor. Lass sells it well. (Bryden, BMI)

DICK JACOBS

*** Whispering Waters
CORAL 62063—The pretty ballad is played with feeling by the Dick Jacobs crew with a trumpet and a vocal group featured. A nice side. (Peer, BMI)

Dardanella

The fine standards is played in old-fashioned Glenn Miller style by the Jacobs crew. Should interest jocks. (F. Fisher, ASCAP)

LARRY AMATO

*** He Made a Miracle
RCA VICTOR 7411—A snappy up-beater with an inspirational message about the Lord and love. Fem voices come in later in support. Fine rhythm side with an immortal type thought. (HH & Range, BMI)

*** We're Gonna Have a Party
There's hootin' and howlin' and honkin' on this side as Amato gets in the groove with an invitation to come on down to the party. Another side that uses song titles as its gimmick. Good driving side. (Aldon, BMI)

RONNIE DEAUVILLE

*** Blame Your Eyes
IMPERIAL 5559—The singer bows on the label with a pretty reading, a la Sinatra, of an okay ballad. (Commodore, BMI)

*** King of Fools
Deauville sings this Sinatra-type tune with feeling over a rock and roll backing, with triplets featured. (Commodore, BMI)

FABIAN

*** Hypnotized
CHANCELLOR 1029 — More frantic chanting by Fabian on bouncy rockabilly item. (January, BMI)

*** I'm a Man
Uninhibited reading on fast-moving shoutin'-blues. (Rio Grande, BMI)

KOPY KATS

*** Back in School Again
K & C 104—Girls pipe prettily on quiet rock and roll ditty with good teen-appeal lyrics. (Sheler, BMI)

*** I Want Your Love
Kats purr plaintively on okay rockaballad. Flip tho, is stronger showcase. (Sheler, BMI)

NAT WRIGHT

*** To the End of the World
ABC-PARAMOUNT 9980—A tremendous burst of vocal power starts this slow rocker and Wright follows thru with continuing power. It's not the old standard. (Marmil, ASCAP)

*** When I'm Holding Your Hand
A bouncy rocker with more of the belting style of Wright in the spotlight. Has a hand-clapping gospelish quality. (Wood, ASCAP)

120,000 Sets Mark For Jacksonville

Increase of 20%; Boats, Foreign Cars Plan 1959 Showings; C&W Grosses Up

JACKSONVILLE, Fla. — A record attendance of 120,000, an increase of more than 20 per cent over the previous year, was enjoyed by the Greater Jacksonville Fair Association, which closed its fourth annual exposition in the Gator Bowl November 23. Weather was ideal and turnouts were better than last year on each of the 10 days.

Fair president James N. Watson said boat show exhibitors were so impressed by this year's fair and public response that the boat show already had signed a contract for space at the 1959 fair. Several foreign car dealers started negotiations for a show of their wares at next year's fair.

Watson said the young fair has done much to promote the agricultural and industrial growth of the region. "Visitors from all over the country told us that they have rarely seen as fine a display of livestock or arts and crafts

and they have commented on the enthusiasm of all participating groups and individuals," in improving each year the exhibits and entertainment features offered.

Watson complimented the Cetlin-Wilson midway for their co-operation. Grosses were up for the show in proportion to the gate increase, it was reported.

Fine weather and good free entertainment, it was noted, helped pack in the crowds who were eligible for the grand prize of a 1959 Chevrolet and also nightly drawings for free attendance prizes, ranging from sports equipment to appliances.

Livestock entries shown this year came from all sections of Florida and parts of Georgia and South Carolina, and promise has been gained from more exhibitors for showing their animals next year. Watson indicated another huge

(Continued on page 58)

GATES DEBUT

Gal Drivers, Renaults for New Stunter

GARDEN CITY, N. Y. — With the double novelty of girl stunt drivers and Renault equipment as a lure, the Buddy Gates Auto Thrill Show is making its bow at the Chicago and Eastern fair meetings. Gates and six gals will do the driving, and the foreign car firm, only one going for thrill show tie-ins in a big way, is providing five Dauphine models and three Sun Roof jobs.

Ray Beaudet is booking the show, which is aimed chiefly at Atlantic seaboard territory. It will offer standard routines plus a few new ones made possible by the little cars. A clown and sensation-act climax will be included.

Gates, who has been around sports car racing and stunt flying as well as involvement in water and ice shows produced by Beaudet, will tour local dealers for three months under Renault auspices starting in January to beat the drums. Advance work, advertising and press items will play heavily imported car and femme driver angles. The show will be represented at fair meetings by Ray Beaudet.

Freeport Oval Gate 228,109

FREEPORT, N. Y. — Statistics for the village-owned Municipal Stadium showed paid attendance of 228,109 patrons for the past season of automobile racing and incidental promotions. Total purses paid were \$78,021 and there were seven rained-out dates.

Attendance was about 5 per cent, or 11,000, less than in 1957 when only one program was lost to rain. Promoters Jake Kedenberg and Duke Donaldson have set Sunday, April 26, as the date for them to kick off the 1959 season.

Allegan, Mich., Maps 3-Year Fair Program

ALLEGAN, Mich. — The Allegan County Fair has mapped a three-year building program designed to keep its plant in line with the growth of the fair's attendance and income. A committee has been named to plan grounds improvements as soon as most-needed projects are listed.

President James Snow, in his annual report, said that new records chalked up at the 1958 run included the highest number of paid admissions, total receipts and total premiums paid by the fair.

Clair McOmber was named first vice-president to succeed T. R. Ward, who vacated the post after nearly 25 years. Snow was re-elected president and secretary; Weldon Rumery was renamed second vice-president and H. D. Tripp succeeds himself as treasurer.

New members of the advisory committee are Roy Kaufman and Joe Armstrong. Re-elected directors were T. R. Ward, Clifford Calkins, Weldon Rumery, Verny J. Reynolds and Snow.

The fair's Harvest Queen contest, big feature of the fair, will become a part of the Miss Michigan and Miss America contest in 1959.

Chester, Conn., Elects Slate

CHESTER, Conn. — The two-day Chester Agricultural and Mechanical Fair has elected three new directors, David Teal, Nuncio Sampieri and Hubert Spencer. The board re-elected Merritt Comstock, president, and H. Dean Bishman, treasurer. Other officers are James L. Grote, first vice-president; Frank Sypher, second vice-president, and W. Ridgely O'Sullivan, secretary.

Renamed to the board are Robert Sypher, Alfred Saffery, William Galvin, Raymond Williams, Edwin Carlson and Angelo Bonanomi. The 1959 fair will be held August 29-30.

BUTTONS, CALLOWAY, OTHERS

NSA Frolic Pulls 700 Plus Bang-Up Name Talent Roster

By IRWIN KIRBY

NEW YORK — A long period of waiting by members and friends of the National Showmen's Association was more than amply rewarded in the Hotel Commodore on Thanksgiving Eve, as a large gathering of them enjoyed excellent food and as strong an entertainment bill as they have seen in many a year.

The usual difficulty in assembling a benefit performance was encountered and, as usual, overcome. But while the talent was impressive, veteran party-goers were surprised at the air or orderliness and fraternity that prevailed. This atmosphere helped make the night a memorable one, giving many who were heading for the

Chicago conventions plenty to talk about on the way.

Close to 700 persons gathered in the grand ballroom and partook of a sumptuous roast beef dinner, then were exposed to a minimum of speechmaking before the entertainment began. Dancing started after midnight and continued for hours.

Talent Aplenty

The talent - aplenty show, staged by Al Rickard, had Red Buttons, Dorothy Collins, Cab Calloway, the Chordettes, the Four Coins, Dagmar and Betty Johnson. There were also comics Georgie Kaye and Emil Cohen, vocalists Tommy Russo and the Coronados, and Wells and the Four Fays. More humor came from the dais,

where toastmaster Harry Hershfield and Leo Carillo were situated. Also on the dais was James Farley, chairman of the Coca-Cola Export Company and national political figure. Music was provided by the Joe Basile band with Bubbles Ricardo during dinner, and by Nick Frances during the show and for dancing.

When honors were handed out president Jeff Harris came in for a major share for his financial achievements, which were scored despite his not representing any organized carnival or park. The Yearbook came close to the \$10,000 mark, helped in part by two members who were given gold life membership cards for their booster efforts. Frank Schillizzi brought in 750 names and Seymour (Sonny) Levin, 650.

Other help came in the form of jamboree moneys and contributions totalling around \$7,500. Listed were the James E. Strates Shows, \$2,589; World of Mirth Shows, \$1,000; Palisades (N. J.) Amusement Park, \$1,060; I. T. Shows, \$900; Cetlin and Wilson Shows, \$827; Amusements of America, \$400; Prell's Broadway Shows, \$350, and O. C. Buck Shows, \$250. The award book total of around \$6,000 was swelled by \$2,000 worth of sales by Bess Hamid alone, it was noted.

Harris Grateful

Harris' remarks were brief and to the point, consisting of gratitude for the support received, and the hope of equal, if not better, aid for his successors.

The dais contained Harris, president; Al McKee, Joe Prell and Max Tubis, vice-presidents; Morris Vivona, secretary; Charles Rubenstein, treasurer; Louis D. King, chaplain; Sol Levine, counsel;

(Continued on page 56)

POTENTIAL GOOD

Everyone's Selling, Fairs Need Hustle

By GEORGE A. HAMID SR.
President, New Jersey State Fair

TRENTON, N. J. — There's a lot of gold surrounding the hills and valleys where most fairs are operating, if only the operators have the means and the will to go after their share of this revenue.

In every community where fairs are held, there are opportunities for increasing business. Each community must be checked carefully so the "prospector" may find the easiest and most convenient way to get himself and his associates their share of the glitter.

Many readers by this time, no doubt, will have started wondering what Hamid is up to now. This is by no means a sales pitch, but a commentary on successful promotional activities which are adaptable by many operations. The steps are basic:

Check the area to ascertain how many manufacturing establishments there are, how many workers are employed, who are the heads and public relations people, and what entertainment program they have, if any. The same goes for farm, civic, commerce, school and 4-H groups.

Form committees and plan an approach to these organizations in hopes of interesting them in your fair or show by offering special rate tickets and designation of a certain afternoon or evening as, say, General Electric Employees Day or Boy Scout Day, or what-

ever the case may be. You can have as many organizations in one day as possible. For major factories and organizations employing a lot of people there should be no trouble designating such days or shows for organizations by eliminating gate admission if a sufficient number of grandstand tickets are purchased, or by reducing the cost of tickets to half, or by offering "two for one." This last method has been tried successfully many times, especially by Broadway shows.

A promotion at the New Jersey State Fair in 1958 took advantage of the widening influence of the shopping center and food market. This arrangement was with Food Fair stores and resulted in increased gate and grandstand business. The chain distributed thousands of tickets for both the children's days, Monday and Friday. Due to lateness of arrangements, which took place two weeks before the fair, the distribution was not as extensive as would have been desired. Nevertheless, on both kiddie days the attendance increased 100 per cent, and on Thursday,

(Continued on page 58)

IMCA Drivers, Officials Meet In Des Moines

CHICAGO — The International Motor Contest Association will hold its annual driver-official meeting and banquet Saturday (6) in the Hotel Fort Des Moines, Des Moines, John Libby, secretary, announced.

The morning will be devoted to a meeting of stock car drivers and officials, while the afternoon will see speedway-type drivers in conclave.

That evening the annual banquet will be held in the hotel's Green Room where trophies and checks will be awarded the top 10 drivers in each division. Entertainment is also on the program.

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Fair Assn. To Select National Queen

CHICAGO — The International Association of Fairs and Expositions will crown its "Queen of Queens" Tuesday evening (2) in the Hotel Sherman, the first of what is expected to be a series of contests slanted to give the association and the fair business nation-wide publicity.

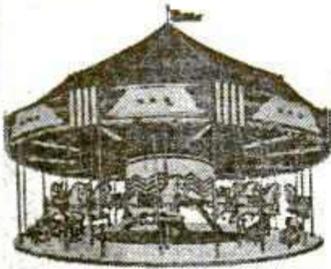
Five candidates will vie for the crown, gifts and honors that are included. The winner will be presented to outdoor show business at the 46th annual banquet and ball of the Showmen's League of America on Wednesday evening (3) in the ballroom of the Hotel Sherman.

She will also make appearances at a number of radio and television shows, including Don McNeil's "Breakfast Club" over the ABC radio network and Fran Allison's new TV show over WGN-TV, this city.

Contestants will compete in a formal or party dress and in bathing suits and will be judged on both beauty and personality.

Entries include Carol Parks, Crawfordsville, Ind.; Carol Kucera, Clarkson, Neb.; Sarah Kay Burns, Caruthersville, Mo.; Judy Barger, Huntingdon, Tenn., and Barbara Moert, Louisville.

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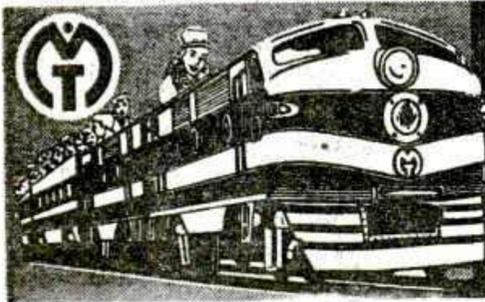
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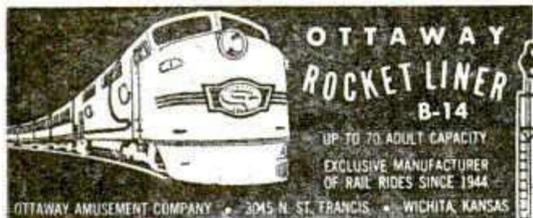
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HEADLINERS

MCA Lists Names For 1959 Season

CHICAGO—Eldred O. Stacy, of the Special Events Department of the Music Corporation of America, last week announced a partial list of name performers the firm will offer for outdoor bookings in 1959.

The list includes performers noted in television, motion pictures, radio, night clubs and the recording business.

Stacy said many are new to the fair circuits, while others have played fairs the past several seasons.

Included are Phil Silvers, George Gobel, Tennessee Ernie Ford, Ricky Nelson, Modernaires, Gordon MacRae, Liberace, Ted Lewis, Herb Shriner, June Taylor Dancers, Tex Ritter, Molly Bee, Johnny

Cash, Chordettes, Dale Robertson, Four Preps, Jimmy Wakely, Jim Backus, Bob Barker and "Truth or Consequences," Edgar Bergen, Victor Borge, Dennis Day.

Also George (Gabby) Hayes, Tommy Sands, Sky King and Penny, Jaye P. Morgan, Hi-Los, Hill-toppers, Sportsmen, Vagabonds, Crewcuts, Four Aces, Ray Anthony orchestra, Harry James orchestra, Guy Lombardo orchestra, Perez Prado orchestra, Goofers, Johnny (Crazy Otto) Maddox and Eddie Peabody.

J. D. Carpenter Introduces New Kiddie Karousel

OMAHA — A new 12-horse Kiddie Karousel is being manufactured by Carpenter Amusements here, it has been announced by James Carpenter of the firm. It was scheduled to be introduced at the parks trade show in Chicago.

Carpenter, who designed and built the Carter Lake Pleasure Pier and Kiddieland here in 1949, spent several years designing the device. Prior to entrance in the park and pier business here, he had been with Richman-Carpenter Enterprises, carnival operators.

Another new ride, the Space Flyer, is scheduled to be in production for the 1959 outdoor season.

Clyde Baldschun Contracts Gene Berry, Jock Mahoney

VAN NUYS, Calif. — Clyde Baldschun & Associates have added Gene Berry, who is television's Bat Masterson, and Jock Mahoney, TV's Yancy Derringer, to its string of Western artists for whom they are personal managers.

Baldschun left Wednesday (26) for Evansville, Ind., where Dennis Weaver, who is Chester of "Gun-smoke," is appearing in the Shrine Circus. Baldschun continues his trek with stops at the Chicago convention and fair meetings in

Des Moines; Columbus, O.; Detroit; Louisville; Albany, N. Y.; Reading, Pa., and Dallas. He will also attend the Rodeo Cowboys Association meeting in Denver.

Other artists under the Baldschun personal management direction include Hugh O'Brian, TV's Wyatt Earp; Scott Forbes, Jim Bowie; Bobby Diamond, Joey in "Fury"; Tris Coffin as Capt. Rynning, and Kelo Henderson, Clint Travis of "26 Men" and Doug Kennedy, "Western Marshal."

Danish Arena Center Opens

COPENHAGEN—On November 11 the Falkoner Centret multiple-purpose project went into full operation and the gala opening of its final unit, the Falkoner Centret theater-concert-exhibition hall marked a tremendous expansion in the amusement activities of Copenhagen.

Falkoner Centret, planned and built by the Christiani & Nielsen firm at a cost of from \$5,800,000 to \$7,250,000, is a strictly commercial venture and not a municipal undertaking. Its principal units are hotel, movie theater and the Falkoner Centret theater. It also has a trade school, restaurants,

(Continued on page 58)

2 1/2-Mile Daytona Oval Debuts With Feb. Meet

DAYTONA BEACH, Fla.—The Daytona International Speedway has placed reserved seats on sale for three days of stock car racing February 20-22. The new two-and-one-half-mile track, now nearing completion, is said to be the nation's fastest and finest, designed for speeds as high as 200 m.p.h.

Track is the realization of many years of study and work on the part of Bill France, president of NASCAR. The super speedway occupies a 446-acre tract on Route 92 near the Volusia County Kennel Club dog track and the new Jai Alai fronton now under construction. Two large tunnels will lead traffic to and from the huge infield. Inside the infield is a 32-acre lake which is being stocked for fishing and will be available for boat activities. Linked with the high, banked course is an additional two-mile course for sports car racing.

Five modern grandstands will provide seating for some 16,000 spectators. Reserved seats are scaled from \$6 to a top of \$20, while infield admissions, on sale race days only, are \$3 for the first two days and \$4 the final Sunday.

The races carded start Friday, February 20, with the 100-mile Grand National plus the 100-mile National convertible race. Saturday (21) has the running of the 200-mile modified and sportsman race plus a 25-mile late model consolation event. Sunday (22) features the 500-mile International Sweepstakes. Time trials will be held on six days between February 7 and 18.

Present plans for the track include motorcycle racing in March and sports car races in April following the Sebring sports car meet. It is understood that the track facilities will also be available to manufacturers and sportsmen for the testing of new and experimental models during the year. Also in prospect are big car races of the Indianapolis type.

Calif. Trade Fair Enlists Retail Industry Support

LOS ANGELES — The California International Trade Fair & Industrial Exposition, to be held here April 1-12 under a new merchandise advisory committee, plans to enlist support of Southern California retail establishments in the exhibition.

The non-profit event, authorized by the State of California and declared tariff-free by the United States Congress for exhibition purposes to stimulate two-way exchange of ideas and quality consumer goods in the free world, has named five top ranking executives of merchandising outlets to serve on the Calfair merchandising committee. According to Fred Imhof, Calfair manager, the committee will include John Lann, J. W. Robinson Company; John J. Mahoney, Barker Bros.; Dorothy Marshall, Broadway Stores; Albert Rosenberg, The May Company, and Vaile (Bud) Young, Buffums' department store.

N. E. Colo. Assn. Meets December 11

HUGO, Colo. — The North-eastern Colorado Fair Association will hold its annual meeting December 11 in Akron, Robert F. Hamill, secretary-treasurer, announced. The sessions will be held in the Y. W. Electric Building. Dates for 1959 will be selected, and entertainment people are welcome to attend the one-day session, Hamill said.

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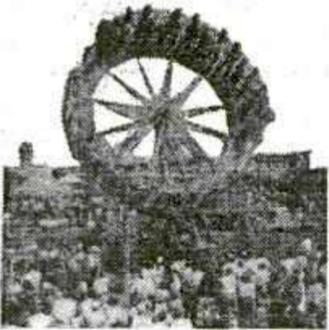
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Indianapolis Arena Plans Going Forward

INDIANAPOLIS—Last legal obstacle in the way of a \$14,000,000 civic auditorium will be swept away with a bill that will be introduced as soon as the Legislature meets in January.

Paul Pierce, chairman of the auditorium legislative committee, disclosed that the proposal to be placed before the Assembly seeks to clarify authority of the City of Indianapolis to issue bonds for the purpose of building the center. As projected by the Metropolitan Plan Commission, the auditorium plaza would be built on the south side of Washington Street across from the Indiana State House. The center would encompass a three-block triangle, with Capitol Avenue as the western and Missouri Street as the eastern boundary.

The Commission anticipates a large second-floor amphitheater suspended above Seventh Avenue, where traffic could enter from Washington Street for reaching parking areas to the south. Seating for 8,500 is planned in this segment of the proposed center.

The design calls for a main lobby and an exhibition hall in the west wing and a restaurant in the east wing. An exposition hall is contemplated for a separate wing to the south along Missouri Street behind the main buildings.

Also to be erected in the plaza, as planned by the Commission, are a sports arena, a 550-car underground parking area and a 3,500-seat music hall.

Hartnett Heads Western Canada Racing Association

CALGARY, Alta. — Maurice Hartnett, general manager of the Calgary Exhibition and Stampede, was named president of the Western Canada Racing Association at the annual general meeting. He succeeds Al Anderson, of Edmonton, in the post for a one-year term.

Other officers are: T. H. McLeod, Regina, first vice-president; S. N. MacEachern, Saskatoon, second vice-president, and A. J. Anderson, Edmonton, third vice-president.

E. J. Courtney, C. W. Adams and L. E. Wilson remain on the board of directors, while Elmer Bell, Saskatoon, was named to succeed the late F. G. Salisbury, of Saskatoon.

Lou Davies continues as general manager.

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ARENAS & AUDITORIUMS

Time Looks at 'Holiday'; Knoxville Approves, Plans

By TOM PARKINSON

"HOLIDAY ON ICE" is the topic of the new Showbusiness department in Time magazine for November 24. "Holiday" people are pictured with Nehru and the copy tells about the show's New Delhi stand. It goes on to say, "Holiday" shows grossed \$10,000,000 last year and see \$9,000,000 for this year.

The article also says "Ice Follies" was first, that "Ice Capades" now is the largest, with two units in the U. S.; that "Holiday" uses 300 skaters in its various units, while other shows in the U. S. employ another 280.

"Holiday's" John Finley is moving rapidly to get maximum benefit from the Time break. He's mailing letters calling attention to it, and there are reprints of the page being mailed by "Holiday" and also used at Toledo in connection with the current stand at the Toledo Sports Arena.

OAKLAND MUNICIPAL AUDITORIUM again will turn its exposition hall over to the post office department for the entire month of December to help handle holiday mail. . . . At Knoxville, Tenn., voters have approved a \$3,000,000 bond issue for auditorium and the city council has followed up by approving final plans. Advertising for bids comes next. . . . From New Orleans Municipal Auditorium, Manager Ray Scheuering reports that while the Mardi Gras ball season has been the building's busiest time, now the fall weeks are surging to the fore. A raft of conventions and a square dance festival were grouped, with a top attendance for "Auntie Mayme," which grossed \$55,000. Shrine Circus is current, and plenty of other events combine to keep the building busy.

HORIZON, A NEW magazine, carries an article about the proposed Lincoln Arts Center for New York that would include new facilities for the Metropolitan Opera Company. The present Opera House comes in for attention, too. The Met was spotlighted by the Wall Street Journal recently. It quoted Opera News magazine as saying there are now some 700 opera groups around the country, compared with 275 five years ago. They all are striving to solve financial problems.

Rodeo Assn. Re-Elects Butterfield

CALGARY, Alta.—Brian Butterfield, Ponoka, Alta., was re-elected president of the Cowboys' Protective Association at the annual meeting here. Bud Van Cleave, Taber, was returned as vice-president and Jim Maxwell, Calgary, as secretary-treasurer. Dick Havens, Madden, Alta., was named director of the all-round competition for 1959.

Decision was made to add another event to the 10 already up for championship competition among Canadian cowboys.

The new trophy will be for high point standing, which will go to the contestant winning the most money in any two of the five major events of Canadian rodeos. The competition differs from the all-round cowboy championship in that the all-round cowboy must earn money three times in roping, decorating or steer wrestling and in one of the three riding events.

Awards were presented to the following: All-round cowboy, Brian Butterfield; saddle bronk riding, Winston Bruce; bareback bronk, Leo Brown; Brahma bull riding, Gid Garstead; steer wrestling, Bud Butterfield; calf roping and wild horse race, Cliff Vandergrift; wild cow milking, Orville Standquist, and chuckwagon racing, Merle Anderson.

Arena Improved

CLARESHOLM, Alta.—Additional seats have been added to the Clareholm municipal rink, bringing the capacity to 1,200. The exterior has been stuccoed and painted. Artificial ice was added to the arena last year and the facilities are being used for curling and hockey.

Sask. Arena Opens

WEYBURN, Sask.—An indoor rodeo marked the opening of the Memorial Arena at Goodwater, Sask. The quonset-type structure, costing better than \$20,000, is 180 by 70 feet. It was built entirely by volunteer labor.

Bakersfield, Calif., Appoints Robt. King New Fair Manager

BAKERSFIELD, Calif.—Robert M. King has been named manager of Kern County Fair, taking on the full-time assignment after serving for five months as acting manager. He succeeds Bert Bates.

Jack E. Nicewonger, Lodi, has been named secretary-manager of Colusa County Fair, Colusa, the post vacated by King after six years, to take over duties here.

Nicewonger, however, will not be hired officially until State procedures connected with the posts are completed. He is a former operator of a large herd of dairy cattle and has exhibited at fairs in Northern and Central California.

King was called here last July to make preparations for the fall fair. Under his supervision the event showed a 4 per cent increase in paid attendance with a mark of 189,975, an all-time record. Before taking the Colusa fair post he was superintendent of livestock for two years at Sonoma County Fair, Santa Rosa.

Bingo Attracts Arena Turnaway

SASKATOON, Sask.—A bingo game in Saskatoon's Arena, with a new home as top prize, drew a capacity turnout of 7,300 with an estimated 1,500 turnaways, some of whom had come from points 100 miles away.

The crowd was the second largest ever to attend a public gathering in the building, said Norman Couch, Arena manager. The record was set when singer Gracie Fields appeared in 1939.

Arena Closed

OLDS, Alta.—The town's arena has been condemned by provincial authorities because of the possibility of a roof cave-in. The roof will be removed so that the artificial ice surface can be used for skating and hockey. Ratepayers are expected to decide soon on whether or not they want a new structure.



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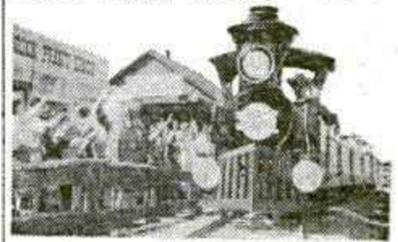


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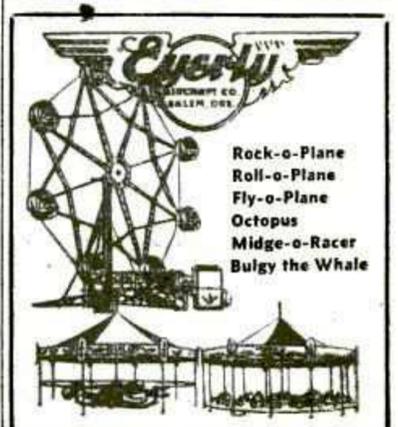
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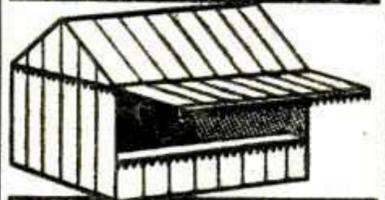
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ANCHOR



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Sugar State: Mamou, La.

Circus Routes

Gould, Jay: Baraboo, Wis., 1.
Hagen Bros.: Alice, Tex., 1.
Polack Bros.: South Bend, Ind., 5-7.

Miscellaneous

Burke's Wild Cargo: Gainesville, Fla., 1-6.
Matchstick City: (Southgate) Jacksonville, Fla., 1-2; St. Petersburg 3-14.

Legitimate Shows

Beryokza Russian Folk Ballet: (Broadway) New York 1-6; (Erlanger) Philadelphia, Pa., 8-13.
Crazy October, with Tallulah Bankhead: (Huntington Hartford) Los Angeles, Calif., 1-13.

Sunbrock Hits Daytona; Two Strong Days

DAYTONA BEACH, Fla. — The Rogers National Championship Rodeo and Thrill Circus showed in the City Island ball park to kick off its winter season with three performances Saturday and Sunday (22-23). The attraction, produced and managed by Orlando showman Larry Sunbrock, had a successful summer tour of Newfoundland, first show of its type to play that territory. Jumps were made by diverse means including planes, boat and narrow gauge railways.

