Juke Box Ops Plan
No Rush to Vending

BB Check: Cigarette 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 in several oral 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 it won't change. The reports seem highly improbable to me, if one will read between the lines.

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

Exploring Field

It does not mean that music operators will not continue to care. Program the cigarette machine, and watch the operators curl up in the field. Such developments will be followed with a great interest by the entire music field.

But there will be no mass migration of music operators diversifying into a field in which conversation is at least as great as it is in juke boxes.

The trend of a vending operator entering juke box operating, if and when rates and cigarette profits to a music operator, seems a big factor in the reluctance to sell cigarette box operators to jump into cigarette vending.

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

Juke Ops and Cig Routes

The number of juke box operators with cigarette vending machines down than the years has been small. Only a fraction of the total number of 845,700 cigarette machine locations is 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 about the same, despite the fact that cigarette vending has grown considerably during this period.

What has been lost is the last year has talk of cigarette vending was stimulated in juke box circles. This has kept the tobacco business area.

See Juke, Cig On Price Wars

CHICAGO—Price wars between cigarette vending operators and juk box operators is caused by the latter competing for the former's business. This is often a key reason when music ops enter cigarette vending by taking existing the business from one operator.

ASKS FCC END QUESTIONNAIRES TO LICENSEES

WASHINGTON—The percentage of music news, retailing or public relations, and programing carried by radio or TV stations should not be an issue in license application or renewal, according to the American Commission of T. A. M. Craven, the Federal Communications Commission (FCC).

The Federal Communications Commission is seeking to end the practice of requiring applicants to answer a series of questions in its license application forms. The questions include a series of forms that require applicants to provide personal information, such as age, sex, and occupation. The FCC has proposed to end the practice of requiring applicants to answer these types of questions in its license application forms. The questions include a series of forms that require applicants to provide personal information, such as age, sex, and occupation. The FCC has proposed to end the practice of requiring applicants to answer these types of questions in its license application forms.
Cap Moves Dunn to A&R; Names Maitland Successor

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

By LEE ZHTO

HOLLYWOOD—Capital Records, Inc., has appointed V. P. Floyd Dunn as vice president in charge of an expanded artist and repertoire department. Floyd Dunn will report to Capital Sales Director Mike Maitland as a C.V. r.p.g., filling the sales and merchandising top post vacated by Louis Dunn.

Concurrent with the naming of Dunn as artist and repertoire v.p., Capital Records has decided to include in its functions the control and coordination of all album material and over-all packaging. These had been under the jurisdiction of the marketing department, part of the merchandising division’s operations. Changes become effective December 1.

A further realignment of Cap’s staff, announced by President and Chief Executive Officer Henry Laventhol, will make it possible for Dunn (a former fighter pilot and classical pianist) to begin his duties at once.

A.R.; Successor

One-Ram-Merc Team On New Label

19 Packages On Victor’s Dec. Sked

Ram-Merc team will be the label to be owned jointly by Rock Ram and Mercury Records. It will be the new label for the New York City-based artist, who was described as the "toughest act to manage in the business."

Mercury, however, will be expected to continue to bring some of the larger artists to the new label, which will be primarily a jazz label.

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NEW YULE WAX LISTING
FOR DEALERS TO JOCKS

NEW YORK — Following the list of new Christmas releases and other records which have been received in this office by the Billboard staff, the following are still in the hands of dealers and are expected to be received by the dealers in the next week or two:

**Roulette Kres Special Holiday Sales Promotion**

NEW YORK — Roulette Record Corp., the mail order firm which operates the "Stocking" plan, offering special sales incentives to distributors, dealers and customers, on 12 new stereo LP's, a $2.98 stereo demonstration LP, a $2.98 A4J-A5 monaural LP, a $2.98 A6J-A7 monaural LP and a $2.98 A9J-A1 titanium LP. The program is expected to be of interest to retailers and dealers, and will include the following items:

1. **$2.98 Stereo Demonstration LP**
   - Featuring the latest stereo sounds, this LP will be available to retailers and dealers at a price of $2.98 each.

2. **$2.98 A4J-A5 Monaural LP**
   - This LP will feature the latest monaural sound and will be available at a price of $2.98 each.

3. **$2.98 A6J-A7 Monaural LP**
   - This LP will feature the latest monaural sound and will be available at a price of $2.98 each.

4. **$2.98 A9J-A1 Titanium LP**
   - This LP will feature the latest titanium sound and will be available at a price of $2.98 each.

**Disk Breakout Power Wanes In Traditional Debut Areas**

NEW YORK — Traditional disk debut areas are no longer the only places where new records can be found, according to publishers and industry observers. Among the new areas are Beatles, Bob Dylan, the Rolling Stones, the Who, and the Beach Boys. One reason for the increasing importation of Beatles is the increase in sales of Beatles records. Beatles records now account for about 10% of total record sales. One reason for the increased sales of Beatles records is the increased availability of Beatles records on the market. Beatles records are now available in a variety of formats, including singles, albums, and cassette tapes. This increased availability has led to increased sales of Beatles records.

**EML Deal to Hike Am-Par LP Catalog**

NEW YORK — ABC-Paramount Records has set up a deal with Electro-Motive Industries (EMI), whereby Am-Par will open a new record store in Los Angeles, with the city of Los Angeles. The deal is expected to give Am-Par a new record store in Los Angeles, with the city of Los Angeles. The deal is expected to give Am-Par a new record store in Los Angeles, with the city of Los Angeles.

**New Leaders in Breakout Sweepstakes**

CHICAGO — The old, dependable, hard-driving cities of Detroit, Cleveland, Pitts- burgh, St. Louis, Washington, Philadelphia and to an extent, Boston, are becoming focal points for record buying, with the city of New York being the most prominent. The City of New York is expected to be the next major market for record buying, with the city of New York being the most prominent.

**Secco Pacts Four Acts**

NEW YORK — Sid Siegel, head of Syco Records, signed an agreement with the Dynamic Agency, a record company owned by the Dynamic Agency, to sign four acts to its roster. The four acts are the Bel Airs, the Dynamites, the Dynettes, and the Dynettes. The Bel Airs will be managed by Sid Siegel, while the Dynamites and Dynettes will be managed by the Dynamic Agency. The Bel Airs will be managed by Sid Siegel, while the Dynamites and Dynettes will be managed by the Dynamic Agency. The Bel Airs will be managed by Sid Siegel, while the Dynamites and Dynettes will be managed by the Dynamic Agency.
Rudzinski Dies at 64

NEW YORK—Arthur Rudzinski, former conductor of the New York Philharmonic and the Chicago Symphony, died last week at the age of 64. Rudzinski was music director of the Los Angeles Symphony for the first five times in its 1950s, he had conducted the London Symphony, the Hollywood Bowl symphony, the Chicago Symphony, the Detroit Symphony and the Rochester Philharmonic. He was a member of the Curtis Institute Symphony Orchestra.

Weiss Attends Father's Rites

HOLLYWOOD — Bobby Weiss, managing director of R. J. M. Records international division, arrived here from Paris last week to attend his father's (Bill Weiss) funeral. Weiss, 77. Services were held at Mount Sinai Memorial Park Monday (26). He is survived by his wife, Wilma, and his sons John and Fred Weiss will remain in the States for several weeks prior to attending the formal dedication of his father's grave.

'Amahl' to Get Ninth Airing

NEW YORK — "Amahl and the Night Visitors" will be performed for the ninth time Sunday by NBC-ye in NBC Opera Company, RCA Victor's recording of the belcanto opera "Amahl, the arias of performances throughout the world.

Kayes Makes Europe Trek

NEW YORK — John Kayes, Red Seal soloist, chief, will be on a two-week trip to Europe. He will perform in several concerts, vis- it his foreign creditors, and look over the European market possibilities for classical recordings.

Plenty Life in Old Faye

NEW YORK — Sheet music sales for "Winter Wonderland" have passed the $200,000 mark for the first time. The song has also undergone a flair of new arrangements, which are expected to score well in annual sales season.

Connie B. Gay CMA President

NASHVILLE — The board of directors of the Country Music Association, meeting here last week, continued its association with WSM's Seventh Annual National Country Music Festival. Connie Gay, owner of Town & Country Network, was elected president of the group for the ensuing year. Other officers chosen by the board were: Byrd Brown, vice-president, and Robert L. Thompson, secretary.

The CMA officers and board of directors are currently mulling the selection of an executive secretary. About 20 C.W. industry leaders are being considered for the positions. The final choice is not expected to be made for at least another month.

Merc to Deb Tape Release

CHICAGO — Mercury is first to hit the radio-television ring with the announcement this week by Irving B. Green, president of the release of "1912," a recording of the Mercury Symphonies, a small disk on disk, and the first "Mercury" disk is due.

Mr. Goddard announced that a stereophonic version of "1912," would be in stores by December.

EMI Exec Scores Low Price Waxes

By LEIGH VANCE

LONDON — The low selling prices of some of the newcomers to the American market are blamed on the studio by Joseph Lockwood, chairman of EMI, and Melvin Goldstein, general manager of the company.

In his annual statement he says that the low selling prices of some of these newcomers have been ordered by the company. It is believed that EMI's disk interests in the United States, are largely marketed under Capital and Angel labels, one of the concert, "A tour of the Bobolai house which has been in the company.

He says: "It is possible to come out of a business with a profit, and we think that the worst is yet to come.

Avaud JD-FC "Commentaries" Smathers Bill

WASHINGTON — The Senate Interstate Commerce Subcomittee on the Hearings, which heard last week, said that the Smathers Bill to divest music and broadcast interests in the 90th Congress, hopes to get comment from Justice Department and the FCC before the time for the hearing in January.

The two government administrations have submitted no comment on the hearing schedule. The Senate has submitted to Chairman P.A. H. Latham, the committee's visitor. Past at the issues involved did not dwell with the question of whether to check for possible anti-trust implications. The only action was to list possible violation of the communications act by music and broadcast. It is believed that if a network finds copyright protection, in the hearing record, the Commerce Subcommittee will let the matter drop with the further involve. The committee in report and committee hearing on a bill admitted and permanently dead.

Storz Aiger

NBC Affiliate

NEW YORK — The County Station, to find a station, which was a "top 40," format station, it is KOMA, a station. This station has a light more LPs and less rock and roll, and has not yet to become a hit and still leaves a lot to NBC affiliates and Storz and the move, which has been a major decision, was made because "our study indicated that the station needs a need for a broad type of programing service" broadcasting network programming with "an aggressive local deep Jay format."

The station covers the entire State of Oklahoma and portions of other Southeastern States as well.

Coral Skeds Pre-Yule Push

NEW YORK — Coral Records has an ambitious pre-Christmas series of events which includes the release of nine packages in December, as well as two additional single-channel sets. The release of a pop to jazz, the stereo-monophonic portion includes sets by Tina Robin, Roy Smeck, Al Hirt, the local offices, Dave, Rollie, Bob Dand, Pat Martin, the Dubois, etc., and a number of other jazz and dance groups. Future exchanges, he said, will be announced.

EXCISE TAX REPORT

TABS DISK SALES

WASHINGTON — More money was spent by the nation's radio and television stations on program and concert admissions and bowling leagues during the first quarter of fiscal 1959 than during the same year a year ago. The budget spent on radio and television stations, programs, music, instruments admissions, and costs-operated amusement and gaming devices.

EXCISE TAX report on a report on an industry conducted by Internal Revenue Service last week (28), showed a slight increase in sales of $7,575,000 in the same quarter of fiscal 1959.

Levy on coin-operated amusement devices dropped from $3,799,000 to $3,433,000 for the first quarter of fiscal 1959. Exist on coin-operated amusement devices dropped from $2,049,000 to $2,409,000 in the same quarter.
DISTRIBUTOR NEWS

BY HOWARD COOK

DALLAS: Clay McNabb, of Decos Distributing Corporation, registro active on "Lonely Teenagers" by Jackie Wilson on Branston, the top recent release and "On the Level" by the Elton John Band on Warner. The sheet music for "Sunny" by the Action and "Come Back To No Love" by Tillie Marshall are also receiving strong promotion. TheDave Dudley hit on Kewanee is "For Me or For Myself" by Felix Pender as the number one recent release. "The Diary" by Neil Sedaka is the top recent release from the Fool Brothers is also doing well. "Honey Bunny" by Barry Dovenas looks like a hit. "Jim Twango" by Boots Brown is moving ahead as the latest top recent release. The sound track of "Butch Cassidy and the Sundance Kid" also does well. Top recent stereo sets are the VanCotters, "South Pacific" and "The Social Register" by Martha & the Vandellas. The "Letter to an Angel" by Jimmy Clanton is also hot. The Royal Towns is moving fast. "Tellin' It To You" by the Whites is a hit. Huge hit on the CBS, St. Mary" by the Ventures is now moving well. Top recent sets are the Bozacs, "My Man" by Dorothy Ellis, "Shout" by the Brandons, "I Love You" by the Adrians and "Oh Lord" by the Del-Fi's.

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**FOLK TALENT & TUNES**

**By BILL SACHIS**

**Around the Horn**

Eddie Noack, performer-writer, has been appointed Nashville rep for H. W. (Pappy) Daily's Starlite Publishing Company and Glad Music. His Nashville office will be at 3550 Central Avenue, Telstar 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 in many areas. A native of Houn- ter, Noack has been working with Daily for eight years.

**Tommy Edwards**

**Love Is All We Need**

MGM K1272

**Sheb Wooley**

**STAR OF LOVE**

AND SANTA AND THE PURPLE PEOPLE EATER

MGM K1273

**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 "Whoopee")

MGM K12742

**Robert Q. Lewis**

**Santa Claus** (I Love That)

**Jr. Little Green Girl**

MGM K12740

**Connie Francis**

**My Happiness**

NEVER BEFORE

(From the Broadway Musical Comedy "Whoopee")

MGM K12738

**Bill Becker**, writer of "That's the Way the Cookie Crumbles," just released on RCA Victor by Johnnie and Jack, and Rosette's Arwin Tucker, has joined the writing staff of Jimmy Dean Music Whittier, Calif. Week's new All Records label had its initial release last week, with the Country, by Billy Bone, cut- ting "The Big Rubber Band" and "Pretty Penny."... Buddy Dorham, a regular feature on "World's Original Jamboree," Wheeling, W. Va., has signed to record for Ridgecrest Rec- ords and Talent Management System, La Grange, Ga., his first platter will couple "Talk, Talk, Talk," with "Savings-Stump Blues."

The J. B. Perkins Memorial Benefit Show held in Memphis Sun- day, November 23, pulled a large amount of country music fans to chalk a gross of approximately $7,000. Following dedications for area and other expenses, the man- date of $4,750 was realized for Perkins' widow and children. The fund is being administered by Milton Pic- kard, attorney, and the Commercial & Industrial Bank, Memphis. Among c.w. performers who do- nated their services to the benefit were Ernest Tubb, Webb Pierce, Johnny Cash, Porter Wagoner, the Collins Kids, Jerry Lee Lewis, Merle Travis, Hank Snow, Jean Shepherd, Sonny Burgess, the Rhodes, Dickie Lee, Thomas Wayne, Charlie Walker, Curtis Aydott, Danny Young and Charlie Feathers.

**Buddy Griffin**, Dallas band leader and radio talk of the late Rex Griffin, songwriter, is editing tunes and manuscripts con- taining about 30 songs penned by Rex for submission to mu- sic publishers and recording companies late in January. Rex, who died in New Orleans October 16, had gained na- tional recognition with his tune-writing efforts. His "The Last Letter," "Bide in My Little Red Wagon" and "Just Call Me Lonesome" are regarded as standards. His daughters, Bern- ine, 16, and Christine, 15, who reside with their mother, Dore- thy, in Columbus, Ga., will receive all royalties from the songs. Buddy's agent, Charles Wright, of Dallas, will handle placement of the material.
MUSIC AS WRITTEN

By BOB ROBONZ

KAYE TAKES OVER JAY R. ROBINSON CATALOG

... Starke Kaye has taken over the Jay Robinson catalog and will now be the firm's part of his music-publishing enterprises formed 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 "One to Grow Into."

... 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 25 and then visit Chicago, Milwaukee, Minneapolis, Detroit, Fresno, 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, Ahmad Abdul-Malik, and Hank Mobley. . . . Jubilee Records has signed the musical comedy actor Gertie Wyder 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 Hale and his Cones will be starred in their second German film in May of 1959. Group backed up Caterina Valenzia in a fact made a while back and the producers were so pleased about it that they rejected the combo. . . . Monarch Records will issue its first single disk this week. Sides feature Alan Spitts singing "Daydreamer." . . . Everest Records has signed Baymond Pallo Ork and singer Carla 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 first known act is "Pete's the Beer for Me," penned several years ago. . . . Gay Lombardo and his Orch. returned to the Moose Hotel in its New York Roosevelt Hotel for the umpteenth time last week.

Eddie Heller, RCA Victor A. P. 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 Maree as a guest speaker.

Joe Gottfried, of Castle Records, is starting a contest to find the prettiest cheerleader in the country. Contest is to be in with Castle Records' latest release "Cheer Leader." The Southernmost Contest will be judged by Teresa Brewer, Don Rondo and others and desists Alan Freed and Mr. Grant are hosting the contest. Cal's can send in photos to Castle Records in New York. . . . One of the prizes is a free week's vacation in Atlantic City. The second annual "Christmas Star With Bing," will be presented Wednesday, December 30, at 9 to 11 p.m., EST, on CBS Radio. Mrs. Blog Cowley will also be on the show.

The Players 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 desists. . . . Polly Bergen is on a personal guarantee trek to plug her Columbia disking of "Come Prima."

Dick Hyman, who has handled the arrangements and piano on Gabor C's hit discing of "Toppy," on the Love Label. . . . The Frontier label have a new ballad based on the jazz score, "Fontessa" premiered on German TV on November 10. Ballet will be performed live by the Ballet Et Elodie the Paris. Score was played by John Lewis and was handled by Atlantic Records. New score is an expanded version of the recorded work. . . . Harold Dussant, cellist and tenor sax contract, in New York last week to bring some new material to Ted Black of The Big Two. . . . The Big B disking featuring Sue Sayer singing "How Much Is That Dog in the Window." It is doing well on Fraternity Records.

Threat Barbara Evans, former model, now on the Capitol label this week's "I Could Cry," and "Jimmy." She is being booked by GAC. . . . Actor Alan Spitts has been signed by Monarch Records as a singer. His first release will be issued shortly featuring the actor turned singer handling a rock and roll type ballad, "Daydreamer." . . . Concert Folk singer Sallie Terri has signed with Capital Records. She has been featured on many recordings with the Roger Wagner Chords . . . Jacqueline Francois returned to the Plaza Hotel's Persian Room in New York for a long stand. Backing her are pianist Jack Elliott, guitarist Jacques Tiche and multi-instrumented Don Elliott. . . . Buck Ram has made arrangements to bring the swing 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 D. Lewis is the narrator on a new MGM disc titled "The Wonderful World of Fair Tales," which will be released on the Linn label. . . . The Tunisian show at the Riviera in Lodi, N. J. starting December 1. . . . The Bel-Etoor Orch, popular Italian band, will entertain aboard the House Lines M. S. Italia during its cruise season starting December 22.

The Platers now singing 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 Pittsburg. The Rover Boys will be two weeks at the Beverly Hills Club in Cincinnati starting December 19. . . . Roy Cady cut his first for the English dealer, For Record last week. One tune was the American ditty "In My Heart," the flip a new British ditty "Mister Music Man." . . . Chuck Mangione, former music critic 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 Zawinul Quartet in Chicago and is getting ready for an overseas tour.
Cordic’s Brick Bash. Regis Cordic, KDKA, Pittsburgh, recently packed a mile of bikes into a top-notch promotional stunt for himself and his station. The top-rated early-morning disk jockey staged duals of “Miss Brick-Throw Contest” and games at the Sydney Mosque on November 8. The audience paid $1 admission for a package which included a show featuring Tommy Morris, comedy skits by Cordic and company, and exhibition of brick throwing, a brief film made by Cordic and titled “Brick Throw and Marking.” Cordic has picked 10 former finalists in brick throwing.

