NEW YORK — A scanning of the top 15 charts on The Billboard's Hot 100 chart shows numbers of vastly different nature and origin, indicating that the road to Hitville is still a wide open path. Included are rock ballads, rockabilly and instruments.

"To Know Him Is to Love Him" by the Teddy Bears is adapted from a gospel text to be loved by Jesus. "Tom Dooley" is an almost-century-old folk favorite that has been renewed in recent years by a new twist by the Kingston Trio, who has been told that their first disk offering, "It's Only Make Believe," is a major hit. They are the first band to record re-coupled types of pop tunes this year. "Deep Blue" was originally a hit to the Flaming Lips, a folkish rock routine. It's hardly a dangerous trend but the kids, too, it's immediate.

Elvis Presley, who inevitably re-coupled the top 10 with each new wailing, is scoring with a two-sided hit of contrasting nature. "One Night" is a rhythmical ballad-type. "Got Stung" is in the rockabilly style.

"Problems" by the Everly Brothers, who are also consistent scorers, is also in the rockabilly groove. "Lonesome Town" by Ricky Nelson's change in type of material and for the singer. Nelson, who's had a string of hits this year, is now doing it again with a somber ballad-with-a-bit.

New York, N.Y. — There have been many writers, scores and editors this year than in previous times. Several of the biggest tunes this year were either imports or of foreign composers.

The German Modugno, of Italy, has been the "Hit of the Week." His number was written by Jack Fishman and Joe Henderson of Great Britain. Michele Galdiere and P.C. Credille of Italy, had several waxings in the United States, Canada and Puerto Rico, for regional contests. Finals to be held approximately Easter Week in New York. Many facets of record and music industry co-operate.

"Lonesome Town" has reached the top of the Billboard's Hot 100 chart. "Queen of the Hop" by Jack Hasset is a rock 'n' roll hit. "Smoke Gets in Your Eyes" has been a standard, but the saxophone solo.

**Foreign Wax On Upbeat**

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**New York** — The disk field showed best on several new disk promotions this week, with at least four excellent examples of this aspect of promotion coming immediately to mind.

A.G.M. Pictures has highlighted a joint promotion with Coca-Cola featuring the new "Tom Thumb" picture. Snipes featuring the pie's star, Don'tamba, will be aired on H.I. TV shows to 60 cities. A premium disk, featuring Tarnation singing "Tom Thumb's Tune" will be offered over the air on the tape.

United Artists Records has worked out a special promotion that will be included in the W.A. "Ishoff Pres. Cop. for its TV cost of "The Gift of the Magi," which will have a score by Dick Asher. Ishoff is featuring the CBS TV Young of the Week. The firm's 40,000 retail outlets will promote the album's gift value.

On the other hand, United Artists Corporation and Columbia Records are taking up a song from Louis Armstrong's "One More Time." The title tune from the studio's new disc, "Separate Tables." (See separate story on this issue.) Columbia Records, meanwhile, continues its successful Congress album in the store's deal offering of "Duke Ellington's Mahalia Jackson for 30 cents plus three Carnation Milk labels.

(Continued on page 61)

**Disk Dealers Burn At New Discount Tactics of Chains**

**DİKERSKIE VIE FOR TIE-UP PROMOT’N DEALS**

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(Continued on page 61)
The Bigger the Pop Hit
The Tougher the Follow-Up

By BOB BOLONTZ

NEW YORK — One of the most startling aspects of the current pop charts is the fact that, while the number of new artists on the charts has increased, the number of established artists has decreased. The main reason for this is that the charts are now dominated by established artists who have released new singles. This has made it more difficult for new artists to break through to the top of the charts.

In 1953 Louise London went back to her native England after

Epis Names

Scheick Nat’l

Sales Head

NEW YORK—Charlie Scheick has been named as manager of Epic and Okeh Records. Appointments was made by Al Schwartz, general manager of Epic and Okeh. Scheick succeeds W. J. Harris. The recently resigned from the label to join another firm. Scheick takes over the new duties immediately.

With Epic since 1954, Scheick has held the post of vice-president, manager of directorial artists and repertoire and sales manager of classical albums. He will be responsible for the development and promotion of artists, programming for Epic and Okeh district sales managers and distributors.

Jane Friedman has been appointed to the post of classical artist and bookings manager (Continued on page 8)

Am-Par’s Hat

In Stereo

Singles Ring

NEW YORK—ABC Paramount Records has released a new single stereo record market with the release of eight stereo singles and one EP. Stereo singles were released as a result of a survey conducted by ABC Paramount head Sam Clark, and carried out by sales chief Larry Newton. Results of their survey were that stereo juke boxes are already for regular releases of stereo singles right now. The firm is releasing stereo singles featuring Eddy Gorme, Teddy Rexman, the Okeanos, Paul Ferrante, Hettich and the Keymen. Disks contains the artists latest releases or are from new albums. The stereo EP contains four songs by Eddy Gorme from her best selling album.

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BPM AWARDS

To Honor Winners At Annual Dinner

NEW YORK — BMI will present Awards of Achievement to 91 writers and 8 music publishers for the success of 57 pop song hits during the past 12 months. All of the Awards are to be presented at the annual BMI Awards dinner at the Hotel Pierre on December 5, Tuesday, December 9. The writers and publishers come from 14 countries as well as Canada, Great Britain and Italy. The list of top ten tunes according to BMI is as follows:


ERTEGUN SWAPS ROAR FOR PRR

NEW YORK — Neclud, widely known for his work in the music industry, has decided to part ways with his brother, and former business partner, the late Ahmet Ertegun. Neclud is stepping down as the CEO of Atlantic Records, a move that comes after years of internal turmoil at the company. Neclud will remain involved in the music industry, but it is unclear what his future plans are.

NEW YORK — The New York Philharmonic has announced a new series of concerts for the 2023-2024 season, which will feature a variety of composers, including Beethoven, Mozart, and Chopin. The concerts will take place at the Philharmonic's home in Lincoln Center, and will be conducted by the renowned conductor, James Conlon.

NASHVILLE — The Music City Music Awards, which honor the best in Nashville's music industry, have been postponed due to the ongoing COVID-19 pandemic. The awards, which were set to take place in January, will now be held in the spring of 2022.

NEW YORK — The Beatles' famous 1969 concert at Shea Stadium has been turned into a virtual reality experience, allowing fans to relive the iconic performance from the comfort of their own homes. The experience, which is available for download on the band's official website, features 360-degree video footage and immersive audio.

PITCH FOR LIVE MUSIC

AFM 'New Band-of-Year' Project
In Full Swing; Local Briefed

NEW YORK — The American Federation of Musicians (AFM) has launched a new project to promote the work of emerging musicians. The project, which is called the "New Band-of-Year," will feature a different band each month, showcasing their music and talents.

PLAYERS BUY 'String Along With Mitch'

Cleveland, Ohio — Light W. Miller, president of the Cleveland-based band, has announced the release of their new album, "String Along With Mitch." The album, which features a mix of original songs and covers, is available now on major music streaming platforms.

SORD Calls for New Curbs on Disk Clubs

Query Major Diskers on Reforms to Give Independent Dealer Even Break

NEW YORK — The American Federation of Musicians (AFM) is urging record companies to implement new regulations on the sale of recordings. The AFM is concerned that the current system is allowing independent dealers to be at a disadvantage in the marketplace.

PENNY DEALERS SET
For Cut-Rate Fight

PHILADELPHIA — With Sam Good's recording the local record market on the levels of heavy record sales, there is a new national market for the records of Kocher's, a local Philadelphia record store. The dealers have been discussing the possibility of a national market for the records of Kocher's, a local Philadelphia record store, and they have been discussing the possibility of a national market for the records of Kocher's, a local Philadelphia record store.

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ROSS Knocks Aussies Dead

SYDNEY — Johnny Mathis set a new box office record when he played Australia, a country which has never had a box office record. The record, which was set in Sydney, is expected to set a new record for the United States and Australia, and will be followed by a series of similar events in other countries.

Garner Holds SRO Pattern

NEW YORK — Erroll Garner has continued to make music history with his latest album, which features a duet with the legendary jazz singer, Billie Holiday. Garner's latest release is his first with the SRO label, and it has already received critical acclaim from fans and critics alike.

CRDC Shuffles Branch Execs

HOLLYWOOD — The CRDC has announced new leadership for its regional offices, with changes at the branch level in Los Angeles and New York. The new leaders, who will take over in January, are expected to bring new energy and direction to the organization.

WB Brass Skeds First Overall District Meet

HOLLYWOOD — The WB Brass is holding its annual meeting of distributors here on December 12. The new label will be getting its first look at some of the new programs coming out of the WB's headquarters.

Oberstein to Debut $2.49 Stereo Line

NEW YORK — Eli Oberstein will bring out next week a line of stereo equipment that is expected to revolutionize the industry. The line, which is called the "Oberstein Special," will be priced at $2.49, making it the most affordable stereo system on the market.

Disk Stars Lure Teens

ALLENTOWN, Pa. — The Herb Brothers' Department Store here is bringing in a new group of record personalities to court the young people, who are coming here in droves to see the latest releases. The group, which includes a number of popular personalities, will be signing autographs and meeting with fans.

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HOT 100 ADDS 14

NEW YORK — A total of 14 new sides appear for the first time on Billboard’s Hot 100 chart this week. They are...

MIKE-TRAINED LAWMAKERS

HARTFORD, Conn. — Radio announcers, with their careers centered on the couch, are converging the coveted post of Speaker in the Connecticut House of Representatives.

The two men, meeting at State Capital, got to comment...

HUFFINGTONPOST.COM

WASHINGTON — A new initiative, the Hall of Fame, was announced at the joint press conference of the National Association of Broadcasters in Washington. The Hall, which will recognize the contributions of radio and television personalities, includes the following groups.

Yo-Yo Ma

Beverly Sills

NAB PROJECTS

"BROADCAST HALL OF FAME"

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Beverly Sills

New Corelli By Vanguard

NEW YORK — Vanguard Records is issuing a specially priced Corelli album on its Bach Gold Label. The limited "Concerto Grossi" of Corelli on three new albums will sell for $9.95 and the stereo version for $11.00. This is the price for the first time with its normal audiophile.

Navara Tune Suit Gets Day in Court

NEW YORK — A $1,000,000 suit, lodged several years ago by Leon Navara, a clarinetist and num-

ber in the NAB's "Hall of Fame," was filed in the Superior Court of the District.

Cap Names Campbell To New Exec Slot

HOLLYWOOD — Robert Campbell was named executive director of the Campbell Records, Inc. newly established sales corporation.

Dot Projects

Ivy Joe

HOLLYWOOD — Dot Records is planning to release a song by songwriter Ivy Joe Hunter to a recording pact. Ten Mack, Dot's executive vice president, will reportedly personally record the song. Package will embrace several Dot label artists.

NIGHT CLUB-VAUDE REVIEWS

Rodgers Saga Charms at Pierre

A musical evening which captures a segment of the story of the American musical theater is being served up at the Con-...
THE NATION'S NEXT NO. 1 HIT BALLAD!

BROKE IMMEDIATELY IN ALL MARKETS

 '16 CANDLES'

by

THE CRESTS

COED RECORD #506

Check the Best Selling Charts in all Trade Papers to see one of the biggest jumps of any current record

Published By JANUARY CORP.
1650 Broadway New York 19, N.Y.

WORLDWIDE DISTRIBUTION

DECEMBER 8, 1938
THE BILLBOARD
MUSIC
DEALERS BURNED UP

See Menace in New Discount Tactics

- Continued from page 3

something hot and sizable in return.

Goody, again commenting, said that "the record manufacturers are hurting themselves by dumping merchandise in this way and they are also hurting consumer confidence in themselves. Part of the whole problem at least could be solved very easily. The record companies could print on a record jacket the words, "Discount," and this would do a great deal toward getting any question in anybody's mind. Right now, however, this is a non-starter."

At Hierch, of Malverne Distributors here, asserted that it can hurt a distributor, but it is not a big problem there, as the labels still had their own standards as to what was acceptable and what was not. On the other hand, when any labels started dumping albums, this is not something he would welcome. It really hurt, believe me.

Another dealer, discussing the futures, said that "you just can't say 'yes' or 'no' anything yet. The dumping has only started. I don't know what's going to happen but I bet right now that with the first of the year we are going to see something. The carnage will be terrible."

The diamond needle field has also become involved in a battle of attrition in the New York area. Some dealers, again the department store type distributors, are said to have been able to lay their hands on a few dozen leading brand diamonds here and there. These then become the basis for offering the needles at prices like $4.50.

The Walk line of needles has been particularly hard hit in this way, to the point where Walks is attempting to arrive at a satisfactory method of getting a floor price. Goody, one of the big Walk dealers here, said he had for a time agreed to hold a product acceptable to the manufacturer. "Then I found they were selling them in Philadelphia for $3.85 so I said I couldn't hold the line any longer," thus Goody was placed in the peculiar and unusual position of having to meet a lower price from competition. Electro Voice Company of East Orange, N.J., maker of Walk products, is now looking for ways and means of solving the problem.

Road to Hitville

- Continued from page 3

saw ago, and now Louis Prima and Keely Smith have a chart dish with their frantic treatment of the Mer- ney brothers' "I'm A Fool To Want You," a few swing tunes on the chart, both recorded on the theme of the television show. One is "Sing, Sing, Sing," the Benny Goodman favor- ite in "New Orleans" and "I'll Be Around" the old Shan Kenton hit.

Party Plan Gimmick on Disks

- Continued from page 2

Schick, who was formerly his as- sistant.

New offers mark the entry of Epics Inc. into the promotional field, labeling the products, coordinating record promotion and pop artists relations with the firm's district sales force. In addition, one field man with RCA Victor, will report to Schick.

Oldrick Von Stockham has been nemed manager of sales administra- tion for Epic and Elek Records. He will headquarter in Bridge- port, Conn., at the Columbia Records plant.

Live Music

- Continued from page 3

forts of our locals. Without their wide and active participation we cannot expect to "sell" anything.

Obviously the band that wins the prize will have a nation-wide springboard of publicity to capitalize on. With a David Letterman type of approach, the one public plug, will start out with a promotional support such as bands have experienced during these last few rock and roll years, and of course there will be a charter membership of 250. And there is already some excitement - there was a spectacular success for the launch party with music and champagne, held at the Len Egle on Columbia or the Radio City Music Hall when one RCA Victor.

Pennsy Dealers

- Continued from page 3

who was once advertising and pro- motion manager for Raymond Bros or Company, local RCA Vic- tor distributors, revealed ambitions plans for the association. All the chairman's terms at the first plant, that he would be an association, under the direc- tion of Julius and Syd Myers, ex- ecutive vice-president, will be used for the preparation and printing of脑海中..." L.P. Highlights." It is planned to distribute over 5,000 of such brochures than the stores of asso- ciation members.

Plans also call for the staging of a gala dinner dance in May, 1959 at the conclusion of the association's first year. The pro- vides such an affair also being utilized for promotional efforts. Co-operative advertising on the part of association members is also contemplated, and for rent.

Other officers of the association include Lee Freesman, secretary, David Moulton, treasurer, with the firm of Ostorf & Lawver serving as legal advisors.

COMING NEXT WEEK

The Biggest Hit of 1958

The BILLBOARD'S 7TH ANNUAL DISK Jockey ISSUE

A Spectacular in Print, Wrapping Up The Whole Big Music/Radio Business

"Town" on TV Shows Age Wrinkles

Perhaps it's just that a story of two young celebrities born on the same day in the 1940's, a story of much of the 1950's, and of the 1960's, and of the 1970's. At any rate, CBS-TV's two-hour version of "Wonder- ful Town," Sunday, (30) didn't qualify.

Let us be fair. Rosalind Russell as Ruth Sherwood, de- spite her singing shortcomings, was her usual dynamic self. Her work with Jacqueline McKeever at her best indications of a new old wine. The film definitely was a good song, was effective. Miss McKeever, who is cute as a but- ton, unfortunately has a voice that at times becomes a bit too flat. The film set in the past, a film which should have been a flop, was a "Swingin' With The Angels" of the Chaplin, Chaplin, as the newspaper man, was pleasant in the romantic scene with a singing style that was a bit of a let down.

Miss Russell's wild scene with members of the Brazilian Navy was well-staged and funny and ditty for a scene which found a hapless star trying to undo the floor with a couple of weary night club dancers. The famous conversation scene backed by the sound of successful trombones. All of which was a highlight of the stage version was a disappointment on the TV screen. For all performers, it can be said, did their best against an an- other that at times seemed less than ideal. The taste audience that insisted on breaking into numbers with applause that was disconcerting to home viewers.

It's difficult at best to capture on TV that same support that a cast effort with an audience in a theater. Couple this with the challenge of a somehow some of these performers in realizing the difficulties faced by "Wonderful Town" on TV.

- Contined on page 3

Clark Again Demos Powerhouse Pull

Dick Clark's powerhouse pull in the record industry was once again demonstrating to three top disk personalities-Pete Boone, Sal Mineo and Bobby Darin—showed up to wish him a happy 30th birthday and take cover with him at a powerhouse pull for the Warner Bros. records, included Connie Francis, Frankie Avalon, Danny and the Juniors, and Little Anthony and the Imperials, who after a series of TV tours, was genuinely surprised or he's a building John Barrymore. At any rate, the whole thing came off with a nice glow. Dick Clark was able to stress for Clark to cancel plans to bring in 50 top winners in his spo- nore's "Name Nameless" contest, but the event was a powerhouse pull, and aPressed-and happiness, flowers of his face (while Frankie Avalon severed into a three-inch "Till I Wait for You") was the Xmas opening spot on the show.

June Bundy

Ruth Olay Gets Full Poor Send-Off

Ruth Olay, of Mercury Records, was given the vocal guest spot on the Jack Paar "Tonight" show (3) and was accorded the "new star" introduction which has proved extremely helpful to others in the past.

The network exposure, the big plug given her album, "Olgy," and the three offerings sung by the new jazz stylist will undoubtedly whet the appetite of other TV bookers.

Miss Olay, strangely enough, did a much better job on the song that were set for her album than on the "Easy Living." The former tune, a ballad was afforded fine personnel treatment along with apologies for the weakness of the thin line. "Easy Living," however, was her best number. Miss Olay recites one of Lena Horne and gives the same deep feeling and sincere emotion that she could stir up attention.

Tom Noonan

Curbs on Clubs

- Continued from page 3

could possibly believe that state- ment as of this moment. If not, the spokesman urged these pient flows, let him and his counterparts operate their clubs without being pushed into a deliberately competition with dealers, and pull their heads out of the sand long before realizing that they are forcing their dealers to buy from their own hands.

Simmons further noted that fail- ure to open their eyes to the urgency to co-operate with the dealers in the ways outlined, could result in the very outcome the of the push to pull away from the other club promoters such as phonographs, radios and TV sets. He pointed out that his firm was also to be of the important parts of the over-all mer- chandising effort for the benefit of each of the offending companies.

"If this challenge goes unab- dored," Simmons said, "then dealers of America can only assume that the major manufacturers have adopted a dog eat dog policy, completely devoid of any concern all the record dealers of America. Dealers will be watching closely, par- ticularly to be formulated at the up- coming conventions of the "Big 3."
The Best Man

JUNE VALLI

The Groom

Mercury Record Corporation cordially invites you to see

THE WEDDING

performed on the Dick Clark show Saturday, December 13, 7:30 E.S.T.
on the ABC TV network
DETOUR: Leo Chesslak of Cadet Distributing Company reports heavy action to the "Chippendales Song" by Davy Webb and the Chipmunks on Liberty. He has already gone two 60,000. Chesslak states that recent sales for the disc have already exceeded 1,000,000. He anticipates the total Cadet will sell close to $0,000 by the end of the year. "Problems" by the Everly Brothers on Cadence continues to climb. "Hawaiian Wedding" by Andy Williams on Cadence is a hot new single. "The World Outside" by The Four Coins on Epic is still strong. "Early One Morning" by Little Richard on Specialty looks promising. "Don't You Know, Yocky?" by Huey Smith on Epic is gaining. "Pledging My Love" by Roy Hamilton on Epic has caught on in Detroit. "He Told Me a Lie" by Margie Rayburn on Liberty is a territorial hit. "Tom Thumb's Trot" by Patience and Prudence on Liberty appears a winner. The side is getting lots of drive play. Top LPs are "The Christmas Story" by the Epage Choir on Epic, "Christmas Carols" by Robert Rheims on Risten, "Have Band, Will Travel" by Lester Lanin on Epic, and "The Great Cornfield" on Liberty.

Henry Dorsey of Ace Distributors reports that the Christmas buying has started. Singles have spurted during the past week. "Treasing" by the Quaker City Boys on Swan is stepping out. "That's Why I Cry" by Buddy Knox on Roulette is making a strong impression. "16 Candles" by The Crystals on Coed is big. "White Lightning" by Lonnie Donegani on Imperial is the artist's strongest in some time. "Bimboomity" by Jimmy Rodgers on Roulette is a smash. Canzone is cooking with "Sing, Sing, Sing" b/w "Intermission Riff" by the Kaye Love or and Rocka-Connie" by the Applejacks. The Flamin' Groovies are hot with their latest "End of the World" which we do not say Casablanca," "So Much" by Little Anthony and the Imperials on End is growing. "Lucky Ladybug" by Billie and Lillie on Swan is showing well. "Let's All Go to The Show" by Sam Cooke has broken out. Jane Morgan's new "I'll Be Waiting" recording," "If Only I Could Live My Life Again" is getting strong jockey play. "I Want to Be Happy Chat Cha" by Enoch Light and the Little Brigade on Gram Award is holding. Strongest albums are the Duke of Dixieland package on Audio Fidelity. Roger Williams' "Kiss Me" set, "Dance With Dick Clark" on ABC-Parmount, "Sing a Song of Bowie" by Jim Williams and the Dave Lambert, Lambert Singers on Roulette and albums by Ricky Nelson on Imperial and Jimmy Dorsey on Roulette. Stereo LP sales are growing and now account for almost 30 per cent of total albums sales.

Charles Gray of Convoy Distributors in Detroit lists "All-American Boy" by Bill Paterson on Federe as his most promising new record. "Ego Ei Amor" by Morty Patzic on Josie is also doing well. "Merry Christmas, Baby" by Chuck Berry on Chess is gathering lots of excitement. "Pretty Girl Everywhere" by Eugene Church on Chess is happening in Detroit. "Turly II" by Tony Cane on Love looks like a follow-up hit to "Turly II." "Peek-a-Boo" by The Cadillac's on Josie is hot. "Manhattan Spiritual" by The Greg Orson on Roulette is selling strongly. Top albums are "The Glory of Christmas" by 101 Strings on Somerset. "Merry Christmas" by George Wright on Hi is firm's best selling Christmas LP. "The Eddie Lockjaw Davis Cook Book" by Davis and Shirley Scott on Prestige is big. It's selling as well as many pop albums and is joining the top 20. "Dancing at the Havana Hilton" by Mark Monte on Jamboree is going well. Stereo sales have been generally good.

Merle Schneider of S & S distributing Company in Detroit, M-G-M district, reports that business has picked up. The firm's hottest new single is "Donna's Santa Claus" by Aggie Bios on Metro. "My Happiness" by Connie Francis on M-G-M is a smash. "Tennessee Edwards is currently in Detroit on a personal appearance engagement. The artist is playing his latest M-G-M LP and singles, "Donna" by Ritchie Valens on Del Fi is hot. "Christmas Concert" by Mickey Mouse and the Disneyland is selling strongly. Top albums are the sound track of "Giggity" and "Tennessee Edwards" on M-G-M. Stereo sales are gaining. Schneider reports that sales have far exceeded expectations.

Bob Parker of Jay Kay Distributing Company in Detroit names "Smoke Cigars in Your Eyes" by the Platters as his top selling single. "Yellow Brick Road" by the Mills Brothers on Dot is a strong seller. "Philadelphia, U. S. A." by the N temptation on Capitol is selling well. "A Lover's Question" by Clyde McPhatter is still selling well. "Come Prima" by Tony D'Allesandro on Mercury is making a strong bid. "Save My Soul" by Jack Scott on Capitol is growing. "Rock the Boat" by Ray Charles on Atlantic is hot. Strongest LPs are "The Great Cornfield" by David Carroll on Mercury, "Ravel's "Boles" by the Detroit Symphony under Faron on Mercury and Billy Vaughn's and Pat Boone's Dot packages. Stereo sales are going strong at S & S. Dealers are also becoming more stereo conscious, according to Schneider.

NOTES IN THE MAIL: Bob Keller of Chips Distributing Company in Philadelphia states that his top new corps are "Deep Deep" by the Playmates and "Bimboomity" by Jimmy Rodgers on Roulette and "Treasing" by the Quaker City Boys on Swan. Strongest new platters are "Freshteen, Friswell, and Friswell" by Buddy Knox on Roulette, "Mongol" by Tommy Mars on Felsted and "Just Outside of Love" by Ricki P on Arwin. Strongest LPs are "Ocean's" by the Count Basie Ever and "The Glory of Christmas" by 101 Strings on Somerset.

Elma Greer of Chatton Distributors in Oakland, Calif., writes that the "Chippendales Song" by Davy Webb and the Chipmunks has taken the town by storm. "Turly II" by Tony Cane on Love appears as big as its "Turly II." "Sing, Sing, Sing" by Bertie Love on Cameo is also a hit. Strong selling new Kapp platters include "Rambunctious" by Frankie Sharpe, "These I Didn't Say" by Bill Hamilton, "If Only I Could Live My Life Again" and "Wings Over the Homestead" by Jo March. 20th Fox has strong LPs with the Glenn Miller sound track sets and the Shirley Temple album. Several department stores in the area have included the Shirley Temple sets in Christmas window displays.

Gene Gottlieb of Leslie Distributors in Hartford, Conn., and Arnold Distributors in Charlotte, N.C., reports strong action on "Hi! More in Your Shoes" by "I Don't Care if the Sun Don't Shine" by Roger LaRue on Holland. The Platter is being handled nationally thru Big Top Records.
MOTION PICTURE REVIEWS

British Pic Keys Awe & Suspense

Traditionally, British-made films have had a limited appeal and a limited audience in this country. "A Night to Remember," Rank Organization adaptation of the same Walter Lord book that gave TV one of its own nights to remember, is likely to break that at the pleasant exception.

With Kenneth More heading an enormous cast (there are over 180 speaking parts). Producer Arthur Rank directing, and William MacQuitty producing, "A Night to Remember" tells the story, with awesome reality and suspense, of the sinking of the "unsinkable" liner Titanic, from its gay, holiday start to the blind panic of the ship's final plunge. The superb special effects will probably make the film one of the major word-of-mouth attractions of the movie season.