The Saturday matinee was a strong three-quarters, Saturday night was near capacity, the final Sunday matinee was heavy despite overcast skies. Show is set for Jacksonville at the Gator Bowl. Other dates scheduled include Miami and Orlando.

Sunbrock announced the 30 displays and maintained a running commentary thruout the performance. Mrs. Rebecca Sunbrock assisted at the front gate. The performance features Jimmy Rogers and horse, Trigger Jr., and also headlined is El Zorro (Bill Cody).

Other acts are the Breslin Family, rodeo riders highlighting daughter Dorothy in a Roman ride; Col. Frank Biron and his high school bull, Butch; Jack Jackson, Australian bull whip specialist; Kinko and His Funny Ford, and Apache, performing horse. Stuntman Bud Decker and "Rosebud" Flowers as Superman combine in a truck runover and other auto thrill events.

Clowning the show is Hard Pan Hank (C. W. Rogers), a veteran whose trouping days go back to the old Miller 101 Ranch show. Performance is climaxed by the Senorita Christa high act and 125-foot neck slide. Everyone doubles and Sunbrock keeps the show moving at a fast pace. Show runs about two hours.

Visitors here included Terry Vreeland of Kissimmee, Fla., trick rider and daughter of Ted Horn, race driver; also bronk riders Bill Johnson and Jack Tracy of Omaha, and rodeo hands Bo Yancer and Allen Warner who are wintering in Florida.

THE FINAL CURTAIN

BEALER—W. Ross,
61, for 24 years concession manager of Whiteside County Fair, Morrison, Ill., November 17 at his home in Morrison. Survived by his widow, three daughters, one son and two brothers.

CHRISTIE—David F.,
87, a charter and honorary life member of the Mayfield and Douglas Agricultural Society and a member of the North Battleford Agricultural Society, recently at Maymont, Sask. Survived by his widow, son and two daughters.

DREW SR.—James H.,
75, father of James H. Drew Jr., owner of the carnival bearing his name, November 23 in Waynesboro, Ga. (Details in Carnival section.)

LLOYD—James Donald,
28, elephant attendant on Hagen Bros. Circus, November 24 when an elephant attacked him at Port Arthur, Tex. He was from South Bend, Ind.

MILLER—Carroll B.,
57, magician and outdoor showman died at the Halifax Hospital, Daytona Beach, Fla., Sunday (23). Inactive for the past two years due to ill health, Miller formerly had shows with King Reid, Continental and other Eastern carnivals. He had made his winter home in Holly Hill, Fla., for the past 12 years. He is survived by his wife, Erma, and three sons, Carroll Jr., of Binghamton, N. Y., and Earol and Ronald, both of Holly Hill. Services were held Wednesday (26) at the Woodward and Lowther Chapel with burial at Shady Rest Cemetery, Holly Hill.

MILLER SR.—Paul V.,
55, concessionaire and ride owner with his son, Paul Jr., November 9 of a heart attack at his home in Hollywood, Fla. During the past season the Millers were with the Cumberland Valley Shows. Survived by his widow, Susie, and two other sons, Jerry and Martin. Services November 12 and burial in Hollywood.

PARENT—Arthur H.,
85, once part of a circus act, November 15 in Willimantic, Conn., after a long illness. In his younger years, along with four brothers, he appeared in an acrobatic act.

BIRTHS

HAVINS—
A daughter, Deidra Pauline, October 25 in Phoenix, Ariz., to Mr. and Mrs. L. R. Havins. Father is a showman.

SCHONENWERD, Switzerland —Honors for stretching the September NAAPPB tour of Europe into the longest stay apparently go to Mr. and Mrs. E. M. Pera, of Pera's Amusement Park, Geneva-on-the-Lake, O.

The couple came to Switzerland after most of the park group returned home. They remained here until just a short time ago but headed for home on a schedule intended to bring them in to Chicago for the conventions.

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RICE—Alfred W.,
50, veteran publicity man for La Crosse (Wis.) Interstate Fair, November 13 in La Crosse. He was with the fair for more than 20 years and was also city editor of the La Crosse Tribune.

STEWART—Harry,
retired show electrician and ride operator, November 2 in a Chattanooga hospital. Stewart was formerly with Cumberland Valley Shows until his retirement in 1938. For years he operated his own Caterpillar ride in Warner Park, Chattanooga, and was employed by the city's parks and playground department. His widow, Effie, survives.

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ROSE MARY
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MRS. ROSE RUBACK

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NAAPPB to Name Kiddieland Director

CHICAGO — A kiddieland operator is expected to be named to the board of directors of the National Association of Amusement Parks, Pools and Beaches today (1). John S. Bowman, NAAPPB, confirmed last week that the NAAPPB nominating committee was expected to nominate a kiddieland man. This action, combined with the scheduling of a special convention program this year for kiddieland topics, is expected to go a long way toward healing differences between some kiddieland owners and

some major park owners within the NAAPPB. The nominating committee is to present its slate of new directors at the NAAPPB convention session this morning. The action is scheduled for the 11 a.m. executive session. Within the association in recent seasons, some kiddieland men have declared they believe the NAAPPB had not given adequate recognition or representation to the kiddieland branch of the business. The NAAPPB this year has taken several steps to answer these critics.

ROLLER RUMBLINGS

Miss New York State Named Skating Queen

MIAMI — The second annual Roller Skating Queen contest of the Roller Skating Foundation of America was described a success at the three-day doings in the Crown Hotel, Miami Beach. Twenty-four entrants representing rinks or groups of rinks came from nearly as many States. Also present were roughly 100 rink operators for an RSROA session. Finals were on Wednesday (19), with the title going to Mary Ann Slazinik, Miss New York State, representing the Pine Bush Rink, Newburgh. At the same time the Roller Skate Rink Operators' Association held its semi-annual directors meeting. Seminars were held on a number of subjects.

Turkey Night Staged At Mineola Skatery . . .
MINEOLA, N. Y. — Ten choice turkeys (five for men and five for women) were awarded door prizes at a November 21 Turkey Night party at Mineola Roller Rink, an annual affair staged by operator Earl Van Horn. On November 9 the rink staged its World Fund party, the proceeds to be used in sending U. S. skaters to upcoming world skating competitions in Australia. Exhibitions were presented by members of the Earl Van Horn Dance & Figure Club at the party. Also offered was a preview of skating done in the Thanksgiving Day Macy Parade in New York. Highlight of the evening was presentation of a silver plaque to Earl and Inez Van Horn and Harry

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Bickmeyer, co-owners of the rink, marking the 25th anniversary of the rink.
Fla. Cities Begin Series Of Interclub Competitions . . .
DAYTONA BEACH, Fla. — The local Skateland Roller Rink was host to competitors from Jacksonville, Orlando and St. Petersburg at the first of 12 monthly interclub competitions Saturday (16). Roger and Elaine Cash, Daytona Beach, took first place in the juvenile division, while Franklin Smith and Charlotte Summerlin, also local skaters, topped the seniors. Local novice entrants to place included Steve Sams, Robin Carleton and Judith Carpenter. The Daytona Beach roller hockey team upset Jacksonville, 3-1. Skateland Manager Strickland announced that the next meet will be held in Jacksonville December 21. Freestyle and figure skating will be featured and hockey matches are scheduled.

Norwalk Mid-City Sets Bargain Nights . . .
NORWALK, Conn. — Mid-City Roller Rink has designated Mondays as bargain night. Regular evening skating is slated from 7:30 to 11 on Wednesdays, Fridays, Saturdays and Sundays, with matinees on Saturdays and Sundays, 1:30 to 4:30. Dancing is featured from 8 to 11 on Thursday nights.

Girl Scout Party at Waterbury's Buckingham . . .
WATERBURY, Conn. — Troop 179, Girl Scouts of America, hosted Troop 30, GSA, at a recent skating party in Buckingham Roller Rink, with balloons and candy for all. In addition, prizes were awarded.

Veterans' Day Sessions At Springfield Rialto . . .
SPRINGFIELD, Mass. — Rialto Skating Rink ran two special parties on Veterans' Day, November 11. Children were admitted for 25 cents, 2 to 4 p.m., and adults were charged the same fee, 8 to 11.

Family Night Policy at New Haven Roll A Round . . .
NEW HAVEN, Conn. — Roll A Round Skating Rink has a new policy of family skating on Tuesday and Sunday nights, 6:30 to 9, at matinee prices.

Fire Hits Fairmont Rollery; Loss 60G . . .
FAIRMONT, W. Va. — Fire gutted the interior of the Bellview Rollerodrome near the Fairmont

Hames Clears Fort Worth Train Plan

FORT WORTH — Showman Bill Hames will install a miniature railroad system thru Trinity and Forest Parks here. It will provide rides as both amusement and transportation, linking a parking lot and a zoo. Plans call for a double track for the entire distance and three Allan Herschell trains. There will be eight cars on each of the three locomotives. Fare is to be 35 cents. Park department gets 15 per cent. Hames is widely known thruout Texas for his Bill Hames Shows, which are quartered on the outskirts of Fort Worth.

Cincy Coney In Good Year

CINCINNATI — Despite a spring flood and other bad weather, Coney Island Park here had a successful year, it was reported by Edward L. Schott, general manager. Attendance was down 7 per cent and pool attendance was off 15 per cent, he reported. However, such new units as the Turnpike, Turnpike Jr., Wild Mouse and two food-drink facilities helped make up the difference. Officers of the firm were re-elected.

Missile Plans Fall Season

COCOA BEACH, Fla. — Missile Amusement Park here has had a good summer season and will re-open for a fall season for which prospects seem good. Owner is Paul Henry, who operates vending machines. Manager is Harry Lee Johnson. Building at the park is used for dancing and merchants' displays. During the shut-down room was made for a number of additional rides that were coming on from a carnival.

Savin Rock Stand Burns

NEW HAVEN, Conn. — Fire of undetermined origin caused damage estimated at between \$7,000 and \$10,000 in a stand at Savin Rock Park November 20. The blaze ruined holiday merchandising, including articles of highly flammable materials stored in the shed. It was owned by the Tierman Realty Company, West Haven, and the merchandise belonged to Leon Mondo, concession operator.

Johnson Honored

SAN ANTONIO — Jimmy Johnson, San Antonio park owner, was voted a pat on the back by San Antonio's Press Club. He donated some equipment to their new quarters. business district. Manager A. P. Christopher estimated the loss at \$50,000 to \$60,000. The rink occupied a building owned by Mrs. Eunice Black, Huntington. Christopher lives in a house near the rink. His wife said she saw smoke coming from the building after hearing an explosion shortly before noon. No further details were available.

Park Association Mulling New Budget, Expanded Activities

Board, Members Take Up Ideas For Films, Safety, Publicity

CHICAGO — NAAPPB directors and members this week are taking up the problem of revising the budgetary policies with a view to providing new benefits to members. The possible benefits being discussed include such items as a training film for park employees; a safety program under National Safety Council guidance; a group insurance proposition, and public relations potentials. Discussions opened Saturday (29) when the park association's board of directors met at the Hotel

Sherman. Talks expanded Sunday (30) as the general membership began to arrive for the current convention. And in today's (1) first convention sessions the association will be discussing some aspects of the new outlook. Tomorrow's (2) directors' meeting is expected to complete action on some of the points. Inspiring the program is the suggestion that the association's budgetary policies be changed slightly to conform with latest Internal Revenue Service rulings. How the association can benefit from a year-round public relations program is one item high on the agenda. The training film proposal will be discussed as a possible NAAPPB project in which prints would be made available to member parks for the training of their employees in how to deal with patrons. The National Safety Council plan would be similar to those it has instituted with other associations and would have the dual purpose of reducing accidents and reducing liability insurance rates. Members also will hear how group insurance plans would work for park employees, and NAAPPB directors will look into the advisability of offering such a plan.

200 Honor Joe Carolo

PROVIDENCE, R. I. — The whingding for Joe Carolo, of Oakland Beach, 81-year-old veteran of the Merry-Go-Round, went off in grand style Sunday (23) at Rhodes-on-the-Pawtucket. More than 200 park people, civic, professional and social friends assembled in the State Room for the testimonial. Carolo has been in the Merry-Go-Round business for 68 years and at one time operating six of them in New England. Now he has them in Oakland Beach, at Goddard Park and Lake Nipmuc Park, Mendon, Mass. Carolo got several tangible gifts as well as the good wishes of his friends. Carolo recalled his childhood after being brought from Italy by his parents when he was one year old. At Bullock Point he got a job polishing brass and keeping the rings in order for the Carrousel of Charles I. D. Loeff at Bullock Point. In 1901 he moved to Syracuse to work Merry-Go-Rounds and shortly thereafter bought his first M-G-R.

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RINGLING DOING OKAY IN MEXICO

Change Length of Stands Often; Two Accidents on Truck Jumps

MEXICO CITY — Ringling-Barnum circus is reportedly playing to good business in the four Mexican stands that precede its coming here for a run starting December 5. The show is changing its route on an almost day-to-day basis, staying extra days when business warrants. Torreon was good and the show stayed a day more than

scheduled. Monterrey was set for November 20-23; Guadalajara, 27-30. Time between was open on the official route, but more changes seemed likely.

A report here was that there still was some hitch in permits to go to Mexico City, but the run was scheduled for December 5-21.

Show is using 11 trucks, five railroad cars, 20 elephants, about 48 horses and a cage of tigers.

William (Tarzan) Clarkson, rigger, had his left arm crushed when a truck sideswiped his car en route from Juarez to Monterrey. Doctors decided, however, that the arm probably could be saved. The tiger truck overturned on the run to Juarez, but driver Ken Smith was not injured and animals were unhurt.

Phil Escalante has joined to handle details of the show's moves in Mexico. An announcer has been added for this route and a 10-man band is used to augment the two musicians carried by the show.

Cristiani Route Book Appears

RICHMOND, Ind.—Route book of Cristiani Bros.' Circus has been published in a unique action by the Circus Historical Society. Fred Pfening, former operator of the Fred J. Mack Circus and president of CHS, edited the book which began as a CHS effort to compile data on the show.

Book has 64 pages and a three-color cover plus many pictures inside, a history of the Cristiani family, route for the show during the past three years, roster, program, inventory of equipment and animals, and other features.

Art includes reproduction of lithos and newspaper ads used by the show. Route for the past season includes day-by-day happenings. Book is available from the CHS here, and compares with such route books as Cole Bros. 1937 and Ringling 1945-47.

Hagen Shuttles

FREEMONT, Tex. — When Hagen Bros. closed its season here Saturday (29) it had rolled up 8,858 miles on the 31-week season. Route covered 18 States. Show will winter at Alice, Tex.

UNDER THE MARQUEE

Jay Gould's circus played Owatonna, Minn., November 28; Rochester (29), and Baraboo, Wis., (1). . . Clown Charley Cheer will be with the Hamid-Morton Circus this season. He has been with Harold Bros. and will make Christmas dates around Chicago.

Calliapist Harry Shell reports that his season got under way late but turned out well. He played calliope at Saginaw, Mich., on a showboat set-up most of the time and made side trips to Illinois and Indiana centennials and celebrations. He worked in a scene for an M-C-M movie, "Some Came Running," in which the calliope

(Continued on page 60)

Macon Shriner Opens Strong, Sales Up 20%

MACON, Ga.—A record breaking advance sale was reported for the annual Macon Shrine Circus Monday (24) when the show began a six-day run at the Macon Auditorium.

The total was about \$12,000, which is a gain of about 20 per cent over the advance sale last year, officials said. Attendance was good at the opening performance and the show received excellent reviews.

While en route to Macon the Canestrelli family lost a 26-foot house trailer in a mishap at Crystal River, Fla. Octavia Canestrelli, driving a new car pulling the trailer, swerved to avoid hitting a dog. The trailer overturned and was demolished, but no one was injured.

Appearing now in the Canestrelli acts are Tosca, on the bounding rope, aided in the unsupported ladder number by her father, sister Chi Chi, and newcomer, Berry Whitehorse, attractive Indian girl.

Other acts on the program are Manuel Barragon, cloud swing; Beatrice Dante and Peanuts, chimp; Johnny Joanides, slack wire; the Joanides children, ages 7, 5 and 2 years, on unicycles; Capt. Albert Spiller and his seals; the Three Nemedils, perch and balancing acts; the St. Leon Troupe of eight, in comedy acrobatics, and closing the show with a teeterboard act. The clowns are Bill Brickell, Harry Dann and Billy McCabe, plus a group of Shriners. Ramon Aguilar, bandmaster of the Clyde Beatty show, heads a three-piece stage band. Ernie Daulton is featured in organ music.

Wilson F. Storey booked and produced the show, coming on from Sarasota to spend the week here.

Trainer Killed

ULM, Germany—The UPI reported here that Horst Freyer, tiger trainer for the Althoff circus, was killed and his body mutilated beyond recognition when five tigers attacked him in winter quarters.

Atayde Opening Set

MEXICO CITY — The Circo Atayde will open its annual holidays run here December 20, with plans to run six to eight weeks. This will be followed by two weeks in Guadalajara and two weeks in Pueblo.

Cristiani Signs Date With Norfolk Police

NORFOLK — Cristiani Bros.' Circus has been signed to play here for four days in mid-April under auspices of the police. The contract was signed Wednesday (26), with Howard Y. Bary representing the show.

The Norfolk police sponsored Ringling last June. The new Cristiani contract is reported to be for three years. Show will parade, it was stated.

Orlando Shrine Sets Records; Crowds Up 50%

ORLANDO, Fla. — Two-day Shrine Circus here (17-18) drew an estimated 25,000 people in four shows that included three stunts. Show was produced by Wilson Storey and was in Tinker Field. The Shrine's general chairman said that attendance was 50 per cent better than the previous high.

On the program were David Hoover Lions, Ascots, Lindemans, Aerial Montons, Tony Fossett, Valencianos, Oscar Konyot Chimps, Great Beckett, Slivers Johnson, Riding Dorchesters, Three Nemedils, Palustres flying act, Symphonettes, James Strates Elephants with Bert Pettus, and the Simru Duo. Harry Dann was equestrian director.

Shop Center Gets Crowd

WEST COVINA, Calif.—An attendance of 9,855 was clocked at "Circus Fantasy," the fall promotional show staged by Eastland Shopping Center here for three days by Bill Terney, promotional manager.

While admission was free, some revenue was obtained from firms that showed on the midway.

Acts included Americano, the spec; elephant handled by Wally Ross; Ralph Helfer and Company, python and mountain lion; Mary Jane Knowles, tight wire; the Clea Mann Rolls, aerial ballet; Eddie Emerson and Al Grams, clowns, and Mike Foster, trampoline.

Hagen Bull Crushes Man

PORT ARTHUR, Tex.—Dorothy, a James Cole elephant with Hagen Bros. Circus, killed attendant James Donald Lloyd here Monday (24). The bull threw the man to the ground and crushed him with a headstand. The elephant also has injured other attendants in the past.

Cristianis Bring Bull Fight, Show

TAMPA — The Cristiani family will produce here a bull fight and 170-person spectacle imported from Mexico. The spectacle will be at Al Lopez Field, January 8-10, under Cuban Club auspices but with no promotion.

New lot will be the site of a former government housing project that is being razed. It is Broad Creek Village on both Virginia Beach Boulevard and Princess Anne Boulevard.

This date was cleared by the police thru the department of public safety, city council and city manager. It also is to be tied in with the Chamber of Commerce Azalea Festival.

Polack Scores In Charleston; So-So in Philly

CHARLESTON, W. Va. — Polack Bros.' Circus had three turn-away crowds in its four-day stand here under Shrine auspices. Show was in the 3,500-seat Municipal Auditorium November 20-23.

Morning crowds numbered 3,100, 3,500, 3,300 and 3,500. Nights had 3,000, 3,500, 3,200 and 2,900. Next year the show may move to Charleston's new Civic Center seating 9,600.

Earlier the show played Philadelphia under Junior League auspices. The matinees were okay but the night crowds were disappointing, with the date running true to form and falling short of the business done in the Baltimore stand that precedes it.

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Western Fairs Assn. Plans Social Sked

LOS ANGELES—The annual banquet and ball of the Pacific Coast Showmen's Association and tours of Pacific Ocean Park and Disneyland are among the social highlights scheduled for the more than 600 fair managers and directors who will attend the annual Western Fairs Association convention at the Biltmore Hotel starting December 2, Louis S. Merrill, WFA general manager, announced.

Altho scheduled to open Tuesday (2), there will be meetings of the WFA directors, area chairmen and racing committee on Monday. While the PCSA banquet is set to wind up the sessions on Thursday night (4), the tour of Disneyland will be made on Friday (5). The visitors will see the Ocean Park Wednesday afternoon and evening.

Activities for the ladies include a tour and tea at the Museum of Science and Industry, and a visit to Warner Bros. motion picture studio in Burbank.

Displays to be featured at the convention include those of the

WFA annual report, best photo and story, U. S. Department of Army, Pentomic; WFA date committee admissions control methods, invitational good design Marin County and "Fairmart" new products show.

Prizes will be awarded for the best fair photo, best fair story, and the winner of the Western dress parade, the latter to be held on Wednesday (3).

Service members, which include show owners and suppliers, will hold open house on Tuesday afternoon and evening. The service members panel is set for Wednesday afternoon.

Winston-Salem Inks Swenson Stunt Show

WINSTON-SALEM, N. C. — The Dixie Classic Fair has signed the Aut Swenson Thrillcade for seven shows during its 1959 fair with an option for an extra one, Neil Bolton, fair manager, announced.

The stunt show will be in for five night and two matinee performances with an option for an eighth during the October 6-10 run. The show was in for a total of eight performances during the 1958 fair.

Bolton said the fair had not signed its midway contract yet.

Midway Deals On Agenda Of Ga. Assn.

MACON, Ga.—A closed session on such topics as midway contracts, promotions and State aid is scheduled for the Georgia Association of Agricultural Fairs meeting on Monday, January 12, in the Dinkler-Plaza Hotel, Atlanta.

Joe Pruett, association secretary, is soliciting confidential data from fairs to provide a basis for the discussions. Some of it is necessary to the group's continuing efforts to obtain State financial aid. Coincidentally with the fair meeting will be the first day of the Legislature session, which will make hotel rooms scarce, Pruett points out in urging early reservations.

Progress is being made in the circuit display idea, first brought out during the workshop in Rock Eagle Park last spring. The association has approached firms which place exhibits at fairs, suggesting they create one exhibit and book it over a route within the State. Several State departments have shown interest in the plan, Pruett says, and their inquiries about manpower and transportation were referred to a company which has come up with a proposition.

Plans for the January meeting were outlined September 19 at a meeting of the directors, including Vice-President Nicholson, Secretary Pruett, and Directors Penland Hinson, Armstrong, Carteron and McGowan.

Building Expense Cuts Calgary Net

Net '58 Surplus Totals \$168,273; Rename Hartnett as General Manager

CALGARY, Alta. — Extensive building and plant development during 1958 resulted in one of the smallest net surpluses on operations for many years, the annual financial statement of the Calgary Exhibition and Stampede, Ltd., shows.

The statement was presented shareholders by Justice M. M. Porter, at its recent luncheon meeting.

F. Clar Manning was re-elected president, with H. G. Love and M. A. Dutton named vice-presidents. Maurice Hartnett continues as general manager. R. J. Dinning and Maurice L. Brown, long-time directors, were named honorary life directors. Watson Hook and Harry Hays are new directors.

Revenue for the year was \$1,082,000 compared with last year's \$948,500. After paying general expenses for development work and contributing \$15,771 to the junior agricultural activities fund, the net surplus totalled \$168,263.

The gross revenue was a new high, but expenditures were also higher.

The net of \$168,263 was regarded by the finance committee as a low figure, altho last year's surplus totalled only \$114,173, also because of construction expenses.

Gate and grandstand gross revenue was \$513,345, as against \$433,088 in 1957 and revenue from midway, concessions and exhibit space totalled \$156,392 compared with \$158,499.

Net revenue from 28 days of racing totalled \$75,603, while the Jubilee giveaway home netted the board a profit of \$57,777. Racing revenue was up slightly from last year.

Net revenue on operation of the Stampede Corral and Victoria Arena amounted to \$65,012, compared with \$101,638, a decrease of some \$35,000. A deficit of \$54,734, recorded by the Stampeder Hockey club, reduced the Corral's net revenue to \$27,452. Net revenue from operation of Victoria Arena was \$37,539.

Grants and general donations totalled \$114,127, compared with \$66,183 for the previous year.

Stampede expenses and prizes totalled \$118,115, compared with \$66,183 last year.

General prizes paid out thru all departments of the annual summer exhibition totalled \$39,877, compared with \$34,727 in 1957.

Included in the organization's development program is a \$1,775,000 multi-purpose exhibits building and curling rink, now under construction.

Other work in progress includes the transfer of 10 racing stables to the new racing area in the southeast section of the grounds, complete development of this area, renovation of the Bessborough exhibits building as a horse barn, fencing of the stable area, development of a major parking area, and complete renovation of the loud speaker and sound system within the grandstand enclosure. Minor development work is also under way.

In his report, General Manager Hartnett said shareholders could take pride in the fact that not only was the attendance record broken for the eighth consecutive time at this year's exhibition and stampede but the company's record of presenting new and better features each year had again been upheld.

The attendance mark of 549,336 was 11,000 ahead of 1957, despite the final grandstand show being rained out.

Some credit for the increase could go to the new features, Hartnett said. Included were the RCMP musical ride, the appearance of Duncan (Cisco Kid) Renaldo, the Jubilee home award, the Atterbury-Hornbeck helicopter thrill act and Jim Hetzer's grandstand show.

For the first time the stampede was seen by television viewers all over Canada. The Canadian Broadcasting Corporation covered one hour of the stampede parade, one hour of the cowboy events and 30 minutes of the chuckwagon races.

Visitors to the exhibition grounds during the year totalled 1,518,266, Hartnett reported.

North Battleford Renames Shepherd As '59 President

NORTH BATTLEFORD, Sask. —H. Gordon Shepherd was re-elected president of the Battleford Agricultural Society at the fair's 53d annual meeting. Also returned were T. Alex Boulton and Al Osborn, vice-presidents. N. W. Symonds was reappointed secretary-manager.

Shepherd described the summer fair as one of the best in the society's history. A profit of \$7,500 was shown, despite bad weather on the opening day of the three-day show.

The society's surplus account stands at \$71,420, down \$1,137 from last year. There was an operating profit for the year of \$1,756, less depreciation on the assets of \$2,894.

Life memberships were presented to A. E. Bantig, Thomas Ferguson and Gordon Edgelow "for long and faithful service."

Efforts will be made to have the provincial government increase the size of its grant to the agricultural society.

Block Bldg. For Sanford

SANFORD, Fla.—Work is under way on a \$15,000 permanent building, one of three that are planned by the local American Legion post for use in connection with its fair. Location is next to the present Legion Home facing Highway 17-92. Construction will be of concrete block with a concrete floor, 50 by 60 feet, and so designed as to be suitable for the fair and for other recreational purposes.

Fair is tentatively set for February. Negotiations for a midway attraction are pending. Joel Field is post commander and George Maybury heads the building committee.

OAK RIVER, Man. — G. H. Thompson was elected president of Oak River Agricultural Society. John Morcom and Homer Henry are vice-presidents and Mrs. J. N. Macauley is secretary-treasurer.

FAIR MEETINGS

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 29-December 3. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 2-4. Louis S. Merrill, 2500 Stockton Blvd., Sacramento, general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. Eugene R. Moore, Tipton, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore Craig, Spartansburg, secretary.

Missouri Association of Agricultural Exhibitions, January 15-16, Governor Hotel, Jefferson City. Victor M. Gray, Box 630, Jefferson City, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 15-16. J. S. Dorton Jr., Route 10, Charlotte 6, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 17-19. William E. Finch, Danville, secretary.

Association of Alabama Fairs, the Battle House, Mobile, January 19-20. Christie W. Summers, Box 972, Jasper, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorsville, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. Mr. William C. Lynn, 1 West State Street, Trenton, secretary.

New York State Association of

(Continued on page 62)

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10 FAIRS LISTED FOR MARKS UNIT

Fayetteville, Orangeburg Named; Five Shows Have Routes Affected

MIAMI — Ten weeks of Southern fairs are reported to be definitely signed for the re-emerging Marks Shows next season. Coupled with the additional news that Shirley Levy and Angie Longo will be playing the South with Atlas Amusements, the development has thrown the booking situation into reverse.

When Marks retired from the road two years ago he turned 11 fairs loose among Eastern shows. This year he teamed with the Ross Manning Shows, playing fairs as Marks-Manning Combined Shows, and was instrumental in bringing many of those dates back into the fold. And now, rather than there being a surplus of dates stemming from the withdrawal of a show, there is the pressure of two units appearing which were not on the scene in 1958.