In addition to tossing bricks, the gals participated in a talent contest and an evening of bridge. Cordic has spent 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 for New Year’s Eve, a trip to Hollywood, a steak dinner for two, and a year’s membership in the American Radio Association. "This station," says Cordic, "is very interested in sports, especially brick throwing.

June Valli’s ‘Wedding’ Starts Chart Climb

Brown-haired, 28-year-old June Valli is a born New Yorker whose musical interests have been supplemented by a family income by singing at weddings and parties. Her voice has been described by her sister as a substitute for a 12-year-old girl. She has been discovered by Regis Cordic, who has paid her a weekly fee of $35 to record for his program. The first record was released in March, and since then, June has had over 20 records on the charts. Her voice has been described as sweet and soulful by many listeners across the nation.

These are the results of the artists’ biographies as of December 1, 2020.

Vox Jox

By June Bundy

YESTERDAY’S TOPS

November 27, 1948

1. Button’s and Brooks
2. The Beat in the Chair
3. A Tree in the Meadow
4. Twelfth Street Rag
5. Maybe You’ll Be There
6. You Were Only Foolin’
7. Until the Clouds Roll By
8. Crying in the Chapel
9. That’s Ance

Steve White and directed by Howard Baylis.

Deejay Gimmy Gimmy

The Top 10 Dance Party’s syndicated dance show package which is featured on several local radio stations across the country, each with toll free number. The show features an orchestra and a singer each week. The show is syndicated and broadcast in the New York area.

One of the most popular TV variety programs, the show is hosted by the well-known comedian and singer, who has appeared on several TV shows. The show is broadcast from the WABC studios in New York City.

This ‘N That:

Nevada, June 21, 1948

Bill Miller has left VNNX, Yankton, S.D. to become program director and morning deejay at KSWO, Lawton, Oklahoma, before a decade on the air. A recent graduate of St. Louis University, Miller was previously the program director at KSWO in Oklahoma City. He has been working as a deejay in the Oklahoma area for several years.

On November 27, 1948, a party for 100 was held at the WABC studios in New York City. At the party, the first record of the month, “The Beat in the Chair,” was released. The record became a hit and was featured on several radio stations across the country.

The party was attended by many famous people, including the famous deejay Gimmy Gimmy. The event was recorded and later released as a special edition of the show.

The event was a success, and many guests were eager to attend the next party. The party was held monthly, and each month a new record was released.

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OPERA-CONCERT REVIEWS

Mexican Symphony Acclaimed Here

Mexican'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 slant of program content, it's understandable, caused a switch in the program. Carlos Chávez's colorful "Sinfonía Indígena" substituted for Beethoven's Ninth. The Concerto when violinist Angelita Márquez 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 Chávez having been preceded by "El Genio," the slashing, shocking and modernistic ballet score by the late Silvertraque Revueltas, and by José Mosca's "Huipango." The latter, a tuneful creation 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 meeting the audience's warm response by the unity of playing under de la Fuente's strong direction, enhanced with innovatory points of view. The Chávez number is available now only on a Decca album played by this orchestra, while the New York Philharmonic under Leonard Bernstein played it constantly during its recent Latin-American tour. The Mosca number is a popular feature of both the Decca disk and the more recent "Viva Mexico" albums waged by the same orchestra. Unfortunately, the Revueltas piece has not yet been released here in an authentic interpretation by this orchestra, although it's available on two other albums.

The orchestra's post-intention interpretation of the Shostakovich Fifth, while emphasizing volume and broad 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 Chace

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 large as well as ever, which is the highest praise.

Added by distinguished bit playing from Martha Lipton, Paul Franke and Nicola Moscona and strong chorus work, the principals kept the Monday audience (traditionally least friendly) captivated. 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 15, to a friendly audience. The artist has a beautiful Stratifiers and fine bowing technique. Unfortunately, more equipment than that needed for the Mozart and Brahms concertos performed. Murray also offered his "rondes 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.

Bob Hodes

Music Box

One-stop Adds Third Outlet

CHICAGO—Music Box One-Stop, with home headquarters here, opens a rapidly-growing list of chain one-stops, with its third outlet set for Dec 1 in Dallas, Tex. Headed by Jack King, six years with Jim O'Dwyer. Music Box born in Chicago, the new Texas outlet is located at 1327 Crempet on Drexel Ave. The $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 Birostein, king with operations in New York, City, Long Island, Pittsburgh, Philadelphia, New York, Hartford; Lenzo and Millie Davidson, with headquarters in Kansas City and outlets in St. Louis and Owensboro, Ky. They also handle a wholesale business.

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 its stable of artists. SRO is now managing Dick Clark, Dwayne Eddy, LaVerne Baker, Bobby Benson, Leslie Uggams and Bob Strauss. For Dale Hawkins, who records on the Checker label, SRO has set up a new ASCAP firm, Eclipse Music.

SRO now has three music firms, a Vernal Music setup in association with LaVerne 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.

Your best bet...buy

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JOHNNIE STRICKLAND

TEASABLE, PLEASABLE YOU

Buddy Knox

BUDDY'S LATESTI

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THEY'RE MAKING MONEY

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SINGS THE BIG SONGS...

TWO GREAT HITS - ONE DYNAMIC SING

The same voice, the same artist, again sings the once-in-a-lifetime smash. 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 wistful intimacy 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 time... 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.
2609 ERASTUS ST.
HOUSTON, TEXAS

NIGHT CLUB REVIEWS

Best French Idea Since Champagne

With a slim hand resting on her hip, a Callie slant 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 Persien Room's elegant audience to a musical corner of Montmartre. For anyone with a taste in Continental thrillers, Mlle. Francois is a pure delight, resembling nothing so much vocally as a sort of French Sarah Vaughan. And, with Parisian showiness, she includes in her act a medley of tunes from her newest albums varying 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-sweatered, suffering-like-Michel school of Soho-based chanteuses, Mlle. Francois excites the musical pacing of her act. Ballades? She does "Tendre," it is marvellously accented English. A manager? She goes on to a French lyric version of "Lady Is a Tramp." Jazz? She ventures off on a vocal counterpart to Don Elliott's cool French horn. Intellectual appeal? Her bouncy "Bilboke" would make any Wall fan happy. She's France's best idea since champagne.

Charles Sirkel.

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 milieu. This much was evident in the A&M Records star's personal appearance last Friday (21) at Ben Maksik's Town and Country inery, at Marine Park, Brooklyn. An analysis of the chanteuse'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 teenagers. Thus, in addition to "Splish Splash," Darin delivered such standard fare as "Rainbow Round My Shoulder," "Some of These Days," "Mack the Knife," standards such as "Never Love a Country Charley," lullaby ballads as "One for My Baby." He also worked an audience participation routine.

The changer, limited in experience, already has a good measure of presence and sophistication. He closed the show, doing many numbers including a bit that included comic Sammy Shore, the dance team of Terrace and Grey and Turkish dancer Nebo Ates.

Paul Ackerman.

Nitery Has Winner in Tammy Grimes

A bright new nitery star was unveiled Thanksgiving Night when Tammy Grimes made her solo bow at the Downstairs, New York, with Dietrich looks and Ertha Kitt dictation, the electric thrill revived half a dozen obscure show tunes in a breath, true, disk-worthy voice. Her leg credited stood her in good stead as she did "Springtime Comin'," "Fit as a Fiddle-Take Him" and "Let's Take a Walk Around the Block" with uncertain 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 rufual, unique items, "What Shall I Do?" and Cole Porter's "I Loved Him." Her time was so great that she was graduated from petroleum revue albums to record of her own.

Bob Bernstein.

Tampa Snags Mode Jazz LP Catalog

HOLLYWOOD — Rob Schar- maned by Felix DeCaro, the weeks took over the Mode label's complete catalog of 35 unnumbered 12" LP jazz albums recorded in stereo and monaural. This will now bring Tampa's product to a total of 75 monaural albums and 40 stereo packages.

Artists represented in Tampa's acquisition include Bobby Trong, Eddie Colletter, Marty Paish, Lucky Ann Poll, Hershie Mann, Stan Levy, Red Mitchell, Al Viola, Mel Lewis and the former Woody Herman group.

Mode product will be broadened un- der the Tampa label as of Janu- ary 10.

Tampa also closed a deal whereby it will be national distributor for Cass Records, a $1.08 dance album line. Cass currently has 10 E.P.'s featuring diagrams of dance steps.

Concurrent with the above an- nouncement, Tampa last week in- troduced two packages of Buddy Collette and the poll win- ners in jazz variations on "Porgy and Bess" and a booby-look two- piano album recorded and over- dubbed by Felix DeCaro. Packages list at $1.98 for monaural and $3.98 for stereo.

TWO MORE JOIN UCC ROSTER

WASHINGTON — Ireland and Leichtenstein are the latest nations to subscribe to the universal copyright convention, which guarantees protection to works throughout the world. UNESCO has announced that the formal adherence of E.U.C.C. will begin in Ireland and Leichtenstein on January 20 and January 22 respectively, 1959.

This brings the number of ad- herents, 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 an- nounced two new package releases for December. Presy Jac Holzman announced recently that Jack White titled "Climb Gang Songs," would get the feature treatment, along with the "Catch Club," a set of provocative catches, rounds and glee by the Randolph Sing- ers. This set is in stereo and 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

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

In the year ended June 30, 1955, the total value of our sales of phonograph records in the United Kingdom was 23 per cent higher than in the preceding year," said Lionel Lockwood. "This increase in our sales figures, 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. discs. There has been a very rapid increase in the sales of our 45 r.p.m. discs which has more than offset a decline in 78 r.p.m. This has required further changes and new investment in the factory.

"The demand for 'serious' music has continued to be strong and the long play 33½ r.p.m. discs are now firmly established as the vehicle for that kind of recording.

Dealing with the investigation started by the company two years ago into the possibility of reducing to one channel the two normally required for stereo-sound reproduction by radio, Lockwood said: "This investigation has resulted in our developing a completely new system whereby stereo-sound can be broadcast by a normal radio transmitter using a single channel of similar bandwidth to the existing system required for ordinary transmission.

"The only alteration required to existing transmitters is the fitting of a relatively inexpensive piece of stereo-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 stereo-sound on a radio set equipped to take advantage of the stereo transmission.

"We believe that this new system will provide a satisfactory answer to the problem of stereo programmes available inexpensively for those interested in stereo.

Trend to Swap Independance

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 Concert Distributors, and Chudd have talked seriously with the fabulous Mr. Soudabeh 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 stomach-ache. Right after that the Muzak people, according to Al Silver of Herald Records, held a most at-fable conversation w/ him, and the latter Towed 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 was only reported to itself. But with the record business becoming more and more letter competitively, and with a hard six months just past, many an indie exec looks longingly at the security, enjoyed by the managers of corporation-owned discos 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 sometimes."

15 NEW LABELS JOIN PARADE

NEW YORK—Fifteen labels joined the label parade this week. Here are the names and addresses of the newcomers:


Lightning Can Strike Twice

HOLLYWOOD — Can "novelty hit" lightning strike twice? It's happening for the second time this year to the same record label and the same artist in Liberty Records release of Dave Seville's "The Chipmunk Song." Earlier this year, Lib- one, 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 sometimes."

'CHIMPUNK'

'Hitch Doctor'

The Singing Sensation of the Broadway Musical "Jamaica"

DONDE ESTÁ SANTA CLAUS?

WHERE IS SANTA CLAUS?

METRO K20010

"Jamaica"
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

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 15 years in the music industry, has been active in the artist management and publishing fields.

Citation Records, a Boston diskly, will now open headquarters in New York. As part of the label's expansion program, Hillman will leave his post as a nation-wide tour to promote "Mardi Gras Cha," Citation's newest release, and strengthens the company's distribution set-up.

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

Hudson-Ross

Continued from page 2

First said, she threatened the health of the industry because they reduce the amount of product exposed to the public.

On Single Sales

"Aggressive stores like ours," she 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 hit ones. They have made such a big thing of the top 40, that even the good dealer is forced to stick close to the hit ones. The dealer has to be stupid—and I don't think that it is. We have 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 from 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 anticipated the financial emergency to an expansion that was "perhaps too heavy and too fast."

Capitol Shifts

Continued from page 2

some division to become director of packaging and scheduling. Scheerer brings with him to a&r.

his art department headed by Marcus Schwartz, editorial as headed by Jack Smolterer, graphic arts under Ken Voeller, and a 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, 1958. Since that time, Glenn Wallichs, Capital presy., 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 product's sales appeal.
I HEARD THE BELLS ON CHRISTMAS DAY
C/W MARY, MARY

Triple Crown Christmas Pick:
The Billboard (Spotlight Winners)/The Cash Box (Disk of the Week)/Variety (Best Art)

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 ZIYO

HOLLYWOOD — Stereo promotion and sales are rising to new heights following a past few months, thanks in a good measure to several radio stations conducting a survey of five key phonograph outlets in the area. The survey, which took place at a time when the market was experiencing some uncertainty, indicated that the sales of stereo phonographs had increased by 30 percent in the past few months.

The survey was conducted by the Stereo Phonograph Sales Commission, a group of leading retailers in the area, and the results were encouraging for future sales potential.

The survey covered 10 key phonograph outlets in Los Angeles, and the results indicate that the sales of stereo phonographs have increased by 30 percent in the past few months.

The survey also showed that the sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

Stages Shows

George Nicholson, one of the area's leading phonograph retailers, credits his "Hi-Fi" and "Stereo Shows" for the success of his business. Nicholson's successes in Hollywood and Southern California Music Commission's area are the result of his sales efforts.

Stages shows are staged with the co-operation of the various distributors and retailers. Each show is set up, each devoted to a different area of the business with the object of conducting demonstrations. In addition to the booths, the dealers also providedSchick's Room for equipment demonstrations.

The factory reps serve to augment Nicholson's regular sales staff by helping to sell the products, and by having on hand to answer questions, demonstrate the equipment and build public goodwill (dealer relations).

The latest show, a two-week affair, with local and national Advertisements, ran during the last week of November and the first week of December. Newsweek to December 19, 1958.

Nicholson feels that the shows — this is his fifth — have been important when standard equipment was being moved, but today it has become an important adjunct of his business. Stereo phonographs are more expensive, and the prospective buyer wants it right now. The phonograph usually is sold, and the buyer deposits a substantial portion of his payment at that time and is able to take his machine home the same day. This is especially true of stereo phonographs which are often purchased for Christmas.

In contrast, sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

Stereo Growth Not Without Problems

By MILYRED HALL

WASHINGTON — The U.S. phonograph industry, despite the fact that it is in the midst of a sales boom, is not immune to problems. The industry has been plagued with problems, ranging from labor troubles to quality control issues.

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In contrast, sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

Distance to Go

Dealer Nate Warren, of Campbell Music, agrees that the stereo component market has a long way to go before it becomes a major factor in the music business. He feels that the market is getting the merchandise from the manufacturer, but he is concerned about the lack of consumer interest. He feels that there is a need for more advertising and promotion to get the public interested in stereo.

In contrast, sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

Disagreeing with Warren is Brother, who feels that the market is getting too much emphasis on the "bells and whistles" of stereo. He feels that the public is not ready for stereo and that it is too expensive.

In contrast, sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

Do you want to know how con- fused the public is? Many of those who never even knew what a "bells and whistles" is, have no idea.

Another aspect of the total picture in New York was detected by Len Chase, of Electronic Work- shop Sales Corporation. E.W.S. is a very good organization that has a lot of potential installations, as well as a large chain of phonograph dealers. It is the current up-and-coming trend in the phonograph industry.

Phono-Graphy

Stereo Set To Boom as Sales Rise

By H. T. DUNSTAN

SEATTLE — Retailers have reported a marked increase in the sale of stereo equipment, and a number of stereo shops are now planning an expansion of their business.

Stereo equipment, including turntables, amplifiers, and speakers, is becoming increasingly popular. The demand for stereo equipment has increased, with more and more people becoming interested in the high-quality sound that is available with stereo equipment.

In contrast, sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

Stereo Phono Sales at a Glance

Market Area Current Sales Holiday Forecast

Denver Excellent Excellent Excellent

Miami Below expectations Good

Boston Good to fair Good

Los Angeles Excellent Excellent Excellent

Seattle Excellent to disappointing Excellent

Dallas Excellent Poor Very good

Des Moines Good Very good Very good

New Orleans Very good Excellent Excellent

Washington Excellent Excellent Excellent

Chicago Poor to excellent Very good Very good

New York Disappointing Fair

NO STEREOPHILM

Sales in New York? Not Good Enough!

NEW YORK — Disappointing the way leading retailers here hope it will be this year, but not a bit. There is little doubt in their minds about why sales aren't as high as expected. They lay the blame on one factor — "too much talk in the press," they say.

What the retailers do hope to do in the pre-Christmas period is to drum up enough interest to bring in sales that might not have been there otherwise. It's all a matter of timing, they say.

The phonograph buyer for a swank, caravansary type of store, like this one, isn't going to be asked to buy a stereo phono unless he has been given the right kind of information. 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 terrified, he thinks.

"We have become disinformed," he said. "A record and a phonograph on the music is all we have. That's what we should be selling — music. Instead, we're selling a $100 stereo that I don't know what to do with." He feels that the question we asked most often is: "Can I play my old records on a stereo set?"

A buyer for a giant department store concurred in this opinion. He feels that the public is just plain confused, and that the problem is that stereo is being over-promoted.

In contrast, sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

For many, in apartments particularly, an extra mated speaker can make a big difference toward a favorable piece of furniture, or room the room. Also, they believe that sail to scale to stereo because manufacturer's advertising has promised revolutionary developments will come, along with big costs of pres-

Disagreeing with Warren is Brother, who feels that the market is getting too much emphasis on the "bells and whistles" of stereo. He feels that the public is not ready for stereo and that it is too expensive.

In contrast, sales of stereo phonographs have increased by 30 percent in the past few months, with the average price of a stereo phonograph increasing by 20 percent.

Do you want to know how con- fused the public is? Many of those who never even knew what a "bells and whistles" is, have no idea.

Another aspect of the total picture in New York was detected by Len Chase, of Electronic Workshop Sales Corporation. E.W.S. is a very good organization that has a lot of potential installations, as well as a large chain of phonograph dealers. It is the current up-and-coming trend in the phonograph industry. It is the current up-and-coming trend in the phonograph industry.
THE BIG NEW HITS ARE ON Mercury

SMALL 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 MARTERIE 71379
FLAMINGO L’Amore..................THE GAYLORDS 71369
With This Ring.........................RUSTY DRAPER 71388
How Could You.......................DEL VIKINGS 71390

WHY CAN'T I GET THROUGH TO YOU

BY

CONWAY TWITTY

MERCURY 71384
Discounter Is Key to Chicago Stereo Sales

By BERNIE ASSELD

CHICAGO — Surging sales in stereo disks indicates to dealers here that, somehow, people are buying them. But the question is, "who’s selling ‘em?"
The most frequent answer here is that in the most important city in the nation, at the big downtown appliance stores.

Stereo disk sales are higher than in any other Chicago outlet, according to Music Center, expected they would be, but stereo phonographs are lower. Conventional phonographs below $100 are moving normally, but higher-priced phonophones are sales, Winograd theorizes that the bigger money customer has been moved away from the conventional set but he is not yet sure what stereo means for him and whether or not he wants it.

The tape plays.

One of his stereo player sales to date, Winograd says RCA has been the best moving line, where he attributes its success to its brand home sound.

"Somehow the same picture was painted by Alan Levis, of Levis, who is located in a residential area. Levis said about 5 percent of the people who buy are now comprised of stereo disks — customers who must locate elsewhere. Levis hesitated to predict either the pre-Christmas or post-Christmas outlooks. Winograd did, too, because he doesn’t 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 Stereo, a stereo store which is now located in a suburban area. He is the man who located elsewhere. Levis hesitated to predict either the pre-Christmas or post-Christmas outlooks. Winograd did, too, because he doesn’t know what the present situation is. Both agreed, however, that whoever is selling those mysterious sets, interest in stereo is decidedly on the rise.