William Alwyn, British composer, has penned an excellent musical score for "Night" with his sweeping, ominous-sounding title theme being issued in a special promotion wax single by Rank. Interestingly, the title title is a "reprise" from Fischer Records' "Heroes, Heroesines and Misfits," album, featuring folk singer John Allison's version of "The Titanic." It may give the album a new lease on life.

By BENN OLLMAN
MADISON, Wis. - The radio audience is multipackaudience, but it seems to know what it wants. Gerald A. Bartell, president of Bartell Family Radio told the State Radio Listeners' League at their annual meeting November 22.

Comparing the radio industry's quest for profits with that of any other business, Bartell said, "The motive which propels most commercial organizations is that of profit. The company should make money for its investors. How does commercial radio and television achieve profits? By the sale of its facilities and talent ... but mostly by the size of its audiences. When an audience is large, the station prospers; when it shrinks, the station's fortunes falter. So that commercial programs are created to reach the largest buying audience. Radio and television are not alone in this respect. Legitimate plays, athletic events, concerts, operas, all in a measure stand or fall upon their degree of public acceptance. The larger the audience, the more the exhibition is worth to its performers—and to its sponsors. There is no intention here that size of audience is an evaluation of quality. A burlesque show, properly promoted, and featuring Marilyn Monroe might attract a far greater audience than "Juliet Anderson in 'Medea,'" he says.

Mario Lanza or Liberman would probably get more paying customers than Fossi Bjorling or Arthur Rubinstein, and yet the former is a great unappreciated critic. It seems to be a case of what you want.

When advertised, his advertising agency or the broadcasting station loses this merchandising large groups of people, somebody loses money—sometimes financial advantage.

Prior to entering the commercial radio field, Bartell spent a number of years heading up the State owned radio station, WIB, "Old-Time Listening in the Nation." He was also a member of the University of Wisconsin speech faculty.

Since leaving this bastion of educational, non-profit radio broadcasting, he has built one of the most successful chains of radio stations in the industry. Bartell

FAMILY RADIO currently owns and operates KRA, San Francisco; KCO, San Diego; KRUX, Phoenix; WXY, Milwaukee, WYDE, Birmingham; WAKE, Atlanta, and WKLO, Boston.

Merc Shifts Order Service

CHICAGO - Mercury Records moving its order service department from its Chicago offices to the company-owned presbytery at Richmond, Ind. The department handles shipping and stock control.

Rossen for the move, said Irwin Steinberg, Merc vice-president, is to speed up shipment of hit singles to distributors. A changing characteristic of the industry, Steinberg said, is that speed in delivery can have a decisive effect on hit making. Demand for a rising hit, he said, develops and wanes so fast today that delays in shipment can be disastrous.

Chief of the department, Mr. Dorothy Kachinsky, is moving to Richmond.

Montilla in Classic Preem

NEW YORK - Montilla Records is bringing out two new LP's this Christmas season. The first, under the baton of the late NBC Symphony Orchestra conductor, Carlo Surinach, marking the label's entry into the classical market.


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The Singing Sensation of the Broadway Musical "Jamaica"

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RADIO MASS AUDIENCE KNOWS WHAT IT WANTS

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The Singing Sensation of the Broadway Musical "Jamaica"
FOLK TALENT & TUNES

BY BILL SACHS

Bill Anderson, a regular on WJRJ Radio, Connersville, Ind., has had a release out of the Detroit label, "That's What It's Like To Be Lonely," b/w "The Thrill of My Life." A note to Buddy Miller at Tree Music, Inc., 319 Seventh Avenue, North, Nashville: call you a sample... The McCays, Benny and Peggy, whose newest RCA Victor platter is "Full-Hearted I Love You," b/w "Kneeling Knee," were guests on "Red River Jamboree," Paris, Tex., November 29. With Duane McCoy and hand backing, there's been much interest shown in their last appearance in Paris, Benny and Peggy, have guests on "Jukebox USA," "Grand Ole Opry," "Old Time Hayride," and managed to squeeze in several appearances at their old stomping ground, "Countown Hoedown," Fort Worth...

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Sears, Inc., New York is reported working on the recording of 12 numbers by Webb Pierce, with announcement of the release expected to be made in about two weeks... The Plantation quartet of WFAA Dallas, whose Gospel songs are heard on the TNT Network, were among the headliners on "Red River Jamboree," Paris, Tex., November 29, with Sally Brothers.

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Marvin Rainwater and Lonely Island...David Rose...How High the Moon...Art Mooney...Night Train...Alan Dale...Love Eyes...As Young As We Are...
MUSIC AS WRITTEN

By BOB ROLONTZ

TITLE CONFUSION AGAIN

There are now two records out on a new tune from Rodgers and Hammerstein's new musical "Flower Drum Song" which has been appraised as a major hit by the New York critics. One recording of the tune by Johnny Mathis on Columbia is "You Are Beautiful." Another recording of the tune by Dick Hayman on Sunbeam is titled "She Is Beautiful." It's the same melody, but the season the lyrics are different is because Sunbeam waxed the tune while the show was in its chink-down state in Boston, whereas the tune was titled "She Is Beautiful." However, before the show hit New York, R. & H. decided the lyric would sit better as "You Are Beautiful" and that is the version cut by Mathis.

DRINKER GETS TRIPOS AWARD

Henry S. Drinker, founder of the Drinker Library of Choral Music, will receive the second Tripos Award from the American Concert Choir and Choral Foundation for his service to choral music. For 49 years Drinker has administered the choral library, published texts of musical works, while at the same time operating a successful law practice in Philadelphia. The dinner in honor of Drinker will be given at the Harvard Club in New York on December 10 (Wednesday) and guest speakers will include Catharine Drinker Brown, Samuel R. Rosenbaum and William Schuman.

MITCHELL PARISH DOES IT AGAIN

Mitchell Parish, who has a long record of successfully adapting English lyrics to foreign tunes, in addition to writing lyrics for many top American hits, has penned an English lyric to "Senorita Pepita de Coahuila," tune now published in the U.S. by Mills Music. Tune was first published in France by Editions Paris Elise and was composed by Paul Durand. Parish also wrote the English lyrics for Mills Music's "Madamoselle de Parex," the hit of a few years ago.

UNCLE GEORGE BREAKS IT UP

A generally reliable informant informed us last week that the band that really put 'em on at the annual Ad Man's Jazz Bash held by the Ad Man's Post of the American Legion in New York two weeks ago was the swinging Uncle George Simon aggregation, also euphemistically called the Executive Suite Plus Two. The combo was composed of George Simon, of Bureau Productions on drums, Billy Simon, of the RCA Victor popular record club on trumpet, Irv Townsend on clarinet, Bob Morgan on bass, Tony Pinos on trumpet (all from Columbia Records), Leighton Capell, of the American Artists Magazine on piano, and Bono Meyerson, of Cyrus Sidar Company on guitar. A rising young bandleader, James Bushling, handled the vocals. We are told they were -- in their own Kansas City mainstream way -- somethin' else! (Group's photo was featured in the New York Herald Tribune the next day.)

LES AND MARY CINCY VISITORS

Les Paul and Mary Ford, together with their manager, Grey Gordon, were guests Monday (4) at a luncheon for the local music cult and radio and TV reps at Caproni's, swank Cincinnati eating place, with Art Miller, Casey, Columbia Records manager, and his assistant, Frank Shurt, serving as hosts. Some 65 transvestites attended. Les and Mary, with Manager Gordon, flew into Cincinnati from Houston Wednesday afternoon (5) to participate in the opening of a new Penni-Gala plant. They headed back to New York Thursday night.

New York

Lead singer of the Rhythm Orchids, Donnie Dunbar, has formed his own publishing firm, Dunbar Music. Harold Johnson and Lance's sister Teddy Lance are execs in the firm.... Sandy Towt has joined Gotham Recording Company of New York as account executive.... Irene Ziker became the daddy of a wee lass, Lori Brna, last week.... Nine-year-old pianist Eugene Adamov will perform as soloist with the American Symphony Orchestra of New York at Hunter College on December 13 (Friday). A new label is starting in San Augustine, Tex., called Major Records, R. O. Hess, the boss of the outfit and a full artist roster has been set up recently been lined up.... Kenny Roberts and his Trio and Muriel Roberts and her Trio open at the Composar in New York on December 11 (Wednesday).

Paul Aria headlines at the Olympia Theater in Paris starting December 17. He will be there for two weeks.... Gretchen Wyler will open at the Roosevelt Hotel in New Orleans on December 11 (Wednesday),... Freddie Mentel is on the road promoting his new and Square release,... Organist Richard Elbasser starts a four-month tour with January concerts in Texas and Oklahoma. .. Roscoe Records, of Ashto, N. C., has signed the guitar team of Johnny McDowell and Grady Boles, the Uson Sisters, Bill Bradley and the Vibrators. ... Lloyd Lantina handles both voices on the novelty recording "Anbrun" on the Clorox label.... And speaking of voices, Texas deejay Paul Berlin is the Donald Duck type voice on the Cartoon recording of "The Little Space Girl."... Johnny Dee and Joe Fin have started a new label, Mile Records, to be located in Huron, N. J.;... Bill Carter's next feature stars the thrash singing the standard "I Found a New Baby.".... The Four Visitors will be on the Peter Lind Hayes TV Show, ABC from December 23 thru 30.... Former NBC newscaster and announcer Bob Waldrop is now with WCBS in Washington. He will handle classical music concert.... Publisher Eddie Kaseness is being honored because the father of twins recently and he is feeling quite the main these days.... Tommy Marks is now at the Roseland Club in Queens, N. Y.... Al Lerner has become accompanist and arranger for Reuben's Jannine Rodgers.... Peggy Lee has signed with the William Morris Agency.... Ernie Young up to New York to attend the BMI Award dinner. He is the head of Nashboro Records.... Stan Kenton and his OCJ are now at the Blue Note in Chicago.... Fred Hertz, of Gotham Recording Company, and his former assistant Eve Mayer were married November 30.
HOP CIMMIX: Carlton Reed is plugging a new dance, the Monet's Scour, in connection with a special day subscription promotion on the No Tomorrow label of "Philadelphiana, U. S. A." The label is asking jockeys to spotlight "vivacious parties at their hops, and hope tunes of teen-agers dressed in Mummy garb. The jocks will then submit the photo to Carlton's promotional director Morris Dixon, who will provide the contest. Costumes will be judged for imagination and appropriate out-fits and will be awarded prizes.

Photos may be taken by Polaraflash or flash, with deadline set for midnight. The winning teen-ager will receive a portable stereo phone and the 10 runners-up will receive transistor radios. Jocky submitting the photo (will receive as a prize) an in-person appearance at his hop by Jack Scott and the No Tomorrow teen-agers in early January or another mutually convenient date.

MUSIC FOR MAROONED ILLANDERS: Bud Brooks, WPEF-Phil, recently asked his listeners to select "The Five Records I Would Take With Me If I Were Marooned on a Tropical Island." In order of votes polled, the 'discs that will be featured on a special Blues program were: "The World Outside," "Starday," "The Days," "The Rain Box"... "The Lord's Prayer," "Philadelphia, U. S. A." "I've Got to Know Him," "Hallelujah, Lord," "Tennessee Trouble," "Mandolins in the Moonlight," "Tea for Two Cha Cha" and All in the Game."

MEC CONTEST WINNERS: Mercury Records has announced the winning teams in a "football"-picking contest conducted during the recent charity and western dance convention in Nashville. Entrants were asked to pick winners of various college games that in one way or another involved the use of current MEC plug rules. First prize—an expense-paid appearance at the June 15 MEC convention for any promotion or event the jack might choose to sponsor—was won by Al tolerant from Sulphur Springs, Tex. Second prize was won by a team from Rockford, III. who went to Norman Hall, WBNG, Bovina City, Ind., while Jack Dell, WNVA, Newport, Va., won a TV set, and Hank Lazareno, KDDB, Alexandria, La., won a transistor radio.

CHANGE OF THEME: Charlie Murphy, the replaced Kent Buckhart as program director of WQAM Miami. Latter ease is active with the WQAM charmer as a columnist for the Forb Air Force Base newspaper. Sky Schoenholz, the present WQAM disk jockey, will continue his work in entertainment and Chet connor will continue his "hit potential" for reviews in his columns and exposure of his show and at key.

New acting program manager for KIRO, Seattle, is Don Bruce. Larry Kane is leaving KNX, Houston, December 21, and will announce his new plans early in January. Joe McAllister, former with WEEU, Reading, Pa., has joined WPXO, Attica, Pa., in the 13-3 time slot. On a whil, WHBO's program director-deejay Bill Cameron has been moved to that station's music manager status; while Dave Van Walt, WHOL's mid-night, has been named WHBO's program director. He will continue his deejay chores.

Charlie Boyan has moved his nighttime show from WDNS, New Orleans, to WSBM, New Orleans. New morning deejay at WHBO, Chicago, is Bob Chase. Other changes in WHAM's schedule are as follows: Bobby Lyons will have two shows, one morning, the other afternoon. Jack Puzone's show on the second slot and Bob Gaynor will enure an additional three plus new night time show from 7 to 10.

Doug Chicago has joined KMCO, San Antonio. Charles Stewart has taken over duties on "The Musical Oddity" and "Live a Long Time" a.m. slot on WITE, San Antonio. ... J. P. Wadden has been appointed to the newly created post of super- visor of the recording studio for the Triggers Station. ... Rob Perry, KTKA, Phoenix, Arizona, lost his job as radio and television panel. of a new baby girl, Donna Kay, to his wife, Brenda. ... This 'N THAT: Bartow deejay Sherman Feller has four records coming out as tunes published by his Rainbow Music Company: "Whel- por" by Muvva Hubbard (Don Costa's success), Jim Beeken's "Why Don't You Go Home for Christmas," "When the Sun Goes Down" and "Snow Train." By the January and Earl Bostic's "Rockin' With Richard," a new 15-inch '60, Philadelphia, is Bob Klone, formerly with WKKW-TV, Wheeling, W. Va.

DOOLEY DANCE TEAM: Teen-agers attending the "Teen Dancers" dance party on WFST-IV, Plant City, can't dance the disc to "Tom Dooley" anymore. Mrs. William Coffey, who claims the hero of the song was a half-great uncle of her father, recently registered a protest against the use of the disc for the show. The ball itself is not objectionable, Mrs. Coffey states, but the objects to teen-agers dancing to the song: "In effect, repealing," Mrs. Coffey has decreed that the tune may be played on the show, but teen-agers in the studio will not be permitted to dance while it is spanning. The 90-year-old song was originally written about a Tom Doles, who killed his sweetheart. Mrs. Coffey's maiden name was Mable Dohn.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROMOTIONING

D. Staton on Charts With Two Winners

Dakota Staton, who has the rare distinction of having two albums simultaneously on Billboard's Best Selling Pop LP and Best Selling Jazz LP charts, is a Capitol recording artist.

"The Late, Late Show" and "Dynamo" was born in Pittsburgh on June 3, 1931. Staton started singing in a trio with his two sisters, and when they both married, Miss Staton went on to do solo work in small clubs while attending high school and college, and later in pictures in the appeared in clubs in Detroit, Cleveland, Toledo and New York. Since then, of course, Staton's appearance has been uncounted.

The jazz artist's favorite song is "Take Five," the hit with his band that was first prize in a contest with a Chicago band conducted by a W.Top deejay Herb Kent heard them and brought them to Vee Jay. When Vee Jay ended, Staton was signed by several labels featuring Clark alone as well as with the Originals featuring Nobody But You on the Atlantic label. This time, which Clark never tired of telling people, was 1959. He's scheduled to appear on December 20 on Dick Clark's Sat- urday night show.

Dee Clark Scores Hit With 'Nobody But You'

Twenty-year-old Dee Clark was born in Bluffville, Ark., but moved to Chicago as a child. Clark's interest in music was alienated by his mother, who is a spiritual singer.

"I was with a group called "The Harmonie Kids and recorded for the Okeh label. One disc, "Harmonie," became a hit and as a result the boy worked in Midwest clubs for five months. In '56 he formed his own group, the Rollin' Reds with King Curtis, Jesse Stone, Gunther Slim, the Chordians, the Sensations and Bucky Davies. . . . Specialty Records has released a release of gospel spiritual records on a regular basis. The move was prompted, says Mona Lee of Specialty, by heavy public demand for "I Got a Job." He's scheduled to appear on December 20 on Dick Clark's Sat-
Make this CHRISTMAS Biz
THE BIGGEST

“MERRY CHRISTMAS, BABY”

The Billboard
DECEMBER 1, 1958
Christmas Records

b/w
“RUN, RUDOLPH, RUN”
CHUCK BERRY

#47 on Hot 100
in 4 Weeks

“SWEET LITTLE ROCK ‘n’ ROLLER”
CHUCK BERRY

“IF I RUB HIT!!
“I’M LEAVING YOU, BABY”
HOWLING WOLF

Merry Christmas Records

Top New Star:
“DO YOU REMEMBER?!”
L. C. COOKE

Top New Star:
“I WANT SOMEBODY”
HARVEY
(formerly with the Moonglows)

Chess
PROD. CORP.
2120 S. Michigan
Chicago 16, Ill.
CA-5-9770

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www.americanradiohistory.com
Manuti Pee, officers

By degree

NEW IRISH LP'S

NEW YORK — The administration is at last No. 92 of the AFM sweep all before it as Al Manuti was easily re-elected presi-
dent of the country's biggest local by more than five to one. Manuti received 4,411 votes for president, Ed McMullen 533 and Murray Stark 286. McMullen and Stark both ran as independents.

In addition to Manuti other of-
cfices elected were Al Kopf as ves-
pee, Max Appet as recording secre-
tary, and 27 others as local commit-
tees.

The campaign was marked by a
quietness unusual for 802 elec-
tions and indicated a remarkable
degree of unanimity on the part
of the majority of members. Only a
few candidates ran against the ad-
inistration slate for any post.

Disk Jockey Check List

The following stations which appear
in this contest are authorized to dis-
k Jockeys:

110 W. Valley
214 McKinley
3154 Chestnut St.

Intimate Opera Series — Part 4

Gene Kaye-Beau Beaux Series — Part 3

Radio News Corner Speaker

Broadcast Hall of Fame — Part 3

WLM-T Dance Party — Part 14

A&U-Columbia In Pic-Disk Prom't Tie

NEW YORK — United Artists
Corporation and Columbia Records
are sponsoring a $1,000 sales pre-
motion contest on Vie Damone's
Columbia waxing of the title tune
from "Table Talk" the forth-
coming United Artists film. The
film will be released in World Pre-
hare later this month.

The contest, conducted exclu-
Sively by Columbia promotion
managers, carries three prizes of
$500, $300, and $200, respectively.
First and third prizes of $500 and
$200, respectively, will also be
awarded. All entries will be sub-
mitted to the same degree of eligi-
bility plus the condition of including
115 or more customers.

For those same curious minds a pop LP retitled "Straight to the Point," the compilation of Columbia's top talent as heard on Columbia's 1959 hit records, has
just been released as a 12-in.

Back to the LP's: July 10th and 11th were the dates chosen for the 1959
race, with CBS artists--The Everly Brothers and the Checks--starting

Dylas Productions Inc.

352,500 Shares

Dylas Productions Inc.

Common Stock ($1 Per Share)

Price: $10 per Share

The prospectus may be obtained from: the undersigned or such agent or brokers as may lawfully offer these securities in the State of New York.

Bache & Co.

Bmi Awards

Bmi Awards — Continued from page 2

months was Boudleaux Bryant who wrote or collaborated on four
hits, "All I Have to Do Is Dream," "Dreams of Love," "Someday My
World Will Come," and "Mansion of Love and Mistakes." His closest
competitor was Otis Blackwell
who wrote or collaborated on three
hits, "Someday My Love Will
Know," "Great Day of Fire and
Dolor," and "Remember." Top BMI
publishers for the year were Ascot-Ruiz with five hits, Blue
Elephant with five hits, and Peer with three.

Op'y Celebrates 1,000th Broadcast

NASHVILLE — Bert Pack' s
"Bandstand" (Friday) presented
the 1,000th broadcast of "Grand Ole Op'y," in a special pro-
gram originating from NBC, New
York, and intended to cele-
brate the NBC radio net's 1,000th
broadcast of "Grand Ole Op'y,"
which was made Saturday (8) over
WSM.

"Op'y" names participating from
Nashville were Commodore Minnie
Bose, Dan Gibson, Farley Young,
Dottie Dillard, Buddy Hall, the
Ann Keel Singers, the Jordanaires,
and guitarist Hank Garland,
compared by Marvin Hughes and
the WSM Orchestra. On the Nash-
ville end was Dave Overtine,
WSM announcer.

On the West Coast and, emma
Packer featured his musical director,
Dolby Goodman, and record
Dolby Goodman.

Top Longhairs

ASOL Sets Service to Music Award

WASHINGTON — Deadline
for nominations for the First-
guided Service to Music Award has been set at January 7, 1959, by
the American Society of "Longhairs.
Presentation of the award will be
made at the 1959 Music Industry
Orchestra League convention, June
11-13.

The teenagers were entertained by a host of record personalities
who also participated in a special
90-minute telecast over WLM-T
from 1:20-3:00 p.m. Among the
stars to appear were Patti Page,
Lloyd Canfield of Frigid weather to converge upon Cinc-
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I WANT A GOOD HOME FOR MY CAT

by Betty Johnson

You Can't Get to Heaven on Roller Skates

Atlantic 2009
DES MOINES REPORTS

By James Keil

DES MOINES—Music dealers here are reporting large present stereo phone sales, but they feel they have to look to a larger and heavier-billed Christmas season to boost the industry's volume.

Selling Best

Most optimistic at present is Mr. Alna Kelley, of Yoursisters, the city's largest department store, where sales of 12,000 phones are expected in the four weeks leading up to Christmas. The store has been advertising the phones in its present radio, for a Christmas radio, for a Christmas

FOR TRAVELING

Zenith Shows

Clock Radio

CHICAGO—Zenith announces an all-transistor traveling clock radio, the Royal 850. It is entirely housed in a leatherette-covered walnut cabinet and weighs 3 pounds 5 ounces. The radio has a volume control, an on-off switch, and a battery compartment. The radio has an FM/AM switch and operates on 6 watts of power. The clock has a dial that is easy to read and is powered by a four-cell battery.

The Royal 850 combines an all-transistor with AM radio in a cabinet that is only 2 1/2 inches thick. The radio has a battery compartment that is complete with batteries is only 2 1/2 inches thick. The radio has a battery compartment that is complete with batteries is only 2 1/2 inches thick.

Walco Mates

7 and 1 Mil Needle Tips

NEW YORK — The Electrode, Inc., has announced the introduction of the 7 and 1 mil needle tips for Walco needles. The company said that the tips are made of tungsten carbide and are designed to provide even pressure when used with the usual standard groove 3 mil needle. The tips are designed to be used with either a 7 or 1 mil needle and are ideal for use in fine point etching.

Walco has also introduced a new line of 7 and 1 mil needle tips that are designed to be used with either a 7 or 1 mil needle. The tips are designed to be used with either a 7 or 1 mil needle.
FRANKIE LAINE
HANDS YOU BIG RECORD SALES!

"WHEN I SPEAK YOUR NAME"

b/w "A COTTAGE FOR SALE" 4-41283

ON HIGH-FIDELITY RECORDS BY COLUMBIA
Walco Club Offers Benefits to Dealers

NEW YORK — The Electro-Vox Corporation, maker of Walco needles and other record accessories, has expanded its "spill" plan into a special association club for dealers. Club membership offers dealers and salesmen many benefits including paid-up group life insurance, hospitalization and medical insurance, lowest chartered vacation trips and other so-called fringe benefits usually associated with paternalistic programs of large corporations.

Under Walco's "spill" plan, dealers or clerks are made to direct cash commissions for selling Walco products. They will continue to receive these cash benefits under the new club plan. Membership in the Walco Super Bonus Club is open to all dealers and their clerks. The main important qualification for membership is the fulfilling of a completed Bonus Stamp Redemption Book for a year. This book can be completed by pasting 300 stamps, each one of which represents the sale of a Walco accessory or syringe needle. A diamond needle code represents three stamps.

The important thing about completing a spill book for membership is that the member makes the member eligible for cash bonuses. Cash may be taken in lieu of such benefits paid-up insurance. However, there are other benefits that apply no matter how the member exercises his option.

As part of its club plan, Walco also publishes a monthly newsletter for members. Called "Walco Commentaries," the newsletter contains tips on selling needles, information about needles, articles that analyze the business generally and many other features including a classified ad column that members can use free of charge. And the most important reason for the publication, according to Walco, is to foster better retail selling among dealers.

Symphonic Sets Construction of New Plant in N. J.

NEW YORK — Symphonic Electronic Corporation has concluded negotiations for a long-term lease, under which a 100,000-square-foot plant will be erected in Woodbridge, N. J. Occupancy is planned for mid-June.

The new plant will be used for the manufacture and distribution of the company's high-fidelity and stereophonic sound equipment. The building will also house the company's engineering and research laboratories. It will be on a 10-acre tract, which will have paved parking facilities. When the plant is finished, it is expected that it will employ approximately 500 persons.

The company will still maintain its present production facilities in Lowell, Mass., New Bruswick, N. J. and its offices in New York City.

Norelco Shows Stereo-Type 'Continental'

NEW YORK — The stereo version of the firm's digital-stereo tape recorder is being shipped by the High Fidelity Products Division of the company's high-fidelity and stereophonic sound equipment. The building will also house the company's engineering and research laboratories. It will be on a 10-acre tract, which will have paved parking facilities. When the plant is finished, it is expected that it will employ approximately 500 persons.

The company will still maintain its present production facilities in Lowell, Mass., New Bruswick, N. J. and its offices in New York City.

IFM Problem

Seek Fresh Ideas for Hi-Fi Show

NEW YORK — An appeal to all segments of the high fidelity industry for "fresh, new and unflagging ideas on how to improve the future of Hi-Fi" has been launched by the Manufacturers of Shuffleboard_ sponsored show_ the National Hi-Fi Industries Association. The call for ideas is being handled by Larry Epstein, an Institute director, and sales and merchandising director of Universities Electric Tube Corporation.

Epstein has been appointed a committee of one to explore ways and means of achieving the following objectives:

1. Greater exposure of the complete high fidelity story to a larger segment of the public everyday.

2. Reduction of the burden of time, personnel and effort now required of each exhibitor.

3. Lessening of the financial burden on the exhibitor without compromising the effectiveness of the show.

He stated that all new ideas welcome from any source and should be sent to him personally at the Institute of High Fidelity Manufacturers, 135 East 34th St., New York 1, N. Y. Epstein added that he would like to discuss ideas and suggestions with any Institute member at the general membership meeting in New York January 8.