The 1959 dates, most of which have been known to be on the fire since August, are Staunton, Roanoke, Galax and Covington, Va.; Monroe, Fayetteville and Albemarle, N. C.; and Orangeburg, Union and Laurens, S. C. Two additional fairs are pending, it is reported, and since Marks has been adverse to straying further than the Carolinas in late season, it is presumed that he will be making a bid for earlier Pennsylvania dates. It is expected that he will be on

the scene at the Reading fair meeting in January.

The bookings were announced here by Charles Travers, who will be associated in the operation. Brother of Allan Travers, Eastern contracting agent, he has been active on the concession end and presumably will function in this capacity next year.

It is also understood that the show will tour as the Marks Shows, a title incorporated separate from the John Marks Shows of former years, and that it will be expanded from its previous size.

A result of the contracting shuffle is the dents put in several truck shows in the East. Affected are the Cetlin & Wilson, Manning, Prell, Buck and Penn - Premier Shows. In addition to the appearance of Marks on the scene is the Longo unit which will also be in the thick of the booking scuffle.

Herb Shriner, Betty Johnson Head SLA Show

Sign Chordettes, Trio Martelli For Floor Show

CHICAGO—Name attractions will head up the entertainment program at the 46th annual banquet and ball of the Showmen's League of America here in the ballroom of the Hotel Sherman Wednesday night (3)

Sam Levy Jr., chairman of the event, announced this week that Herb Shriner will serve as toastmaster. Talent signed for the floor-show will include Betty Johnson, TV and recording star; Chordettes, vocal quartet, and the Trio Martelli. Other talent was being lined up at press time, Levy said.

Other high points of the evening will be the naming of the Showman of the year by the League. Last year the award went to Arthur Godfrey.

NSA Frolic Pulls 700, Name Talent Roster

• Continued from page 49

George Hamid Sr., president emeritus; Bernard J. O'Connell, license commissioner of New York City; Irwin Kirby, The Billboard; the Rev. Allen E. Claxton, who delivered the invocation; Carillo, Hershfield, and past presidents Bernard Allen, James E. Strates, Oscar Buck, Joe McKee, Gerald Snellens and Morris Batalsky. Past president John Weisman was a late arrival.

Also, State Senator Jeremiah Bloom, representing Mayor Wagner; Morris Brown, Miami Showmen's Association; John Leahy, International Association of Fairs and Expositions; Frank Taylor, Showmen's League of America; Sam Glickman, Hot Springs Showmen's Association; Max Cohen, American Carnivals Association; and Harry Sandler, Pacific Coast Showmen's Association. Allen represented the Greater Tampa Showmen's Association.

Sending congratulatory wires were Larry Stone, Frank and Hilda Bergen, Hank Shelby for the SLA;

Vernon Kohn for the Tampa club; Irving and Jack Rosenthal, Mary and Ed Carroll, and Joe Baizman and Phil Cook.

A wide geographical spread was represented by those attending; including fairs in Bedford, Pa.; Dunkirk, Mineola, Middletown and Malone, N. Y.; Rocky Mount and Greenville, N. C.; Danbury, Conn.; Ottawa; St. John, Newfoundland; Trenton, N. J. The New England shore spots had a sizable delegation as did Coney Island, Atlantic City and Palisades Amusement Park.

Tampa Club Barbecue Set For Dec. 14

TAMPA—The annual homecoming barbecue of the Greater Tampa Showmen's Association will be held December 14, C. C. (Specks) Groscurth, president, announced last week. The event is open to all members. Entertainment and dancing will be featured in the evening.

In addition to the show folk, city and county officials are expected to be on hand to welcome the troupers back to Tampa.

Chet Fowler is in charge of arrangements for cooking the 800 pounds of ribs and chicken.

James Drew Sr., Dead at 75

WAYNESBORO, Ga.—Funeral services were held here Tuesday (25) for James H. Drew Sr., 75, father of James H. Drew Jr., owner of the show bearing his name, who died Sunday (23) after a long illness.

Altho he was never in show business, the elder Drew was well known to many in the Drew midway organization. He had spent most of his life in the railroad business and for the past 10 years had operated a grocery store here.

He was a member of the Methodist Church, the Odd Fellows and the Woodmen of the World.

Survivors, in addition to Jimmy Drew Jr., include four daughters, three other sons, 15 grandchildren, four great grandchildren, three sisters and two half-brothers.

Crafts Takes Contract For Nat'l Orange Show

SAN BERNARDINO, Calif.—Crafts Shows of North Hollywood got the nod on the midway contract for the National Orange Show for three years starting in 1959, and Alex Freedman Novelty Company, San Francisco, was awarded the novelty contract on the fair midway for one year at a meeting of the exposition's board here last week (25).

Crafts Shows took the lead in spirited bidding with Fair Time Shows, Inc., Foley & Burk Combined Shows, West Coast Shows, and Frank W. Babcock United Shows in the running. Contracts were considered for rides and concessions both collectively and individually. Last year for the first time Babcock Shows had the rides and Cecchini & Levaggi had a majority of the concession space.

Contract with Crafts Shows, it was understood, is for both rides and concessions, the fair doing away with the independent concession midway.

Olivia Waldron, president of Fair Time Shows, Inc., bid \$25,000 as a guarantee plus a bonus if awarded the contract for three years. She proposed to supply only the rides and a few concessions. Crafts' bid, a reliable source said, was more than \$60,000.

Contract for the novelties on the fairgrounds other than the carnival lot went to the Freedman concern for \$3,251, which was \$1 more

than was reportedly bid by Pat Treanor & Son of San Francisco. Treanor had held the contract for more than 25 years.

10 Weeks Set By Buck; Adds Sanford, N. C.

TROY, N. Y. — Ten weeks of fairs are on the books for O. C. Buck Shows as the banquet route gets underway. Oscar Buck's unit had only a couple of weeks to fill.

Added for 1959 are Sanford and Salisbury, N. C., the latter replacing Rutherfordton. Other North Carolina fairs are Rocky Mount and Greenville, and the show also has South Boston, Va., as a repeat engagement.

As the season ended, Buck had already set his five New York State spots for 1959. They are Plattsburgh, Couvener, Elmira, Malone and Bath. Among the weeks to fill are the tail-ender and the

(Continued on page 58)

Byers Signs Dubuque, Ia.

COUSHATTA, La.—Byers Bros. Shows has signed to provide the midway attractions at the 1959 Dubuque County Fair, Dubuque, Ia., Carl Byers, co-owner, announced here last week.

Byers and A. (Dutch) Wilson returned here after a booking tour of Iowa, Wisconsin and Arkansas. Contracts were also signed for the Menomonee, Wis., fair and two Arkansas annuals at Camden and Benton. Also signed was the Osceola, Ia., July 4 celebration and several additional Iowa and Louisiana dates.

Plans for 1959 are to carry 10 major and seven kid rides. New to the line-up will be a Scooter, Rockplane and Tilt-a-Whirl.

San Francisco Show Folks Change Slate

SAN FRANCISCO — Show Folks of America, San Francisco Chapter, revised its official slate for 1959 with Harry Myers being nominated for president in place of Oscar Mattley, who was named in the nominees released four weeks ago.

Other members nominated include Earl Leonard, first vice-president; Leona Stevens, second vice-president; Al Rodin, third vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary; Mary Richards, financial secretary, and Bonnie Townsend, recording secretary. Nathan Cohn was again named counselor; Dwight W. Kane, auditor, and Dr. Malcolm Jones, physician.

Flossie Fitzgerald reported that the bazaar on Saturday (22) was successful with bonds being awarded Barney Stevens, Lester Baker, Ewell Harrison, Estella Smith, Frank Dobner, Don Wicks, J. H. Christensen, Ray Cox, and Lola Cox. The Chevrolet was awarded to John Lopez.

Eddie Hellwig, chairman of the banquet and ball to be held at the Sheraton Palace January 11, said that reservations are now being accepted.

Midwest Show Club Buys Cemetery Plot

MINNEAPOLIS—The Midwest Showmen's Association has authorized its cemetery committee to purchase a 50-grave plot in Lakewood Cemetery here with an option to purchase 60 more graves, William T. Collins, president, announced last week.

The purchase by the two-year-old club of the showmen's rest marks another step in improving the club's scope.

The organization will hold its annual banquet and ball on January 5 in the Radisson Hotel in

conjunction with the annual meeting of the Minnesota Federation of County Fairs which will be in session there January 5-7. Preston Lambert is chairman. In addition, the club will hold open house January 3-4 in its clubrooms at 916 Hennepin avenue with all showmen invited to visit.

The Ladies' Auxiliary Christmas party will be held December 13 at the clubrooms.

Frank Winkley, chairman of the Hawaiian trip giveaway program, reported good progress.

300 Turn Out For PCSA Homecoming

LOS ANGELES—More than 300 were in attendance at the annual Pacific Coast Showmen's Association homecoming party held Monday (17) in the clubrooms.

Food for the event was prepared without charge by McDonnell's Restaurants, which is near the clubrooms. Sam Dolman and Sam Steffin supervised.

Faye Prosser headed the food committee, assisted by Jeeta Clancy, Berta Harris, Lucille Dolman, Stella Shafner, Mae Mortensen, Thora Ricard and Marie Rhodes. Beverages were served by Kitty Searce, Clara Andersen and Lucille Dolman.

Prizes were donated by the Pul-Wal Company and awarded to Mae Snobar, Rose Dodson, Jimmy Rathford, Peggy Steinberg, Shirley Carpucci and Shirley Carroll.

Endy Again Producing Miami Circus, Midway

MIAMI — Dave Endy is again producing the Junior Museum Guild Circus, which scored nicely in its first edition at Tropical Park last winter. Dates this time are January 16-18, with the Frank Wirth Agency providing the acts.

Three shows daily were held last year, with an estimated 80,000 paid attendance. Endy's contract reportedly calls for 20 acts before the grandstand and a 24-ride midway plus food and novelties.

Assisting in the advance work

are Joe Rowan, Col. Howard Stahler and Bob Hallock. Acts set so far include Prof. George Keller's mixed wild animal act; Frank Seriss, elephants and mixed group; Flying Hartzells; Star in the Moon, high act; Har-Votz aerial bar act; the Serius, high pole; Laniers, low wire act, and Milton Robinson, announcer.

Tickets are all sold thru the schools, as the museum and planetarium which benefit from the event are part of the school system.

CLUB ACTIVITIES

Greater Tampa Showmen's Association

TAMPA — President C. C. Groscurth opened the regular meeting, assisted by Earl Maddox, Dick Gilsdorf and Paul Sprague, vice - presidents; Vernon Korhn, secretary, and Harry Julius, treasurer.

The membership was saddened by the death of M. E. (Frenchy) Frenzel and James H. Drew Sr., father of the show owner. Frenzel was scheduled for burial in the club's cemetery plot after his body was received from Houston.

175-Plus at Testimonial To NSA Heads

Batalsky, Harris Honored; Lively Event Sparkles

NEW YORK — More than 175 persons turned out Monday (24) as the National Showmen's Association honored a present leader and a past one at the Park Sheraton Hotel. The affair got rolling around 7:30 and it was a good many hours before the lights were finally turned out.

All in all, those in attendance agreed, it was one of the club's most enjoyable and peaceful social functions, being climaxed with the presentation of lavish, diamond cufflinks to Jeff Harris, president and Morris Batalsky, past president.

In addition to a poultry dinner and brevity of speeches, there was the added attraction of a smart line-up of talent headed by comic Georgie Kaye who was emcee. Also on the bill were Berk and Hallow, tap dance; Phil Ramone, musical novelty; Tommy Russo, vocalist, and Wells and the Four Fays, acrobatic. Nick Francis' band played for dancing. Committee work was handled by Louis D. King, Dave Brown and Henny Kaufman.

Five Past Presidents

Several past presidents were in attendance, including Bucky Allen, James E. Strates, Gerald Snellens, Joe McKee and George A. Hamid, president emeritus. Out - of - towners included Kay Leeworthy, of the fair in Dunkirk, N. Y., an amusement operator in his own right.

Congratulatory Wires

Wires of congratulations from members who could not attend came from Max and Jane Tubis of the Million Dollar Pier, Atlantic City; Ed and Mary Carroll of Riverside Park, Agawam, Mass., and the Great Barrington Fair, and Harry (Waggy) Prince, New England ride operator and importer.

Hamid's Thunder Stolen

Speeches were almost nonexistent in keeping with Louis D. King's opening address. But Hamid noted, upon being introduced, that King had "taken the honors for the corsages, acts, food and everything, and said nobody would make a speech, so what can I do?" He kept it short, confining his remarks to the presentation of Batalsky's gift. Allen made the presentation to Harris.

Peppe Committee of One

In addition to the dinner committee, the party-goers also had the services of Angelo Peppe. Hopping around on his cast-enclosed fractured limb, he glowingly made the rounds several times to make sure everyone was properly acquainted and happy.

Reported on the sick list were Ray Seely, Bob Crawford, Sam Beatty, Harry Hauck, Don Pierson and William Hasson.

A contribution to the Christmas party and a letter was received from Col. Tom Parker.

The club and the Showmen's League shared in profits from a recent benefit show on the James E. Strates Shows at Jacksonville, Fla.

Treasurer Julius urged members to send their premiums for the hospitalization insurance plan. The boat club now has a membership of 70 and a total of 28 boats are in the fleet. A deep sea fishing party was announced and plans for the picnic and barbecue discussed.

The 137 members present were served a chicken dinner by Mrs. Mae Halstead, new manager of the lunchroom.

Ladies' Auxiliary

The Wednesday (19) meeting was called to order by President Olive Sprague, assisted by Mary Wenzik, Egle Sedlmayr and Bertie Perrot, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Chaplain Ella Stophel delivered the invocation.

A new system of distinguishing new members was put into operation. The hostess committee, headed by Esther Groscurth, greeted each and pinned a plastic name tag on each. A total of 21 new members were welcomed.

On the sick list were Billy Cooper and Betty O'Day.

Sue Walters, sergeant at arms, reported 94 members present. Dark horse was taken by Ella Stophel.

National Showmen's Association

NEW YORK — More than 250 persons jammed into the clubrooms Tuesday (25) to honor the memory of departed members of the parent club and Ladies' Auxiliary, followed by open house festivities and the annual awards presentations. The evening's affair was pleasant and orderly and drew many complimentary remarks from visitors.

The memorial program was arranged by Louis D. King, chaplain, and included candlelighting for names on the solemn roll call, read by Jeff Harris and Mildred Peterson, presidents of the respective clubs. Deceased members of the past year included William B. Moore, Oscar Bittler, Max Wilner, Harry Rosen, James Shelby, Harry Joffe, John Christopher, Charles Morris, Phil Isser, Ralph Edison, Johnny Kline, Harry Lipschitz, Marion Allen, Cele Forman, Myrtle Campfield, and Esther Hecht.

The Broadway Temple Quartet directed by Donald Gerlach took a prominent part with hymns and recitation. Prayers for the major faiths were offered by the Rev. Dr. Allen E. Claxton, of Broadway Temple Methodist Church, Rabbi Max Meyer, of the Free Synagogue of Flushing, and Jeff Harris, who read the Roman Catholic prayer. Joe Basile's buglers played taps. Anna Dinsmore offered the benediction.

Sandwiches, coffee and side dishes were offered for refreshments, and several members strolled next door to the Great Northern Hotel for libation. On the dais for the award drawing were George A. Hamid, James E. Strates and Morris Brown.

Ladies' Auxiliary

A party honoring all past presidents was held in the clubrooms on November 19. The new drapes were up, as were Thanksgiving decorations. Eileen Weisman and Flo Thompson headed the entertainment committee, aided by Elizabeth O'Keefe, Irene Bents,

GEORGE FLINT RE-ELECTED BY SHOWFOLKS

CHICAGO — George B. Flint has been re-elected president of the Chicago chapter of Showfolks of America and most of the other 1958 officers have been returned to their positions for another year.

Also renamed were Lucian Kapp, first vice-president; Peggy Richards, second vice-president; Sophie Tucker, third vice-president; Margaret Horan, corresponding secretary; Tom Coulthard, financial secretary, and Oliver Englund, treasurer. New recording secretary is Charles Stewart.

The club is holding its fall party Friday (5) in the Hotel North Park so that out-of-towners in for the Chicago convention may attend.

Evelyn Batalsky and Ann Peterson. Tables were laid out in U-shape with past presidents at the head.

Each one honored received a corsage, gift and individual cake. Veronica Zucci had a huge cake donated for the occasion plus other delicacies.

Earlier in the day past President Dolly McCormick had as her guests at a Troupers tea in the Harwyn Club Bess Hamid, President Mildred Peterson, Eileen Weisman, Frances Simons, Mae McKee, Julia Toffet and Margaret McKee.

The past presidents' night opened with a short meeting at which President Peterson greeted Frances Fournier, Frances Simmons, Lillian Swanson, Fay Grimes, Mae Hong, Edna Unger, Anna Keller, Betty Faber, Joyce Hutchinson and Jeanette Wright. Lillian Elkins was named installation chairman, with Jane Tubis as co-chairman.

A letter was read from Blanche Henderson, past president, who had been hospitalized last summer but is now on the mend. Katherine Fried has undergone surgery and is now in Polyclinic Hospital, New York.

The sweater project, promoted by Catherine Anderson to raise money for the decorating fund was won by Mildred Schwartz.

International Association of Showmen

ST. LOUIS — In the absence of President Ernie Farrow, the meeting was called to order by Second Vice-President William McCoy, who was assisted by Secretary E.L. Cobb and Treasurer George Regan.

During the business meeting plans for the winter's activities were discussed and it was decided that a Children's Christmas party would be held in the Club Rooms on December 23. It was also decided to hold a New Year's Eve (Continued on page 58)

HARRY NELSON'S BARGAIN

Video Lure Runs 2d to NSA Show

NEW YORK — Like all major showmen's gatherings, the New York banquet of the National Showmen's Association was not without its lighter side. One item concerned Harry Nelson, the high striker man from Coney Island, who landed an appearance on TV's "I've Got a Secret" the night of the banquet.

Nelson, in his 70's but still plenty active, drove a hard bargain with the network people; they had to pick him up at the Hotel Commodore after the dinner and whiz him right back after the TV show, so he could see the banquet acts. Fame came quickly, he reported, as he had to please some autograph hounds while leaving the studio.

Banners at Banquet

The James E. Strates Shows, never short of imagination, pulled a fast one on other shows by hanging two big yellow and black banners in the hotel lobby. This was a new one on banquet - goers and aroused speculation on whether other outfits will follow the pattern in the future.

It was anniversary time for several couples during Thanksgiving week. The Charles Bocherers, of Mineola Fair, and Richard Eichelbergers, of Bedford (Pa.) Fair, observed their 25th anniversaries, the Al Salernos, their 21st, and the

Mike Dembroskys, of M. D. Amusements, their 10th.

New Boat Tirza's Pride

Tirza Duval had her table buzzing about the new 25-foot Chris Craft she has moored in Miami for fishing and pleasure use. It has twin 95-hp. inboard motors and sleeps four. She and Joe Boston had Nick Garavola, ride operator at Feltman's, Coney Island, as their guest.

Arcade Men Present

Some three dozen metropolitan Arcade people, who normally haven't attended NSA functions, were in evidence. A membership drive by Charley Rubenstein and others is tapping this source of new blood for the club, and from the time they enjoyed, it appeared the campaign is succeeding nicely.

Vacuum Not Appropriate

One of the hilarious moments at the NSA open house was when Flo Van Raalte won the vacuum cleaner during the award drawing. She is a veteran hotel dweller. By banquet time the next night the appliance had already been sold.

Jones Feeling Better

Friends of Bill Jones reported the Bingo kingpin is recuperating from a severe blow - the loss of \$30 to Guy Markley on the Clemson-North Carolina football game.

Kay Leisure Elected Prez By Miami Fems

MIAMI — Kay Leisure was elected president of the Ladies' Auxiliary of the Miami Showmen's Association here last week, succeeding Rosita Dell.

Other officers are Ella Dodson, first vice-president; Onalee Jones, second vice-president; Marie Viona, third vice-president; Hilda Roman, secretary; Annalee Wilkins, corresponding secretary, and Estelle Bell, treasurer. The last named three officers were re-elected.

The election of officers took place at the first regular meeting of the season, which drew a total turnout of 140.

Kitty Glosser announced annual memorial services would be held December 14 in the clubrooms at 1 p.m. Lola Kochenour announced that installation of officers was set for January 8 in the Hotel Seville, Miami Beach. Holiday season meetings are set for December 23 and December 30.

Thomas Signs Pueblo, Huron, Spencer Fairs

CHICAGO — The Art B. Thomas Shows has signed to again appear at a number of repeat fairs during the 1959 season, Bernard Thomas, manager, announced here last week.

Thomas arrived here after closing with Clyde Fugate, manager of the Colorado State Fair, Pueblo, to again furnish all midway attractions at next year's fair.

Earlier Thomas signed to return to the South Dakota State Fair at Huron and the Clay County Fair at Spencer, Ia.

Earlier the Thomas organization was awarded the contract for the Canadian B circuit of fairs which starts in June in Western Canada.

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Contact SAM PRELL, Miami Showmen's Association, 1799 N.W. 28th St., Miami, Florida, or JOE PRELL, 1545 Unionport Road, Bronx, New York.

89,000 Gate Sets Mark for Savannah

SAVANNAH, Ga. — The ninth Coastal Empire Fair was up in all departments for the six days ending November 8, with one of the most pleasing aspects being the attendance total of 89,000 people.

Increases were registered for the front gate, parking lot, exhibit space, shows and rides, concessions,

premiums and virtually every other yardstick. The totals were all records for the nine years.

The 1958 edition was blessed with fine weather, marred by only one day of rain, a vast difference from the initial fair in 1950 which was rained out and resulted in a \$22,000 loss to the sponsors, the Exchange Club Fair Association. Since then the loss has been paid off and the fair has purchased its own 67-acre tract and has been steadily improving it.

A large quonset-type exhibit building, 130 by 160 feet, has been erected, as have three livestock structures. All labor has been volunteered by club members.

Gooding Amusement Company turned in the largest gross yet recorded here, it was reported. Commenting on this aspect of the operation, The Billboard was told that "the excellent condition and appearance of Gooding's rides might have had a lot to do with this (gross) increase."

Arcade Auto Unit Becomes Group Game

NEW YORK — Capitol Projectors and Dramatury, Inc., Cleveland display firm, have worked out a novel tie-in between Capitol's Auto Test machine and the Plymouth Division of the Chrysler Corporation. On 24 of the Arcade pieces the fronts have been converted into 1959 Plymouths, utilizing hood, seat and dashboard.

Idea is to have 24 participants among visitors to the Detroit Auto Show, closing Friday (28), in simultaneous racing. Each machine is equipped with the Auto Test's screen, which unfolds an actual road situation, and a master scoreboard shows the race developing. Chicago's Auto Show, January 17-24, will also have the units.

Meet to Mull Additional Day At Greenfield

GREENFIELD, Mass.—Three major items are on the agenda for the 111th annual meeting of the Franklin County Agricultural Society set for January 20.

A proposal to discuss a fifth day for the annual fair in September, 1959, will be heard. Proponents feel the present Sunday opening robs the fair of potential revenue on Saturday, a non-working day for the many area residents employed in factories. Further, workers trying to get ready for Sunday opening are bothered by hundreds of "free" spectators on Saturday.

Opponents think the fair may be drawing its maximum attendance now and that adding a fifth day will merely stretch total attendance thinner on each day while adding more operating expenses.

A recent informal poll of trustees showed seven in favor of a Saturday-Wednesday fair, two favoring a Saturday-Tuesday stand and six supporting the present Sunday-Wednesday program.

Reports of the special committee are also scheduled at the annual meeting. A special pass study committee has had four sessions lining up recommendations for a tight gate. It will attempt to revise a system which last year saw a total of 6,000 passes, about a third good all four days, compared to only 15,000 direct sales admissions.

The planning committee is investigating possible uses of a new 22-acre area adjoining the present site, also 22 acres. The committee will recommend changes and improvements in the present grounds as well.

CLUB ACTIVITIES

• Continued from page 57

party and a St. Patrick's Party. Committees for the Christmas party were appointed and they started on plans for this event.

After the meeting adjourned the members of the club joined the Missouri Show Women's club for a buffet lunch and social hour.

Arizona

Showmen's Association

PHOENIX, Ariz. — A good turnout of 45 members were on hand for the first meeting of the season. President Earl Salter greeted members back from the road.

Guests from out of town included Mr. and Mrs. Charley Brown, Don Smith, Mr. and Mrs. Charles Novick and Morton Garvin.

M. Brownie and C. E. Gallamore were reported on the mend. Don Hanna was unable to attend due to illness. Pete Holst is still in St. Mary's Hospital, Tucson, Ariz.

Club observed a moment of silence in memory of Curtiss (Curley) Hayes, who was recently buried in the club's cemetery plot.

M. R. Freeman brought in 29 new members during the summer. House award went to Mrs. Charles Novick. Mrs. Dolores Gordon and Lillian and Ruby Freeman served lunch after the meeting.

Jacksonville

• Continued from page 49

livestock tent will have to be added to the three used this year in order to accommodate the 1959 livestock show. An increase in the number of trophies and rosettes also is indicated for this part of the fair.

Closed circuit television in the commercial and industrial exhibit areas caught the attention of young and old fairgoers. One local TV station made a hit with color TV. Many exhibitors captured public interest in their booths by having drawings for valuable merchandise such as sets of encyclopedia, miniature motor cars, barbecue pits, and electrical appliances.

Free local talent was used in the Gator Bowl, on a stage serving the East stands. High School bands and units from all the military services also took part, and school football was another drawing card. One of the few setbacks was the key promotion aimed at providing gate admission and discounted midway prices. It was reported the scheme had much merit but was not pushed hard enough.

Contracts for entertainment and midway are due to be taken up January 13, at the annual board meeting always scheduled for the second Tuesday of that month. Kay Armstrong, secretary, said the event would be represented at the Chicago conventions.

Michigan Showmen's Association

DETROIT—President Cameron Murray opened the regular Monday (24) meeting assisted by C. L. Lovejoy, first vice-president; Edor Burge, second vice-president; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

The nominating committee was named. From the board of directors are William Green, Arthur Rosenthal, Sam Ginsberg and Charles Duma, with Ben Morrison as alternate. From the body are Chuck Magid, Alexander Kaplan and Eugene Ford, with Leonard Gould the alternate.

The marquee has been repaired and painted and floodlights are now being used to light the sign instead of neon.

Bennie Lewis is a new member. Sick list included Louis Brown and Sam Fishman.

Danish Arena

• Continued from page 50

bar, facilities for conventions and exhibitions, stores and offices.

It is going in for high-class as well as popular forms of entertainment on a big scale. "Holiday on Ice" will have its Scandinavian headquarters there, as Richard Stangerup was one of the first to lease space. He is operating his "Holiday Shop," with a ticket-selling office, souvenir store and newsstand. Above this store he has more store space and his office, from which he will handle the "Holiday on Ice" tours in Scandinavia and his other activities.

The first convention was the annual meeting of the outdoor showmen of Denmark, which took place the second weekend of November.

Nearly 50,000 tickets, at high prices, were sold for the theater's two first offerings. On October 5 display ads in the local papers announced an Italian Opera Festival for November 11-19, with ticket sale starting the following day. These were so quickly sold out that the Festival was prolonged thru November 23 and also sold out.

In the meantime, four performances of Francoise Sagan's ballet, "La Rendezvous Manque," were set for November 24-27 at the same high prices. These, too, went so fast that four shows were set for December 2-5 and also sold. First-class operas and ballets are being presented, as usual, at Copenhagen's Royal Theater at somewhat lower prices. Therefore, the promoters of these other offerings took a big chance as they brought in a complete opera company of 150 singers, musicians and technicians from Italy, and a big ballet company from Paris. However, Falkoner Centret's manager, I. Blicher Hansen, had the collaboration of two of the top booking agencies, Richard Stangerup and the Wilhelm Hansen Music-Concert Bureau firm.

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- 1 Allan Herschell Auto ... 750
- 1 Allan Herschell Auto ... 3000
- 1 Allan Herschell Boat ... 3500
- 1 Allan Herschell Little Dipper ... 3500
- 1 Allan Herschell Little Dipper ... 4000
- 1 Tubs O' Fun ... 1750
- 1 Spillman 32' Merry-Go-Round ... 4500
- 1 A.H. 2 abreast, 36' ... 7500
- 1 A.H. 2 abreast, 36' ... 8500
- 1 Spillman 3 abreast, 42' ... 9500
- 3 #5 Wheels ... 3850 to 6500
- 1 #16 Wheel, like new ... 9500
- 1 Dairy Queen Trailer ... 2500
- 1 12-car Scooter Ride ... 12000
- 1 Flying Scooter Ride ... 7000

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Potential Good

• Continued from page 49

designated Food Fair Day, when the Food Fair firm gave away \$10,000 worth of valuable gifts in front of the grandstand, our Thursday attendance increased more than 200 per cent. Arrangements are being made to repeat this deal, and other fairs can do the same thing.