Stereo Sales Faster

Dolgan expects that when the Christmas season is over, he will have doubled last year’s business. Thanks to stereo. He anticipates, too, a strong January and February after paycheck bonuses have been distributed.

The stereo sales go faster and easier than the old conventional hi-fi sales, says Dolgan, and not the effective is the customer’s self-talk that when he talks about the first one is he most likely is to buy. He likes what he hears and quickly moves to the second disk. Dolgan’s best success so far has been with Emerson’s $249.95 model. In price and looks, Dolgan feels he is setting a trend for the industry to follow.

On the same stereo are many customers who have been made that stereo disks now make up 25 percent of the disk package sales.

One conclusion that might be drawn is that stereo, like most new luxury devices, will, .

IN NEW ORLEANS

Promotion by a Few Helps All Dealers

By A. B. HUBSCH

NEW ORLEANS — Sales of stereo phones here have been extremely good, and both record and tape, are expected to continue.

"We have had a really good Christmas, we believe," says the manager of the local Electrohome store, "and we believe the future is bright.

Buyers are showing interest in top quality merchandise in the local Electrohome store, and in many of the other stores.

Music Shop, Inc., 4215 South State Street, a long stereo long education and promotion, has plans for stereo, and in the summer, several individual from Illinois are also planning a promotion.

Magnavox is Radio Center’s most important competitor, because of its long-standing reputation, the styling and competitive price which he is able to sell.

Texas Viewpoint

Components Outsell Packages in Dallas

By CLIFFE POPE

DALLAS — Sales of stereo systems in Dallas have been up such a surprising rate that even the best record sellers report they have been" "very poor," varying from dealer to dealer.

He looks for a fantastic decrease for stereo phonographs during the Christmas season.

Mrs. Ann Martin, manager of the TV, hi-fi and appliance department of Southway, 605 Canal Street, has been "willingly pleased" with new sales. She reports that TV and stereo phonograph show last month, with both being "very well attended," and that the building in which customers could listen to phonographs will include a "TV, phonograph and car advertisement, which will be handled by supplying staff personnel to assist with demonstrations.

The station is KFAN. Fisher.

Customers like this make, Mr. Martin says "I have a lot of top quality customers.

She expects phonograph sales this year to be similar to last year and to continue to be a "very good business.

Stereo at the Radio Center, 2901 South Calabrese Avenue, is reporting that sales appear to be up on last year’s figures.

He says, "We’re getting a lot of interest in stereo.

They appear to be up on last year’s figures. He says, "We’re getting a lot of interest in stereo.

They are using the V-M, with its separate controls for each unit, and the Colonna, with their own and still forming the backbone of the store’s stereo sales.

Stereo has made no special effort to promote stereo and put it on the shelves during the Christmas rush to be average to good.

Top selling component is the H. H. Scott speaker amplifier, with the H. H. Scott speakers, which are $200, $100, or $50 cigs at having greatest customer appeal.

Another Aspect

A different note was struck by Dallas, of the Music Box, who reported stereo sales "very poor," varying from dealer to dealer.

Department store sales of low-priced, one-piece units were well below expectation, and Borden’s, which carry a line of low-priced and custom systems, are doing better than expected.

He says that tapes will eventually replace all disks.

He expects that tapes will eventually replace all disks.

He says he has been encouraged by the recent interest in stereo, which he feels has brought the public to stereo. He feels that stereo has been the first tape merchandiser almost at the same time as the market for stereo disks has changed the tape to the stereo. He feels that stereo has been the first tape merchandiser almost at the same time as the market for stereo disks has changed.
Stereo Growth Has Problems

"Stereo is a marvelous thing. We expect to see the big growth business the industry has overemphasized—bottles, not today," said "aa." in his campaign for the market.

In addition to the news that "acel," stereo the expects to add a few more "discrete" lines to stereo—"We're not just for Christmas selling, but on a permanent basis," said Hershfield believes radical changes in both Ampex and Pilot lines, and is not just for Christmas selling, but on a permanent basis. Also, "acel" stereo.

Stereo growth has problems with their electronic lines and the people who buy them. Among the dealers, Campbell's favorable Fisher and Hughes. Campbell and Hughes have," said Hershfield, "are the only ones who can handle it. The other lines are doing too much of the blame for this because of their own pace promotions.

Manufacturers and dealers both face the responsibility of lowering sales in some areas, and it's obvious here.

The "acel" stereo growth has been more eager about "exemplifying" any special line. One size of substantial size, again, will show up at the request of people who appear to be a "highly complete" group among the department stores.

Kitt's has not put the stereo equipment in its line, and the idea is to select "highly complete" group among the stereo equipment. Kitt's has not put the stereo equipment in its line, and the idea is to select "highly complete" group among the stereo equipment.

In tape equipment, Kitt's favors the Ampex. Master tapes are made at the factory as Ampex; and Kitt feels that's good enough for the customer. Also, "Pilot" phonograph ads show that the records for records, particularly stereo, "Pilot" is a new name to the package line, and we feel it's important in the market today."
DON AMEACHE
ELAINE STRITCH
GOLDFILOCKS
OL 5340

REX HARRISON
JULIE ANDREWS
MY FAIR LADY
OL 5090

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!

JUDY HOLLIDAY
BELLS ARE RINGING
OL 5170

FLOWER DRUM SONG
OPENING DEC. 1
OL 5350

THE PAJAMA GAME
THE MOST HAPPY FELLA
KISMET
FINIAN'S RAINBOW

ORIGINAL CASTS ON HIGH-FIDELITY RECORDS BY COLUMBIA
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 Orchestra. Decca DL 79046

STEREO & MONOURAL

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 fans and 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 pages of this week's issue are filled with the tale 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 prominent people and then in the library of the ship which took him to Germany. Pat Herson gets a final word from the singer. It was all very nostalgic. A great gift item.

---

**Jazz Albums**

JAZZ BALLET FROM BROADWAY

Conducted by Robert Prince—Warner Bros. B 1240

Balletomania will find this a choice set. The in both cases, the music for each ballet in jazz-based, the set can have appeal in several markets. Both holders 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-LP) — The D'Oyly Carte Opera Company with the New Symphony Orch. (Godfrey) — London OSA 1202

STEREO & MONOURAL

Another in the new D'Oyly Carte series for RCA Victor. Well-worded, a year record, it brings a useful, extra dimension to the bubbly operetta in good stereo. Colored cover shot of the finale, text and substantial packaging. A must for all RCA fans and a good argument to get stereo equipment.
The fastest, most complete and most authoritative evaluation of packaged records
HOLIDAY MUSIC FOR HAPPY PEOPLE
Bobby Roberts
DL 8818
(Stereo) DL 78918

FULL STEREO
HOLIDAY MUSIC FOR HAPPY PEOPLE
Bobby Roberts and His Orchestra

The Christmas Feeling
Bing Crosby
DL 8781

That Christmas Feeling
Bing Crosby
DL 8781

THE BELLS ON CHRISTMAS MORN
Schulmerich "Carillon Americana" Bells
DL 8774

CHRISTMAS WITH JESSE CRAWFORD
DL 8274
(Stereo) DL 78774

Christmas with Jesse Crawford

NOEL NOEL
Hans Currie
DL 8601*
(Stereo) DL 78009

FULL STEREO
CHRISTMAS WITH JESSE CRAWFORD

DECCA RECORDS

G. TAHNENBAUM
Warner Muller
DL 8388

Christmas Eve with Burl Ives
DL 6391

AROUND THE CHRISTMAS TREE
Bing Crosby, Peggy Lee, Vic Dickenson, etc.
DL 7024

JOYOUS BELLS OF CHRISTMAS
Owen Bradley
DL 8693

A MERRY CHRISTMAS WITH THE FOUR ACES
DL 8114

JINGLE BELLS
Guy Lombardo
DL 8234

www.americanradiohistory.com
**Merry Christmas**
Bing Crosby

**Christmas Music**
Bethel Smith

**Christmas with the Trapp Family Singers—Vol. I**

**Christmas Around the World**
Sword Saxes Chorale

**Christmas Carol**
Leroy Anderson

**The Littlest Angel**
Katherine Young

**Twas the Night Before Christmas**
Fred Waring

**A Christmas Sing with Bing**
Bing Crosby

**White Christmas**
Bing Crosby, Danny Kaye, Peggy Lee

**The Billboards**

**New**

**The Four Aces**

**Ol’ Fatso**
by Bing Crosby

**The Christmas Tree**

**New**

**Brenda Lee**

**Rockin’ Around the Christmas Tree**
by Papa Noel

**Plus**

Decca's great all time best selling Catalog of Christmas singles
**Review Spotlight on Albums**

**DON QUIXOTE**

Read by Lester G. Crocker—Folksway 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 just in his own way. It comes out of a series of selected Spanish to English, the English to Polish Library Edition. Splendid cover and notes.

The number for "Train Whistle Blues," by Jannine Rodgers, which was spotlighted in last week's issue of THE BILLBOARD, was unintentionally omitted. The album is available on RCA Victor LPM 1940.

**Sponsored Word Special Merit Albums**

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**Sponsored Word Special Merit Albums**
Jock Ankles
WAMP Stint

NEW YORK — Another name disk jockey bowed out of a long-time station association last week, when Larry Kaye and WAMP, Pittsburgh, announced an "anniversary retirement. The WAMP-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 — named "breaks" the format switch for his currently sagging ratings. During the two years that I was with WAMJ, the WAMP producer, I built a reputation with such groups as rock and roll and soul. The ratings were good, and I was doing very well. However, when NBC converted my program to "sweet music only," my ratings declined and it was known that the break would break down."

Kaye, who was replaced by Bes Dat in WAMP's 2:30 p.m. time slot, will continue his TV career there from Holiday House Industries. The break still has 10 or 11 weeks to go on his WAMP contract.

Goodman Jazz
Continued from page 4

Page 121

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

No. 1 Record
In Honolulu!
A BIG NEW ARTIST
A BIG NEW HIT!

Ronnie Diamond

**5554**

Also offered in stereo. The Red Record feature set is also available in both monaural and stereo form from Camden's 'Kiss Me Kate' alone set with the Hill Brown Orchestra is a stereo-only set. The company is releasing three new stereo sets.

Among the artists on the popular release, Jimmie Rogers, the Artino Shaw, Oskar, Equivocal, Larry Ferranti, the Best Brothers, the Deadhead Singers, Dick Scagel's Romance is 'Em, B. E. and Miss Billie Brown and Don Drobnik. Classical highlights feature Josel Briel, Renata Te, Eulalio and Leonard, the Boston Symphony and the National Symphony, Oke and the National Symphony Orchestra of Washington, D.C.

Ram-Merc Team
Continued from page 2

Additional artists will be announced before the year's end.

The Flappers, managed by R.A.M. has been among Mercury's top selling disk attractions. Their contract runs another year in February with all indications pointing to Ram's re-signing.

Other Ram enterprises include Personality Personnel, the management firm; several music publishing firms here and abroad, and Mercury (ASCAP), ABO (BMI) California, USA; Rock & Roll, Ltd., London, plus firms in South America.
**REVIEWS AND RATINGS OF NEW CLASSICAL ALBUMS**

**CLASSICAL**

***Tchaikovsky: Symphony No. 5***

The Royal Philharmonic Orch., conducted by Sir Malcolm Sargent. Capitol-EMI G 966

This recording is one of the most significant achievements in the field of classical music. The orchestra's performance is masterful, with each instrument perfectly balanced and beautifully executed. The recording itself is of the highest quality, capturing every nuance of Tchaikovsky's symphony.

**CLASSICAL**

***Rachmaninoff: Piano Concerto No. 2***

Vladimir Horowitz, Piano. Columbia. 100-107

Horowitz's interpretation of this concerto is nothing short of sublime. His virtuosity is on full display, and the way he interacts with the orchestra is truly breathtaking. The recording is crystal clear, allowing every detail of Horowitz's playing to be heard.

**REVIEWS AND RATINGS OF NEW POPULAR ALBUMS**

**CONTINUED FROM PAGE 35**

...some new arrival, and artists sound healthy and fresh. Lack of translations or remakes is often a plus, allowing each song to be enjoyed without the burden of familiarity. The overall quality of the new albums is impressive, with many standing out for their originality and artistry.

**LATIN AMERICAN**

***Pan-American***

Andy Ramone & His Musical Fella. Recent ERSTEY

This Latin American release is a delightful surprise. Featuring a mix of traditional and contemporary styles, the album offers a fresh take on the genre. The musicianship is top-notch, with each track delivering a distinct and engaging sound.

**RELIGIOUS**

***The Lutheran Hour***

B.B.C. Vinyl L.P. (280-1800)

The famous radio show, known for its engaging storytelling and inspiring sermons, is now available on vinyl. The sound quality is exceptional, with each word clearly audible. This is a must-have for fans of the show or anyone looking for spiritual inspiration.

**RELIGIOUS**

***On a Clear Sabbath***

The Acoustic Choir. RCA 1001

A beautiful acoustic album that is perfect for those seeking a peaceful and meditative experience. The songs are soothing and the overall atmosphere is calming, making it ideal for relaxation or prayer.

**RELIGIOUS**

***Sons of Happiness with the Leopold Trio***

Religious 2, 1000

This album features a group of talented musicians performing classic religious works. The vocals are powerful and the performance is moving, making it a wonderful addition to any collection.

**RECORD MANUFACTURERS: MUSIC PUBLISHERS!**

Wanted by new record company in Sweden—TAPES of popular, jazz, folk, country, and other types. Hearing rights and record sale in Sweden.

**Record Box 184**

**THE BILLBOARD**

154 Broadway, New York 36, N.Y.

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Introducing new styles and sounds from around the world.

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WRAP YOURSELF IN THE MUSIC OF THE WORLD

117 West 35th St., N.Y. 1, N.Y.

NEW WAVE PRODUCTIONS

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For all your needs.

Allentown Band Records

For all your needs.
The gold rush of '59 is on for these 34 new

RCA Victor Gold Standard EP's!

All the BIG NAMES... the BIG HITS... that mean BIG PROFITS for you!

FOR YOUR GOLD MINE OF ALL-TIME BEST SELLERS, JUST FILL IN THIS ORDER FORM, CLIP AND SEND TO YOUR RCA VICTOR DISTRIBUTOR.

GOLD STANDARD
45 EP ALBUMS
DEALER ORDER FORM

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

Benny Goodman, SING YOUR SONG...

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

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

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

DEALER ORDER FORM

DEALER NAME

ADDRESS

CITY

ORDER NO.

DATE

ALBUM NO.

QUANTITY

TITLE AND ARTISTS

EPA-5037

Boston Pops Plays—Arthur Fiedler, Cond.

EPA-5039


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—Hugs Winterhalter

EPA-5052

Chet Atkins

EPA-5053

Indian Love Call—Jeannette 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

Spire 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 Duchsow

EPA-5068

Bill Boyd

EPA-5069

Gid Tanner and the Skillet Lickers
in the bag!

DONNIE OWENS’
Newest Smash
“TOMORROW”
GUYDEN #2006

“CAN IT BE?”
and
“NOTHING IS FOREVER”
CONNIE CONWAY
on
JAMIE #1113

THE SHARPS
“GIG-A-LENE”
on
JAMIE #1114

Still Big
Sensational New Release
“CANNON BALL”
DUANE EDDY
JAMIE #1111

“CHA CHA LOUISE”
THE ROGUES
GUYDEN #2007

JAMIE-GUYDEN RECORDS Distributed Nationally by GONE RECORDING CORP., 1650 Broadway, New York, N.Y.
### The Nation's Top Tunes

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist/Autor</th>
<th>Peak Position</th>
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<tbody>
<tr>
<td>1</td>
<td>Tom Dooley</td>
<td>By Dave Grant—Published by Demand (BMI)</td>
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<td></td>
<td></td>
<td>BEST SELLING RECORD: Kingston Trio, Cap 4069.</td>
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<td>2</td>
<td>To Know Him Is to Love Him</td>
<td>By Philip Spencer—Published by Warner (BMI)</td>
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<td>BEST SELLING RECORD: Teddy Reno, Decca 5037.</td>
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<td>RECORD AVAILABLE: Cady Carr, Brunswick 4017; Evelyn and Tennes Kingley, Cap 4069.</td>
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<tr>
<td>3</td>
<td>It's Only Make Believe</td>
<td>By Conway Twitty &amp; Nancy—Published by Marieke (BMI)</td>
<td>3</td>
<td>8</td>
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<td>BEST SELLING RECORD: Conway Twitty, MGM 12877.</td>
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<td>RECORD AVAILABLE: Jimmy Brown, Decca 1951.</td>
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<td>4</td>
<td>Topsy II</td>
<td>By Battle-Duran—Published by Cosmopolitan (ASCAP)</td>
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<td>BEST SELLING RECORD: Cap Cer, Love 9308.</td>
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<td>5</td>
<td>Lonesome Town</td>
<td>By B. Knight—Published by EMI (BMI)</td>
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<td>BEST SELLING RECORD: Ricky Nelson, Imperial 5545.</td>
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<td>11</td>
<td>Queen of the Hop</td>
<td>By Woody Harris &amp; Buddy Dane—Published by Warner-Tweed (BMI)</td>
<td>11</td>
<td>5</td>
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<td>BEST SELLING RECORD: Buddy Dare, Atco 6127.</td>
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<tr>
<td>12</td>
<td>The End</td>
<td>By Jimmy Kennedy &amp; Jimmy—Published by Columbia (ASCAP)</td>
<td>12</td>
<td>10</td>
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<td></td>
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<td>BEST SELLING RECORD: Earl Grant, Decca 1018.</td>
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<td>13</td>
<td>I Got a Feeling</td>
<td>By B. Knight—Published by EMI (BMI)</td>
<td>13</td>
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<td>BEST SELLING RECORD: Rocky Nelson, Imperial 5545.</td>
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<tr>
<td>14</td>
<td>The Day the Rain Came</td>
<td>By Herman-Brown—Published by Universal (BMI)</td>
<td>14</td>
<td>8</td>
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<td></td>
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<td>BEST SELLING RECORD: Raymond Le Fevre, Kapp 203; Jane Morgan, Kapp 215.</td>
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<td>RECORD AVAILABLE: Dallas, Verve 10525.</td>
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<td>15</td>
<td>Chantilly Lace</td>
<td>By J. P. Richardson—Published by Epic (BMI)</td>
<td>15</td>
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<td>BEST SELLING RECORD: Big Brother, Maj 1110.</td>
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<td>21</td>
<td>Whole Lotta Lovin</td>
<td>By Domino &amp; Balkowsky—Published by Marquis (BMI)</td>
<td>21</td>
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<td>RECORD AVAILABLE: Pan Dom, Imperial 5555.</td>
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<td>22</td>
<td>Poor Boy</td>
<td>By G. Sandison—Published by Marion-Patrick (BMI)</td>
<td>22</td>
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<td>RECORD AVAILABLE: Cadillacs, Sire 3967; Rebel Tones, Jubilee 5318.</td>
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<tr>
<td>23</td>
<td>Cannon Ball</td>
<td>By L. Harwood-Donna Eye—Published by Gregmark (BMI)</td>
<td>23</td>
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<td>RECORD AVAILABLE: Davey Ditty, Unity 1110.</td>
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<tr>
<td>24</td>
<td>Smoke Gets in Your Eyes</td>
<td>By Harmony-Kings—Published by Harris (ASCAP)</td>
<td>24</td>
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<td></td>
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<td>RECORD AVAILABLE: Richard Bongo, MGM 12807; Harry Bradshaw, Jubilee 5158; Earl Boldy, King 4032; Connie Bessell, Decca 39505; Carolyn Cavalier, Decca 39507; Danny De La, Cap 1628; Jerry Gay, Gold 2160; Gordon Jenkins, Decca 57696; Cry Lovelady, Decca 39006; Priscila, Maj 11182; Fred Waring, Decca 32258.</td>
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<td>25</td>
<td>Bimbombey</td>
<td>By David-Pietsch-Creations—Published by Preresident (ASCAP)</td>
<td>25</td>
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<td></td>
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<td>RECORD AVAILABLE: Jimmie Rodgers, Roulette 4124.</td>
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**Second Ten**