He said suggestions regarding operation and procedures of present-type shows should continue to go to Abe Schwartz, Institute executive secretary.

Dynavox to Hit 45 Markets in Radio-TV Stunt

NEW YORK — Dynavox Corporation, the manufacturer of portable phonos, Hi-Fi and stereo units, will participate in a national "Cheerleaders contest that will cover the nation's 45 major markets from coast to coast.

Dynavox will receive a total of 1,500 spot announcements between now and January 5, 1959, on both radio and TV. The shows will feature some of the nation's leading disc jockeys. They include: Al Nevola, "The Whole Thing" in New York; John Duvall, "Sweetheart of the Air" in Boston; Dolly Sheehan, "The Loop" in Chicago; Buddy Best, "The Best of the Best" in Philadelphia, and Clark, "The Voice of the People" in Los Angeles.

A new three-speaker radio is provided with each set. The Model 174 is available in black and mahogany finishes. Suggested list price is $348.

To RUINED

fame—distorted—drab—your precious records—were ruined by a combination of dust arms. So easy to completely destroy your collection. The solution is to use the Duotone Diamond Needle with the safety arms of a reason. Tells you precisely when needle needs to be replaced. Cost no more. Get details from leading dealers, or from Dunmore, Ken- porter, New Jersey.

* * *

The BIG HITS are made on Conn Organs!

Perez Prado's recording of "Patricia... NUMBER ONE HIT SONG in the nation for more than twelve weeks... was played on the magnificent Conn Organ!

In the LP field, all these were recorded on Conn:


Find out how good you'll sound on a Conn. Take a tip from recording artist Perez Prado and discover the noticeable difference in a CONN ORGAN

Your POSTAL ADDRESS NUMBER is the key to prompt and efficient mail service. USE IT ON ALL YOUR MAIL. Your local post office will be glad to furnish you with any information concerning postal zones.

ThE BILLBOARD

DECEMBER 8, 1958

18

AUDIO PRODUCTS

10

www.americanradiohistory.com
Audio Feedback

By RALPH FREAS

GLASER-STEERS EXPANDING

Glaser-Steers is on the move. The manufacturer of the Stereo GS 77 record changer finds there isn't enough room in the Belleville, N. J. plant. So, operations have been shifted to a new plant at 135 Ortona St., Newark, N. J. President Julius Glaser is happy with the move because it will give room for expanded research facilities. Also, the new plant will have a modern finishing and spray painting department with all new equipment.

THE EXECUTIVE CIRCUIT

Sam Olchak has left his post of sales manager at Paramount Enterprises, makers of Hallmark stereo discs and phonos. Olchak, who once performed similar duties for the record division of CBS-Columbia, DeVwlD Radio and Tele King, will assume his future tasks at the New York offices of Harwood, which is chairman of the ad section of the Electronic Parts and Equipment Manufacturers, representing about 120 companies. In his new post, Mr. House will handle the various lines of the company's products. Olchak, a native New Yorker, has been in the business for 11 years.

AUDIO CONCLAVE—WESTERN STYLE

The Audio Engineering Society is building up a nice head of steam for their sixth annual Western Convention at the H. C. Billsom, Los Angeles, February 17-20. According to Harry Bryant, executive secretary of the Society, more high quality audio papers will get a hearing than at any previous annual. A large number of the papers deal with some aspect of stereo reproduction.

LOS ANGELES SHOW PROMOTION SET

Publicity and promotion plans are being set for the upcoming Los Angeles High Fidelity Music Show. Members of the Institute of High Fidelity Manufacturers exhibitting there should forward releases, literature and photos to Hank Levy, Suite 204, 3595 W. 6th St., Los Angeles 5, Calif.

NEW HOFFMAN DISTRIBUTORS

Two new distributors have been appointed to handle the Hoffman television, hi-fi lines. In Nashville, Tenn., the trademark Distributing Company will handle the lines in 31 counties in Tennessee and two in Kentucky. The firm has showrooms on Berry Lane. The other appointment is the Sampson Company in Chicago, which will distribute the lines in Northern Illinois, including Cook County, and in Lake and Porter counties in Indiana. Sampson claims to be the largest, longest-established independent appliance distributor in Chicago.

HAPPY STEREOPHONIC NEW YEAR

Los Angeles will ring in the New Year stereoophonically due to a tie-up between three local radio stations (KCHI-FM, KMLA-FM and KLAC-AM). The project is a special promotion undertaken by Western Sound, Eireo audio outlet. Tender a "goad spec-

ular," the promotion will consist of six consecutive broadcasts of stereo broadcasting—from 9 p.m. December 31 to 3 a.m. January 1. Because for the three-station co-operation is to air both FM-AM and AM-FM. This, the sponsors believe, will enable people to compare both systems. The six-hour length of the show was designed to make it worthwhile to set up equipment to receive it. Local hi-fi dealers will be invited to use the basic promotional idea to help increase sales of FM and stereo tuners, amplifiers, speakers and tape recorders during the weeks before the broadcast. Promotional plans include direct mail, newspaper ads and publicity in local trade and consumer media. A giant invitation card inviting listeners to tune to the show will be mailed to several thousand motion picture, radio and teceive stars and executives.

SO THAT'S STEREO!

The Board of Directors of the Magnetic Recording Industry Association has approved a definition of the word "stereophonic." The definition reads: "Stereophonic, stereo, stereo-phonically. The term "stereophonic" is used to describe a program which employs two or more complete transmission channels for the purpose of creating in the listening environment the sense of audio perspective inherent in the source environment. Each channel must include a separate microphone, amplifier, loudspeaker, and may have one channel of a multi-channel recorder and reproducer interposed as a time storage device. The definition, says MRIA, will be of great use to Better Business Bureaus and others who can use it as a yardstick to measure fraudulent advertising. But it also says it is a language that can be understood by the dealer and his customers.

CREDIT AD TO RETAILERS

The Monthly Bulletin of the NAMM tells how the major banks in New York are easing the retail customer credit business. Under the plan, Chase will allow retailers to offer complete charge accounts with the bank assuming all risk and all costs. For the service, Chase will discount 6 per cent from each credit sale. The retailer will receive his cash as fast as the bank can process sales tickets. Thus the plan, the retailer becomes the bank's agent in each credit sale and his own capital and credit are not involved. More than 60 banks across the country offer similar services.

BOSTON REPORT

For the same reason as Motorola, the name means something in the area and it was priced attractively. These three, appeared to be the only units showing much activity.

Optimistic Forecast

Expectations for pre-Christmas sales generally are optimistic, run-

ning from strong belief in stereo sales rise to just plain hope. Only one dealer felt that it would prove a big pre-Christmas attraction and continue at a strong volume into the first quarter. Most merely hoped sales would be good and thought it too early to tell about next year. There was a general feeling, however, that stereo, ex-

cepted in portable sales, would enjoy brisk volume for yule gift-giving. Generally, dealers feel there is a marked wariness on the part of the customers in acceptance. A great many of the buyers take the atti-

tude that they were rushed into purchasing hi-fi sets, many of which proved less than promised. They feel they were "taken" on alleged hi-fi and will be more careful about stereo until it has really proved itself.

Products Apparent

Irv Bery of Bery Electric goes on record as saying that in a short time stereo will revitalize the industry and will stimulate a business that could use a shot in

the arm. One dealer, who under-

standably wishes to remain anony-

mous, takes the stand that disk

companies will have to use more

care in cutting records or press-
ing their stereo releases since the

"gods will be so much more ap-

parent and abundant."

Still there is much enthusiasm

about stereo from dealers. So far

it has not entirely communicated

to the customer. The point

is offered that one of the best-

selling cards can't be offered by

the dealer—that of word of mouth.

At least they agree on Fidelitone—Bach fans and Brubeck-ites can disagree on the music they like, but all is sunshine and flowers when it comes to phonograph needles. They both buy Fidelitone. They know that Fidelitone is first in the field of quality. Has been first for nearly thirty years. Take advantage of Fidelitone's well earned, well advertised reputation for quality. Stock and sell the needles that most record buyers know and want. Be sure of satisfied customers that come back to you for all their record needs. Ask your Distributor for Fidelitone.
The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new titles, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

--- Pop Albums ---

**SHIRLEY TEMPLE'S HITS**

*Sound Tracks—20th Fox 3006*

This one's bound to hit the mark and particularly around the gift season, it can achieve a good level of sales. A number of Miss Temple's famous songs from the movies she made as a child will have strong appeal. Tunes include "On the Good Ship Lollipop," "At the Cool Fish Ball," "Animal Crackers in My Soup," etc. The little lady had a lot of charm then as now and her present regular TV exposure will help sales. Attractive cover shows the grown-up Shirley Temple, plus photos as a child.

**ITALIA CON PIER ANGEI**

*Roulette R 25051*

The lovely flick star has a very impressive album debut. She handles the Italian tunes (most of which have become American pop hits also) in highly listenable fashion. It's a nicely programmed set that includes ballads and rhythm numbers. Beautiful cover shot of the artist provides a fine display item. Selections include "Vivere," "Arrivederci Roma," and "Sonnent D'Italje." Good programming set for jocks, and it has a chance with exposure.

**SING ALONG WITH BASIE**

*With Joe Williams, Dave Lambert & Annie Rose—Roulette R 52018*

Joe Williams, the basic blues king, joins the Dave Lambert Singers here on a fine production. Outstanding in the Lambert trio are swingin' tenor sax man Russ and Joe Hendrick. These two are particularly effective on those wild vocal riffs, usually reserved for solo break by the horn section. The harmonica work too, when it comes along is effective. Basic band leads great but restrained backing. Extremely extending lyric content is printed in toto on the liner. This can be moved.

**THE CHICO HAMILTON TRIO**

*World Pacific 1008*

**STEREO & MONAURAL**

Cambell is one of the most impressive new piano talents around. With Chico Hamilton on drums and Ben Tucker on bass, forming a showcase, the dextrous man with great ideas demonstrates his lightning finger work and his unusually powerful left hand. Good stereo recording of the type of group not easily captured to advantage in 3-D. This can be sold.

**CLASSICAL ALBUMS**

*SEGOVIA GOLDEN JUBILEE* (3-12"")

Andres Segovia, Guitar, with the Symphony of the Air (Jorda)—Decca DLX 149

A great package and one which makes an ideal gift for music lovers. The three records by the master of the classical guitar give a broad idea of the range of guitar literature—covering selections by De Lucia, Take Five, Rebecchini, Castellnuovo-Tedesco, Torroba, Tansman, Segovia's adaptations from Messiaen, etc. Sides five and six are done with the Symphony of the Air. Most tasteful de luxe packaging includes special sleeves for the disks and a beautifully prepared book on the guitar with aspects of Segovia's career.
**Low-Price Classical Albums**

**HANDEL: THE MESSIAH**

(4-12") The London Philharmonic Choir (Jackson); The London Orch. (Susskind) with Various Artists—Somerset SFCC 201

**STEREO & MONORAL**

Stereo efforts on this low-priced set are insignificant, with male voices coming from one speaker and female voices from the other; in such a way that the fine choir can almost be visualized. There's enough balance between soloists, chorus and orchestra. Soloists are fair, with the exception of soprano April Cantelo, whose vocal quality and technique are superb. Package contains text. Outstanding value, especially at Christmas time.

**Christmas Albums**

**CHRISTMAS CAROLS**

Billy Vaughn Orch. & Chorus—Dot DLP 3148

Billy Vaughn provides a lush orchestral and choral setting for 14 favorite carols. The Von Miller touch has hit the best-seller list before, and this one is sure to be a holiday bell-ringer. A tasteful but catchy cover will spur sales.

**O COME, ALL YE FAITHFUL**

The Laymen Singers, Ralph Carmichael, Vocal and Orch. Direction—Sacred 8013

Here's evidence of the fact that true artistry can take the familiar and present it with spine-stirring effect. In the hands of arrange-conductor Ralph Carmichael the well-known Toliadé melodies take on a grander all together. Accent is on choral arrangements with some cards offered a capella, others accompanied by a lush string-heavy orchestra. The arrangements are unadulterated by the usual vocal group devices. Both chorus and orchestra reveal a high degree of musicianship. Here is Christmas caroling on a grand scale.

**C&W Albums**

**SIDE BY SIDE**

The Wilburn Brothers—Decca BL 7774

The brothers perform a dozen sides in the traditional country vein. Dealers and buyers looking for the true hillbilly and the heartbreak quality of Hank Williams have it here. Sides include Williams' "May You Never Be Alone" and such titles as "False Love" and "That Silver-Haired Daddy of Mine."

**Specialty Albums**

**THE NINA, THE PINTA AND THE SANTA MARIA**

Eddie Albert and Joanne Gilbert—Dot DLP 9009

**STEREO & MONORAL**

This highly original offering tells the tale of Columbus' discovery of America in song form from the vantage point of his three ships, the Nina, Pinta and Santa Maria. There's surprise and humor and the flavor of Disney at his best at the three ships sail not onto the uncharted seas. Joanne Gilbert plays the part of Nina, Eddie Albert's narration keeps interest at high pitch and also provides a convincing portrayal of the sea monster. Lee Millar is Pinta, Nina's protective brother, and Thurl Ravenscroft puts his rich bass profound to impressive use as seer Santa Maria, the blond-bottomed father of Nina and Pinta. Book is by Del Connell, music by Ray Gilbert and Ray Basch, lyrics by Ray Gilbert, musical supervision by Neely Plumb. It was produced and directed by Ray Gilbert and Tom Mack. Stereo was put to good use here.

(Continued on page 29)
A ROULETTE CHRISTMAS STOCKING PLAN!

The Fabulous Sales Plan For Your Holiday Profits!
Effective Immediately Until December 31.

1. FOR EVERY 18 STEREO ALBUMS you purchase, you will receive FREE 2 STEREO ALBUMS OF YOUR CHOICE.

2. SENSATIONAL TRAFFIC BUILDER. GUARANTEED TO BRING REPEAT SALES. Special bonus album coupon for the customer in every Dynamic Stereo Demonstration Album (SR-100).

3. FOR EVERY 7 MONAURAL ALBUMS you purchase in the new monaural releases, you will receive FREE 1 DYNAMIC STEREO DEMONSTRATION ALBUM (SR-100).

DYNAMIC STEREO ALBUMS

and these additional

DYNAMIC STEREO ALBUMS

and these additional

7 NEW MONAURAL LP RELEASES
**Review Spotlight on Albums...**

--- Specialty Albums ---

**MIKE NICHOLS & ELAINE MAY—IMPROVISATIONS TO MUSIC**

With Marty Rubenstein, Piano—Mercury MG 20376

The upcoming fine comedy team debuts on wax with eight delightful skits satirizing mystery films, seduction, psychiatry, "Brief Encounter" and young intellectuals with insight and humor. Stereo and TV exposure will help sales. An ideal gift item.

--- Spoken Word Albums ---

**SHAKESPEARE: MUCH ADO ABOUT NOTHING**

(3-12") The Dublin Gate Theater Production—Spoken Word SW-46

These two sets are welcome additions to recorded Shakespearean repertory, neither being available currently elsewhere. The Dublin Gate players act the comedies broadly, but most effectively and occasionally slip in a charming bit of brogue. They use the exact literal Shakespearean text, making them far more valuable for students than cut or edited versions which usually result from sound tracks. Finally, labeling and packaging is equally sensible, listing on each disk and the inside of the box exactly which acts and scenes are on each side of each record, a small matter which can be of great help in finding what one needs. The box for each three-disc set, too, is sturdy if not gaudy.

--- Laos...---

**SHAKESPEARE: THE TAMING OF THE SHREW**

(3-12") The Dublin Gate Theater Production—Spoken Word SW-47

**Reviews and Ratings of New Popular Albums**

**EXPLANATION OF PACKAGE RATING CATEGORIES**

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

- **SPOTLIGHT**—Sure-Fire Merchandise—Top Demand
- ****—Good Potential—Will Sell
- ***—Moderate Potential—Saleable Qualities
- **—For dealers who stack all merchandise.

**POPULAR**

- **PAC JOVE**
- Bobby Marshall Orch. Jack Hill JLP 4017

**STEREO & MONOURAL**

-Stereo was introduced in the movie version of the great Rogers-Hart musical "Pal Joey" years ago, though the instrumental versions of that score, stereo issued in film, and adapted for release as a single cut, has never been released, also a good jockey wax.

- **LET'S FACE THE MUSIC AND DANCE**
- David Allen with the Bill Helman Orch. World Pacific WP 1230

-Sold nationally but a strong follow-up album to his "David Allen Sings Jerome Kern." His second & a fine group, music in major of set, and notably, all are cut, not retouched. As a result, Bill's record is a major chart smash. Good cover shot of Allen guitar with a piano arr. & c. -For dealers who stack all merchandise.

- **JEFF SOUTHERN MEETS JOHNNY SMITH**
- With Various Artists, Billow LP 2814

-Jeff Southern's own suitably broad range is nicely complemented by Johnny Smith's introspective style of guitar. With four cuts written by Jeff, this should be the one to date on this label, too. Tracks include "Minty Martin," "Titanic," "Here's Johnny," "Bobby's Blues" and "Wanna Be." Good potential.

- **SOUTHERN HOSPITALITY**
- Jeff Southern with the Dave Douglas Orchestra—SW-10

-His second release enables Jeff Southern to apply his personal, instrumental style to a group of songs with such titles as "Hear O" and "Everest." Good potential.

--- POPULAR ---

- **ROPPIN' AT THE HOP**
- Dan Ross and his Rhythm Band—Dunelm DL 4100

**STEREO & MONOURAL**

-This is more rock & roll instrumental fare, equally for the trade buyers and for family. Overall, though, it's a job well done. It's a major label and it should be of good interest for those new to the genre, too.

- **THE DANSERO**
- The Hamber, Good Corn DL 2753

-This is a big time recording of the top existential American jazz group, which includes more than two hits. It's a new era and one which may well sell to many who like to buy new, who are well-served for this.

(Continued on page 24)
**Reviews and Ratings of New Popular Albums**

Continued from page 23

*** Recordings of this chart are available at the following New York dealers:

- **SAXERTICAL**
- **AMERICAN RECORDS**
- **DEAD END RECORDS**
- **RHYTHM & BLUES**

* Folks *
* Folk Blues *
Jerry Silverman, Audio-Video A/V 101

** TOMBRO **
Amerian ALP 325

** YODELING IN HIt **
Both & Jane Yodeler with Rex Denb, Fisher, Westerner WP 392

** POPULAR **
Low Price INTERNATIONAL **

** IN AN EGYPTIAN GARDEN **
Recorded by Tark B. Aalto, Amerian ALP 325

** PLACENDO **
Black Sheep & His Guitar, with Various Artists, Amerian ALP 325

** FAIRY TALE **
Rudi Rada, with Various Artists, Decca DLP 4011

** DELICATE **
Frank Winkler, Texas DLP 3106

** DANCING TO EDIE JIMBA **
Texas DLP 1506

** WALTZ WITH HOOPER **
Toward John Walton, Decent DL 7947

** DANCE TO MEDIEVAL **
Germansiders and Folk-tunes played by Wiltzler's own individual make-up, which-

** BE THE LADY **
Justlike, have done it... I Just-

** GET THE DANCE **
Ready for the floor, find the word and in opposite speakers. Stereo is hardly

** GET THE REACTION **
been earth shakin'...

** GET THE PLACE **
While I...
The Original!

"WAIT FOR ME"

b/w "ARLINDA"

Blue Moon #409

by the New Recording Star from California ...

Danny Lester

"WAIT FOR ME" broke immediately after first play in SAN FRANCISCO

BLUE MOON record no. 409 distributed exclusively by VERVE

Contact your VERVE DISTRIBUTOR TODAY or WRITE:

VERVE RECORDS
451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.
<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Week(s) of Chart</th>
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<td>Dave Grady</td>
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</tr>
<tr>
<td>2. To Know Him Is to Love Him</td>
<td>Philip Springer</td>
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</tr>
<tr>
<td>3. It's Only Make Believe</td>
<td>Conway Twitty &amp; Nancy</td>
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<td>4. Lonesome Town</td>
<td>By D. Knight</td>
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<td>5. One Night</td>
<td>By Dave Bartelliano-Paul King</td>
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<td>6. Beep Beep</td>
<td>By Donny-Moore-Cho—Published by HALL (BMI)</td>
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<td>7. Problems</td>
<td>By P. Broder &amp; E. Bryant—Published by Acuff-Rose (BMI)</td>
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<td>8. I Got Stung</td>
<td>By Antonio-Schuler-David Hill—Published by Tides Music (ASCAP)</td>
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<td>9. Topsy II</td>
<td>By Battles-Dent—Published by Columbia (ASCAP)</td>
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<td>10. It's All in the Game</td>
<td>By Dave and Sippie—Published by Remick (ASCAP)</td>
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<td><strong>Second Ten</strong></td>
<td></td>
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<td>11. Queen of the Hop</td>
<td>By Woody Hart &amp; Bobby Darin—Published by Weldon-Tweed (ASCAP)</td>
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<td>12. Smoke Gets In Your Eyes</td>
<td>By Herb Alpert &amp; the Tijuana Brass (ASCAP)</td>
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<td>13. Chantilly Lace</td>
<td>By J. F. Rutledge—Published by Glad (BMI)</td>
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<td>14. I Got a Feeling</td>
<td>By B. Knight—Published by Dot (BMI)</td>
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<td>15. The Day the Rain Came</td>
<td>By Signe Nordrige—Published by Carolin (ASCAP)</td>
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<td><strong>Third Ten</strong></td>
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<td>21. Tea for Two Cha Cha</td>
<td>By Vivian Vance-Trimming Coon—Published by Harris (ASCAP)</td>
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<td>22. Cannonball</td>
<td>By L. Hubbard-Dana Ray—Published by Grozmark (BMI)</td>
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<td>23. I'll Wait for You</td>
<td>By Macie Darlington—Published by Rambled (BMI)</td>
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<td>24. Old Black Magic</td>
<td>By Johnny Mercer &amp; Harold Atten—Published by Warner (ASCAP)</td>
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<tr>
<td>25. Bimbombeley</td>
<td>By David Perrow-Conover—Published by Planters (ASCAP)</td>
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</tbody>
</table>

**Second Ten**

11. Queen of the Hop
12. Smoke Gets In Your Eyes
13. Chantilly Lace
14. I Got a Feeling
15. The Day the Rain Came

**Third Ten**

21. Tea for Two Cha Cha
22. Cannonball
23. I'll Wait for You
24. Old Black Magic
25. Bimbombeley
We're sorry... but we now have five big factories working overtime to meet your back orders. Please bear with us. Meanwhile we'd like to thank so many wonderful disk jockeys, operators and retailers for their fabulous support of:

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(Melodie Perdue)  (from the best-selling "Marvelous Margulis" album LP 12/103 & STLP 12/103)
<table>
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<th>Title</th>
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<td>Four Espresso, Paris 529</td>
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<td>WALKING ALONG</td>
<td>Dinah, Mercury 11344</td>
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<td>CALL ME</td>
<td>Johnny Mathis, Columbia 31552</td>
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<td>THERE GOES MY HEART</td>
<td>Joe James, M-G-M 1275</td>
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<td>THE CHIPMUNK SONG</td>
<td>David Seville &amp; the Chipmunks, Liberty 6241</td>
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<td>ROCK-INC' ROBIN</td>
<td>Bobby Chula, Chess 227</td>
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<td>A PART OF ME</td>
<td>Jimmy Clanton, Ace 551</td>
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<td>I'LL REMEMBER TONIGHT</td>
<td>Pat Boone, Dot 10108</td>
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<td>POSSY CAT</td>
<td>Ames Brothers, RCA Victor 7353</td>
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<td>TEEN COMMANDMENTS</td>
<td>F. Axe, J. Night, S. Hamilton IV, ABC-Paramount 9974</td>
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<td>MEXICAN HAT ROCK</td>
<td>Apples &amp; Honey, Canny 13</td>
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<td>CIMARRON</td>
<td>Billy Vaughn, Dot 18349</td>
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<td>PHILADELPHIA, U.S.A.</td>
<td>No Toreados, Carlton 493</td>
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<td>TOPSY I</td>
<td>Cozy Cole, Love 29054</td>
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<td>MR. SUCCESS</td>
<td>Frank食品, Capitol 4794</td>
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<td>I WANT TO BE HAPPY CHA CHA</td>
<td>Tommy Dorsey Orch-Warner Corpn, Decca 34764</td>
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<td>NON DIMENTICAR</td>
<td>Nat King Cole, Capitol 2064</td>
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<td>PLEDGING MY LOVE</td>
<td>Ray Hamilton, Epic 5949</td>
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<td>LOVE MAKES THE WORLD GO ROUND</td>
<td>Party Chorus, RCA Victor 7182</td>
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<td>SING, SING, SING</td>
<td>Rosie Lewis, Canada 153</td>
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<td>TUNNEL OF LOVE</td>
<td>Doris Day, Columbia 2153</td>
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<td>NEED YOUR LOVE</td>
<td>Bobbie Freeman, June 864</td>
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<td>DONNA</td>
<td>Hit Parade, Dot 47418</td>
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<td>THE COMMANDMENTS OF LOVE</td>
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<td>MY HAPPINESS</td>
<td>Comets, M-G-M 17288</td>
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<td>SWEET LITTLE ROCK AND ROLLER</td>
<td>Chuck Berry, Chess 2190</td>
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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.

POP

MY HAPPINESS ............. Connie Francis (Happiness, ASCAP) Never Before (Saunders, ASCAP) H-G-M 12738

PEEK-A-BOO .................. The Cadillacs (Tri-Park, BMI) Oh, Oh, Lilya (Wemar, ASCAP) J 846

THE TEEN COMMANDMENTS .... Paul Anka, George Hamilton IV and Johnny Nash (Pomco, BMI) If You Learn to Pray (Ampco, ASCAP) ABC-Paramount 9974

BIG BOPPER’S WEDDING .... Big Bopper

LITTLE RED RIDING HOOD ... (Starrile, BMI) (Starrile, BMI) Mercury 71375

DONNA ...................... Ritchie Valens (Reena, BMI) La Bamba (Reena, BMI) Del Fi 4110

C&W

I GOTTA TALK TO YOUR HEART ... Hank Locklin (Starday, BMI) The Other Side of the Door (starr, ASCAP) RCA Victor 7393

The above are previous Billboard Spotlight picks

R&B

NO SELECTIONS THIS WEEK.
ABC-PARAMOUNT

rolls a
LUCKY 11 GREAT RECORDS!