Of course, you must work far in advance and have special committees to handle and actually live with such events. There are many other promotional activities that have been tried successfully all over the country, such as grange queens, Miss State Fair contests, FFA and 4-H activities and other contests too numerous to mention. This is all salesmanship, which is required now more than ever before. The nation and the world are

10 Weeks Set

• Continued from page 56

first week in the South, which was a four-day fair in Reidsville, N. C., last year, occasioned by the long haul from New York State.

Buck and J. J. McCall will be building in winter quarters and will be joined by the working crew in February. Equipment is in a 100-foot roundhouse, a 40 - by - 100 warehouse with basement, and stall shed for trailers. Promotion man Roy Peugh has his house trailer in nearby Crescent, N. Y.

sales conscious. Everybody is trying to sell something, and unless the fairman gets out and fights to sell his product extensively and constantly, he cannot expect to draw much notice.

this week's

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

DECEMBER 1, 1958

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WEINMAN'S
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PIPES FOR PITCHMEN

JOE FRIED . . . has recuperated from a recent illness and is now back in business in Los Angeles. He is associated with the Space Spinner at 2915 North Main Street, that city.

Five Years Ago In Pitchdom

George H. Brooks had completed a Southern jaunt, starting at Knoxville, that took in North Alabama State Fair, Florence; Huntsville (Ala.) Fair; Tupelo, Miss., where he worked with his old side kick, Johnny Sullivan; Jackson, Miss., working with the McClure brothers; Shreveport and Leesville, La., and Houston. Brooks reported garnering plenty of lettuce on his trek.

Seen working on Maxwell Street, Chicago, by Bernie Mehl were Gus Young, auto polish; Johnny Palmer, graters; Marty Brown, Jimmie Allen and Harold Newman, coils, and Mike Devine, foot oil. Newman was also busy manufacturing coils for the boys. . . . Charlie Hudson was back in Charlotte, N. C., after staking out for a month in Columbia, S. C.

R. O. Suggs, in St. Petersburg, Fla., was framing a coil joint for the 1954 season. . . . E. C. Pardee was working Oklahoma and Arkansas territory, and reported bumping into Jim Ford and Lloyd Melton, who were working paper in that area. . . . Ben (Horseback)

Meyers reported from St. Petersburg that he had just completed a stand in a Quitman, Ga., drugstore with his partner, Jack Devoe. . . . Bill Howes, newly discharged from the Army, was located in Hamilton, Ont.

A newcomer in the Pennsylvania territory was Gus (The Terrible Greek) Yatron, former heavyweight boxer, who was going to town with eye glass cleaner. . . . Ray C. Herbers opened in Miami with Sta Clear to okay business. Also in Miami were George Allander, Tip and Hil Halstrom, Jack and Ruth Anthony and Freddie Krause.

Herman Heller and Murray Harlim opened in Newark, N. J., with a Christmas item. . . . Doc L. R. Marvin and wife, Lillian, were en route to Miami to open with their new kitchen gadget. . . . Horace Brazel was working in Ashville, N. C. . . . B. L. Rabon and son, Cecil, reported closing a profitable season with the Blue Grass Shows and their purchase of a portable skating rink which they put into operation to fair business in Fitzgerald, Ga.

Doc Wood, after many operations which culminated in the loss of a leg, was back tossing the bally with C. W. chronograph watches in a Memphis store. . . . Kay and Buster Doss, of Kay and Buster's Variety Show, piped in from Vernon, Tex., to say that they had just closed a five-week stand in that town with the Ray Smith med show.

COMING EVENTS

California
San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1.
San Francisco—San Francisco National Sports & Boat Show (Cow Palace), Feb. 27-March 8. Thomas Rooney.
San Jose—Santa Clara Valley Boat, Travel & Sport Show (Fairgrounds), Jan. 2-4. Bob Barkhimer.
Turlock—Par West Turkey Show, Dec. 2-4. M. S. Johnson, Chamber of Commerce, 207 Crane Ave.

Colorado
Denver—Denver Auto Show, April 6-11, 1959.
Denver—Denver Rodeo, Jan. 16-24.

Florida
Port Pierce—St. Lucie County Home Show, Feb. 11-16. Lew Nachman, Port Pierce Hotel.
Hollywood—Home Show (Armory), Jan. 24-26. Al Stern, 2007 N. Ocean Blvd.
Miami—Intl. Foreign and Sports Car Show, Jan. 25-Feb. 1, 1959.
Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959.
Orlando—Central Florida Food-O-Rama, Jan. 7-11. Lew Nachman, Port Gatlin Hotel.
Tampa—Tampa Auto Show, Jan. 22-27, 1959.
West Palm Beach—Colored Elks Block Party, Dec. 3-13. Mac Mackres, 177 N. Marguerita Drive.

Georgia
Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 27-March 6. Martin P. Kelly.

Illinois
Chicago—Chicago Auto Show, Jan. 17-25, 1959.
Chicago—International Livestock Expo., Nov. 28-Dec. 6. W. E. Ogilvie.
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 27-March 8. H. Werner Buck.

Kansas
Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 10-15. Robert G. Langenwalter.

Kentucky
Louisville—Mid-America Sports, Boat & Travel Show (Fairgrounds), Feb. 14-22. William H. King.

Louisiana
Oameron—La. Fur & Wildlife Festival, Jan. 16-17. Jerry Wise.
Lafayette—S. La. Mid-Winter Fair, Jan. 15-18. Dr. T. J. Arceneaux.

Michigan
Bay City—Poultry Show, Jan. 15-18. Ben W. Mau.
Detroit—Junior Livestock Show (Stockyards), Dec. 9-11. G. F. Ridley, 6750 Dix Ave.
Grand Rapids—West Michigan Sports & Boat Show (Aud.), Feb. 22-28. Jack Locks.

Minnesota
Minneapolis—Midwest Auto Show, Jan. 9-18, 1959.
St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.

Missouri
Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. F. W. Kahler.
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 20-March 1. Wendell Emrick.

New Mexico
Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.

New York
Buffalo—Buffalo Boat, Travel & Sports Show (Armory), Feb. 21-March 1. John G. Mellon.
New York—National Motor Boat Show (Coliseum), Jan. 16-25. Joseph E. Choates.
New York—New York Outdoor Exposition (Coliseum), Feb. 14-23.

North Carolina
Charlotte—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum), Feb. 17-22. H. P. Van Horn.

Ohio
Cleveland—Mid-America Boat Show (Auditorium), Jan. 3-11. Cleveland Press & Marine Trades Assn.
Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25.
Toledo—Toledo Home & Travel Show (Auditorium), Jan. 21-Feb. 8. Milt H. Tarloff.

Pennsylvania
Harrisburg—Pa. Farm Show, Jan. 12-16. J. B. McCool.
Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 27-March 7. Clinton W. Smullen.
Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959.

Tennessee
Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.

Texas
Brownsville—Charro Days, Feb. 5-8. M. G. Dennis, 1006 Van Buren St.

(Continued on page 60)

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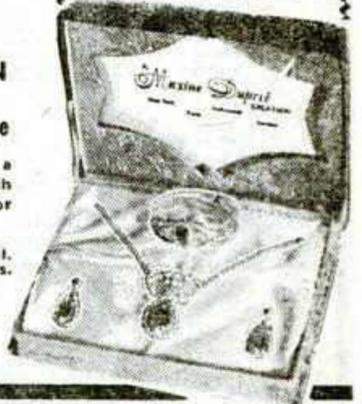
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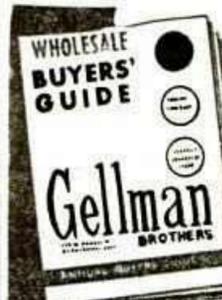
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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

UNDER THE MARQUEE

Continued from page 54

appears in a scene with Dean Martin and Frank Sinatra. Among Indiana dates was the first annual Circus Festival at Peru, Ind. Shell also visited the Conn factory at Elkhart. At Lewiston, Ill., Shell and L. A. Bartlett, two of the few steam calliope players, got together to compare notes.

Lorenz (Jungle Larry) Tetzlaff has completed his full season at Puritas Park, Cleveland, with his animal act that combines lions and giant snakes. Tetzlaff used to work snakes with Frank Buck. He has been doing a TV show on WEWS and he has a book coming out.

Mrs. Ida Delno Haas is residing in Hollywood following the death of her husband last summer.

Bill Penny, Pawnee, Okla., veteran of Wild West shows, writes that the last of Pawnee Bill's herd of buffalo has just been sold. The herd was started in 1893, Penny recalls, and most of it was sold several years ago. A lone buffalo was held out because of faulty horns. That one was just sold, leaving the ranch without a bison for the first time in 65 years. The ranch is owned now by Albert Judy, nephew of Pawnee Bill.

The "Today" TV show last week used a film of Cristiani Bros. and some Cristiani posters while Charles Van Doren read a poem about Rastelli, the famous juggler.

New additions to the By Gosh All-American Circus are Roger Reger Duo, juggling from the Harlem Globetrotters unit, and Charles Roark, Punch and vent, from the Cristiani circus.

Frank E. Lee, the San Antonio billposter, writes that indoor shows like Jose Iturbi and "Auntie Mayme" have been doing well there and that he has the contract to publicize the San Antonio Symphony. He'll also do the outdoor advertising for the new Auditorium at Austin.

David Retherford and Art Zolatz, both of the Kelly-Miller show, were guests of Keller, Jerry and Diane Presley in Houston, where they also saw Dorey Miller and Jack Moore, of the Carson-Barnes Circus. Also in Houston were Roy and Joy Thomas, Ora and Freddy Logan and Howard Suesz.

Bill Hall, Pennsylvania CFA, writes that Polack people appearing on a Philadelphia TV show included Janet Burger, Tommy Hanford, Princess Tajana, Ross Paul, Ethel Jennier, Gene Randow and Harold Simmons.

Harry Hunt and daughter, Marcia, caught Polack in Philadelphia. Gene Randow and Harold Simmons are moving from Polack to Gil Gray Circus after this season. The Palacio flying act is going to Spain for 1959.

Milt Herriott, of the Sioux City, Ia., Shrine's White Horse Patrol, reports the unit may go to Pasadena, Calif., for the Rose Bowl Parade in connection with the Iowa football team's appearance there. The John Herriotts will spend the holidays with the James Gustafsons of Minneapolis. John Herriott of the Gil Gray show, and Mrs. Gustafson are the children of Milt and Viola Herriott.

Jess Bradley has been recuperating from a heart attack at Lakewood, N. J., and has had many circus visitors. He will return to his Barbourville, W. Va., home when able.

Eldon Roark, Memphis columnist, wrote a piece recently about Marie Loter, Carson-Barnes performer, and troubles she had with her trailer last summer.

Frank Davis, one-time circus man and a dance promoter for the past number of years, has been ill and would enjoy mail at 1004 North Clark, Chicago.

Clown Lew Kish is recovering from an eye ailment and is able to again be up and about. Living at 2418 East Monroe, Phoenix, Ariz., for the winter, he urges friends to visit him or write letters.

Flo Zingaro, who as Flo Diacoff was a member of the Flying Diacoffs, bicycle-drome riding act for 40 years and formerly with the Ringling Bros. Circus, was the subject of an article of the Pacific Coaster, house organ of Sears, Roebuck. She has been working in the North Hollywood, Calif., store for the past six years and plans to retire in June. Her daughter, Winona, also retired from show business, is Mrs. John Oliver.

Buster Doss and his Circus of Wonders will play the Waco, Tex., Arena. The show recently played Irving and Arlington, Tex., for the Junior Chamber of Commerce. Personnel on the show are Buster Doss, owner-manager; Paul West, contracting agent; Tom Mills, promotional director; Kay Arnold, singer; Happy Hanks, clown; Marvin the Marvelous, magician; Jack Williamson, chief assistant; Katherine Doss, secretary-treasurer, and Charley Cross, concessions. Recent visitors were R. A. Miller, Charles and Shirley Rex, the Zaringtons and Billy Clayborne.

Charles Primrose will celebrate his 86th birthday at the Zace Rest Home, Winfield, Ill., December 13. Jack Noakes is at the Corell Theater, Wichita, Kan., for the winter and would like to hear from friends. Jake Disch is still at the St. Camillus Hospital, Milwaukee, and would enjoy hearing from friends.

Former circus people now working in television and the legit theater in New York are Dave Murphy, Ed Murphy, Ray Huttick, Eddie Moder, Red Keating, Jack Leach, Casey Whittaker, Joe Land, the McAllen brothers, Paul and Don McGuinness, Danny McCarthy, Joe Sinkers, Tom Short, Dick Grant, Eddie Gorber, Red McKittrick and Glenn Graves.

Tex Maynard will play Hetzer's Ashland (O.) All-Christmas Show for the third time. While touring Europe Tom Hughes visited the Cirque Medrano and the Cirque d'Hiver in Paris. Estelline Pike, again with Hubert's Museum for the winter season, recently had her picture in The Amarillo (Tex.) Daily News in which she demonstrated both her embroidering and sword-swallowing ability.

Tom Hurd writes that circus fans and friends held a surprise birthday party for Joseph Beach on his 75th birthday on the Eastern States Exposition grounds at West Springfield, Mass. Mickey Sullivan and his band played the affair. Jim Hoye and his wife were there from Hartford, Conn., and showed slides. A 10-day holiday in New York, with tickets for seven shows, was the gift presented to Beach and his family.

Mr. and Mrs. Paul Conaway are vacationing at Nassau in the Bahamas. Irene Dean, former aerialist, was a guest of the circus fans in Barrington, Ill.

COMING EVENTS

Continued from page 59

- El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
- El Paso—Southwestern Livestock Show & Rodeo, Feb. 11-15. Chamber of Commerce.
- Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 8.
- Houston—Houston Auto Show, Nov. 29-Dec. 7.
- Houston—Houston Fat Stock Show & Rodeo, Feb. 25-March 8. Herman Engel, Mgr.
- Laredo—Washington Birthday Cele., Feb. 16-March 2, 1959. J. George Looe, Mgr., Box 455, Laredo.
- Odesa—Sand Hills Stock Show, Jan. 3-11.
- Washington
- Seattle—National Boat Show (Natl. Guard Armory), Nov. 28-Dec. 7. Hal Hamper.
- CANADA
- Ontario
- Toronto—First Annual Canadian Boat Show (Queen Elizabeth Bldg.), Feb. 6-14. Loyal M. Kelly.
- Saskatchewan
- Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11.

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16" Rin-Tin-Tin Pillow 7.20 dz.
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Bubble Elephant \$28.00 dz.
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The GAME With A BRAIN T.M.
CLEOPATRA KNEW
"THE SECRET OF CHARM"
Prognosticate—Foretell the Future
OUT OF ANTIQUITY. Up from the dim, dusty, quiescent past, down the infinite space-ways of the endless centuries, to our time, came EGYPTIAN CUBITS. Used by the "ANCIENT ONES" in the SECRET TEMPLES to PREDICT what's your FORTUNE. TELLING 373,248 intelligent answers to Charm, Love Courtship, Marriage, Happiness, Health, Family, Children, Security, Friends, Travel, Vacations, Faith, Power, Fame Career, Savings, Promotions, Investments, Inheritance, Luck, Money, Wealth, Success. KNOW YOUR DESTINY. For a complete set of EGYPTIAN wood CUBITS (prepaid) send 2 Dollars to
DESTINY MFG. CO. MAGEE BLDG. SUITE 410 PITTSBURGH 22, PENNA.
336 FOURTH AVE. "Bank References on Demand"

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum. Special Bingo Merchandise.
Catalog Now Ready—Write for Copy Today
IMPORTANT! To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.
ACMC PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-211, Chicago 32.

This is a **DISPLAY CLASSIFIED AD** Your Advertisement Displayed in a space this size will cost only **\$14 per insertion**

DIRECT SALESMEN, FITCHMEN WANTED to introduce new Kitchen Item, 100% profit. Chrome and stainless steel; new, hot. Send \$1 for sample; refund first order. Write Usher Mfg. Co., Box 141, Station R, Louisville 12, Ky.

FRANCHISE MEN - EXTRA LARGE INCOME for good closers. Write Commercial Enterprises, 139 N. Clark, Chicago, Ill. ch-6425

Tattooing Supplies

TATTOOING-I WILL TEACH YOU this profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A-Lexie, Rockford, Ill.

Wanted to Buy

"JARGO" TWO MAN HORSE OR GIRAFFE. State condition and lowest price. First letter. Wheeler, Box 7755, Washington 4, D. C.

GOOD, USED SHOOTING GALLERY, complete; Dodgem Ride. Send complete details. Box 1579, St. Thomas, Virgin Islands.

ICE MAKING EQPT. FOR 60X120 outdoor skating rink. Colonial Plaza, 10263 Balt. Ave., College Park, Md.

Did This Ad **ATTRACT YOUR ATTENTION! USE DISPLAY CLASSIFIED** A sure way to attract more attention and secure greater results. **RATE: \$14 PER INCH** Rule border permitted when using two inches or more.

MINIATURE AUTOMATIC DONUT MACHINE, new or used. A. Goodnow, 728 Mandalay, Clearwater Beach, Fla.

RIDES, SHOWS-STATE LOWEST PRICES. Also booking Concessions, Rides, Shows 1959. Best route in Northwest. Robinson's Western Shows, Box 20, Everett, Wash. de15

TEAR GAS CAPSULES OR PENS, SAMPLE and quantity lots and prices. Rhodes Coin, 106 W. Peter St., Uniontown, Pa. del

WANTED - ADULT MIX-UP WITH OR without transportation. Kiddie Cage Wheel. Will pay cash. James Barber, 280 East Congress, Coolidge, Ariz.

WANTED Magic Carpet, Distortion Mirrors, Glass House, Stunts for Dark Ride and Fun House. What have you?

JOHN COLLINS Lincoln Park, No. Dartmouth, Mass. See you at the Convention, Sherman Hotel.

WANTED - SHOOTING GALLERY suitable 22 shorts and outdoor installation. State description, condition, price. Gun Barn, R. 6, Box 500, Anderson, Ind.

WANTED TO BUY - USED FLOSS MACHINE. Prefer Whirlwind or Perfection, also Hi-Striker. Tama Novelty, 415 State St., Tama, Iowa.

WANT TO BUY - TUBS-O-FUN, HAVE for sale, Pony Cart Ride, John M. Ely, Fullerton, Neb.

WANT USED CONCESSION TRAILER - Side opening for awning, 18 to 22 feet long; also 18x12 Concession France and Canvas. State all in letter. C. A. Cave, Thornton, Ark.

COIN MACHINES Used Equipment

SCALES-SCALES-SCALES-10 WAITING 500 Guessers, \$32.50 ea.; 5 Waiting Tom Thumb Fortune, \$35 ea.; 5 Waiting 500 Fortunes, \$45 ea.; 6 A.B.T. Kirk HiBoy Guessers, \$40 ea.; renewed, reconditioned. Send deposit and shipping instructions; balance sight draft. Gayco Distributors, 4866 Woodward, Detroit 1, Mich

SPECIAL - 10 1/2 A.B.T. CHALLENGER Games, \$20; 10 5/8 Master Nui, \$9; 10 1/2 5/8 Northwestern Deluxes, \$8; 10 1/2 Model N Adams Gum, \$12; Ball Gum Machines, \$5.95 ea.; also Merchandise. Ed Barnett, 474 W. 43d, New York.

STAMP MACHINES - I UPLX, \$12.50; Shipman Triplex, like new, \$34.50; Folders, Northwestern Rolltype, \$65; used, \$25. USE Co., 100 Grand, Waterbury 2, Conn. del

Wanted to Buy WANTED IMMEDIATELY TO BUY USED Penny Weighing Scales. Mr. South McCoy, Roderfeld, W. Va.

Acts, Songs, Gags

ANECDOTES, JOKES

Professionally Prepared

Not space consuming. Excellent for M. C., etc. Hundreds of jokes included in all series. 65¢ for series C; 80¢ for series D, and 90¢ for series E. \$1.75 for all three included.

J. G. A. GOULET

82 Roberts St. Biddeford, Maine

ANOTHER SPECIALIZED SHOW-BIZ SERVICE. Announcing "Musicalcollection," the folio of gags about music. Contains adlibs, parodies, bits, song titles, etc. Free monolog with order. Special! \$2. Show-Biz (Dept. 325), 625 Avenue V, Brooklyn 23, N. Y.

NEW! 1,000 "RICH AND RARE" GAGS, \$1! List of gags, gadgets and gimmicks free. Edmund Gysin, 1819-B Golden Gate, San Francisco 15, California. ja5

SONGWRITERS - WILL MAKE DEMONSTRATION disk of your songs played by organ, drums, piano, vocalists. Price \$10. Doris Burke, 614 Emil Ave., Ft. Pierce, Fla.

\$3,600 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de22

Agents, Distributors Items

CHRISTMAS ITEMS - ASSORTED XMAS Candles, sample dozen, \$3; Ribbons for Gift Boxes, 100 yards, \$1. Charles Floral Supply, 57 W. 37th St., New York, N. Y. MU 6-9765.

EARRINGS, ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Bill Solis, plastic sapphire or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. de29

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 ea.
Stoned & Tailored Earrings 1.75 ea.
Pierced Earrings on Display 1.25 ea.
Charm Bracelets, asst. 1.50 ea.
Eng. Lord's Prayer Neck., boxed 3.00 ea.
Stoned Heart Sets, boxed 6.00 ea.
Asst. Tie Slides, carded 4.50 ea.
Children's Jewelry, boxed, asst. 1.00 ea.
Asst. Cufflinks Set, asst. 3.75 ea.
Pearl Necklace (domestic) 1.45 ea.
Neck & Earrings, asst., boxed 7.20 & 9.00 ea.
Cufflinks, carded, asst. 1.95 ea.
Necklaces, asst. 1.50 ea.
Engraving Charm Bracelets 2.00 ea.
Asst. Earrings, carded 6.50 gr.
Ropes & Poppits 2.25 ea.
Cultured Pearl Tie Slides, carded 2.00 ea.
Cultured Pearl Tie Tack/Display 3.50 ea.
Broken Jewelry-Min. 3 lbs. 1.00 lb.
Ident. Bracelets, domestic 2.00 ea.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I.

FUNMAKERS, GADGETS, GIMMICKS. Gags, Novelties, Gifts. Unusual Items. No name brands. Big wholesale catalog free. Generous samples, 25¢. Dohn GY-Marks, Broadview, Ill. ch

BILARIOUS CHRISTMAS CARDS. SEND \$1 for two sample sets; each different; plus wholesale list. Ace Enterprises, Box 262, Lyndhurst, N. J. del

HOSIERY-LOW PRICES: LADIES' MEN'S. Children's. Ladies' Nylons, 1/2 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1258 Market St., Chattanooga, Tenn. de29

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STRICTLY QUALITY
Regular \$49.95. Special \$39.95.
Men's 37 Jewel, 1885 gold-plated case, shock protected, anti-magnetic, water resistant, stainless steel back, radium dial. **ONE-YEAR GUARANTEE.**
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Men's 30-Jewel Calendar Automatic, famous Nivoflex action, 585 gold-plated case, stainless steel back, unbreakable main spring, water proof. **ONE-YEAR GUARANTEE.** Prices include Ex. Tax.
Ladies' watches from \$39.95. Ladies' watches with solid 14K GOLD cases from \$49.95. 25% deposit, balance C.O.D. 10-15 day delivery. Send 25¢ for brochure of **STRICTLY QUALITY** watches, Oriental and European curios.

IMPORT ENTERPRISES

527 S. Edgewood Ave., Jacksonville 5, Fla.

JEWELRY CLOSEOUTS

E1-Tailored Earrings, Asst. Gr. \$18.00
E2-Stone Earrings, Asst. Gr. 21.00
E3-Stone E/Rings, Etc., Asst. Gr. 12.00
O1-Odd Lot Neck & Brace. Gr. 15.00
W1-Men's 6-Piece Watch Set 5.15
W2-Ladies' 5-Piece Watch Set 6.25
H3-Gent's Stone Rings, Asst. Dz. 2.50
B2-Boutiques, Boxed, Asst. Dz. 3.00
L2-Ronson-Type Lighter, Dz. Cd. 4.50
R-164-Snapshot Camera, Boxed, Dz. 14.40
R-164-Religious Medallions, Boxed, Dz. 7.20
2357-Hunting Knife & Sheath, Dz. 7.20
9567-2 Hunting Knives & Sheath, Dz. 12.00
1185-Tricolor Flashlites, Boxed, Dz. 4.00
3110-8" Girl's Doll Handbag, Dz. 3.75
6474-8" Plush Stand'g Ted. Bear, Dz. 5.40
K-1-Kiddie Neck & Brace Set, Boxed, Dz. 6.50
25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. B, Prov., P. I.

BE INDEPENDENT

START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key producers. Samples of either 50¢ with your name, address and Social Security number. Catalog free. **GENERAL PRODUCTS** Dept. EB-46, 188 State St. Albany, N. Y.

SALESMEN - BIG MONEY EVERY DAY showing nationally known cream cleaner. No chemicals. Nothing like it. Minute demonstration. Commission paid daily. Sample furnished. Campbell Co. (Est. 1928), Rochelle 603, Illinois. ch-19

SAVE 50% ON CHRISTMAS CARDS WITH music designs; records, orchestra. Free samples. Williams Cards, 19 Hudson St., New York 13. de22

SELL COMIC, WITTY COMBINATION SIGN and Jumbo Post Cards. Big selection, 20 sample, \$1. or free list. Korbler's Novelty Signs, 12 Caldwell, Cincinnati 16, Ohio. de8

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

TO INTRODUCE OUR QUALITY CIGARETTE Lighters we are offering 6 different samples. \$3. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky.

WAXES FLOORS WITHOUT WAX. NEW invention. No more floor wax to buy. Seasonal seller. Samples sent on trial. Kristee 104, Akron, Ohio.

Animals, Birds, Snakes

ALLIGATORS AT HALF WHOLESALE price. Python, Chameleons, Ocelot, Myna Birds, Boas, Crocodiles, Glass, Calman, Galapagos Tortoise, Snake Farm, Laplace, La.

CHRISTMAS SPECIALS: DESCENTED Skunks, Pigmy Skunks, \$10 up, all sizes. Baby Raccoons, Snakes, Parakeets, Guinea Pigs, Monkeys, Animals, Birds, Reptiles, all kinds, Free list! Thompson Wild Animal Farm, Clewiston, Fla. del

LION CUBS, COUGARS, LEOPARDS, OTHER Cats wanted. Will buy for cash. Must be cheap. James Mitchell Shows, 203 Kennedy, High Point, N. C.

10 LITTLE BROOD MARES, 4 TO 7 YEARS old, all for \$800. There will not be any more at this low price. 10 little mixed Mares and Horse Ponies, two to three years old, ideal for Christmas and pony rides, all for \$600. Truck available for delivering. No time for letter writing. This is a real give-away price. Phone 8317, day or night. P. L. Cobb, Amite, La.

Business Opportunities

ABSOLUTELY FREE BOOKLET-"MONEY With Astrology." Profitable career. Home study. Bachelor's, Master's, Doctor's Degree. R. Ford, Box 193, Williamsport, Pa. del

BUY WHOLESALE! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX, Levee, Dallas 7, Tex. ch-47n

FASCINATION GAME

A Steal

50 tables, 50 chairs. Completely equipped. Lock, stock, barrel. F.O.B. \$6,000. Terms.

AL SIEGEL

50 Highland Blvd. Keansburg, N. J. Keansburg 6-6990 nights

FREE! ALL NEW 1959 NAME BRANDS Catalog. For Premiums, Prizes, Gifts. Full or part-time selling. Watches, Jewelry, Diamond Rings, Cameras, Typewriters, Hi-Fi Radios and Phonos, Appliances, Housewares, Hardware, Cookware, Power Tools, Musical Instruments, Luggage, Fans, Sporting Goods, Toys, etc. Eight floors of name brands. No inventory; no investment; no sales pitch. Our money-making catalog is your "store." Sell for you. Just show it to customers, friends, neighbors, watch the orders roll in. It's that simple. Orders shipped complete within 24 hours from our \$1,000,000 inventory. Continuous supply, lowest wholesale prices. Visit our showrooms or send for free catalog now. H. B. Davis Corp., Dept. B, Davis Bldg., 145 West 16th St., N. Y. C. 11, N. Y. AL 8-6606. ch-de15

HOUSE TRAILER SALES BUSINESS-EAST- ern Penna. Long established, valuable franchises. Sacrifice for quick sale. D. C. Wisecup, P. O. Box 62, Trevose, Pa. de29

Did This Ad

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A sure way to attract more attention and secure greater results.