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<tr>
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<th>Title</th>
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<tr>
<td>16</td>
<td>Tea for Two Cha Cha</td>
<td>By Vincent Youmans-Lee—Published by Warner (BMI)</td>
<td>16</td>
<td>5</td>
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<td>BEST SELLING RECORD: Jimmy Duray Ori-Warner Crestline, Decca 30706.</td>
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<td>RECORD AVAILABLE: Bill Adler, Ori, Verve 10515.</td>
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<tr>
<td>17</td>
<td>A Lover's Question</td>
<td>By Brook Brincoe-Jimmy Williams—Published by Eden-Program (BMI)</td>
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<td>BEST SELLING RECORD: Carl McPhatter, Atlantic 1190.</td>
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<td>18</td>
<td>I'll Wait for You</td>
<td>By Mercado-D'Allapietra—Published by Ramay (BMI)</td>
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<td>BEST SELLING RECORD: Frankie Avalon, Columbia 1936.</td>
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<td>19</td>
<td>Love Is All We Need</td>
<td>By Ralph-Wolf—Published by Studio (BMI)</td>
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<td>RECORD AVAILABLE: Jimmy Farnsworth, Epic 2013; Harry Frank, Mek 100.</td>
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<td>20</td>
<td>World Outside</td>
<td>By Herman-Brown—Published by Universal (BMI)</td>
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<td>BEST SELLING RECORD: Four Acres, Decca 30744; Four Colors, Epic 2925.</td>
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**Third Ten**

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<th>Peak Position</th>
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<tr>
<td>26</td>
<td>Call Me</td>
<td>By Otis-Hendrix—Published by Marquis (BMI)</td>
<td>26</td>
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<td>RECORD AVAILABLE: Johnny Mathis, Columbia 42515.</td>
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<tr>
<td>27</td>
<td>Non Dimentear</td>
<td>By Rod-Golden-Doreen—Published by Herman (BMI)</td>
<td>27</td>
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<td></td>
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<td>RECORD AVAILABLE: Robert Ashley, MGM 13643; Nat King Cole, Cap 4058; Don Cornell, Cap 41052; Perry Faith, Col 41525; Jesse James, MGM 13643.</td>
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<tr>
<td>28</td>
<td>Hideaway</td>
<td>By Bob Goodman—Published by Jack Gold (ASCAP)</td>
<td>28</td>
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<td>RECORD AVAILABLE: Boppy, Paris 220.</td>
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<td>29</td>
<td>Forget Me Not</td>
<td>By Larry Martin-Larry K heavy—Published by Aloma Music (BMI)</td>
<td>29</td>
<td>6</td>
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<td></td>
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<td>RECORD AVAILABLE: Kylan Twins, Decca 30745.</td>
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<tr>
<td>30</td>
<td>Near You</td>
<td>By Craig Goor—Published by Supreme (ASCAP)</td>
<td>30</td>
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<td>RECORD AVAILABLE: Vernon Group, Vict 13597; Roger Williams, Kapp 233.</td>
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</tbody>
</table>

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.
A Sensational NEW STAR!

JIM SWEENEY

with a double-sided SMASH...

"AFRAID"
c/w

"IT WOULDN'T BE THE SAME"

(Without You)

Columbia 4-41262
A GREAT NEW HIT ARRANGEMENT OF A GREAT SONG

DARDANELLA

DICK JACOBS

AND HIS ORCHESTRA

9-62063
PASS THE WORD
"WHISPERING WATERS"
IS A SMASH--ONE OF THE
NEWEST AND MOST BEAUTIFUL-
BALLADS IN YEARS!

WHISPERING
WATERS

DICK JACOBS
AND HIS CHORUS AND ORCHESTRA

CORAL 9-62063

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### 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.

<table>
<thead>
<tr>
<th>THREE WEEKS AGO</th>
<th>TWO WEEKS AGO</th>
<th>ONE WEEK AGO</th>
<th>TITLE</th>
<th>ARTIST, COMPANY, RECORD NUMBER</th>
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<tbody>
<tr>
<td>56</td>
<td>70</td>
<td>61</td>
<td>TREASURE OF YOUR LOVE</td>
<td>Eileen Mischeo, Columbia 43514</td>
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<tr>
<td>57</td>
<td>44</td>
<td>66</td>
<td>I WANT TO BE HAPPY CHA CHA</td>
<td>Tommy Dorsey-Ches-Martin-Crinkley, Decca 20796</td>
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<tr>
<td>58</td>
<td>49</td>
<td>55</td>
<td>A HOUSE, A CAR AND A WEDDING RING</td>
<td>Mike Petersen, London 9241</td>
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<tr>
<td>59</td>
<td>87</td>
<td>73</td>
<td>YOU CHEATED</td>
<td>Delbert McClinton, Imperial 10041</td>
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<tr>
<td>60</td>
<td>79</td>
<td>75</td>
<td>GIVE MYSELF A PARTY</td>
<td>Delbert McClinton, Imperial 10075</td>
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<td>61</td>
<td>85</td>
<td>77</td>
<td>ALMOST IN YOUR ARMS</td>
<td>Johnny Nash, ABC-Paramount 9960</td>
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<td>62</td>
<td>91</td>
<td>89</td>
<td>CINDERELLA</td>
<td>Four Pennies, Capitol 4519</td>
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<td>63</td>
<td>100</td>
<td>90</td>
<td>SWEETHEART</td>
<td>Faye Lee, ABC-Paramount 9967</td>
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<tr>
<td>64</td>
<td>77</td>
<td>85</td>
<td>SEVEN MINUTES IN HEAVEN</td>
<td>Faye Lee, ABC-Paramount 9967</td>
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<tr>
<td>65</td>
<td>89</td>
<td>78</td>
<td>JO JO GUINE</td>
<td>Chuck Berry, Chess 1107</td>
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</tbody>
</table>

### 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.
Looking for that golden record? Insist on the best pressing service, RCA, where your disc gets a million advantages! RCA's giant capacity gives you all the records you need - when you need them. RCA's greater experience gives you perfect quality sound and manufacture. RCA's three strategically-located plants give you "Speed Record Service" - fastest shipping to your distributors everywhere. And you get all this - and RCA custom service - at a competitive price. That's why most hits go to...

RCA VICTOR custom record sales

"SERVICE ON A PLATTER"

RCA Victor

36 MUSIC THE BILLBOARD DECEMBER 1, 1958
THE MOST RECORD SONG OF 1958!

"IMPOSSIBLE"

words and music by STEVE ALLEN

DESTINED TO BE ONE OF THE GREAT ALL-TIME STANDARDS

Recorded by

- EYDIE GODME
  ABC Paramount
  ABC 246

- ANDY WILLIAMS
  Casablanca
  CLP 1018

- MAT "KING" COLE
  Capitol
  W 1084

- DOORTHY COLLINS
  Coral
  CL 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 PUBLISHING CORP. 1619 Broadway • New York 18, N.Y.
*Reviews of New Pop Records*

**EXPLANATION OF RATING CATEGORIES FOR SINGLES**
(Each item is rated strictly according to its sales potential in the category in which it is classified.)

- ★★★★-Good Sales Potential
- ★★★-Moderate Sales Potential
- ★★-Limited Sales Potential

**Four All Records Reviewed this Week**

**JERRY LEE LEWIS**

**SUN 452-** **Rockin' Robin**

**HURRY BABY**

**CYCLE**

**JACK CLEMENT**

**SUN 331-** **The Letter**

**HURRY BABY**

**CONWAY TWITTY**

**THE WATERSHED**

**BILLY PARSONS**

**The All-American Boy**

**FRATERNITY**

**BOBBY ROSS**

**FRANK WARREN**

**JANE MORGAN**

**THE BLUES BROTHERS**

**GARY WILLIAMS**

**THE HOUSE OF BAMBOO**

**KAY STARR**

**THE APPLEJACKS**

**ROCKA CONGA**

**AM I BLUE?**

**THE AMES BROTHERS**

**RED RIVER ROSE**

**WHEN THE SUMMER COMES AGAIN**

**DONNIE OWENS**

**TOMORROW**

**BOBBY DAVIS**

**THE BLUEBIRD, THE BUZZARD & THE ORIOLE**

**ALONE TOO LONG**

**JANINE MORGAN**

**IF ONLY I COULD LIVE MY LIFE AGAIN**

**THE WEDDING SONG**

**THE KINGSTON TRIO**

**KAY STARR**

**THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK**

**THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS**

**DECEMBER 1, 1958**

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**THE APPLEJACKS**

**ROCKA CONGA (Mayland, BMI)**

**AM I BLUE? (Witmark, BMI)**

The group is still searing with "American Hat Rock," and either of these two charter sides could also give 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 exigence is done in contagious string-band style.

**THE AMES BROTHERS**

**RED RIVER ROSE (Duchess, BMI)**

**WHEN THE SUMMER COMES AGAIN**

(Shawnee, 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 boys from terps. "When the Summer," is a danceable ballad that is given a warm worship. Either can score.

**DONNIE OWENS**

**TOMORROW (Malapi, BMI)**

Owens comes thru with a wild rock on the new rockaballad. His feelgood cutting is piecely supported by a rhythm combo and kick chorus. It could be the hit follow-up to his current "Need You." Flip in "Out of My Heart" (Malapi, BMI).

**BOBBY DAVIS**

**THE BLUEBIRD, THE BUZZARD & THE ORIOLE**

**ALONE TOO LONG (Recordo, BMI)**

"Thrill" is a rockin' side somewhat along the lines of Day's big "Rock-In Robin." It's read with zeal, and the lad figures to have another string pop and r'db disk. Flip is a rockaballad that is presented against pounding combo and group support. Both sides are competitible.

**JANE MORGAN**

**IF ONLY I COULD LIVE MY LIFE AGAIN**

(Asland, BMI)

**TO LOVE AND BE LOVED**

(Marvelle, ASCAP)

The thread has two potent sides that can be hit successors to "To Day the Rain Came." Top side shows an expressive rendition on a soaring ballad with bernal-tempo backing. "To Love and Be Loved," the flip, is a tender ballad that is sung against lush combo support. Both are fine efforts.

**ANDY WILLIAMS**

**THE HOUSE OF BAMBOO (Criterion, ASCAP)**

**THE WEDDING SONG**

(Pickwick, ASCAP)

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

**KAY STARR**

**OH, HOW I MISS YOU TONIGHT**

(Bourne, ASCAP)

The thread presents a very strong wahala on the olde. 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 Heussen, ASCAP) RCA Victor 7414.
The fastest, most complete and most authoritative evaluation of this week's new releases.

EL CAPRIS: THE GROCER'S... (Greta, BMI)
The group has two sides that appear strong teen ball: "They're Always Laughin' at Me," tells of a cut who's determined to learn how to dance. It's a cute tune and it's well handled. Flip. "League Clean," is a discussion in what the well-dressed teenager will wear. They can make it.

BUZZ & AL: WHEN YOU'RE GONE (Jimsip, BMI) A LITTLE BIT OF LOVIN' (Jimsip, BMI)
The new duet has an interesting sound that makes for good initial disk. "When You're Gone" is a pretty ballad that is chanted with heat against soft orch arrangement. Flip. "A Little Bit of Lovin'," has a country flavor, and the reading is just as acceptable.

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 Royalty Smith oldie. It should please listeners, and it also has a chance to step out sideways "Ball and Chain," the flip, is a folkish tune that is given a bright reading with special sound effects. This is a fine programming item.

MORTY PALITZ ORK: ESO ES EL AMOR (Southern, ASCAP) THE GROVER'S CHA-CHA (Zodiac, BMI)
The Fatle Ork serves up two fine sides that are fine jockey wax. "Eso Es El Amor" is a catchy tune that shows fine chors and orch 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.

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 piano and guitar. It's an off-beat treatment that usa click. "Rud, Rudolph," the flip, is a rocking roll and effort about one of Santa's troubles.

JIMMIE SKINNER: DARK HOLLOW (B&F, BMI) WALKIN' MY BEUES AWAY (Starrite, BMI)
Skinner has two great sides that should attract buys from lovers of traditional c&w. music. "Dark Hollow" is given a pleasant barbe against plucked string support. "Walkin'," the flip, features hooky-keen piano and strings behind the artist's choice vocal.

RAY CHARLES: THE RIGHT TIME (Crossroads, BMI) TELL ALL THE WORLD ABOUT YOU (Progressive, BMI)
Charles, as usual, has two potent offerings that can c&p c&w. side. "The Right Time" is a driving dance 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.

BONNIE DIAMOND: IMPEL 3754 - Diamond hands transcend string reading. Interesting new talent. (Post, ASCAP)

CLINT MILLER: LEEF'S PICTURES ARC-PARAMOUNT 9796 Warm backed harmony, Clark Miller have won from orch and rhythm support, with good voice in the lead. Good side that could get some action. (Greenwich/White-Chord, BMI)

CARL PERKINS: YEAH COLUMBIA 47436. "The cat can you..." to the theme of devotion and tears. Warm, clean backing, great vocal, "Pat" side can move. (Columbia, BMI)

CAROL BENNETT: COME ME TO TOWN SAVOY 3009. A slow west coast number with the title meaning "you are not a song." The side has an adventurous flavor of the Inside Triangle. Typical girl is a fine vocal. Interesting sound, should get a response. (Flaminious, ASCAP)

THE EASY RIDERS: WANDERERS' BLUES COLUMBIA 4399. The medium-fast theme is softly chanted by the trio with fine, soft guitar backing. A fine jockey tune. It should be played. (Northern, BMI)

STEVE LANE: IN THE CHA-CHA ATCO 6219-Cha cha treatment of the side is a bright, danceable item. With Duck the current rock, this could mean interest. (Post, ASCAP)

T. D. BONNIE WINGLE: IT'S A BONNIE WINGLE CARAVAN 675. A versatile group of one of the Boyd brothers. A prom, a turn, a brand; a great, a different treatment could catch on. (Greenwich/White-Chord, BMI)

EL HANFORDS: OH YES OH YES. Bright rhythm novelty, with tough vocals, that should get some play, should be covered. (Melody, BMI)

WALKING WITH A STRANGER (Planetary, BMI)

THE FIVER: TROUBLE (C. S. Rockabilled, charmed by re- leased fashions. Tuneful side by the voice side that is appealing. (Wax World, BMI)

THE WINTER: A LITTLE IRISH VENICE, A little Irish touch with a san for the kind label, with a song that is catchy, catchy in the chorus and much emotion. (Ramona, BMI)

MARTYN BAINBRIDGE: HOW TO BECOME A LOVERS BANDIT BMI) A great new song that shows the love story and the romance. (Regal, ASCAP)

CAROLE ATCO 4139-"Rold Kandi and the Fabian Tennis the great ballad in the Mod. song." (Wax World, BMI)

MARTYN BAINBRIDGE: HOW TO BECOME A LOVERS BANDIT BMI) A great new song that shows the love story and the romance. (Regal, ASCAP)

CAROLE ATCO 4139-"Rold Kandi and the Fabian Tennis the great ballad in the Mod. song." (Wax World, BMI)

WALKING WITH A STRANGER (Planetary, BMI)

SWEET CORA 2305. - Here's another version with a French theme that is poorly staged. (Wax World, BMI)

ALBERTS: MUSIC MAN BM) Here's another version with a French theme that is poorly staged. (Wax World, BMI)

THE CHARIOT: THE AZORES. - A new version with a French theme that is poorly staged. (Wax World, BMI)

STEVE LANE: IN THE CHA-CHA ATCO 6219-Cha cha treatment of the side is a bright, danceable item. With Duck the current rock, this could mean interest. (Post, ASCAP)

TIMOTHY BONNIE WINGLE: IT'S A BONNIE WINGLE CARAVAN 675. A versatile group of one of the Boyd brothers. A prom, a turn, a brand; a great, a different treatment could catch on. (Greenwich/White-Chord, BMI)

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**Reviews and Ratings of New Classical Albums**

*Continued from page 38*

of these volumes, which constitute the last important orchestral efforts of Ed-wards and Dus-tan, are the most notable and interesting, and the writ-ter and conductors, in their usual style, have made the scores a devo-tion for all musicians of various degrees.

**BATTLEHARTS THE HAMMERLA VII**

**HERON**

David Brevinka, Piano.

Westminster X/N 1768

The 16-year-old pianist, who recently made a record of the U. S. during the past year, is the first American pianist to be rec-ognized for his child prodigy. Brevinka is now making a name for himself among the most distinguished of all pianists. Considering his age, his per-formance is unusually fine, and he is already showing great promise.

**HANDEL'S MESSIAH EXCERPTS**


**STEREO & MONOURAL**

The recording of this magnificent work is truly fine, and it is the first time that such a recording has been made. The conductors, respectively, are John Barbirolli and Sir Malcolm Sargent.

**FRENCH OVERTURES IN 8/8 BEETHOVEN'S HECTIC**


**THE MODERN AGE OF BRANDS**

Dorothy Venable and Willi Boulanger Ensemble. (Stereo: A SC 3028)

This recording is a real milestone in the history of American music. Itís the first time that such an important composer has been properly represented. The performers, respectively, are Dorothy Venable and Willi Boulanger.

**RIOJAVER'S ROMEO AND JULIET OVERTURE**

The London Philharmonic Orchestra. (Suite: A SC 3030)

**STEREO & MONOURAL**

The recording is a real milestone in the history of American music. Itís the first time that such an important composer has been properly represented. The performers, respectively, are Dorothy Venable and Willi Boulanger.

**AUDITION**

*A new selling force*

For dealers...

[A music sample for a record played by the New York Philharmonic Orchestra.]

Mood music, classical music, jazz and top pops (chamber music, too) are the main categories of music on tape for which our clients are seeking to acquire Commonwealth rights. Only tapes of the very highest quality can be considered. In the first instance it will only be necessary to submit sample pressings and, of course, prior to that, a listing or catalogue is all that is required. Whether you have 6 tapes or 600, and no matter what category of listening audience they might appeal to, if the Commonwealth rights are free, our clients are your best potential customers. One of the principals concerned will visit the U. S. early in the year to conclude business. Your prompt response to this sole announcement will ensure you an immediate hearing, with a meeting in due course.

ALAN EDMUNDS & PHILLIPS, DUKE STREET HOUSE, 418 OXFORD STREET, LONDON, W.1.

**Disk Breakout Power Wanes**

*Continued from page 3*

...for those who don't phony up the numbers.

As far as the Cleveland situation is concerned, the picture is de-scribed as a life and death struggle between WERF and KFW. "It's a good market," said a pub-lisher. "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 sales is the same for all of the nearby city of Toledo. Atlantic was said to be a particu-larly hot city for what was described as "the crossover record"-the pop version of a crossover track.

Philadelphia, with the presence of Dick Clark, it was noted, re-marked as hot as ever, with various radio djs trying to get the most out of the city as it is known for its record store rush. It's the money-talking city, this is not a secret, and Dick Clark, with his influence, has a strong hold on the Philadelphia market.

Chicago, according to trade records, is being treated as hot as ever, with various djs concentrating on the city as it is known for its record store rush. It's the money-talking city, this is not a secret, and Dick Clark, with his influence, has a strong hold on the Chicago market.

Pittsburgh was described as "slipping badly" as a promotion center, with the same comment for Seattle, on a hot area for rock and roll material. Boston was plopped as "picking up" as a kick-off point with WMEX taking an in-creasingly important role in the area. San Francisco, St. Louis and New Orleans were said to be "tucked in at present."

**Epic Responds**

*Continued from page 3*

The appointment of Al Shullman as general manager. He promised them to make Epic Records "a swinging label," and so far he is moving well along that road. Under Shullman, Joe Sherman is handling the pop single a&r, work, Jim Foghenson the pop album work and Walt Harm is sales director. Charles Schick is classical chief.