“THE VOICE IN MY HEART” b/w “SEPARATE TABLES”
#9971 and S-9971*
EYDIE GORME

“(All of a Sudden) MY HEART SINGS”
#9987 and S-9987*
PAUL ANKA

“STAGGER LEE”
#9972
LLOYD PRICE

“THE TEEN COMMANDMENTS”
#9974
PAUL ANKA • GEORGE HAMILTON IV • JOHNNY NASH

“RUDOLPH THE RED-NOSED REINDEER CHA-CHA”
b/w “NOTRE DAME VICTORY MARCH CHA-CHA”
#9973
HERNANDO HOPKINS

“IT’S MAGIC” b/w “RICHER THAN I”
#9983 and S-9983*
TEDDY RANDAZZO

“FAKE OUT”
#9963
FRANKIE SARDO

“TEACH ME TONIGHT CHA-CHA”
#9988 and S-9988*
The DeCASTRO SISTERS

“TILL THE END OF TIME”
#9984
THE NOBLES

“SEVEN MINUTES IN HEAVEN” b/w “CLOSE FRIENDS”
#9969
THE PONI-TAILS

“LUCY, LUCY” b/w “THE TWO OF US”
#9966
GEORGE HAMILTON IV

Even with our luck, we couldn’t have done it without your help—so,

THANKS—DISC JOCKEYS, DEALERS, OPERATORS AND ONE-STOPS!

*Available in stereo, too!

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Specially for you

MR. D. J.

(with the entire music industry looking over your shoulder)

The Billboard’s

YEAR-END RECAPS

OF 1958’s

TOP RECORDS

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

- TOP POP RECORDS OF 1958
- TOP C&W RECORDS OF 1958
- TOP R&B RECORDS OF 1958
- TOP POP LP’s OF 1958
- TOP EP’s OF 1958
- THE TOP TUNES OF 1958

According to The Honor Roll of Hits

and many other important programming recaps from

The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
By popular demand!

THE RIGHT TIME

by
Ray Charles

Atlantic 2010

From the best-selling album
RAY CHARLES AT NEWPORT
(Atlantic LP 1289)

a shortened version of the gospel-style tune that got so many plays by D.J.'s that we have been forced to bring out "The Right Time" even the Ray's "Rockhouse" (2006) is hot and climbing in the charts.

Extra Profits
WITH ABSOLUTELY NO RISK!

Two minutes of your time NOW—reading this message and using the coupon below—can mean an extra $220, maybe even $2,000 or more to your pocket in the months ahead. And you don't risk a penny.

Last year—to bring more and better music into every American home—HIGH FIDELITY Magazine was merged with THE BILLBOARD. Now consumers and the music trade are being served by one leading organization and a one policy. And now the music trade can make extra money by selling High Fidelity to every music listener, every hi-fi hobbyist!

HIGH FIDELITY brings readers the best record reviews available... plus hi-fi equipment reports... new stereo section... entertaining articles... and much more. Already sells 100,000 copies a month!

EXTRA PLUS SALES!

Remember this too: every copy of HIGH FIDELITY in your customer's hands is a salesman for you—displaying your wares, bringing customers back to your store to buy new equipment, new records.

Everything is Great—Nothing to Lose! Fill Out Coupons Today

Dear Ray: Can I buy from your catalog?

HIGH FIDELITY

DECEMBER 8, 1958

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Bob and Ray

Nashville

NASHBORO

Record Co., Inc.

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BERNIE LOWE'S ORCHESTRA

Compos 1935

HIS GREATEST HIT!

America's Fastest Selling Records!

SING SING SING

BERNIE LOWE'S ORCHESTRA

Compos 1935

HIS GREATEST HIT!

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For dealers...

GENE VINCENT

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Carp. 54105

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One in a Series of Industry Personality Statements,

HOWARD MILLER

Disk Jockey, WIND, Chicago, and CBS-Radio; music columnist for the Chicago Sun-Times; part owner and active in management and programming of WFOX, Milwaukee; producer of Howard Miller Pop Concerts at Civic Opera House, Chicago.

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"Today, more than ever, BILLBOARD has become a must-read tool of the Disc-Jockey. If we are to properly evaluate public taste and enthusiasm or spot trends, BILLBOARD is our best reference. It does a great job for the Disc-Jockey profession."

The Billboard THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
HOT PLATTER!
Greatest Xmas song since Nat’s... Recorded by his younger brother on Sue...

IT’S CHRISTMAS TIME
by Freddy Cole
with Voices & Strings conducted by Gil Fuller

STILL CLIMBING!
BELIEVE IT OR NOT by DON COVAY
Sue 2709

MOLLY B. GOOD
by BOBBY HENDRICKS
Sue #708

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THE CHICKEN SCRATCH by the COMMANDOS
Symbol #900

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FOR THE WEEK ENDING DECEMBER 14

<table>
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<th>THREE WEEKS AGO</th>
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<td>A LOVER’S QUESTION</td>
<td>Chris McPhatter, Atlantic ’39</td>
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<td>WHOLE LOTTA LOVING</td>
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<td>TOPSY</td>
<td>Cool Cats, Love ’58</td>
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<td>NOBODY BUT YOU</td>
<td>Dee Clark, Amert ’19</td>
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<td>LONELY TEARDROPS</td>
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<td>I’M GONNA GET MY BABY</td>
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<td>Tommy Edwards, Mercury #1606</td>
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<td>IT DON’T HURT NO MORE</td>
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<td>Little Walter, Checker #64</td>
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<td>TO KNOW HIM IS TO LOVE HIM</td>
<td>Teddy Bears, Decca 126</td>
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<td>ROCKIN’ ROBIN</td>
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<td>Elvis Presley, RCA Victor 1718</td>
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<td>WHY ME</td>
<td>Ruth Brown, Atlantic ’39</td>
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BLUE AND BROKEN HEARTED
by the Laurie Sisters
Sears 6007

SEECO GOES POP!

1) CRAZY COLD WORLD
2) CHAIN GANG
3) MY MOTHER KNEW I HAD IT
4) CAT AND THE FIDDLE
5) I'LL BE HOME FOR CHRISTMAS
6) LITTLE BROWN JUG
7) LUCY LOCKET
8) AIMED AT YOU
9) GUARDIAN ANGEL
10) VERY SAD
11) DO I KNOW YOU
12) LITTLE RED ROBIN
13) LONELY
14) SLOWLY
15) I'M SORRY
16) I'M SAD
17) LITTLE BLUE WINDS
18) LITTLE LITTLE LONELY
19) I'D RATHER BE SLEEPING
20) LITTLE LONE

IT'S A HIT!! IT'S THE GROOVIEST!
ALL DAY LONG
Jimmy Smith

Bobby Darin

Alan Freed

Sue Fuller

CHICKEN HAMPER
Bobby Hendricks

BEAR ALIVE
Bobby Darin

WHY ME
Dolly Parton

SNOWBALL
Perry Como

IT'S A HIT!! IT'S THE GROOVIEST!

WHEN IT'S OVER
Billie Holiday

SAY I'M NOT AFRAID
Benjamin horn

CAN'T HELP MYSELF
The Four Tops

WHEN HE WAS MINE
Barbara Mandrell

SAY I'M NOT AFRAID
Bob Dylan

IT'S A HIT!! IT'S THE GROOVIEST!

WHEN IT'S OVER
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SAY I'M NOT AFRAID
Benjamin horn

CAN'T HELP MYSELF
The Four Tops

WHEN HE WAS MINE
Barbara Mandrell

SAY I'M NOT AFRAID
Bob Dylan
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**The Billboard Reviews**

**The Week's Singles**

---

**Reviews of New Pop Records**

**EXPLANATION OF RATING CATEGORIES FOR SINGLES**

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

- **Strong Sales Potential**
- **Moderate Sales Potential**
- **Limited Sales Potential**

### Frank Sinatra

**Nelson Liff**

**CAPITOL**

**DOTTIE LAVIN**

This song is from "Come Clean" album. It features Nelson Liff backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Strong Sales Potential**

### Doris Day

**DOTTIE LAVIN**

This song is from "I'll Be Seeing You" album. It features Doris Day backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Strong Sales Potential**

### Jimmy Bowen

**BOUCLE**

**Final**

This song is from "The Man from Rio" album. It features Jimmy Bowen backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Moderate Sales Potential**

### The Jamesons

**Once Again**

This song is from "The Jamesons" album. It features The Jamesons backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Limited Sales Potential**

### Harvey

**Da Da**

**Crosby**

This song is from "The Crosby" album. It features Harvey backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Limited Sales Potential**

### Patsy Cline

**Camelot**

This song is from "The Patsy Cline" album. It features Patsy Cline backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Limited Sales Potential**

---

**Pop Records**

**Johnny Mathis**

**Let's Love**

**CAPITOL**

**Thelma Carpenter**

This song is from "Someday My Love" album. It features Johnny Mathis backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Strong Sales Potential**

**Billy Vaughn**

**BILLY HAWAI**

**The Four Esquires**

**TICO TICO**

This song is from "Hawaii" album. It features Billy Vaughn backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Moderate Sales Potential**

**Bettie Johnson**

**I Want a Good Home For My Cat**

**Trinity**

This song is from "The Bettie Johnson" album. It features Bettie Johnson backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Limited Sales Potential**

**Jerry Dallman**

**The Bug**

**Punch**

This song is from "The Jerry Dallman" album. It features Jerry Dallman backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Limited Sales Potential**

**Jive Tones**

**Ding Ding Dong**

**Paneco**

This song is from "The Jive Tones" album. It features Jive Tones backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Limited Sales Potential**

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**Sacred Records**

**Patsy Cline**

**He Will Do For You**

**Four Star**

This song is from "The Patsy Cline" album. It features Patsy Cline backed by a full orchestra and piano. The song tells a story of love and heartbreak.

- **Limited Sales Potential**

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December 8, 1958
**Pop Talent**

**CONNIE CONWAY**

**THE LITTLE SPACE GIRL** (Longhorn, BMI)

Tony, the great jazz clarinetist, has a bright, swinging side that makes for good jazz weather. The artist came across the tune on a recent African loan. It hands it a solid reading that can score with all listeners. Flip is "The Zulu Walk" (Vernon, ASCAP). Dot 15819

**Pop Disk Jockey Programming**

**TONY SCOTT**

**AFRICAN PENNY WHISTLE SONG** (T. Scott, ASCAP)

Tony, the great jazz clarinetist, has a bright, swinging side that makes for good jazz weather. The artist came across the tune on a recent African loan. It hands it a solid reading that can score with all listeners. Flip is "The Zulu Walk" (Vernon, ASCAP). Dot 15819

**JESSE LEE TURNER**

**The Legal Eagles** (Metc, BMI)

The Legal Eagles version of the novelty will offer strong competition to the Parkway disk. Tho it's not a unique idea, the side is cleverly produced. It could be a sleeper. Flip is "Kiss Me" (Metc-Ultra, BMI). Parkway 501

**Christmas Disk Jockey Programming**

**The Jingleeers**

**JINGLE BELL ROCK** (Cornell, ASCAP)

The charming title is read with warmth by the excellent chair. It has a contagious sound that audiences will find attractive. Flip, "Die Lorelie," is a traditional German melody, revived in the current folk, "Franziska." It's from the poem by Goethe. Both are good-programming sides.

**R&B Records**

**RAY PRICE**

**That's What It's Like To Be Lonesome** (Tree, BMI)

**Kissing Your Picture** (Cedarwood, BMI)

Price figures to click again with these two choice sides. "That's What It's Like" was cuffed by the composer of "City Lights," his current smash. Price handles the wopper in fine style. "Kissing Your Picture" is also in the wopper vein. The artist chants it with plenty of heart. With a shove the platter can also go pop. Columbia 11500

**R&B Records**

**JIMMY REED**

**End of Odds** (Conrad, BMI)

**I Told You, Baby** (Conrad, BMI)

Reed has two great blues sides that should gather lots of radio coin, especially in the Southern markets. "End of Odds" is the natural follow-up to his previous disc, "Odd's and Ends." I Tod You, Baby is a slower blues, but just as powerful. Yes Jay 304

**The Weavers**

**VANGUARD 5956—The great folk group offers this rockabilly treatment on the old folk favorite, Good Golly miss Golly, backed by the Weavers on Piano. (Columbia, TID-BUM, BMI)

**Paul Hampton**

**I Wish I Were Tired To Do You**

**The Old Whistling Wheel** (Columbia, BMI)

This side is a cool one. It's a medium beat in which Hampton puts on a slow, steady beat and some classrooms loved the cool, clean style. The side has a lot of character. (Singles, BMI)

**Don Reno**

**Someday (The Gibson Girl)**

**JUBILEE 3234—pretty Country-type novelty. It's a rockabilly treatment of the old folk favorite, On Top Of Old San Pablo. (Singles, ASCAP)

**Bobby Bare**

**The Old Whistling Wheel** (Columbia, BMI)

This side is a cool one. It's a medium beat in which Hampton puts on a slow, steady beat and some classrooms loved the cool, clean style. The side has a lot of character. (Singles, BMI)

**The Threesuns**

**RCA Victor 7410—Infection chorus treatment of the old folk favorite, On Top Of Old San Pablo. (Singles, BMI)

**Volcano**

**Santa Monica** (Columbia, BMI)

**Winter's Tale** (Singles, BMI)

**Don Reno**

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**Reviews and Ratings of New Jazz Albums**

**JAZZ**

- **REUNION WITH CHEF BAKER & MUDDLEWATER, Quadraphonic. World PS 6196**
  - STEREO & MONORAL
  - This package has central as well as emotional appeal, with the package's records worth every single dollar spent. This release is made in the present and promises to be a significant moment in music history. It is a remarkable package that is sure to appeal to jazz lovers around the world.

- **MONDAY NIGHT AT BIRDLAND, Lena Horne, Roger Scott, Stanley Turrentine, Tom Stoppard, and various Artists. World PS 6197**
  - STEREO & MONORAL
  - This release is a collection of live performances from Monday Night at Birdland, featuring some of the greatest jazz musicians of all time. It is a must-have for jazz collectors and lovers.

- **JAZZ WEST COAST Vol. 4, Various Artists. World PS 6198**
  - STEREO & MONORAL
  - A prominent critic of West Coast jazz features featured in this edition of Jazz West Coast. The package includes live recordings from some of the best jazz clubs in Los Angeles, and it features some of the greatest jazz musicians of all time.

- **KANSAS CITY REVIVED, Various Artists. United Artists UAS 5098 & UAS 5099**
  - STEREO & MONORAL
  - This release is a collection of live performances from Kansas City jazz clubs. It features some of the greatest jazz musicians of all time, and it is a must-have for jazz collectors and lovers.

- **MODERN ART, Various Artists. United Artists UAS 5011**
  - STEREO & MONORAL
  - This release is a collection of modern jazz performances from various artists. It features some of the greatest jazz musicians of all time, and it is a must-have for jazz collectors and lovers.

- **LITTLE GIRLS, Various Artists. United Artists UAS 5011 & UAS 4012**
  - STEREO & MONORAL
  - Interesting material on a new series, this release features some of the greatest jazz musicians of all time. It is a must-have for jazz collectors and lovers.

- **FILL TAKE ROMANCE, Various Artists. World Pacific WP 2321**
  - STEREO & MONORAL
  - This release is a collection of romantic jazz performances from various artists. It features some of the greatest jazz musicians of all time, and it is a must-have for jazz collectors and lovers.

- **REDEEMER OF CALIFORNIA, Various Artists. United Artists UAS 6069 & UAS 6070**
  - STEREO & MONORAL
  - Here's an exciting package recorded during the Second Great Swing Era at Pacific. It features some of the greatest jazz musicians of all time, and it is a must-have for jazz collectors and lovers.

**REVIEWS**

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**SPECIALTY**

- **CHIPS OF WINES, Various Artists. United Artists UAS 6069 & UAS 6070**
  - STEREO & MONORAL
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**Reviews of New Pop Records**

**TONY PERKINS**

**BOCA VICTOR 7453** — Film-big star record! Hollywood-styled romance, Hawaiian-flavored tunes, hoax jockey was, (Producers, BMI)

**Gonna Get Some Lovin’**

Personally rockabilly delivery by Per-kins was never heard like this. The object is to create a new, space-age, around-town sound. (Johnson/Mount & Video, BMI)

**DONNA PERCY**

**METRO 3001** — This tune was a hit with this Negro classical singer, but was an automatic flop. (Johnson/Mount & Video, BMI)

**RICHARD DENNY**

**OKEE 706—Deezer you thru with a worried hotel bellman! He’s an old man now and he can’t get the dame’s love. Has potential, (Producers, BMI)

**Billy The Kid**

**RECORDING 2233—A slow rockabilly with vocals accompanying the melody. It’s a backing, (Calamo, CAPITOL)

**JIMMY PENNBERRY**

**AMATEUR OF LAVE**

**LIBERTY 958** — Pensacola blues is in a good style and a reluctance to get up and go, (Johnson/Mount & Video, BMI)

**KE-KO-MIE GIRL**

**PRESTON 10577** — A Negro blues, (Good News, BMI)

**JOHN FRED AND THE ROMANCE**

**COLUMBIA 19199** — A pretty melody line with a novel lyric and lots of chords, the couple make winners. (Johnson/Mount & Video, BMI)

**MY OH MY!**

**ANIMAL 5597** — Rockabilly tune is done with a vocal fence and lots of chords. Good work will get you this far. (Producers, BMI)

**PATTY ROBERTS**

**HERALD 6661** — Original material is done with a full band and lots of chords. This one is the one. (Johnson/Mount & Video, BMI)

**DONNA EVANS**

**I Used to Love You But It’s Over Now**

**KING 7629** — Chicks deliver a salty goods in this jail cell tune. Fine work, (Johnson/Mount & Video, BMI)

**PATIENCE AND PRUDENCE**

**Golly Oh Golly**

**HERALD 6612** — Written by a songwriting team and it’s a very good work. (Johnson/Mount & Video, BMI)

**Tom Thumb’s Tune**

**COLUMBIA 1919** — Written by the coming George Fox. This one is a novelty and lots of excitement in the back-up. (Johnson/Mount & Video, BMI)

**PLAJOHN**

**DECCA 75959** — Jive standard gets an updated treatment featuring a Fine. (Continued on page 49)

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**The Fabulous Christmas Story in The Billboard, November 17, 1958, is reprinted in case you missed it.**

**MARKS RIDES HIGHEST ON YULE PRODUCT TIDE**

*New York*—Johnny Marks’*’s new, St. Nicholas Movie, is riding into its 8th season with perhaps the most fabulous sales of singles, albums and promotions to have ever hit the radio music band. About 150 singles and albums are being released, and every album and single record promotion at RCA Victor and Victor Records has been a major one. Barbra Ballella’s “I Heard the Bells on Christmas Day” at RCA Victor on a global scale is being simultaneously released internationally. A coordinated publicity-publisher’s effort has been set here, Chappelear Ltd., publisher in England and other countries, has made it its number one plan for the holiday season. The song is also in the new Bela-teria Christmas album which is in the special Victor Record Club offering and in another Victor al-bum promotion with a few pinch record. There are four new discs on the song, including Bar-ber, RCA Victor, Decca, etc. The story and the sales have been made for this record. Bar-ber’s “Round the Christmas Tree” is a new Marks song, the top Duette promotion. Vocals is Bella Lee and Brenda Lee. Let’s Get This Event. Which of all of which will top 5,000,000 in the last few years, appear to sell more albums and singles. There are no 125 patented arrangements of the aforementioned songs for church, band and instrumental use in churches, clubs, and other places, 5,000,000 copies of Christmas, Community Lyric Book, which has sold over 250,000 copies in one year. This year there is a most-remendable contender.

I Heard The Bells on Christmas Day

Recorded by—see story above.

Rockin’ Around The Christmas Tree

Recorded by—see story above.

And Other Christmas Songs Written by Johnny, Marks

Published By ST. NICHOLAS MUSIC, INC. Charles Bux, Don Bang, Larry Wallis, Jimmy Warner, Tom McFarland, Fran Cambridge. Mike Janoff Office (Record Production), Marion Diaper Office (Public Relations)
Mark Taylor
Linda Lee

**Judie Knows How**
Mark Taylor loves the label with a pleasing reading of a FLOYD AUSTIN effect. A good record.

(Duffy & Lee, BMI)

**Carol Knows**
A lovely reading of the label by the lead singer with a little extra support.

(Marlton, BMI)

**Cornell Blakely**
Burl Pugh's "Biggs" recording is a fine one as far as the voice goes.

(Blackbird, BMI)

**Bye Light**
Comparative record on MidContinent label.

(Radio-Active, BMI)

**Johnny & The Angels**
A delightful recording with a pleasing reading of "The Angels" with a fine vocal group.

(Radio-Active, BMI)

**HPE**
A powerful recording with "HPE" on the label.

(Radio-Active, BMI)

**Jukebox**
An interesting reading with "Jukebox".

(Radio-Active, BMI)

**The & Sons**
A pleasing reading of "The & Sons".

(Radio-Active, BMI)

**Dorothy Blossom**
A delightful reading with a good vocal group.

(Radio-Active, BMI)

**Otis Redding**
A pleasing reading with "Otis Redding" on the label.

(Radio-Active, BMI)

**The**
A fine reading of "The".

(Radio-Active, BMI)

**Shanker**
A pleasing reading of "Shanker".

(Radio-Active, BMI)

**Johnny & The Angels**
A delightful reading with "Johnny & The Angels".

(Radio-Active, BMI)

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(Radio-Active, BMI)
GOODING SIGNS INDIANA STATE FAIR
Replaces Cetlin & Wilson Shows; To Bring Mad Mouse, Western Star

INDIANAPOLIS—The Gooding Amusement Company, bidding against two other firms for years the suppliers of midway attractions to the Indiana State Fair, Friday (5) was awarded the fair's 1959 midway contract.

The decision by the Indiana State Fair Board, which had been on the fair's midway for more than 10 years, accepting one year—1954—when the Gooding organization played the fair.

The Gooding contract includes the provisions that the show have a Mad Mouse in its lineup and a separate midway in a Western stars.

The midway at the 1953 fair was agreed to set up a Kiddieland, independent of the midway if the fair can make available an area of sufficient size for such an operation. The Kiddieland is to be in the vicinity of the midway, directly adjacent to the main midway.

Floyd E. Gooding, president, and Hal Efford made the bid on January 22 in behalf of the contract winner, Ely Cetlin and Jack Wilson made the presentation for Cetlin & Wilson.

The signing of the fair here gives the Gooding organization the farthest fair route in its history for the coming season.

The show will close at the fair here on a Thursday and have ample time to move and set up in Knoxville for a Saturday night preview at the fair there.

By SAM ABBOTT

LOS ANGELES—Stuart Waite was elected to succeed A. J. Jameson as chairman of the Western Fairs Association as it concluded its 36th annual meeting at the Biltmore Hotel here Thursday (4). Waite, secretary-manager of the Yokohama Fairs, Calif., takes over the presidency from Jameson, secretary-manager of the Lanston Fair, Calif., on January 1. Also elected were A. G. Marquardt, secretary-treasurer of the Antelope Valley Fair and Alhambra Festival, Lancaster, Calif., and William H. Shipman, manager and fairground manager of the Multnomah County Fair, Gresham, Ore., and Robert Wilson, manager of the Yuba-Sutter Fair, Yuba City, Calif., both of whom were unopposed directors.

Lew J. Merril was re-appointed director of state parks on the coast and Rose Links, secretary.

Members were increased by more than 600 members, service members, and directors. Highlights included the presentation of a banner to Rodas von KleinSmid, University of Southern California chancellor, and Art Linkletter, TV personality and member of Vandeburg Park, Inc., which assisted in the initial planting of the multi-million dollar California State Fair, as the centerpiece in its new site in 1961.

Dr. von KleinSmid, speaking on "Educational Horizons for Fairs," at the Wednesday luncheon and Linkletter at the International fair luncheon on Thursday.

Dr. von KleinSmid approached fairs in terms of their potential to Linkletter from the financial point.

"Because of the outstanding job fairs do in the educational field," the California Legislature will continue to support them in the past, the瘠 said. Linkletter said there were too many fairs in California and that some would have to be eliminated. He suggested that fairs do so thing that will bring in new people and new attractions and exhibits, spend more money individually and collectively and become first class. He predicted that within the foreseeable future there will be fewer but better fairs.

SLA DONATES $7,500 TO FIRE TRAGEDY FUND

CHICAGO—The Showmen's League of America, long known for its charity, Saturday donated $1,000 to the fund to relieve suffering for the victims of the fire that struck Lady of Angels School here Monday (3). The fire resulted in the death of 90 students and nine teachers and several score more. President Roy Rogers ap pointed a committee to meet with Father Edward Daly who is administering the fund. Sam J. Levy Sr., was named to the committee, which includes Al Sweeney, Maud Fairchild, Jack Duffield and Benjamin C. Eifert.

Hotel Promises Better Service For '59 Meets

"CHICAGO — Post-convention meetings with officials of the Hotel Shermans here were the topic of discussion for many of the hotels attending the annual convention of the International Association of Fairs and Expositions, which Wednesday (3) closed here in The Hotel Sherman.

While few grandstand contracts were closed, closing by fair for grandstand and amusement attractions was never as intensive as it was, with booking offices generally reported the busiest traffic in their suites and rooms than ever before.

A great many fair delegations had gathered here to discuss their local areas or their reps or words from packaged shows on definite commitments from such attractions.

Mike North, representing Roy Rogers for the Star Sales Co. Here looking the convention's close with two possible fair routes for the Western was quoted as saying that the circus emerged uncertain which of the cities with the fair arrangements involved word.

The circuit of Midwest and Southern fairs (Joni, Mich.; Springfield, Ill.; St. Paul, Topeka, Okla.; Kansas City, Kan.; Oklahoma City, Portland and Brasenore) left consonant with no action.

Western Fair Assn. Names Waite Prexy

600 Turn Out for Annual Meet; Elect Three New Board Members

WOODBURY—M. M. Waite was elected president of the Western Fair Association Tuesday night (6) at the annual meeting of that organization here. Waite, who has been with the fair since its inception, is the third president in the 46-year history of the organization.

A feature of the convention was the "12-th Fair-mart show" with exhibits of WPA's activities as well as commercial displays.

The five days—Friday was high-lighted was the use of many of the events as well as those who were present to the activities and that were also spotted with social events. The convention also was given this year by Robert Miller, president of the Woodbury County Fair, Iowa, who was re-elected for another term.