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HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. de29

INTERNATIONAL MAILORDER BUSINESS made easy. Complete individual setup service, not just instructions. Everything furnished. Hermes, 152-A West 42, New York City 36. del

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. de8

COMPLETELY AUTOMATIC POTATO CHIP Machine. Stainless steel tank, automatic slicer. One operation, lots of flash. Can be adapted to French fries. Price, \$785. Brand new custom built automatics from \$1,595. George D. Keller, 0-84 Elden Pl., Fair Lawn, New Jersey.

For Sale-Secondhand Show Property

FOR SALE-FERRIS WHEEL, MERRY-GO- Round, Tilt-a-Whirl, Spinnaroo. Write Box 121, c/o Billboard Publishing Co., 390 Arcade Bldg., St. Louis 1, Mo.

FOR SALE - GORILLA SHOW. WALK around platform. Built on 34 ft. semi; makes 60 ft. front. Write for price and description, or come see at winter quarters. Byers Bros.' Shows, Coughatta, La.

FOR SALE-HUMAN SKIN BULL AND 20 other Freak Animals. Write Mrs. C. F. Thompson, 419 N. Main, Fort Atkinson, Wis. Also Chev. Truck and Reg. Phone Jerhan 3-2995.

FOR SALE-NEW PORTABLE SHOOTER Building, sacrifice price, up one time. Jimmie Thompson, Alexandria, Louisiana, or Sherman Hotel during Convention.

FOR SALE-SALT WATER TAFFY JOINT. Mounted in truck. Air Conditioned, all modern. Late model wrapper and puller. Can finance part. Will trade for nice Fun House. Charlie Elder, 5501 Military Dr., Dallas, Tex. del

FOR SALE - 20 GALLOPING HORSE Merry-Go-Rounds. Needs top, otherwise o.k.; \$3,500; terms. Donald B. Smith, Lake Eliza Resort, Valparaiso, Ind.

FOR SALE-2 60 KW. LITE PLANTS Diesel powered. 671 G.M. 1500 R.P.M. van-type trailer mounted, 450 gal. fuel tank, #149 Wurritzer hand organ, double tracker bar. W. T. Hale, Lenox, Iowa. de8

FOR SALE-25 M. G. R. HORSES, \$25 EA.; Cattel Ferris Wheel, All-Chalmers Motor, \$1,800. Floyd Shorter, Waterloo, Iowa. Colfax 6-2920.

KING FIRE ENGINE, KING PONY CART and King Combination Ride. All rides 2 years old, located in permanent park. Snapro, 37 Schuyler Road, Springfield, Pa. Phone: Kingswood 3-7017. del

200 PAIR USED ROLLER SHOE SKATES. Will sell all or half. Priced for quick sale. Write or phone Doris B. Rowland, 1810 York St., Phone Amberst 2-8425, Des Moines, Iowa.

Help Wanted

GUITARIST-COMMERCIAL JAZZ, STRONG solo vocal, clean cut; Southern territory. Box C-425, c/o The Billboard, Cincinnati 22, Ohio.

HYPNOTIST WANTS PERSONAL MANA- ger or Agent. Has good appearance and patter. A professional man; show-biz background, excellent lecturer. Will travel; can sever present connection. Box C-424, c/o The Billboard, Cincinnati 22, Ohio.

MUSICIANS FOR TRAVELING COMMER- cial band. Steady salary, some locations. Sammy Stevens, 1611 City National Bank Bldg., Omaha, Neb. Jackson 7485. de8

Instructions & Schools

INSTRUCTIONAL YODEL ALBUMS-LONG playing 33 r.p.m., \$3.98 each. Christmas special. Bueher's Yodeling School, 421 Alamosa Ave., Alamosa, Colo.

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10¢ for 32 page catalog. Balda Art Service, Oshkosh, Wisconsin. de8

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Largest professional catalog of latest tricks, 35¢. Ireland, B-169, North Dearborn, Chicago 2. np-de15

FREE CATALOG-MAGIC, SENSATIONAL Escapes, Illusions, Novelties, Great Heaney, Oshkosh, Wis. We buy magic Illusions-show-goode. Write us your wants. del

NEW 152-PAGE ILLUSTRATED CATALOG- Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 336 South High, Columbus, O. del

VENTRILOQUIAL FIGURES, NEW AND used. Complete instruction, scripts and novelties. Stamp for catalog. Brown Enterprises, 1711 S.W. 18th St., Miami 45, Fla. de15

Miscellaneous

EMPIRE ADVERTISER MAGAZINE - A growing mail order publication in a growing market. Low advertising rates. Resultful. Free sample. Box 84-BB, New York City 12.

NELSON WIGGIN'S COIN PIANO, ORCHE- stral perfect; other coin pianos, and Merry-Go-Round Organs for sale or will buy. Williams, 4400 Conn Ave., Chevy Chase, Md.

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. FIQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-47n

Printing

EMBOSSED BUSINESS CARDS, \$3.98 PER 1,000 postpaid. Send postcard for samples & style chart. Temple Enterprises, 10836B Sandalwood, Dallas 28, Tex. del

FAST SERVICE! 100 8 1/2 X 11 LETTERHEADS, \$2 postpaid. Samples better printing dime. Refunded. R. Cook (BB), 818 West Gift, Peoria, Ill. del

POSTPAID PRINTING SPECIALS!

Quality Workmanship 500 1,000
Send 8 1/2 x 11 Letterheads \$4.00 \$4.00
Envelopes (6 1/2), 24 Lb. 3.75 4.25
Envelopes (No. 10), 24 Lb. 5.00 6.75
Business Cards 2.00 3.25
TAYLOR, Box 72, Brentwood, Md.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95; black or blue ink. Mallo Press, 668-B Clovis Ave., Flushing, Mich. de15

6,000 COLORED CIRCULARS, \$39 COM- plete. Art, copy, layout, printing. Offset printing your copy, 8 1/2 x 11, 1M, \$5.50; 5M, \$19. Fromaction B-9, 280 Broadway, New York City 12.

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands and Orchestras

TENOR BAND—COMMERCIAL, 8 PIECES, sober, reliable. Oregon's finest. Want resort or tour, summer 1959. Will go anywhere. Union. References or audition disc on request. Write Box C-421, c/o The Billboard, Cincinnati 22, Ohio. de8

4 TO 6 PIECE ORCHESTRA, SINGS, PLAYS rock & roll and jazz. Jump Jackson, 5727 LaSalle, Chicago, Ill. Normal 7-4151 de1

Hypnotists

WORLD FAMOUS HYPNOTIST AVAILABLE for immediate bookings after Nov. 17. Contact Dr. Morton Greene, 5048 N. Kenmore Ave., Chicago 40, Ill. AR 1-9535. de8

Miscellaneous

EXPERIENCED PALMIST DESIRES WORK, very catchy, enchanting, exotic, gypsy-like. Work girl show, also do half and half. Free to travel. Rose Davis, Avelia, Pa. Phone Lu 7-8225.

AVAILABLE! MIRACLE MADE MAN INTO woman. Feature unprecedented in show history! Phenomenal singing voice, youth, beauty at amazing age of 79. Miracle age 20! Recognized by city, state, federal authorities. Personal appearance anywhere or will feature with traveling show or orchestra. Management wanted that can produce. Miss Marita Delores, Capitol Hotel, Richmond, Va.

EXPERIENCED LADY WOULD LIKE JOB managing Popcorn wagon all year round and travel with same. Write P. O. Box 332, Terre Haute, Ind.

FEMALE IMPERSONATOR — GORGEOUS wardrobe; wishes engagements. Fans write for photos. Address Box C-423, c/o The Billboard, Cincinnati 22, Ohio. de8

MALE ASSISTANT AVAILABLE FOR MAGIC-illusion, escape, mental, hypnotic or spook show. Comprehensive knowledge of mystery acts. Single, age 28, height 5'4". Photo & references on request. Want steady employment. Travel anywhere. David Ray, 513 1/2 E. Wisconsin Ave., Appleton, Wis.

MENTAL AND HYPNOTIC SHOW AVAILABLE for immediate bookings after Dec. 1. Circular available. Contact Randy Lassiter, 308 East 26th St., Norfolk, Va. Phone: MA 73662 or MA 35337.

Musicians

AVAILABLE—THEATER ORGANIST, PIPE and Hammond organ; very good style; 10 years' rnk experience; Theater and TV background. Prefer rnk but will contract lounge, theater, dining room, etc.; semi classic, jazz, standard and current popular tunes. Excellent references. Russ Applegate, age 31, married, sober and very reliable. Local 131. 602 1/2 E. 12th St., Streator, Ill. Telephone 30724.

COMMERCIAL LEAD, ALTO OR TENOR, double Flute, ad lib.; Clarinet, Bass Clarinet; read shows well; name experience; consider combo or hotel work only. Interested in Southern location. Write, phone or wire Eddie Beau, Taycheedah, Wis.

DRUMMER — EXPERIENCED, DEPENDABLE; cut shows; prefer small combo anywhere south. Write, wire or call Dick Dixon, Lot #130, 5033 North Main St., Phone Elgin 6-9514, Jacksonville, Fla.

LEAD TRUMPET MAN— ANY STYLE, AGE 30. Commercial and semi-name experience. No habits. Will take car or not. Bob Hughey, 143 Carolina Ave., Spartanburg, S. C. Ph. 2-6984.

MAN AND WIFE, SAX AND PIANIST, available after Jan. 1. South preferred. Pianist exceptional jazz and classic. Fake anything, cut any show. Sax plays alto, tenor, clarinet, guitar. Excellent reader and fake. No notice required. Hundreds of arrangements. Box C-426, c/o The Billboard, Cincinnati 22, Ohio. de15

PIANIST, JAZZ—EXPERIENCED, SHOWS and club work, small groups. Available immediately. Travel. 4029 Blow St., St. Louis Mo. FLanders 2-4196.

PIANIST, SINGLE, TRAINED, WIDE PROFESSIONAL experience, classic, popular. Alone, orchestra, accompanist, soloist, teach. Letter only. Raymond Dempsey, Franklinville, N. Y.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de22

Vaudeville Artists

BUSTER DOSS VARIETY REVUE—MAGIC, Clown, Music, Vent. Act. Experienced all type dates. Phone dates, etc. Box 243, Roston, Texas. de15

WINTER FAIRS

California San Bernardino—National Orange Show, April 9-10. G. Walter Glass.

Florida Arcadia—DeSoto Co. Fair & Livestock Expo, Jan. 13-18. A. G. Erickson. Bartow—Polk Co. Youth Show, Dec. 4-8. W. P. Hayman.

Clewiston—Sugarcane Expo, March 3-8. Mrs. Dorothy Moore. Dade City—Pasco Co. Fair, Jan. 14-17. J. P. Higgins.

DeLand—Volusia Co. Fair, March 2-7. Lee Maxwell. Eustis—Lake Co. Fair & Flower Show, March 9-14. Karl Lehmann.

Fannin Springs—Suwanee River Fair & Livestock Show, Feb. 25-27. L. C. Cobb, Trenton.

Kissimmee — Kissimmee Valley Livestock Show, Feb. 18-22. James B. Smith. Largo—Pinellas Co. Fair & Horse Show, Feb. 24-28. J. R. Logan.

Miami—Southeast Fla. & Dade Co. Youth Show, Jan 29-Feb. 2. Ralph E. Huffaker. Ocala—Southeastern Pat Stock Show & Sale, March 26-31. Louis Gilbreath.

Orlando—Central Fla., Fair, Feb. 23-26. Crawford T. Bickford. Palmelto—Manatee Co. Fair, Jan. 26-31. Harper Kendrick.

Plant City—Fla. Strawberry Festival, Feb. 23-28. Fred W. Nutler. Plant City—Hillsborough Co. Jr. Agrl. Fair, April 16-18. D. A. Storms.

Sarasota—Sarasota Co. Fair, March 16-31. K. A. Clark. Tampa—Florida State Fair, Feb. 3-14. J. C. Huskisson.

Fair Meetings

Continued from page 55 Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Association of Tennessee Fairs, the Noel Hotel, Nashville, January 29-30. Jack Vinson, 938 East Broadway, Newport, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Oklahoma Association of Fairs, February 1 - 3, Biltmore Hotel, Oklahoma City. Harry James, 621 Court House, Oklahoma City, secretary.

Ireland, Mrs. Agnes Jack, Barbara E. Jack, Frank

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be addressed in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post Burns, G. N., 2 license plates, 55¢ postage due Merrill, Speedy, pkg. 40¢ due

Adkins, Lucky Allen, Beverly (Allen's Bears) Alvitt, Larry Ambrosio, C. Andreano, Frank Annin, Ralph J. Anthony, Marlow Archer Jr., J. V. & Mrs

Archer, Thom Mrs Atche, W. B. Aury, Paul Barr, Clyde Beal, Edna Barger Beatty, Sam Beckett, Raymond R Bell, Jack Bell, James Albert Benesh, Frank Berch, Ernie & Mrs Biddle, M. L. Billen, Steve

Bishop, Brownie Blackly, Ben H. Bodin, Johnnie M. Borsani, Edward J. Borman, Ernest & Roberta

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Hays, Tom Head, Henri Margone Heriff, Ronald E. Heys, Pat & Frosty Hildey, Una L. Hincheliffe, G. D. & Mrs. Hines, Charles W. Hitchcock, Clyde Ho, Leland Hudson, Smith

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Mosley, Elmer Murphy, E. J. (Spud) Myers, Fred E. Namba, Kaichi Nicholas, John Nippo, William M. Oddi, Joseph O'Leary, Betty Ortogus, L. H. Osborne, J. L. Pannebaker, Mrs. G. D. Paradise, Tony Parry, Bud Peacock, John Peasland, Fred W. Pederson, Mr. & Mrs. (Dairy State Shows) Pelcher, Anthony Pelon, Vern Perez, Jimmie Permenter, Henry Phillips, Chas. E. Pierce, Sailor Jim Pike, W. D. Pitzer, Lester W. Poncehette, H. J. Poole, Bill Poole, Kenneth Porter, Florence Powers, Babe Powers, Mrs. Nettie Puckett, George Putteet, Mrs. Wayne Randi, Bob Ranson, T. V. & Mrs. Rayer, Ford E. Reed, James E. Reeves, Tommy Reichert, Frank Reid, Ralph A. Reynolds, Paul Richmond, Barbara Rieder, Laurence P. Riggs, Rick & Mrs. Riggs, W. L. Rizzo, Augie Roach, John W. Robinson, Della Rogers, Bernie Ross, John H. Russell, Leonard Salem, Kathy Salyina, John Sanders, Alfred J. Saunders, Larry Saxe, Reggie Schreiber, Harry Settler, T. D. Sevor, Albert A. Sexton, A. & Mrs. Sharp, Max Sharp, Sonny Sharp, (Rock & Roll) Shay, Phyllis M. (H.) Sheets, Howard C. Shockley, Homer Stowalter, Mrs. Margie

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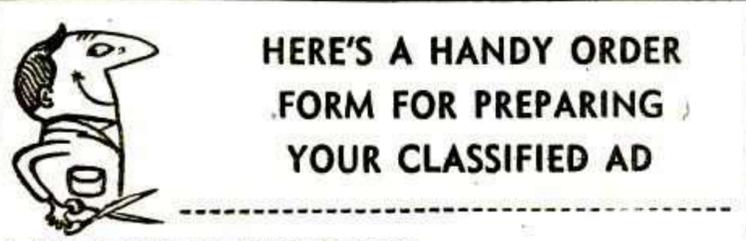
Allen, Charles Asher, Mr. & Mrs. Charles Abhill, Mr. & Mrs. Bales, Chuck Bee, Bonnie Bennett, James Be, Frank Tom Bierly, D. L. (Duke) Boatwright, Bruce Boltze, Albert Bonta, W. H. Borelli, Thomas J. Brady, Mr. & Mrs. Leland Briggs, Benny L. Brody, Paul Buchanan, Paul Burke, James Caldwell, Edward Caldwell, Samuel Cannon, Mr. & Mrs. Monty Cardella, Angelo Carl, Robert Carpenter, Chck Carpenter, Walter E. Carr, Kenneth W. Cassandra Chambers, J. M. Church, Curtis Clay, Bill Crowe, Charles H. Crowe, William J. Delph, Tommy DeSista, Jos. John Diaz, Isabelle Diaz, Ted Doherty, William F. Felton, John Ferguson, Danny Finley, Evelyn Gallo, Michael Garich, John Good, Oran Grant, Val Grier, Robert L. Griggs, Charles Harris, Mr. & Mrs. Harold (Moe) Harris, William P. Hennessee, John Hollenbeck, Glen Howells, John W. Howells, John (Red) Johnson, Mrs. Joyce Kahn, Jack J. Kelley, Charles O. Kieby, John King, Mrs. Ethel Kisor, Arthur G. Kolberg, Agsold Kortus, Mrs. P. Laurish, Matt & Mary Lewis, Dick Lewis, Frank H. Lipe, Mrs. Wm. & Bill Loter, Marie P. McGrath, Thomas F. McMillan, Mrs. R. J. Maddox Jr., Earl Magid, Charles Martin, Ralph Ray Mattison, Walter Mazzyeck, Chaei D. Menzel, A. Paul Meyers, Mrs. Robert Meyers, R. A. (Bob) Minor, Frank Moorehead, Merle Moreno, Geraldine Morgan, Donald Neill, Mrs. Corkey O'Conner, Bell & James Ogilvie, Ben Owens, Richard P. Padykula, John Parsons, H. E. Ratcliffe, James F. Royal, Mr. & Mrs. Ruth, Ted Ryan, George W. Scarborough, Bill Sevor, Albert A. Sevor, Harvey (Boo) Shaffer, Lee Shannon, Mr. & Mrs. T. O. Smith, Mr. & Mrs. Doug Smith, Howard David Sims, James K. Snook, Albert T. Stoddard Jr., Jack C. Stevenson, John Straus, Joseph Todd, J. W. & Matilda Trenholm, Joseph A. Vallasno, Louis Vaynon, the Magician Varnier, Roy Weeks, Mills West, Forrest E. West, Mr. & Mrs. White, Worth Williams, Connie Yestedt, Edwin J. Young, Roger

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MILDEN, Sask.—Walter Head was elected president of the Mildren Agricultural Society, with Les Henry as vice-president and Don Elliott secretary-treasurer.

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GIVE TO DAMON RUNYON CANCER FUND

Folz Cites Trend Toward Multiple-Machine Stands

OCEANSIDE, L. I., N. Y.—The majority of machines operated by the Folz Vending Company here, one of the largest bulk vending firms in the nation, are on multiple stands, according to Harold Folz, one of the partners.

Folz said that virtually all new installations on small stores have four-machine installations, while those on larger stores have six-machine set-ups. On the very large supermarkets, eight-machine batteries are used.

According to Folz, confections pose the biggest problems. The company doesn't use confections on four-machine batteries, and has only one confection unit on a six-machine installation.

Folz feels the confection should be changed every two months. He pointed out that a new confection will do well when it is first placed in the machine, then taper off. At the end of two months it will trail off considerably.

The firm has experimented with 2-cent vending on confections, giving about one and a half times the quantity of the 1-cent vend. Folz reports that these tests have been unsuccessful and that they will be discontinued.

Folz has also been testing capsules for 5 cents, with the dime vend only on select locations.

According to Folz, collections this year are considerably ahead of 1957.

LIMITS OF MARKET

Do Chains Really Have Big Potential for Bulk Vending?

By FRANK SHIRAS

CHICAGO—Chain stores are often hailed as a big market for bulk vending industry. But just how big is it?

Grocery, variety and drug chain stores are but a fraction of locations for bulk venders.

Many of the chains are so large that only the biggest operators in the country can tackle them.

Thousands of chain stores are already taken. Regardless of how many are left, they could hardly be considered a rich market for bulk vending as a whole.

How many chain stores are there then? A realistic count—with respect to bulk vending—would begin with chains of at least four stores. For practical purposes, the hundreds of two and three-store chains might just as well be considered independents. There are 21,540 grocery, 9,258 variety, and 4,749 drugstores in chains of four or more stores. (See accompanying table.) This is a very small fraction of the hundreds of thousands of locations in the nation suitable for bulk vending. There are 380,000 food stores of all types in the nation alone. Besides, growth of the chains hit their peak around the 1930's. Net increases in chain stores is expected to proceed very slowly, if at all.

Favor Big Ops

The composition of chains also tends to favor the biggest operators in the country. Thousands of stores are concentrated in the hands of relatively few chains. About 70 per cent of total grocery chain stores are in chains of 10 or more units, and around 35 per cent of chain drugstores are in chains of the same size. About 75 per cent of variety stores are in chains of four or more units. (The Chain Store Guide directory does not give statistics on chains of 10 or more units. See accompanying table.)

These bigger chains are quite an obstacle for the typical full-time operator. Sufficient capital to

supply stores with machines is often hard to come by. Dispersion of stores over a wide area is a serious factor in a one-man operation. Policy for national chains is set at executive headquarters. To operate at a regional level, the operator usually has to travel to national headquarters to obtain permission. The expense and uncertainty is often prohibitive, especially when headquarters is located in distant places. The prospect of losing a big chain is also a serious deterrent. Sudden loss of

Also, thousands of chain store locations are already taken. The exact number is unknown, but there are a number of large routes with machines in national and regional chains. Some of the operations use servicemen, while others employ a mail-order operation. Altho there is certainly room for more expansion, the potential is quite limited with respect to bulk vending as a whole. There simply aren't that many chain store locations in the country. The number of small chains—

Chain Stores

The number of grocery, variety and drug chain stores is quite limited. A considerable percentage of stores are owned by relatively few chains. This is graphically illustrated in the table below. The accompanying story tells what this means.

Number of Chains	Size of Chains	Total Stores Owned
GROCERY		
2,335	2 and 3 stores	5,207
543	4 to 9 stores	2,848
247	10 or more stores	18,692
3,125		26,747
DRUG		
1,742	2 and 3 stores	3,931
329	4 to 9 stores	1,705
85	10 or more stores	3,044
2,156		8,680
VARIETY		
1,414	2 and 3 stores	3,212
380	4 or more stores	9,258
1,794		12,470

revenue from perhaps 100 machines could cripple a one-man operation.

These various factors must also be faced by big operators, but they are not as crucial. Capital is easier to secure. Routemen are available to cover much larger total areas. The head of the firm can make special trips to executive headquarters for negotiations. The loss of a chain will not hurt the business as much.

where the average operator has the best chance competitively—shows this even more clearly. The total two and three-store grocery, variety, and drug chain stores comes to only 12,873.

Chi Ops Hold Bi-Monthly Dinner Meet

CHICAGO—An informal group of local bulk vending operators held its regular bi-monthly meeting Wednesday (19) at the Graemere Hotel. Bob Kantor, spokesman for the group, announced last week.

Discussion centered on current problems of competition and the possibility of forming an operator buying group. Many attending reported increasing sales by candy jobbers of bulk vending machines and supplies to locations, said Kantor. The location buys inexpensive machines and fills, and the operator is bumped from the location, it was reported. One way of combatting this kind of competition is to point out to the location that the inexpensive machine (often made of plastic) doesn't stand up under use, said Kantor.

Also considered was the feasibility of an operator buying group that would buy charms in volume more cheaply than an individual operator. No final decision was made, said Kantor. The group also spoke out for support of National Vendors' Association, he continued. The association is in the best position to handle difficulties arising both locally and nationally, the group affirmed.

There were 15 local operators attending the meeting, said Kantor. Discussion was preceded by dinner at the Graemere.

Manufacturers are encouraged to attend these meetings, Kantor said.

PROFILE OF WEEK

Civil Engineer Likes Bulk Nuts

JACK SCHOENBACH



WHEN the Armistice was signed at the end of World War I, Jack Schoenbach, a Naval officer candidate, picked up his discharge papers and resumed his studies at New York's Cooper Union where he was a candidate for a degree in civil engineering.

The 22-year-old Brooklyn youth was successful in his quest for his degree, but he never did get around to practicing his profession. For while he was pursuing the rough five-year course at Cooper Union, he picked up spending money by operating one of the early bulk nut routes in the city during his spare time.

By the time he got his degree, he had some 200 nut machines on location and was earning a pretty fair living. In those days it cost about 60 cents to fill a globe with nuts, and about \$3 was realized each time the globe emptied.

1,800 Machines

Young Schoenbach was so fascinated with the new industry that he decided to chuck engineering and devote full time to bulk vending. He built his operation slowly, concentrating on prime locations. By 1930 he had 1,800 nut machines located in candy and grocery stores throught New York.

At that time he saw the possibilities of pistachio nuts and was the first operator to use them in the New York area. They went over as successfully as did Spanish peanuts and poly seeds a few years earlier.

Schoenbach continued as an operator for the next decade. In 1940, he accepted a job as New York sales representative for the Advance Company and he disposed of his route. Later he became the Advance distributor, as well as distributor for Acorn, Victor and the leading charm manufacturers. He currently handles all these lines.

General Manager

The Schoenbachs have one daughter, Mrs. Irving Nabel. The son-in-law is now a member of the firm and has been general manager for several years.

Schoenbach recently moved into a new two-story building in Brooklyn where he keeps a complete inventory of bulk vending machines and supplies.

He feels that with the exception of the very large metropolitan areas, the small candy store location is no longer productive for the bulk vending operator.

Industrial Stops

Instead, Schoenbach said, the operator should look toward chain stores and supermarkets, where a great deal of progress has been made, and toward industrial locations, which are pretty much underdeveloped in regard to bulk vending.

Schoenbach relaxes by listening to classical music and is an avid concert goer. While he doesn't have the bankroll to collect the works of the great masters, he has lithographs of great paintings and is a collector of good reproductions.

He is a member of the National Vendors Association, the National Coin Machine Distributors Association, the New York Bulk Vendors Association and the Jewish War Veterans. He is also active in the United Jewish Appeal.

More Than 1,000 Attend Second CAVA Confab

LOS ANGELES—More than 1,000 people registered at the second annual California Automatic Vendors' Association meeting which this year featured an enlarged machine show at the Ambassador Hotel, Saturday and Sunday (22-23).

B. J. (Bob) Grenier, CAVA president, was given a rising vote of thanks for the outstanding job done in his part-time venture. The motion for the ovation was made by Billie Johnson, of M & R. Dietetic Laboratories, who proposed it during the luncheon-conference held in the Ambassador Ballroom at noon Saturday (22). It was attended by nearly 175 operators, suppliers and manufacturers' representatives.

The meeting was also highlighted Saturday night when more than 400 industry members gathered in the ballroom for the annual banquet and ball. Ivan (Pang) Wheaton Jr., who acted as roving moderator at the noon conference, made brief introductions before the Golden Horse Shoe Revue from Disneyland was presented. The show was sponsored by Pepsi-Cola, Kayo Chocolate Products, Bert Mills Corporation, General

Foods Corporation and Dean Milk Company. Dancing following the banquet was to Charles LeVeres and his CAVA-Leers, sponsored by Apco, Inc., and P. Lorillard Company.

Booths, limited to 45, were in the Sunset Room. A number of the companies showing came here directly from the show in St. Louis. Several had tie-ins with their local distributors. Among these were Schroeder Coffees, which is represented here by Louis Anderson Company. Also among the local companies were Weymouth Distributing Company, Oak Manufacturing Company, Robertshaw-Fulton Controls, and Hava-Java, the latter a firm just entering the vending field.

Booth space was sold out long before the show was held and there was sufficient demand to have filled the larger ballroom adjoining. The demand for space gave indications that next year the CAVA may utilize both the Sunset Room and the Ambassador Ballroom, the latter the scene of the luncheon and banquet.

Among those attending from other associations were C. S. (Continued on page 73)

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Distrib Adds Bulk Vending

BALTIMORE—Impronto Enterprises, Inc., announced the addition of a complete bulk vending line to its present distributorship last week.

The firm has been active for the past few years as a Lehigh distributor for candy, and Tak-A-Break beverage venders.

Cal Fradkin, who has been active in bulk vending locally for over 12 years, has joined with Tony and Vince Iannone to organize the bulk vending division. Both new and used equipment, as well as a complete line of charms, gum, nuts and related supplies will be handled by the firm, said Fradkin.

Impronto also announced that it was recently named as exclusive representative in this area for the Tone-Master Hi-Fi Wall Music Box. Firm is located at 300 North Gay Street.

Guggenheim To Remodel

NEW YORK — Karl Guggenheim, Inc., local charm manufacturer, will occupy renovated quarters around January 1. According to Bob Guggenheim, president, the front of the building will be done over completely, the showrooms will be modernized, and the offices will be moved to the rear.

Guggenheim said the renovations will create a more efficient work area and will brighten up offices and showrooms. Cost for the job, he said, is about \$25,000.