"Selectivity has been the key-word of the new Epic administra-tion, which has meant less singles on release and a tightening of the album release schedule. Many artists have been pruned from the label. The label intends to sign a number of new artists for both albums and singles. First artists signed under the new policy are Joe Hurrell, the pianist, and Gladys Knight and the Pips.

One of the things that will soon happen at this is the broadening of the Okeh label to the status of a complete label, that will issue pop, rock and roll and classical material. Up to now Okeh had been used only for A+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 Epic has cut few modern jazz sets, but will start on such material in the future.
Reviews of New Pop Records

Continued from page 39

**RUNT CALE**
BUNNY CALE, the former lead vocalist of the **Ruth Brown MAMA**, now stars in her **DANCE HALL**. Her first LP, released recently, is being well received. It features some great songs that you can’t help but sing along with. Check it out! (Atlantic, BMI)

**ABBE LINE**
CREATION, this is the first release from this up-and-coming group. Their unique sound is sure to please fans of soul music. (Atlantic, BMI)

**WALKING WITH A L VERSION**
CREATION, this is a great remake of the classic song. The vocals are soulful and the production is top-notch. (Atlantic, BMI)

**ANNE F**
CREATION, this song features a great horn section that adds to the overall sound. (Atlantic, BMI)

**DICK L**
CREATION, this is a great upbeat tune. Perfect for a dance party. (Atlantic, BMI)

**DON'T BE A FOOL FOR LOVE**
CREATION, this is a fun, catchy tune that will get you up and dancing. (Atlantic, BMI)

**THE IMPRESSIONS**
CREATION, this group has a unique sound that is hard to forget. Their latest release is a must-listen. (Atlantic, BMI)

**THE GIFT OF LOVE**
CREATION, this song is a beautiful message of love and generosity. Perfect for any occasion. (Atlantic, BMI)

**ALL THE COUNTIES**
CREATION, this is a great, upbeat tune. The chorus is catchy and the production is top-notch. (Atlantic, BMI)

**FRANK CHAPPELL**
CREATION, this is a great soul tune. The vocals are soulful and the production is top-notch. (Atlantic, BMI)

**THE CHARLIE BOP TED**
CREATION, this is a great, upbeat tune. The chorus is catchy and the production is top-notch. (Atlantic, BMI)

**THE ACE ADAMS SINGERS**
CREATION, this is a great, upbeat tune. The chorus is catchy and the production is top-notch. (Atlantic, BMI)

**LAWRENCE WILK**
CREATION, this is a great, upbeat tune. The chorus is catchy and the production is top-notch. (Atlantic, BMI)

*ALready NO. 11-*THE BILBOARDS HOT R&B SIDES

**LP'S**
$2.47-$3.10=$3.70

1121 WEST CHICAGO AVE. CHICAGO 22, ILLINOIS (Humboldt 4-5254)
4532 S. HALESTON, CHICAGO 11, ILLINOIS (Gladys 2-3114)
SINGER ONE STOP
6's - 65's
7's - 76's
Free Strips

**THE ORIGINAL on ABNER**

**THE LOOK**

**HERE I STAND-WADE FLEMONS**

**VEEJAY 295**

**Ruth Brown**

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 reception.

**Backin MAMA is a tremendous ballad, I'LL STEP ASIDE.**
In Ruth's incomparable styling, this song will make a strong impression.

BUY A "NATURAL!" BUY RUTH BROWN'S "Mama, He Treats Your Daughter Mean" b/w "I'll Step Aside!"

ATLANTIC 2008

**YOUR FAVORITE ONE STOP**

With preferential merchandising for profitable Christmas business.

+ 100,000 AS R P.C. COLUMBIA, EPC, ORK, ABD, BIG, CARLIE, ETC. & NOS.
+ 1 YEAR OLD, $10 PER HUNDRED. 50¢ PER M.
+ 5,000 IN LPS. 35c EACH. 25¢ PER HUNDRED.
+ 10,000 ASSORTED 12" LPS. 51c EACH. 50¢ FOR FIFTY. 55¢ FOR HUNDRED.

Naturally, we service you with all the latest items. LP's, 45's, EPC, Accessories, etc. Complete inventory of Three inches and smaller. Details available.

RAYMAR SALES CO.

**E**

**NATURALLY, NOBODY HERE**

According to the music compilers, this song is the one to watch for the Christmas season. It features a sweet, melodic melody that is sure to please listeners.

**BACKING ON**

This song will be a hit with the audience. The vocals are soulful and the production is top-notch.

**CITATION: THE**

This is a great, soulful tune that is sure to be a hit this Christmas season. The vocals are powerful and the production is top-notch.

**TRIO**

This is a great, soulful tune that is sure to be a hit this Christmas season. The vocals are powerful and the production is top-notch.

**SOLO**

This is a great, soulful tune that is sure to be a hit this Christmas season. The vocals are powerful and the production is top-notch.

**ROSEMARY CLOONEY**

This song will be a hit with the audience. The vocals are soulful and the production is top-notch.

**THE BEAUTY**

This is a great, soulful tune that is sure to be a hit this Christmas season. The vocals are powerful and the production is top-notch.

**THE CHARLIE BOP TED**

This is a great, soulful tune that is sure to be a hit this Christmas season. The vocals are powerful and the production is top-notch.

**THE ACE ADAMS SINGERS**

This is a great, soulful tune that is sure to be a hit this Christmas season. The vocals are powerful and the production is top-notch.

**LAWRENCE WILK**

This is a great, soulful tune that is sure to be a hit this Christmas season. The vocals are powerful and the production is top-notch.

**VEEJAY 295**

**D**

**DEE CLARK**

**NOBODY BUT YOU**

**ABNER 1019**

**HERE I STAND-WADE FLEMONS**

**VEEJAY 295**

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**THE ORIGINAL on ABNER**

**HERE I STAND-WADE FLEMONS**

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**DEE CLARK**

**NOBODY BUT YOU**

**ABNER 1019**

**HERE I STAND-WADE FLEMONS**

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**HERE I STAND-WADE FLEMONS**

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**DEE CLARK**

**NOBODY BUT YOU**

**ABNER 1019**

**HERE I STAND-WADE FLEMONS**

**VEEJAY 295**
December 1, 1958

120,000 Sets Mark For Jacksonville

Increase of 20%; Boats, Foreign Cars
Plan 1959 Showings; CWSG Grows Up

Jacksonville, Fla. — Second attendance of 120,000, an increase of more than 20 percent over the previous year, was achieved by the Greater Jacksonville Fair. This makes it the fourth annual exhibition in the Gor-

tow Bowl November 23. Weather was generally favorable, although a few showers appeared fits better than last year on each of the 30 weekend days. Fair President James N. Watson said boat exhibitors were stimulated by this year's attendance and public response that the boat show had already signed a contract for another show in 1959. Foreign car dealers started negotiations for a show of their wares at next year's fair.

Watson said the young fair has succeeded in promoting the agricul-
tural and industrial growth of the region. Visits from all over the country told him that they have rarely seen as fine a display of livestock and arts and crafts as is shown at the Greater Jacksonville Fair.

Gates debut

Gal Drivers, Renaults for New Stunter

Garden City, N. Y. — With the double novelty of girl stunt drivers and a boy stunt driver as a lure, the Buddie Gates Thrill Show is making its bow at the Greater Garden City Exhibit and Fair. Gates and six gals will do the driving on a new type of circus car, each girl car for one, only going for one week and at no time in a big way, is providing five days of fun and three San Souci rides.

R. J. Beaudet is booking the gate, which is on the Atlantic seaboard territory. It will offer standard novelties, new boys, as well as one new boys made possible by the little girls. A clown and anima-
tion stunt is also included. Gates, who has been around sports all his life, Promoter Joe Studley is also

Freeport Oval

Gate 228,109

Freeport, N. Y. — Statistics for the Village of Freeport show Municipal Studman showed paid admission of $228,109 for the past sea-

CHESTER, Conn. — The two-day Motor Control Fair was held by the Chester Comet and the Actually Fair has elected three new directors: David Trul, Ncente Sam-

State Farmers' Union, have set the stage for another big year and something new for the drum. Advance work, advertising and press items will play a larger role this year in the hands of driver agents. The show will be represented by Ray Beaudet.

There's No Trick . . .

To find GOOD

BUDS

In Use

Equipment

Just look out for the many ads in the Classified Section This Issue

IMCA Drivers, Officials Meet in Des Moines

Chicago — The International Motor Contest Association will hold its 26th annual meeting and banquet Saturday (8) at the Hotel Des Moines, Des Moines, Iowa. The meeting will take place at the hotel.

Talent Agency

The talent agency show, staged by Al Riediek, had Red Durnell, Candy Cal-

Bowl, Catarino, Dagnor and Betty Johnson. There were also San Diego's Kaye and Emil Cohen, vocalists Tommy Ross and the Coronado, and Wells and the Fab Four. More humor came from the dads.

Potential Good

Everyone's Selling.

Fairs Need Hustle

By GEORGE A. HAMID SR.

President, New York Cattlemen

Trenton, N. J. — There's a lot of gold surrounding the hills of New Jersey, as far as the potential exists to operate, if only the operators could find a way to get there. Even those who have had their share of this treasure.

In every community where fairs are operated, the local merchants and industries have been named to plan grounds improvements as soon as possible needed projects are found.

President James Snow, in his annual report, said new acreage on the show was up at the 830 fair in 1958, as Chal- lengers, in the form of new group admissions, total receipts and proper payments paid for by the fair. Clark Miller was named first vice-president to succeed T. B. Ward, who retired after nearly 20 years. Snow was re-elected president and secretary. Willidge midway for their sec-

Miss Hawaii was crowned at the Aloha Festival last weekend. She was named Miss America and Miss America contestant in 1959.

Chester, Conn.

Eats Slate

Chester, Conn. — The two-day Motor Control Fair was held by the Chester Comet and the Actually Fair has elected three new directors: David Trul, Ncente Sam-

The convention is due to take place on Saturday, Nov. 10, at 8 p.m., and the prizes, as well as the show, will be awarded to the top 10 drivers in each division, according to the program.
TILT-A-WHIRL

Owned and operated with prestige and profit on over 450 Park and Carnival midway.
Over 30 years of preference by ride fans have made it the outstanding "repeat" ride.
Alternative appearance, plus completeness and mechanical perfection, service and
honesty during dealing are all to the patrons' interests.

For Literature and Specifications, Write or Phone

P. O. Box 366
Phone: 6-4043
SELLER MFG. CO.

MINIATURE TRAINS
5 models with capacities from
2 to 240 adults

MINIATURE TRAIN SET
ALUMI ETCHE J.S.

High Quality
KIDDIE RIDES
ROTO WHIRL—KIDDIE WHIRL—SPIED BOATS—PORT CARYS—
BARGAINNING ROJO-CAROUSELS—JEEPS—
W. F. MANCELS CO., Caney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

FOR SALE

Giant Harris-Gilb-Produced Manufacturing Company. Exper-irce to Foster N幼
 solicited. Recent attained successful. Out 5 models. Attached details. The first and last one.
illustrated. Agreement. We furnish our detail plans. Write for any
Department.

726 S. Orange Turnpike, Des Plaines, Ill. 6260

Cotton Candy—Sucko-Kohn—Apples

this new GOLDA MedaL anac can be used by any one. Last one on
media and it's yours. For $25 you can have the full set. Send us your
number and we will get it for you.

GOLD MEDAL PRODUCTS COMPANY
195 N. Third St., Chicago, I11. 620

NATIONAL'S "PIGMY"

T rackless TRAIN IS NOT A TOY!

Locomotive is an 18 hp heavy-duty air-cooled engine with hydraulic brakes, starter and standard transmission. Entire train can be transported from city to city under its own power (pulls 4% grades) or on a 24-ft. flat truck. Locomotive and 3 cars measure 40 ft. long, turns in a 10-ft. radius and operates on hard surface anywhere. Capacity: 18 and over or children.

BIG REVENUE PRODUCER.

NATIONAL'S AMUSEMENT DECO.

Doyon 2468, phone: 3-2646

Doyon, 17, Ohio

Manufacturers of

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Kiddie Circus Horses

New Millie and Chuchie

Kiddie Circus Fun House

New Millie and Chuchie

Mickey Mouse

Complete Kiddieland

Alabama, Tennessee, Michigan, Ohio, Missouri, Kentucky, Indiana, Illinois, South Carolina, North Carolina, Georgia, Florida, Georgia, South Carolina, North Carolina, Georgia, Florida, South Carolina.
Indianapolis Arena Plans Going Forward

INDIANAPOLIS—Last legal holds in the way of an $11,000,000 civic arena will be swept away with a bill that will be introduced at noon tomorrow in the Indiana legislature at Indianapolis for the purpose of building the center.

As projected by the Metropolitan Plan Commission, the auditorium plaza would be built on the northeast corner of Washington Street across from the Indiana Statehouse. The center would encroach on the three-block triangle, with Capitol Avenue as the western and Massachusetts Street as the eastern boundary.

The Commission anticipates a $15,000,000 investment for the next fiscal year, which would result in a $5,000,000 investment for the current fiscal year. The budget would include $2,000,000 for the acquisition of the land and $3,000,000 for the construction of the arena.

The arena would feature a 5,000-seat arena, a 5,000-seat auditorium, a 5,000-seat concert hall, and a 5,000-seat indoor arena.

Rodeo Assn. Re-Elects Butterfield

CALGARY, Alta.—Brian Butterfield, Ponoka, Alta., was re-elected president of the Canadian Western Rodeo Association at the annual meeting held here. Bud Van Cleve, Medicine Hat, was re-elected vice-president and Jim Maxwell, Calgary, was re-elected secretary-treasurer. Madden, Alta., was named director of the all-around competition for 1939.

Bakersfield, Calif., Appoints Robt. King New Forest Manager

Bakersfield, Calif.—Robert M. King has been named manager of the Kern County Fair as of April 1, 1939.

The new manager will be responsible for all forest and wildlife activities, including the management of the fair, the Kern County Forest, and the Kern County Fish and Game Commission.

The fair, which is held annually in August, is one of the largest and most important in the state. It features livestock shows, rodeos, and a variety of other events.

The Kern County Forest is the largest in the state, covering over 2 million acres.

Arena Closed

OLDS, Alta.—The town’s arena has been closed by the Olds Ratepayers’ Association, who are preparing to demolish the building for use as a parking lot.

The arena, which was built in 1950, has been in use for over 20 years. It has hosted numerous events, including rodeos, wrestling matches, and basketball games.

The association plans to use the money from the sale of the arena to improve the town’s officials.
THE FINAL CURTAIN

BEALER—W. Rose 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.

CHERSTLEY—Mr. 87, a charter and honorary life member of the Mayfield and Agricultural Society and a member of the North Battle Ground at the Gator Show, died suddenly at Mayoey, Sask. Survived by his widow, son and two daughters.

DREW SR.—James H. 75, father of James H. Drew Jr., 40, who is handling his name, November 23 in Waynesboro, Ga. (Details in Carrol-Temple.)

LLOYD—James Donald, 28, elephant attendant on Hayden Bros. Circus, November 24, was an elephant attacked 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 suffering from illness, Miller formerly had shows with King, Gold, 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, Emma, and three sons, Carroll Jr., of Binghamton, N.Y., and Earl and Ronald, both of Holly Hill. Services were held Wednesday (26) at the Woodward and Lorimer funeral home for burial at Shade Rest Cemetery, Holly Hill.

MILLER SR.—Paul V., 53, circus owner and ride owner with his son, Paul Jr., November 23, was attacked by his son at his home in Hollywood, Fl. During the past season the Millers were with the Southern Land Valley Shows. Survived by his widow, Susan, and two other sons, Jerry and Marty. Services November 22 and burial in Hollywood.

PARENT—Arthur H., 83, once part of a circus act, November 13, after a long illness. In his younger days he traveled with four brothers, he appeared in an acrobatic act.

BIRTHS

HAVINS—A daughter, Delinda Pauline, October 23 in Phoenix, Ariz., to Mr. and Mrs. L. Havins. Father is a soldier in California.

SCHONENWERD, Switzerland—Honor for the 1939 KAAPBORG State of Europe into the largest step apparently up to Mr. and Mrs. E. M. Pera, Willowdale, Chicago, and their son, E. M. Pera Jr., 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 and bought a house on a schedule intended to enable them to continue in Chicago for the convention.

James E. Strates Shows Menagerie

AT LIBERTY

For Winter Dates, Supercircus, Shop Centers, Sports Shows, Indoor Circuses, etc.

Complete Menagerie or any part, including two complete Elephant Acts, all under management.


ABE PERTUS, James E. Strates Shows
P.O. BOX 55, ORLANDO, FLA.
NAAPPB to Name Kiddieland Director

CHICAGO — A kiddieland operator is expected to be named at a meeting 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 expected to nominate a kiddieland man.

His action, combined with the scheduling of a special convention program this year for kiddieland operators, is expected to bring about a wave toward healing differences between some kiddieland owners and some major park owners within the NAAPPB.

The nominating committee is to name the new director at the NAAPPB convention this spring. The action is expected to be announced during the annual convention session.

With the association in recent years, a number of kiddieland men have declared they believe the NAAPPB is too small for their business. The Kiddieland Association has dissolved itself.

Plans call for a double track for the entire season and the Allan Hershebett trains. There will be eight cars on each of the three tracks at the Kiddieland park. The Park department gets 15 per cent.

Haines is widely known for his Bill Haines Shows, which are performed throughout the world. The shows are performed throughout the year. The shows are performed throughout the world.

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. Schieb, general manager of the park.

Attendance was down 7 per cent and pool attendance was off 15 per cent. There were only a few new rides and such new units as the Turnipole, Turnipole Jr., Wild Mouse and two ski lifts. No areas of the park were down.

Officers of the firm were re-elected.

Roller Rink Association

CNAAPPB directors are scheduled to discuss the following topics at the convention.

1. The NAAPPB, the association’s new title, should be given to the organization.

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RINCLING 
DOING OKAY IN MEXICO

Change Length of Stands Often;
Two Accidents on Truck Jumps

MEXICO CITY — Ringling

Barnum and Bailey Circus is reported playing to good houses, the first

Mexican stand that precedes its coming

here for a run starting December 5.

The show is changing its route on an almost day-to-day basis, stay-

ing three days in one city and then

racing. Torreon was good and the show stayed a day more than

scheduled. Monterrey was set for

November 29-33; Guadalajara,

November 30-December 1, and

Mexico City December 2-6.

Jay Gould's circus played Ocu-

tavillo, Sonora, November 28;

Rochester (29), and Baraboo, Wis.

(30), while the Barnum and Bailey

show will be at the Hamilton-Maud

The show will have been in Mexico about six weeks by the end of

its season.

Before leaving for the Mexican

stand, Mr. Gould presented John

Barnes, the American football star,

with a football, a gift he had recel\-

ved from Mr. Gould many years

ago.

Calling Captain Harry Shell

reports favorable weather under

the tents, but turned out well. He

played callage at Saginaw, Mich., on

a 12-car train, and in two days he

made side trips to Illinois and Indiana continental and ended

up for a week in a Mc-C-M movie, "Some Cane Running,"

(Continued on page 60)

THE BILLBOARD Communications to 134 W. Randolph St., Chicago 1, Ill.
DECEMBER 1, 1958

CIRCUSES

UNDER THE MARQUEE

Cristiani Signs Date With Norfolk Police

New lot will be the site of a for-

mer government building, a pro-

tect that is being razed. It is in

Crook Village on both Virginia

and Fourth streets between Main

and Boulevard.

The property was cleared by the

police thru the department of

public safety, and city council and

city managers, who worked with

the Chamber of Commerce

Anadale Festival.

ORLANDO Shrine

Sets Records;
Crowds Up 50%

ORLANDO, Fla. — Two-day

Shrine Circus here (17-18) drew an

estimated 106,000 persons, the

highest attendance for a Shrine circus

in the state since 1947.