Hotel Promises Better Service for '59 Meets (Continued on page 45)

Showwofl Frolic

At SLA Banquet

Jack Duffield Awarded Gold Card; Honor Hal Efford, Carl Sedlmyr, Sr., Patty Conklin

CHICAGO — Outdoor showmen tossed off its cares here over the past week and were in the best of moods for the annual Banquet and Ball of the Showmen's League of America held in the ballroom of the Hotel Sherman.

The festivities were marked by the presentation of awards for services to the League and the business, good food, top entertainment and a minimum of speeches.

All in the audience had a sensation to outgoing president Jack Duffield and his wife and membership card by his father, Frank, who was SLA president in 1950. Frank was awarded a plaque for his fund-raising activities in his capacity as chairman of the SLA, the second order of the year.

The circuit of Midwest and Southern fairs, (Joni, Mich.; Springfield, Ill.; St. Paul, Topeka, Okla.; Kansas City, Oak. City, Portland and Birmingham) left consonant with no action.

IMCA Elects

Virgil Miller '59 President

CHICAGO — Virgil Miller, secretary of the Kansas State Fair, Saturday (5) was elected president of the International Motor Contest Association at its annual board meeting here (1). He succeeds Joe Mooser, who was elected president of the association in 1955.

In addition to the membership-multi-body Carrouselles, which sold well this time, there were advances in the more massive German rides.

Millions in Rides and Units Sold at NAABPP Trade Show

New Devices Win Attention and Orders; Lag in Traffic Seen

By ERVIN KIRBY

CHICAGO — The hubbub typical of the annual trade show here was somewhat stilled this year, but for many of the rides and equipment suppliers there were encouraging results at outdoor show grounds, emphasis being placed on sales and on the early orders for the trade show exhibitor.

As has been proven by the experiences of recent years, interest was highest in the new devices, some of which carry relatively high freight rates.

The showmen again demonstrated anxiety about getting in the early order lists in order to win revenue from new units.

For carnival and independent operators this desire was heightened with the knowledge that they might be in hooking up in bookings when they have a unit which is not in the field in great numbers. At this stage it is thought that for a couple of years, at least, the rush may be better for orders in several novel innovations as the Mouse units, which several firms are offering.

It appears that imported rides will be bidding their own this year. In addition, the import-bom

(Continued on page 44)

CANADA 'A' FAIRS

INK BARNES SHOW

Wins Over Other Bidders; Tampa Fair Signs Roy Rogers

By HERB DOTTEN

CHICAGO—Barnes-Carruthers Theatrical Enterprises, Chicago, was awarded the grandstand entertainment contract for the Western Canada A Fair Circuit and Roy Rogers signed for 10 shows at 11-day Florida State Fair, Tampa, in February.

There were the only major developments in fair grandstand booking during the annual convention of the International Association of Fairs and Expositions, which Wednesday (3) closed here in the Hotel Sherman.

While few grandstand contracts were closed, closing by fair for grandstand and amusement attractions was never as intensive as it was, with booking offices generally reported the busiest traffic in their suites and rooms than ever before.

A great many fair delegations had gathered here to discuss their local areas or their reps or words from packaged shows on definite commitments from such attractions.

Mike North, representing Roy Rogers for the Star Sales Co. Here looking the convention's close with two possible fair routes for the Western was quoted as saying that the circus emerged uncertain which of the cities with the fair arrangements involved word.

The circuit of Midwest and Southern fairs (Joni, Mich.; Springfield, Ill.; St. Paul, Topeka, Okla.; Kansas City, Oak. City, Portland and Birmingham) left consonant with no action.

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(Continued on page 44)
Bryants in Europe; Set for Todd Flick
BERCHTESGADEN, Germany—Capt. Billy Bryant and wife, Josephine, of the old showboat family, the Four Bryants, who for years toured the Ohio River and its tributaries with Capt. Bryant’s Showboat, are on another European tour.

On a recent visit here they announced that they are set to work in a picture for Mike Todd Jr. in Spain before returning to the States.

NEW MODERN AMUSEMENT EQUIPMENT

KIDDIE RIDES
ADULT RIDES
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FEEDER WHEELS
MERRY-CO-ROUNDS
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TILT-A-WHIRL

Owned and operated with prestige and profits on over 430 Park and Carnival midways.

Over 20 years of preference by ride fans made it the outstanding "revenue" ride!

Attractive appearance, plus completeness and mechanical perfection, service and honorable dealing are devoted to the purchasers’ interests.

For Literature and particulars, write, wire or phone.

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Fargo, North Dakota

SELNER MFG. CO.

MINIATURE TRAINS

5 models with capacities from
14 children to 240 adults.

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KIDDIE RIDES

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FOR YOUR APPEAL IN 3 P-IT. HANDCARS
RIDE PROVEN IN ITS FIELD

OTTAWA ROCKET LINE

MANUFACTURED IN CANADA

FOR SALE

High Quality
KIDDIE RIDES

R300 WHIRL—KIDIEE WHIRL—SPEED BOATS—PONY CARTS—
GALLOPING RIDE—CANDYWAG—PIE BUMPS

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

ESTABLISHED 1886

CHI CHATTER

IAFE Prez Honored;
SLA Vets Get Pins

CHICAGO—Maurice Harnett, general manager of the Calgary, Alta., Exhibition and Stampede, is having a big year. He was elected president of the International Association of Fairs & Expositions. His Fair was awarded the Breeder’s Cup for distinguished service in the field of livestock improvement at the convention and just before coming to Chicago Harnett was elected president of the Western Canada Racing Association, which operates horse racing at four of the five Western Canadian A. Fairs.

Nine members of the Showmen’s League of America received pins for 25 years of membership. Included were Carl Schulte Sr., Joseph Castor, John Stahrngo, E. C. Velas, Ralph Woody, Mon Brantman, Jimmy Campbell, J. C. Noon and Joe C. Harris.

In ending his term as president of the Showmen’s League of America, Jack Duffield marked the second father-son team to hold that honor. Jack’s father, Frank,

(Continued on page 44)

The biggest profits come from the best rides

MERRY-GO-ROUNDS

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MAGICAL MANUFACTURING CO.

CHAPTER THREE

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TRACKLESS TRAIN IS NOT A TOY!

NOW...$5,500 Puts You in Business!

Nothing else to buy, no tracks needed, no installation cost, no extras. A Profitable Operation acted on now will soon see its cost in less than a month. WHAT BETTER INVESTMENT CAN YOU MAKE?

Write for descriptive circular and complete information.

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Complete Kiddielands

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MERRY-GO-ROUND, LARGE FERRIS WHEEL, MERRY-GO-ROUND, SMALL, ALL STEEL, ROLLER COASTER AND ASSORTED KIDDIE RIDES.

Located near Camden, N. J.

All operating, Very reasonable. Call

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Leawood, Kansas

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Notes From the Convention

Canada ‘A’
Continued from page 43

of its February meeting in Kansas City.

Last year the Wisconsin State Fair Big Wheel included the circuit by booking Roy Rogers. There are some merchants who feel that the fair in the circuit will withdraw before the February meeting date. The Wisconsin State Fair is to continue outside the circuit for grandstand booking purposes. Bill Masterson, manager, presented the event, said during the convention that he has asked for a greater consideration for a split run of the fair.

McClellan Presents
Stu McClellan made the winning presentation for the Barnev-Carruthers office over the Eastern Canada A Circuit. The presentations and services conducted by them circuit delegates took the greater part of three days.

New Ideas

...draw bigger crowds, make bigger money.

Mule Train
- Antique Cars
- Dark Cars
- Showmen
- Five Day
- Sure to get information on
- Arrow unusual rides.
- Special atten-
- tion to custom requirements.

ARROW DEVELOPMENT
252 Market St.
Mountain View, Calif.

New Ideas...draw bigger crowds, make bigger money.

Mule Train — Antique Cars — Dark Cars — Showmen — Five Day — Sure to get information on Arrow unusual rides. Special attention to custom requirements.
The final curtain

Bort-Harry, 69, dean of Detroit ticket sellers recently in Hollandale, Fla. He has been working in the Michigan State Fair and Olympia Coliseum for at least five years, and was at various Motor City legitimate theatres since 1907. He operated his own ticket agency since 1923. Survived by his son, Harry Jr. who was in business with him.

EMMMERSON—George E., 82, a member of the Almeda Agricultural Society for 50 years, was on his way back, reportedly, by his daughter, a son, and a brother. Burial was in Alameda.

GRAY—George, 50, the last 15 years associated with the family business, Cleveland, is dead. Survived by his widower father and one brother.

HARLAN—Patrick T., 74, who appeared in circuses and vaudeville shows before entering motion picture work, was dead November 5 at his home in Mira Loma, Calif. A native of California for 41 years, he started his career by appearing in vaudeville with his parents, John and Elizabeth Harlan. He was known professionally as Pat Harmon. Survived by his wife, Edna, a brother, George, and a sister. Burial was in Forest Lawn Memorial Park.

JACKSON—William D., 73, retired manager of the Western Reserve in Oros, November 27 in London, is affiliated with the department.

McMANN—Norris, 47, long a resident of the rural field, November 27, in Spokane, Wash., a member of the Riverside County Association, he was active in the rural field and had been associated with Gene Avary. Survivors include his wife, two sons, and two sisters and three brothers.

THOMPSON—Marion, 83, a native of Beardsley, Ill., November 30 in Beloit, Wis., was following a stroke. In the last year of his life, he was associated with the J. L. Landes, West Bros., World Today, Home State, Northern Expansion, World of

MARRIAGES

COLE-REED—Alvin M. and Marion, a son of James Reed, popcorn concessionaire by Brisco Show, Oct. 12 in Lake Charles, La.

RIVERA—Brock, 49, and Brot Hattle shows, Survived by a sister, Nola, and two brothers, William and Elmer. Burial in Coopertown, Ill.

WALTER—Hatlie, 50, who spent the major portion of her life in outdoor show business, November 25 in De Ridder, La. Survived by her husband, Lee. Services and burial Novemb. 30 in Cooper City, De Ridder.

A CIRCUS in the Philippines

A CIRCUS in the Philippines

A CIRCUS in the Philippines

A CIRCUS in the Philippines

A CIRCUS in the Philippines
Bill Muir Elected NAAPPB President
Fritz Is Kindelidng Director; Plott Represents Pools, Beaches

CHICAGO—William W. Muir, of Roseland Park, Camaragusa, Ill., and president of the American National Association of Amusement Parks and Pools and Beaches at the association's annual meeting here Monday (1), was elected to the association's board of directors as the first representative of the kiddieland segment of the business.

Vernon Platt, of Sommeton Springs Swim Club, Feasterville, Pa., was elected to the board to represent the Beach and Pool section of the association. It has been active in NAAPPB and organized the Participating Sports Association. Platt is a member of the American Recreation Equipment Association and has been a director of the association for the past two years.

The election of the directors followed the meeting's opening, and the new directors are:

Robert Plott, Dornay Park, Allen-
town, Pa., first; last year's winner, Parma, Ohio; third; second, and Robert A. Ginter, Olympic Park, Maplewood, N. J., third.

John S. Bowman was elected to his second term as association president, and A. L. Pilgrasso, returning as treasurer. The officers were elected by the board of directors Tuesday (2).

New Directors
Arthur Feiner, president, kiddieland operator, of Melrose Park, Ill., was elected to the association's board of directors as the first representative of the kiddieland segment of the business.

Vernon Platt, of Sommeton Springs Swim Club, Feasterville, Pa., was elected to the board to represent the Beach and Pool section of the association. It has been active in NAAPPB and organized the Participating Sports Association.

Hershell Gets Award For Exhibit

CHICAGO—Four exhibit awards at the annual NAAPPB trade show were announced on the opening night of the show. Hershell showed many of its ride components, including the new Steam Train, Jumping Jupiter and the Fill-in-a-Box. Honorable menions went to B. A. Schiff and Associates, Inc., and the Carnival Machine Corporation, which also featured ride bodies.

Other awards were followed by the winner listed first, followed by the other winners. The winners for the award as the most meritorious exhibit of equipment or play religion were:

First place, B. A. Schiff and Associates, Inc., for its Fill-in-a-Box; second, the Carnival Machine Corporation, for its Fill-in-a-Box; and third, the Fill-in-a-Box.

Co-Operation Hyped

CHICAGO—Beach and Pool sessions of the NAAPPB convention here last week took up the problems of "Fringe" Co-Operation between the branch and the parent organization. Mr. General chairman of the sessions, John Muir, owner of the Beach and Pool Park, also discussed relationships of NAAPPB and Platt's independent Participating Sports Association.

First-day beach and pool sessions

By TOM PANKSON

CHICAGO — Fiftieth annual convention of the National Association of Amusement Parks, Pools and Beaches drew capacity crowds to all sessions here Monday (1) thru Wednesday (2). Program included talks on mathematics and allied specialists on pool topics.

Program chairman was Jack Godfrey, Beach Hotel, Louisville, with President William B. Schmidt, Riverview Park, Chi-


Ray Says Giant Rides Could Play Routes of Parks

CHICAGO—That big rides like Velurex's Double Sky Wheel might be on the way, according to an executive report at the NAAPPB. The report says that if certain safety and insurance problems are worked out, the park industry might be ready for the new rides.

Randy Johnson, executive assistant to the NAAPPB, said that the report was made by the NAAPPB's committee on exhibition and trade show exhibitions. He said that the industry might be ready for the new rides.
ROLLER RUMBLINGS

Trueman's Score Thru Marion Press Layout

MARION, Ind. — When the father and son team of Dewey and Kenneth Trueman, operators of 100-year-old Marion Press, try to pub-
lish to their establishment
— there's nothing half-hearted
about their method.

In the Marion Chronicle-Tribune of Marion, Ind., where the subject of a long feature article by Jim Warn, along with the article was a double-page spread of what should do a professional job of sell-
ing the paper's every product, he exceeded the conventional community establishment for youth of the city.

One page of pictures carrying the line "Mothers, for 22 Years We Have Offered a Best Friend for a Clean, Respectable Place to Play," showed the room's attractive entrance to the room of its 70 by 150-foot maple floor with Rink-Cote finish, pictures of the oldest known roller rink and club - TV room, another photo showing the rink's main lobby and small portion of its seating capacity, and a shot of the rink facade that appears to contain it a modern equipment.

This month we carried a re-
print of testimonial letters from a church and the Salvation Army, a professional, a picture of Marion Skat-
ing Club's current and former mem-
bers, sales sales and skate repair shops, and other photos showing children at a December Saturday matinee, a school skating party, and Girl Scouts to support their efforts for their badge medals in roller skating.

The article, almost two columns in length, started with a list of names of theTruman, stated that the risk has been hailed by the United States Department of Health and National levels as "a leading example of a healthful and healthy family life," and that health risk should be, and called the skating a "youthful" and "a way of life and in eight surrounding counties.

The senior Trueman came to Marion in 1928, the article relates to work for a local concern. In 1936 he opened a swimming pool and marina, and the Red Flag site of 167 Wyd, but closed the 61/2 by 116', closed in 1937. The first building was a 100 by 140-foot structure that was enlarged in 1930 to 190-

foot length. Strict enforcement of safety regulations, arriving price and special offers to church and school groups began to create demand for the facility, and in 1955 the building was en-
larged to its present size, 140 by 200 feet. Plans are now in the making for further expansion.

In the marina, there are eight elements responsible for its strength and success, the combination of the Marion Skating Club, run entirely by parents. More than 300 families are on the club, with more than 700 youngsters enrolled in skating classes. In all, 2,500 skaters patronize the rink each week. Patrons and party groups make up about 30% of the rink's volume, and school groups to church, in-
dustry and military groups.

The skating club was ex-

panded to the point where person-

nel can serve an annual Christmas banquet to more than 300 guests, dear the floor, and have the group's annual banquet on the premises all day they sit down at the tables.

NAAPB CITES 5

• Continued from page 46

Beatrice Fornier, who topic was "You Gotta Make a Profit."
John R. Singhouse, Fontaine City, Ind., who filled the 

Meet Pulls crowds, interest

safety, group insurance and other

projects.

Stating that the amusement-
park business is an expanding field, he suggested that the

company should strive to gain in forthcoming business

hours if they continue to be known for safety and novelty in amuse-
ment.

O. C. Howard, Indianapolis
City, Ind., advertised "Magic of Color" with the aid of color and tone-

color combinations may be deter-

Ray on Design
John Ray, iconic designer and
operator of Belmont Park, San
Diego, Calif., advocated unison
and forceful design for parks but

against fully detailed.
Decide first what you want to

accomplish, who you want to ap-
ed, he said.

Ray urged park management
not to make a park to please the

but to create anticipation with big

is now to be modern even when designing a per-

piece, he stated. Frets should be

be replaced in a few seasons, he added.

in his park and of fiefs he has
designed.

Herschell Gets

• Continued from page 46

equipment—Lowell Stebbins Company, Hinsdale, Ill., and Arrow Development Company, for the most meritorious exhibit of games and Arcade equipment—Bally, Chi-
gate Duncan and Auto-photograph companies.

Herschell Scientiﬁc

from State Fair Park, Dallas, Pitts- 

ürnberg, Germany, for their plans for Grand Old Texas, a theme park to be opened these for Families.

He said it will cost $3,500,000.

TIE-INS PROVE POPULAR

Successful Promotions Described

By 10 Operators; Precixes Speak

CHICAGO — Escape from succes-
mful promotions at all the par-

The Thursday, March 17th, show

is set for last week.

Hochschild Get

• Continued from page 46

feedback from patrons.

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

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**Cristiani Contracts Philadelphia Shrine**

Repeats Lighthouse Lot Set-Up; Add Day to Run; Schedule Parade

**PHILADELPHIA — Cristiani Bros. Circus and the Shrine Temple here have contracted for**

**Mills Changes Last of Seats To Wagon Type**

**CHICAGO — Mills Bros. Circus announced here last week that it has purchased the trucks to complete a switch-over to wagon system. With four units now being built and 1 1/2 on hand, the show will be the first to have all seats on wagons.**

**CHICAGO MEET DRAWS CIRCUS OWNERS, AGENTS**

**CHICAGO — Several circuses, including some of the outdoor show business conventions, gathered here last week to talk over the shows and their principal representatives were; Ringling Bros. and Barnum & Bailey, General Manager Art Collins and General Agent Floyd King.**

**Cristiani, Borders, and Condos, the latter was present here on the occasion.**

**PALACE DANCE BY SHREVEPORT & VERNON BAND IN SORORITY BALL**

**IN TIMES TO COME;**

**By JACQUES DE PALACIO, Instructor, Siena College, Schenectady, N. Y.**

**MEXICO TO SARASOTA JUMP FOR RINGLEING**

**Will Go to Quarters for 2 Weeks After Mexico City Holiday Run**

**CHICAGO — Ringling Bros. and Barnum & Bailey Circus will give five performances in Sarasota, Fla., in connection with the Mexico City engagement this winter. The engagement was arranged by Will Youmans, manager, and Paul Eagles, general agent, confedered here.**

**The show is scheduled to open in Mexico City Friday (2) and to stay at least until December 25. The engagement will always end by January 31.**

**LAKEFRONT BEATY-COLE SHOW SEEKING CHICAGO**

**CHICAGO — Clyde Beatty & Cole Bros. are trying to secure the Chicago lakefront engagement. Manager Walter Kerr will leave here soon, two weeks from today, for Paris, where he will secure four horse and five pony acts for a Persian company. Among the horses will be Hamid, an option for the circus.**

**NEW ORLEANS Turns Away Torn Pack, But Tom Packs**

**NEW ORLEANS — Tom Packs Circus gained high business at the Grand engagement here under Shrine auspices. The show in Municipal Auditorium had turnaways for the second consecutive week, and the show was at home in the city's police crusade against the circus.**

**HUSTON'S SHRINE CIRCUS MEETS ITS DEADLINE; Will Reopen Next Spring**

**HOUSTON — Houston's Shrine Circus will reopen next spring in its run early last month. Judge Christian W. French, who heads the shrine, said this was 20,000 more than last year and that it represented several million dollars in subscriptions.**

**BEATTY-COLE, PALISADES CONFIRM MARCH OPENING**

**CHICAGO Opening dates for the Chicago engagements of the Beatty-Cole show will be March 28, it was confirmed here by Walter Kenna, manager, and Irving Rosebush of Palisades Park, N. J., site of the venue.**

**HOUSTON — Houston's Shrine Circus will run from January 1 to 28, and will be March 28, it was confirmed here by Walter Kenna, manager, and Irving Rosebush of Palisades Park, N. J., site of the venue.**

**Hard Luck Dogs Turn; To Try Again**

**LA JOLLA, Calif. — Turner Bros. Dog & Pony Show will make another attempt in 1959 after having a rather unprofitable run that ended in Calexico after a few dates in and around San Diego. The show, bedeviled in true circus tradition with poor color, was besiegled by trouble, said Perry Turner, who with Joy Turner, owns the show.**

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**SHOWS TO COME**

**By JACQUES DE PALACIO, Instructor, Siena College, Schenectady, N. Y.**

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**Beatty-Cole, Palisades Confirm March Opening**
D. C. Potentially Issues Statement On Show Change

WASHINGTON — F. Emlen Barkey, potentiary of the Shrine Circus, distributed a mimeographed statement yesterday stating that the show was being delayed because of the financial condition of the Army & Navy Department. As a result, the show was rescheduled for the same date.

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IAFE MEET SETS RECORD:
HARTNETT ELECTED PREZ

Bill Masterton Named Vpee;
Registration Jumps 50% Over '57

By CHARLES BYRNE

CHICAGO—Fair executives from the United States and Canada left here last week after one of the most successful conventions of the International Association.

Fairs and Expositions on record—a new one of significant interest for the business—top all previous marks shooting some 50 per cent of the '57 meeting.

The sharp upturn in turnout, which marked most of the sessions, was attributed to a combination

MAURICE HARTNETT

of reasons. More interest in shopping for attractions was given out as one reason for the upturn and the streamlined format of the sessions, concentrating on open discussions rather than formal speeches, was another.

In the course of business the association unanomously elected Maurice Hartnett, manager of the Calgary (Alta.) Stampede and Exposition as its new president, succeeding Joseph T. Monsour, Louisiana State Fair manager. Walter L. (Bill) Masterton, manager of the Wisconsin State Fair, was elected first vice-president, and Frank H. Kingman was returned as secretary-treasurer.


Sessions Packed

Almost all fair boards did their utmost to please their visitors and most paid their annual visit to the International Livestock Show here, the business sessions were marked by good crowds. The panel segments, which were fashioned for the year, were the first, proved particularly interesting.

Donald L. Swanson, Michigan State Fair, led one on attractions; and the IAFE Board of Texas, headed one on commercials. A session on livestock, moderated on discussion on advertising while Bill Wynne, Mid-South Fair, Memphis, was in charge of a session. Also, panel. 

Dudley Fort, California State Fair, conducted a forum on grandstand shows. D. Robert Jones, Ohio State Fair, was in charge of youth and Ivan Brodie, Canadian National Exhibition, conducted the discussion on exhibits.

The Wednesday afternoon session was the only one at which a formal address was given. Highlight of this was a showing of colored slides of the Brussels World's Fair, which succeeded the Eastern States Exposition. David Davis, publicist supervisor for the Washington State Fair, spoke on Merchandising the Indiana State Fair, and D. Nord, father, described how they increased their revenue from a new administration system; Jones again spoke on youth and Fortin described the new California State Fairgrounds which is scheduled for completion by 1961.

Anita I. M. McLeod, Regina (Sask.) Exhibition, spoke on building and David Granahan spoke on the "World's Fair Century ago." In its resolutions, the IAFE paid tribute to three members who passed away; Archie Putnam, Chippewa Falls, Wis.; Charles Yeola, Calif., and Walter D. Jackson, Lound, Ont.

Jack Reynolds presided at the annual luncheon of Past-Presidents' Club on Tuesday (2). Also at luncheons were Bob Baldwin, Clarence E. Harwood, Dick Nash, J. S. (Doc) Dorton, Leon H. Hurst, Frank L. Masterton (Peter) Baker, James H. Stewart and Joe Monsour.

Canada Fair Assn. Elects
McCallum Prez

TORONTO—Hiram E. McCallum, general manager of the Canadian National Exhibition, was elected president of the Canadian Association of Fairs and Expositions at its recent annual meeting here.

Jack Clarke, Canadian National Exhibition's assistant vice-president, and Emery Boscher was renounced secretary-treasurer. Named to the executive committee were Jean Alarie, Three Rivers, Ontario; W. M. Armstrong, Alta., and Alex Thomson, Toronto, N. S.

Canada Fair Assn. Elects
McCallum Prez

McCallum is a native of Montreal. He has been with the Canadian National Exhibition for 27 years, having spent the past 14 years as manager.

Canadian fairs and exhibitions have a membership of 140 member associations in Canada.

Ed Estel

Resigns at Waterloo, la.

WATERLOO, La.—Ed Estel, former general manager of the National Dairy Congress here, has resigned and was named an honorary director of the show. Replacing him in the position of the general manager was Orbert Koch, who has served as assistant secretary a number of years. All other officers of the fair remain the same, including Glen W. Miller as president.

During Estel's lifetime in the fair business, he served as president of the Iowa State Fair Association and of the Iowa State Fair Association in Iowa and for years was active in various committees of the International Association of Fairs and Expositions. He was a student at Iowa State College, where he worked as a laborer at the dairy show. After graduation he joined the Iowa State Dairy Association but later he was named to the secretary of the Congress. In 1918 he was elevated to the position of the position until his resignation.

County Execs Discuss Pertinent Problems

CHICAGO—County fairs had their meetings here last week and an entire afternoon of discussion was held Monday (2) on topics of subjects of pertinent interest to events be- cause the State Fair, I.,

Everett Erhart, secretary of the Kansas Fair Association and president of the Kansas State Fair, was named as chairman of the session.

Under the heading of grand- 

stands shows, the delegates touched on auto races, horse races, thrill shows, fireworks, name personal- ities, controversial topics and more.

Special attractions recommended by the panelists were prizes for contests, giveaways, special days, religious programs and horse shows.

Concessions were discussed briefly, with merchandise games, carnivals, contracts, rates and passes getting treatment by the

Baker, Kelley

NAMED TO IAFE HALL OF FAME

CHICAGO—C. C. (Pete) Baker, manager of the Oklahoma State Fair, and Harry R. Kelley, secretary-treasurer of the Okechobee ( Fla.) Fair, were named to the Hall of Fame by the International Association of Fairs and Expositions here last week.

Both of them were elected to the hall in the first category. Kelley was selected in the second category, for his job as secretary of State Association of Florida.

The presentations were made by Douglas K. Baldwin, chairman of the Hall of Fame Committee.

TRUE COUNT

IAFE Seeks
Audit of Gate Figures

CHICAGO — The International Association of Fairs and Expositions last week took initial steps toward the possible establishment of some type of an audit that would assure fair attendance figures to all fairs.

The matter was brought up by Maurice Hartnett, manager of the Calgary Exposition and Stampede, who said true figures on attendance and receipts of fairs would benefit all. Hartnett urged the IAFE to give thought to setting up an accurate audit of the figures in question and using it as a base for audit of future figures.

Canada Fair Assn. Elects
McCallum Prez

The motion was passed on the floor recommending that the incoming IAFE board of directors appoint a special and possible audit of the fair attendance figures.

West Canada Race Assn.
Names Slate

CALGARY, Alta. — Maurice Hartnett, general manager of the Calgary Exhibition and Stampede, was victorious in the election for the year during the fair conventions here.

President Hunter presided at the meeting held on the grounds of the State and Provincial Associations of Fairs at the organization's annual meeting last week. This marked the sixth year for Bartlett to hold the top post.

Other officers, Clifford C. Hunter, vice-president, were elected to two-year terms in 1957.

The federation, an association of State and Provincial associations, again held its own meeting this year during the fair conventions here.

President Hunter presided at the meeting held on the grounds of the State and Provincial Associations of Fairs at the organization's annual meeting last week. This marked the sixth year for Bartlett to hold the top post.

Other officers, Clifford C. Hunter, vice-president, were elected to two-year terms in 1957.

The federation, an association of State and Provincial associations, again held its own meeting this year during the fair conventions here.
FAIR MEETINGS

Fair Managers' Association of Iowa, Hotel Fort Des Momes, Des Moines 11, Dec. 6-10. Jacqueline Moore, Tipton, secretary.

West Virginia Association of Fairs, Hotel Wheeling, Monday, January 3-4. Mabel Heter, P. O. Box 94, Williamson, West Virginia, secretary.

Arkansas State Fair, Hotel Arkadelphia, Arkansas, Thursday, January 10, 11-12. Miss S. H. Aiken, Kinston, secretary.


Indiana Association of County and District Fairs, Hotel Seymour, Indianapolis, January 4-6. Robert L. Barnet, Muncie Star, Muncie, secretary.

Minnesota County Fair Association, Hotel Minneapolis, November 5-7. Hubert Ransom, St. Paul, secretary.

Mississippi Association of Fairs, Dixie Plaza Hotel, Atlanta, January 12. Joe F. Prattee, 550 Riverside Drive, Macon, secretary.


Ohio Fair Managers' Association, DeSales-Hilton Hotel, Columbus, January 15-16. Frank A. Hines, P.O. Box 431, Fairbanks, 1043 South Main Street, Dayton, executive secretary.


Western Association of Agricultural Fairs, Jan. 15-16, Los Angeles, California, Michael C. Allen, 410 S. Hill Street, Los Angeles, secretary.


Association of Alabama Fairs, the Battle House, Mobile, January 18.

Meet Pulls

Continued from page 47

30 to 40 per cent of the costs are fixed, 20 per cent make off season one of their properties, they average 14 full time employees a year, and the average annual payroll is a $1,000,000 million, and 58 per cent of the operations are other occupations that give them investment funds.

Final Sessions

Paul Jones of the National Safety Council made a rapid-fire program for the meeting and filled in the interest of many other individuals.

The theme of the program was "What makes the best advertisements, good." Mr. Jones made his point loud and clear that one should improve their exhibits or no business would be available. Other fair executives reported they took the trophies to the top exhibit.

Women's Group

Continued from page 50

A. O. Planer, Mrs. T. T. Arm- strong, Mrs. J. A. Whiter, Mrs. E. D. McGowan, Miss Mona Mal- low, L. C. Robinson, Mrs. L. Allen, Mrs. J. W. Queen, Mrs. T. W. Coates, Mrs. Edna Hinck, Mrs. Alas Meal- fash, Mrs. S. N. MacEachern, Mrs. W. T. Pfeffer, Mrs. A. M. McInerney, Mrs. Ray C. T. Wimett, Mrs. Wm. E. Jenkins, Mrs. H. L. Pitts, Mrs. Dillingham, Mrs. Ruth Palmer, Mrs. Stan Musiel, Mrs. Anton C. Geiger, Mrs. A. J. Anderson, Mrs. Wm. D. Wilken, Mrs. Roy Freeland, Mrs. Harold Stauff, Mrs. Peter Boback, Mrs. Harold Miller, Mrs. Delbert W. Crook, Mrs. G. A. Wimett, Mrs. T. J. Monnier, Mrs. Maurine Ludington, Mrs. T. A. Scott, Mrs. Joel M. Jones, Mrs. Floyd Gaughran, Mrs. J. L. Duke, Mrs. H. K. Keller, Mrs. L. E. Hess, Mrs. C. S. Smuth, Mrs. W. H. Eldridge, Mrs. Charles B. Drewry, Mrs. I. R. McDaniel, Mrs. D. E. McDaniel, Mrs. W. L. U. Mithum, Mrs. A. Ulrich, Mrs. Mary Ham- mond, Mrs. W. E. Meridith, Mrs. Ray LaPorte, Mrs. E. B. Allingham, Mrs. T. E. Martin, Mrs. Estell Callahan, Mrs. Joe C. Miller, Mrs. O. M. A. Wright, Mrs. E. L. Ball, Mrs. John Crafts, Mrs. Carrold Bledsoe, Mrs. V. L. Chestor, Mrs. William Chicken, Mrs. A. J. Cansel, Mrs. A. E. Strubach, Mrs. Arthur K. Hail and Mrs. Joe Lynch.
Showmen’s League Pays Tribute to Deceased

CHICAGO — Outdoor show business remembers the deceased with a weekend ceremony. This year’s event honors notable names who passed away in recent years:

**Frank Winkley**

**Eastern Routes Shape Up Slowly**

Several Announcements Due; Earlier Allentown Choice Seen; Eye Meetings

NEW YORK—More important Mount Airy and Winston-Salem colored fair news will be developing about Eastern fair bookings over the holiday period and into the state meetings than in recent years. At the Chicago conventions where less Eastern shows were represented, it appeared several of these fairs are yet unsettled. More news is expected to come out of the scheduled state meetings than is customary.

One of the fairs which has drawn increased attention is Pe- terboro, Wis. Played in recent years by Announcements of America, it was open thru last weekend. Making presentations in Peterboro were the Peep; Penn Premier; Ross Mountain; and Mark midway. The Announcements of America wired a bid from Chicago, where the Vansw and fair manager Ralph Lockett were visiting. Partial shaping up of routes shows several big ones up North and at least one in the South which are being hotly contested. Many contracts have been signed and many others are close to conclu- sion. The Great Allentown-Brantman, which waited late into the winter before making its choice last year, indicates it will come up with an earlier decision out of fairs to many of the parties.

On the Prel's Broadway side, Mr. (W.) Allentown, Del., Carlisle Huntingdon, Pa., and Portsmouth and Wasaw (Labor Day) of Virginia; Goldfinch, C. S.; Goldwater, 15th; Mirth and Webb, 15th; North Dakota, 15th; and the New Jersey closely is possible. By the time this comes to print Jack Benjamin, the Eastern producer, is developing more spots. The results are as follows:

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The routes mentioned are necessarily incomplete. Several shows have been held by patrons which are all set at this time and the entries are in the coming weeks. The railroad cars are in process.

According to the setting of Southern dates is this year’s late arrival of the 35th Annual Colored Fair. The annual meeting of the Colored Fair will be held September 7 and thereby creates an additional week ahead of the spots for this year’s meeting of the Colored Fair. Another element is the Big North Carolina State Fair in Greensboro, N.C., which sends its spots desire to run in conflict. The results have been set for Tuesday, October 13.

Bill Carsky Named 35th SLA President

CHICAGO—William Carsky, veteran member of the Showmen’s League of America, was elected its 35th president Monday (1), suc- ceeding Jack Dufﬁeld in the top spot. The election was made in a list of showmen that dates back to 1913 when William F. Dufﬁeld was named the organization’s first president.

Also named to ofﬁces were Paul Olson, vice-president; Ed Soppanen, second vice-president; Lou Dubhor, third vice-president; Jim McManus, secretary, and Hank Shelley, secretary. The last two were installed as such this week. John Levy Sr. was named to a ﬁve-year term as trustee.


All ofﬁcers were installed at the annual meeting Thursday (4) in the Hotel Sherman.

Bill Carrey, 18th president of the Showmen’s League of America.

PCSA Commissioners Past Prexies

LOS ANGELES—Past presi- dents of the Paciﬁc Coast Show- men’s Association were honored at a banquet on Thursday night (30) at the California Biltmore Hotel. Among those who were honored were the following:

Oscarsee E. Coe, former presi- dent; W. C. (Coe) Coe, former presi- dent; W. C. (Coe) Coe, former presi- dent; and others. Also, the Western Glow was presented to those who served the industry.

Bill Carsky, 35th president of the Showmen’s League of America.
Pacific Coast Club Nominates Andersen

LOS ANGELES—Arthur Andersen was nominated for the presidency of the Pacific Coast Showmen's Association. He was first vice-president for 1956-57.

Other candidates for the December 21 election are: Steve Vaughn, first vice-president; Bob (Red) Dauer, second vice-president, and Bill Widen, treasurer. Also nominated for president was Al Weber who is again nominated as treasurer and H. D. (Bob) Newman, first vice-president, who also serves as secretary.

The December 21 meeting will be the second vice-presidential election in the Lantsa administration.

The bidders for the Hot Shops bagging contest were: James H. Consolidan, who was re-elected, and Al Olsin, who was nominated by the committee also submitted the names of 40 nominees registered for the board of governors. The following were elected:


Harry Seber was chairman of the nominating committee which was composed of Sam Brown, Abe Goldstein, Bill Hamm, Tom Forrestal, E. W. (George) Coe, Jim Halbert, Jack Shaffer, Sam Cohen and Joe Glauser.

An appeal was made to all its 58 members, but created quite a stir with its trade show, including a model sale and with the announcement that it had increased its 40-acre Hot Spots, to allow the company to install it from the Hollywood, Harry Hennesy, owner of the second trade show. A model sale and convention the show made purchases by Paul Olsen, manager, and co-owner, to total $80,000.

Olsen said he and the show's three co-owners, Maurice (Lefty) Olsen and Norman Schlossberg, had purchased a second trade show from the Hennesy Show. Mr. Henry Boll, a partner in the Hennesy Show, confirmed the sale of the Mad Mouse, which is subsequently to be moved to the National Trade Show on the Alabama State Fairgrounds. Arthur Capps, who was the show's greatest all-time shows, was unchanged with the announcement of the convention will be in the show's line-up starting with the first date of the season Olsen said.

He also announced that he had closed for the Velcro brothers, Space Wheel and the Velcro Roto, to operate under the Olsen banner at the show's major fair dates—Springfield, Ill., Des Moines and Louisville.

Olsen also disclosed that he had booked a Dancing Waters unit with Sun Shoy in play at one of the show's mid-season stops in February Wisconsin District Fair, Chippewa Falls.

Eldridge Gooding, president of the Gooling Amusement Company, announced the purchase of two Mad Mouse rides to bring the organization's total of such rides to eight. The purchase included two additional rides during the convention. They are the Paratrooper Bravo, manufactured by Frank Ha- bitz & Company, Salem, Ore., and an additional ride manufactured by the Philadelphia Toboggan Company, Philadelphia.

He said that the purchase of the Giant, a custom Gooding, put to a busy time at the convention, since it was going to sign a major contract.

Also, according to the convention, the show's new light was featured, with Sun Shoy in play at one of the show's mid-season stops in February Wisconsin District Fair, Chippewa Falls.

Members Pay Tribute to PCSA Dead

LOS ANGELES—While warm, sunny weather brought out a number of people to the 25th annual Pacific Coast Amusement Con-

vention Memorial Services at Showmen's Rest here Sunday (30), at 11 a.m. The services were disturbed by conflict with the Chicago meetings.

The ceremonies were marked by the planting of a tree, an event not to be repeated hereafter, by Matthew (Jimmy) Newman, and Helen Vaughn, Ladies' Auxiliary presi-

dent, while Ted LeFors, a PCSA past president, held talks to praise the beauty in the plot.

Harry G. Seber, senior past presi-

dent, served as chairman. The principal address was made by Sam Brown, Abe Goldstein, and Al Olsin.

For Sunday, January 11; E. S. Fitzgerald, SFA past president; Al Freedman, SFA president; Al Rodin, William Martin, William Wright and Roger Warren, SFA members, were thanked for supplying the wine for the reception. The reception was held in the rooms of Al Leonard, co-chairman of the SFA banquet, and lawyer, who described the SPCA convention in the preparation for the banquet Bennett extended an invitation to all persons attending the SFA banquet to attend the banquet and to hold its membership services at 11 a.m., December 14, Banard added.

Fair, Lincoln, and the Mosquito-

Oklahoma, Schuler's 20th Century Shows also offered Iowa farms to its route—Cedar Rapids, Davenport and Iowa City.

Almost 800 Frolic At PCSA Banquet

Chairman of the SFA banquet and host to be held at the Hermont Palace Hotel in San Francisco January 11; E. S. Fitzgerald, SFA past president; Al Freedman, SFA president; Al Rodin, William Martin, William Wright and Roger Warren, SFA members, were thanked for supplying the wine for the reception. The reception was held in the rooms of Al Leonard, co-chairman of the SFA banquet, and lawyer, who described the SPCA banquet in the preparation for the banquet Bennett extended an invitation to all persons attending the SFA banquet to attend the banquet and to hold its membership services at 11 a.m., December 14, Banard added.

Fair, Lincoln, and the Mosquito-

Oklahoma, Schuler's 20th Century Shows also offered Iowa farms to its route—Cedar Rapids, Davenport and Iowa City.

WANT FOR

SUN CARNIVAL, EL PASO, TEX.

DECEMBER 19, THRU JAN. 1, 14 DAYS ON THE STREETS, IN THE HEART OF THE CITY.

The Largest Winter Date In the Southwest. Parades, Fireworks, Free Acts. Over 500,000 Population in El Paso, Texas, and Juarez, Mexico, plus 100,000 Soldiers—2 Army Paydays—2 Sundays and Saturdays—Christmas and New Year's Holidays.

CONCESSIONS: Can place legitimate Merchandise Concessions, Merchandise Wheels, Bingo, Bear Pitch, Cigarette Block, Photos, Straight Sales of all kinds, etc.

RIDES: Can place Round-Up, Rock-er-Plane, Dark Ride and others not conflicting.

SHOWS: Can place Platform Shows of all types, Grid Shows, Fun House or Glass House.

Contact ALVIN VANDIKE or A. (BOBBY) OBADAL
Washington Park, El Paso. Phone: K'steyn 3-1300.

CARNIVALS ELECTRICIAN WANTED

One who knows Caterpillar Diesel. Must be capable and reliable. Top salary and good treatment.

BOX 128 e/o The Billboard

1812 Ohio St., Austin 1, Mo.
PIPES FOR PITCHMEN

So many... people have asked why they do not grow a seesed pitcher that I feel impelled to tell the story behind this branch of the pitch business," writes Madeleine in her letter from Panama City, Fla. "The truth is that in the last 10 or 15 years many of the best pitchers have gone to the great beyond, among them, I believe, Beech, Newberry, Herman (White Eagle) Keeler, Joe L. Smith, Bobbie Duke, Arch P. Bond, Louis, Mississipi, Rich, etc. Goodman, Frank- hauer, Shorty Trendy, Jimmy Wells, Jiminy Jumbe, Joe Gillette, Joe Duncun, Buffalo Cody, Paul Bradley, and a number of others whose names I can't recall now. Others have quit and gone into other lines of business, and there have been no new ones to replace them. That's what makes the reason for the death of the old and the rise of the new."

Writing... from Baltimore, Doc Mapes reports he's celebrated eight and a half weeks with horsecups in the C. C. Murphy store there and plans to remain in the area until after Christmas. Money is abun- dant in the area and the two farmers' markets are ripe for weekend action, says Doc. The town is Bill Reiser with pens. Another recent arrival was Leo Howells, who is beginning to be in action in local stores until Christmas. Sy- bell Mapes has had few workers in the area and is reportedly doing well. She'd like to read a few pipes from England, too.

Jerry Klein... is back from Anchorage, Alaska, and is reportedly doing well in a Murphy store in Washington. He's revising his after operation, ac- cording to Doc Mapes.

Brother... Ray Herbston was all shook up by the pipes column of November 24 which revealed that he celebrated his 73rd birthday on November 7. Of course the error was the result of a transportation of figures. Ray says his actual age is 57 and that he has not been known to age his multiples by multiplication. He and his wife, Madeleine (Ragan), let their branch to be in operation in Tallassee, Alabama, and Ray has committed to visit Jimmy Herzon in Jacksonville, Fla. He has a show coming up, is owner, is scheduled for a trip to the hospital for minor surgery.

COMING EVENTS

California


Florida

Fort Pierce—Florida Jewelry Show, Jan. 15th. Lee Nuzum, Fort Pierce, Fla.

Illinois


Kentucky


Louisiana


North Carolina


Vermont


Virginia


ATTENTION—STORE WORKERS AND DEMONSTATORS

Have Merchandise—Will Sell!

- Expansion / Photo Idents
- Heart & Disc Pendants
- Silver Disc Hearts & Ears
- Rings / P. / Pearl

Please write for Catalog

FIRST PETER ENTERPRISES, INC.
575 Congress Ave.
El Paso, Texas

ANNUAL CATALOG ADULT GAMES

MATCHES - MATCHES - MATCHES
- Cards - Darts - Bingo - Equipment

AGATE GAMES- Theagames.com

www.americanradiohistory.com
UNDER THE MARQUEE

- Continued from page 49

Alvin Vandike, Obadal Merge For El Paso

CHICAGO — Shows, rides and conventions booked by A. (Bobby) Bobal will be combined with attractions of Alvin Vandike's Victory Exposition Shows for the December 10-January 2 El Paso (Tex.) Sun Carnival. The midway will be the first to occupy El Paso streets in eight years.

High points of the celebration will be the December 1 live band game and a January 1 parade.

Obadal and Vandike have high hopes for the date, pointing out that the celebration will draw from a combined population of 504,000 people in El Paso and Juarez, Mexico, plus over 100,000 soldiers stationed in the area.

was with him and now they are wintering at De Land, Fla.

Frank Orman, adjuster for the Beauty-Cle surface, has a son who is a high school senior at Fort Lauderdale, Fla. After graduation and a year at college she plans to study nuclear science.

Eddie Kuhn is with Corona Incorporated with his new act. Also on the show have been the Silver Elephants, the Lausact, and Schobner's Chimps. The Kuhn's daughter, Alice Ellen, daughter of the Eddie Kuhn Jr., died October 1 at a naval base hospital in Maryland. The child was less than five months old. The Kuhn's are to get out of the service next summer and expects to re-enter show business.

Notes From the Convention

- Continued from page 44

A large number of national manufacturers and distributors were present at the spring convention held in Chicago.

One of the largest manufacturers of chocolate and candy makers was the Hershey Makers, Inc., of Hershey, Pa. The company displayed a wide range of products, including chocolates, candies, and confectioneries.

The Hershey Makers, Inc., has been in operation since 1893 and is one of the largest candy manufacturers in the United States.

Hershey has been known for its delicious chocolates and candies, and has won numerous awards for its products. The company is headquartered in Hershey, Pennsylvania, and has operations in several states across the country.

Hershey Makers, Inc., has been a leader in the chocolate and candy industry for over a century, and continues to innovate and expand its product line to meet the changing demands of consumers.

The Hershey Makers, Inc., is committed to maintaining the highest standards of quality and safety, and is dedicated to providing customers with the finest products available.

Hershey Makers, Inc., is proud to be a part of the candy industry, and is committed to providing customers with products that are not only delicious, but also healthy and safe.
REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum $4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No Illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: $1 per square inch. 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.

Animals, Birds, Snakes

FAIR PATELIERS, EINDOCH, YELLOW BELTED RITA, 10 years, 100 Guatemalan Guineas. 307-277-3300.

BIRDS, EXOTIC: 1.95, 3.45 per lot.

COAVIERS, 10 days.

To SELL A KAST - ENOUGH OF THE COLLECTOR'S DESIRE.

FOR SALE - 2 SW LITE PLANES FOR SALE.

ASSET SALE - 30,000 L.T. TANGANCE PEARLS.

M ect sale.

COINS, 250, 500 and 1000.

COINS, NO COINS, COINS, NO COINS.

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Not available.
Charity Drive Gets Boost by Coin Vending

NEW YORK — Leaders of the automatic merchandising industry met Wednesday (5) at the Park-Sheraton Hotel when they were lunch guests of Melville B. Rapp, executive vice-president of Apeo, Inc., and president of the 1959 March of Dimes Campaign. Speaking at the meeting were M. F. Drummond, vice-president, and chairman of the executive committee of the American Mechanical Merchandising Division of the drive’s New York campaign. According to Drummond, the Foundation has already convinced people to take their shots.

Front also described the work the Foundation is doing in research with viruses, arthritis and central nervous disorders. Lester Reiss, local March of Dines executive, suggested that operators be encouraged to give a portion of one day’s collection to the Foundation.

He cited the example of Charles B. Keating, president of Seaga and gave $407 to the March of Dimes. Rapp suggested that such a program could be publicized with posters on each machine proclaiming the percentage of the day’s receipts that will be given to the March of Dimes.

WWMRA to Battle Taxes in New Year

LOS ANGELES — Campaign for equitable taxes on coin-operated vending machines in surrounding municipalities will be stepped up after the week from Honolulu when they were lunch guests of the Western Vending Machine Operators association at its regular monthly meeting at the Unique Restaurant, November 25. The meeting was called by the Des- cendants.

William H. Siple, president, led a discussion of the group’s problems. Under a discriminatory tax, machine operators may not be able to make a profit. Coin Owners were singled out for the first time, with a committee to approach the government and the city to plead the case.

By BOB LATIMER

DENVER—New locations and an increase in sales have been ap- propriately responsible for a 5 to 10 per cent increase in bulk vending revenue, a recent survey of the current year. A migratory pop- ulation has been the underlying cause of the sharp increase in loca- tions.

Operators have done very well in spotting machines in restaurants, bowling alleys, cocktail lounges and shopping centers wanting to capitalize on the high profit potential of bulk vending machines.

Charm Mrsrs. See Big Emphasis

IN FEATURE CHARMS DURING 1959.

NEW YORK — Four of the sa- lable products have been selected for a shifting emphasis from fill and toward the more ex- pensive feature charms and gan- micks.

For example, Bill Falk of Plas- teco, Inc., has reported that production devoted to feature charms this year, and he plans to increase it for the next year. In 1957, most of his production was for fill products.

Sam Eppy says that his current production is $1.10 for feature charms and he will increase his plants to keep the same ratio next year. For 1958, both Paul Price and Bob Gradon will increase his order and each turned out roughly the same number of feature pieces as fill pieces. Both men feel that the figures tend to concentrate almost exclusively in feature charms. In closing, Eppy indicates to keep the same production ratio.

The fill market exists between fill and feature charms, with the brightest and the feature charms, and the latter ranging be-

Next Convention

NVA Stages Business Meets in Afternoon

CHICAGO — Afternoon business meetings and evening exhibit of machines in the Chicago area in 1958 are now being planned for the second annual “business meeting” on November 25, 1959.

The business meetings will be held on November 25, 1959, and will be staged under the aegis of the Chicago vending industry.

The meetings are scheduled to be held in the offices of the Chicago vending industry and will consist of a discussion on the business of vending.

MINTING OF 2-CENT COIN WOULD HELP BULK OPS

NEW YORK — While the proposal to pay the cost for bulk vending equipment, the increase in cost of ingredients and labor is reducing the operator’s profit margin to a dangerous point, according to Sam Eppy, local charm manufacturer.

Moe Mandell, Northwestern Sales and Service, pointed out that the idea of a 2-cent coin was its biggest selling point. The 2-cent coin has been little used to be sold to the idea was Congress and to the Treasury Department that the President is considering the plan.

According to Mandell, the only item which can be sold profitably is the charm, a coin. For this reason, the idea of a 2-cent coin would be good news to the vending industry.

He said that the 2-cent coin would help bulk vending operators in their efforts to increase their profits.

(Continued on page 39)
2-Cent Coin Would Help

2-Cent Coin Would Help

Bantam Super Chalks Gains

CHICAGO—A beginning trend toward advertising media may provide valuable new locations for both vending operators. These machines are designed for convenience shopping—chiefly in food stores for metropolitan residents. The stores keep long hours, and are often open until midnight, closing only on Sundays.

The movement began in Southern California, San Diego, Phoenix, and the Denver area, with sportsy growth in major cities elsewhere. This year new machines are announced to launch chains of the bantam story, something for newsmen, sportsmen, and others. The machines will speed the growth of bantam advertising, moves toward the grass roots to the above.

P. Morris Names Turner, Cullman

NEW YORK—James J. Turner has been named vice-president in charge of sales and distribution of the Philip Morris Office Divisions. Turner was formerly a sales manager, and is assistant vice-president. Turner joined the company in 1907, and has been with the company since then.

BEAUTIFUL RINGS!

MIXED RING MIX, $11.75 per m; DAVinci's, $15.75 per m.

MIXED CHALK PARLOR MIX, $11.75 per m; TINSEL’S, $15.75 per m.

MIXED CHALK MILL MIX, $11.75 per m; ROYAL MILL, $15.75 per m.

MIXED CHALKとり MIX, $11.75 per m; HALL’S, $15.75 per m.

INCOMPLETE BILLBOARDS. Incomplete billboards may provide valuable new locations for both vending operators. These machines are designed for convenience shopping—chiefly in food stores for metropolitan residents. The stores keep long hours, and are often open until midnight, closing only on Sundays. The movement began in Southern California, San Diego, Phoenix, and the Denver area, with sportsy growth in major cities elsewhere. This year new machines are announced to launch chains of the bantam story, something for newsmen, sportsmen, and others. The machines will speed the growth of bantam advertising, moves toward the grass roots to the above.

P. Morris Names Turner, Cullman

NEW YORK—James J. Turner has been named vice-president in charge of sales and distribution of the Philip Morris Office Divisions. Turner was formerly a sales manager, and is assistant vice-president. Turner joined the company in 1907, and has been with the company since then.

BEAUTIFUL RINGS!

MIXED RING MIX, $11.75 per m; DAVinci’s, $15.75 per m.

MIXED CHALK PARLOR MIX, $11.75 per m; TINSEL’S, $15.75 per m.

MIXED CHALK MILL MIX, $11.75 per m; ROYAL MILL, $15.75 per m.

MIXED CHALKとり MIX, $11.75 per m; HALL’S, $15.75 per m.

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NEW YORK—Sam Epply, local charm manufacturer, has gone into production on his"snake that crawls" charm. The rubber snake comes in a coiled position. When it is stretched out, the snake widens and gives the illusion of crawling.

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR

$13.25 - 12.75 EACH
3c. 100 or more

Write for lowest price on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order New From Victor’s Southeastern Distributors
H. B. HUTCHENSON, JR.
1764 N. Decatur Road N. E.

Philex Vending 2-4300

NEW YORK — If you need money, try vending. If you have a product that you want to sell, vending is a good way to do it. Many successful entrepreneurs have made a fortune by vending.

MUNVES' POSTAGE STAMP MACHINES!

3 Column Machine

- 7/8" wide
- 63/4" deep
63/4" high

Write for Price:

New Hemophenol Cabinet, Blue and White Lettering on Seoul White Neon.

EXPORT • ALL MACHINES

Vending Machines Made to Order.

MICHAEL MUNVES CORPORATION

1573 Twenty Ave., New York 60, N. Y.

SAVE MORE MONEY—MAKE MORE MONEY

Subs indoor to the Billboard TODAY!

MAN IT'S OUT OF THIS WORLD!

The new Victor Super Test with the bright new 25¢ capsule vend ing! Man! It's the most . . . for profits. Write, Wire, Phone Immediately.

STANDARD SPECIALTY CO.

1820 E. 51st Street, Kansas City, Missouri

WE HAVE oak's "400"

SOUTHERN ACORN SALES

122-23 23rd Ave.
R. V. Box 116
Charlotte, N. Carolina

oak's 25c CAPSULE VENDOR only $18.95

How's the 25c Vendor that has the whole trade talking? At the low, low price of just $18.45 this machine pays for itself on one heading ... takes in $87,000!

Oak 25c Capsule Vendor vending machines and a select assortment of jewelry items being shown by this factory sales officer listed below. Innumerable items in standard capsule will make the 25c Vendor a great profit producer for you!

next coast factory sales
kent midwest factory sales

OPERATORS VENDING MACHINE SUPPLY CO. M. J. ABDULSON/Printed 1-4718
1023 South Grand Avenue
Los Angeles, California

PHILADELPHIA PA

oak MANUFACTURING COMPANY, INC.

1141 KNIGHTBRIDGE AVE. CULVER CITY. CALIFORNIA

Denver Operators • Continued from page 59

finding new locations, but there has been a noticeable effort for the bigger to bug out the small, part-time operator. The seven largest operators in Denver have added an average 100 machines to their routes in the last year or so. For a couple of instances, the largest operators have bought up several hundred machines on location from other operators.

Taxes and sanitation codes have not been a problem in the area during 1958. No legislative changes have been made, and op erators do not anticipate any in at least the near future. Neither has there been any tendency to diversify into major equipment vending. Operators are unanimous in their belief that the highest profits are to be made in vending only thru specialization. Denver operators also report that co-operation between major equipment and bulk vending operators is the rule.

Downtown Spots • Continued from page 58

costs of doing business combined with low royalties. Pulling a reason: why so few new people are going into the business on a permanent basis. Those same fac tors are held responsible for a gradual dwindling of full-time op erators over the years.

Charm and capsules are frowned upon by the law in Michigan. Several sessions back local police labeled these units gambling de vices and confiscated a number of machines in locutions. Chickett and ball gum are the most commonly vending products. Fenny vending have almost disappeared from the scene. Nickel nut ma chines are still in demand, how ever, Operators claim that the wholesale costs of nuts has vir tually pushed them out of the coin machine market. In addition, they deliver festival that do not require the servicing of nut machines.

GAMING LAW

The American Gaming Association's new report on the status of gaming laws in the various states reveals that 26 states still have some form of gambling laws in effect. These laws generally prohibit gambling on a large scale, but some forms of gambling are allowed in certain areas. The report also states that there has been a decrease in the number of states with gaming laws in effect, and that the laws have become more stringent in recent years. The American Gaming Association is working to reduce the number of states with gambling laws in effect and to make these laws more consistent with the laws of other states.

WIGGLE WORMS


0.00 per M.

HOTI PLATED COINS

The décor has been changed! HOTI has a new!"all-metal" coin. The bottom of the coin is solid metal. Can be used as change. $7.00 per box. Labels available at your distributor on roll of 1,000.

paul a. OLLIE CO., INC.
1030 South Wabash Ave., Chicago 6

ELECTRIC MONEY MAKER!

Famous ACME ELECTRIC MACHINE

Sample . . . $12.15
And On! . . . $12.50
Bronto . . . $17.50
Jupiter . . . $17.50

FREE OFFER

In order to increase our mail order business, we are offering this week only one $5.00 bag of our Deluxe Mix Cheries with every purchase of over $10.00. Take advantage of this offer right now.

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In order to increase our mail order business, we are offering this week only one $5.00 bag of our Deluxe Mix Cheries with every purchase of over $10.00. Take advantage of this offer right now.

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ATTACK RACKETEER PRESSURING
OF DISTRICTS IN SENATE PROBE
Detroit Hood, Frank Cammara, Questioned
During Committee Hearings; Pleads Fifth

WASHINGTON — A blockade run by racketeers against distributors of Seeburg music machines was attended by the Senate Committee on Rackets in labor and monetary affairs on the Mole_song of the music industry.

During the brief but forceful committee chairman John McClellan (D., Ark.) became involved in the case of Frank Cammara, an old-time Detroit hoodoo, for pleading the fifth amendment. McClellan called on committee staffers to develop background on Cammara and his connection with the jook box industry.

A. B. Kaplan, assistant counsel for the committee, said he had information that Cammara had discovered a situation where Music Systems, Inc., distributor for Seeburg in Ohio, had trouble selling machines. Operators were refused to be billed from Music Systems but to buy from Seeburg.

Seeburg Holds Foreign Shows

CHICAGO—Overseas showings of the new Seeburg line were recorded yesterday in Switzerland and Sweden.

A group of persons, including distributors' representatives, operators and record traders attended a meeting held November 7 in Denver. A group of Puerto Rican distributors, Sunday, November 17, was represented by Ed Blank and W. S. VanDerveer.

Senators Held Monday (10) for all distributor personnel to attend a meeting of about 40.

The meeting in Switzerland was held in Basel and in Stockholm, November 7, in Zurich. Attendance was primarily of persons representing distributors from Sweden, Austria, France, Belgium, Italy, Germany, and Denmark, while VanDerveer, the Seeburg engineer was on hand as was C. Gillett.

MUSICAL INSTRUMENTS

Denver Ops
Fear $50
Juke Tax

DENVER—Phonograph operators in Denver are watching with apprehensive interest a proposed $50 tax on phonographs which may be applied during 1959.

To date, operators have paid $150 per year on juke boxes, levied by the city and county of Denver. The tax on games is $10.

At—N. Y. School Pulls 35 Ops

NEW YORK — Murray Kaye of the Atlantic—New York Corporation reports that some 35 operators and servicemen attended the Seeburg service school Monday 545. The schools will be held each Monday thru the fall and most of the winter.

It has been on stereo, with John Strupper, factory field engineer, in charge of the sessions. According to Kaye, Atlantic—New York has made 60 stereo installations in the New York area, with all stereo machines set at 10-cent pay for singles and 15 cents for EPs.

MUSICAL BIOGRAPHY

George Sammons: From Office Boy to President

BY ELTON WHISENHERN

MEMPHIS—One of the best known juke box figures in the world, George Sammons, started out as an office boy and ended up owning the company that makes juke boxes.

The tall, pleasant southerner is president of Sammons-Penetron Company, local Seeburg distributor, and the company’s top representative in some section of the territory every week, calling on operators and handling sales for his firm.

Early Start

Sammons was in 1930 for Jack Canipe Sr., one of the pioneers in the juke box field.

Seeburg engineered it in their offices in the Fort Wayne Hotel here, but inquiries at the hotel indicate that personnel have been "on vacation" for about two weeks.

Accounting and public relations counsel of UMO, has been out of town for about three weeks in the midst of renewed business interests and was not expected back until last week (past Billboard press time), according to Mr. Small. She did, however, ay that operators are being actively solicited upon his return.

Leo Piacenza, who acted as spokesmen of the new association, said that 45 operators are attending the original meeting and all but four had been signed up.

Piacenza said the new group would restrict membership to juke box operators, leaving out amusement game and vending machine.

Officers

Temporary officers of the new Music Operators, Inc., all major operators in their own right, are: Leo Neri, Detroit, general mili- stic vice-president, Frank Alturit, Frank Alturit, Music, secretary-treasurer, Carl Angotti, Seeburg Company; directors, Frank Fa- ture and Sammon, Alfred Sarh and Vincent Meltze, Metz economically.

(Continued on page 60)

LETTER TO EDITOR

Title Strips on Record Sleeves Not Practical

The following letter was received from Norman W. Mur- phy, president, Seeburg Company, in response to a suggestion by an Alabama operator that title strips be made a part of the record sleeve. The original suggestion by Dr. H. E. Killian appeared in the November 24 issue of The Billboard. The Billboard would be interested in any ideas on this subject.

West Orange, N.J. Address all replies to Robert L. Dietzner, Cen Machine Editor, The Billboard, 188 West Randolph,

"Dear Editor, "I would like to take this opportunity to thank The Billboard for my chance to express my views. Mr. Killian's letter published in your November 24th issue is quite apposite.

"Mr. Killian's letter displays an acute lack of knowledge concerning record sleeves. He seems to believe it is a good idea to enumerate a few points of information for him and others who are not informed.

"1. A situation prevalent in the Baltimore area which does not make it a nationwide problem. The greatest majority of operators are receiving free printed title strips when they purchase their records. The modern one-step and distributors provide the free printed title strips as part of their service.

"2. Title strips containing the title on the record sleeve is not a practical one. Star was toy with this idea but discarded it because it was too time consuming and complicated to be workable. The burden of this added work would be passed on to the operators. Title strips must be for the benefit of the operator, not an added expense.

"3. An economical, flexible operation with service is available to all manufacturers and their dealers."

(Continued on page 63)
Coinmen You Know

New York
Al (Senator) Bodkin is busy drumming up donations for one of his favorite charities, the Boys and Girls Clubs of the City. Bodkin is chairman of the Youth Opportunity Services USO, Bodkin and Meyer Fund Raising Committee, and chairman of the youth organizations committee of the Coinmen Club.

Bodkin is especially interested in raising funds for the Coinmen Club's annual meeting, which is scheduled for April 10th at the Plaza Hotel. He expects to raise $25,000 for the club's activities, including a new scholarship fund for college-bound students.

Bodkin, who is also a member of the New York Stock Exchange, has been active in the coin business for over 40 years. He is a past president of the Coinmen Club and has served on the board of directors for many years.

Barney Sugerman, Bunyon Sales, is back on the job after a siege in the hospital and a recuperative period at home. . . . John Bilotta, New York State Woodlawn Hotel, was back at Newark, N.Y., after a Florida vacation and a business trip.

Erend Levine, Keystone Musco, is leaving the city for California. He sold his route to Larry Ser.

2d John Asch.

[Continued from page 61]

the movie association in the city is the way that many of us go to the movies while we are in town for a week-end or two.

He wouldn't elaborate further, thus making it difficult to determine by what means.

Riff

Sign that had been brewing within UMOS, the on a strictly behind-the-scenes basis, have become increasingly apparent in recent weeks.

UMOS, shortly after moving into new quarters at 500 Bayard Hatzel recently announced a program of activities, which may get under way.

Consulat Small was known to be in favor of setting up a publicity firm to coordinate operatig of cooperatives, with shares available for all advertising cooperatives.

The secret was out of some of the smaller companies to pool their efforts and resources in one cooperative. A number of opera-tors, who are now only minor players, were even named to an organizing committee, but nothing ever came of the project.

Status Clouded

The status of the trade association position appears to be clouded. Certainly significant will be whatever action Congress will take. Small of UMOS may or may not take over his return to the business, but UMOS is now beyond control. But of equal significance will be steps taken by the new association and its ability to get new members, with more observers already pointing to the fact that pressure for change of some sort may be imminent.

DOES YOUR ONE-STOP SERVICE
MAKE MONEY FOR YOU?

Have you been paying prices over wholesale, full price for one-stop service. Have you felt that you had not been getting your money's worth? It's time you investigated this. We have an answer for you! We have an advantage, and it's a big one. You might call it a competitive advantage. Let's take a look at it now.

The Musical Sales Co.

MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

MUSICAL SALES and GET BACK ON THE PROFIT ROAD!

We offer a full line of musical supplies, including sheet music, instruments, and accessories. Our experienced sales staff will help you find the right product for your needs. Our products are of the highest quality, and we offer a wide range of options to suit your budget. Whether you're a professional musician or a hobbyist, we have the supplies you need.

Call us today for more information. We're here to help you make the most of your musical experience.

The Musical Sales Co.

MUSICAL SALES

Version 7-2753

THE MUSICAL SALES CO.

Baltimore, Md.

THE BILLBOARD

DECEMBER 8, 1958

Tune Talk...

Earl J. Bowman, veteran St. Louis coinman, tells what records he is putting out on the route this week.

the picks

Problems, Every Brothers (Cadence)

"I wasn't sure where to put this record. It was sold at a discount, but I don't think it was a bad record. It was a good record, but it didn't sell very well."

Caravan, Cozy Cole (Love)

"Caravan has a great sound. It's a good record, but it's not good enough for a No. 1 hit."

Hideaway, Four Esquires (Paris)

"This is a great record. It's a good record, but it's not good enough for a No. 1 hit."

It's All in the Game, Tommy Edwards (MGM)

"This is a great record. It's a good record, but it's not good enough for a No. 1 hit."

Christmas Tunes, Mitch Miller (RCA Victor)

"These are good records. They're good records, but they're not good enough for No. 1 hits."

the buyer

Earl J. Bowman, route manager of Coin Craft, operating division of the Consolidated Record Company in St. Louis, was an electrical engineer before going into the coin machine industry in 1931.

He later became head of Ace Machine Company, music and amusement games firm, for about five years before being drafted into the Army in 1942. A former Army technical sergeant, he spent 33 months in the service and now owns the China-Box Company.

It's All in the Game, Tommy Edwards (MGM)

"This is a great record. It's a good record, but it's not good enough for a No. 1 hit."

"It became more and more interesting," Bowman says, "until finally the back yard was too small. It was a big hit. I bought 100,000 each and they were going out at a rate of 2,000 per week."

"It became more and more interesting," Bowman says, "until finally the back yard was too small. It was a big hit. I bought 100,000 each and they were going out at a rate of 2,000 per week."

"I've got just about enough for a mint coin."
Sammons: Office Boy to Prez
Continued from page 61
charged the machines, did all the work of a man.
In 1940 the Electric Ball Company opened a sales office in Memphis to sell to the operators in the Mid-South area. Jack Canaje Sr., was named branch manager and Sammons assistant manager. Sammons worked on sales until January, 1945, when he went off to war.
He entered as a private, served in the quartermasters corps, won a commission and was discharged a first lieutenant in January, 1946. Returning to Memphis, he learned the history of the company he had been with:
In 1943 the Electric Ball Company had closed its Memphis office because the Seeburg Corporation went into war production making electronic equipment for the Army, Navy and Air Force.
In 1944 Electric Ball Company changed its name to S. H. Lynch Company, Inc. The company president was S. H. Lynch, of Dallas, Sammons, civilian and the war, contacted Lynch and arranged to represent the company in Memphis. Sammons opened a Memphis branch of S. H. Lynch Company, distributors of Seeburg phonographs. Sammons was manager of the Memphis branch.
Sammons brought in with him D. V. (Cotto) Pennington to head the repair department. Pennington had been an electronic engineer during the war—an instructor in radar and electronics in the Navy.
The company made good progress. Sammons handled sales. The president, he worked hard calling on operators and selling machines as if he were an employee, not the president.
In 1951 Pennington became a partner and service manager when Sammons and Pennington bought out the assets of the Memphis branch of S. H. Lynch Company and formed Sammons-Pennington Company.
The company took over the same territory, and directly represented the Seeburg Corporation in the Mid-South area. The company has grown since then. It's been because of the hard work of the man at the top and his employees, and the first-class service he gives his customers.

Attack Racketeeer Pressure
Continued from page 61
facilitly selling machines. The union leader was one of the btoMatcheteers. Probos tried to establish that D'Amato was a relative of Cammarata, but again Cammarata pleaded the fifth. He also refused to tell whether he ever bought any of the machines operated by D'Amato. While testimony was being heard on the case, Nakashima was present.
Cammarata antagonized the committee from the very start of the investigation. He appeared before the committee without counsel because he couldn't afford one, he said. Counsel Kennedy pointed out, however, that

Wurlitzer Unveils Full Stereo, Monaural Line to Distributors
Operator Showings Expected Early in '59;
Feature Redesigned Cabinet, New Speakers

CHICAGO—Wurlitzer distributors throughout the U. S. plus 15 foreign countries gathered here last week to view new stereo and monaural models that the firm is expected to bring out sometime after the first of the year.
A list details of the new line are not available, it is generally believed that a completely redesigned cabinet is in the works for the firm. It's also expected that Wurlitzer will have both stereo and monaural versions of each of its new phonographs, with the firm believed to stick to its traditional 200 and 100 selection models.
The new line was shown at the firm's distributor meeting held in Miami's Capitol Hotel, November 21-22. The meeting was of course closed to all but distributors and company officials.
However, broad general comments indicated that Wurlitzer was looking toward a completely flexible arrangement in its new line, with several types of speaker systems available to operators on either their monaural or stereo phonographs.
It appears that Wurlitzer will stick with its present flow cabinet, speaker, available with stereo phonographs, but will also add various types of wall and ceiling speakers that can be utilized in a variety of ways in setting up stereo.
Chief differentiation between the stereo and monaural phonographs is of course in cartridge, wiring and amplifier (single for monaural, dual for stereo).
Both stereo and monaural phonographs, however, are expected to have speakers in the phonograph cabinet, also actual speaker usage on stereo models has not yet been decided. It is expected, however, that channel separation of sound on speakers within the phonograph will be discouraged, with emphasis placed on separation through use of supplemental speakers.
The two-day meeting got under way the morning of the 21st in the hotel's large Club Capitol Room. Distributors were shown the new models, and actual floor discussion was held on sales philosophy and recommendations that the various distributors might have.
Both lunch and dinner were served by the second day of the meeting (22) being devoted entirely to individual sales discussions and a certain amount of recreation utilizing the facilities of Miami sun, water and natural beauty.
Dime Play and Guarantees Combine To Keep Collections at '57 Level

NEW YORK — Dime play and minimum guarantees have kept the wolf away from Joe Connors' door.

Connors, a vice-president of the Music Operators of New York and head of Connors' Anchor Machine Co., a medium-size slot box operation, reports that current collections — about $11, or $12 a week after commissions — are just about the same as last year, and he's actually making more money than he did a year ago.

Connors feels that one of the prime reasons for his improved financial status is that he is not overhappy. He points out that he is operating on fewer than 50% of vessels, but these vessels are all profitable ones. During the course of the year, Connors placed the dead wood from his route, replacing those vessels with locations that pay far better.

He also tightened up on losses and bonuses, and he now insists on minimum guarantees ranging from $10 to $20 a week. On new equipment, Connors will get a weekly minimum of $18 to $20, while minimum guarantees on all 100-play equipment range between $10 and $15 weekly.

Gross Play Lag

After the minimum is reached, Connors will give the location a matching amount, with all money beyond that figure splitting 50-50. Gross play this year has been considerably better than last year, but with the minimum guarantees in effect the decrease hasn't hurt Connors. His entire fleet of machines, operated on a straight 50-50 split, would really be in trouble.

Dime play has had a lot to do with the failure of Connors' collections to fall off. All new or 200-play equipment goes out at 10 cents for a single and 25 for a quart. But 100-play boxes are set at 1.25 for singles and 5.00 for a quart.

During the course of the year, Connors has replaced a great many 100-selection machines with 200-play boxes, and in the process has changed from three to five for a quart. Thus, with fewer actual plays, he has been able to keep his collections on a par with 1957.

Bonus Problem

Bonuses and commissions are a constant problem in the New York area. While Connors, like many other operators, would just as soon see the practice of bettering the location owners eliminated, he is a realist.

Connors has set an arbitrary limit of $250 on advance commissions and $250 on bonuses. These limits generally apply to top locations for three-year contracts.

Not all of Connors' locations are under contract. Many times he will accept a bonus on the basis for installing a machine on location, and he says that the location owners will always be sorry if they go back on his word.

Change of Hands

But what has hurt Connors has been locations changing hands or going out of business. Now he attempts to limit advance commissions and bonuses to locations which appear well established and stable. For when a new location appears, it is a natural practice for the location owners to try to sell the machine. The same story is told of the locations and bars.

Waldman Joins Atlas Sales Staff

CHICAGO — A new sales staffer, Gene Waldman, 28, has joined Atlas Distributing Company here. Waldman, a newcomer to the coin machine field, has a background in the wholesale liquor business. After a brief hotel training period at Atlanta, he will be responsible for music and vending sales.

Gene Waldman is a native of Chicago, living on the Northside with his wife and young son. He is a member of the American Legion. After graduating from school in 1947, Waldman put in two years in the Navy to three to five owners moves in, whatever concessions were made to the old and carry little weight.

Connors will dump a location he feels isn't profitable, but not before giving it a fair try. If collections are below the minimum guarantee, he will switch equipment around so that the doubtful location gets a better machine. If the newer box fails to bring in collections up to those for which it should be, he will lose the location altogether.

While Connors hasn't as yet increased bonus money on his locations, he plans to do so in the very near future, selecting his top locations and making a move back into location equipment, Chet said, smiling. "You never know."

The switch to more music and perhaps some special music and in-keeping new locations, is a move the company is planning.

Kridel Joins Anchor Machine

Mr. Kridel, a local representative of Bessemer Lanes, joins Anchor Machine Co. as a special sales representative for this territory.

Mr. Kridel joined Anchor Machine after working for Mr. Hooks, a well known hardware store in this city.

He is a graduate of the University of Michigan and was a member of the American Legion.

NO MORE "NO-AD" ADS

"No more no-ad" ads to be run in the future, according to the Better Advertising Council, according to a recent statement of Gumaan, the ad council's chairman.

It is hoped that future ads will be more informative and will assist the public in making better decisions.

Billboard International

The Billboard International, printed in German, French, and Spanish, is published every other month and is circulated in more than 120 countries throughout the world.

The Billboard International advertising salesmen will be glad to help you or your advertising agency prepare advertising. He will, also, be glad to furnish whatever information you need.

Advertising deadline for January, 1959, issue is December 15. Get your copy in today.

SOME CONSIDERED "BEYOND"

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THE BILLBOARD INTERNATIONAL

CHICAGO

188 W. Randolph St.
Central 6-9818

NEW YORK

1564 Broadway
1520 N. Corder St.
Hollywood 7-2800

HOLLYWOOD

1957 Hollywood 9-5831

SOLD}

The World's Leading

COIN MACHINE BUYERS

with

The Billboard International

SPANISH GERMAN FRENCH

Sell the men your salesmen are seldom, if ever, able to see. When you advertise in The Billboard International you talk directly to 7,500 of the world's most influential manufacturers, distributors, buyers, importers, exporters, and users of coin operated juke boxes, amusement games, vending machines and phonograph records.

The Billboard International, printed in German, French, Spanish, and English, is published every other month and is circulated in more than 120 countries throughout the world.

The Billboard International advertising salesmen will be glad to help you or your advertising agency prepare advertising. He will, also, be glad to furnish whatever information you need.

Advertising deadline for January, 1959, issue is December 15. Get your copy in today.
ROCK-OLA

sets the

with the

all new

phonograph line

for '59

- All New Styling
- "All Location" Stereophonic Sound
- Finest Monaural Hi-Fidelity
- Focal Point Programming
- Smallest in size
- 200 and 120 Selection Models

See and hear the all new TEMPO at your ROCK-OLA Distributor today!

ROCK-OLA MFG. CORP.
800 N. Kedzie Ave., Chicago 51
## Coin Machine Price Index

### How to Use the Index

**Highs and Lows.** Equipment and prices listed below are taken from advertisements of the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period about or at least five times together with a computation based on annual average.

**Prices GIVEN in this INDEX are in no way intended to be 'taking the market' or 'telling the whole story' of what priors have been advertised, nor do they reflect a complete index of what priors have been advertised. Prices in the index are designed, however, to be a handy guide for price ranges. Any price obviously depends on size of equipment, age, condition, location, the territory and other factors.

**Mean Average.** The mean average is a computation based on all prices which have been advertised for the period indicated and reflects the average of high and low prices which have been advertised between the "high" and "low." High and low indicate price range; mean average indicates the mean average of high and low prices which have been advertised. Therefore, when the mean average is nearer the "high" than the "low," the equipment probably is "as new" or "un-looked."
NOW IS THE TIME TO BUY WURLITZER

If you're looking for values, look in at your Wurlitzer Distributor . . . NOW!

Get his price on the 200-selection Model 2200 — most fascinating phonograph ever built.
Get his deal on the 104-selection Model 2204 for an all-time value at a new low price.

And, remember, both of these great Wurlitzer bargains can be converted to Stereophonic Sound easily, quickly, economically — ON LOCATION.
See your Wurlitzer Distributor. Learn WHY Wurlitzer is still the BEST BUY.

WHAT'S THE BEST Steer ON Stereo?

Convert to stereo only after you carefully analyze its cost in terms of its potential earnings in each of your locations. Stereo Music is an Important Investment. Mistakes can be costly. Success can be tremendously profitable. Your Wurlitzer Distributor will assist you in avoiding errors. Above all, be sure you buy TRUE Stereo — not a gimmick. Let your own ears and your good judgment decide.

WHEEL IN AND DEAL WITH YOUR WURLITZER DISTRIBUTOR NOW

THE WURLITZER COMPANY Established 1856 NORTH TONAWANDA, N.Y.
Rarely, in any business, has a new development swept the country as stereo is doing today. Every important influence is in on the act! Record manufacturers . . . radio, record player and television manufacturers . . . radio and TV stations . . . national magazines, newspapers and trade publications. Millions of dollars have been spent to introduce stereo . . . millions more will be spent to perpetuate stereo.