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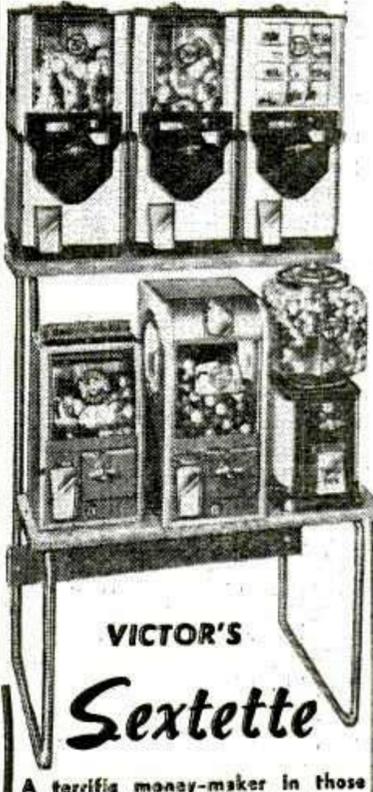
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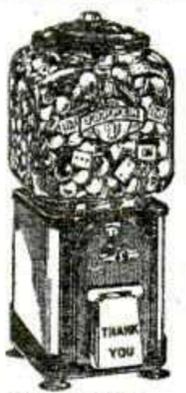


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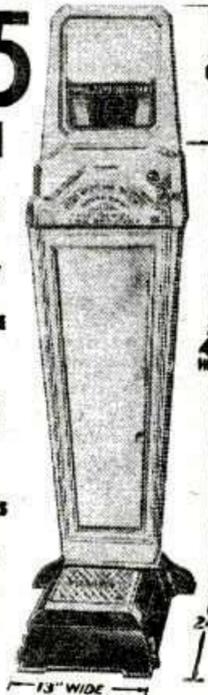
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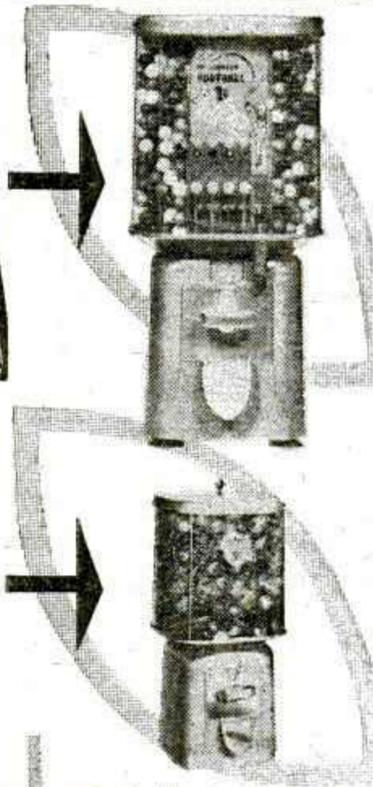
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ADVERTISERS know exactly what **THE BILLBOARD** delivers because The Billboard is a member of the Audit Bureau of Circulations.

Sketch NVA '59 Conclave

CHICAGO—Several National Vendors Association board of directors members met last Tuesday with association counsel Milton Raynor to discuss preliminary planning of next year's convention, said general chairman of the convention committee, Rolfe Lobell.

Groundwork for selection of various committee members, time and site of the convention in Chicago was laid, said Lobell. Initial planning will be completed this week, he continued.

Other board of directors members were as follows: Harry Bell, Bob Kantor, and Phil Sparacino. Jane Mason and Leo Leary were also in attendance.

Confectionery Sales

Manufacturers' sales of confectionery and competitive chocolate products were estimated by Commerce Department at \$128,092,000 in September, 71 per cent above sales for August, 1958, and 9 per cent above last year's September total. For the first nine months of this year, the dollar value of bar goods has increased 5 per cent from the same period a year earlier, while dollar value of bulk goods has increased 3 per cent.

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Logan Exhibits At NAAPPB Show In Chi

CHICAGO—Logan Distributing Company is slated to exhibit bulk vending installations at the park show (NAAPPB convention) here this week.

President Jack Nelson pointed to the large number of children and teenagers in amusement parks, kiddielands, beaches, and pools, as a big potential market for bulk vending. Income at the parks is generally limited to refreshment stands and rides, he continued. Multiple vending stands spotted in different parts of parks would be a good source of added income, he said.

Aside from merchandise appeal, he cited two further reasons why he thinks bulk vending would be successful in parks. There is little that can be bought for a penny or a nickel, if anything. Also, considerable time is spent by people standing in line for rides. Multiple installations spotted close by would get heavy impulse purchases, claims Nelson.

Logan will exhibit two multiple installations holding six machines each. Four different models of Victor machines will be mounted on the stands, also manufactured by Victor Vending Corporation. The 12 machines will hold 12 different types of bulk vending merchandise, said Nelson, including ball gum, gum-charms, pan candies, and capsules. The Victor Triple Viewer will also be exhibited.

The parks show is being held at the Sherman Hotel, November 30-December 3.

CHICAGO—The Bi-Level multiple vending stand, manufactured by Victor Vending Corporation, will be available for delivery December 3, said President Harold Schaefer last week.

The step-back stand holds four machines, and is made of tubular chrome-plated steel, with cross-pieces of oak. It supplements the firm's six-machine step-back stand, called the Sextette.

MANDELL GUARANTEED USED MACHINES

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- ABT Guns 30.00
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MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$.77
- Pistachio Nuts, Large Tulip73
- Pistachio Nuts, Vendor's Mix58
- Pistachio Nuts, Shell48
- Cashew Whole46
- Cashew Butts58
- Peanuts, Jumbo42
- Spanish32
- Mixed Nuts57
- Baby Chicks30
- Rainbow Peanuts32
- Boston Baked Beans32
- Jelly Beans28
- Licorice Gems28
- Leaflets, 650 ct.40
- M & M, 550 Ct.55
- Hershey-ets47

- Rain-Blo Gum, 60 ct.30
- Malt-ets, 100 ct., per 10032
- Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
- Rain-Blo Ball Gum, 100 ct.32
- 200 lb minimum, prepaid on all Rain Blo Ball Gum.
- Adams Gum, all flavors, 100 ct.45
- Wrigley's Gum, all flavors, 100 ct.45
- Beech-Nut, 100 ct.48
- Hershey's Chocolate, 200 ct. 1.40
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OVER **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

Juke Box Ops Plan No Rush to Vending

BB Check: Cigarette Vending Now Just Hot Conservation for All Except Few

• Continued from page 1

generally for the juke box and coin-operated amusement game fields. Tavern business has been steadily declining in many areas for a variety of reasons. Because of all this, operators have been prone to look around for any avenue of diversification that might increase grosses and at the same time not greatly increase costs. An additional stimulus: Seeburg entering the cigarette venter manufacturing field.

'Natural Avenue'

Cigarette vending seems a natural avenue for juke box operators to explore. But competition and economics have kept cigarette vending on a conversational level for most juke box operators. Competition today in cigarette vending is fierce, so thoroly has this field of vending been exploited by vending operators. And juke box operators firmly established in cigarette vending concede that it is economic for a music operator to enter only when he can do so without greatly increasing his costs.

A check of the 151 written reports of juke box operators gives a fairly clear picture of these facts. Just 38 of these operators operate cigarette machines. Average length of time in the field: eight years.

From these reports, this general picture emerges:

Planning to Enter

Most juke box operators not already in cigarette vending have no plan to enter it. Of the remaining cent of those not already in do not plan to enter it. Of the remaining 30 per cent, almost 75 per cent reported they did not know just when they would enter it. Less than 10 per cent said they "probably would some time next year."

Most juke box operators already established in cigarette vending say they do plan to increase the size of their vending routes where possible. However, the vast majority have no plans to enter any other fields of vending.

Of the few operators who say

(Continued on page 73)

Meet to Form New Assn. in Milwaukee

MILWAUKEE, Wis.—Approximately one-third of the local music and games operators attended an exploratory meeting November 20, called to weigh possibilities of forming a new trade association. Sam Hastings, Hastings Distributing Company, one of the spokesmen for the organizers of the fledgling group termed the turnout and interest shown at the gathering as "very gratifying."

No attempt was made at the meeting to solicit memberships. According to Sam Hastings, the meeting was scheduled primarily to bring into the open a discussion of the needs operators here have expressed for a new group.

Following dinner at Ray Jackson's restaurant, the group shifted to the nearby Hastings Distributing Company headquarters to hold their meeting. Emphasis was placed on discussing plans for future activities of the projected association, rather than complaints about what had happened in the past, according to reports.

No date has been set for the

(Continued on page 73)

Ops Seek to Revise Tavern Licensing Code in Memphis

MEMPHIS, Tenn.—The Memphis Music Association, local phonograph operators' association, has begun negotiations with city officials in an effort to change the system of the City Beer Commission in punishing location owners who violate beer regulations.

Drew Canale, owner of Canale Amusement Company, acted as spokesman for the group last week in a two-hour meeting with City Commissioner Claude Armour, who heads the fire and police departments under the commission form of government here.

The chief of police, James C. Macdonald, sits as a member of the beer licensing commission with City Commissioners Henry Loeb and Stanley Dillard.

The custom now is for the beer commission to suspend the beer license of a location owner if it finds the location owner guilty of a violation. The suspension varies—it is sometimes two weeks, sometimes a month, sometimes indefinitely, depending on the seriousness of the violation.

The violation can be anything from serving beer to a drunk or the location owner drinking himself to the more serious charges of a fight taking place in the cafe or selling beer to minors.

Canale proposed to Commissioner Armour that instead of sus-

pending a location owner's license that he be fined instead.

"When a location owner loses his license," Canale argued, "it puts him out of business. If he can't sell beer he just can't operate. In turn, with him out of business, it affects those who sell to him: the beer distributor, the soft drink seller, the vending machine people, the games and phonograph operators, the food suppliers—many forms of legitimate commerce."

Canale proposed instead of suspensions of license a fine of \$50 for the first offense, \$150 for the second, \$250 for the third and on a fourth conviction suspension of license for a year.

Canale said following the meeting that Commissioner Armour received the plan enthusiastically, took notes on it and seemed genuinely interested in it. He said he would report back to Canale after he investigated further.

Canale reported on the conference to the monthly meeting last week of the Memphis Music Association. The association members received the report enthusiastically and agreed that the matter should be taken up again with city officials in an effort to bring about the change Canale proposed to Armour.

The Memphis Restaurant Association also approved the proposed plan.

300 JUKE ROUTE

Mechanical Title Strip Printing System Cuts Cost, Saves Op's Time

By BOB LATIMER

ALBUQUERQUE, N. M. — A unique mechanical title strip printing system has made juke box programming on Border Sunshine Novelty Company's 300 juke box route a science.



HARRY SNODGRASS

It all revolves around a complete set of addressograph machines located in the Border Sunshine headquarters. The unit includes an addressograph plate-making machine, an addressograph printer which prints individual record title strips from the plates and a huge metal file, in which thousands of plates are filed alphabetically.

The system was designed by Harry Snodgrass, owner of Border Sunshine, who besides operating juke boxes, has a sizable amusement game and cigarette vending business.

Purpose was to get uniform title strips for Border Sunshine's large juke box route at a minimum of cost. And according to Snodgrass, the system has done just that, cutting production time by one-third and costs commensurately.

How It Works

As the program operates, the high-speed mechanical printing facilities of the addressograph machine are used to make up title strips. Each set of title strips is made up individually for every machine on the route.

This means, of course, that in making up addressograph-printed title strips, the process is exactly the same as typing up title strips on the spot for an individual phonograph—with the exception that the addressograph turns out the strips in a small fraction of the time—all neat and uniform.

"Two girls do all of our pro-

gramming and operate the machines as well." Al Mlynarski, Border Sunshine manager, explained. "The girls make up the program for each location, on the strength of long experience, from The Billboard and other printed lists, and requests which the collector servicing that location brings in. When the final music menu is decided upon for the location, whether it is the whole 200 records for a new spot, or a few replacements for an existing spot, a set of addressograph plates is made up.

Where using old favorites, chances are the addressograph plates are already on hand in file. These are fed into the machine along with all the new plates made up by the adjoining plate-maker machine, and the complete music

menu for the machine made up in one operation. These go into the compartment representing that location, where the collector can pick up strips and records at the same time and install them swiftly, with no titling responsibilities at all."

New Plates

In making up a new addressograph plate for a newly received record, the machine simply runs off as many as actual records will be installed. An extra strip is printed for the file in which the addressograph plates are made, and for the "book" which is a unique method of keeping track of records being played on every machine, devised by Border Sunshine in com-

(Continued on page 72)



TITLE STRIP PRINTING OPERATION. Addressograph plates are cut by girl in rear, while girl in foreground prints juke box title strips from the plates. All machines on Border Sunshine Novelty Company's route are supplied with strips from this operation.

Tune Talk...



Ben Chicofsky, veteran New York operator, tells what records he is putting out on his route this week.

the picks

Come Prima, Tony Dalardo (Mercury)

"Here's a modern version of an old Italian song which should catch on. It has a real catchy melody and is good as dance music. Judging from the way other Italian tunes have gone, I'd say this one has an excellent chance to be a top earner."

All Alone, Toni Stevens (Felsted)

"While this is a new release, the melody is an old one. It's a sweet ballad with a haunting refrain. The Stevens version is just right when you're in a nostalgic mood—the kind of tune you like to hear when you're having a quiet drink and talking of old times."

the buyer

Ben Chicofsky, of New York's Benray Music, has been a juke box operator for 21 of his 46 years. Before he entered the business, he operated a cigar stand in the Columbia Broadcasting System building. He was intrigued by the juke box music from the neighboring luncheonette, and the owner suggested that if he liked it so well, he ought to go in the juke box business. So Chicofsky bought nine pieces (payments then were \$1 a week per machine) and went into business. He now has a prosperous 50-piece route. In his youth, Chicofsky was a bit on the scrawny side, so he took up boxing to build himself up. He got pretty good, and, after a few winning amateur fights, he turned pro. His professional record was nine wins in 10 fights, with six straight victories at the end. He is still a boxing fan and works with youngsters. His other hobby is motor boating. Chicofsky has been on the board of directors of the Music Operators of New York for three years and he has been secretary of the group for three years. Mr. and Mrs. Chicofsky and their 16-year-old son make their home in Forest Hills.

"Tune Talk" is a special feature for juke box operators. Each week The Billboard interviews a different juke box operator or route record buyer to find out what records they are putting out on their route that week, and why.

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"All-Location" Stereophonic Sound
Engineering Excellence
Advanced Styling



The only way to program today's multi-selection phonographs for maximum profits is to avoid the reading of hundreds of tune titles to make a selection. Only Rock-Ola's "Focal Point" programming makes this possible with the Compact Eye Level Program Selection Cluster offering classified music with only 40 tune titles to select from at one time with Single Button Selection. Less Time to Select means More Time to Listen... Results in TOP EARNINGS.

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**STEREOPHONIC and MONAURAL
200 and 120 Selection
Phonographs**

ROCK-OLA Manufacturing Corp. 800 North Kedzie, Chicago 1



COMPOSITE SHOT of operators at Fabiano Sales unveiling of the new Rock-Ola line: Mr. and Mrs. L. Morris, Paul F. Folino, and Mr. and Mrs. Covington.

Agenda Set for Senate Hearing

NEW YORK—The agenda for the Senate Rackets Committee hearings, to open in Washington Tuesday (2) was learned by The Billboard this week.

Opening day will be a summation and review of the music machine business and the role played by unions and trade associations. The balance of the week and the early part of the following week will be devoted to the situation in the New York area.

On Tuesday or Wednesday of the second week the center of interest will switch to Chicago, then to Miami. The hearings are expected to take three weeks.

MONEY Officer Slate Re-Elected

NEW YORK — The entire officer slate of the Music Operators of New York was re-elected at the



FRANK FABIANO (FAR RIGHT) explains workings of the new Rock-Ola Tempo line to Mr. and Mrs. Jake Dumler and their guests during showings held by the firm in their Detroit showrooms, November 2. See story in The Billboard, November 24.



OPERATORS from the Detroit area looking over the new Rock-Ola line at Fabiano salesrooms: Ira Green, Harry Niejenski, Reggy Niejenski, Paul Folino, Frank Fabiano, Ray Sieg, Jake Vissier, and Mr. and Mrs. Shelden Look.



EMPLOYEES of Fabiano Sales & Service Company during recent showings of the new stereo and monaural Rock-Ola models: Linden Bush, Louis Nemesh, Ray Sieg, Paul Folino, Mami Folino, Frank Fabiano, Ray Suarez, Johan De Young, Marlene Boyd, Ira Green, operator Jake Vissier and Adolph Marhefka.



GUESTS AND HOSTS at Fabiano Distributing Company during the firm's showing of the new Rock-Ola line (a composite picture): Mr. and Mrs. Paul Folino, Mr. and Mrs. Kurt Kluever (Rock-Ola sales manager), Mr. and Mrs. Bob Anderson, and Mr. and Mrs. Roger Patterson.

organization's dinner meeting at the Park - Sheraton Hotel here Tuesday (25), with 100 operators turning out for the affair.

Named to serve additional terms were Al Denver, MONY's perennial president; Joe Connors, vice-president; Ben Chicofsky, secretary, and Harry Wasserman, treasurer.

R-elected to the board of directors were Lou Herman, Mac Pol-

lay; George Holtzman and Doo Shapiro. New board members are Gil Sonin and Al Goldberg, who replaced Ray Knoss and Lou Levy.

GO MODERN BUY WURLITZER



One reason why advertisers in THE BILLBOARD get all they pay for.

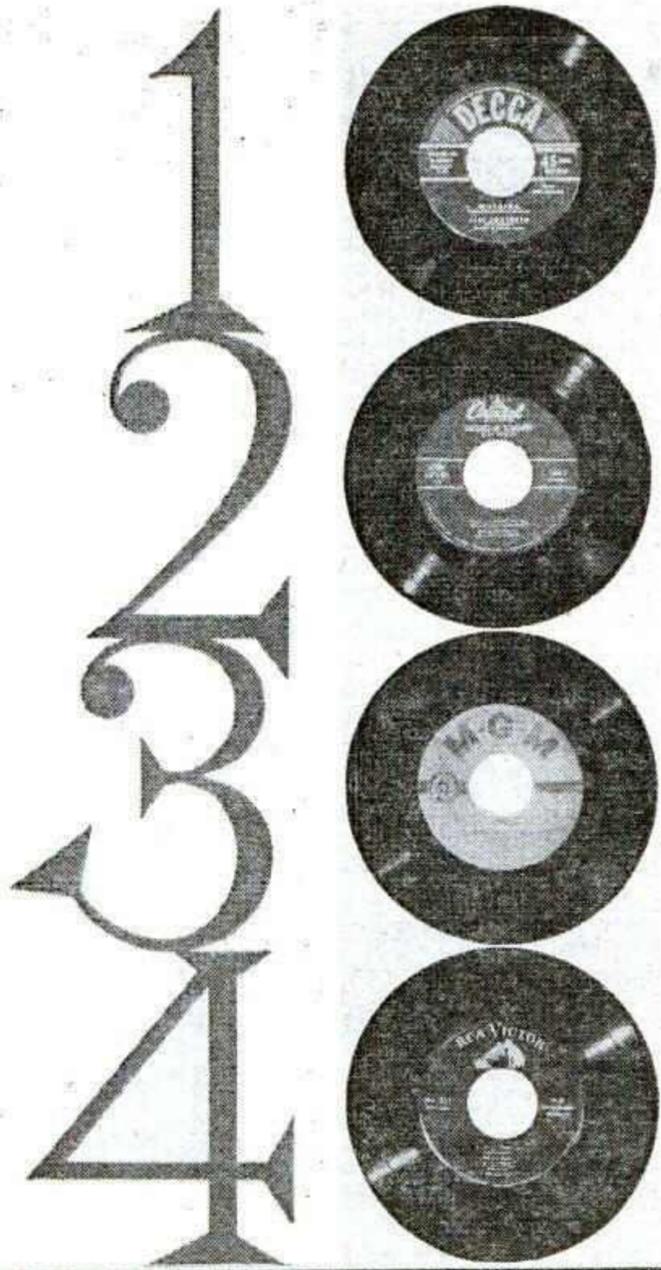
TOGETHER ..they provide beautiful music!

a United operator **a United phonograph** **a busy location**

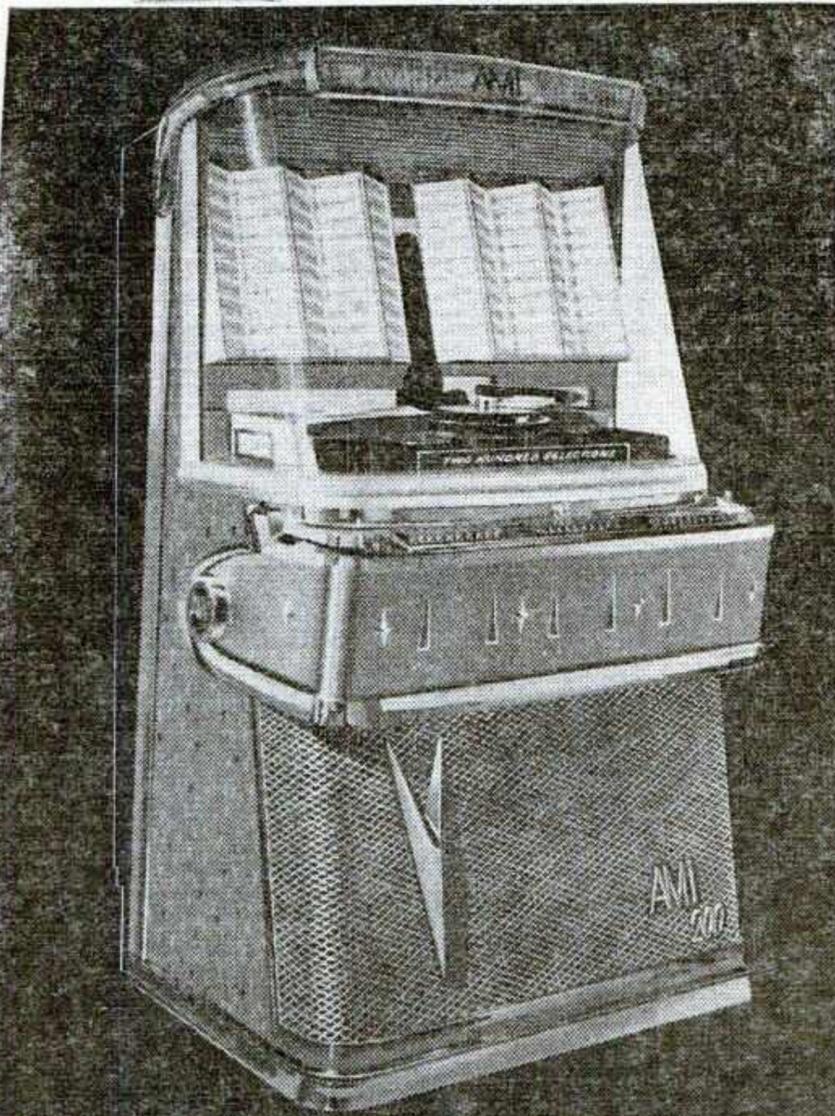
Write for details about the world's finest coin-operated musical instrument dramatically styled by **RAYMOND LOEWY** world famous designer

THE BEAUTIFUL NEW UNITED PHONOGRAPH MODEL UPB-100

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



Album Play



*the I-200 plays records
in rotation*

side 1

side 2

side 3

side 4

*in the self same order
as the music was heard
in the original performance.*

*Another feature that
makes the I-200 the juke
box locations want!*

AMI *Incorporated*
1500 Union Ave., S. E.
Grand Rapids 2, Michigan
Chicago Zurich

*known by operators since 1909 for the most
dependable coin operated music instruments made.*

Game Industry Maps Top Year In '59 Via New Pieces, Ideas

Experimentation in New-Type Operations, New Equipment Augurs Better Business Ahead

By BOB DIETMEIER

CHICAGO—The game industry is determined to have a banner year in 1959. It is busy preparing for it right now.

The industry will enter January with more new production equipment, more new equipment in the planning stage and more new ideas for new use of equipment than in many a year.

Bally Bows New Upright, Skill Parade

CHICAGO—Skill Parade, a new upright coin-operated game made by Bally Manufacturing Company, is scheduled to be shipped to the firm's distributors this week.

The game is being debuted this week at the park show (NAAPPB convention exhibit—see separate story).

Herb Jones, Bally vice-president, explained that the firm felt the game would have appeal for many attending the show, especially in the carnival field.

The game consists of three horizontal banks of targets, each bank with its own row of light-up symbols. The deposited coin is flipped (there is a flipper for each bank) into the first bank of target b...wk55k20 Coin games Variety slots, the appropriate symbol for the target slot hit lights up, and the next two target banks are played in order.

Object of the game is to light up various symbols. Symbols are animals. Scores range from a high of three jumbo elephants to a low of two red monkeys. The bottom row of targets includes one "special target, which scores without being matched with targets in the top and middle row. This is designed to insure score-suspense down thru the last bank.

Scoreboard at top shows scoring combinations and point values. It features advancing scores, replay meter, and is equipped with extra cards. It takes in up to seven coins per game. It measures approximately 70 inches high, 27 inches wide and 20 inches deep.

Manufacturers and distributors are teaming up to experiment with new types of locations and new operation of existing equipment.

Manufacturers continue to turn out new equipment, bringing the total number of models for the first 11 months to 89, just four short of last year's 93. And in this total, there appears to be more variety and more new applications of standard game ideas than the industry has ever seen.

All-Out Offensive

In short, the industry is not nursing the wounds of 1958, the year plagued by a recession, poor tavern business in many areas and serious legal setbacks in the pinball field. Instead, it is busy preparing an all-out offensive to build the amusement games afield to fit new demands, new changes.

Distributors, thru their organization—the National Coin Machine Distributors Association—is slated to play a key role in this campaign (see separate story in this section). They met Sunday formally and will meet informally throughout this week to work on the framework of a full-scale program designed to stimulate business at all levels of industry.

Both Chicago Coin and Bally, collaborating with distributors, are exploring new types of operation. Results of this exploration has led to several new ideas in game operation which are just now underway, but already the industry is watching with great interest.

For example, Jack Rosenfeld, St. Louis distributor, opened Friday (28) the Bowlette in University City, Mo., a fully-automatic miniature bowling palace, using 18 Chicago Coin coin-operated alley games up to 20 feet long, set up in a newly-remodeled 45 by 65 foot building which once housed a large drugstore (see The Billboard, November 24).

Discount Houses

The operating division of Runyon Sales of New Jersey began operating a 26-piece coin-operated "Bally Playland" in a 2,000-square-foot area at the entrance of a newly-opened discount house near West Paterson, N. J. (see separate story in this section).

And, according to Chicago Coin's Art Weinand, sales chief, there is at least one CC coin-operated bowling installation (together with a number of arcade pieces) in a

(Continued on page 74)

WHO SAID THIS GAME DOESN'T REQUIRE SKILL?

CHICAGO—The one-in-a-million shot came in with flying colors (and laughs) last week. Herb Jones, Bally vice-president, was demonstrating the workings of the firm's new Skill Parade upright piece to a Billboard rep. In doing so, he turned up with a high scoring combination. "See what I mean by skill," he intoned, inviting the BB man to have a go at it. The latter hit nothing twice and suggested no skill was involved. Jones was determined to prove his point. He took another turn, this time turning up with the same high score winner! "Now will you believe me?" he demanded. Any questions?

Williams Sets 2d Vanguard Output Run

CHICAGO — Williams Manufacturing Company will make a second production run on Vanguard, new-type rifle game featuring in-line scoring with bounding balls, within the next week, Sam Lewis, WMC sales exec, announced last week.

At the same time, Lewis an-

(Continued on page 74)

Runyon Opens 24-Unit Ride, Game Set-Up in Discount Store

Firm to Place Similar Installations In Greater N. Y. Highway Outlets

By AARON STERNFIELD

WEST PATERSON, N. J. — Runyon Sales of New Jersey's operating division has launched what is probably one of the most ambitious programs ever attempted by an operating company.

First step in this program was taken last week with the opening of the 125,000-square-foot Great Eastern Mills highway discount store on Route 46 here.

A 2,000-square-foot area at the store's entrance, adjacent to the snack bar has been designated the "Bally Playland" and contains 26 pieces of coin equipment operated by Runyon and made by Bally.

Rides include the T-Ford, Motorcycle, Champion Horse, Boat

and Trolley. Other equipment includes 12 Lucky Alley long bowlers, two Golf Games (rolldowns), Shuffle Alleys, Big Inning baseball games and Spook Guns.

According to Ed Burg, who is in charge of Runyon's operating division, the installation costs more than \$25,000.