On the program were: David

Henry, Strong, held high; Strong's

Bleeders, Ringling Brothers, Aaral

Montoya, Tony Fanelli, Vaal-

sotcns, Oscar Kuykendall, Chi-

cago, Benton, and in Tinker Field

The Shrine's general chairman

said attendance was 26,000, or 50%

more than the previous high.

On the program were:

David Henry, Strong, held high;

Strong's Bleeders, Ringling

Brothers, Aaral Montoya, Tony

Fanelli, Vaal-sotcns, Oscar Kuykendall,

Cicaco, Benton, and in Tinker Field

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Cicaco, Benton, and in Tinker Field

The Shrine's general chairman

said attendance was 26,000, or 50%

more than the previous high.
Western Fairs Assn. Plans Social Sked

LOS ANGELES—The annual banquet and ball of the Pacific Coast Fairs Association, held on December 1, at the Los Angeles Hotel, brought together more than 600 fair managers and directors from the Association's 147 members. The Western Fairs Association convention at the Biltmore Hotel starting December 12 will be attended by 250 WFA general managers, announced.

At the banquet on December 1, there will be meetings of the WFA directors, area chairmen and secretary-managers. At the same time, the WCSA banquet will be served to members of the WCSA, including those who have served as area chairmen for the WCSA.

Western Canada Association of Fairs and Exhibitions annual meeting was held on the same day and the WCSA banquet was served to members of the WCSA, including those who have served as area chairmen for the WCSA.

Block Bldg., For Sanford

SANFORD, Fla.—Work is under way on a $15,000 permanent building at the Sanford Fairgrounds, which is planned by the local American Legion post No. 1 in connection with its fair. Location of the fair is on the present Legion Home facing Highway 17. The building is to be of concrete block with a concrete roof and will be equipped with electricity and water, and designed as a permanent building that will be used for both the fair and for other recreational purposes.

Fair is tentatively set for February 12 and admission is free. The fair is expected to be well attended.

OAK RIVER, Man.—G. C. Thompson, president of the Oak River Agricultural Society, announced that John Morden and Homer Henry are vice-presidents and Mrs. J. C. Maclean is secretary-treasurer.


MACON, Ga.—A closed session on such topics as midway contracts, promotions and State aid and personal matters is scheduled for the convention of the Georgia Association of Fairs and Exhibitions to be held on Wednesday (3).

Service members, which include showmen, carnival operators, and military personnel, are invited to the convention to discuss their mutual interests. The convention's sessions are open to the public if they are interested in the topics being discussed.

Attending the convention will be members of the Georgia Association of Fairs and Exhibitions. The annual meeting is scheduled for March 15-17. The convention will be held at the Atlanta Hilton Hotel, Atlanta, Ga.

WFA annual report, best photo and story, U. S. Department of Agriculture's Excellent Award for 1958, WFA citations admits control methods, invitational good design Marie's Dairy industry and WFA products show.

The WFA will hold a reception for the winners of the Western dress exhibit, which will be held on Wednesday (3). The reception will be held in the WFA directors' room at the hotel.

Service members, which include showmen, carnival operators, and military personnel, are invited to the convention to discuss their mutual interests. The convention's sessions are open to the public if they are interested in the topics being discussed.

Progress is being made in the construction of the new fair building, which will be opened for the fair on Saturday, July 4, and will be the first day of the Legislator's session. The fair will be held on the last day of the session, which makes the fair rooms scarce. Pruitt points out in urging early reservations:

Winston-Salem Inks Swenson Stunt Show

WINSTON-SALEM, N. C.—The Winston-Salem Fair and Exposition has signed the Act Swenson Thistle for its opening weekend, along with its option on the Neil Bolton, fair manager, announced.

The stunt show will be for five and a two-man performance at the fair. The single performance will be held on the opening day of the three-day event.

The society's surplus account stands at $7,420, down $1,137 from last year end, but still showing a profit of $1,750, down $2,637 from the year-end 1956.

Life memberships were presented to Mr. and Mrs. E. F. Fink, Mr. and Mrs. W. C. Fink, and Mr. and Mrs. J. C. Fink, for long service to the fair and the agricultural society.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore, St. Johns, Secretary.

Missouri Association of Agricultural Exhibitions, January 18-20, in Benton, Missouri. Victor M. Gray, Box 630, Jefferson City, Missouri, Secretary.


Virginia Association of Fairs, Hotel John Marshall, Richmond, January 29-31, Miss A. E. Adsit, Manager.

FAIR MEETINGS

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 29-December 3, Miss Leila Walsh, Secretary.

Minnesota Association of Fairs and Exhibitions, Hotel Sherman, Chicago, December 1-3, Frank H. Wherry, Secretary.

Washington State Association of Fairs, Biltmore Hotel, December 2-4, Louis S. Merril, 2500 Fifth Ave., Seattle, Secretary.

Agricultural Fairs Association of the Northwest, December 8-10, Eugene K. Moore, Tipton, Secretary.

West Virginia Association of Fairs, Wayne Hotel, Charleston, January 3-4, Mabel Eshel, 400 E. Main St., Charleston, Secretary.

Georgia Association of Agricultural Fairs and Exhibitions, Bank Hotel, Watertown, January 6-7. Paul C. White, Superintendent.


Kansa Fair Association, Jarvisville, January 12-14. Everett E. Erhart, Executive Secretary.

Ohio Fair Managers' Association, Dayton, January 12-14. Everett E. Erhart, Executive Secretary.

Wisconsin Association of Fairs, Sheboygan Hotel, Milwaukee, January 18-21. Win H. Eldridge, 3165 East Mill Street, Plymouth, Secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore, Spartanburg, Secretary.

Missouri Association of Agricultural Exhibitions, Benton, Missouri, January 18-20, Victor M. Gray, Box 630, Jefferson City, Missouri, Secretary.

North Carolina Association of Agricultural Fairs, Washington, J. S. Dorton Jr., Route 10, Kinston, Secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 29-31, Miss A. E. Adsit, Manager.

FAST-LANDING WILD ANIMALS

RACING OSTRICHES

RACING CAMELS

THE ATTACHMENT THAT WILL WIN YOUR GRANDSLAM

BY BOLTER'S "WANTED" WANTED

Chicago and Havana Acts for 1959.

Also available Wednesday feeds for 1959.

Bolter's "WANTED" WANTED
FLYING HORSE OF DECEMBER

December 1, 1958

CARNIVALS

Communications to 100 W. Randolph St, Chicago 1, Ill.

10 FAIRS LISTED FOR MARKS UNIT

Fayetteville, Orangeburg Named; Five Shows Have Routes Affected

MIAMI — Ten weeks of Southern fairs are reported to be defended by 12-boxengaged Marks Shows next season, Coupled with the Mountain States circuit, the development has thrown the booking situation into a muddle.

When Marks retired from the road two years ago, he turned 111 salesmen, Berke Harris, Lenio showed. This year he teamed with the Ross Manning Shows, playing fairs in the Marks-Manning Combined Shows, and was instrumental in bringing away most of these dates back into the fold. And now, rather than being a surprise booking, the rescheduling which can be had to throw a show, there is the pressure of two units booking, the absence of which were not on the scene in 1958.

The 1958 dates, most of which have been lost to the team since August, are Staunton, Roanoke, Galax and Claridon, Va., Monroe, Fayetteville and Albemarle, N. C., and Orangeburg, Va. Under normal conditions in the additional fairs are pending, it is reported that the Head Showmen are working against a change of booking date in a muddle.

300 Turn Out For PCSA Homecoming

LOS ANGELES—More than 300 were in attendance at the annual meeting of the Pacific Coast Showmen Association held yesterday Monday (17) in the clubrooms. Sam Dohman and Sam Stevens were elected as chairman of the show which was held.

Carnivals in the Community

Food for the event was prepared without charge by McDonald's Restaurant, Diner, and Foods, Beverages were provided by the Kissy Shows, Clara Anderson and Velma Dolan.

Prixes were donated by the Fuller-Wall Company and awarded to Mac Shriver, Ross Dolan, Jimmy Rathford, Peggy Steinberg, Shirley Capri and Shirley Carroll.

byers Signs

Dubuque, la.

COUSHATTA, La.—Byers Bros. Shows have been placed to join the midway attractions at the 1959 Decatur County Fair, Dubuque, Iowa. The company was announced last week.

Byers Bros. Shows have also been awarded the contract for the Danville, Ill. show. The company was awarded the contract for three years ago. They preferred to continue to sign only the ride and a few concessions.

Byers Bros. said the schedule for 1959 is as follows:

- Tuesday 9-12
- Wednesday 9-12
- Thursday 9-12
- Friday 9-12
- Saturday 9-12

Tickets are sold at the entrance to the midway.

Enyad Agnly Producing Miami Circus, Midway

MIAMI — Dave Enyad is again producing the Junior Museum Guild Circus, which scored nearly $10,000 in proceeds for the Wirth Agency last winter. Dates this year are planned for 1958 in the city and suburban areas.

Three shows daily were held last year, the totals for the season. Enyad's contract required the company to travel all day for the grandstand and a 24-hour midway plus food and novelties. Assisting in the advance work are Joe Bowman, Col. Howard Stabler and Bob Folkling. Acts set to appear include Gladys King, a World's Fair Marie, a Wild Animal Show, a Serpent Show and a trained group of white horses. A high-light act, Von Krueger, head horse, is a native of Germany...
**GREAT TAMPAPHON SHOWMAN’S ASSOCIATION**

**TAMPA — President C. C. Greenwalt opened the regular annual meeting Monday evening at the States Hotel, Dick Cowles and Paul Spaulding, vice-presidents; Vernon Korsh, secretary, and Harry Jobus, treasurer.

The membership was acclimated by President Cowles and James H. Drew Sr., father of the late James H. Drew Jr., who was scheduled for burial in the club’s cemetery plot after his body was received from Houston.

**COMMUNITY ACTIVITIES**

Reported on the sick list were Ray Seely, Bob Crawford, Sam Allen, Ernie Preston and Walter Hanum.

**GEORGE FLINT RE-ELECTED BY SHOWFOLK**

**CHICAGO — George R. Flint has been re-elected president of the Chicago chapter of Showmen of America and most of the other 1958 officers have been re-elected to their positions for another year.

Also re-elected were Lucian Kapp; first vice-president; Peggy Richards, second vice-president; Sgt. Tuck, third vice-president; Margaret Harston, secretary; Tom Cordell, financial secretary, and Oliver Englund, bookkeeping secretary that is Charles Stewart.

The club is holding its fall party Friday (5) in the Hotel Continental after the dinner and while after the dance. The girls that are picking up at the Continental will be able to spot the bayonet sets. Each one received a corsage and a gift from the hotel and other gifts will follow the pattern in the past.

It was anniversary time for several couples during Thanksgiving week.

**HARRY NELSON’S BARGAIN**

**TAMPA — New Board Tira’s Prize**

The small table bustling about the new 25-foot Chris Craft she has moored in Mi-

and made for pleasure and use. It has twin 55-hp, inboard motors and deep-draft hull. She and Joe Bon- nard had Nick Curaci, ride operator at Feltman’s, Conoy Island, the charming time.

**Arcade Men Present**

Some three dozen metropolitan Arcade people, who normally haven’t attended NSA functions, were in evidence. A membership drive by Charles Rubenstein and others is tapping this source of new blood for the club, and from the time they enjoyed, it appeared the campaign is successfully.

**VACUUM NOT APPROPRIATE**

One of the boldest of the NSA open house was when Flo Van Ruathe used the vacuum cleaner during the award drawing. It is a veteran hotel operator. By banquet time the next night the appliance had simply been sold.

**Joe Fettig, Newt**

Friend of Bill Jones reported the Bingo kingpin is recuperating from his recent $350 to City Markle on the Clem-

North Carolina football game.

**175-PLUS AT**

**TESTIMONIAL**

**TO NSA HEADS**

Batatsky, Harris Honored; Lively Event Sparkles

NEW YORK — More than 175 persons turned out Monday (24) at the Hotel Savoy to hear Harold Holmes, who was honored a president a first in the past the past at the Park Sheraton Hote-

7:30 and it was a good many moons before lights were finally turned on.

All in all, those in attendance agreed that the event was our best, that it was the most enjoyable and peaceful social function in the club for the presentation of lavish, diamond cufflinks to Jeff Harris, president and another of the past presidents.

In addition to a penny diner and frozen spaghetti there was the added attraction of a small line-up of talent headed by comic George Kavy who was emcee. Also on the bill were Bill Beek and Hallow, tap dancer, Phil Ramone, musical novelty, Tower, Russian vocalist, and Wells and the Four Paws, as the trio played for dancing. Commit-

tee members present at the Friday night party were Louis D. King, Dave Brown and Henry Kaufman.

**THE PAST PRESIDENTS**

Several past presidents were in attendance, including Bucky Allen, James J. Mackie, Ernie Preston, Joe McKee and George A. Humblt, president emeritus. Out of towners were present, representatives of the fair in Dunkirk, N. Y., as announced operator in his own right.

Congratulations Wives

Wives of the directors and members of the club who could not attend came from Miss and June Tolles of the Million Dollar Pier, Atlantic City, Ed and Mary Carroll of Briv-


Hamiltsohn’s Thunder Stolen

Said at a recent meeting in keeping with Louis D. King’s opening address. But Hamiltsohn murdered the “thief” and stated that he had known the club. Didn’t know that King had “taken the horse” into the own uses, courts, four and everything, and said nobody would make a speech, so what can one say? After unfur-

ishing his remarks to the presenta-

tion, the “thief” then made the presentation to Harris.

**Peppi Committee of One**

In response to the dinner com-

mittee, the party-goers also had the services of Angelo Peppi. Holi-

bing around on his card-enclosed flared limb, he lightally made the noise-makers to make sure everyone was properly ac-

quainted and happy.

**KAY LEISURE ELECTED PREZ**

**B Y MIAMI SPENCER FAIRS**

MIAMI — Kay Leisure was elected president of the Lady Auxiliary branch of the Showmen’s Association here last week, suc-

ceeding Rosita Dell. Other new officers are Eddie Dodson, first vice-president; Odade James, second vice-president; Marie Vi-

vona, third vice-president; Hilda Roman, secretary, Annette Wil-

son, club treasurer; Etelie Bell, club treasurer. The last named was re-elected.

The election of officers took place at the annual meeting of the season, which drew a total attendance that appeared to have been

With Kitty Glisson announced annual memorial services would be held December 14 in the clubroom at 1 p.m. Lola Koehne is announced that installation of oll-

sers was set for January 8 in the Hotel Seville, Miami Beach. Holi-

December 23 and December 30.

**BROADWAY SHOWS, INC.**

BROADWAY SHOWS, INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

SEASON’S GREETINGS TO ALL SHOWMAN AND FAIR COMMITTEES

NOW BOOKING FOR 1959

CONTACT SAM PRELL, MIAMI SHOWMAN’S ASSOCIATION, 1799 N.W. 28th St, Miami, Florida, or JOE PRELL, 1510 University Rd, Bronx, New York.
89,000 Gate Sets Mark for Savannah

SAVANNAH, Ga. — The ninth Carnival of the Stars has now become the most popular show in the country. According to the Georgia Department of Transportation, the attendance at the Savannah, Ga., site has reached 89,000, a record number for the fair.

Meat and poultry prices are expected to rise by about 10% in the next year. The Department of Agriculture has confirmed this prediction, stating that the cost of living is increasing due to higher feed costs and labor shortages.

SOUVENIRS

The souvenir market has been booming in Savannah, with many local businesses offering unique items to visitors. These include hand-painted pottery, local honey, and even custom-made t-shirts featuring the fair’s logo.

Temperature

The temperature in Savannah is expected to reach 75°F by the end of the week. Visitors are advised to wear light clothing and stay hydrated.

Meet to Mull Additional Day At Greenfield

GREENFIELD, Mass.—Three meetings are scheduled for this fall, including the 11th annual meeting of the Mass. Agricultural Society set for next week. A proposal to discuss a fifth day for the fair in 1959, will be heard. Proponents feel that this will boost the fair’s potential revenue on Saturday, a non-working day for the fair’s employees who work in factories. Further, workers try to get ready for Sunday opening by as few as 250 people.

A local accounting firm, Messrs. Smith & Co., will be at the meeting each day to advise on the possibility of a profit-sharing plan.

Jacksonville

Continued on page 49

SUNSET AMUSEMENT COMPANY

NOW CONTRACTING RIDE FOREMEN AND SECOND MEN

SUNSET AMUSEMENT COMPANY

475 E. Madison St.

Chicago, Ill.

Call Bergholtz at 475-2362

RIDE WANTED

Harry-go-round, Ferris wheel, Tilt-a-Whirl, Octopus, and what have you (no junk)?

Bring your ride and have a good time.

Call Harry-go-round at 1436 ABOUT ST., TOLEDO, OHIO.

P. O. BOX 468, DANVILLE, ILL.

CLUB ACTIVITIES

• Continued from page 57

party and a St. Patrick’s Day Committee. An upcoming event was the purse party were approved and they started

on plans for this event.

After the meeting, the members of the club joined the Mes. Mary May for buffet lunch and social hour.

Arizona

Showmen’s Association

PHOENIX — A good turnout of 45 members were on hand for the first meeting of the season of the Arizona Section. After greetings, several members of the executive committee were introduced.

A committee of three will make arrangements for next year’s show. The committee consists of Mr. Al Underwood, W. H. Williams, and B. E. Harmon.

The next meeting will be held on December 25, at 8 p.m. at the Masonic Temple, 200 W. Thomas.

Michigan Showmen’s Association

DETROIT — President Camere Murray opened the regular meeting of the Michigan Showmen’s Association by saying that C. L. Lovejoy, first vice-president; Ed Bruger, second vice-president; Max Kahl, treasurer; postage; Irving Rubel, executive secretary; and Paul Gehrke, recording secretary.

The nominating committee was named. From the board of directors were: William Green, Arthur Brothun, Sam Ginsberg and Charles Dunn, with Ben Morrison as alternate. From the body are: Chuck Magrel, Alexander Kagan and Eugene Ford. John Goodell could be the alternate.

Last year’s meeting was marred by an argument and a broken fence, and is now being used to light the sign in place of stone.

Bennie Levin is a new member. Sick list included Louis Brown and Sam Fishman.

Danish Arena

Continued from page 50

bar, facilities for conventions and exhibits, and offices. The Arena is a major addition to the already popular arena, as well as popular features of entertainment such as the annual "Hollywood," for which the Los Angeles chamber of commerce is the driving force.

The Arena was completed in October of last year, and it is the third major stadium in the city, after the Los Angeles Memorial Coliseum and the Los Angeles Coliseum.

The first convention was the annual meeting of the Showmen’s Association of Denmark, which took place on November 23. The theme of the meeting was "The Showmen’s Association in Denmark," and it was attended by nearly 50,000 tickets, at high prices, were sold for the theatre’s two first offerings. On October 5, a display of the land papers was announced an Italian Opera Festival for January 10, with ticket sales starting the same day. These were sold out and the fair was then announced for November 23 and also sold out.

In the meantime, four performances of Faustina Sara’s ballet, "The Sleeping Beauty," were performed on the set for November 24-27 at the same high prices. There, too, went so fast that four tickets were sold for December 2-5 and also sold. First-class tickets and arena are being presented as usual, at the Ceylon’s Royal Theatre at some.

The promotions of this offer that they brought about a complete opera company of 150 singers, musicians and technical people, and a big ballet company from Paris. However, Fuller and the others were of the opinion that they do not care to be involved in such matters.

Bücher Hansen, who had the collaboration of two of the top booking agents in the business, namely Nagem and the Wilhelm Hansen Music-Concert Bureau firm.

ELECTRONICS

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Chicago, Ill.

800-486-6262

Electronic Arnolds

815 N. Michigan Ave.

Chicago, Ill.

848-5500

Harry go round, Ferris wheel, Tilt-a-Whirl, Octopus, and what have you (no junk)?

Call Harry go round at 1436 ABOUT ST., TOLEDO, OHIO.

P. O. BOX 468, DANVILLE, ILL.

WIND REDUCER

1379 W. Madison St.

Chicago, Ill.

848-2350

Winfred Co.

800-486-6262

Tilt-a-Whirl, Octopus, and what have you (no junk)?

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P. O. BOX 468, DANVILLE, ILL.

815 N. Michigan Ave.

Chicago, Ill.

848-5500

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P. O. BOX 468, DANVILLE, ILL.
JOE FRIED... has recuperated from a recent illness and is now back in business in Los Angeles. He is associated with the Space Spaner at 2935 North Main Street, that city.

Five Years Ago In Pitchford

George H. Brooks had completed a Southern junket, starting at Knoxville, that took in North Alabama State Fair, Florence, Huntsville (Ala.) Fair, Tupelo, Miss. where he worked with his old side kick, John Styger and Jack Davis, working with the McClure brothers, Showcrops and Lexington, La., and Houston, Tex. Brooks reported guaranteeing plenty of jitterbug on his tour.

Seal seen working on Maxwell Street, Chicago, by Berrie Meld were Gus Young, auto police, Johnny Rainier, grantees; Marty Brown, Jimmie Allen, and Henry Newman, cools, and Mike Devine. Joe all. Newman also has busy manufacturing cools for the band. Charlie Hyatt was back in Charlotte, N.C., after staking out a month in Columbia, S.C.

R. O. Suggs, in St. Petersburg, Fla., is getting ready for a joint for the 1954 season... E. C. Paredes was working Oklahoma and Arkansas territory, and reported tramping in Jim Ford and Leonard Martinez, who were working paper in that area... Ben (Herschel) Meyers reported from St. Petersburg that he had just completed a stand in a Gunsmith, Co., dressstore with his partner and gave Bill Howeys, now discharged from the Green Gate Inn, Orleans, Ont. A newcomer in the Pennsylvania territory was Gus (The Terrible Cere) Tenno, former heavyweight wrestler who was going to town with rye glass cleaners... Ray C. Hemb was in Miami with his Clear in okay business. Also in Miami were George Alland, Tip and El Hal, Jack and Ruth Anthony and Fredrie Kruse.

Herman Hohley and Morley Harris opened in Newark, N.J., with Christmas item... Doe L. B. Martin and wife, who took their route to Miami to open their new gadget store. The shop is in Kansas City, Mo., and is operated by John L. Weamer, who sold a profitable season with the Blue Grass Shows and is thoroughly familiar with the merit dance which they put into operation to fair business in Fitzgerald, Ga.

Doe Wood, after many operations which culminated in the loss of a leg, was back touring the halls with G. W. chronograph watches in a Memphis store... Kay and Buster Davis, of Kay and Buster's Variety, piped in from Here.

Wanted to say that they had just closed a five-week stand in that metropolitan, who were working paper in that area... Ben (Herschel) Meyers reported from St. Petersburg that he had just completed a stand in a Gunsmith, Co., dressstore with his partner and gave Bill Howeys, now discharged from the Green Gate Inn, Orleans, Ont. A newcomer in the Pennsylvania territory was Gus (The Terrible Cere) Tenno, former heavyweight wrestler who was going to town with rye glass cleaners... Ray C. Hemb was in Miami with his Clear in okay business. Also in Miami were George Alland, Tip and El Hal, Jack and Ruth Anthony and Fredrie Kruse.

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COMING EVENTS

California
Bob Hopstock, 212 W. 42nd St., New York, N.Y., for an exhibit.

Illinois
Chicago—Chicago Auto Show, Jan. 17-20. Elks Club, 1716-17 S. Dearborn St., Chicago, Ill. for an exhibit.

New York

Ohio
Cleveland—Mid-America Auto Show, Feb. 23-March 10. Ambassadors Hotel, 1919 Euclid Ave., Cleveland, Ohio, for a show.

Pennsylvania

Tennessee
Tennessee—Tennessee Auto Show, Feb. 23-March 10. Armory, 1226 Fifth Ave., New York, N.Y., for a show.

Texas

FREE! Weinman's Bonus Offer Rheinestone RING WATCH FREE! With any order of $15.00 or more. Limited time only—while supplies last.

With any order of $15.00 or more. Limited time only—while supplies last.

ATTENTION—LIVE WIREs

Largest manufacturers in the West offer finest SPARKLING DIFFERENT jewelry sets. Only at your next show. Send your order now for FREE! Midwest Exposition. 401 S. Wabash, Chicago, Ill.

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Largest manufacturers in the West offer finest SPARKLING DIFFERENT jewelry sets. Only at your next show. Send your order now for FREE! Midwest Exposition. 401 S. Wabash, Chicago, Ill.
REGULAR CLASSIFIED ADS

Set in regular wont-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ 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 25¢ 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 capita 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.
Bands and Orchestras

**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 25¢ to cover cost of handling replies.

**Handwritten Message:**

Me beardless.
That's a promise.

**Handwritten Message:**

TENOR SOPS-QUEST.

**Handwritten Message:**

IMPORTANT: DISPLAY ADVERTISERS WANTED.

**Handwritten Message:**

Agents Opportunities Wanted

**Handwritten Message:**

LADY WHO LIVES LIKE JOE ILLUSTRATED PAPERS wanted all over the country.

**Handwritten Message:**

FEMALE WANTED SPECIALS.

**Handwritten Message:**

Dollies, Flappers.

**Handwritten Message:**

Secondhand Commercial Wanted

**Handwritten Message:**

Specialties above Oregon's 1959.-(Secondhand)

**Handwritten Message:**

HEADERS ALLOW

**Handwritten Message:**

**TENTATIVE** ORCHESTRAL SONGS PLAYS 3 min. C. Reamy. Collected. C. Reamy. 1145

**Handwritten Message:**

EYELETS AND HYPOTHETICAL SHOW AVAL.

**Handwritten Message:**

**OLD⁄NEW COLORS**

**Handwritten Message:**

Outdoor Acts and Attractions

**Handwritten Message:**

VAUDEVILLE ARTISTS

**Handwritten Message:**

WINTER FAIRS

**Handwritten Message:**

California

**Handwritten Message:**

outdoor activities. Please return to local manager.

**Handwritten Message:**

Business for Sale

**Handwritten Message:**

Coin Machine Headings

**Handwritten Message:**

Talent Availability Headings

**Handwritten Message:**

MILLEN FAVOR ELECTS

**Handwritten Message:**

GIVE TO DAMON RUNYON CANCER FUND

**Handwritten Message:**

LETTER LIST

**Handwritten Message:**

MAIL ON HAND AT NEW YORK OFFICE

**Handwritten Message:**

MAIL ON HAND AT CHICAGO OFFICE

**Handwritten Message:**

MAIL ON HAND AT ST. LOUIS OFFICE

**Handwritten Message:**

MILDEN FAIR ELECTS
Folz Cites Trend Toward Multiple-Machine Stands
OCEANSIDE, L. I., N. Y.—The majority of machines operated by salesmen in New York and its environs are those currently being used in major stores throughout the country. However, one of the largest bulk vending machines is the Folz, one of the partners. Folz said that virtually all new installations on small stores have four-machines installations, while those on larger stores have six-machines set-ups. On the very large operators, eight-machine batteries are used.

According to Folz, confections pose the biggest problems. The company doesn't use confections on one machine but makes only one confection unit on a six-machine installation.

Folz feels the confection should be changed every two months. He feels that the point 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 experienced with 2-cent vending on confections, giving one and a half times the quantity of the 1-cent vend. Folz reports that these tests have been successful and that they will be discontinued.

Folz has also been testing cups for 2 cents, with the dimes vend only on select locations. According to Folz, collections this year are considerably ahead of 1967.

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 earliest bulk nut routes in the city during his spare time.

By the time he got his degree, he had seen 200 nut machines on location and was earning a pretty fair living. In those days it cost 60 cents to fill a globe with nuts, and about $3 was realized each time the globe emptied.

12,000 Machines

Young Schoenbach was so fascinated with the new industry that he decided to chuck engineering and devote full time to bulk vending. He bought his operation slowly, concentrating on prime locations. By 1930 he had 1,000 nut machines located in candy and grocery stores throughout New York.

At that time he saw the possibilities of peanut nuts and was the first operator to use them in the New York area. They went over so 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 was disposed of his route. Later he became the Advance distributor, as well as distributor for Astro, Victor and the leading char manufacturers. He currently handles all these lines.

General Motors

The Schoenbachs have a 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 Stage

Instead, Schoenbach said, the operator should look toward chain stores and supermarkets, where a great deal of progress has been made and where industrial locations, which are pretty much unexplored, are in regard to bulk vending.

Schoenbach relays by listening to classical music and is an avid baseball fan. He is a member of the Miami Vendors, the handball club of the great masters, he has lithographs of great paintings and is a collector of good reproductions.

As 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.

By FRANK SHIRAS

CHICAGO—Chain stores are often hailed as a big market for bulk vending machines. How big is it? The numbers vary and drug chain stores are but a fraction of locations for bulk vending.

Many chains are so large that only the biggest operators in the country can sell to them. Incidentally, the standard set of 200 grocery, 9,255 variety, and 4,740 doughnut machines are only a fraction of the total.

Thousands of chain stores are already taken. Regardless of how many there are, they cannot be considered a rich market for bulk vending machines. How many chain stores are there? A realistic count with respect to bulk vending can be made of the large 5 and 10 cent chain stores.

There are 21,000 grocery, 9,255 variety, and 4,740 doughnut machine locations in the nation suitable for bulk vending. (See accompanying table.) This is a very small fraction of the total chain store locations in the nation suitable for bulk vending.

Many in the industry do not take into account the tens of thousands of small food stores all types of food stores in the nation alone. Besides, growth of the chains is not rapid enough to compete with the 1930's. New locations in chain stores is expected to proceed, very slowly, if at all.

Favor Big Ops

The conventional wisdom of the industry also lends toward favor the biggest operators in the country. Any chain stores are concentrated in the hands of relatively few chains. About 70 per cent of the grocery chain stores are in chains of 10 or more units. Varieties and doughnut chains are also concentrated in the same size. About 73 per cent of the grocery chains are in chains of 10 or more units. (The Chain Store Guide lists 40 chains that do not give statistics on chains of 10 or more units. See accompanying table.) Many of these are not good prospects for the typical full-time machine operator. Sufficient capital to supply stores with machines is often hard to come by. Dispersion at stores becomes the primary consideration. There are serious factors in one-man operation. Policy for national chains is set at executive headquarters. To operate at a regional level, the operator usually has to call on his headquarters to obtain permission. The expense and unattractiveness of going to headquarters, especially when headquarters is located in distant places. The prospect of losing a big chain is also a serious deterrent. Sudden loss of one, thousands of chain store locations are already taken. The few operators that have been successful have a series of large retail places and there are a number of large routes with machines in national and local area retail places. None of the operations use servicemen, while in those cases the location or department store employ them. Also, there is certainly room for more expansion, the potential for larger machines is quite limited as only 5 to 10 cents are left for bulk vending as a whole. There simply aren't enough chain store locations in the country. The number of small-chain

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.

<table>
<thead>
<tr>
<th>Number of Chains</th>
<th>Size of Chains</th>
<th>Total Stores Owned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery</td>
<td>2</td>
<td>3,233</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>2</td>
<td>5,207</td>
</tr>
<tr>
<td>Variety</td>
<td>4</td>
<td>2,848</td>
</tr>
<tr>
<td>Drug</td>
<td>4</td>
<td>168,062</td>
</tr>
<tr>
<td>Vending Machines</td>
<td>10 or more</td>
<td>2,874</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5,207</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3,031</td>
</tr>
<tr>
<td></td>
<td>5 or more</td>
<td>1,742</td>
</tr>
<tr>
<td></td>
<td>9 or more</td>
<td>289</td>
</tr>
<tr>
<td></td>
<td>10 or more</td>
<td>393</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3,031</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3,031</td>
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<tr>
<td></td>
<td></td>
<td>3,031</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12,270</td>
</tr>
</tbody>
</table>

The average operator has the chance of running into the market contained in this table only 200 of these grocery, variety, and drug chain stores. And even then, it can never be a very strong one.

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 Gramercy Restaurant, Bob Katz, president of the group, announced last week. There was no accompaniment on current problems of competition and the possibility of forming an operator's union group. Many attending were reported increasing sales by candy jobbers of bulk vending machines and supplies to locations, and Kantor. The location buys in large numbers and if the operator's group is formed, he can benefit from the location. It was reported that the way of adjusting this kind of competition is to petition the location to the corporation. In the corporation's opinion (often made of plastic) doesn't stand up when used, said Kantor. Also considered was the feasibility of an operating group buying machines and supplies and distributing among the members. Many attending were also reportedly increasing sales by candy jobbers of bulk vending machines and supplies to locations, and Kantor. The location buys in large numbers and if the operator's group is formed, he can benefit from the location. It was reported that the way of adjusting this kind of competition is to petition the location to the corporation. In the corporation's opinion (often made of plastic) doesn't stand up when used, said Kantor. Also considered was the feasibility of an operating group buying machines and supplies and distributing among the members.
Distib 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 in bulk vending for the past few years as a Lehigh distributor for candy, and Tak-A-Bonds beverage vendors.

Cal Fradlin, 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 classics, gum, nuts and candy, will be handled by the firm, said Fradlin.

This is also announced that it was recently named as exclusive representative in this area for the Tom-Master III-Fi-Wall Machine Book. Firm is located at 300 North Gay Street.

Guggenheim To Remodel
NEW YORK — Karl Guggenheim, Inc., has been a lemon. Manufacturers will occupy a more efficient work area and will brighten up offices and showrooms. (For the job, he said, is about $85,000.)

VICTOR’S PROVEN MONEY MAKER TOPPER 1C BALL GUM VENDOR
$13.25 ea.

We carry a complete line of:机型... • MACHINE • BALL GUM • CAPSULES • CHARGERS

Order Now From Victor’s Southern
BIRMINGHAM VENDING COMPANY
and Distributors Inc., Birmingham, Alabama Phone: Office 5115

$25 DOWN Balance $10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPINGLES

Large Cash Box Holds $85.00 in Pennies

OAKLE LEAGUER

"LI'L LEAGUER"

Oak Distributing (R. C.) Ltd.
1145 Second Street
Vancouver, B. C.
Munich 3-9915

WE HAVE oak’s
"LI'L LEAGUER"

WE HAVE oak’s
"PREMIERE"

T. T. Vending
SALES COMPANY
P.O. Box 106
Chicago, Ill.

WE HAVE oak’s
"GOLD MINE"

B. R. WHITEHEAD
DISTRIBUTORS
105 Woodward Avenue, N. Y.
Atlanta, Georgia

WE HAVE oak’s
"ACORN"

MAKE COIN MACHINE EXCHANGE
469 Spring Garden St.,
Philadelphia 6, Penn.

oak’s
LI’L LEAGUER
a top scorer!

OAKS "400"

It finds 200 capsules for larger grants on each filling, without breaking capsules or jamming the filling head. Quan-
tities are handled with ease. You can fill from 25 to 250.

USI MANUFACTURING COMPANY, INC.
4141, ENLIGHI-BRIDGE AVE., CUYVER, CALIFORNIA

OAK "400"

SAVE MORE MONEY
MAKE MORE MONEY
Subscribe to The Billboard TODAY!
Logan Exhibits At NAAPPB Show In Chi

CHICAGO—Logan Distributing Company is scheduled to exhibit bulk vending installations at the National Association of Automatic Merchandisers (NAAPPB) convention here this week. President Jack Nolan pointed to the large number of children and teenagers in amusement parks, kiddieparks, beaches, and zoos, as a big potential market for bulk vending machines at the park is generally limited to refreshment stands and rides, he continued. Multiple versions of Logan's machines in different parts of parks would be an excellent 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, because the time it spends on people standing in line for rides. Multiple installations operated by Logan will get large impulse purchases, clains Nolan.

Logan will exhibit two multiple installations holding six machines each. Four different versions of Victor machines will be mounted on the stands, also distributed by Victor Vending Corporation. The 12 machines will hold 12 different types of bulk vending merchandise, said Nolan, including ball, gum, candy, marbles, pins, and the Universal. 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 machines, developed by Victor Vending Corporation, will be available for delivery December 3, said President Harold Seifert last week.

The step-back and holds fourteen machines in a single column made of tubular chrome-plated steel, with cross pieces of oak. It supports the six-machine step-back stand, called the Bantex.
the facilities programming vending has been steadily declining in many areas for a variety of reasons. Some owners of the machines have been forced to look around for any avenue of diversification that might provide some grosses and at the same time not greatly affect their present playing picture. Nationally, Seeburg entered the cigarette vending 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. Compe- tition today in cigarette vending is fierce, so there has been little of vending that all operators are interested in vending operators. And juke box opera- tors firmly established in cigarette vending are now talking about the possibilities of a music operator to enter only when he can do so without greatly increasing his costs.

A check of the 151 writers re- ports 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 al- ready in cigarette vending have no plan to enter it. Of the remaining ones, almost none has not in the past plans 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 come time next year." Most juke box operators have already established in cigarette vending they do have plans to increase the size of their vending routes where possible. However, very few have plans to enter any other fields of vending.

Of the five operators who say (Continued on page 73)

300 JUKE ROUTE

Mechanical Title Strip Printing System Cuts Cost, Saves Op's Time

By ROL LATIMER

ALBUQUERQUE, N. M. — A unique mechanical title strip printing system would make juke box operators programming and operate the ma- chines as well. At Milwaukee, Bu- der Sunshine machine manager, explained, "we have made the machine for each location, on the strength of long experience. From the Bill- board, we have thousands of lists, requests which the collector serv- ing that location brings in. When the final music menu is decided upon for the location, whether it is the whole 300 records for a new spot, or a few replacements for the existing addressograph plates are made up. Where using old favorites, changes in the addressograph plates are already on hand in the file. They are put in the machine along with all the new plates made up by the addressograph plate-making machine, and the complete music menu for the machine made up in the compartment representing that location, where the collector can pick this up, and ship it to the place 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 new record, the machine simply runs down a list of all the titles with the addressograph plates are already on hand in file. There is with the machine along with all the new plates made up by the addressograph plate-making machine, and the complete music menu for the machine made up in the compartment representing that location, where the collector can pick this up and ship it to the place at the same time and install them swiftly, with no titling responsibilities at all.

HARRY SNOIDGRASS

The machine was able to get uniform title strips for Border Sunshine's large jube box operators programming and operate the ma- chines as well. At Milwaukee, Bur- der Sunshine manager, explained, "we have made the machine for each location, on the strength of long experience. From the Bill- board, we have thousands of lists, requests which the collector serv- ing that location brings in. When the final music menu is decided upon for the location, whether it is the whole 300 records for a new spot, or a few replacements for the existing addressograph plates are made up. Where using old favorites, changes in the addressograph plates are already on hand in the file. There is with the machine along with all the new plates made up by the addressograph plate-making machine, and the complete music menu for the machine made up in the compartment representing that location, where the collector can pick this up, and ship it to the place at the same time and install them swiftly, with no titling responsibilities at all."

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How it Works

As the program operates, the high-speed mechanical printing facili- ties of the addressograph machines are used to make up title strips. The title strips are made in individual forms, with the exception that the addressograph machine turns out as- trips in a small fraction of time average one for each number.

Two girls do all of our

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. "Two years ago," said the president, "we were steadily collapsing in many areas for a variety of reasons. Some owners of the machines have been forced to look around for any avenue of diversification that might provide some grosses and at the same time not greatly affect their present playing picture. Nationally, Seeburg entered the cigarette vending manufacturing field.

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Of the five operators who say (Continued on page 73)
ROCK-OLA SETS THE TEMPO

with "Focal Point" Programming

"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.

ROCK-OLA

STEREOPHONIC and MONAURAL 200 and 120 Selection Phonographs
Agenda Set for Senate Hearing

NEW YORK—The agenda for the Senate Rackets Committee hearings, to open in Washington Tuesday (2), was announced 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 this week, the center of interest will switch to Chicago, then to Miami. The hearings are expected to take three weeks.

MONY Officer Slate Re-Elected

NEW YORK—The entire officer slate of the Music Operators of New York was re-elected at the organization's dinner meeting at the Park-Sheraton Hotel here Tuesday (22), with 100 operators turning out for the affair.

Named to serve additional terms were Al Denver, MONY's perpetual president, Joe Consue, vice-president; Ben Chlopecky, secretary; and Harry Wasserman, treasurer.

Redrafted to the board of directors were Lou Herman, Mac Polay; George Holtzman and Doo Shapiro. New board members are Gil Sosin and Al Goldberg, who replaced Ray Kness and Lou Levy.

FRANK FABIANO (FAR RIGHT) explains workings of the new Rock-Ola Terress line to Mr. and Mrs. Jake Dunner and their guests during showings held by the firm in their Detroit showrooms, November 2. See story in The Billboard, November 24.

GUESTS AND HOSTS at Fabiano Distributing Company during the firm's showing of the new Rock-Ola line (a composite picture) were: Mr. and Mrs. Paul Folino, Mr. and Mrs. Kurt Klauer (Rock-Ola sales manager), Mr. and Mrs. Joe Anderson, and Mr. and Mrs. Roger Patterson.

One reason why advertisers in The Billboard get all they pay for:

TOGETHER...they provide beautiful music!

Write for details about the world's finest coin-operated musical instrument dramatically styled by RAYMOND LOEWY world famous designer.
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 amusement machine industry is determined to have a banner year in 1959. It is busy preparing for the big fight.

The industry will enter January with plans for new coin-operated equipment, more new equipment in the planning stage and more new ideas for new use of equipment than in any year.

Bally Bows
New Upright, Skill Parade

CHICAGO—Skill Parade, a new upright coin-operated game made by Bally Manufacturing Company, is expected to be presented to firm distributors this week.

The game is being debossed this week at the park show (NAAPB 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 strips of targets, each with its own row of light-up symbols. The deposited coin is fed to the left bank target (the double bank) instead of to the first bank of target bars. Each target bar consists of a Voupin slot, the appropriate symbol for the target slot lights up, and the next two target bars are played in order.

Object of the game is to light up all seven symbols. Symbols are animals. Scores range from a high of three monkeys to a low of two red monkeys. The bottom row of targets is used with a coin-operated target, which scores without being matched with targets in the top and middle rows. This is designed to increase score-scoring down thus the last three targets.

Scoreboard at top shows scoring combinations and point values. It features advancing scores, machine score, replay meter, and is equipped with extra coins. It takes in up to seven coins per game. It measures approximately 70 inches high, 27 inches wide and 20 inches deep.

Neither Bally nor other manufacturers in various areas throughout the country.

By JOHN HICKS
ST. LOUIS—There is no question of the legality of pinball machine operations in Missouri, but the state is certainly not legisla-
torsiated by law "for amusement only" legislation. In Missouri, there is no such legislation for high screen on bingos and live-ball pinballs and other arcades (Continued on page 75)

Runyon Opens 24-Unit Ride
Game Set in Discount Store

Firm to Place Similar Installations In Greater N. Y. Highway Outlets

By AARON STERNFELD
Vernon, N. J.—Runyon Sales of New Jersey has launched what is probably the biggest pinball machine programs ever attempted by an opening company.

First step in this program was taken last week with the opening of a new Runyon installation at the Great Eastern Mills highway discount store in Vernon, N. J.

A 2,000-square-foot area at the store's entrance, adjacent to the snack bar has been occupied by Runyon and by Bally. Runyon offers the T-Ford, Monocycle, Champion Horse, Runyon and Triton. Other equipment is the new-Amuse-Ride, a new bowling, two Golf Games (rolltold), Shuffle Alley, Big Tennis base-
ning, Tennis game and a bowling, two Golf Games (rolltold), Shuffle Alley, Big Tennis base-
ning, Tennis game and a

A 14-foot by three-foot, two-
color illuminated sign proclaims the presence of the operation and a second sign underneath says "Fun for the family.

The installation is ranged by 10-foot plywood and full-color wrinkles, with the sides and rear decorated by multi-colored拉丁字母.

Team Effort

The effort is being handled by the Warner Company of Chicago, and the going is good, with the assistance of Bill Donald, Bally sales manager, and Floyd Huestis, manager of St. Louis office.

One Runyon employee is on the location at all times, with a second man changing and taking care of the machine, during normal store hours on Fridays, Saturdays and Sundays.

(Continued on page 74)

Expect 40 at NCMDA
Big 10-Pt. Point Meet

CHICAGO—Forty members representing 33 distributorships were expected to attend the National Coin Machine Distributors Association winter meetings held Sunday (30).

At the meeting Wednesday (30), Bob Siller, NCMDA's executive director, told the Billboard that conferences A meeting was held on the scheduled meetings strongly urged the conference to support for getting a full-fledged distributor program for the industry under way.

Said Siller: "I know that we have the cooperation of the industry, but we do not know if we will be able to fulfill the needs of the men attending the meeting. We are trying to put on the information that we feel is necessary to be put on the agenda."
## Coin Machine Price Index

### How to Use the Index

Hardware prices are the lowest prices that we know of among the industry and Pennsylvania. Prices are in no way intended to be "standard," "normal," "set," or offer an authoritative reflection of prices. Prices in the Index are designed, however, to provide a guide for price range. Any price obviously depends on the region, type of equipment, age, time on location, the territory and other related factors.

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### MEAN AVERAGE

The mean average is a computation based on the total of all prices advertised for the period indicated, and reflects the dominant advertised price level. It is not a simple average of all prices advertised. The high and low indicate price range, mean average indicates the price level at which the equipment is advertised. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "discontinued" equipment.

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### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>HF100R</td>
<td>50</td>
<td>65</td>
<td>75</td>
</tr>
<tr>
<td>HF110R</td>
<td>50</td>
<td>65</td>
<td>75</td>
</tr>
<tr>
<td>HF120R</td>
<td>50</td>
<td>65</td>
<td>75</td>
</tr>
</tbody>
</table>

### SHUFFLE GAMES

<table>
<thead>
<tr>
<th>Model</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ace Bowling</td>
<td>45</td>
<td>54</td>
<td>65</td>
</tr>
<tr>
<td>Baby Bowling</td>
<td>45</td>
<td>54</td>
<td>65</td>
</tr>
<tr>
<td>Baby Bowler</td>
<td>45</td>
<td>54</td>
<td>65</td>
</tr>
<tr>
<td>Bean Bag</td>
<td>45</td>
<td>54</td>
<td>65</td>
</tr>
</tbody>
</table>

### ARCADE EQUIPMENT

<table>
<thead>
<tr>
<th>Model</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrow Game (15)</td>
<td>75</td>
<td>95</td>
<td>110</td>
</tr>
<tr>
<td>Auto Rider (15)</td>
<td>75</td>
<td>95</td>
<td>110</td>
</tr>
<tr>
<td>Auto Rider (20)</td>
<td>75</td>
<td>95</td>
<td>110</td>
</tr>
<tr>
<td>Auto Rider (25)</td>
<td>75</td>
<td>95</td>
<td>110</td>
</tr>
</tbody>
</table>

### Pinball Games

<table>
<thead>
<tr>
<th>Model</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta (50)</td>
<td>30</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>Boston (40)</td>
<td>30</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>Chicago (50)</td>
<td>30</td>
<td>50</td>
<td>70</td>
</tr>
</tbody>
</table>

### Arcade Games

<table>
<thead>
<tr>
<th>Model</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arm &amp; Hammer</td>
<td>150</td>
<td>175</td>
<td>200</td>
</tr>
<tr>
<td>Arm &amp; Hammer (15)</td>
<td>135</td>
<td>155</td>
<td>175</td>
</tr>
<tr>
<td>Arm &amp; Hammer (20)</td>
<td>135</td>
<td>155</td>
<td>175</td>
</tr>
<tr>
<td>Arm &amp; Hammer (25)</td>
<td>135</td>
<td>155</td>
<td>175</td>
</tr>
</tbody>
</table>

### Basketball Games

<table>
<thead>
<tr>
<th>Model</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basketball (10)</td>
<td>100</td>
<td>125</td>
<td>150</td>
</tr>
<tr>
<td>Basketball (15)</td>
<td>100</td>
<td>125</td>
<td>150</td>
</tr>
<tr>
<td>Basketball (20)</td>
<td>100</td>
<td>125</td>
<td>150</td>
</tr>
</tbody>
</table>

Several local coin machine figures left for Washington this week to testify as friendly witnesses before the McClellan committee. The local situation will be covered in the first week of the hearings.

Al Draper, head of the Music Operators of New York, returned this week from a Florida vacation... Barkey Sugarman, Runyon Sales, is recovering from the recent operation and expects to be back on the job within a week.

**ATTENTION OPERATORS!**

We're Changing Our Route

Call or write for whole-

price sales to the operator on 1700's, 1800's, 1900's,

2000's, 2100's, 2100's.

Unbelievable Prices!

Shipped at manufacturer's Location

BINGOS

Stata... $6.00

Price... 4.00

Cup... 9.00

ARCADE

C.C. Credcot Prod. New... $145.00

C.C. Bull... $350.00

C.C. Tuba... $255.00

Seabing CasH Trust... $75.00

Rote. Col... $50.00

Mini... $14.00

Bally... $150.00

J.P. Buckel... $45.00

C. C. Classic... $95.00

1/2 down, balance C.O.D.

**FOR IMMEDIATE DELIVERY**

7. BAY ROAD

17. BAY ROAD

13. WORLD CRAMP

6. SEAM FOLDING

5. CROSS FOLDING

6. CROSS FOLDING

5. CONTINENTAL CAFE

**ACTIVE**

AMUSEMENT MACHINES CO.

Toll Free 800-234-7739

**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**

**WILL ACCEPT IN TRADE**

SHUFFLE ALLEYS, BINGOS, SEURING R. W. MACH. & Models of 14 ft. 11 ft. BOWLING

**DISTRIBUTING CO.**

406 STATE STREET

ERIE, PENNSYLVANIA

PHONE: 6-2786

**MUNY ES POSTAGE STAMP MACHINES**

3 Column Machine

7 V/s w/d 600” Disp. High WC & Ft. Lin.

*All newly reconditioned, with______

*Walter, Interchangeable containers and large capacity, 1900’s, 1970’s high WC model.

**EXPIRT ALL MACHINES**

**MUNY ES POSTAGE STAMP MACHINES**

3 Column Machine

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**EXPIRT ALL MACHINES**
See No Rush to Vending

Continued from page 66

that they do plan to enter ej*

ter cigarette vending or stay out
depend on many factors. Pe-
tinent in just another, size of the

or present operation, competitive

costs in his area—these factors

make the matter so individual that
either an operator should or

should not cannot really be an-
swered. What is done from the

reports, however, is that the

overwhelming majority of operators do

plan to enter. Those who indicate they do explain they are

going to proceed cautiously.

Location Types

In addition, it seems significant

that these joke box operators with cigarette vending, nearly 75

per cent report that they do not o

operate them all in their joke box

locations, but have them located

in places of public assembly, transpor
tation points and other non-joke box lo
cations.

Finally, the vast majority of the

operators who believe joke box

vending are the same service

in service joke boxes and

vending. As cigarette vendors, most of these operated by joke

box operators have not even 12

and out of 200 cigarette operators

in almost all these such operators.

Commentators on cigarette

vending would not be potent

and con; there does not seem to be any middle-of-the-road

position. Here is a quick rundown on just several representative

of view held currently:

a) Minimum Effort

B) New Machine development with 60

joke boxes, 30 games and no cig
te cigarette vendors explain why he

keeps operating or entering into

cigarette vending:

It has become increasingly ap
parent that to hold locations with

a minimum of effort, operators

should enter cigarette vending, all

machines need in any establish

ment. This applies especially to

bars, taverns and restaurants where

cigarette machines go hand in hand

with music and games.

A Kentucky operator with 53

joke boxes, 35 games and no cig
te cigarette vendors explain the

situation this way:

"I think you will continue the

operators will cause a number of

the cigarette operators to start op

erating joke boxes, which will

be bad for both . . . the pinball and

cigarette field is overcrowded to

the extent that they are paying for

locations and operating 60-80.

Combining these with vending will

make it worse."

Diversifying Good

A California operator with 27

joke boxes, 31 games and 75 cig
telephone machines believes diversi

dification may be good for the small

operator:

"I think that diversification is a

good thing for small operators

who cannot use the same em

ployees to service all their equip

ment. Big operators, in general,

have a different problem.

Instead of diversifying, it would

be like going into a different busi

ess."

A Missouri operator who said he

operates 10 joke boxes, 25 games

and cigarette vending machines

gave up joke boxes and went to

cigarette vending four years ago.

He operates in Cincinnati. Here's what he says:

"Keep Separate"

"Having operated joke boxes

and cigarette vending for years,

I found that one segment of the

business is as separate as the other.

I therefore separated vending from

music and games, eventually sell

ning 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.

Prematurely cigarette equipment

must be serviced elsewhere than

smoke, and the old-time music op

erators are taking a different ap

proach. The equipment is over the

hill. New vending

machines operators are taking

over the joke box business.

we get into and get to increase net income.

With new cigarette vending machines is

reported in succeeding articles deal

ing with this subject.

COINMEN YOU KNOW

Continued from page 72

Milwaukee Assn.

Continued from page 66

next meeting. It probably will be

held shortly before the end of the

year. In addition to the admis

sion of bylaws at the next meeting, the

group will probably elect its first

officers.

Sponsors of the call for the first

meeting were Arnold J. Jacobson;

James Stecher and Sam

Hartings.

A formal roster of those attend

ing; for Pellegrino and Bob Puc

nco; P. & P. Distributing and

Distributing Company; Frank

Hardy; Cypress Distributing Com

pany; Frank; Mabel Dawson;

Walton; James Stecher; Ken

Egner; Leonard's Service; Jerome

(Red) Jacobson; Red's Novelty;

Dopitz, Hi-Top Coin Machine

Company; Joseph J. Patrono; and

Patrono, Triple A Amusement

Company.

CAVA Meeting

Continued from page 66

Davie, of the NAMA, and George

A. Miller, president of both the

Music Operators Association of

America and California and the

Man's Association.

Carol Rivers was hostess with

Elizabeth Kranz, Alfred Frederick,

Dorothy Hays, Beth Wray, Margaret

Vander Zee and Grace

Rivers, handling registrations and the

information booth.

Hospitality rooms were mul

iplied by Tenax, Coca-Cola, D inspirational

BOWLING MACHINES

414-17 Division, Chicago 14, Ill.

517 Madison Ave., New York 22, N.Y.

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BOWLING MACHINES

517 Madison Ave., New York 22, N.Y.
CYPRESS GARDENS, $542.50
NEW ORLEANS NOVELTY COMPANY
119 MAGAZINE STREET
NEW ORLEANS, LOUISIANA
Tel: Jackson 2-5306

CORRECTION
Due to a typographical error the wrong gala was listed for A.T. Challenge in the November 21st issue of Billboard. Gala preset at $79.70.
CAROUSEL INDUSTRIES
2454-47 W. Lawrence Ave.
Chicago, Ill.

GIVE TO DAKOM RUNYON CANCER FUND

Keeney Plans
**Continued from page 70**
duction. He said the firm faced little demand for counter equipment.

Huebner said that he feels industry sales are picking up. In
working, he said that export sales (mainly Canada) accounts for 25
percent of their cigarette machine output. He reported that Harrod
Dugas, chief sales engineer in the firm's vending division, had receiv-

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, the article gave thought on the part of leading dealers in aspects of the business. It was reported that the magazine's coverage was

Game Variety
As indicated above, variety in games is ample and especially in recent months—suggests that will continue to experiment with new and unusual items.

For the first 11 months, this is the numerical breakdown by type:
- Pin ball games
- Bowling games
- Pool tables
- Slot machines
- Carnival games
- Pinball machines
- Other games

Only FISCHER POOL TABLES

"VISIBALL" TRAY
Best method of ball identification ever devised. Balls packed so that none is visible to open tray of FRONT at table. Balls may be turned for checking but can not be removed for play and repositioned on all Fischer coin pool tables.

AUTO-RESET SCORING
Sure-fire safeguard against player controversy. Easy to understand and use. A scoring disc, for each ball selected or selected is called back. In player's choice. When game is completed, button automatically and easily returns all discs to reset position. Writes scores on Fischer 6-pocket tables.

See these Fischer features on IMPERIAL VII, IMPERIAL VI and DELUXE 6-POCKET TABLES and PARTY POOL...the unique new 6-Game bumper toss top table with scoring 6-pocket play square!

Game Industry
Continued from page 70

ROSEN MUSIC SPECIALS!
AMI H 200'S LIKE NEW...$795.00
AMI G 200'S LIKE NEW...$495.00
SEEBURG V 200'S...$445.00

PHONE, WIRE, WRITE TODAY

1/2 With Order, Balance C.O.D.

Write for Complete Information

YEY END CLEARANCE
100 LARGE MODEL JUKE BOXES AT LIQUIDATING PRICES
SEEBURG M100s, M1000s, M1000r, V100s, VL200s
K200s and L100s—AMI E120s, F100s, G120s, G200s
WURLITZER 2000s and 2100s—ROCK-OLA 1454s.
Write for prices.

Exclusive Outlets in New England
IT'S TRIMOUNT!

ROSEN MUSIC SPECIALS!!
AMI H 200'S LIKE NEW...$795.00
AMI G 200'S LIKE NEW...$495.00
SEEBURG V 200'S...$445.00

ROSEN MUSIC SPECIALS!!
AMI H 200'S LIKE NEW...$795.00
AMI G 200'S LIKE NEW...$495.00
SEEBURG V 200'S...$445.00

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K200s and L100s—AMI E120s, F100s, G120s, G200s
WURLITZER 2000s and 2100s—ROCK-OLA 1454s.
Write for prices.

Exclusive Outlets in New England
IT'S TRIMOUNT!

WURLITZER 2000s and 2100s—ROCK-OLA 1454s.
Write for prices.
WANTED

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

Write Box 944

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

DAVIS GUARANTEED PHONOGRAPH GRAPHICS - LOOK-OPERATE LIKE NEW

SEEBURG M100C .................. $375
SEEBURG 100W .................. 450
SEEBURG HF100G ............... 475
SEEBURG HF100K ............... 575
SEEBURG HVL200 HIDEAWAY ... 595
SEEBURG V200 WITH VL RECEIVER 650
SEEBURG 100J .................. 685
SEEBURG L100 .................. 725
SEEBURG KS200H ................ 725
SEEBURG KD200H ................ 955
WURLITZER 1900 ................ 495

CABLE ADDRESS: "DAVIS"

Treatise/...ifata

DECEMBER

KIDDE RIDES

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 $1,000 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 machines were ready to take third-grade equipment until they are proved, operators would be willing to take a gamble on them.

Other local operators concerned with Axelrod that it was a good business sense in parts of untried locations which hold 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 budget changes which would affect either pinball or slot machines.

Several operators said that the expected expansion in business this fall has not 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 trouble where machines are located, none of the establishments are struggling. This hurts us, too, he said.

Jack Goelick, of J. Rosenberg Company, said that the continuous slump also is the result of rising costs of machines, and the industry is not offering anything new in pinball machines. The cost of pinball, shuffle alleys and other machines has escalated, he continued, not by making new customers, Goelick said. All too there has been a pickup in business since atrophied machines hit the market, and the selling business as a whole is off, Goelick said. Activity is not there, and collections have fallen off, he said.

Axelrod also reported that collections have not picked up. If anything, he continued, until 2 weeks ago they were worse. As far as drinking is concerned, the said, Morris Novelty Company had very little business in October and November.

On the other hand, Tony Keupal, Central Distributors, said business has been good. The company, which recently was moved after destroying its former headquarters, will be completely rebuilt soon.

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NCMDA Meet
Continued from page 76

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Bally Debuts

Continued from page 10

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," two 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 new 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 and out of supermarkets and shopping centers continue to make up the bulk of new locations for rides.

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