To music operators stereo presents the greatest opportunity for increased earnings in the history of the industry. Stereo music plus the sensational new Seeburg Stereo Music System are the solution to better business everywhere.

 america's finest and most complete music systems

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SEEBURG STEREO TWIN SPEAKERS
(Always installed in pairs and directly opposite one another)

Seeburg stereo is completely integrated stereo!

Hear it anywhere in the location!

The sensational Seeburg Two-Channel System in stereo all the way... from the pickup, through the dual amplifier to the newly developed twin stereo speakers. It's completely integrated to give every listener, wherever seated in a location, the impression of being present at a "live" performance of the recording musicians. It's completely flexible to satisfy the requirements of every location regardless of size.
Tusko Announces New Sales Program

Name John Bilotta General Sales Manager;
To Pick More Distributors, Map 3 New Rides

CHICAGO—Tusko Sales Corporation last week named a general sales manager and announced a program to name additional distributors and plans for three new coin-operated kiddy rides.

John Bilotta, head of Bilotta Distributors, Inc., of Newark, N-Y., was appointed general sales manager. The appointment, December 1, George C. Smith, Tuscoidi rector, told The Billboard.

Bilotta is assisted by two key aids of his distributing firm, John Schawarovsky and Bob Cali, who will direct the sales organization from his Newark coin machine headquarters. The Tusko, kiddy ride plant is located at Thousand Oaks, Cali.

In a joint statement, Smith and Bilotta said that "they feel that move it one which is well suited to us both, since our experiences and backgrounds complement each other." Smith, an engineer and designer, heads up Bilotta Distributors, Inc., in the coin machine field, will head up sales.

Future Potential
"We both feel that the future holds much for the coin-operated kiddy ride field, particularly in new rides and locations whose potential is yet to be scratched," the announcement continued.

Bilotta explained that city parks, drive-ins, public recreational areas and airports created specific markets for coin kiddy rides.

Bilotta said it is currently getting a sales program underway and is picking additional distributors for the Tusko line. He said he will be naming more distributors both in the U.S. and abroad in coming weeks.

Smith said the firm will introduce "something in January," a new horse ride, Snoopy, and a camel ride, "something in February." Tusko's current line features Baby Tusko, an elephant, and the Tusko Racer, a slot coin ride.

The firm expects to bring out a fifth ride, a horor, following the introduction of the camel and horse rides.

Both the elephant and the race carry a list price of $785, f.o.b. Los Angeles. Both were shown at the work show in Chicago last week.

The basic feature of the firm's annual series is "a look as closely approximating the real thing as possible," according to Smith. Bolles are constructed of paint impregnated plastic Fiberglas reinforced.

(Continued on page 73)

BALLY WINS EXHIBIT AWARD, CHI COIN PLACES

CHICAGO—Bally Manufacturing Company won the Robert Cooksler Award for the most meritorious exhibit of games and arcade equipment at the annual show of National Association of Amusement Parks, Pools and Beaches at the Sherman Hotel last week.

Chicago Coin Machine Company (Chicago Dynamic Industries) and Auto Photo each won honorable mentions for their exhibits.

Bally showed its line of four new coin kiddy rides, in addition to its standard models; Skill-Palooza, a new upright game, and coin bowling equipment. Chicago Coin displayed its Commander Coin Gun gallery, Rebound Shuffle, bowling equipment and its new Commander Machine Coin trailer installation. Auto Photo showed two models of its photo unit.

(Continued from page 72)

59 LOOKS DIM, TOO

Tenn. Pins Down And All But Out

This is the third in a series on the status of pinball in various areas throughout the country.

By ELTON WHISENHEART

MEMPHIS — Pin game have declined steadily in the last year as of the state, and the prospects for 1959 are even dimmer, a survey by The Billboard last week disclosed.

There are several reasons, but the main overall cause is the new law governing amusement games passed this year which many operators interpret as a move to legislate games out of business. That law, which allows only one unrestricted free play on amusement games, coupled with the high privilege tax on the machines, have made them unprofitable for operators.

Pin games are outlawed. Even in some private clubs in Nashville where they are in use, the federal government requires a $250 gambling license for any semi-automatic or automatic pin game or bingo-type games on location in public places in Tennessee.

Bilotta is execiutve director. the State's four major cities, Memphis, Knoxville, Chattanooga, and Chattanooga, as well as on rural routes.

There have been no new laws or elections affecting them, but a law was introduced to make it a violation for anyone under 18 to play amusement games, but it was not passed. Picture 79 to make it a violation for anyone under 18 to play them in drugstores and similar places and outlawing anyone under 21 playing amusement games in public places.

(Continued on page 75)

NCMDA Board OK’s Sweeping Program to Boost Industry

By BOB DIETMEIER

CHICAGO — A sweeping program of action aimed at solving problems and building up business in every segment of the coin machine industry was unanimously approved last week by the National Coin Machine Distributors' Association.

NCMDA officers and board members stamped its approval on plans centering on improving relations among manufacturers, distributors and operators, encouraging a flood of new ideas from the field for new or improved equipment, investigating operator diversification, outlining a workable local public relations program that can be tied into a national program, and preparing legal blueprinting an effective legislative program.

During the week, officers and board members met at top-level conferences with executives of a number of the major manufacturers to explain the basic aims and purposes of NCMDA's new program.

Bob Slifer, NCMDA's executive director, who presented the basic outline of a 10-point program to the board for their approval, said that he is "extremely pleased with the outcome of the meetings and is confident that NCMDA, will do much next year to make the industry a better use for all segments."

Slifer, who attended the distributor-manufacturer meetings, along with Lou Bennett, NCMDA's legal counsel, characterized them as "eminently successful, both from the association's point of view and, I believe, from the manufacturers', too."

Slifer said that he feels sure that the meetings, "cleared the air" between manufacturers and distributors about NCMDA's aims and plans.

(Continued from page 77)

Most Coinmen Yawn Thru NAAPPB Bust

17 Coin Firms Exhibit at Poor Confab;
Those Heavy on Arcade Pieces Okayed It

CHICAGO — The coin equip-
ment lines of 17 manufacturers, including one newcomer, were shown at the annual convention and exhibit of the National Asso-
ciation of Amusement Parks, Pools & Beaches at the Shattan last week.

Majority reaction, both of coin exhibitors and coin traders at the showing, was a poor show from the standpoint of the amusement industry, perhaps the poorest to date, despite the fact that some exhibitors debuted new products.

Capitol Debut

Machine Rental Plan for Ops

CHICAGO — An equipment rental-purchase program for opera-
tors was outlined by the Capitol Projector Corporation. The program enables operators to own any equipment in the firm's line of 17 consist of a 30-week and a 10- week plan, Sam Goldsmith, Capitol Projector executive, explained in making the announcement.

(Continued on page 76)

FOR FUN-LOVING YOUNG AND OLD

The story of the opening of the Bowlitte appears on the opposite page, together with pictures showing equipment and happy patrons. Details of the new-type automatic recre-
ation center which features coin bowling appeared in the announcement of Bowlitte in the November 14 issue. Inter-
terested children and adults, usually those who don't fit out places (are taking Bowlitte to heart, according to early re-
dorts. Regulation bowling leagues are being organized, and the left shows the coin bowling alley and heavy play they're getting.
### 500 Attend Opening Of New Coin Palace

**Interest and Receipts Run High As Bowlette Debut; Leagues Planned**

By JOHN HICKS

ST. LOUIS—The opening of Jack Rosenfeld's Bowlette here the day after Thanksgiving was a gala occasion which assured the interest of youths and parents who brought their children. About 500 persons, most of them patrons, visited the miniature coin-operated bowling palace the day it opened, despite the season's first snowfall which left a fresh blanket of snow and ice on the ground that morning.

In fact, Rosenfeld said, before the restricted establishment was formally opened, the crowd was so thick on sidewalks around it that some had to be forced back. In order that doors could be opened, the Bowlette, a new enterprise in amusement where bowling for 10 cents a game on coin-operated alleys is featured, is located in the busy Delmar Loop in University City, a St. Louis municipality of about 37,000 residents.

The launching was well timed. Friday was a school holiday and youths flocked into the Bowlette throughout the day and after neighborhood motion picture theaters closed. Families also attended Saturday and Sunday.

Among the first nighters were a mother and father who brought their six-year-old son to give him bowling instructions. The parents explained that the boy wanted to learn to bowl, but was not able to handle a real bowling ball.

Besides bowling, patrons played Crane Crane hockey, Ski Ball, shuffleboard, miniature and other machines. In all, 30 units have been installed and more are yet to come. Music is featured on a new stereo-Unicord juke box. Other equipment includes a shooting gallery and a photograph, cigarette and refreshment machines. No pinballs are in the array of amusement games installed in the Bowlette.

Several young persons expressed amazement that most of the games, including bowling, could be placed for 3 cents instead of the customary 10 cents. One youth kept putting a dime in a machine, and complained that it would not work. When told it rests only a nickel, he remarked that the Bowlette was the only place he knew where the game could be played for a nickel.

Rosenfeld, president of J. Rosenfeld Company here, explained this by stating the Bowlette was operating on a volume basis. In setting up the Bowlette, which is copyrighted, Rosenfeld has accomplished something he has wanted to do for a long time: provide a place for the 60 to 65 per cent of the adults who do not frequent arcades or amusement centers, and for children and teenagers who have not seen these games.

The Bowlette is a recreational center and not an Arcade. The philosophy behind it, Rosenfeld said, is the same as the approach to miniature golf where "a dime gets a long way."

During the course of the opening day, reservations were received from several persons. Four bouquets of flowers from well-wishers were displayed around the bowling palace, and calls and telegrams were received from operators and other interested persons throughout the nation.

Charles Cook, Cincinnati, an Arcade operator, was on hand to inspect the operations. Information regarding repairs and other operators who called long-distance and wrote letters.

Merle Bower, representative of Chicago Coin Machine Company, which manufactures machines used in the Bowlette, was at the establishment both Friday and Saturday.

He said the new venture here will open a new phase for amusement game operators and bring new blood into the business.

Beside seating facilities for 40 people, there is a large drugstore.

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**FUN-LOVING YOUNGSTERS** gang up at doorway prior to opening of Bowlette. These and many other youths disregarded forecast for snowfall and coldest weather of season in St. Louis area to patronize opening.

**COIN-OPERATED BOWLING ALLEYS** get a workout. Alleys are featured at 10 cents a game at the Bowlette, equipment is part of total game installations valued at $25,000. Chicago Coin worked closely with firm in setting up installation.

**YOUTHS PLAY AND INSPECT GAMES.** In white shirt at right is Arthur Andrews Jr., manager, busying himself by making sure everything is going well. Andrews is now setting up bowling leagues.

**VIEW SHOWING MRS. JACK ROSENFIELD** (wife of Bowlette operator) in cashier's cage as patrons assemble for opening outside. Notice good number of Arcade units. Seats for bowling spectators are at left.

**ANOTHER VIEW SHOWING** more Arcade equipment, including several guns; notice juke box with prominent sign calling attention to "The New Sound-Stereophonic Music."
Games, Inc., Debuts New Upright Game

CHICAGO—Games, Inc., last week announced a new upright game called Wild Cat. Distributor shipments started the last week of November, Clarence Schmlyer, president, said.

The unit features four columns of six targets, each with 13 different scoring combinations. Backglass highlights a wildcat; targets are animals. It measures 58 inches high, 30 inches wide and 14 inches deep. Shipping weight is 171 pounds.

Ed Martell Leaves Nat’l Shuffleboard

EAST ORANGE, N. J. — Ed Martell, sales manager of the National Shuffleboard Company, has resigned his post to assume similar duties with Tri-State Engineering Corporation, Manchester, N. H. Mr. Martell is a former shuffleboard equipment manufacturer.

Martell, originally a Massachusetts game operator, had been with National for two years.

1959 Arcade Outlaw Good, Says Munves

CHICAGO—The Arcade business boomed in 1959, slipped badly in 1960 and should come back strong in 1969.

That’s a capsule summary of the business, according to Mike Munves, head of the Mike Munves Corporation, large New York supplier of arcade equipment.

Munves says that a number of people who held off buying equipment this year have already explained to him that they are planning to buy in 1969. On this basis, Munves is reasonably optimistic about his business in the coming year. The recession unquestionably had its effect on a Arcade equipment sales this year, he said.

Alder and Joe, on the other hand, claimed an exhibit at the show to be "out of line." They sold a bike, a two-player Arcade piece of their own manufacture, and a number of other pieces which they supply, including Mechanical Servant, all-purpose vending, postage stamp and bell pen vendors, Tusko kiddie rides, Sandy Lou’s Jumbo Shuffle Alley, Keno’s League Leader, Frank’s Dodge City counter game, Super Jumbo Hooters, coin ball machine and a spare show piece.

Exhibit Supply

To Bow New Series

CHICAGO — Exhibit Supply’s card vendor and card business is "selling at a record rate," with new series slated for introduction January 1. Chester Coe, ES head, said last week. He detailed various details on the new series last week.

According to Coe, all "spincast powder" are now equipped with the firm’s vendors. He said River’s Association Park, Chicago, had 40 on location this year, and said the firm even sold one a firm in Hummer. Current card stock contains 95 different series of 32 to 64 cards each. TV-era,

Dodge City Hits the Trail

CHICAGO—First shipments of Dodge City, a new Western game, began December 15, Johnny Frante, president of the J. F. Frante Manufacturing Company, announced last week.

The game lists at $137.50 f.o.b., Chicago, a metal stand list $8.50. Target features the "Gold Cofle Saloon" and Wild West scenery background. There are 10 shots for 5 cents.

Frante displayed a number of the units at the park show last week, along with two other production counter games, Challenger (a penny pistol unit) and Kickin’ and Catchin’ (a piece designed for nickel or copper operation), and Rifle Sport, a three-riffle shooting gallery measuring a standard 6 feet wide and 30 feet long.

United to Host School for New N. C. Distributor

CHICAGO—John Casola and Al Thoet, United Manufacturing field representatives, were slated to leave Monday (8) on a trip to the Southeast which they will wind up by staging a new distributor, Ralph Sheffield, just re-elected president of the firm.

The new distributor who will take charge of the Southeast will be based in Atlanta, according to Sheffield.

Production Rolls On 2 Bally Rides

CHICAGO—A five engine and two cargo freight (Western Express), both coin kiddie rides, debuted at the park show last week by Bally Manufacturing Company, will go into production immediately, Herb Lynn, vice-president, announced last week.

Two other rides shown for the first time at the show—Twin Penta and the Bally Merry-Go-Round—are scheduled to go into production in 60 to 90 days.

IT MAKES

PLAYERS

THINK...

Should I Sheet?

★ 1 Built?

★ 4 Built?

★ ALL BUILT?

VANGUARD

NEW POP-UP BALL TARGETS

and more ways to score!

Williams

MANUFACTURING CO.

4441 W.Irving Park, Chicago 34, Ill.

SPECIAL—CLOSEOUT

4-1453 Red-ola $425.00

4-1454 Red-ola $300.00

1-4546 Red-ola $400.00

9-1454 $500.00

3-14555 Red-ola $545.00

2-1455D Red-ola $595.00

2-1900 Warlitch $450.00

Closing out. This is the last. Lowest price in the country.

FIRST COME, FIRST SERVED

Call, Wire or Write

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BLISSFUL MUSIC CO.

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WHY?

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2. FREE FROM OPERATION

3. ONLY 14¢/M.

$1311 W. Western Ave.

CHICAGO 3, Ill.

4-43188

Make a Good Christmas Sale

HAPPY CHRISTMAS

HAPPY HOLIDAYS
500 at Coin Palace Bow

Continued from page 77

Players and spectators, the Bowl-
ette has a decisive edge for mak-
ing change. A young ace, St. Louis artist, Ken Trueblood, will be on hand each evening and weekend to paint portraits.

A mechanic also was on duty to make sure that the equipment was functioning properly at all times.

Manager of the Bowllette is Ar-
tho D. Andrews, Jr., who received a master's degree in recreation from Washington University in St. Louis. Andrews is happy over his first venture in the coin machine industry because he is working again with youths. It provides a chance to teach bowling under conditions where young people are having fun and it is possible to get across the idea of moral values and responsibilities, he said.

Andrews' experiences with youths go back to the time he taught for three years at Normandy High School here. He also was director of recreation at the Wash-
nington University summer school for four years.

In another week, Rosenfeld said, the kinks will be taken out of the operation of the Bowllette. Bowling leagues are being formed for groups seven years old and up, pat-
tered after those now in regulation bowling alleys. So far, applica-
tions from 70 teams have been received to enter leagues.

Parents expressed "great entertain-
ation" and felt that the Bowllette will be a place for their children. The league activities of the Bowllette also includes those for 700 pounds.

Rosenfeld stated that if the first week's receipts are any indication of the venture, it definitely prom-
ises to open an entirely new field in the coin machine industry.

Tusko Announces

Continued from page 70

How do they get the real look? According to Smith, the way the horse is being planned is to.

How Planned

Motion pictures were taken of the coin cup, riding a horse. These pictures were studied in slow motion. Prints were made of a number of frames of the horse and rider in action. From these prints, a horse was sketched out of wood. The wooden sculpture is the prototype for the actual ride.

Smith took over Tusko last February. Traveler Horn, well-known explorer who organized the original idea for making authentic-looking ani-
mal coin kiddie rides and who de-
developed the elephant ride, is a life-long friend of Smith's and interested him in taking the firm over.

Smith's engineering and de-
signing background, from Doughton's News from 1943 to 1946. From 1950 to 1960 he was in charge of an atomic energy program for the Surtain River Plant. From 1955 to 1957 he was in the entertaining division of the Marquett Regiment, Van

1/2 Wsh On Or Below Balance C.O.D

Write for Complete Lists.

WILL BUY FOR CASH

Wurlitzer
1800's

1900's

2104's

ACTIVE

AMUSEMENT MACHINES

14 FT. BOWLERS, $325

POOLS

MISC.

PHONES

MISCELLANEOUS

AMI 1200

WORLD FAMOUS COFFEE SPEAKERS

Sally Strike hunts

Bally Strike hunt

Bally Circus hunt

Bally Circus hunt

Bally C.O.D.

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NCMDA Board
- Continued from page 7

purposes, and that it removed any existing manufacturers that had
found that NCMDA was concerned with all segments of the business,
rather than only their own business.

Evidence of the success of the meeting: Manufacturers agreed to
encourage their distributors to join NCMDA, because they support the
principle with its aims.

No less than 13 board members at
tended NCMDA's meeting. In all, 25 individuals representing 37 dis-
tributors attended the general membership meeting, less than the
40 expected. Sfiter explained that difficulties in getting airline trans-
portation was the main reason attendees were lower than anticipa-
ted. He pointed out, however, that most0 absentee note word that they
were enthusiastic about the program (which has been submitted in
advance to board members and discuss a plan) was continued.

Here's a summary of the action taken at the NCMDA meeting:
- Suter was given approval to study the study legislative problems at the
state level with a view to setting up an association program.
- Action was taken to give industry members—operators, servicemen,
and manufacturers—equal standing, if they own equipment (the details of
which are still to be worked out) was approved.
- An intensification of local district efforts by present distributor
members was continued.
- The export and import market

To join the NCMDA, write:

Mickey Anderson
Auto-Bell Distributing
CHICAGO—Mickey Anderson, head of Mickey Anderson Distribut-
ing Company, Erie, Pa., coin machine distributor, was officially
named distributor for Auto-Bell Manufacturing Company.

Al Warrer, Auto-Bell sales man-
ger, said that Anderson had been distributor for the firm for the last
three years. Anderson handles Circru Days, the firm's upbeat,
and all future products.

Auto-Bell Distributing
1021 N. Central Ave., Chicago, Ill.
COINMEN YOU KNOW

Continued from page 70

with excellent results in a pizza eatery location... Carl States, Columbus, Ohio: Owners of the Coinmen Distributing Company route, uphold his reputation as a marksmen by letting the player to the North woods last week.

A number of the local coinmen and one-stop personnel attended the annual route to the Garfield Distributing Company in Memphis, including large numbers of distributors, some of whom came in for the meeting of the Coinmen Association (See separate story elsewhere in this page and Chicago coinmen).

Five firms showed which were not associated with the National Coinmen's Line, a coin machine manufacturer and newcomer to the coin manufacturing fields. One firm showed Satellite Trackers, a new addition to the coin business. The Tracks, which did not have an exhibit but whose current line was displayed by its New York City distributor, the Olds Munroe Corporation, showed Baby Tracks, an elephant ride ride, and the Trunko display of a midget auto racer, also announced a new release organization and two new rides coming up (See separate story). Atwood-Vaccaro's A.R.T. division showed its new dollar bill changer. Valley Manufacturing Company, Bay City, Mich., showed its coin card periods. Exhibitor Supply's card vending and card line.

The 12 coin firms originally announced to show, and the line that was shown, the Auto Photo Company, coin photo machine, Los Angeles; Ball Printing.


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Don't Guess About Equipment

Come to WORLD WIDE

and BE SURE!

ARCADIE

BOWLING ALLEYS

FISHER

6-POCKET POOLS

with State Taps

BASEBALLS

5-BALLS

WORLD WIDE COIN MACHINES

NEW ULTRA MODERN UPRIGHT

It's Sensational

WILD CAT

COLOSSAL 1,000 FEATURES

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4 COLUMNS More Ways to Score

TERRIFIC EARNING POWER

ANOTHER WINNER BY GAMES, INC.

Height 56" Width 26"

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Erie, Pennsylvania


ew

Tenn. Pins Down and Out

Continued from page 70

This cut down play tremendously in Memphis. Operators in Nashville, Knoxville and Chattanooga do not have this restriction, and their game play has decreased, even so.

Operators in cities are reporting the $5.25 tax per machine is too high. Also they feel the move by the weight and location owner to pin the pinball after a few weeks and ask for a new one.

"The cost is too high to come up with a new one once a month," said an operator at Knoxville. "It seems to the young people who have the time to play these don't have the money, and the people in general don't have the time. The result is that the play on these machines has decreased very much due to a great part by the one free-play restriction."

Operators over the State face a proposed law in the State Legislature every two years to raise taxes on amusement games. Some of the proposed laws in the past eight years have been even more restrictive and would, in effect, kill the business.


To show gun trailer installation, bowling, game show, Recoud Shuffle, Chess; Chicago: J. F. Frantz Manufacturing Company, Dodge City, new country game, Bell Shop, three-guns shooting gallery, Kicker & Catcher, Chicago: Irving Kaye Company, Inc., two-player roll down pocker tables, street cleaner.


Parker Henderson, general manager of Southern Amusement Company at Memphis, said he expects other such proposed bills in the 1950 Legislature which convenes in Nashville in January.

"We have to fight these bills every time," said Parker.

He said his company probably paid more city, State and county taxes (about $22,000 a year) than General Motors, a large department store in Memphis which has run of the largest volume sale records in the South.

Drew Canale, owner of Canale Amusement Company, Memphis, said frankly that he no longer had games. They are not stable now like music and cigarette vending, which has he has tried in most of his locations. Canale said.

"Games are nothing but a headache now," he said, "and as far as I am concerned I wouldn't care if they completely legalized them out. I think it can be said that that has already been done in Memphis."

Canale, who is in touch with most coin machine operators in Memphis, said there are relatively few games on location. Most operators do not have any, he said. They are very much a natural death as he put it.

Among most other operators, which use any games at all, mostly shuffleboards or bowling. Operators in the other sections of the State still use some novelty pool halls but not in the number they did before 1935, when the hobby came which form for business men to play a few games of an entirely different type. The decline has been steady and gradual since then. Looking back on it, operators generally agree that that was the death knell sounding. They don't seem much inclined to put any money during the 1950 Legislature to fight any other bills aimed a further crippling game operation. It has been tried about all i can shout of death.
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Capitol Debuts
Continued from page 70

It was inaugurated to enable operators unable or unwilling to commit themselves to an outright purchase of equipment more easily to buy it. Goldsmith said that at any time during the rental period an operator can elect to purchase the equipment, and the full rental sum will be applied toward the purchase price.

The program will enable an operator to become acquainted with the equipment during a season and pay for at least part, or all, of the machine out of earnings, according to Goldsmith.

He cited the case of a prospective customer who was reluctant to buy one Auto-Test, finally wound up renting three.

For renting either the Ferris Wheel or Auto-Test, the 10-week plan costs $30 a week; the 20-week plan, $18 a week; Record-a-Voice Audition Booth is $15 a week under the 15-week plan, $10 a week for 20 weeks; Piano Pete is $12 a week; (10-week plan) and $10 a week (20-week plan),

Capitol debuted its 1959 version of the Auto Test, Record-a-Voice and the Kiddie Musical Ferris Wheel at the NAAPEB show in Chicago last week. Auto-Test and the Ferris Wheel each cost at $800; Record-a-Voice at $800.

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- **Continued from page 70**

automobile alignment equipment.

Object of the game is to keep a sight trained on a satellite which is in orbit around the earth. Scoring is based on this. With coin deposit, satellite begins to orbit around the earth, the patron tracking it by means of two small tracking wheels mounted vertically, one on each side of a steering pad. The patron must operate one wheel with each hand to move the tracking device. Each time the device overtakes the satellite, a score is registered on the control panel scoreboard.

*Features include a rocket arm, which moves with wheel movement, TV-type target area showing outer space, the world and the satellite and moving radar antenna mounted on top. The earth, satellite and scoring panel are illuminated in black light.*

Listing at $79.50, f.b. Davenport (one-third down, balance on sight draft), the tracker measures 32 inches wide, 62 inches long and 72 inches high.

Joseph Michael (Bud) Schaab, designer and engineer of the machine, is in charge of its production and sales. Schaab said that he would announce plans for distributing the tracker early in January. He said he also has another Arcade piece in the pipeline.

This is Schaab's first entry in the coin machine field. Just 20, he graduated from Christian Brothers College at St. Louis (his hometown) in 1946, worked there as a tool designer at the Alco Valve Company from 1950 to 1964, and as a tool maker at the Haas Machine Company (in St. Louis) in 1948 to 1950, a machinery repairman, second class, U. S. Navy from 1950 to 1954, as a machinist at the Nooter Boiler Company (1954-1956), and the Multiple Boeing Machine Company (1956-1958). He took the tracker to Richard Englehart, president of Bee-Line, a family friend, because of their experience in precision equipment and their manufacturing facilities. Schaab tested the machine on location on board the steamer Admiral. Among other machine-building accomplishments, Schaab has built two radio-controlled boats, a two-footer and a four-footer, and is currently building a miniature automobile engine with tools and dies of his own making. He plans to install a complete engine in a radio-controlled midget racer.

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