A 14-foot by three-foot, two-color illuminated sign proclaims "Bally Playland," while a smaller sign underneath says "Fun for the Family." The installation is ringed by 13-foot plywood and masonite clowns, with the sides and rear adorned by multi-colored lattice work.

Team Effort

The motif was designed by the Warneke Company of Chicago, and the details were worked out by Burg with the assistance of Bill McDonald, Bally sales manager, and Herb Jones, Bally vice-president in charge of advertising.

According to Burg, the West Paterson installation is to be the first of a chain in the New York

metropolitan area. He said that new locations will be high-traffic highway stores similar to Great Eastern, which has 50 concessionaires on the premises.

One of the advantages of the highway installations is the fact that the equipment is earning money seven days a week. At Great Eastern, store hours are from 10 a.m. to 10 p.m. six days a week and from 10 a.m. until 7 p.m. on Sundays.

One Runyon employee is on the location at all times, with a second man making change and taking care of service on Thursdays, Fridays, Saturdays and Sundays.

Expect 40 at NCMMDA Big 10-Point Meet

CHICAGO — Forty members representing 33 distributing firms were expected to attend the National Coin Machine Distributors Association winter meetings held Sunday (30).

At press time Wednesday (26), Bob Slifer, NCMMDA's executive director, told The Billboard that responses from members on the scheduled meetings strongly suggested complete and enthusiastic support for getting a full-fledged distributor program for the industry underway.

Said Slifer: "We know that whatever we decide to do next year as an organization, nothing we do will be entirely successful without the co-operation of all segments of the business. We intend to implement our decisions

Keeney Plans New Equipment In Three Areas

CHICAGO — Plans for new equipment in each of its three manufacturing areas are underway by the J. H. Keeney & Company, The Billboard learned last week.

Paul Huebsch, Keeney, sales chief, said the firm has plans for new models in vending, amusement games and upright equipment.

"Frankly, we're very glad to be in the games field; we're optimistic about next year," he said. Huebsch would not detail plans yet, but indicated that several new upright games will be coming up shortly, a new baseball game is in the works and a new vending machine will probably be introduced sometime next spring.

Currently, Keeney is making a shuffle bowler (Deluxe Jumbo) for Sandy Moore, New York Distributor, Deluxe Big Tent and Twin Big Tent (both uprights, a 22-column cigarette machine for the domestic market and an 18-column cigarette vender for the foreign market (one able to accommodate both boxes and pouches), and a coffee machine. Huebsch said that Scramball, a counter game recently introduced, was no longer in pro-

(Continued on page 74)

Std. Factors To Expand in Middle West

CHICAGO — Standard Factors Corporation, a branch of Standard Financial Corporation, the New York finance house, is moving to expand their coin machine financing here in the Midwest. Standard has added an additional man to their Chicago staff for that purpose.

He is David A. Reinach, 27, who will be responsible for securing time sales financing for the firm, primarily in the coin machine field.

Up to now, Standard Factors here, has not been active in consumer financing, confining their activity to brokering. The New York firm, Standard Financial Corporation, however, has long been a factor in the coin machine financing field.

The Chicago office will be primarily concerned in working thru juke box and games dis-

(Continued on page 74)

BINGOS & 5-BALLS

Free Plays Okay In Mo., No Payoffs

This is the second in a series on the status of pinballs in various areas thruout the country.

By JOHN HICKS

ST. LOUIS—There is no question of the legality of pinball machine operations in Missouri, but the use of such machines is restricted by law "for amusement only." Free plays can be awarded legally for high score on bingo and five-ball pinball and other amusement games. However, cashing in the bonus plays or gambling on high scores is prohibited.

In instances where violations are known to occur, authorities have seized the equipment. The threat or possibility of suspending liquor licenses of location owners for specified periods of time, if not revoking the license, serves as a method of controlling or checking gambling on amusement machines.

Altho the Board of Aldermen of St. Louis earlier this year discussed increasing the license fee on amusement games machines from the present \$1 each, no action was taken by the board.

(Continued on page 75)

Bally Debuts 4 More Rides For Record 9

CHICAGO — In introducing four new coin-operated kiddie rides to the trade this week, Bally Manufacturing Company brings its total number of production units in this field to a record nine.

All nine models are scheduled to be shown at the NAAPPB show at the Sherman Hotel this week.

(Continued on page 77)

on programs relating to equipment, sales, public relations, diversifications and other areas of the business directly with the needs of both manufacturers and operators."

NCMDA earlier announced a 10-point agenda which was to be considered at the meetings (The Billboard, November 3).

A meeting of the officers and board of directors was to be held from 5:30 to 7 p.m. in the Promenade Room at the Morrison Hotel Sunday (30). A general membership meeting, kicked off by dinner, was to immediately follow.

Slifer said that he was very optimistic about laying the groundwork for a positive program of action at the meetings. "Based on the conversations I've had with

(Continued on page 76)

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of November 24, 1958)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, BEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with their High, Low, and Mean prices.

SENSATIONAL CIRCUS DAYS



IMMEDIATE DELIVERY USED EQUIPMENT

AUTO BELL: CIRCUS

GAMES, INC.: SKEET SHOOT

BUCKLEY: POINT MAKERS

Exclusive Pennsylvania Distributor

Bill LaBre

406 STATE STREET
ERIE, PENNSYLVANIA
PHONE: 6-2791

COINMEN YOU KNOW

New York

By AARON STERNFIELD

Several local coin machine figures left for Washington this weekend to testify as friendly witnesses before the McClellan committee. The local situation will be covered in the first week of the hearings.

Al Denver, head of the Music Operators of New York, returned this week from a Florida vacation. . . . Barney Sugarman, Runyon Sales, is recuperating from a recent operation and expects to be back on the job within a week.

ATTENTION OPERATORS!

We're Changing Our Route Equipment

Call or write for wholesale prices to the operator on 1700's, 1800's, 1900's, 2000's, 2104's, 2100's.

Unbelievable Prices!
Shopped & Ready for Location

BINGOS

Starlet	\$ 85.00
Pixie	60.00
Caravan	90.00

ARCADE

C.C. Croquet Pool, New ..	\$145.00
C.C. 11-Ft. Bowler	325.00
C.C. 14-Ft. Bowler	335.00
Seeburg Coon Hunt	75.00
Dale Gun	25.00
14-Ft. Bally Bowler	345.00
2-Pl Rocket Shuffle	425.00
C. C. Classic	395.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MEIrose 5-1593

Recent visitors on 10th Avenue were Dick Wenzel, Kingston, and Tom Gobel, Beacon. . . . Murray Kaye, Atlantic - New York, took the family to Goldman's in Pleasantville, N. J., last weekend where he and Mrs. Kaye celebrated their 15th wedding anniversary.

Morris Rood, of Runyon Sales, reports that the Bally Speed Bowler is causing a lot of stir. . . . John Stuperitz, Seeburg factory field engineer, is busy explaining the ins and outs of stereo to Atlantic-New York customers.

George Holtzman, just re-elected to the board of directors of the Music Operators of New York, is back in the Good Samaritan Hospital in Suffern, N. Y. He sustained a relapse of injuries incurred in an automobile accident.

Gabe Forman, back from a European business trip, reports that some 200 of the new Sandy Moore Super DeLuxe Bowlers have already been shipped and that the factory is behind the orders.

Boston

By CAMERON DEWAR

Cy Jacobs, of Interstate Music Company, Roxbury, was one man who couldn't lose in the recent elections. He had his sound trucks leased to both parties. Night before election he leaped into the breach when the chairman failed to show up and introduced Sen. John F. Kennedy, presidential hopeful, and Gov. Foster Furcolo. Just to show he was democratic,

300 Juke Route

Continued from page 66

bination with the above program.

Record Books

Instead of the usual ledgers, Border Sunshine has come up with a system based on plastic record books which are actually a series of ployfilm sheets, each containing 20 slots, and held together by a ring, in looseleaf fashion. Each of the sheets has two rows of five slots each on either side of the page. As the music menu is made up for each phonograph, extra title strips are printed by the addressograph machine and these are slipped into the slots in the plastic folder, to show exactly what numbers are on each machine, according to the specific key number.

Thus, if a 200-play phonograph is being used, 200 of the title strips slipped into the appropriate pockets represents the current inventory on the machine. Exactly corresponding to the selection panel on the phonograph, the plastic book is kept in a compartment which represents the location so that the collector when he comes in can flip thru it, remove the title strips where he has changed records and insert new title strips to indicate what replacements have been made.

Cross Check

One of the most important elements in this simplified program for title strip listing is of the last two pages of the thick plastic book. Here an extra four compartments are kept open, merely to show what records have been removed during the last month. If, for example, a tune which was expected to click doesn't work out, and shows very low play on the meter, the collector may decide to remove it at the end of the first week. When he does, the title slips are slipped into the rear pages. Here they serve as a reminder to the programming girls that this number has been removed and not to program it again for the same machine. "In this way, we don't make the same mistakes twice," Mlynarski pointed out.

Ben Fagan, 53, Vet Westchester Game Op, Dies

TARRYTOWN, N. Y. — Members of the Westchester Operators' Guild: paid final respects Friday (21) to Ben Fagan, 53, veteran Tarrytown operator who died earlier in the week. Funeral services were at the Carmelite Transfiguration Church, with burial at Sleepy Hollow Cemetery.

Fagan was a charter member of the Westchester Operators' Guild, a member of the organization's first board of directors, and a game operator for more than 20 years.

Six years ago he was involved in an automobile accident, and he had been on crutches ever since. During that period, his wife, Freda, serviced the route while he stayed in the car and gave her advice.

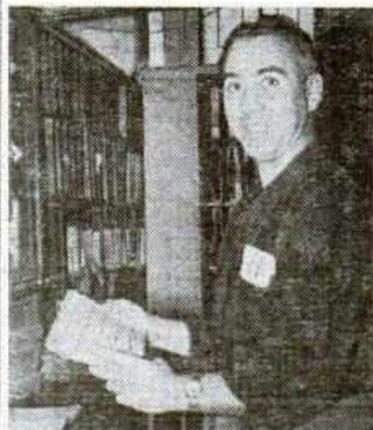
WOC members also helped out with service problems, and during the six-year period he didn't lose a location. In addition to his widow, he leaves a son, Raymond.

he also introduced the Republican candidates as well.

Jacobs has bought the building he operates from and is going into the searchlight business, used in big openings. He needs the space for equipment and has lots of room in back for his trucks. . . . Dave Baker, of Melo-Tone Vending Company, Inc., made a trip to Chicago as a director for the MOA meeting.

Sid Wolbarst, of New England Music Corporation, and Israel Spector, Capitol Music Company, went to St. Louis to attend the convention of NAMA. . . . Jerry Flatto, Boston Record Distributors, and Jack Sager, One-Stop, Inc., had their picture taken with Johnny Mathis at the party given for him by Columbia Records.

Dick Mitchell and wife, of Dick's Records, chatted with
(Continued on page 73)



PLASTIC record books are demonstrated by Border Sunshine manager, Al Mlynarski. The record books are made up for each juke box and show tunes on any machine. Note the vertical self-type bins in the rear. Each bin represents a phonograph. An individual program book, telling what is on each machine, is put in every bin. New records for the machines are also put into the bins for the routemen to insert.

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3 Column Machine

7 1/2" wide
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13 1/2" high
Wt.: 11 Lbs.

2, 4 and 5-Column Machines also available. Write for Price List

Blue Hammertone Cabinet, Blue and Red Lettering on Baked White Enamel.

EXPORT—ALL MACHINES

Vending Machines Made to Order.

MIKE MUNVES CORPORATION

Bryant 9-6677

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KIDDIE RIDES!



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

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FOR IMMEDIATE DELIVERY

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- 13 WORLD CHAMP
- 9 ROCKET SHIP
- 6 ROYAL FLUSH
- 5 CRISS CROSS
- 7 ACE HIGH

- 5 AUTO RACE
- 8 BRITE STAR
- 7 PICNIC
- 9 SEA BELLES
- 7 WHIRLWIND
- 6 HARBOR LITES
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You can ALWAYS depend on ACTIVE ALL WAYS

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Write or wire for prices.

RECONDITIONED—PRICES REDUCED

BIG BALL BOWLERS—CALL COLLECT.

BALLY TROPHY 14 ft.-11 ft. \$595
BALLY STRIKE BOWLER 14 ft.-11 ft. 495

BALLY GOLF CHAMP

CALL COLLECT FOR PRICES

WURLITZER 2150—2100—
1900—1800
SEEBURG V-200

WILL ACCEPT IN TRADE

SHUFFLE ALLEYS, BINGOS, SEEBURG B. All Makes & Models of 14 ft. & 11 ft. BOWLERS.

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120 and 200 selections in Stereo or Monaural

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International Scott Crosse Company

SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

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Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

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Your CUSTOMERS • EMPLOYEES • FRIENDS • FAMILY

Will be thrilled and grateful to receive your gift of SUNSHINE RIPE FLORIDA CITRUS, Wa
Ship No. 1
Indian River
oranges &

grapefruit, tree-ripened and spot-picked for size, flavor, and color.

Gift #30—1/2-Bu. fruit \$ 9.95
Gift #45—1/2-Box fruit 8.25
Gift #90—Full Box fruit 13.50

All gaily decorated with kumquats & shredded cellophane. (Our DELUXE fruit shipments also include a glittering assortment of tropical candies, jellies, and pecans, priced from \$7.25 to \$34.95. Write for brochure.)

All prices include PREPAID DELIVERY East of Mississippi River; add 10% West. Add \$1.30 per unit to Canada. Delivery and quality guaranteed. ORDER NOW! Send check or money order to:

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BOWLING ALLEY	\$525
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CLIPPER S. A.	175
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LEAGUE S. A.	95

MUSIC

SEEBURG M 100 C.....\$375

PINS

Gottlieb SCOREBOARD	\$145
GLADIATOR	175
MARATHON	175
SWEET ADD A LINE	125
EASY ACES	145
TREADOR	225
DERBY DAY	135
TWIN BILL	125
Williams SURF RIDER	185
PICCADILLY	140
HOT DIGGETY	135
PERKY	115
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Available U.A. Chgo.	Type of Ride	Price
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ATTENTION

N. ILLINOIS, N. INDIANA and IOWA OPERATORS—

SITTIN' PRETTY

GOTTLIEB'S NEW THRILLER!

Will Leave You "Sittin' Pretty" in Your Locations!

YOU'LL BREAK RECORDS WITH:

• Dunking Clown features: Dunk clowns into water by hitting Roto Targets and Rollers... Specials for any 3, 4, 5, 6 or 7 clowns dunked! Excitingly fast-play action! Rating chart! Many others! See page 76 for all the Great Gottlieb Features!

ORDER NOW FOR IMMEDIATE DELIVERY!

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill. BUckingham 1-8211

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

See No Rush to Vending

• Continued from page 66

that they do plan to enter cigarette vending, most say they will add them to their existing juke box locations, especially those now without cigarette machines. However, from the reports, it would seem there are not many juke box locations suitable for cigarette equipment which do not already have them.

Location Types

In addition, it seems significant that of those juke box operators with cigarette venders, nearly 75 per cent report that they do not operate them all in their juke box locations, but have them located in gasoline stations, transportation points and other non-juke box locations.

Finally, the vast majority of the operators checked who have cigarette venders use the same servicemen to service juke boxes and games. As cigarette routes go, most of these operated by juke box operators are small. Of the 38, just 12 have routes of 100 cigarette machines or more and almost all these are large juke box operators.

Comments by operators on cigarette vending seem to be strongly pro and con; there does not seem to be any middle-of-the-road position. Here's a quick rundown on just several representative points of view held currently:

'Minimum Effort'

A New Mexico operator with 60 juke boxes, 30 games and no cigarette venders explains why he believes operators should enter cigarette vending:

"It has become increasingly apparent that to hold locations with a minimum of effort, operators should be able to satisfy all coin machine needs in any establishment. This applies especially to bars, taverns and restaurants where cigarette machines go hand in hand with music and games."

A Kentucky operator with 33 juke boxes, 58 games and no cigarette machines views the competition situation thusly:

"I think trying to combine the operations will cause a number of the cigarette operators to start operating juke boxes, which will be bad for both... the pinball and music field is overcrowded to the extent that they are paying for locations and offering 60-40. Combining these with vending will make it worse."

'Diversifying Good'

A California operator with 27 juke boxes, 31 games and 75 cigarette machines believes diversification may be good for the small operator:

"I think that diversification is a good thing for small operators where they can use the same employees to service all their equipment. Big operators, in my opinion, have a different problem. Instead of diversifying, it would be like going into a different business."

A Missouri operator who spent six years operating juke boxes, games and cigarette vending machines gave up juke boxes and games to concentrate on cigarette vending four years ago. He operates 150 machines. Here's what he says:

Kept Separate

"Having operated juke boxes and games with cigarette venders, I found that one segment of the business was taking over the other. I therefore separated vending from music and games, eventually selling them to stay in vending. The two businesses are as different as night and day, and it is my belief that they cannot be successfully operated by the same organization. Present-day cigarette equipment must be serviced oftener than mu-

sic, and the old-time music operator who also owns vending equipment is over the hill. New vending machine operators are taking their spots by reason of service alone."

A number of juke box operators, some with small cigarette routes, several with very large routes and some without cigarette vending equipment, do believe that diversifying into cigarette vending is a natural avenue for them to explore and get into to increase net income. Their comments and others will be quoted in succeeding articles dealing with this subject.

The fact is that the matter of whether a juke box operator should

COINMEN YOU KNOW

• Continued from page 72

Nat King Cole at Capitol Records wingding at Hotel Somerset. Dick, whose hobby is photography, is eyeing some more expensive equipment. One operator who will combine business with politics is John (Jake) Rurak, Haverhill. He beat the incumbent to become a State representative by a margin of 400 votes.

Ben Ross, Grayben Vending Company, is the newly appointed fleet captain of the Metropolitan Yacht Club, South Braintree, and is keeping his boat in the water well into December. Ross is expanding into the cigarette field and now has 17 units working.

Bond left quickly after the party on a European trip in connection with the United Jewish Appeal with which he has worked for a number of years. He will combine a little business on the trip and drop in on a few friends and customers.

Milwaukee Assn.

• Continued from page 66

next meeting. It probably will be held shortly before the end of the year. In addition to the adoption of bylaws at the next session, the group will probably elect its first slate of officers.

Sponsors of the call for the first meeting were Arnold Jost; Jerome Jacomet; James Stecher and Sam Hastings.

A partial roster of those attending: Joe Pelligrino and Bob Puccio, P. & P. Distributing Company; Ott Hadrian; Dave Jakubowski; Sam Hastings, Hastings Distributing Company; Frank Maunwitz; Vince Waters; James Stecher; Ken Egel-seer; Lennie's Service; Jerome (Red) Jacomet, Red's Novelty; Doug Opitz, Hilltop Coin Machine Company; Arnold Jost and Eddie Puzia, Triple A Amusement Company.

CAVA Meeting

• Continued from page 63

Darling, of the NAMA, and George A. Miller, president of both the Music Operators' Association of America and California Music Merchants' Association.

Fay Grenier and Carol Rivers were hostesses with Elizabeth Keeran, Alice Frederick, Dorothy Grenier Corley, Mabel Haswell, Margaret Vander Zee and Grace Barrett, handling registrations and the information booth.

Hospitality rooms were maintained by Tenco, Coca-Cola, Dean Milk-Maxwell House Coffee, Rudd-Melikian, Stoner, Apco, Bally and KAYO Chocolate Products.

enter cigarette vending or stay out of it depends on many factors. Potential in his market, size of his present operation, competitive condition in his area—these factors make the matter so individual that whether an operator should or

should not cannot really be answered. What is plain from the reports, however, is that the overwhelming majority of operators do not now plan to enter it, and those who indicate they do explain they are going to proceed cautiously.

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Snafu	\$ 74.50	A.M.I. C-45	\$ 95.00
Selffire	49.50	A.M.I. D-60	320.00
Colort	79.50	A.M.I. E-80	298.00
Ten Strike	189.50	A.M.I. E-120	325.00
Wenc	179.50	A.M.I. G-200	245.00
Circus Wagon	119.50	Waiting Scales and others (Special)	49.50
Big Time	84.50	A.M.I. Wall Boxes, Model WQ-200 (Special)	79.50
Miami Beach	84.50	United Pirate Gun	269.00

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HF 100R	550	G120	545
HF 100G	495	F120	445
M100C	415	E120	295

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PHONOGRAPHS

1458 Rock-Ola, 120 Sel. (new)	Write
1462 Rock-Ola, 50 Sel. (new)	Write
1455 Rock-Ola Deluxe, 200 Sel.	\$595.00
1454 Rock-Ola, 120 Sel.	575.00
1448 Rock-Ola, 120 Sel.	475.00
1446 Rock-Ola, 120 Sel.	398.00
1428 Rock-Ola, 120 Sel.	325.00
Seeburg R's	500.00
Seeburg Chrome Wall Boxes	45.00

Bally Strike Bowling Lanes, 14 ft.	\$525.00
Bally Champion Bowling Lanes, 14 ft.	595.00
Bally A.B.C. Tournament Bowling Lanes, 14 ft.	525.00
Bally A.B.C. Bowling Lanes	395.00
All-Star Deluxe Bowlers, new	175.00

Gaytime	\$110.00
Gayety	60.00

5 BALLS

Flying Aces	\$255.00
Goff. Criss Cross	245.00
Genco Fun Fair	275.00
Balls-a-Poppin'	375.00
Derby Day	325.00
Coronation	45.00

BINGO GAMES

Beach Times	Write
Cypress Garden	\$575.00
Miss America	445.00
Sun Valley	425.00
Key West	295.00
Big Show	250.00
Broadway	150.00
Variety	75.00
Big Time	110.00

ARCADE

Wms. Four Basser	\$245.00
Old Smokey	Write
Bally Spook Gun	Write
Chi Coin Steam Shovel	125.00
Meforama	245.00
Big Inning	395.00
Chi Coin Croquet	95.00
United Carnival Gun	125.00

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115 MAGAZINE STREET
NEW ORLEANS, LOUISIANA

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CORRECTION

Due to a typographical error the wrong price was listed for A.B.T. Challenger in the November 24th issue of Billboard. Correct price is \$39.95.

CAROUSEL INDUSTRIES

2645-47 W. Lawrence Ave.
Chicago 25, Illinois

**GIVE TO DAMON RUNYON
CANCER FUND**

Keeney Plans

Continued from page 70

duction. He said the firm found little demand for counter equipment.

Huebsch said that he feels industry sales are picking up. In vending, he said that export sales (mainly Canada) accounts for 25 per cent of their cigarette machine output. He reported that Harold Dorgan, chief sales engineer in the firm's vending division, had recently returned from a sales trip thru Virginia and West Virginia. Keeney sells its venders thru its game distributors, except in areas not covered by them. Dorgan covers these areas, selling direct to operators.

Game Industry

Continued from page 70

large Atlantic Mills discount house on Route 41 outside Milwaukee (The Billboard plans to detail this operation in a forthcoming issue).

Finally, there is a growing feeling on the part of leading traders in all segments of the business that, as Williams' Sam Lewis expressed it last week, "new top locations must be created" out of existing mediocre ones.

Game Variety

As indicated above, variety in game output this year—and especially in recent months—suggests that willingness to experiment with new concepts does not end with ideas in locations, but extends to equipment as well.

For the first 11 months, this is the numerical breakdown by types of new equipment: 19 five-balls, 19 bowling games, five pool games, 5 in-lines, 10 kiddie rides, 4 baseball units, 22 special novelty items, including six rocket-type in-line puck games, rolldowns, golf putting, hockey and racing games, counter games.

Added to all this, and symbolic of the industry's new vigor is this fact: the industry's manufacturer ranks have increased in recent weeks with the addition of two small firms—Giepen Engineering, of Chicago, and Midway Manufacturing Company, of Franklin Park, Ill. The first, headed by Hubert Giepen, long-time coin engineer, has one new game in the works; the latter, headed by partners Marcine Wolverton and Henry Ross, both veteran coin engineers, have no less than three new games in the planning stages.

These developments all seem to suggest that whether the game-to-end-all-games (the one that will make everyone rich with no work) is a possibility or an idle wish, the

most thoughtful traders will not waste time thinking about it. But instead, they will concentrate on ways and means of making new workable equipment by working at it.

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Genco Circus Gun 345.00	Wms. Super Bannant 75.00	Blow Ball 95.00
Genco State Fair 245.00	Wms. Pennant 75.00	Genco Motorama 395.00
Genco Davy Crockett 245.00	Un. Star Slugger 195.00	Genco Space Age 395.00
Genco Wild West 300.00	Un. Super Slugger 150.00	Bally All Star 195.00
Genco Sky Rocket 150.00	Bally Big Inning 75.00	Kaye Super Hockey 275.00
Genco Big Top 195.00	Bally Heavy Hitter 50.00	CC Deluxe Ski Ball 195.00
Genco Rifle Gallery 150.00	Sc. Pitcher & Batem 95.00	CC Tournament Ski Ball 119.00
Genco Super Big Top 275.00	Evans Bat & Score 95.00	Peppy the Clown 245.00
United Bonus Gun 195.00	Genco Hi Fly Baseball 125.00	Lord's Prayer 195.00
United Carnival Gun 150.00	Genco Champion Baseball 195.00	Metal Typer 275.00
CC Home Run 95.00	Auto Photo M9 1,395.00	Atomic Bomber 95.00
CC Bull's Eye Baseball 195.00	Genco Horoscope (new) 345.00	Monkey Climber 225.00
CC Batter Up 350.00	Exhibit Pop Gun 350.00	Kirk Astrology Scale 40.00
Wms. Shortstop 395.00	Wms. Ten Strike (new) 335.00	Dale Gun 50.00
	Genco Lucky Seven 125.00	Kiddie Whip 150.00
		Super Jet 225.00
		Un. Pixie Bowler 445.00

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SEEBURG KD-200	\$795
SEEBURG 100JL	645
SEEBURG V-200 (w/Speed-Read)	595
SEEBURG VL (Converted)	665
WURLITZER 2000	565
WURLITZER 1800	475
ROCK-OLA 1442	315

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SEEBURG KD-200	6745	SEEBURG HF100-JL	6665
A.M.I. H-200	745	SEEBURG HF100-J	645
ROCK-OLA 1455, D-200	675	SEEBURG HF100-R	575
WURLITZER 2000	595	A.M.I. G-120	525
A.M.I. G-200	575	ROCK-OLA 1454	575
SEEBURG V-200	495	SEEBURG M-100C	395

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C.C. BATTER-UP	345
Wms. '57 BASEBALL	325
Wms. 4-BAGGER	225
Wms. KING OF SWAT	145
United STAR SLUGGER	175
Keeney LEAGUE LEADER	195
Genco HY-FLY	145

5-BALLS

ROTO POOL	\$295	AUTO RACES	\$165
ROCKET SHIP	275	RAINBOW	155
CRISS CROSS	245	CLASSY BOWLER	145
SILVER	210	CLERBY DAY	125
STRAIGHT FLUSH	225	HARBOR LIGHTS	125
WORLD CHAMP	195	WONDERLAND	75
ROYAL FLUSH	175	BALLS-A-POPPIN'	125
ACE HIGH	165	CIRCUS	195

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Williams Sets

Continued from page 70

noticed that a new pin game is being slated for January production. The game will have undergone nearly three months of field testing by that time, the results of which are highly satisfactory, according to Lewis.

Lewis showed The Billboard earnings reports of the five-ball game and cited earnings figures for the Vanguard unit to confirm the firm's hopes for both units.

He pointed out that the second production release on Vanguard will at least equal the first. "The interesting thing to me is that even tho some operators don't get excited about guns, I have yet to hear a negative report on this one. I have had to keep after people to give me collection figures and I've yet to get a bad one," Lewis said.

"Many operators still don't think of a gun as a location piece. This is one problem in gun game sales," he explained. Of three impressive earnings reports Lewis detailed, two were tavern locations, one a bowling alley.

Std. Factors

Continued from page 70

tributors for discounting and other financing. They will not deal direct with operators.

Reinach expects to contact distributors here as well as thruout the Midwest.

The new Standard Financial representative is a graduate of the University of Virginia with a degree of bachelor of arts in business finance. He's a veteran of the Army Signal Corps, after which he attended New York University Law School. He's had about two years' experience in finance, a year and a half with William Iselan Finance Company (a subsidiary of C. I. T.) and six months with his present employer.

14 FT. BOWLERS, \$325

POOLS

6 Pocket Pools	\$150
Jumbo Pools	95
Bumper Pools	75
Flicker Pool	125
4-Hole Pool	95

MISC.

Mutoscope K-O	
Fighter	\$148
Chi Coin Home Run	95
American 9 Ft.	
Bankshot	145
American 12 Ft.	
Bankshot	175
United Havana	48
Genco Rifle Gallery	145
Keeney Sportsman	145

PHONOS

AMI F-120	\$435
Seeburg C	395
Seeburg R	545
Wurlitzer 1900	585
Wurlitzer 2150	625

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SEEBURG 100W	450
SEEBURG HF100G	475
SEEBURG HF100R	575
SEEBURG HVL200 HIDEAWAY	595
SEEBURG V200 WITH VL RECEIVER	650
SEEBURG 100JL	685
SEEBURG L100	725
SEEBURG KS200H	725
SEEBURG KD200H	775
WURLITZER 1900	495

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WORLD EXPORT

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Bangorama	175
Basketball Champ	195
Bear Gun	125
Bonus Gun	215
Basketball, C.C.	175
C.C. Bandbox	175
Cap. Panorams	325
C.C. Pistol	75
Coon Gun	138
Drivemobile	180
Dale Gun	80
Ex. Pop Gun	495
Gen. Quarterback	125
Gen. Rifle Gallery	175
Gen. Gypsy Grandma	395
Horoscope	110
Lord's Prayer	195
Midget Movies	125
Mer. Ath. Scales	50
Metal Typers Harv.	195
Midget Alley	195
Philomath	195
Phil. Toboggan	350
Phil. Toboggan	395
Pirate Gun	350
Rock 'N' Roll	75
Set Shot	250
Sidewalk Engineer	150
Silver Gloves	175
Six Shooter	95
Squirts	885
Stare Fair	275
Treasure Cove	225
Tungo	145
Un. Super Slugger	275
Wms. Crane	150

VENDORS

3 Sel. Spacarb Cold Drink Vendors	\$325
1 Sel. Non-Carbonated	195
2 Sel. Non-Carbonated	225
3 Sel. Hebel Ice Cream	325
8 Sel. Ice Cream Sucker	395
1 Sel. Revco Cup Ice Cream	125
Coffee & Hot Choc. Cup Vendor	250
Hot Chocolate with manual cup	125

CANDY VENDORS

U-Select-It, 84 bar	\$ 49.50
U-Select-It, 72 bar	69.50
Mills 5 col., 5c	65.00
Ship. Gum & Mint, 5c	15.00
Shipman 6 col., new	165.00
Vendall, 8 col.	85.00
National 6 col., 5c	69.50
National 9 col., 5c	95.00
N.W. Sweet Sixteen, 16 col.	295.00

COUNTER GAMES

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Merc. Grippers	25.00
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Seeburg V 200	\$495
Seeburg C	395
Seeburg R	575
Wur. 1500	175
Wur. 2100	750

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Lehigh 10 column	\$110
National 9 M	125
National 11 col.	165
Keeney 9 col.	110
Mercury 9 col.	135
Lehigh 12 col.	150
Lehigh 15 col., new	225
Eastern Elec., 22 col., new	320

BOWLERS (Used)

Royal	\$425
Tournament	575
Jumbo	525
Trophy	695
Bowling	425
ABC	425

SMALL BOWLERS

Bally All Star	\$275
Bally Deluxe Star	295
Un. Midget Alley	295
Wms. Ten Strike	275
Wms. Ten Pins	275
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Bingos, 5-Balls

Continued from page 70

Ben Axelrod, of Morris Novelty Company, pointed out that operators in this area have passed up locations that they could have had. The drawback, he said, is that these locations are chiefly new establishments in which the owners demand new equipment. Because these places are untried and because of the tremendous investment in equipment, operators are reluctant to install \$3,000 worth of machines or more without being assured they will pay, he said.

The price of equipment is the big problem today, Axelrod declared. "It is hard for operators to expand because of that." He stated that if the new locations were ready to take third-grade equipment until they are proved, operators would be willing to take a gamble on them.

Other local operators concurred with Axelrod that it was good business sense to pass up untried locations which held out for the best and latest equipment.

They agreed that no change in the cost of machine licenses locally was anticipated. They also expect no radical political changes which would affect either pinballs or licensing.

Several operators said that the expected upswing in business this fall has not as yet materialized. William Geiger, president of Amusement Supply Company, put it this way: Too many people are doing their drinking at home and without the little man in taverns where machines are located, owners of the establishments are struggling. This hurts us, too, he said.

Jack Gorelick, of J. Rosenfeld Company, said the continued slump also is the result of rising costs of machines, and the industry is not offering anything new in player appeal. The same type of pinballs, shuffle alleys and other machines has resulted in a stalemate by not drawing customers, Gorelick said. Altho there has been a pickup in music since stereophonic machines hit the market, the vending business as a whole is off, Gorelick said. Activity is not there, and collections have fallen down, he said.

Axelrod also reported that collections have not picked up. If anything, he continued, until a few weeks ago they were worse. As far as jobbing is concerned, the Morris Novelty Company had very little business in October and November.

On the other hand, Tony Koupal, Central Distributors, said business has been good. The company, which recently was moved after fire destroyed its former headquarters, will be completely restocked soon.

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See-Saw	125.00
Space Ship Rides	125.00
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Twin Animal Ride (New)	Write
Round the World Trainer	Write
A. B. T. CHALLENGER (with chrome stand)	39.95

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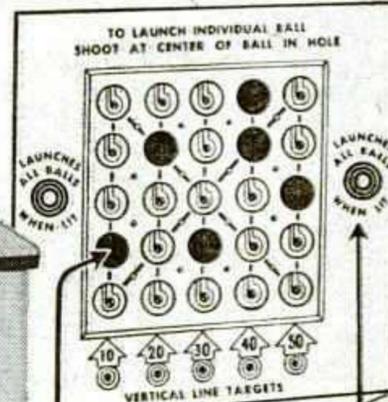
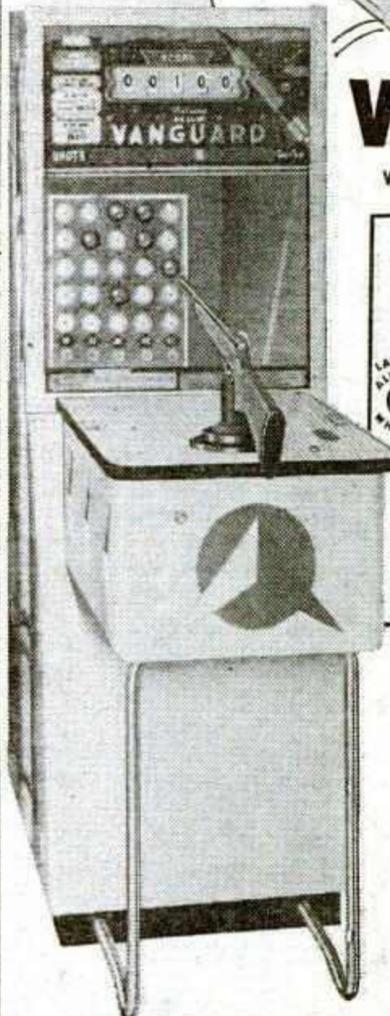


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 2. Match Feature (optional)
 3. Spell V-A-N-G-U-A-R-D for powerful Carry-Over Play



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

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

BINGO MECHANICS WANTED

NO DRIFTERS! GOOD PAY! STEADY WORK!

Give qualifications and reference in your first letter.

Write to Box #939

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

NCMDA Meet

Continued from page 70

members and on the letters received from distributors (even some who could not be with us), I am confident NOMDA will finally begin to strike pay dirt as an industry organization which can accomplish much for the entire industry.

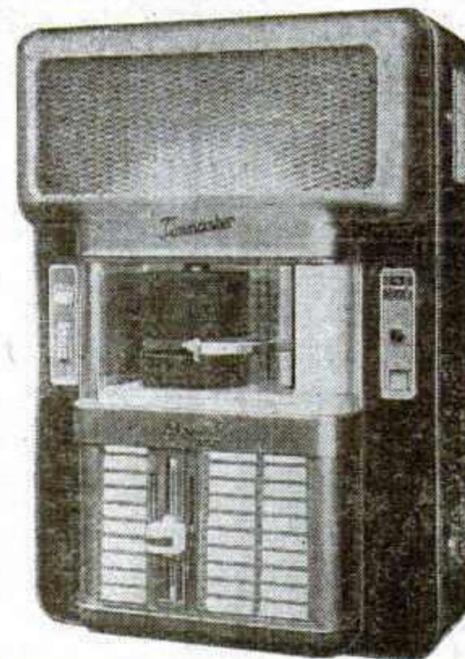
Among those to be on hand were J. D. Lazar, treasurer, Pittsburgh; Gil Kitt, president, Chicago; Jack

Boss, vice-president, Richmond, Va.; Joe Kline, Chicago; Charles Robinson, Los Angeles; Joe Anton, Kalamazoo, Mich.; Harold Lieberman, Minneapolis; Sam Taran, Miami; Irving Morris, Newark, N. J.; Cy Redd, Boston; Don Moloney, Chicago; Milt Marmor, Cincinnati; Dave Rosen, Pittsburgh; John Bilotta, Newark, N. Y.

NEWEST HI-FI WALL MUSIC BOX

60 Selections—45 RPM

TONMASTER



The answer for those locations you've had to pass by. This is the low price, high profit machine you need where space is a problem. Handsome styling by master German craftsmen.

- Height 37", width 25", Dept. 12 1/2", Weight 119 lbs.
- Accepts dimes, quarters
- Remote volume control speakers
- Simple mechanism easily accessible
- Attractively illuminated front
- 2 built-in loudspeakers
- Quick-action record changer
- Immediate delivery

Exclusive New York State Distributor
Write or Phone

JOE BELL GAMES, INC.
463 Pulawski Street Syracuse, New York
Phone: HARRISON 2-0952



YOU BE THE JUDGE!
FIRST-Class Equipment from

FIRST
WINS
ALL WAYS!

BINGOS	
MISS AMERICA	\$475
KEY WEST	295
SHOW TIME	375
MIAMI BEACH	705
GAYETY	75
PARADE	205
BIG TIME	195

5-BALLS	
ROCKET SHIP	\$275
CRISS CROSS	255
WORLD CHAMP	195
ROYAL FLUSH	175
BALLS A POPPIN'	125
RAINBOW	155
ACE HIGH	160
STRAIGHT FLUSH	215
ROTO POOL	275

GUNS	
Genco CIRCUS GUN	\$350
"3-D" ARTS PARADE	295
Genco STATE FAIR	240
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un. CARNIVAL GUN	160
Wms. JET FIGHTER	150
Keeney SPORTSMAN	145
Genco RIFLE GALLERY	145

NEW GAMES
Gottlieb CONTEST
United CYCLONE
Genco GYPSY GRANDMA
Bally LUCKY SHUFFLE
Williams GUSHER
United ATLAS
Bally BEACH TIME
VALLEY 6-POCKET POOL
Kaye COMPETITOR 6-POCKET
Auto Ball CIRCUS DAYS
Keeney DELUXE BIG TENT

SPECIAL CLOSEOUT!
NEW Games, Inc.
HOLE-IN-ONE
Write for
LOW, LOW PRICE!

WANT TO BUY!

CASH or TRADE
Chicoin-Bally-United

SHUFFLE ALLEYS

BALLY BINGOS

FREE! FREE!
56-PAGE CATALOG

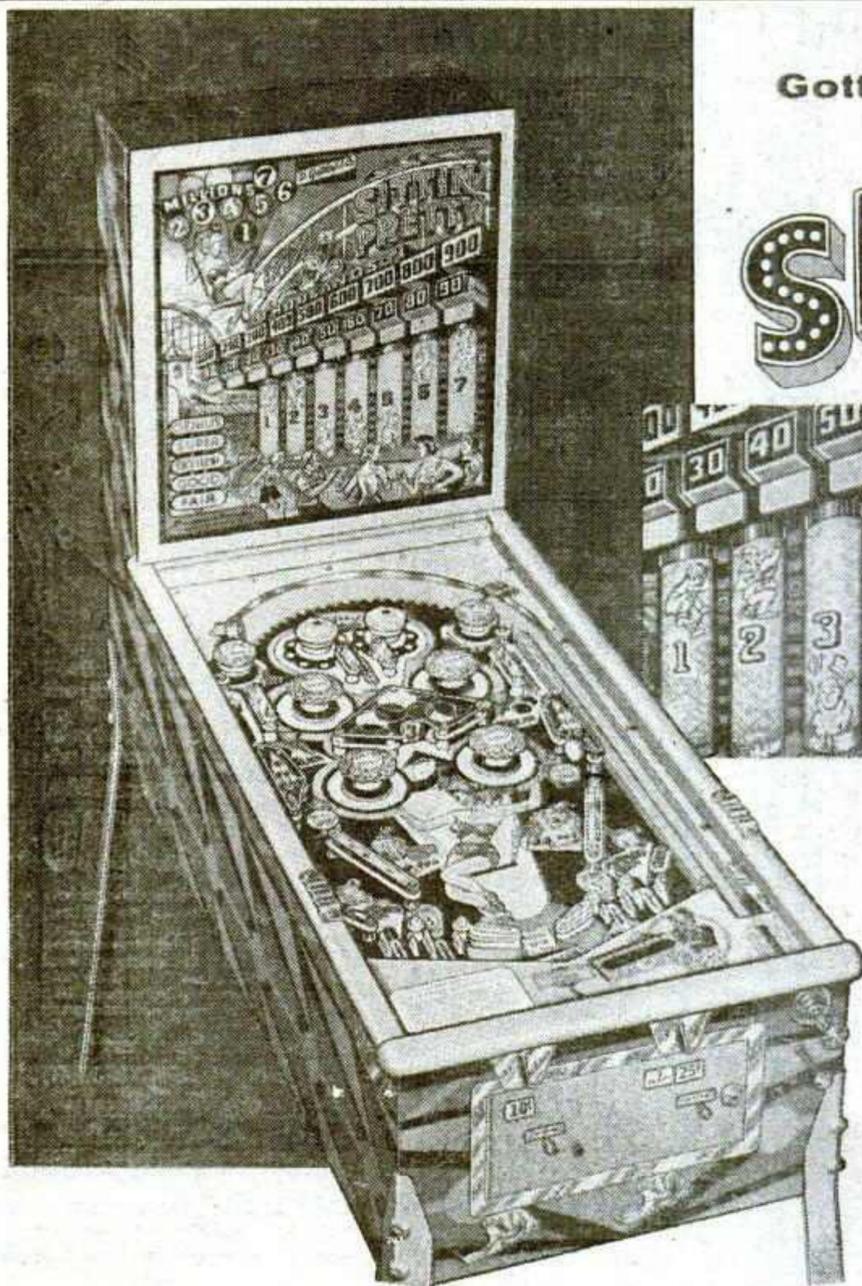
With Complete Price List,
Exclusively for
IMPORTERS!
Fully Illustrated!
Send for Your
Copy Today!

CABLE: "FIRSTCOIN"—Chicago

FIRST

COIN MACHINE EXCHANGE

Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

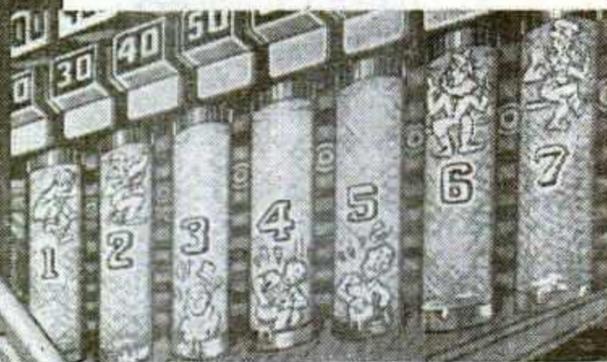


Gottlieb's

SITTIN' PRETTY

"Step Right Up Folks"...

Hit the Targets and "Dunk" the Clowns!



"DUNKING CLOWN" FEATURE

drops numbered clowns into water tanks by making Roto-Targets and rollovers. Dropping any three clowns in a row scores special. Additional specials for 4-5-6 or 7 consecutive clowns "dunked".

It's a honey . . . Its excitingly fast playfield action coupled with the new "Dunking Clown" feature all add up to record breaking collections for you. Action includes side rollovers that lite red and blue pop bumpers for high score, top rollover that scores Roto-Target values, 6 places to spin Roto-Targets, high score to 7,900,000, "Rating Chart" that indicates player score progress and a host of other fine playfield features. See your distributor today for a demonstration!

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

ALL GOTTIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Amusement Pinballs
as American as Baseball and Hot Dogs!

SHAFFER DOES IT AGAIN!

Increase your profit with Seeburg

MODEL "V"

Tailored to

120 Selections

160 Selections

200 Selections

to fit your location

\$624.50

Reconditioned-Refinished

N. L. Receiver
Speed Read
Program

EXTRA SPECIALS

United UPA 100 Phono... \$495.00

100 Selections—Like New

GUARANTEED BY

SHAFFER MUSIC COMPANY

Write for Illustrated Catalog

849 North High Street
Columbus 8, Ohio
Phone AX 4-4614

Bally Debuts

Continued from page 70

The four new rides shown—details of which were not available at press time—are "Western Express," stagecoach drawn by two horses, with the rocking stagecoach as the ride; "Fire-Chief," a fire engine drawn by two horses, also featuring a rocking motion; "Twin Champs," two small ponies, a two-unit rocking ride; and "Bally Merry-Go-Round," twin horses mounted on a 50-inch revolving platform, one on each side, with horses featuring rocking motion.

In addition to the four new rides, Bally is to show its five standard kiddie rides: Bally Bike, Champion

horse, Model-T, Toonerville Trolley, and Speed Queen.

According to Herb Jones, Bally vice-president, his company is experiencing a demand for more coin kiddie rides, which is why Bally is now turning out this number of different models (The Billboard, November 24). Jones believes ride locations in or outside of supermarkets—especially shopping center locations—and variety stores continue to make up the bulk of new locations for rides.

BINGO GAMES WANTED

Big Shows, Show Times, Sun Valleys, Miss America, Cypress Garden. Any quantity. Best price.

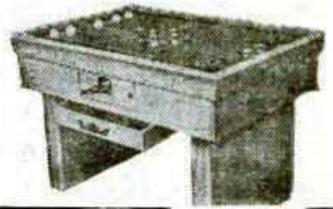
WESTERN DISTRIBUTORS

3126 Elliott Ave. Seattle 1, Wash.
Phone: ATwater 4-4610

Put Spice in Your Operation . . . Profits in Your Pocket, with

Valley

for VARIETY!



BUMPER POOL

Finest on the Market!

6-POCKET TABLES
7' & 6' DeLUXE . . .
6' SPECIAL . . .

See Your Distributor or Write Direct

VALLEY SALES CO. (Affiliate, Valley Mfg. Co.)

333 MORTON STREET, BAY CITY, MICHIGAN • Twinbrook 5-8587

NEW And PROFIT PROVEN IN ALL TEST LOCATIONS!!



chicago coin's Rebound Shuffle

Plays and Scores Like Regulation Shuffle Board!

- ★ A Compact 2 Player Game . . . Team Play for 4 or 6 Players!
- ★ 8 Shots Per Frame . . . Set of 8 Shots Score A Frame Automatically!
- ★ Adjustable to 4-6 or 8 Frames!
- ★ Front End Play! Game is only 3' x 6' Yet-Features a 12' Playfield!
- ★ Formica Playfield . . . Cheat-Proof Barrier Pins!
- ★ Playfield Light—Standard Equipment!
- ★ Twin 10c Coin Chutel

ANOTHER **chicago coin** PRODUCT

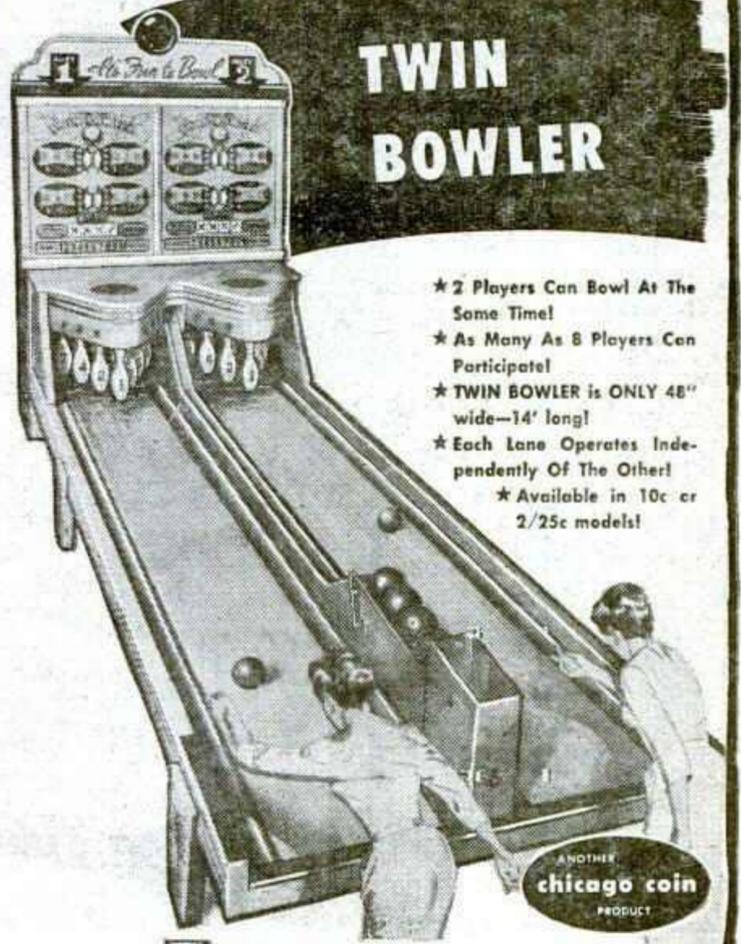
PLAYER'S CHOICE BOWLER



- TWO GAMES IN ONE
- ★ Player Easily Sets Game For REGULATION Or HIGH Scoring! (By The Flip Of A Toggle Switch)
 - ★ Equipped With Roll-Over Switches!
 - ★ Plexi Back Glass—Standard Equipment!
 - ★ Available in 10c or 2/25c models!

ANOTHER **chicago coin** PRODUCT

TWIN BOWLER



- ★ 2 Players Can Bowl At The Same Time!
- ★ As Many As 8 Players Can Participate!
- ★ TWIN BOWLER is ONLY 48" wide—14' long!
- ★ Each Lane Operates Independently Of The Other!
- ★ Available in 10c or 2/25c models!

ANOTHER **chicago coin** PRODUCT

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

SLOW SHOT
WILL TRIPLE STRIKE OR SPARE THIS FRAME

FAST SHOT
DOUBLED SCORE LAST FRAME

AND MEDIUM SHOT
WILL SCORE 120 FOR STRIKE NEXT FRAME



*Shifting
Speed Skill*
INSURES CONTINUOUS REPEAT PLAY ON
SPEED-BOWLER
new HIGH-SCORE puck-bowler
by *Bally*[®]

HIGH-SCORE PLAY
Strike scores 30, 60, 90 or 120.
Spare scores 20, 40, 60 or 80.
Blow scores total pins down.

1 TO 6 CAN PLAY
Streamlined colorful cabinet
Flashy backglass
Jumbo pins, jumbo puck
Speedy pin-set
Speedy rotary totalizers
8½ ft. x 25 in.

2 COIN STYLES
Single chute for dime play;
double chutes for players' choice
of dime a game or 3 games for
a quarter.



Match-Score Model
WHIZ-BOWLER

SPEED-BOWLER is not another "play-the-middle-for-top-count" game. Players must vary speed of shot in each frame for maximum scoring. Continuous "change of pace" insures continuous play-appeal... top earnings... long life on location. Get SPEED-BOWLER working for you now.

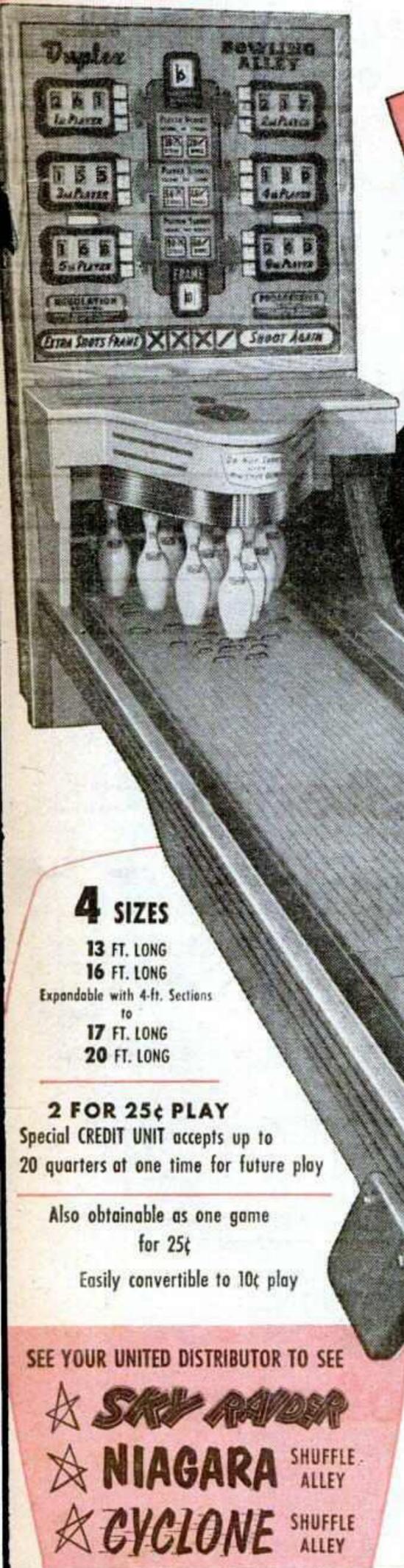
See your distributor...or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**

2 Games for the Price of 1

UNITED'S

DUPLEX

BOWLING ALLEY



with **DOUBLE-APPEAL**

Regulation Bowling Scoring
(TOP SCORE 300)

OR

Progressive Scoring
(TOP SCORE 990)

PLAYERS SIMPLY PRESS BUTTON
FOR CHOICE OF SCORING

4 SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections to

17 FT. LONG

20 FT. LONG

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to 20 quarters at one time for future play

Also obtainable as one game for 25¢

Easily convertible to 10¢ play

SEE YOUR UNITED DISTRIBUTOR TO SEE

★ **SKY RAIDER**

★ **NIAGARA** SHUFFLE ALLEY

★ **CYCLONE** SHUFFLE ALLEY

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

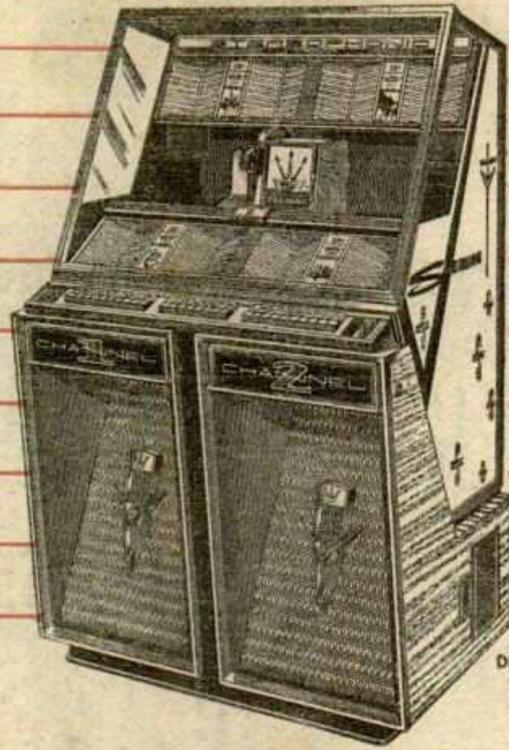
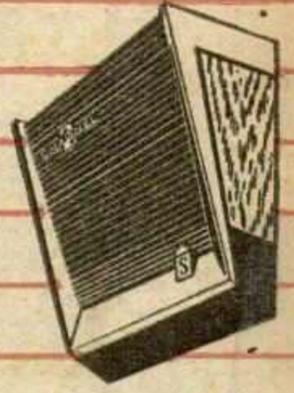
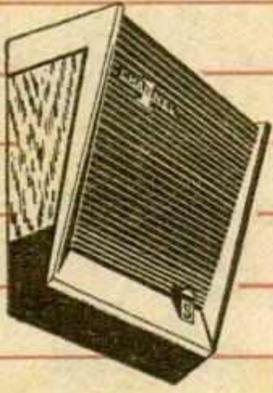
Fast, Quiet Operation—1 to 6 Can Play

Big 4½ inch Composition Ball

Drop Chute Coin Mechanism with NATIONAL REJECTOR

TWO GAMES IN ONE STANDARD WIDTH MEANS READY LOCATION ACCEPTANCE

*Copyrighted material



DESIGN PATENT PENDING

Seeburg Two-Channel Stereo
gives every listener the impression
of being at a **"live" performance** of
the recording musicians.

Seeburg Stereo is the first
completely integrated system – you
can hear the true realism of stereo
everywhere in the location.

America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois