Stereo Builds on Nation's Airwaves
All Major Markets Now Get Some 2-Channel Sound Via 113 Outlets

By REN GREVATT
NEW YORK — Stereophonic sound on the air is moving ahead at a steady pace, technical conditions permitting. In an informal tabulation of two-channel broadcasted or re-stereoed stereo week by week at The Billboard, at least 113 stations (mostly combinations of AM and FM) were found to be regularly scheduling stereo programs.

Virtually every major market area in the nation is now being covered, at least on a limited basis, by on-air stereo via some combination of AM and FM radio or TV or the considerably less used but potentially highly popular stereo broadcasters who have moved into stereo and pioneering by New York's WBAI.

The State of California is particularly active in the stereo broadcasting field. San Francisco alone has a half dozen stations dabbling two-channel sound with individual stations now also on the air at stereo-wise in Sacramento, Fresno, Bakersfield, Oakland, San Diego, Chula Vista and Boulder, not to mention Los Angeles, Hollywood and Beverly Hills.

Night Sega Best
As far as can be determined, most stereo programming so far has been relegated to the nighttime hours. By Napier, WEAU, East Claire-Wis., a new entrant in the field, probably expressed the view of many stereo broadcasters when he said, "We're scheduling the 10:30 to 11 p.m. slot as the hot hour to catch listeners with some for moments. We feel they must give the programs full attention to fully enjoy them." Napier said that originally, the show would go complete albums, but that as the library increased there would be more variety.

Bob Hayes, on his new "Cart, Voices and Strings" stereo show on WBCA, New York, not only planned programming of pop acts like Sinatra, Eydie Gorme and Shelly Manne, but himself recorded a number of stereo vocal and piano hits for the show, aired Monday through Thursday, 10:05-11 p.m. The station, he is also accepting stereo purchased commercials from sponsors of the shows. The show is currently broadcast on WABC.

WONR, with its AM and FM facilities in New York, is one of the first to announce daytime programming of stereo. These 1140 to 1300 p.m. and Saturday, 10:30-11:30 a.m. and Saturday, will be sponsored by Zenith Radio Corporation, and is designed by Zenith as a broadcast which will deal in the area in which the dealer in the area can receive for purposes of "daytime customer demonstration of stereo equipment."

Zenith figures the time slot selected represents the peak retail traffic hour of the week.

Dick Spencer Spouses
The New York Times-owned station is unquestionably a first-run pioneer in AM-FM stereo, having started with test airings in 1952 of all its live musical broadcasts, stereo tapes and disc records added to the broadcast schedule as they became available. Now both Angelo 'Station of the Air' and Villa 'Station of the Air' have been added, the first to a total of 1140 to 1300 p.m. and Saturday, 10:30-11:30 a.m. and Saturday, will be sponsored by Zenith Radio Corporation, and is designed by Zenith as a broadcast which will deal in the area in which the dealer in the area can receive for purposes of "daytime customer demonstration of stereo equipment."

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(Continued on page 50)
Yuletide Keys Happy Boom
For Pop Singles Markers

Abundant Hits Skysrocket 45's
Out of Cold, Fall Doldrums

NEW YORK — After a long cold, autumn, the pop singles busi-
ness had given up for good a few weeks ago—has snapped back
with a bang. Disc jockeys are moving single after single, and the
world would have thought incredible back in October and there are

20th-Fox Sets
British Tie
With Top Rank

NEW YORK — Twenty-Four Fox Records concluded an exclusive li-
cens ing arrangement with Top Rank Records of England, di-
rect subsidiary of J. Arthur Rank Pictures, Ltd. It is under this ar-
range ment, Rank Records in Britain gets exclusive licensing rights to all 20th-Fox material to be released in England. Onorati said that no reciprocal deal had been at this time that did not rule out this possibility in the future. The agreement, which is effective as of January 1, 1959, was signed by Record Chief, Malcolm McCrady; Onorati, and Leonard D. Corales, 20th-Fox vicepresident in charge of the International Division.

The legal firm of Marshall and Ziffer assisted in the negotiation of the agreement. Initial releases on the Top Rank-20th-Fox label will be in January.

Columbia to
Up Classical
LP's to $4.98

NEW YORK — Columbia Records has now upped the price of its clas-
cial L.P. line, the ML series, from $3.98 to $4.98 on January 1, 1959. The price of the label's CL series, the pop L.P., will remain at $3.98. Columbia show album line, the OL series, will remain at $4.98 as be-
fore. Stereophonic discs on the Columbia label will all remain at the $5.98 price for classical or popular stereo albums (MS and CS series).

At the $4.98 price Columbia's numerical major pop series, the AU-
same as RCA Victor's classical line, as well as the Capitol, Angel (ex-
ception being the entire package) and EMI classical lines.

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JAZZ BALLET ON
WINDOW DISPLAY

NEW YORK — Warner
Brothers has staged one
of the classiest Music Shop's
windows for a display of
Bob Prince's New York City
Opus Jazz. The display features a
twelve-chorus, nine-piece band
shouting dance in a scene from
the Prince ballet.
The album has been one of
Liberty's best selling items, since its release a few weeks ago. The disk also contains ballet music from Leonard Bernstein's "West Side Story."

Pkg. Sales to
Key Merch Meets

CHICAGO — Optimum in the
package goods picture willkeynote
the semi-annual distribs and sales-
men meetings of the Billboard Records
Division to be held next week.

Eastern men will gather in
the Warner Bros. Hotel, New York, while on the same date, Midwest and Southen
staffs will meet at the Sheraton
Hotel, Chicago. Westerners will
convene at San Francisco's
Hotel.

Prior to the sales meetings, the firm plans to bring the executive staff of sales,
promotion managers and district
representatives of both operations to their own Saturday (30) at New
York's Sheraton. Kremen

(Continued on page 58)

Abrahamson Starts
Triumph Label

NEW YORK — Herb Abram-
son, who in 1948 was a co-founder
of RCA Victor, has organized a new la-
bel, the Triumph Records. Tri-
umph, which is a continuation of his
former cold, has been
assigned to the company, is a vice-presi-
dent and general manager. The
firm's musical division is now composed
of a major jazz division, headed by
Morris G. Lurie, and a classical and
opera division, headed by
A. B. Kalish.

Pa. Dealers Seek
Charter

PHILADELPHIA — A new dealers
organization has been formed here,
the Pennsylvania Record Association,
which is intended to serve the needs of
the Pennsylvania dealers.

The association is composed of re-
cord dealers from all over the
state and is said to be in the formative
stage since early last summer.

The Pennsylvania Record Association was
formed as a result of the
suggestion of Howard Lott, head
of the Philadelphia M.T. records, which
represents the dealers, to help
dealers fight what they consider too
rivalry and competition in the business.

Included are "discriminators," and
those who only one step can buy
their discs at the same time from
discs and record publishers. The
conducting feature is the elimi-
ation of "price wars," the dealers agree, and the
of holding their prices more
stable, as well as the establishment of a
co-operative promotion plan.

Grean Rooms to
Victor A&R, Slot

NEW YORK — Charles Grean,
of the firm of Columbia, will take over as A&R director of pop singles at RCA Victor after the first of the year. We will report to Steve Sholes, pop A&R. This will be Grean's second tour at RCA Victor. Joe Coda, top of the publishing and management firm, stated that Grean and Bob Dave are to take over some of Grean's func-
tions. Moore and Dave for some years have been exclusively pi-
ceted to Trinity Music, one of the
publishing firms in the CGB set-up.

More and Dave, who wrote such hits as "It's A Long Way From
Penny Wally," etc., will now restrict their activities to the
publishing side of their business. They will continue to work
with ASCAP, BMI and BMI writers of all kinds of music, and
respective Grean, Ed Schutzer and Ed Barlow will also be step up to
the challenge. The remaining
Schutzer and Barlow will continue as profes-
sional manager of both publishing
firms.

More and Dave will be the
most important, according to the

Capitol Names
More Execs in
Top Brackets

HOLLYWOOD — Capitol Rec-
ords, Inc, last week continued to
reorganize its organizational struc-
ture with the appointment of new
divisional appointments.

Nelson, sales promotion man-
ager Dick Rising was promoted to
executive assistant to Bill Tal-
nant, Tallman's new executive
merchandising administrator
reporting to Mike Mathison, newly
nected CIR CEO vice-president of
the Sales and Merchandising Di-
vision. (The Billboard, December
J.) Forces under Rising's wing
have been realigned to include popular album merchandising manager Bill Musick, classical merchandising manager John Covell, singles merchandising manager Gregory Sherlock, merchandising co-ordinator, and Jim Sharp, and newly appointed promotional pro-
ducer manager Bob Bates. The sales and merchandising depart-
ment head Steve Auld was named director of sales and he later
in the post vacated by Lou S. Chur-
er, Churser became director of
promotion and merchandising.

(Continued on page 58)

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The amusement industry's leading monthly

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Subscription rates in effect in 1950. Also placed in all State and local taxes.

Rates of American Record Guide, Inc., at 50 cents per month, and at 5 dollars per year, and at 5 dollars per year, and at 5 dollars per year, and at 5 dollars per year, and at 5 dollars per year.

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CBS-Hyton to Take Over Col. Phone Line

NEW YORK — The Columbia Phonograph line, up to now a part of the Columbia record company, will be transferred from the record division to CBS-Hyton, the Columbia Broadcasting System, which manufactures tubes and elektronic equipment. The transfer, according to CBS provy Frank Stanton, is the planned substantial expansion of CBS phonograph manufacturing and manufacuring.

The Columbia phonograph line started about five years ago, and because it has been a part of the Columbia Phonograph line, due to a result of its introduction of the “300” phonograph with extra high fidelity, the various table and console models. According to Dr. Stanton, the greatest popularity of the Columbia Phonograph line, and the growth potential in both hi-fi and low-fi phonographs, is chiefly responsible for our decision to increase our activities in this market.

In addition, we have at our disposal the manufacturing facilities and facilities of CBS-Hyton.

The headquarters of the marketing for the CBS-Hyton phonograph line will now be at CBS offices, 600 Fifth Ave., as it was previously at CBS-Hyton, 1880 Broadway. A new executive vice-president, A. Colin Stoddart, will be named.

Gleason Inked For Jazz Seg

NEW YORK — Jackie Gleason will host the next "Timex All-Star Jazz Show" which will be aired by CBS-AM January 7 from 7 to 9 p.m. Gleason will also perform as a guest on the next "Dinah Shore Show," which is hosted by Dinah Shore.

CBS - TV's musical agenda is an original musical by Larry Livingston and Ray Evans, "The Singing Detective," headed by Louis Armstrong, Duke Ellington, George Shearing, the Count Basie Orchestra, Charlie Parker, Dizzy Gillespie, and Duke Ellington.

Indie Distribrs in Catbird Seat Crack Singles Whip

Indie Dream Up Gimmicks, Grant Special Favors to Get Action

NEW YORK — The Billboard of a few weeks ago, showed that a new record subscription service started by WWD was making money for radio stations. According to the new plan, AM, FM, and TV stations can receive an annual subscription service, which will receive a minimum of 60 (or 6) albums per year in a set of 12, which can be paid for in advance. Stations, in addition, will receive additional albums charged 825.25 per quarter.

BONANZA

"Chipmunk" A Yuletide Skyrocket

HOLLYWOOD — Liberty Records' "Chipmunk" this week placed itself at number ten on "The Billboard" hot 100 chart to become the fastest moving disk in 1959 in terms of sales, according to the trade paper. Liberty, now expected to comfortably pass the thirty million mark by year's end, has a unique and persuasive pitch for its president. Al Bennett, shipments are continuing at a rate of 200,000 per day.

Indie Airers Band For ASCAP Fee Fight

NEW YORK — More than 600 indie radio stations represented by the ASCAP License Agreement Committee have unanimously voted to join a suit against ASCAP for violation of a "reasonable fee" to ASCAP under terms of a new strike against ASCAP's fee rates.

The move came in the wake of an ASCAP assembly held by representatives of ASCAP and the Radio License Agreement Committee which found the parties so far apart in their views of proper terms for a new agreement that they have agreed to end negotiations.

Robert T. Mason, chairman of the radio group referred to the fact that a number of meetings had been held with ASCAP's management but that the company refused to make any concessions to the radio industry.

Under the contract decree, any station, by applying to ASCAP for a license to use ASCAP material for a certain composition in ASCAP's catalog, and the rate to be paid under the terms of that license, would be the minimum that was voted on by the ASCAP board.

The situation currently is that the ASCAP board voted to refuse to make any concessions to the radio industry.

COL. SALES BRASS PREVIEWS '59 PLANS

NEW YORK — Columbia Records held its semi-annual meeting last week (12) at the Savoy Hilton Hotel here for the company's top brasses. The last meeting of the last time the 12 district managers were gathered together for a meeting. This time, Columbia's national sales board in July. Meetings were held under the chairmanship of Bill Gallo, vice-president, chief.
Stereo Cast Bug Bites Broadcasters

NEW YORK — Stereo continues to make inroads as a growing force in radio broadcasting. The trend is evident in the recent Stereocast program announced by the National Association of Broadcasters (NAB) and the Society of Broadcast Engineers (SBME).

The Stereocast program, which will feature stereo music and information, is designed to highlight the benefits of stereo broadcasting. It will be aired on a variety of stations across the country, providing a platform for the promotion of stereo entertainment programming.

Stereocast will feature a variety of music genres, including classical, jazz, rock, and pop, as well as special guest appearances by local musicians and radio personalities. The program will be broadcast on select stations every week, with plans for expansion in the future.

The Stereocast program is a joint effort between NAB and SBME, and is supported by a number of major radio sta...
"THERE GOES MY HEART"

to all you fellas –
thanks for being so good
to me – Love.

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THE LITTLE DRUMMER BOY

WITH THE MIRACLE SOUND OF

THE HARRY SIMEONE CHORALE

A LONG RUN HIT FROM THE STUDIOS OF 20th FOX

20th FOX RECORD #121
'Magi' Charm Keys Air Repeats

CBS-TV turned O. Henry's "The Gift of the Magi" into a charming musical hour December 9, with strong help in all departments. It's worth repeated airings and the absence of a cast all along with Adaliza and her husband, a literate delight, the perhaps not fodder for singles, and it was rendered with care by Gordon MacRae and Sally Ann Howes. Mr. Henry's "Every Time the Bell Rings" and "What to Do" and the bright novelty "Two Different People"

With fine support from Howard St. John, Ben Arthur and Bill O'Driscoll, the videotape special boosted a beguiling cast which kept the pace of the plot. Adaliza adaptation hopping merrily from vignette to vignette in an expanded version of the Christmas tale. Does Walker's singing of "Gift of the Magi" make him as fine a figure for the use of traditional arias as bridge music also might help.

On the debit side were an understaged barbed shop quartet "My Song" and "Hiding under the Same Earth" and some lapses in the quality of the tape. But MacRae and Miss Howes showed enough sense however to turn the telecast into an amusing and moving experience.

Bob Bernstein.

Sugar Ray Scores in Allen Show

Sugar Ray Robinson, the middleweight boxing champion of the world, made his singing debut on Steve Allen's NBC-TV special Sunday night. His success in the ring has given him sufficient self-confidence and personality to make him a successful figure-boat for the sports world.

He registered well on "Success" and a duet-The Lady in Love With a Raincoat and World, with Allen, with a humorous effect, with an infectious song-and-dance routine. "In a Dream," a high-energy dance, was equally a success. He opened the show with a pleasant jazz that slowed down with "Fascinating Rhythm."

The show was low on comedy spots. Allen, Joan Davis, Leo Delibes and popular Tom Lavin tried hard, but the material wasn't. "One, Two, Three" "Benny in Brussels" Fine TV Spec

Westinghouse Broadcasting Company has put together a one-hour TV spectacular, filmed at the Brussels World's Fair, that will be shown in five week-long disseminations in Baltimore, Boston, Cleveland, Pittsburgh and San Francisco, and is being offered to educational TV stations across the country.

"Benny in Brussels" is an exciting and interesting hour-long show, that is long on music and short on its business. Its good point is the method of weaving together the tales of the buildings, the people and the ground, the process is well narrated and produced and should interest a large segment of the TV audience.

Film covers the opening night of the Goodner's move, and features popular songs in each studio. The show opens with "Copenhagen Jump," "Sing, Sing, Sing," "Reel Em," and "Stella Adler." It also shows off blues singer Jimmy Rushing to advantage sing song, and the band is recorded in a studio of its own.


"Benny in Brussels" is a reasonably good show, and the indoor scenes did not come off as well as the outdoor ones. Human interest shots of kids at the Fair were often enchanting. Unfortunately, the music was not always up to par, and the wrong renditions were not always sung with the proper rhythm or style.

Bob Roblitz.

THEATER REVIEW

Music Plays to Fill Drama's Action

Despite many charming melodies by Alfred Brooks (music) Iras J. Builow (lyrics) and a script by Wilson Loeb and Builow that are essential to the form, the current production of "Of Mice and Men" at the Provincetown Playhouse does not come across as a musical. Amidst the show's many successes are the performances of Linda, Leo Perin and Jo Sullivan. Charles Brandon's sets are also a fine instrument for the play.

Chief fault is the lack of relation of the music to the action. Except for the opening number "Nice Wife We Got Here," the musical elements represent a token of the score of a while they are not enough to the plot.

The music is filled with a fine performance of the retired Leonie. Miss Sullivan is pretty and in good voice, but not at all convincing as the trapped wife. Leo Perin as George, Lenny Pipher as Max and Relleva Zoltan as well in the best part of the show.

Howard Cook.
DEEJAY SPECIAL: Since this is the issue wherein we feature the annual Record Artist Popularity Poll, VoX Jox naturally could not refrain from listing the names of those who have enjoyed a steady following at stations and have attempted to list those who have attained a majority status or those who I believe will attain such status. Further listed are those who made and are making an attempt toward a majority status.

Certain categories, such as instrumental and band listings, were extremely difficult for obvious reasons; while others (i.e., the Top Ten, Top Twenty categories) were capable of a wide range of choices. There was, in the main, an essential subjectivity, and were made with a lot of consideration of taste, a minimum of controversy and with at least a modicum of integrity on pop charts, listener preference and personal regard.

BILL RANDLE, WERE, Cleve- land, Ohio: I think tastes have changed and I'm just trying to reflect public interest. Rock and roll, which I love, has been incorporated into popular music. It's no longer just a novelty. Rock and roll was a novelty in the '50s but the authentic artists were detested by the gimmick imitators.

I'm still playing Elvis Presley and other authentic rock and rollers but you'll hear none of the junk on my show. By junk I mean out and out, crude, raucous fare—de- liberately searching out music where you can't cut the mediocrity and 'country' is the way octogenarians had no satellites were launched, what did those youngsters have to look forward to? How about the H-bomb? They were frustrated and rock and roll was one outlet for their frustrations. Now kids have the frontier of space opened up to them. They no longer despair. Rocketeers, not rocketeers, are the big thing now. Kids are tired of being called liars. Now they track satellites, build roquetts. They read. It's no longer romantic to be dumb. Elvis Presley is setting an example now. He's in the Army. He's in an impossible position before. Now he's a genuine military hero. He's a healthy, swinging' influence.

HOWIE LEONARD, Of- fato, Mass.: I wish to register a loud complaint. Timing on each record is vital. Several computers—large and small—constantly fail to put the time on the label. Others deliberately put the incorrect time on the label. Sometimes the label also do not include the time. This is vital and necessary and should not be overlooked. More and more records arrive warped. A good deal of this is not the result of mail handling and packaging but sloppy places somewhere else. Listing release dates on the label would be helpful.

COWIE BAKER, WSPR, Springfield, Mass.: Congratulations to RCA Victor for a laugh with each release. In Cade's for consistent good material; to Roulette for energy and good programming; to Warner Brothers for putting in new material; to Capi- tol for material in good taste; to Mercury for rich '55 style; to Decca for different material; to Billboard for providing many extra services. To everybody for keeping me working and No. 1 in our market.

AL NELSON, KRLC, Levant, Maine: "It's a waste of time for record companies or their distributors to send stations a copy of every cot- ton-pickin' record they cut! Out of the past seven or eight records, by the time they're "culled" you keep them all."

JIMMY SMITH-HENRY BOG- CAN, WAYN, Rockingham, N. C.: A quick and cover service for smalltown deejays and sta- tions is needed. Everyone isn't interested in getting any- Ed- ward, Martin Block, etc.

ART SCHWENT, KSRO, Ste. Genevieve, Mo.: "The reason we should expand their disk jockey sample service to include even the stations that don't have limited service by many labels make-out, etc. and don't be heard by listeners to lower powered stations."

BY NAPIER, Eau Claire, Wisc.: A family's very selectivity of artists and material, fewer releases

YESTERYEAR’S TOPS—The nation's top hits on records as reported in The Billboard

DECEMBER 11, 1958

1. Button and Bows
2. On a Slow Boat to China
3. My Darling, My Darling
4. A Little Bird Told Me
5. You Were Only Fooling
6. Until
7. I'm Gonna Be There
8. Twelfth Street Rag
9. All I Want for Christmas (It's You)
10. A Tree in the Meadow

DECEMBER 12, 1952

1. Bags to Riches
2. Ebb Tide
3. Yea, Yea, You
4. Ricochet
5. Vaya Con Dios
6. Changing Parties
7. Many Times
8. That's Amore
9. Eh Cumpari
10. Strangers in Paradise

by hours of recording companies. With

 ARTISTS’ BIOGRAPHIES FOR JOCKEY PROGRAMMING

LaVern Baker a Hit At Home and Abroad

LaVern Baker was born on No- vember 10, 1931, in Glendale, Calif. On her 17th birthday, she signed a contract that brought her into Chi- cago and the Midwest. The thrill of her next stop was Detroit’s Flame Show Bar. Club manager Al Green orig- inally booked her for two weeks, but held her over and signed her to a personal management contract.

Miss Baker left the Flame tour and recorded with the Todd Rhodes band. Later she decided to try her luck in Hollywood. After successful months in Europe she returned home. In 1954 the artist began recording for Atlantic.

During 1956 and 1957 Miss Baker functioned from her home in Hollywood, bringing rhythm and blues to the fair corners of the world. In 1957 she appeared at the 15th Annual "Rock, Rock, Rock" in the film "Rock, Rock, Rock." Her latest Atlantic release, which bear watching, is "I Cried a Tear."

Neil Sedaka Scores As Singer, Composer

Brooklyn - born Neil Sedaka has become a major talent in the world of music. Able to integrate several musical styles into one cohesive sound, Sedaka has won critical and popular acclaim from producers and audiences alike.

His latest album, "Teenager in Love," which was released in 1959, was praised for its blend of rock and roll, rhythm and blues, and doo-wop elements. The album featured hits such as "Wednesday Night at the Club," "Three Steps to Heaven," and "The Spirit of '76." Sedaka's ability to adapt to various musical trends has made him a versatile and highly sought-after artist.

In addition to his work as a recording artist, Sedaka has also written and composed for other artists. His songwriting contributions have been integral to the success of numerous hit records. "LaLa's Theme," written for American band The Osmonds, reached the top of the charts in 1969. Sedaka's chart-topping success has continued with songs like "Is There Anything I Can Do," "Stardust," and "Oh弟弟, Where Do You Run To To Hide?"

Sedaka's talent and dedication to his craft have earned him a place among the most successful and respected songwriters in the music industry.
EIA COMMITTEE TO SET STEREOTAC STANDARDS

WASHINGTON — A National Stereophonic Radio Committee has been set up by the Electronic Industries Board to work on a plan to develop a standard for both AM and FM. The EIA standards will be submitted to the Federal Communications Commission for approval.

The committee was authorized by the EIA board during a five-day convention which ended here Monday. The Roosevelt Hotel in New York, N. Y. (Dr. W. B. G. Baker, Director of Engineering Department, presented the plan for the National Stereophonic Radio Committee. He said the committee will be responsible for "the establishment of broadcast stereo standards which will be most economical to the public, will permit full compatibility, to the maximum economically feasible, is all makes system of multiplexing plans will permit a smooth transition.

The committee will have a steering group headed by Baker, a vice-chairman, and a chairman who will be the coordinator of the project. There will be a chairman for each of the five subcommittees which will be formed.

GO CHASE A MOONBEAM

JERRY VALE WANTS TO TAKE A NAP

CHICAGO — Jerry Vale, who has been getting some work in the Midwest recently, has decided to go on a vacation, and no one will be able to persuade him to come back.

GERMANS DIG MITCH-1 MISH

NEW YORK — Mitch Miller's "American Bandstand on the River Kwai" has been the first record to sell a million copies in a month. The record has been selling like crazy, and it is expected to sell another million copies in the next few weeks.

CHESS FRERES BUY WTAC, ABC AFFILIATE

CHICAGO — Leopold and Phil Chess, owners of Chess and Sinatra, have bought the WTAC radio station in Flint, Mich., for a reported $287,000. They have already announced that they will make the station a "dedicated" station, and participation in the industry will be an executive secretary.

A board of directors and officers meeting is scheduled for Saturday and Sunday, January 10 to 11, at the Heritage Hotel here, to complete organizing the new association. The 1960 activities of the CMA-Variety Club will be discussed by the board of directors at the meeting. It is also expected that the board will announce the appointment of an executive secretary at the close of the January 11 meeting.

RIBBON CUTTERS

New Renditions

-A.M., It's Making Eyes at Me

-FOREY FOREY FOR YOU

-RADAR-TONE

-CARAVAN

-CORRENS, CORRINS, CORRENS

-WHOS-AY

-HERMAN'S HERMAN'S SHOWCASE

-HUGO, HUGO, HUGO

-BAXTER, BAXTER, BAXTER

-DEMONSTRATION RECORD COMPANY

-THE BILLBOARD MUSIC RECORDING CORPORATION

-RALPH MILLER, INC.

-SYNTHETIC ADVERTISING COMPANY

-RECORD INC.

-CARTER, CARTER, CARTER

-SAM'S POST OFFICE

-DONALD'S DISC CORP.

-GEORGE'S MUSIC

-SMITH'S SHOWCASE

-SYNTHETIC ADVERTISING COMPANY

-RECORD INC.

-CARTER, CARTER, CARTER

-SAM'S POST OFFICE

-DONALD'S DISC CORP.

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-CARTER, CARTER, CARTER

-SAM'S POST OFFICE

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EDITORIAL

An Educational Role

Maturity and growth entail obligation and responsibility. A thoughtful person of this disk jockey section cannot but impress the knowledgeable reader with the fact that the jockey, in matters of musical taste, has matured. His favorite artists, his favorite types of music, indicate a sophistication far beyond the years of his listeners.

This is as it should be, as the teacher is expected to know more than his disciples.

It naturally follows that the jockey's knowledge of what is good in jazz, in pop, is classical, his knowledge of what constitutes good recording techniques and engineers gradually raises the level of musical America. His obligation and responsibility, therefore, is a very real one. He is not only the chief level of song and record promotion, but also an arbiter of taste. While heeding the requirements of his listeners, he also subtly impresses their taste through musical discrimination.

This educational function is a dominant one.

Requirements for 1959

A glance at this disc jockey section will also reveal additional features whereby The Billboard provides the jockey with more information in keeping with his expanded horizons. This is apparent not only in the range of story material, but also in the more elaborately developed chart features. The charts, for instance, in addition to listing jockeys' favorites, contain artists' personal managers and booking agencies—information desired by many knowing jocks who find that agents and managers contribute to an artist's activities and success in the record field. This information, too, will be helpful to those jockeys setting up record hops, shows and tie-ups. Too, it provides a jockey with more complete information. Just as do the stories accompanying each chart. These accompanying stories trend the trends, cite reasons for same, etc.

Let us all implement our obligations and responsibilities to make the coming year a great one for music, for radio, for the broadcaster and the aggregate of our business. There is no better resolution for 1959.

Paul Ackerman
Music-Radio-TV Editor

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29 DISKERS WIN
Capitol Is Hottest Label
In Latest DeeJay Polling

Capitol artists rank highest with the disk jockeys, according to The Billboard's 11th Annual Record Artists Popularity Poll, which surveys 47 Capital artists in a group of 54 winners. Runner-up was Columbia, the label, by RCA Victor, was third with seven. Capitol also has more artists in the top 10 than any other label. Eleven Capitol performers placed among the various charts, of two, three, Frank Sinatra and Jonathan Jones, scoring twice. The West Coast label had seven No. 1 performers-favorite singer, Sinatra; favorite band, Nat "King" Cole; favorite instrumental group, George Shearing's "Four Freshmen"; most promising singer, Kingston Trio; most promising instrumental group, "Frank Sinatra's Croon of Young Life." Other Capitol artists making records or third positions on the various charts were Ray Anthony, Peggy Lee, Keely Smith, Nat "King" Cole, and the Four Preps. Rounding out the chart positions in slots below the No. 1s were following Capitol names: Dean Martin, Nelson Riddle, Stan Kenton, "The Ventures," and Dada Staton.

Oddly enough, Capitol didn't place any artists among the most promising male singers or the most promising female singers. The label dominated the favorite band charts, with Anthony, Buba, and two favorite artists, respectively, Kenton, and Riddle on the list.

Capitol also was in the majority on the deejay's favorite LP, EP and singles charts. An addition to the favorite album list was the "Specs A promoters," with "One of Us," and "The Music Man." Capitol's Twin Wins Sir Templeton charted the top two places on the favorite LP chart with "Come Fly With Me," and "Goodbye." Among the next two "Casablanca," "My Name," and "The Music Man," and a "Wild Man" package.

Capitol has been one of the most disk jockey-conscious labels in the music business. The company was handling out free records to jockeys at a time when many of the other labels frowned on the idea, and it was among the first of the disk jockeys to present LPs with an LP review kit, featuring outstanding cuts from Capital LPs. "Deejays are deemed of such importance that they've added a regular promotion man all of Capitol's salesmen on the distributor's list. If these men are expected to work on deejay promotion as well as sales, the label strives to establish "personal contact" between its artists and jocks. One of the company's spokesmen for the label said, "the air interviews are secondary to personal selling in the cases of the artists whose records we promote." Other Victor artists showing up on the chart's were Esquivel, Diahann Carroll and Buddy Rich. However, the favorite singles chart, Victor was represented by Perez Prado's "Pachita," tied for No. 4.

Shaping up with five artists on the Victor chart, CBS Records, Mercury artists making the lists included the Flatters, the Diamonds, Ernestine Anderson, and the Ponti Tails. M-G-M won No. 1 with the most promising female singer honors with Connie Francis. Also scoring for M-G-M were Joni James, Tommy Edwards and Dick Hyman.

Dol, Coral and Decca each had two artist on the charts. Dol placed among the top three winners on four charts, Billy Vaughn was No. 3 on both the most promising and favorite albums at the time of publishing.

NEW FACES?

What's New?

One of the most important functions of an industry survey such as The Billboard Annual Record Artists Popularity Poll is to throw the spotlight on the newer talent emerging and standing on the threshold of established stardom. While this function is one of the survey's most objectives, it's also one of the most perplexing and difficult to achieve with crystal-clear accuracy.

The problem arises from the simple fact that disk jockey respondents to the survey have their own strong ideas about whether a performer is an established star or one of the newest promising artists. In an industry which is attempting to reach the greatest possible degree The Billboard this year introduced the "new faces" category, dealing with newer artists with this detailed explanation:

"In the questions which follow we ask you for your favorites among the newer artists. The term "new," here most obvi

ously be used most loosely. The artist may be someone who has just started his professional career yesterday, it may be someone who has been making steady progress for as long as four or five years. What we are attempting to determine is the artist whom your listeners identify as "the new promising star," who show greatest promise in the opinion of America's jockeys of tomorrow's exciting stars."

Despite this attempt at clarification of the question, the poll as usual resulted in such situations as Johnny Mathis being voted No. 1 favorite, most promising male vocalist; the Ames Brothers were No. 2 on the favorite, favorite group list.

Other Victor artists showing up on the chart's were Esquivel, Diahann Carroll and Buddy Rich. However, the favorite singles chart, Victor was represented by Perez Prado's "Pachita," tied for No. 4.

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Dol, Coral and Decca each had two artists on the charts. Dol placed among the top three winners on four charts, Billy Vaughn was No. 3 on both the most promising and favorite (Continued on page 39)
**favorite male vocalist**

<table>
<thead>
<tr>
<th>LAST YEAR</th>
<th>THIS YEAR</th>
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<th>AGENCY</th>
<th>PERSONAL MANAGER</th>
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<td>Carlos Gastel</td>
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<td>JOHNNY MATHIS, Columbia</td>
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<td>Helen Noga</td>
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<td>6</td>
<td>DEAN MARTIN, Capitol</td>
<td>MCA</td>
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<td>BILL HARRISON, Columbia</td>
<td>GAC</td>
<td>Ken Greengrass</td>
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<td>8</td>
<td>8</td>
<td>STEVE LAWRENCE, Coral</td>
<td>GAC</td>
<td>Ken Greengrass</td>
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<td>9</td>
<td>9</td>
<td>ELVIS PRESLEY, RCA Victor</td>
<td>Wm. Morris</td>
<td>Colonel Tom Parker</td>
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<td>10</td>
<td>10</td>
<td>EDDIE FISHER, RCA Victor</td>
<td>MCA</td>
<td>Milton Blackstone</td>
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**Slight Shifts Seen, But Top 5 Male Stars Still Lead the Pack**

There is virtually no change among the deejay fraternity as to its favorites among the male singers, not only from last year, but from 1958 as well.

The top five in the current "favorite male singer" balloting by the jockeys are the same as last year. The only change was one of position, which found Nat Cole moving up from four to three spot, with Pat Boone dropping from three to four.

Among the top five of Sinatra, Como, Cole, Boone and Mathis, the first four also finished in the top four spots in 1956. Johnny Mathis, the only relatively new artist in the lot, has yet to have his first big record in 1956.

Oddly enough, three of those artists who finished in the money of the "favorite" category were also named in the balloting for "most promising new male singer," the Pat Boone, Johnny Mathis and Steve Lawrence, hardly quality as new names in the field (see separate story).

Of the entire group of 10 top artists listed on the poll, the rocking artist was almost completely ignored by jockeys. Only Elvis Presley, tied with Eddie Fisher for last place, was named in the top group.

Also attesting to the loyalty of the jocks toward their favorite artists was the fact that in the top 10 this year, only two new artists appeared that were not listed last year. These were Dean Martin and Steve Lawrence.

Major labels also continued to dominate, with only one artist of the top group, Pat Boone, affiliated with a non-major. Also notable was GAC's appearance as agent for six of the top 10 acts.

**favorite female vocalist**

<table>
<thead>
<tr>
<th>LAST YEAR</th>
<th>THIS YEAR</th>
<th>ARTIST &amp; LABEL</th>
<th>AGENCY</th>
<th>PERSONAL MANAGER</th>
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<tr>
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<td>1</td>
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<td>—</td>
<td>Martin Melcher</td>
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<td>1</td>
<td>2</td>
<td>PATTI PAGE, Mercury</td>
<td>GAC</td>
<td>Jack Raef</td>
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<td>6</td>
<td>3</td>
<td>ELLA FITZGERALD, Verve</td>
<td>—</td>
<td>Norman Gronz</td>
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<td>3</td>
<td>4</td>
<td>JONI JAMES, M-G-M</td>
<td>GAC</td>
<td>Tony Aquaviva</td>
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<tr>
<td>5</td>
<td>5</td>
<td>KEELY SMITH, Capitol</td>
<td>Wm. Morris-MCA</td>
<td>Barbara Belle</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>JUNE CHRISTY, Capitol</td>
<td>GAC</td>
<td>Carlos Gastel</td>
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<tr>
<td>10</td>
<td>7</td>
<td>EDDIE GORE, ABC-Paramount</td>
<td>GAC</td>
<td>Ken Greengrass</td>
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<tr>
<td>8</td>
<td>8</td>
<td>DINAH SHORE, RCA Victor</td>
<td>—</td>
<td>Henry Jaffe</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>JO STAFFORD, Columbia</td>
<td>Wm. Morris</td>
<td>Mike Nidorf</td>
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</tbody>
</table>

**Joni Day Tabbed Fem Topper; Joni, Keely Join Winner Ranks**

For the third year in a row, American jockeys have had little doubt as to its girl singer favorites. In 1956 it was Doris Day and Patti Page in that order. Last year the positions were switched, while in the current voting the 1956 order was re-asserted, with Miss Day the laurels winner.

Loalty is again seen a strong factor in the jockey voting in The Billboard poll for "favorite female artists," with eight of last year's first 10 again finishing at the top of the heap. New entries this year were Joni James and Karen Smith. Of the group of eight who showed last year, six were also named in the 1956 balloting as well.

The Eydie Gorme finished in eighth position, there is some reason to believe she could have finished higher, in view of the fact that she was also named in fifth position in the voting for "most promising female vocalist." Had the voting been concentrated in one category, her position might have been raised.

Joni Lee's interesting rise from sixth position last year to the third spot now can likely be traced to her re-emergence as a hit single artist with " Fever." Also impressive was the return of Joni James to the list. Miss James currently has the hit, "There Goes My Heart." Likewise, at least part of Keely Smith's current popularity can be attributed to her current disk of "Old Black Magic," which she does with hubby, Louis Prima.

Several artists have continued to stay in the jockey favorites by dint of album activity alone. These would certainly include the gal who has been often called the singer's singer, Ella Fitzgerald, and June Christy. Dinah Shore and Jon Stafford both have been rather cool on disks, singles or albums, but they both continue to enjoy strong jockey loyalty.

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Thanks DJs
for your help in keeping me in orbit!

Pat
thanks for all those spins

LOVE MAKES THE WORLD GO ROUND

C/w

MANDOLINS IN THE MOONLIGHT

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"MAY YOU ALWAYS*"
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* CORAL
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The McGuire Sisters

Our sincere thanks—
Chris, Phyllis, Bottie

MURRAY KANE
187 W. 57th St., N.Y.C.

CORAL RECORDS

PERSONAL MANAGEMENT

EXCLUSIVELY
Thanks, D.J.'s
for all the
Hits

Frank Sinatra

current singles
"MR. SUCCESS"
theme song from the MGM Picture
"SOME CAME RUNNING"
"TO LOVE AND BE LOVED"
current album
"ONLY THE LONELY"
MIKE NICHOLS & ELAINE MAY

about the album the material within is a collection of words and music completely improvised at the recording session. Pianist Marty Rubenstein played varied sorts of music that suggested different moods and Nichols and May would spontaneously create a scene to fit each. Occasionally the briefest germ of an idea would be suggested beforehand (e.g. "maybe you could be a boss and his secretary in a cocktail lounge"), but there were no scripts, no rehearsals, and nothing was planned beforehand.

that such a demanding idea could be carried off successfully will be no surprise to those who have seen Nichols and May perform at some of the country's top supper clubs, their ability to improvise entire skits around opening and closing lines suggested by the audience is one of the most-requested portions of their act.

about the artists Mike Nichols is not a member of the Actors Studio, which has produced such stars as Marlon Brando, Julie Harris, Ben Gazzara, Eva Marie Saint, Carroll Baker, and others too numerous to mention, he has never toured with Mr. Roberts and has never appeared on such television programs as theGoodYear Playhouse and the Kraft Theatre.

Miss May does not exist.

IMPROVISATIONS TO MUSIC

Mercury MG 20376

* Yes, even before the official release date of Dec. 15, initial distributor shipments were completely sold out immediately! Back orders are being filled NOW...so rush your order for the NEW HIT album, Improvisations To Music - MG 20376
**favorite singing group**

<table>
<thead>
<tr>
<th>LAST YEAR</th>
<th>THIS YEAR</th>
<th>ARTIST &amp; LABEL</th>
<th>AGENCY</th>
<th>PERSONAL MANAGER</th>
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</thead>
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<tr>
<td>1</td>
<td>1</td>
<td>FOUR FRESHMEN, Capitol</td>
<td>GAC</td>
<td>William Wagner</td>
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<tr>
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<td>2</td>
<td>AMES BROTHERS, RCA Victor</td>
<td>—</td>
<td>Bill Flicks</td>
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<tr>
<td>3</td>
<td>3</td>
<td>FOUR LADS, Columbia</td>
<td>GAC</td>
<td>Mike Stewart</td>
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<tr>
<td>4</td>
<td>4</td>
<td>HI-LO'S, Columbia</td>
<td>MCA</td>
<td>Hathler &amp; Loeb</td>
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<tr>
<td>5</td>
<td>5</td>
<td>FOUR ACES, Decca</td>
<td>GAC</td>
<td>Durgam-Katz</td>
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<td>McGuire SISTERS, Coral</td>
<td>Wm. Morris</td>
<td>Murray Kane</td>
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<td>Assoc. Booking</td>
<td>Buck Ram</td>
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<td>8</td>
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<td>GAC</td>
<td>George Grief</td>
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<td>KINGSTON TRIO, Capital</td>
<td>Saphier</td>
<td>Art Rush</td>
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<td>10</td>
<td>10</td>
<td>MILLS BROTHERS, Dot</td>
<td>GAC</td>
<td>Arthur Lake</td>
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Four Freshmen Get 'Cum Laude' Rating Among Singing Groups

The list of 10 favorite singing groups as chosen by disc jockeys in this year's poll includes exponents of the new and old and the modern and the mainstream. The Four Freshmen, prime exponents of progressive vocal harmony, and a repeat as first-place winners, had several hits this year, but no hit singles. The Ames Brothers moved up from fourth position last year to second this year, their several hit recordings this year, particularly "Pussy Cat." The Four Lads, again in third place, have also been registering well in the singles field.

New additions this year's list include the Kirby Stone Four, a New York night club group, that has several smart singles gained them attention. The Kingston Trio via "Tom Dooley," a hit single, also won a berth among the top 10. (See separate story covering artists placing in one or more polls.)

**favorite instrumental group**

<table>
<thead>
<tr>
<th>LAST YEAR</th>
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<th>ARTIST &amp; LABEL</th>
<th>AGENCY</th>
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<td>John Levy</td>
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<td>Sam Berke</td>
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<td>3</td>
<td>THREE SUNS, RCA Victor</td>
<td>GAC</td>
<td>Al Nevins</td>
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<td>AHMAD JAMAL TRIO, Argo</td>
<td>MCA</td>
<td>John Levy</td>
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<td>CHAMPS, Challenge</td>
<td>GAC</td>
<td>Joe Johnson</td>
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<td>ART VAN DAMME QUINTET, Columbia</td>
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<td>DAVE BRUBECK QUARTET, Columbia</td>
<td>Assoc. Booking</td>
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<td>DICK HYMAN TRIO, M-G-M</td>
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<td>BILLY VAUGHN, Dot</td>
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<td>Mike Stewart</td>
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**Four Newcomer Groups in Top 10**

**Favorite Instrumental Lists**

The Favorite Instrumental Groups listing is notable in that three of the top five groups this year, Jonah Jones, the Ahmad Jamal Trio and the Champs, were not even in the top 10 last year.

Also interesting is the wide variety of small groups listed this year ranging from the jazz stylings of George Shearing, Ahmad Jamal, Dave Brubeck and the Art Van Damme combo, to the out-and-out rock and roll stylings of the Champs, and the pop work of Jonah Jones, the Three Suns, Dick Hyman, Billy Vaughn and Norman Petty.

Biggest drop this year was by the Dave Brubeck group, which finished first last year and in seventh place this year. George Shearing in the No. 1 position and the Three Suns in No. 3 indicate the staying power of both combos, since both Shearing and the Suns have been active on the musical scene for many, many years. Jonah Jones and the Ahmad Jamal groups zoomed to popularity as the result of a string of hit albums on Capitol and Argo respectively.

**favorite band**

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<td>W. Alexander</td>
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<td>Ben Altman</td>
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<td>RAY CONNIFF, Columbia</td>
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**Veteran Bands Finish Strongly As DJ Favorites in '58 Poll**

Three veteran only captured the No. 1, 2 and 4 slots in the Favorite Band poll this year. The Les Brown band took top slot, the Ray Anthony band positioned No. 2 and the Count Basie crew, which didn't even make the top 10 last year, moved into slot No. 4.

Surprisingly, the Les Elgart band, which finished first last year, slid to No. 5 this time. On the strength of a lot of hit records ("Sail Along Silvery Moon," "Tumbling Tumbleweed," etc.) the Billy Vaughn crew finished third.

The Stan Kenton band, Nelson Riddle's orchestra and Ray Conniff's band, all on the top 10 last year, stayed close to last year's positions. The last single, "Raindrops Keep Fallin' on My Head," made by the new Tommy Dorsey band under Warren Covington, helped the T.D. crew jump into seventh position on the band poll chart.

Ted Heath's American tour, with its attendant publicity, TV and drawings, made his fine English band one of the U. S. jockey favorites. It is interesting to note that all but two of the favorite bands (Coniff and Riddle) in this year's list are traveling acts.
Thank You, Gentlemen,
I'm very Honored
and very Grateful

Doris

We take this opportunity
to wish all of our friends
A Happy and Harmonious
Holiday Season
and
New Year

Doris and Marty Melcher
HOW GREAT, INDEED, HAVE BEEN THE CHANGES IN OUR WORLD AND WAY OF LIFE SINCE THE FIRST CHRISTMAS CAROLS WERE SUNG.

YET, THE SONGS POURING FORTH FROM THE HEARTS OF MEN SINGING TOGETHER STILL CARRY THE SAME FERVENT PRAYER FOR PEACE, BROTHERHOOD AND THE GOOD WAY OF LIFE FOR ALL.

Witch Miller
"Thanks" To My Great Trio!

AFTER HOURS
Col. CL-160

AFTER HOURS AT THE LONDON HOUSE
Mer. MG 20183

AT THE BLUE NOTE
Mer. MG 36094

AT MISTER KELLY'S
Mer. MG 36256

THE BEST OF IRVING BERLIN
(Sassy with Billy Eckstine)
Mer. MG 36218

CONCERT WITH SARAH VAUGHAN
Concord 3018

GREAT SONGS FROM HIT SHOWS
Mer. MGP-2.100
Vol. I—Mer. MG 36244
Vol. II—Mer. MG 36243

SARAH VAUGHAN IN THE LAND OF HI FI
Mer. MG 36588

IN A ROMANTIC MOOD
Mer. MG 20223

LINGER AWHILE
Col. CL-914

MY KINDA LOVE
Mer. MG 3274

SARAH VAUGHAN
Mer. MG 36904

SARAH VAUGHAN
Rondo 102

SARAH VAUGHAN
IN HI FI
Col. CL-745

SASSY
Emarcy MG 36999

ALL-TIME FAVORITES
Mer.-Wing MG 12123

WONDERFUL SARAH
Mer. MG 36219

SWINGIN' EASY
Emarcy MG 36109

SARAH VAUGHAN SINGS GEORGE GERSHWIN
Mer. MGP-2.101

Thanks for making yourselves comfortable (and we hope your listeners, too) with my Mercury singles and my Long Play records, too.

Sincerely,

Sarah Vaughan doing imaginative Quincy Jones' arrangements against a velvet background of 35 strings. Recorded in Paris with the greatest "Sass" sound ever. Available in January! Mercury MG 20370 (monaural) or Mercury SR-60068 (stereo)

Direction:
C. B. ATKINS
160 W. 85th St.
New York City

Bookings:
WILLARD ALEXANDER
Agency
Thanks, to our many D.J. Friends

LAWRENCE WELK
And His Champagne Music Makers

JUKE BOX HIT RECORDS

"I NEVER SHOULD HAVE LET YOU GO"
b/w "CHA CHA POLKA"
Coral #9-62056

"OUTER SPACE SANTA"
b/w "ALL AROUND THE MERRY CHRISTMAS TREE"
Coral #9-62053

Fellas, when you visit Hollywood, take in one of our TV Shows and dance with us at the Aragon Ballroom.

ABC-TV Network—Saturdays—"DODGE DANCING PARTY" • Wednesday—PLYMOUTH SHOW
Thank you, Disk Jockeys

PHIL STEIN

RCA VICTOR

MCA

MIKE MERRICK ASSOCIATES
most promising male vocalist

<table>
<thead>
<tr>
<th>LAST YEAR</th>
<th>THIS YEAR</th>
<th>ARTIST &amp; LABEL</th>
<th>AGENCY</th>
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<td>PAT BOONE, Dot GAC</td>
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<td>Ozzie Nelson</td>
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<td>STEVE LAWRENCE, Coral GAC</td>
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<td>ANDY WILLIAMS, Cadence GAC</td>
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<td>10</td>
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<td>BOBBY DARIN, Atco GAC</td>
<td>Crissa-Green-Burton</td>
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Boone, Mathis, Ricky Nelson as Newcomers (Huh?) Say the Jocks

Various interesting aspects of the balloting by America's disk jockeys for their selection of the most promising new male singer somewhat defy analysis.

For example, among these artists named this year, such acts as Pat Boone, Johnny Mathis, Jimmie Rodgers and Ricky Nelson show prominently. Yet many trade press would hesitate to name established artists such as these as "promising" and "on their way up."

Then, too, Mathis, Nelson and Rodgers were also named last year as "promising new artists." Apparently, in the view of some jockeys, some artists have yet to really consolidate themselves in a position of having arrived.

Also notable and perhaps more easily explained in the light of current general tastes is the fact that among the jockeys' top selections, only three could be considered new artists. These would be Ricky Nelson, Bobby Darin and Earl Grant. Darin, on the other hand, has shown equal adeptness with straight ballad singing and Grant, primarily an organist, gets the rocker tag on the basis of his one hit disk, "The End."

This compares with at least seven in the top category out of 10 named by the jockeys in the 1957 poll.

Label-wise, the majors were represented sparsely among the new talent group. Aside from Johnny Mathis on Columbia, Earl Grant on Decca and Steve Lawrence on Decca's subsidiary, Coral, all acts cut for indie outfits.

The General Artist Corporation again takes the honors, with six of the top 10 artists in its fold. William Morris books three others.

most promising female vocalist

<table>
<thead>
<tr>
<th>LAST YEAR</th>
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<th>ARTIST &amp; LABEL</th>
<th>AGENCY</th>
<th>PERSONAL MANAGER</th>
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<td>KEELY SMITH, Capitol Wm. Morris-MCA Barbara Belle</td>
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<td>3</td>
<td>3</td>
<td>KATHY LINDEN, Felsted Wm. Morris Joe Leahy</td>
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<td>JANE MORGAN, Kopp MCA-GAC</td>
<td>John Greenhut</td>
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<td>EYDIE GORME, ABC-Paramount GAC</td>
<td>Ken Greengrass</td>
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<td>BETTY JOHNSON, Atlantic GAC Csida-Green-Burton</td>
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<td>ERNESTINE ANDERSON, Mercury W. Alexander John Levy</td>
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<td>VALERIE CARR, Roulette Shaw Artists George Treadwell</td>
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<td>10</td>
<td>10</td>
<td>DAKOTA STATON, Capitol Shaw Artists John Levy</td>
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Hot Singles Help Boost Trio of Thrushes to 'Promising' Fem List

The girls finishing in the top four spots in the balloting for most promising new female singers by America's disc jockeys got there largely by dint of one or more hit singles during the past year. Of these, the first three have not been mentioned in previous polling.

Connie Francis, winner in the voting category, had actually been on the scene for several seasons when her first big hit "Who's Sorry Now" broke thru during the past year. Then it was a succession of four additional hits which helped endear her to the hearts of the jocks.

Keely Smith, too, had been known, but her recent single disk of "Old Black Magic" (with Louis Prima) moved her into the charmed circle. Kathy Linden, a complete newcomer in the past year, moved into the limelight with her Wee Bonnie Baker type stylings, particularly on "Billy."

Fourth-place winner, Jane Morgan, something of a veteran on the night club and international scene, continued in the "most promising" category with several strong follow-ups this year to her first big hit, "Fascination," which won her a second place last year.

Betty Johnson finished in sixth position in the "most promising" voting both last year and again in 1958 due to a regular flow of solid disk performances, particularly "The Little Blue Man." On the other hand, Sue Ranev, another finisher in both the '57 and '58 polls, is mentioned strictly on the basis of potential. Miss Ranev has yet to achieve hitdom with a disk.

Valerie Carr, in eighth spot, developed a considerable following with her Roulette disk of "When The Boys Talk About The Girls." Dakota Staton, on the other hand, has won her acclaim strictly on the basis of albums, with several showing in the best seller list. Ernestine Anderson, too, has made her first impression with her Sweden-made album, "Hot Cargo."
That Fascination Girl...

Thank you for everything -
Jane Morgan
Thanks DJs for your support you've helped make 1958 a great year.

George Shearing Quintet

Exclusively:
CAPITOL RECORDS

Personal Management:
JOHN LEVY

Press Relations:
BILL HEGNER

Bookings:
ASSOCIATED BOOKING CORP.

Record Promotion:
PAUL BROWN
Thanks deejays and to all my many other friends in the industry for making 1958 a year I'll long remember.

current best selling album
AHMAD JAMAL
ARGO LP 2616

personal management
JOHN LEVY
1650 Broadway, New York, N. Y.

exclusively
ARGO RECORDS

press relations
BILL HEGNER

record promotion
PAUL BROWN
THE HOTTEST DIARY IN YEARS!

NEIL SEDAKA

THE DIARY

47/7408

CASH IN ON NEIL SEDAKA'S APPEARANCE ON THE DICK CLARK SHOW, SATURDAY, DEC. 20th! ORDER "THE DIARY" TODAY.
in demand throughout the world

PAUL ANKA

1958 RECORD-BREAKING ENGAGEMENTS IN:
UNITED STATES
CANADA
GREAT BRITAIN
AUSTRALIA
HAWAII
JAPAN
BELGIUM
FRANCE
AFRICA

CURRENTLY ON
2nd EUROPEAN TOUR
AND OPENING
DEC. 17th FOR 4 WEEKS
AT:
OLYMPIA THEATRE,
PARIS

ALREADY
COMPLETELY SOLD OUT!

Season's Greetings and
many thanks for everything

Paul

Latest Release:
(ALL OF A SUDDEN)
MY HEART SINGS
b/w
THAT'S LOVE
ABC-Paramount 9987

Personal Management:
IRVIN FELD
1110 7th St., N.W.
Washington, D.C.

Direction:

Public Relations:
MARVIN DRAGER
most promising singing group

<table>
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<tr>
<th>POS.</th>
<th>ARTIST &amp; LABEL</th>
<th>AGENCY</th>
<th>PERSONAL MANAGER</th>
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<td>KIRBY STONE FOUR, Columbia</td>
<td>GAC</td>
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<td>FOUR PREPS, Capitol</td>
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<td>Mel Schauer</td>
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<td>AXIDENTALS, ABC-Paramount</td>
<td>Assoc. Booking</td>
<td>Norton Wais</td>
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<td>FOUR ESQUIRES, Paris</td>
<td>GAC</td>
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<td>DIAMONDS, Mercury</td>
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<td>EVERLY BROTHERS, Cadence</td>
<td>GAC</td>
<td>Wesley Rose</td>
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Folk-Flavored Kingston Trio Hits Jackpot as 'New Singing Group'

The Kingston Trio, a versatile new group, toppled first-place honors among newer singing groups in The Billboard's annual disk jockey poll. The folk-based trio hit the top position on the charts with "Tom Dooley," their first effort.

The Kirby Stone IV, altho they did not produce a hit single, placed second. They are also newcomers to the list. Third-place winners were the Four Preps, who moved up from seventh place on last year's list. The group had several hit placers this year. Their big one was "20 Miles."

Last year's poll included three new groups. This year the Poni Tails were the only girl group to place among the top ten. The Axidentals, in fourth place, are the only group to carry over from last year. This group was also dominant in both singles and LP fields.

The Four Esquires, the Playmates, the Four Coins, the Diamonds and the Everly Brothers are new additions. All of these groups have had one or more best selling singles this year.

Missing from last year's tally are the Crickets, the Bobbettes, the Anita Kerr Singers, the King Sisters, the Rover Boys and the Howleys.

most promising instrumental group

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<tr>
<th>POS.</th>
<th>ARTIST &amp; LABEL</th>
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<td>AHMAD JAMIL, Argo</td>
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<td>CHAMPS, Challenge</td>
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<td>DUANE EDDY, Jamie</td>
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<td>Al Wilde</td>
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<td>COZY COLE, Love</td>
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<td>Chauncey Olman</td>
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<td>KIRBY STONE FOUR, Columbia</td>
<td>GAC</td>
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<td>MODERN JAZZ QUARTET, Atlantic</td>
<td>Various</td>
<td>Monte Kay</td>
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Jazz No 'Jonah' to Jones as He Hits New Instrumental Ranking

This was the year of Jonah Jones and his quartet. He turned out three hit albums for Capitol, including "Swinging on Broadway," "Muted Jazz" and "Jumps With Jonah," and they were hits with both jazz and pop jocks.

Ahmad Jamil also came thru with two solid sellers this year for Argo Records, including "But Not for Me" and one simply titled "Ahmad Jamil."

Of the other new small groups picked by jocks this year six made their name or re-made their name via hit single dixieland, including the Champs, Duane Eddy, the Kingmen, the Applejacks, the Originals and the Kirby Stone Four, altho the latter also came thru with a hot album.

Of interest to jazzers is the fact that the first record made by the Kingmen, "Weekend," was actually recorded by a well-known hit-making combo under a pseudonym. As for the Dukes of Dixieland and the Modern Jazz Quartet, these two groups are perennial favorites, but they indicate that both good Dixieland and good cool jazz interest jockeys. All of the new instrumental groups voted as "corners" by the jockeys for different labels.

most promising band

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<td>BILLY VAUGHN, Dot</td>
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<td>LESTER LAMIN, Epic</td>
<td>GAC</td>
<td>Lanin Asso.</td>
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Everything From Latin Crews to Dixielanders Among 'New' Bands

Some of the most interesting choices of the entire disk jockey poll shows up in the voting on the most promising new bands by the jocks.

All types of new orks made the top 10, including the new Tommy Dorsey crew under Warren Covington (which also finished way up in the Favorite Bands poll); two Latin orks, Perez Prado and Esquivel, the French crew led by Raymond LeFevre, Gus Bivona's Dixieland unit, Ray Conniff's big swingin' band, the Jack Kane pop-jazz crew, the Les Elgart ork and Lester Lamin's society-styled orchestra.

In finishing in the No. 1 slot the Covington-Dorsey crew appears to truly be headed for stardom over the next few years. And the hot showing of these new names as Billy Vaughn, Jack Kane and Esquivel, indicates a bright future for these bands, too. Unlike the Favorite Band poll where eight out of the top ten were traveling bands, of the orks selected as most promising by the jockeys, only the Dorsey, Vaughn, Prado, Elgart and Lamin groups hit the road, and some of these only sparingly.
Thanks, D. J.’s-
I really appreciate your help!

NEW SINGLE
“Non Di Menticar”

BEST SELLING ALBUMS
“The Very Thought of You”
“Cole Espanol”
THE TALK OF THE TRADE

TOMMY EDWARDS

CURRENT BEST SELLERS

million seller:
"IT'S ALL IN THE GAME"
MGM K12688 on 45 & 78 RPM

climbing fast
"LOVE IS ALL WE NEED"
MGM K12722

A Special
Thank You to
Marty Craft

EXCLUSIVELY:

PERSONAL MANAGEMENT:
BERGER, ROSS AND STEINMAN
15 East 48th St., New York, N.Y.

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WILLIAM MORRIS AGENCY

www.americanradiohistory.com
Current Best Seller

MY HAPPINESS
MGM K12738

WINNER:
Cash Box Poll
Best Female Vocalist 1958

Thank you DJ's for a great year
Connie

Exclusively
MGM Records

Personal Management
George Scheck
1697 Broadway, N.Y.C.
AMERICA'S #1 DRUMMER IS BEATIN' OUT AMERICA'S #1 HITS!

Thanks to America's Disk Jockeys Record Dealers and Operators for making 1958 my most exciting year in show business.

COZY COLE

Latest Hit!

TURVY I & II

Best Instrumentalist 1958
#2 COZY COLE

Best Band 1958
#3 COZY COLE

Best R & B Instrumentalist 1958
#2 COZY COLE

One of the Best Records
And Best R & B Records of 1958
TOPSY II

Exclusively on...

9 East 62nd Street, N. Y.
"most played by jockeys"

"Most Played by Jockeys"
FOR SURVEY WEEK ENDING SEPTEMBER 28
Albums are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.
1. LESTER LAIN GOES TO COLLEGE, Lester Linin ........Epic LN 3474
2. DREAM GIRL, Rita Hayworth ........Epic LN 3476
3. A SWINGIN' AFFAIR, Lester Linin ........Epic LN 3479

"Most Played by Jockeys"
FOR SURVEY WEEK ENDING FEBRUARY 8
Albums are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.
1. LESTER LAIN AT THE TIFFANY BALL, Lester Linin ........Epic LN 3010
2. LESTER LAIN AT THE TIFFANY BALL, Lester Linin ........Epic LN 3011
3. MUSIC MAN, Original Cast ........Epic LN 500

"Most Played by Jockeys"
FOR SURVEY WEEK ENDING APRIL 5
Albums are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.
1. LESTER LAIN GOES TO COLLEGE, Lester Linin ........Epic LN 3474
2. DREAM GIRL, Rita Hayworth ........Epic LN 3476
3. A SWINGIN' AFFAIR, Lester Linin ........Epic LN 3479

"Most Played by Jockeys"
FOR SURVEY WEEK ENDING AUGUST 23
Albums are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.
1. LESTER LAIN GOES TO COLLEGE, Lester Linin ........Epic LN 3474
2. BILLY VAUGHN PLAYS THE MILLION SELLERS, Billy Vaughn ........Epic LN 3475
3. THE JUKEBOX, The Jukebox ........Epic LN 3476

"Most Played by Jockeys"
FOR SURVEY WEEK ENDING NOVEMBER 28
Albums are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.
1. ONLY THE LONELY, Frank Sinatra .......Capitol W 1053
2. HAVE BAND, WILL TRAVEL, Indeed ........Epic LN 3320
3. ROCKS IN LOVE, Pat Boone ........Epic LN 3321

"Most Played by Jockeys"
FOR SURVEY WEEK ENDING JANUARY 1
Albums are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.
1. LESTER LAIN GOES TO COLLEGE, Lester Linin ........Epic LN 3474
2. DREAM GIRL, Rita Hayworth ........Epic LN 3476
3. A SWINGIN' AFFAIR, Lester Linin ........Epic LN 3479

"Most Played by Jockeys"
FOR SURVEY WEEK ENDING MAY 1
Albums are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.
1. LESTER LAIN GOES TO COLLEGE, Lester Linin ........Epic LN 3474
2. DREAM GIRL, Rita Hayworth ........Epic LN 3476
3. A SWINGIN' AFFAIR, Lester Linin ........Epic LN 3479

Dear D. J.'s, Librarians, and P. D.'s,
Do you have all our albums? Please write me.
WITH EVERY GOOD WISH FOR THE NEW YEAR,

LESTER LAININ
1776 Broadway, New York, N. Y.
### favorite single

<table>
<thead>
<tr>
<th>POL.</th>
<th>TITLE &amp; ARTIST</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>VOLARE (NEL BLU DIPINTO DI BLU), Domenico Modugno</td>
<td>Decca</td>
</tr>
<tr>
<td>2.</td>
<td>IT'S ALL IN THE GAME, Tommy Edwards</td>
<td>M-G-M</td>
</tr>
<tr>
<td>3.</td>
<td>EVERYBODY LOVES A LOVER, Doris Day</td>
<td>Columbia</td>
</tr>
<tr>
<td>4.</td>
<td>TOM DOOLEY, Kingston Trio</td>
<td>Capitol</td>
</tr>
<tr>
<td>5.</td>
<td>PATRICIA, Perez Prado</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>6.</td>
<td>FEVER, Peggy Lee</td>
<td>Capitol</td>
</tr>
<tr>
<td>7.</td>
<td>ALL THE WAY, Frank Sinatra</td>
<td>Capitol</td>
</tr>
<tr>
<td>8.</td>
<td>MR. SUCCESS, Frank Sinatra</td>
<td>Capitol</td>
</tr>
<tr>
<td>9.</td>
<td>I'LL HAVE TO DO IS DREAM, Everly Brothers</td>
<td>Cadence</td>
</tr>
<tr>
<td>10.</td>
<td>VOLARE (NEL BLU DIPINTO DI BLU), Dean Martin</td>
<td>Capitol</td>
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</tbody>
</table>

All-Italian "Volare" Makes Grade as Top Single

"Volare," by Domenico Modugno, the No. 1 favorite single of the nation's deejays, was really a landslide. The close to two million votes was one of the few hits in recent years with a non-English lyric to reach the top.

"It's All in the Game" by Tommy Edwards also has major significance. On the whole of this hit (a raving of an old Edwards disc), several other artists tried for disk clicks by recording up-dated versions of their former hits.

"Everybody Loves a Lover" by Doris Day with the Kingston Trio proved that a non-danceable platter could become a best seller if given enough spins and exposure.

"Patricia" by Perez Prado revived interest in the cha-cha and paved the way for several other hits which used this Latin rhythm. "Fever" by Peggy Lee was also an interesting side. This salty reading of Little Willie John's former R&B hit brought her back in a big way.

"All the Way" was an Academy Award winner, and "Mr. Success," also recorded by Frank Sinatra, scored heavily with jocks. Both were also chart disks. "All I Have to Do Is Dream" was a change in style for the Everly Brothers whose former hits were rhythmic rockably numbers. Dean Martin's English-lyric version of "Volare," the Italian prize-winning song, was also a huge favorite with jocks. The preference in tunes indicates that no one type of song or artist reigned supreme among jockeys. Virtually all of the popular vocal and instrumental approaches are reflected by the artists and songs included in the list.

The list also includes several types of songs with many artists, ranging from an folk song to European, Latin American and tunes by American crooners.

### favorite album

<table>
<thead>
<tr>
<th>POL.</th>
<th>TITLE &amp; ARTIST</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>COME FLY WITH ME, Frank Sinatra</td>
<td>Capitol</td>
</tr>
<tr>
<td>2.</td>
<td>ONLY THE LONELY, Frank Sinatra</td>
<td>Capitol</td>
</tr>
<tr>
<td>3.</td>
<td>STARDUST, Pat Boone</td>
<td>Capitol</td>
</tr>
<tr>
<td>4.</td>
<td>MUSIC MAN, Original Cast</td>
<td>Capitol</td>
</tr>
<tr>
<td>5.</td>
<td>SING ALONG WITH MITCH, Mitch Miller</td>
<td>Columbia</td>
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<tr>
<td>6.</td>
<td>SWINGING ON BROADWAY, Jonathn Jones</td>
<td>Capitol</td>
</tr>
<tr>
<td>7.</td>
<td>SWING SOFTLY, Johnny Mathis</td>
<td>Columbia</td>
</tr>
<tr>
<td>8.</td>
<td>SAVAWFUL NICE, Ray Conniff</td>
<td>Columbia</td>
</tr>
<tr>
<td>9.</td>
<td>CONCERT IN RHYTHM, Ray Conniff</td>
<td>Columbia</td>
</tr>
<tr>
<td>10.</td>
<td>BILLY VAUGHN PLAYS THE MILLION SELLERS</td>
<td>Dot</td>
</tr>
</tbody>
</table>

Jocks Pick Wide Range of LP's as Their Favorites

The top 10 favorite deejay albums show a wide variance. Four are by male artists, three are by pop instrumentalists, one is folk, one is an original cast and one invites listener participation.

Frank Sinatra without the benefit of a consistent string of singles holds first and second places with "Come Fly With Me" and "Only the Lonely." Pat Boone's "Stardust" placed third showing a large teen and adult following. (Note: LP rank.)

"The Music Man" was the only original cast of several recorded to place on the list, also none of the singles recordings from the score were disk successes. Jonathn Jones' railed trumpet style clicked strongly, and the pop-jazz set is entering its second year as a jockey and sales favorite.

Mitch Miller revived the gang sing with his infectious sing-along LP's. The album included a booklet of lyrics to encourage listener singing. Johnny Mathis scored with "Swing Softly," after clicking with two mood sets and a religious album.

Roy Conniff's distinctive choral and rock sound caught on again with jocks in "S AWFUL Nice" and "Concert in Rhythm," after he had previously scored with "Mister Wonderful" and "S Marvelous." Billy Vaughn's clever and contagious use of records accounted for a big album of hit tunes that had been recorded by artists whose versions had sold a million or more.

All of the albums selected as favorites were also best sellers. This was a rough year for LP vocalists. None of the top 10 were by female artists.

While the list of albums does include packages by artists who also had hit singles, it does show a separation between the two markets. All of the singers or orcs also produced singles, but only four had hits in both markets.

### favorite ep

<table>
<thead>
<tr>
<th>POL.</th>
<th>TITLE &amp; ARTIST</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>KING CREOLE, Elvis Presley</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>2.</td>
<td>STARDUST, Pat Boone</td>
<td>Dot</td>
</tr>
<tr>
<td>3.</td>
<td>JIMMIE RODGERS SINGS FOLK SONGS</td>
<td>Roulette</td>
</tr>
<tr>
<td>4.</td>
<td>JAILHOUSE ROCK, Elvis Presley</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>5.</td>
<td>JOHNNY CASH SINGS HANK WILLIAMS</td>
<td>Sun</td>
</tr>
<tr>
<td>6.</td>
<td>THE LATE, LATE SHOW, Dakote Staven</td>
<td>Capitol</td>
</tr>
<tr>
<td>7.</td>
<td>LOVE IS THE THING, Nat King Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>8.</td>
<td>COLE ESPANOL, Nat King Cole</td>
<td>Capitol</td>
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<tr>
<td>9.</td>
<td>EVERLY BROTHERS</td>
<td>Cadence</td>
</tr>
<tr>
<td>10.</td>
<td>ONLY THE LONELY, Frank Sinatra</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

R&R. Artists Score on EP Chart; Elvis Tops List

Deejays are playing comparatively few EP's these days--because the same sides are available on LP's or because the record companies aren't servicing them--according to The Billboard's 11th Annual Record Artists Popularity Poll.

It is interesting to note that whereas rock and roll artists failed to make much of a dent on the other popularity charts, r & r personalities show up more prominently on the EP list.

Johnny Cash, for instance, who didn't place on any of the other charts, is No. 5 here, while Elvis Presley is No. 1, pulling almost twice as many votes as the runner-up--Pat Boone with "Stardust." Presley also placed in the No. 4 spot with "Jailhouse Rock." Altogether practically all of the EP's on the chart are also available as LP's, only two of them were listed by the jocks on the LP popularity chart--Boone's "Stardust" and Frank Sinatra's "Only the Lonely."
Thanks to a great staff for supplying MGM with the following great hits during 1958:

Thanks to JESSE KAYE for "Purple People Eater"

Thanks to MORTY CRAFT and LEROY HOLMES for "It's All In The Game"

Thanks to MORTY CRAFT for "Stupid Cupid"

Thanks to JIM VIENNEAU for "It's Only Make Believe"

Thanks to MORTY CRAFT for "There Goes My Heart"

Thanks to MORTY CRAFT for "My Happiness"/"Never Before"

Thanks to LEROY HOLMES for "Donde Esta Santa Claus"

and Thanks to everyone else in the MGM Organization who helped create, promote, sell and distribute the MGM product.

Sincerely,

Arnold Maxin
President, MGM Records
THE ELEGANTS

LATEST SMASH HIT:

PLEASE BELIEVE ME
c/w GOODNIGHT

APT 25017

Directions:
SHAW AGENCY

KATHY WATTS
306 Alter Ave.
Staten Island 5, N. Y.
El-1-3156

Personal Management:

www.americanradiohistory.com
Thanks, Disk Jockeys, for starting the

FRANKIE

AVALON

‘AVABLANCE’

DE DE DINAH

YOU EXCITE ME

TEACHER’S PET

Gingerbread

Exclusively

CHANCELLOR RECORDS

Distributed by

AmPar Recording Corp.

1501 Broadway

New York, N. Y.

Personal Management

M.D.B. Enterprises

206 South 13th St.


Bookings

GAC

I’LL WAIT FOR YOU

CHANCELLOR #1026

current best seller

Seasons Greeting and

Thanks for all those spins.

Frankie

www.americanradiohistory.com
Another HIT for Eddie!

"C'MON EVERYBODY"

Thanks --
Eddie Cochran

Personal Management
JERRY CAPEHART
1534 N. La Brea, Hollywood, Calif.

Exclusively on
LIBERTY RECORDS, Inc.
In This Season of Good Will—

all of us at ABC-Paramount

want to sincerely express our appreciation
to you disk jockeys, dealers, operators and one-stops
for your understanding and cooperation.

With your help, it’s been a wonderful,
wonderful year for us. May we wish the same
for you in ’59—and a

Merry Christmas
and
Happy New Year

to start it off right!

Sam Clark
President
**Survey Shows GAC Tops in Booking D.J. Favorites**

General Artists Corporation handles more than three times as many artists on the deejay's favorite chart as any other booking agency. GAC represents 125 artists on the poll, William Morris and Music Corporation of America each book nine, and Associated Booking handles seven.

Alexander books four of the chart's names, while Shaw Artists reps two (Valerie Carr and Deka Staton) and the Sapp Agency one (the Kingston Trio). GAC is the only agency which books out of town, individual popularity charts, with two exceptions. Alexander showed up strong on the Favorite instrumental group, and Associated was big on the favorite instrumental group, with

Among the No. 1 favorite artists, GAC represents three—Connie Francis to the singles market and Johnny Mathis, William Morris has two, Frank Sinatra and Elvis Presley. Alexander has one, the Tommy Dorsey-Warneke-Covington has two, and Associated has two, Lee Brown and Evie Sands.

While William Morris and MCA have in the past concentrated on TV shows, a new interest in this market has given GAC a made a determined drive to control a larger share of the market. The emphasis was on wax artists because even stronger when Larry Keana moved over from his post as head of Reprise to become GAC's headman. In addition to its own favorites, GAC has gone after the upcoming young disk artists, signing them up on the most favorable rate that at one point this fall more than 50 per cent of the disks.

The Billboard's best-selling charts were cut by GAC talent. Four with a few them packing, GAC benefits from its tie-up with

**Irvin Field, whereby Field and GAC tend out package shows and are booked as a regular Basis. The shows spotted top spots on the market.**

Recently GAC and Field launched plan to tie in local deejay and radio stations with his post as head of Field-GAC show packages. The promotion involves the sale of $1 Show Book Value Books by local to their listeners. The books contain a special Field-GAC-Feld stage shows, which the jobs agree to sponsor during the fall, in return for their names on the bookings and various other promono-

**For Miss Morgan and also with MCA.**

**Popular chart winners handled by William Morris are Kathy Linden, Jackson's Ford, and Jimmy Davis, and with MCA.**

**Additional chart artists repre-

**Nashville's Calvert, as well as with MCA.**

**We have a problem: a record problem.**

We are not a Top 50 station, but it's very hard to keep from being on the air. Our little deal with the two local record dealers would probably keep us stocked with Top 50, but we'd like to have a few tunes before they appear on the charts! This is hard to do, because we have to be selective in the tunes we select.

"I must admit that the smaller companies have been giving us a hard time. We don't want to know is how do you get the larger companies to send you records. I said before, I believe this is the reason why we have some of the larger stations have converted to the Top 50."

Our station is very active in running record hops. We have an article on records in the local public relations and have done a few other things to be a good job of selling people on new tunes (when we can get them) before they appear on the charts. I'm convinced that we are not 100 percent right, but the smallest stations. Our size is when it comes to obtaining records, but I feel we could make life a little easier. We have a variety of our musical programing!"
MAN... WHAT CAN WE SAY

...BUT THANKS

Our current hits

Ray Charles
THE RIGHT TIME
Atlantic 2010

Ruth Brown
I'LL STEP ASIDE
Atlantic 2008

LaVern Baker
I CRIED A TEAR
Atlantic 2007

Betty Johnson
I WANT A GOOD
HOME FOR MY CAT
Atlantic 2009

Bobby Darin
QUEEN OF THE HOP
Atco 6127

Ray Charles
ROCKHOUSE
Atlantic 2006

Clyde McPhatter
A LOVER'S QUESTION
Atlantic 1199

Chuck Willis
KEEP A-DRIVING
Atlantic 2005

ATLANTIC & ATCO RECORDS
In 1959...

#1 RECORD
#1 SONG
#1 ARTIST

"DONNA"

"LA BAMBA"

RITCHIE VALENS

DELFI #4110

Personal Management
KEENE ENTERPRISES
His Greatest Since

TWICE IN A ROW

Voted Best Orch. of the Year!

THE CASH BOX

THE BILLBOARD

DECEMBER 15, 1958

www.americanradiohistory.com
Sail Along Silvery Moon
VAUGHN
HAWAII

and

"TICO TICO"

# 15875

QUALITY RECORDS • In Canada
CURRENT HITS

"THE BLUEBIRD THE BUZZARD AND THE ORIOLE" — BOBBY DAY
#341

"REBECCA" — GOOGIE RENE' 
#290
Best R&B Instrumentalist of 1958
Cash Box

"PRETTY GIRLS EVERYWHERE" — EUGENE CHURCH
#235

Thanks, D. J.'s for the big assist in plugging our hits!

CATALOGUE OF BEST SELLERS

"ROCKIN' ROBIN" — Bobby Day
Best record of 1958 — Cash Box
#210

"SHINE ON, HARVEST MOON" — Googie Rene'
#227

"JIMMY" — Jeani Mack
#220

"HEY GIRL, HEY BOY" — Oscar Melville
#226

"BEAUTIFUL WEEKEND" — Googie Rene'
#212

ALBUMS

#5002 — "ROCKIN' WITH ROBIN" — Bobby Day
#5001 — "BEAUTIFUL WEEKEND" — Googie Rene'

class Records
Hollywood
"POOR BOY"  
The Royaltones  
Jubilee 95338  
ON THE CHARTS

"PEEK-A-BOO"  
The Cadillacs  
Josie 9846  
ON THE CHARTS

"MANHATTAN SPIRITUAL"  
Reg Owen & Orchestra  
Palette 5005  
ON THE CHARTS

"NEED YOUR LOVE"  
Bobby Freeman  
Josie 9844  
ON THE CHARTS

"SERMONETTE"  
Della Reese  
Jubilee 95345  
Billboard "Pick"  
Cash Box "Disk of the Week"

"BARB'RY ANN"  
Bobby Edge  
Jubilee 95397  
Cash Box "Sleeper"  
and climbing rapidly

"IN A LITTLE SPANISH TOWN CHA-CHA"  
Sy Oliver & Orchestra  
Jubilee 95349  
Cash Box "Best Bet"  
A real swingin' cheeta

"SHEPHERD'S CHA-CHA"  
Moe Koffman  
Jubilee 95352  
Cash Box "Sleeper"  
Another hit for Moe

"WHY DON'T YOU GO HOME FOR CHRISTMAS?"  
Jim (Mr. Magoo) Backus  
Jubilee 95351  
Cash Box "Sleeper"  
Side splitting novelty

"WHEN YOU'RE GONE"  
Buzz & Al  
Josie 9848  
Billboard "Pick"

"ESO ES EL AMOR"  
Morty Palitz & Orchestra  
Josie 950

"SONG FROM 'THE GEISHA BOY'" b/w "GRETNA GREEN"  
From the Paramount Picture "The Geisha Boy"  
Jubilee 95354  
A Sure Hit
Thanks, D.J.'s/
for your great help!*

**THE CHAMPS' NEW HIT!**

**“GONE TRAIN”**

b/w

**“BEAT NIK”**

Recording on

CHALLENGE RECORDS

*We're Working Steadily and we're hitting percentages. Hope we'll be in your area soon.

---

**BEST SELLING LP'S, 1958**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist &amp; Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><em>My Fair Lady</em></td>
<td>Original Cast, Columbia OL 5090</td>
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<td>2.</td>
<td><em>The Music Man</em></td>
<td>Original Cast, Capitol WAO 990</td>
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<td>3.</td>
<td><em>Johnny's Greatest Hits</em></td>
<td>Johnny Mathis, Columbia CL 1133</td>
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<td>4.</td>
<td><em>South Pacific</em></td>
<td>Sound Track, RCA Victor 10E 1632</td>
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<td>5.</td>
<td><em>Come Fly With Me</em></td>
<td>Frank Sinatra, Capitol W 920</td>
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<td>6.</td>
<td><em>Around the World in 80 Days</em></td>
<td>Sound Track, Decca DL 9046</td>
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<td>7.</td>
<td><em>Warm</em></td>
<td>Johnny Mathis, Columbia CL 1078</td>
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<td>8.</td>
<td><em>South Pacific</em></td>
<td>Original Cast, Columbia OL 4180</td>
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<td><em>The King and I</em></td>
<td>Sound Track, Capitol SAD 595</td>
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<tr>
<td>11.</td>
<td><em>Hymns</em></td>
<td>Tennessee Ernie Ford, Capitol T 1056</td>
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<td>12.</td>
<td><em>Oklahoma!</em></td>
<td>Sound Track, Capitol SAD 595</td>
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<td>13.</td>
<td><em>Tchaikovsky Piano Concerto No. 1</em></td>
<td>Van Cliburn, RCA Victor LN 2252</td>
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<td>14.</td>
<td><em>Pat's Great Hits</em></td>
<td>Pat Boone, Dot DLP 3071</td>
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<td>15.</td>
<td><em>Film Encores</em></td>
<td>Mantovani, Ken-Ton LL 1700</td>
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<td>16.</td>
<td><em>The Late, Late Show</em></td>
<td>Dakota Staton, Capitol T 876</td>
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<td><em>Gigi</em></td>
<td>Sound Track, MGM T 3641 ST</td>
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<td><em>Paul Joey</em></td>
<td>Sound Track, Capitol W 912</td>
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<td><em>Eddy Duchin Story</em></td>
<td>Sound Track, Decca DL 8290</td>
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<td>22.</td>
<td><em>Songs of the Fabulous Fifties</em></td>
<td>Roger Williams, KAPP XKL 5000</td>
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<td>23.</td>
<td><em>Heard the Cross</em></td>
<td>Tennessee Ernie Ford, Capitol T 1095</td>
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<td>24.</td>
<td><em>Indiana</em></td>
<td>Pat Boone, Dot DLP 3118</td>
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<td>25.</td>
<td><em>Sail Along Silvery Moon</em></td>
<td>Billy Vaughn, Dot DLP 3190</td>
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<td><em>Till</em></td>
<td>Roger Williams, Capitol T 1081</td>
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<td><em>Spirituals</em></td>
<td>Tennessee Ernie Ford, Capitol T 818</td>
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<td><em>Swinging on Broadway</em></td>
<td>Joni Jones, Capitol T 953</td>
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<td><em>Dusk of Dixieland, Vol. 3</em></td>
<td>Audio Fidelity, ARP 1551</td>
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<td>30.</td>
<td><em>Love Is The Thing</em></td>
<td>Nat King Cole, Capitol W 824</td>
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</tbody>
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**BEST SELLING EP'S, 1958**

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<td>1.</td>
<td><em>Jailhouse Rock</em></td>
<td>Elvis Presley, RCA Victor</td>
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<td>2.</td>
<td><em>Ricky</em></td>
<td>Ricky Nelson, Imperial</td>
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<td>3.</td>
<td><em>Hymns</em></td>
<td>Tennessee Ernie Ford, Capitol</td>
</tr>
<tr>
<td>4.</td>
<td><em>King Creole, Vol. 1</em></td>
<td>Elvis Presley, RCA Victor</td>
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<td><em>Spirituals</em></td>
<td>Tennessee Ernie Ford, Capitol</td>
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<td>7.</td>
<td><em>Everly Brothers</em></td>
<td>Everly Bros., Cadence</td>
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<td><em>King Creole, Vol. II</em></td>
<td>Elvis Presley, RCA Victor</td>
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<td><em>Unchained Melody</em></td>
<td>Ricky Nelson, Imperial</td>
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<td><em>Loving You</em></td>
<td>Elvis Presley, RCA Victor</td>
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<tr>
<td>11.</td>
<td><em>Heard the Cross</em></td>
<td>Tennessee Ernie Ford, Capitol</td>
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<tr>
<td>12.</td>
<td><em>Come Fly With Me</em></td>
<td>Frank Sinatra, Capitol</td>
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<td>13.</td>
<td><em>Johnny Cash Sings Hank Williams</em></td>
<td>Johnny Cash, Son</td>
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<td>14.</td>
<td><em>Johnny Mathis</em></td>
<td>Johnny Mathis, Columbia</td>
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<tr>
<td>15.</td>
<td><em>Four By Pat</em></td>
<td>Pat Boone, Dot</td>
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<tr>
<td>16.</td>
<td><em>Warm</em></td>
<td>Johnny Mathis, Columbia</td>
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<td>17.</td>
<td><em>Sings Along With Mitch</em></td>
<td>Mitch Miller, Columbia</td>
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<td>19.</td>
<td><em>Stardust</em></td>
<td>Pat Boone, Dot</td>
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<td>20.</td>
<td><em>Just a Closer Walk With You</em></td>
<td>Pat Boone, Dot</td>
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<td>22.</td>
<td><em>Just for You</em></td>
<td>Elvis Presley, RCA Victor</td>
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<td>23.</td>
<td><em>Roger Williams</em></td>
<td>Roger Williams, Kapp</td>
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<tr>
<td>24.</td>
<td><em>The Loco's Prayer</em></td>
<td>Pat Boone, Dot</td>
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<td><em>The 7 Hills of Rome</em></td>
<td>Maria Lanza, RCA Victor</td>
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<td><em>Jo-An</em></td>
<td>Twin Tones, RCA Victor</td>
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<td>28.</td>
<td><em>And a Very Merry Christmas</em></td>
<td>Pat Boone, Dot</td>
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<td>29.</td>
<td><em>Honky Tonk Piano</em></td>
<td>Knuckles O'Toole, Grand Award</td>
</tr>
<tr>
<td>30.</td>
<td><em>Songs of the Fabulous Fifties</em></td>
<td>Roger Williams, Kapp</td>
</tr>
<tr>
<td>31.</td>
<td><em>Heartbreak Hotel</em></td>
<td>Elvis Presley, RCA Victor</td>
</tr>
</tbody>
</table>
'Hot 100' Shows a New Talent Trend

By HOWARD COOK

NEW YORK—A survey of The Billboard's Hot 100 chart shows that December was a big year for new talent: thirty-six new artists or groups had one or more hit placings among the top 30 listings since the chart was started in August.

This was also a strong year for "come-backs." Many artists who had been without hit records for long periods produced hits. Several other artists, placed in positions just below the top 30.

Capitol heads the lists of companies with new talent to reach the chart for the first time with four. Decca had three, and also, Decca, Dot and Mercury had two artists each with chart disks among the top 30 placers for the first time.

The Capitol artists and their records are the Kingston Trio with "Tom Dooley," Ed Townsend with "For Your Love" and "When I Grow Too Old to Dream," which also reached the chart, the Johnny Otis show with "Willy and the Hand Jive" and "Crazy Country Hop," which is currently climbing and Louis Prima and Keely Smith, who are scoring with "That Old Black Magic." Decca's winners were the Kalin Twins with "When" and their follow-up, "Finger Me Not," Earle Grunt with "The End" and the Tommy Doney-Warren Covington with "Tea for Two Cha Cha" and their current hit, "I Want to Be Happy Cha Cha.

Dot talent included Robin Luke, who had a strong showing with "Smokey Darlin," and the Slades with "Yen Chanted." Deimos had the Olympians with "Western Movies" and Jody Reynolds with "Endless Sleep." "Fire of Love" by Reynolds also reached the chart. Mercury's artists were the Danubians with "One Summer Night" and Big Bopper with "Chantilly Lace" and who is now threatening with "Ring of the Riding Hood." Also scored with Bobby Darin, who had "Splish Splish" and who is currently selling with "Queen of the Hop." "Early One Morning" by Bobby Darin and the Binky Dinks also placed among the top 30.

Other Winners

Other artists, their records and labels with first hits were the Fm Tail, "Born Too Late," ABC-Paramount; Jerry Butler & the Impressions, "For Your Precious Love," ABC; Jimmy Clanton, "Just a Dream" (Clanton loans a strong threat to some with "What You Mean to Me"), Ace; the Elephants, "Little Star," Apex; the Apaches, "Mexican Hat Rock," Cameo; Jack Scott, "My True Love" and "With Your Love," Capitol; Jerry Wallace, "How the Time Flies," Challenge; Harvey & the Moonglows, "The Ten Commandments of Love," Chess; Eldon Rodgers, "The Treasure of Your Yours," Columbia; the Teddy Bears, "To Know Him Is to Love Him," Date; Little Anthony & the Imperials, "Tears on My Pillow," Dot; the Janies, "Summer Summertime," Epic; Donnie Owens, "Need Your Love," Gran- dent; the Quot-Tones, "Down the Aisle of Love," Hungry Dog; Edith, Rebel-Rouser and Cannon Ball (Edthy's "Rumord" was also a winner), Janie.

Other labels with artists who had their first time among the top 30 of the Hot 100 included Bobby Freeman, "Do You Want to Dance," and Betty Lou Got a New Pair of Shoes," which came close, Janie, the Royaltones, "Poor Boy," Jubilee; Raymond LeFevere, "The Day the Rain Came," Kappy Davis & the Belmores, "I Wonder Why" and "No One Knows," Lorraine Cato, "Toppy II," Toppy F. and his current "Toppy II," which also appeared headed for a slot among the top 30, Love and Conway Twitty, "It's Only Make Believe," M-G-M.

Runners-Up


There are several new artists who at the moment appear bound for the top 30 with their current hot sides. These are Billy Grammer, "Cotta Tryin' On," Monument; Enoch Light and the Light Brigade, "I Want To Be Happy Cha Cha," Grand Award; Bernie Lowe Ork, "Sing, Sing, Sing" and "Intermission Riff," Cameo; the Nat Turnados, "Philadelphia, U. S. A.," Carlton, and Ritchie Valens, "Doo na, Del Fi.

Chart Newcomers

Movie Diskeries In Big Deejay Romance

- Platter spinners rank high in promo plans of films
- Growing ranks of movie labels spell big rivalry

By BOB BOLONTZ

In 1958 Warner Bros. (WB), 20th Century-Fox (20th Fox) and Columbia Pictures (Columbia), started their own record labels. Thus, they jockeyed the ranks of such film firms as M-G-M, Paramount (Dot) and United Artists (UA) which already had active record subsidiaries. The move into the record field of these picture film labels has meant increased competition among all large diskeries for movie sound track scores and increased stress on deejay promotions, to help push movie track sets.

The intensity of the promotional activity on the part of some of these labels with the jocks, some of the twists used and the tie-ins with their parent picture firms to help expose movie tracks indicate their thinking as to the importance of deejays in getting albums exposed to the adults and the teenagers as well.

M-G-M, as the puppet of the film-exceeding executives, put on one of the most intense promotions of the year with its push on the album that has become one of the top sellers this year, "Cilig." Not only did M-G-M and M-G-M Picture tie-ups to hold screenings of the film at radio stations in all major cities, but they sent out copies of all three versions of the score (the sound track sheet, the jazz version and the pop version) on their label to jocks. And, of course, the M-G-M picture field men, as well as the M-G-M record distributor promotion men, visited deejays to explain the merits of the LP. The strong sales of the "Cilig" tract can be attributed in part to its exposure in addition to the fact that it is an excellent picture with an excellent score.

Most of the disking movie firms use the parent firm's branches, the movie distribution exchanges, to auxiliary ads in promoting their albums and their single record with times from movies or full scores. Many of the local film offices have men who constantly write jocks and radio stations, since film companies do a lot of advertising on radio of their current or upcoming movies. In areas where record distributors do not or cannot send promotion men, film promotions will often take records and albums to give to jocks.

Some films promotion men hit small town jocks. Since these are the areas often left unattended by distributors. Many of the local film promotion men will press to get a disk containing a song from the film or a complete record from the sound track album of the film (if there is one) aired after a commercial advertising the movie concerned.

Artists Tours

In addition to intense promotion activities carried out by many of the film record labels, movie owned diskeries at times get an added boost with their sound tracks when artists appearing in the film or connected with the picture get a chance to promote their personal appearances connected with the movie. As a rule, a wave must come to visit jockies in the towns they hit. The United Artists sound track of "The Big Country" had the stimulus of many of its stars actively pushing the album with jockeys, one of these stars being Gregory Peck. At the present time, M-G-M Records has a Roman Tamlyn out on the road pushing the sound track waxing of "Tom Thumb" in which he stars.

Warners Records, the opposite of a movie firm "subsidary" since it owns Universal Pictures, threw parties for jocks with Steve Allen as host when Allen was starring in the "Beany Goodman" show. And Decca released the sound track.

It is not always possible for even movie firm record companies to get picture stars to hit to road to visit deejays. Commitments of various sorts make it difficult for many actors and actresses to get away, but they try whenever they can and occasionally succeed. As the competition for float scores gets tough, film company diskeries will probably put more and more pressure on the parent firm to get some of the stars of sound track movies out on the road.

Warners Brothers record firm intends to go on an all out deejay promotion push with its forthcoming sound track album from the film "Austrvse Marrs." This will be the first sound track score that the new WB label has snagged and they plan to promote it extensively. Colpix Records has only issued a few albums to date, so has not had the opportunity to fer its promotional muscles, so expects to be in a position to do so with its first sound track album early next year.

New UA Twist

United Artists Records has come up with a new promotional twist to push its sound track recording from the current flick, "I Want To Live." Johnny Mandel composed, arranged and conducted the music for the score of the film. UA Records have sent him out to promote the track and to date he has visited every jockey in New York and Chicago promoting and talking about his album, etc. UA arranged extensive screenings of "I Want To Live" for deejays in many major cities.

Twentieth Fox is another movie label that has not yet released a sound-track album. They expect to do it early next year. However, they have already made use of the promotion men in the film company's branch offices to enhance the record and promote it. "Little" deejays in small towns who are not personally serviced by their distributor promotion men.

Also the number of albums sent out to deejays by any company is closely guarded secret, but it is understood that extensive mailings are made to deejays by film-owned diskeries of sound-track sets. Sometimes an EP or a single from the sound track album will be mailed to deejays who would not normally get an LP, and at these times EPs or singles are sent along with the LP. United Artists special promotion men, for example, have seen that some deejays are not obtaining the album. The demand for these deejays has resulted in a trend for United Artists to release it as a regular single. UA will release another single from the album shortly.

Movie-Disk Stars

When a film studio has a hot disk artist starring in a movie it is not necessary to do the same movie or film or single of the promotion with a single or album from the company. As a rule, the album is sold with a non-disk name. Dot Records' experience on Pat Boone's single from "March Grass" is a case in which the film will easily benefit from the record long before anyone has seen the movie.
L.A. Dealers Find DeeJay Shows Sell

By LEE ZITO

The great power of the disk jockey to expose record product is being harnessed in Hollywood in unique ways to deliver maximum sales impact.

One system concerns two key record dealers who have become among the area's major radio time buyers, using blocks of air time to plug specific releases. Another plan is being pioneered by a local radio station which offers plugs for new releases on a prearranged rate-card basis.

The two dealers—Music City and Sight and Sound—buy their radio time with extra money, but they use the time and methods are quite different. Biggest time buyer by far is Clyde Wallach's Music City, whose contracts this month call for 57 hours of block time plus 1,712 spot announcements on 10 stations.

Wallach regularly uses the same four stations for his major time blocks: KFAC, KPWB, KLAC and KMPC—adding to this basic core a generous array of spot announcements on various other outlets. This month's buys break down as follows: 78 hours on KLAC, 16 hours on KPWB, 9 on KMPC and six on KFAC. In addition, spots are placed on KABC, KMB, KDAY, KJH, KNX and KBHM.

Deejays used include Ira Cook (KMPC), Bob Crane (KNX), Elliott Field (KPWB), Johnny Grant (KMPC), Al Jarvis (KPWB) and Ron McCoy (KLAC), among others. Music City programs its own shows (but most comply with station policies), recommending specific disks to be exposed. The choice of records destined to enjoy this exposure originates with the various deejays who contribute co-op money. The number of plugs each deejay can pick is determined by the size of his contribution.

All key deejays in this area, with the exceptions of one, participate in this arrangement to varying degrees. Abe Diamond remains the lone holdout.

Four Plants

Wallach offers deejays four plants ranging in cost from $200 to $300 per month. Wallach has averaged the rate-cards of the local stations and has concluded that his cost is $133 per announcement. Numbers each deejay's product will receive is determined by dividing 13 into the sum of his monthly co-op contribution.

In addition to air time, participants also benefit from varying degrees of in-store promotion at both Music City's Hollywood and Lakewood stores. In-store promotions include window displays, counter signs, placement in specific store traffic areas, also the participants' choice of 'plug' release gets "Album of the Day" notice on the various stations. Degree of participation also determines extent of plugging on Music City's "Predicted Hits" portion of its best seller chart mailer. (Music City mails this list to radio stations throughout the U.S. free of charge at their request.)

Sight and Sound buys 10 hours per week on three stations. Deejay splits cost of air time on a straight 59-59 basis with the deejays. Participants get quarter-hour segments of time during which they plug their waves. Sight and Sound also offers plugging its time buys as follows: Eight hours per week on KMPC with Bill Stewart and John Shane spinning the platters.

Special feature of this show is in playing the week's top sellers as formulated by Sight and Sound. This portion of the show is called "The Big Six Play the Big Six," tying in with the station's own campaign on its array of six spinners. Hour is devoted entirely to exposing single disks. Sight and Sound also buys an hour Sunday nights on KFAC, the local long-hair station, where it displays its latest classical releases. Show is aired in stereo, thus permitting plugs for stereo equipment.

KDAY's plan, treated in earlier (Continued on page 54)

Top Talent Split

Among Many P.M.'s

NEW YORK — More than 60 personal managers or personal management offices are listed for artists winning on the deejay popularity poll in this issue, but only six manage more than one performer.

John Levy is on top, volume-wise, with four artists on the charts—George Shearing, Ahmad Jamal, Ernestine Anderson and Dakota Staton. Tied with three artists each are the lists of Ken Green, (Kydell Carmine, Steve Lawrence and Jack Kale) and Gable, Katz, Heiler & Loeb (Flammar, Jimmy Rodgers and the Hi-LOS).

Three managers tie with two artists on the poll. Cirila, Cian & Burton (Betty Johnson, Bobby Darin), Carlo Gabel (June Christy, Nat Cole) and Miko Stein (Norman Perry, Four Lads).

A wide variety of personal management types are represented. Some concentrate full time on one performer (Jack Raat and Patty Page, etc.), handle several acts, and others divide their time between management and other fields. Cirila, Green & Burton, for example, are record producers and operate Trinity and Trouble Music. Wood-Spina (Pat Boone's management), are Randy Wood, headman at Dot Records, and Jack Spina, who handles Dot's music publishing firm. Occasionally a performer manages himself. Albert Nevin, of the Three Suns, is an example here. José Troux's manager, Tony Viva, is also her husband and an established saxophonist on his own. Martin Matthes, of course, Doris Day's husband, as well as her manager, and Charlie Connors (of C.G. B.) is married to Betty Johnson.

The Every Brothers' managers, Wesley Rose, owns Alcuff-Rose Music. Wesley Nelson's father, Ozzie Nelson, is his manager. Miko Kay, who manages Atlantic's Modern Jazz Quartet, is United Artist Records' chief. Dee Beline, Perry Como's personal manager, is his brother-in-law, Henry Jaffe, Dinah Shore's manager, is a key TV package.

Thanks for everything and Season's Greetings!
From

CHANCELLOR

IN PRAISE OF DEE-JAYS!

Gentlemen, '58's been great—with a big assist from your spins. Thanks a million—here's hoping you'll give a whirl or three to our

3 LEAD-OFF SMASHES FOR '59!

FRANKIE AVALON's
latest hot shot—rocketing up the charts right now!

"I'LL WAIT FOR YOU"
b/w "WHAT LITTLE GIRL"
C-1026

FABIAN
a star—
here's his first real runaway!

"I'M A MAN"
b/w "HYPNOTIZED"
C-1029

And now the star destined to shine in '59...

JOSEF DAMIANO
"RUMORS"
singing
b/w "THIS IS LOVE"
C-1028

And the current release by Chancellor's queen JODIE SANDS—

"SOMEDAY (You'll Want Me To Want You)" b/w "Always In My Heart" C-1023

What can we say after we've said "Thanks"? Gratefully—for all your help—

Bob Marcucci
Peter De Angelis

Distributed by AM-PAR Record Corp.
$2 SAVING* GIGANTIC PROMOTION
=UNPRECEDENTED JANUARY SALES!

OFFENBACH
GAIÊTE PARISIENNE
KHACHATURIAN GAYNE BALLE T SUITE
Boston Pops Orch.
Arthur Fiedler

Superb new sound makes a sensational new traffic-builder for January! RCA Victor is putting everything behind "GAÎTE PARISIENNE" in its January promotion: TV commercials on the "Eddie Fisher Show" and "Ellery Queen", heavy advertising in major media across the country, and, most important, a $2 saving* to your customers during January only. And what an album! Offenbach's "Gaité Parisienne" and Khachaturian's "Gayne Ballet Suite"... by the Boston Pops, with Arthur Fiedler conducting! Available in both Living Stereo and regular L.P. albums!

One of RCA Victor's greatest sound triumphs. You'd better move fast on this album because it's going to move fast! Call your distributor now for special details.

AND HERE ARE FOUR MORE PROFIT-BUILDERS, JUST RELEASED, IN BOTH LIVING STEREO AND REGULAR L.P.

BRAHMS
CONCERTO No. 1
LSC/LM-2274 Gary Graffman's sensitive new interpretation of the Brahms Piano masterpiece

SCHUMANN, SCHUMANN, SCARLATTI, HANDEL
Schubert: SCHUMANN, SCHUMANN, SCARLATTI, HANDEL

THE ART OF SONG * VALLETTI
LSC/LM-2280 A great tenor sings Schubert, Handel, Scarlatti, and others. 14 songs in all.

SCHUMANN, SCHUMANN, SCARLATTI, HANDEL
14 songs in all.

THE ART OF SONG * VALLETTI
LSC/LM-2275 The young Canadian contralto in a lieder recital that includes Brahms' Gypsy Songs.

SAMUEL BARBER
Vanessa
LSC/LM-6062 The original Metropolitan Opera Production of the 1958 Pulitzer Prize winner. (Abridged)

*Of Manufacturer's Nationally Advertised Price
Immediate Chart Action

Edmundo Ros
I Talk To The Trees Cha Cha
1831

Voted [NO.1]
most promising new
girl vocalist 1958
Cassidy

Traveling To The Top!
Billy Grammer
Gotta Travel On
460

The Instrumental Hit!
Mantovani
Come Prima
1840

Thanks To You, D.J.'s

Everybody Picks It
Herb and Betty Warner
Slowly
109

Fast Climbing Ballad
Ted Heath
All Time Top 12
Start The Beguine; April In Paris; 'S Wonderful; Tenderly; Autumn Leaves; Somebody Loves Me; September Song; Stardust; Tea For Two; On The Sunny Side Of The Street; I've Got The World On A String; My Blue Heaven.

Great Follow-Up!
Tommy Mara
Marie
B/W
You Don't Know
8547

The Album You've Wanted
Joe Leahy
It's Never Too Late For Dancing
My Baby Just Cares For Me; The More You See Me; The Moon Was Yellow; Out Of Love; Sweet Adeline; Liza; Five Rose In; Everything; Hello约合; Only Love Can Make; Rose Are A Prayers Corn Silk; I Can't Begin To Tell You; and Others.
FL 7502

The Album You've Wanted
Christmas Special
Winifred Atwell
Golden Carol
1843

Just Released
New Teen Craze
Billy Graves

An Exciting Voice
Terri Stevens
All Alone
8537

Best Seller in Detroit
Cyril Stapleton
Holiday Hop
1815

Both Sides Selling!
Billy Carroll
Big Green Car
B/W
That's All I Want
2000

No.1 in England - Starting Here
Lord Rockingham's XI
Hoots
Mon
1839

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"TEASIN'"
THE QUAKER CITY BOYS
4023

Breaking Big Everywhere

BILLIE & LILLIE

"LUCKY LADY BUG"
4020

Another Blockbuster from...

DICKY DOO AND THE DON'TS

"TEARDROPS WILL FALL" b/w
"COME WITH US"
4025

Handsome Talented DON WAYNE

"HEAD OVER HEELS IN LOVE"
4024
and Capital are sponsoring stereo one-hour weekly programs in the evening on WQXR. Spoken for the listeners indicated a feeling that this was a great way to unveil new stereo releases to a ready-made market.

Stereo activity on the part of jockeys catering primarily to what might be called the rocking teen-age market has been strictly limited up till now. That’s mainly because, to date, record companies have focused little attention on producing stereo versions of typical rock and roll hit fare. Even this situation, however, is seen as being in general a question, but this does bear on observations made by some industry people about stereo broadcasting. These people feel that the AM-FM, AM-FM-TV or FM-AM combination method of stereo broadcast-
Capitol Is Hottest Label

• Continued from page 11

This week's jukebox charts, while Pat Boone scored No. 3 on both the favorite EP and LP lattings. Also scoring big was the Mills Brothers, formerly with Decca.

Coral With Three

Coral has three new favorites. The McGiff Sisters, Jack Kane and Steve Lawrence (rumored to be married to a former ABK-Paramount). Decca made two No. 1 spots, via the Tommy Dorsey-Wayne Carwright Band (most promising band) and Deja Vu (singers' favorite). Also scoring was Decca's Red Hot and the Four Acers. Rondette's four-artist combo included Jimmy Rodgers (No. 2 most promising male singer), the Playmates and Coast Ruin, and Valerie Carr.

Registering two artists each were Cadence (Everly Brothers and Andy Williams), Kapp (June Morgan and Raymond Leeves Osby), Atlantic (Betty Johnson and the Modern Jazz Quartet) and Epic (Leser Lani and the Four Coins).

Labels showing up with one artist each were Federal (Kathy Linden, No. 3 most promising female singer), Argo (Alonzo Jalma, No. 2 most promising instrumental group), Chart (Champs, No. 3 most promising instrumental group), Atari (Robbie Davis), Imperial (Ricky Nelson), London (Ted Heath), Verve (Ella Fitzgerald), Audio Fidelity (Dolores Dickerson), Jackpot (Originals), Cameo (Applegack), East-West (Kingsmen, Love (Cindy Coles).

D. J. Romance

• Continued from page 52

hers it is believed they would have had a very hot LP, too.

As 1959 gets under way it can be expected that there will be more and more accent on deluxe promotion on the part of film-owned labels. More and more studio-made sets will be issued to more and more deejays, and it can be expected that more artists, actresses, conductors, composers and others connected with the movie will be around to say hello to the jocks. And the deejays will get a chance to attend more of those social gatherings and more and more cocktail parties.

If you are a deejay, the movie industry—and its many subsidiary record firms—needs you.

which in itself would produce better stereo sound.

However, the multiplexing matter is now in the hands of the Federal Communications Commission. The problem is now being controlled by some malcontents to the long battle which developed in 1949-1950 over methods of color TV transmission. Others see it as a step forward in the process of better commercial television.

The best guess indicate there'll be no FCC decisions on multiplexing for a matter of months even though the Electronics Industry Association formally set up a Symposium of Radio Committee Thursday (4) with the idea of studying all systems and eventually preparing recommendations for the industry.

Meanwhile, expected to continue expanding on existing FM-AM-TV methods, with multiplexing growing slowly. And many record men have indicated that they see "it's just not quite right", despite the lack of the best quality of sound. "It's what their eyes by giving them a chance to dominate the chart, but more sales scored during this period than in quite a spell.
Seasons Greetings &
Many thanks Dee, says—
you've been great...

Harry Finfer

JAMIE GUYDEN records

DONNIE OWENS' NEWEST SMASH
"TOMORROW"
Guyden #2006

DUANE EDDY'S NEW SMASH ALBUM
"HAVE TWANGY GUITAR, WILL TRAVEL"
JLP #3000

SENSATIONAL NEW RELEASE
"CHA CHA LOUISE"
THE ROGUES
Guyden #2007

A HIT SIDE
"THE LONELY ONES"
DUANE EDDY
JEP #100

ALSO BIG!
"CANNON BALL"
DUANE EDDY
JAMIE #1111

"GIG-A-LENE"
The SHARPS
JAMIE #1114

"CAN IT BE!" b/w "NOTHING IS FOREVER"
CONNIE CONWAY
JAMIE #1113

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"It Figures"

GREAT ARTISTS + GREAT SONGS = GREAT RECORDS

TERESA BREWER

McGUIRE SISTERS

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THE ONE ROSE

MAY YOU ALWAYS

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Thanks, D.J.'s
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hits a
habit
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Ricky Nelson
"LONESOME TOWN"
"I GOT A FEELING"
#3545

Fats Domino
"WHOLE LOTTA LOVING"
"COQUETTE"
#3553

Ernie Freeman
"BLUES AFTER HOURS"
"SCHOOL ROOM ROCK"
#5551

Ronnie Diamond
"CLOSE TO YOUR HEART"
"ZIG-ZAG"
#5554

Martin Denny, Jr.
"BOULEVARD OF BROKEN DREAMS"
"PROUD POSSESSION"
#5556

Francis Faye
"IT'S YOU I LOVE"-"MY BLUE HEAVEN"
#5546

Ronnie Deauville
"KING OF FOOLS"-"BLAME YOUR EYES"
#5559

Dorsey Burnette
"TRY"
YOU CAME AS A MIRACLE"
#5581

IMPERIAL RECORDS
HOLLYWOOD, CALIF.
London Records — in Canada
Spark Still Fly In Format Fracas

NEW YORK—The big story this year in the deejay world was the plight of the name jockey. Increased friction between "personality" spinners and station management resulted in the exodus of several key disk jockeys from their respective outlets across the country.

Consistent rating victories by "Top 40"-styled outlets, continual efforts by stations to cut costs, disagreement on programming policies and freedom of disk selection—all these things worried many big money "personality" spinners today.

The situation was brought into sharp focus a couple of weeks ago when two veteran deejays, Martin Block, WABC, New York, and Bill Randle, WERE, Cleveland, held a joint discussion of the problem with a group of Columbia Records promotion men. Randle told the group that the same disk jockey will become as extinct as the Dodo bird if the trend toward disk programming by local station management continues to hold in the industry.

Both Block and Randle said that the deejays and program directors are doing little to help themselves in their all too frequent battles by failing to establish a proper plan through them full control over their disk programming. However, Block said he had agreed to follow a top-selling-type format at WABC. Then he demurred. "My ratings have never been lower.

Alphonse many name jockes attack "Top 40"-type programming as the reason for their plight, the problem for personality jocks apparently boils down to station management programming of any kind, as opposed to personal disk selection by the jock himself.

For instance, Barry Kaye's recent parting from WAMP, Pittsburgh, was prompted when the NBC-operated station switched its format from top sellers to "sweet music only." Kaye, whose teenage following had made him the No. 1 and 2 rated jock in town for years, said his ratings declined when NBC converted his program to one stressing sweet music.

The battle between personality jock and station management was officially spotlighted at the Disk Jockey Convention in Kansas City, Mo., last March. The following month, five personality spinners—Dick Haynes, Gene Norman, Earl McDaniel, Duke Norton and Jack Smith, all exiled from KLAC, Hollywood, following the station's switch to a "Top 40" policy, and station President Mortimer Hall told the press: "The day of the disk jockey is over with." 

Veteran deejay Peter Porter, who had left KLAC, shortly before, opined at that time that KLAC's new policy spelled the demise of the personality deejay in radio.

In May another flurry of changes by key deejays took place in New York. Alan Freed moved from WINS to WABC, Art Fowles of WNEW to become program director-deejay of WNTA, New York, and Ted Steele, switched from WOR to WMCA. At the same time, practically every New York station launched a block of promotions, and programming gimmicks designed to lure listeners. Out in Des Moines that same month, the area's key jock, Don Bell, left KIOA when management failed to renew his $85,000 contract. At that time, KIOA management indicated they thought it sensible to pay for a high-priced personality when (in their opinion) audiences are won over simply by formula "Top 40" programming.

Bell summed up his unemployment as "part of a nationwide situation" confronting the personality jock.

Last July George (Mound Dog) Lorence (now with WHAY, Hartford, Conn.) quit his old post, WKBW, Buffalo, when the station went exclusively to a "Top 40"-type programming format. Lorence maintains that "Top 40" programming is "paralyzing record sales in many markets," basing his remark on a dealer's theory that kids won't buy his disk when they can hear them on the radio "until it's coming out of their ears.

Meanwhile, management programming, particularly that of "Top 40"-type outlets, continues to derive both rating and advertising.

Representing management's view, unit, Michael Ruppe Jr., WKK, St. Louis, writes, "Controlled music formats are needed!" Ruppe contends that the average jockey is under such continual pressure today—because of increased member of releases, demands on his time for promotion, etc.—that it's rather difficult for most personalitites to keep fully abreast.

"This," continues Ruppe, "then becomes management's responsibility! The trend, as we can see it, is for more and more stations to develop an ever-all music image—one that takes into consideration current music trends and those responsibilities for selling it on the air-the disk jockey.

"Program directors are no longer what they once were. Someone

(Continued on page 64)
MANY THANKS, FELLOWS,
For Brightening
My Lucky Star

Like It's a HIT... Men!
"AIN'T THAT JUST
LIKE A MAN"

JOYCE WEBB

... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for... before they spend the money.

TOP TEN
Three Top Tunes Up for 2d Time

NEW YORK — Nine different publishers are represented in the list of 10 records voted this year's favorites by deejays. (Volare" placed twice on the list). Five are ASCAP affiliates and four are BMI. No publisher dominates in the number or types of tunes chosen. Two songs are in firms owned by the artist who recorded them. These are "All the Way," which was published by Frank Sinatra's Maraville (ASCAP) firm, and "Mr. Success," in Barton (ASCAP), also a Sinatra firm.

Three of the songs are revivals of numbers that had previously made hit for their publishers. Tommy Edwards recorded "It's All in the Game" several years ago, and it was somewhat a hit for him at that time. "Fever," by Peggy Lee, also underwent a second time as a best seller, having been previously recorded by Little Willie John. "Tom Dooley" has long been a folk favorite.

Publishers and tunes placing on the deejay's top 15 favorite singles list were, in the order named, "Volare," Robbins, ASCAP; "It's All in the Game," Remick, ASCAP; "Everybody Loves a Lover," Koe, win, ASCAP; "Tom Dooley," Beechwood, BMI; "Patrick," Peer, International, BMI; "Fever," Lois, BMI; "All the Way," Maraville, ASCAP; "Mr. Success," Barton, ASCAP; "All I Have to Do Is Dream," Aardvark, BMI, and in 10th place another version of Robbins' "Volare."

L. A. Dealers
Continued from page 53

issues (see The Billboard, October 13), consists of the stations contract- ing to air for a fee a given new re- lease according to a pre-set sched- ule of eight plays per day for a 10-day period. Station boosted its price from $275 to $495. KDAY has lined up a Western network of stations, willing to ride specific dates for a 10-day period for a total of $1,200. Markets covered in addition to Los Angeles are Seattle, Portland, Sacramento, Stockton, San Francisco, San Diego and Honolulu. KDAY's power will be boosted to 50,000 watts by Janu- ary 1. Resulting increase in price will be $400 to $700 coast to get eight exposures over a 10-day period. If a manufacturer wants to buy the other markets, price will then go up to $1,500.

Format Fracas
Continued from page 63

suggested that the title be changed to Program Controller for that's what they appear to be doing in great quantity lately, or re-stating the music policy of the station as well as other activities. There is also a noticeable trend for program directors in music and news sta- tions to be responsible for the main promotional activities.

COINS

THE FOUR

Thanks, D.J.'s, for your help in making ours the hit version!

"THE WORLD OUTSIDE"
Epic 5-9295

THE BILLBOARD DECEMBER 15, 1956
Dig Low Price LP's; Disk Clubs

STOCKHOLM — Low-price album operations and the inauguration of the nation's first mail order record clubs are the latest developments on the disk scene here.

BFB Records has become the pace-setter, low-price LP line. The label is operated and distributed by Bonniers Folkbibliotek, a firm which publishes pocket-size book editions. Sales are accomplished largely through the newspaper ads which also handle the paper backed books of the firm.

Material from the American Toys label and Bell Records (of the American Pocketbook firm) are being brought out here on BFB to great advantage according to officials. These are described as being the best sellers by far of current material in the line. Most successful of the Tops editions is the Lena Home album, according to a spokesman for the Bonniers firm. BFB 12-inch LP's sell for about 18 kroner (the equivalent of about $3).

Simon Brebn, one of the execs of Karusell Records here reports on the recently formed Swedish Disque Club, which unlike American record clubs, handles all record labels in the country. It is operated by interests not directly engaged in the production end of the record business.

Also noted here by Brebn is the "fantastic state of the EP market, with sales roughly five times that of singles." Price of an EP is nine kroner, or about $1.65. The title "King of Rock," here has been officially given to an artist known as Little Gerhard, who broke on the scene about six months ago. According to Brebn, he plays guitar and sings.

Brebn also noted that a big EP here can go as high as 100,000 copies sold. As far as American artists are concerned, he added that "Sinatra, Paul Anka and Presley are simply fantastic." It is noted, too, that the "My Fair Lady," original cast set is very big even before the opening of a Swedish version of the hit show, sometime early next year. "We Swedes also dig the American jazz, the most," asserted Brebn, who is also personnel manager of Italian singer, Umberto Marzotto, who is released in the States on Kapp Records.

Sales of record players, tape equipment and platters are being pushed here, with RCA and the Philips firm pushing their spinoffs, platters and other items. The Hula Hoop craze has also taken hold and is being boosted via demonstrations in department stores, making use of both American and domestic recordings of the "Hula Hoop Song."

The first "record club" in Denmark was launched during November. It is called "Tecas Club," and is being plugged with big display ads in the daily papers. Membership costs equivalent of 15 cents. Bait includes entries on platters and a " rebate" system which sets buyers of four records a little one gratis. "Fona" has a number of retail outlets—Radio, TV, Phonex etc.—in the city, which are also plugging the club via window displays. Only a limited number of stereophonic records are on display as yet and the introduction of the various new forms of music is very gradual, tho there have been a few demonstrations" of some of them internally in halls of limited capacity. German manufacturers are better situated to introduce their products in these lines but have not yet allowed much activity.

AMC TABS PIANO RENAISSANCE

NEW YORK — Pianos are experiencing a return to popularity, according to a survey by the American Music Conference. AMC states that of the nation's 30,000,000 amateurs, approximately 20,000,000 play pianos.

The telephone survey, which tapped 3,888 homes in 73 cities throughout 33 states, Hawaii and the District of Columbia, indicated that "almost one in four families currently has one or more members learning to play the piano."

Vet Drummer Passes at 54

CHICAGO—Daniel Alvin Vin-
cello, widely known as Danny Al-
in, Dixieland band leader and trombonist, died Dec. 6 at the age of 54.

Before forming the Kings of Dixieland 11 years ago, Alvin played in the bands of Wayne King, Bobby Hackett, George Bruce and Eddie Condon over a 40-year career. He first gained notice in 1923 when Sophie Tucker led him up with the Kings of Synco-
pa, then part of her troupe.

**PLEDDING MY LOVE**

/b/w "My One and Only Love"

5-9294

The original hit from Roy's best-selling album "With All My Love" (LN 3519)

Thanks, D.J.'s for your help in making another hit for me.
PHOENIX, Ariz. — Customizing a custom-engineered stereo system is a two-stage operation. The first stage involves construction; the second stage is the custom fit to the customer's listening needs and taste. This is the view held by John Tang, operator of the High Fidelity and Sound Systems store here.

Tang has seen two different types of operations in a Phoenix suburb for the past three years. Operations with first place seems to be a typical record and high fidelity retail store. The second type, he added, is a recording department along the right front wall, and two separate, enclosed cabinets containing high fidelity and electronic sets in high fidelity and stereo equipment, and another key component. At the rear is a big, well-equipped shop, which includes a library and a catalog of all accessories.

Actually, however, custom-engineering recorders and high fidelity and stereo equipment is the big end of the business, and although they are closely tied to success of standard, the &quot;custom&quot; side. The index of basic systems being installed is always a key to standard retail and according to Tang, will drop off too, "Tang said. "For the customer, it is a mistake to attempt to specialize in either."

Ideal Prospect

From the outset, the High Fidelity and Sound Systems store is a two-stage operation. One is highly sophisticated, and consequently designed for complete and comprehensive control over the entire system. Two input jacks are provided on the control amplifier for use with other components. The second amplifier is produced by Fisher under a licensing agreement with the Fisher Unit.

The Fisher Unit is a combination of multiple audio channels and a number of selective features. One highly sophisticated matrix stage for complex amplifiers with multiple audio channels. Special feedtraps connected standard FM and AM signals to pass thus the amplifier when multiple stereo is not being used. The preselected connection permits connections for reception of both standard and multiple FM and AM stations and allows output of the control amplifier for use with other components.

The multiple amplifier is produced by Fisher under a licensing agreement with the Fisher Unit, which developed the multiple audio channel. The Fisher Unit is a combination of multiple audio channels and a number of selective features. One highly sophisticated matrix stage for complex amplifiers with multiple audio channels. Special feedtraps connected standard FM and AM signals to pass through the amplifier when multiple stereo is not being used. The preselected connection permits connections for reception of both standard and multiple FM and AM stations and allows output of the control amplifier for use with other components.

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Thank you, DJ's... for your hand in spinning our records so high!

The Everly Brothers
The Chordettes
Andy Williams
Johnny Tillotson
Martha Carson
Archie Bleyer

CADENCE RECORDS INC. 119 W. 57th ST. NEW YORK 19, N.Y.
Taped Background Music System Bows

SKOKIE, IIL—Stereophonic Automation Corporation newly-formed company here, this week debuted its first background music unit, the Fidelivos 100D. The Fidelivos tape playback plays automatically an endless monaural music tape at 3/4 inches per second and lists at $170. The self-sustaining unit is compact, measuring nine inches high by 15 by 13 inches. The Fidelivos background music unit is fully automatic, with half-hour, full-hour or two-hour magazines of tape interchangeable. The Fidelivos magazine is merely slipped in along the right edge of the tape deck as a guide. This action engages the tape cartridge and sets the playback unit in action. Magazines may be changed simply by extricating the magazine that is playing and inserting a new one along the right guide line. To avoid tape "flats," the copper rubber idler is never against the (Continued on page 106)

THE TRADE'S MOST EXCITING NEW HITMAKER!

LEONARD CAPELL-O

COTTON CANDY

b/w TOODLES

RIC #960

Jacks, hope you like my newest—please let me know if you haven't received your copy

—Leonard

PERSONAL MANAGEMENT

JOE RUFFINO

EXCLUSIVELY: RIC RECORDS

Distributed Nationally by ACE RECORDS

2119 West Capital St.
Jackson, Miss.

WESTERN WINNER

Profit Priming Display Cops Contest Prize, Too

By ROB LATIMER

ODGEN, Utah—St. Valentine's Day is the ideal opportunity to sell a worthwhile batch of phonos and portable television sets, if the dealer does a vigorous job of suggesting them as Valentine's Day gifts for women, according to Lee Nichols, Lee's Appliances here.

Nichols sold a round dozen photographs and portable TV's as "sweetheart gifts" during the last Valentine's Day season. He spent $20 for a colorful window display. The theme was carried out with three big Valentines cut from bright red paper, trimmed with white lace paper, and for an original touch, consolidated all three February holidays (St. Valentine's Day, Lincoln's birthday, and George Washington's birthday) with parts of each historic figure in the center of a valentine. Copy on a sign to the background identified a popular line of phonos as "America's Sweetheart" while smaller signs thus the window suggested, "Give her a really personal gift—hers own portable TV!" Two console sets were included in the display, but it was the portables which Nichols expected to sell.

Every person attracted by the display was reminded of the forthcoming St. Valentine's Day with the suggestion that mists bought an easy budget paying gift, to be a lasting gift which keeps on giving.

At the same time, many husbands who were known to have considered a purchase at one time or another were telephoned, with the suggestion that they "buy now and make Valentine's Day a celebration." Nichols built all of the elements of the window himself except for a ready-made background provided by Hotpoint, and was delighted when his lawsuit won a prize in a national window trimming contest staged by that firm.

Glaser-Steers

Has Plastic Player Cover

NEW YORK—Glaser-Steers Corporation, Newark, N. J., has announced a new rigid, tinted plexiglass cover which fits over its Steers CS 77 high fidelity record changer and keeps it completely clean at all times.

Not only does the cover protect the changer when stored, but it allows freedom of operation of the mechanism when in use, so that records and changer are kept dust-free during hours of operation.

Jon Hauser Associates, industrial design organization, designed the cover. This is the same firm which designed the Steers CS 77 changer itself, and they have incorporated in the decor of the components in a high fidelity system on the shelf. The dust cover lists at $9.75.

a great new star on the horizon

his magic horn and orchestra

MANY, MANY THANKS, DEE JAYS

FOR YOUR SPINS ON "THE MAGIC HORN" ALBUM AND OUR LATEST RELEASE, "BOURBON ST. BLUES"

b/w "MARDI GRAS MARCH"

HOPE TO SEE AND TALK TO EACH AND EVERY ONE OF YOU SOON.

LEONARD CAPELL-O

THE BILLBOARD

DECEMBER 15, 1958

WWW.AMERICANRADIOHISTORY.COM
Audio Feedback

HI-FI INDUSTRY PREVIEW

Abe Schwartzman at the Institute of High Fidelity Manufacturers calls attention to an important luncheon for the electronics industry being held this week. It's the Pace Luncheon this Wednesday at the Governor Clinton Hotel. Principal speaker is Ken Tilton, director and president of the National Credit Officers, who will talk on "We Can Seat 7: A Preview of the Electronics Industry for 1958." The cost is $5 for the luncheon and Abe points out that it's important to every component manufacturer.

MAKE IT LOOK GOOD

Sherwood Electronic Labs (Chicago) is offering modular type cabinets for component fixtures. The cabinets will blend with either modern or traditional decor, according to Sherwood. They feature wood shelving to accommodate any kind of tape deck, amplifier, tuner, etc. Finish is walnut or walnut with natural case detailing. The consoles and cabinets are either 18 or 36 inches wide and 29 inches high and 16 inches deep. Smaller equipment consoles can also be used for record storage.

TAPE PROMOTION

Three minutes of the Dunton TV "Show of the Month" will be devoted to the use of recording tape. Firm plans to push the merits of Mylar on the show which will be seen by an estimated 35 million people. Viewers will see how the same Mylar they use in their homes will be used for recording, etc. Strength and durability of the tape will be stressed.

"LOUDSPEAKERS" REVISED

That well-known book in the audio field, "Loudspeakers" by G. A. Bingham, is now available in a new, updated edition. Originally published in 1948, it has been reprinted 13 times. The first edition was little more than a booklet. This current edition, by way of contrast, is a 336-page volume. It has 95 illustrations and charts. The book stresses the home recording and perfection of loudspeakers and enclosures and deals with them non-technical terms. It has been expanded to cover new information.

DROP DEAD WITH YOUR REVIEWS

Speaking of speakers, the December issue of Audioscope magazine takes a swipe at the country's self-styled leading consumer reporting organization." It seems this consumer reporting org recently revisited a big hunk of an issue rating various loudspeakers. Audioscope's editorial people points out that the choice of a loudspeaker is an "everything subjective one." The customer should listen to a number of good loudspeakers and then choose the one that sounds best to his ears. Says Audioscope: "You can tell how much sugar to put in your coffee to make it taste right to you; no one can tell you which loudspeaker will sound best to you. Listen for yourself."

SUN RADIO TAKES DESIGN PRIZE

Hoffman's solar-powered radio has been accepted and is being displayed as an example of "excellence in design and function" by the Fifth California Design Exhibition. The radio operates on light converted into electricity through a panel of silicon junction solar cells built into the top of its plastic case. A four-volt mercury battery operates the six transistor receiver when light is not available. The exhibition, beginning in Palm Desert January 11, will go on national tour.

MESSAGE FROM MEXICO

The Fourth Feria de Alta Fidelidad (hi-fi fair) has come and gone and our good friend Benjamin Gardes del Rio, president of the show, has just submitted his report. Says he: "All the exhibitors were very satisfied with the immediate returns notwithstanding the many prospects for the future in such a way that all the exhibitors decided to extend the show three days more." Among the American visitors to the show were Doug Hudson of Fidelity, Harold Bo- mental of Shure Bros., Jay Lackner of Kapp Records and Fene Stapleton of Hi-Fi Records.

How to Punish Tape

A small object ejected from the nose cone of an Atlas missile was found November 22 by fishermen in Caribbean waters. Inside the capsule was a tape recording containing information about the heat and other forces imposed on it as it dove from airless altitudes at 10,000 miles an hour. The capsule with its precious tape spent 10 weeks in the South Atlantic. Despite the long exposure, 55 per cent of the scientific information was salvaged. The tape used was Soundcraft Type A Instrumentation tape.

MINIATURIZATION FORGES AHEAD

Emerson Radio announces that a patent has just been issued on several new devices developed in its laboratories. This is for a tuning device that eliminates the conventional variable condenser or sliding tuning elements now used in radio receivers. It uses ferrites for high frequency elements and a small permanent magnet for the tuning element. This does away with bulky variable condensers and their coils and lends itself to miniaturization of radio receivers. Other patents were issued on a method of testing printed circuits and a miniaturized variable capacitor which can be mass produced.
The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

---

**Pop Albums**

**SONGS OUR DADDY TAUGHT US**

The Everyly Brothers—Cadence CLP 3016

The Everlys have another sock album in this collection of old folk tunes—"Barbara Allen," "Rowing Gambler," "Who's Gonna Shoe Your Pretty Little Feet," etc. The boys—all favorites of their folk singer-father Ike Everly—are in the boys' vocal rockabilly groove, but should find favor with their fans as well as country and folk music collectors. A solid dual market entry. Sock display value in cover shot of boys.

**JOHNNY CASH SINGS THE SONGS THAT MADE HIM FAMOUS**

Sun SSL 1235

Title of this package explains it perfectly. The country's big ones are here, such as "I Walk the Line," "The Ways of a Woman in Love," "Big River" and many more which he recorded for Sun. Cash has been extremely stable as big selling artist and should do very well with this collection.

**FLOWER DRUM SONG**

Sound Track—Columbia OL 5350

The latest Rodgers and Hammerstein show received favorable reviews from the critics, and it appears headed for a long run. The bright and attractive score is given first-rate performances by principals, Pat Suzuki, Miyoshi Umeki, Larry Bryden and Juanita Hall. The set should prove a healthy item salwarwise.

**WONDERFUL TOWN**

Television Cast—Columbia OL 5360

This package by the original cast of the television production is destined to sell sales. The CBS show presented on November 30 was a highly successful transposition and received raves from all quarters. The vitality of the cast, especially Ros Russell, comes thru on the disk and the full value of the music by Leonard Bernstein and lyrics by Betty Comden and Adolph Green can be appreciated by the listener. Dealers would be wise to give this cover window space and the contents exposure over their loudspeakers.

**THE WITCH DOCTOR PRESENTS: DAVID SEVILLE AND HIS FRIENDS**

Liberty LRP 3092

Seville has a potent package which includes some of his past singles hits and new material. As a novelty item, it's a clever and refreshing package that should move well among all age groups. With the Christmas season, it's also an excellent gift item. Cote cover sketch will help attract. Numbers include "Witch Doctor," "Gotta Get to Your House," and "Bird on My Head."
DELIRES:
WHEN
THE
OFFENBACH:
Mercury
Perry
Orch.
STEREO
&
Epic
- Classical
fi`
STEREO
Simoneau,
Pop
Band
highly
This
From
inside
picture
"Coppelia"
Hunt. "Easter
home
here
This
The
translation.
Offenbach
The
The
-12
VSD
-9038
&
VSD
2011
STEREO & MONAURAL
This
one
is
really
tops
as
a
stereo
sound
entry.
There
is
great
density
here
with
the
artillery
band
captured
going
thus
pace
at
the
Hyde
Park
Parade
Ground
in
London.
Movement
of
the
occasion
of
the
Queen's
birthday
with
the
bandmen
parading
down
and
down
is
faithfully
recorded.
The
sound
of
the
band
itself
is
really
tops.
A
great
set
for
fans
and
military
material
and
as
a
demo
for
the
stereo
rig
in
the
home
or
in
dealers' showrooms.

Ballet Albums

DELIBES: SYLVIA
(2-12")
The
London
Symphony
Orch.
(Fistoulari)
- Mercury
OL 2.106
On
the
honor
of
its
recent
complete
recording
of
Delibes' ballet
"Coppelia",
comes
this
elegant
wide
of
Delibes' other
popular
ballet
score,
"Sybilla".
It
is
played
in
gorgeous
style
by
the
London
Symphony
Orchestra
under
the
patronage
of
Andrzej
Fistoulari,
and
the
recording
is
excelent.
It
is
packaged
beautifully
with
a
cover
picture
that
spreads
over
both
leaves
of
the
two
LP
set
and
with
the
inside
leaves
containing
much
info
about
the
ballet,
plus
pictures.
A
must
for
balletomanes
and
a
fine
package
safe
for
Christmas
along
with
"Coppelia."

Band Albums

THE QUEEN'S BIRTHDAY SALUTE
The
Herald
Trumpeters
&
Band
of
the
Royal
Regiment
of
Artillery
(Hays)-Vanguard
VRS
9038
&
VSD
2011
STEREO & MONAURAL
This
one
really
tops
as
a
stereo
sound
entry.
There
is
great
density
here
with
the
artillery
band
captured
going
thus
pace
at
the
Hyde
Park
Parade
Ground
in
London.
Movement
of
the
occasion
of
the
Queen's
birthday
with
the
bandmen
parading
down
and
down
is
faithfully
recorded.
The
sound
of
the
band
itself
is
really
tops.
A
great
set
for
fans
of
military
material
and
as
demo
for
the
stereo
rig
in
the
home
or
in
dealers' showrooms.

Classical Special Merit Albums

OFFENBACH: THE TALES OF HOFFMAN
(3-12")
Mattiwilda Dobbs, Soprano; Leopold
Simoncau, Tenor; Various Artists with
the Chorus & Orch. of the "Concerts de Paris" (Le Conte)-
Epic DSC 101
STEREO & MONAURAL
The
meticulously
recorded
work
should
score
with
opera
enthusiasts.
The
principal,
opposite
Mattiwilda
Dobbs
and
tenor
Leopold
Simoncau,
offer
performances
to
match
those
of
any
available
of
the
Offenbach
opera.
Stereo
gives
the
recording
real
dimension.
The
set
should
appeal
to
the
opera
lover.
Attractive
packaging
includes
a
translation.

(Continued
on
page
72)
**Reviews and Ratings of New Popular Albums**

**EXPLANATION OF PACKAGE RATING CATEGORIES** (Each item is rated strictly according to its sales performance as reflected in the category in which it finished.)

- **SPORTLIGHT**—Sure-fire merchandise—Top Demand
- **Very Strong Sales Potential**—Essential inventory

**STEREO & MONOAURAL**

The package has been selling well and is monophonic. In many cases it is likely to be a better seller. The arrangements sound as if they were done with stereo in mind. The look settings accepted from several major artists make it a strong item. Selections include "Three Oars in the Promenade," "Wild Is the Wind," and "Celtic.

**TONY'S GREATEST HITS**

Tony Bennett, Columbia CL 1229

This release is a collection of Tony Bennett's best-selling single records. It includes such numbers as "Chicago," "Strange in Paradise," "Cold Cold Heart," and "Reckless." This is a very strong stereo package, indeed. Little doubt but that this is a strong one for Bennett and well-distributed.

**THE MUSIC OF LEROY GRAYDSON**

The East-Mecklenburg Pop (Folk), Mercury SR 60017

**STEREO & MONOAURAL**

Superior quality was a strong selling point for this package. The record is a string of hits from the shown. The arrangement of the songs is very good. The orchestral background is very strong, in keeping with the arrangement of the material.

**FRANKIE LAINE'S GREATEST HIT COLLECTION**

Frankie Laine, Columbia CL 1211

A group of the singer's big hits of pop and folk era. "Your Cheatin' Heart," "All the Things You Are," "Georgia," "Tall Tall Song," and "Dip Your Toes." Frankie is performing in a lively style, in keeping with the arrangement of the material.

**RING — A MEDICAL ALBUM**

Ring Crosby with Buddy Cato Trio, Coral CL 1228

This is the second release of the film score of the motion picture, "Ring." It is very strong, in keeping with the arrangement of the material. It covers the years 1924-1943.

**THE ORIGINAL AND BEST-SELLING VERSIONS ON ROLLOUTS**

**JIMMY BOWEN**

"Wish I Were Tied to You" R 4122

**Stereo & Monaural**

The package has been selling well and is stereophonic. In many cases it is likely to be a better seller. The arrangements sound as if they were done with stereo in mind. The look settings accepted from several major artists make it a strong item. Selections include "Three Oars in the Promenade," "Wild Is the Wind," and "Celtic.

**MISS WUNDERLICH**

Patsy Mink, Decca DL 3748

A single, selected by no less than three of the country's greatest singers, including Miss Mink, Miss Mink, and Miss Mink. It is a strong one for the package, indeed. Little doubt but that this is a strong one for Bennett and well-distributed.

**FRIENDLY VOICES**

Vicki Young, Decca DL 3756

A selection of the country's greatest hits, including such numbers as "Hello, Sailor," "Heaven Knows," and "She Loves Me Not." This is a very strong stereo package, indeed. Little doubt but that this is a strong one for Bennett and well-distributed.

**SKIN AND BONES**

Hank Williams with Various Artists, Mercury SR 60912

**STEREO & MONOAURAL**

The package has been selling well and is stereophonic. In many cases it is likely to be a better seller. The arrangements sound as if they were done with stereo in mind. The look settings accepted from several major artists make it a strong item. Selections include "Three Oars in the Promenade," "Wild Is the Wind," and "Celtic.

**OFFERED**

Jimmie Dean, Decca DL 4012

A selection of the country's greatest hits, including such numbers as "Hello, Sailor," "Heaven Knows," and "She Loves Me Not." This is a very strong stereo package, indeed. Little doubt but that this is a strong one for Bennett and well-distributed.

**SMILING**

Herschel Creative with Various Artists, Columbia CL 4046

**STEREO & MONOAURAL**

The package has been selling well and is stereophonic. In many cases it is likely to be a better seller. The arrangements sound as if they were done with stereo in mind. The look settings accepted from several major artists make it a strong item. Selections include "Three Oars in the Promenade," "Wild Is the Wind," and "Celtic.

**THE ISLE OF ENCHANTMENT**

Charles David Orchestra, Columbia CL 4046

**STEREO & MONOAURAL**

The package has been selling well and is stereophonic. In many cases it is likely to be a better seller. The arrangements sound as if they were done with stereo in mind. The look settings accepted from several major artists make it a strong item. Selections include "Three Oars in the Promenade," "Wild Is the Wind," and "Celtic.

**PAM GARNER SINGS LULLABIES**

Pam Gainer, Decca DL 4062

**STEREO & MONOAURAL**

The package has been selling well and is stereophonic. In many cases it is likely to be a better seller. The arrangements sound as if they were done with stereo in mind. The look settings accepted from several major artists make it a strong item. Selections include "Three Oars in the Promenade," "Wild Is the Wind," and "Celtic.

**THE FASTEST GUITAR IN THE WORLD**

Lloyd Ellis, with Various Artists, Columbia LP 13-146

**Stereo & Monaural**

The package has been selling well and is stereophonic. In many cases it is likely to be a better seller. The arrangements sound as if they were done with stereo in mind. The look settings accepted from several major artists make it a strong item. Selections include "Three Oars in the Promenade," "Wild Is the Wind," and "Celtic.

**Review Spotlight on Albums**

**Continued from page 71**

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**Classical Albums**

RACHMANINOFF: CONCERTO NO. 3

Yevgeny Yanis, Piano, with the Boston Symphony Orch. (Munch)—RCA Victor LM 2225

This powerful commercial package—already a solid seller—should prove even stronger on the stereo market. Rock name value, fine performances, and highly effective stereo sound.

**ENCORES BY KOGAN**

Leonid Kogan, Violin with Andrej Miknit, Piano—RCA Victor LM 2250


**Documentary Albums**

ROCKETS, MISSILES AND SPACE TRAVEL

Written & Directed by Willy Ley—Vox PL 11/120

The cover alone should sell this timely package to students and science buffs, with its striking color shot of a juniper rocket blasting off its launching pad. Inside, rocket veteran Willy Ley and narrator Arthur Hanes take listeners on a sort of guided tour of Cape Canaveral, complete with the complex noises of blackcouse "countdown," the roar of rockets and on-location interviews by Ley of such notable names as Dr. Wernher von Braun and Major General Bernard Schriever.

**Folk Albums**

CHAIN GANG SONGS

Josh White—Elektra 138

The great folk artist has a wonderful collection of work songs, spirituals and blues. As usual he accompanies himself on guitar. He is supported by a choir on some of the selections which include "That Old Ship of Zion," "Four-Shoe Shovel," and "This Train." Excerpts, notes, and material are included.

**Gazette**

Pete Seeger—Folkways FN 2501

Another excellent disk from Pete Seeger, with witty, satirical material. Tuneful up to such times as those of the Gettysburg. Excursions, notes. Pete Seeger gives a brief outline of the selections. Fine cover will help attract. Packaging includes a booklet with lyrics. Top potential for this market.

**Operas**

WAGNER: BRUNNHILDE'S IMMOLATION FROM DIE GOTTGAMMURRENG & PRELUDE AND LIEBESTOD FROM TRISTAN AND ISOLDE

Eileen Farrell, Soprano, with the Boston Symphony Orch. (Munch)—RCA Victor LM 2255

A masterful performance of two favorite Wagnerian excerpts. This is one disk which can compete very well in a world where the interest centers on stereo. Miss Farrell's voice is emotionally compelling in the dramatic "Immolation" and "Love Death" excerpts and the Boston Symphony under Munch achieves peak performance values, particularly in the crashing crescendo passages of each work. Package offers splendid sound, with the performers showing a great support with the music.

---

(Continued on page 99)
the best stereo records ...in all sizes: or ...in all speeds: or are made by RCA VICTOR

Custom Record Sales

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---MURRAY HILL 4-7200---645 N. LAKE SHORE DRIVE, CHICAGO 11, ILL-

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ALPINE 5-5001.
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Christmas With Cal TJader

LATIN FOR LOVERS
Stereo 3271/8011—San Francisco Meets

Monaural 3270/8014—Latin Concert

FANTASY RECORDS, Inc., Dept. H
654 Natoma St., San Francisco 3, Calif.

Reviews and Ratings of New Classical Albums

CLASSICAL

MUSSELS. CARMEN SUITE. CAHESSE SUITE NO. 1 & 2. The Detroit Symphony Orch. (Fargo) Mercury 8 90001

STEREO A MONOURAL

Brightly-colored recordings of the two familiar and popular Mussel works are given extra impact here by some supr-mental re-creation and a colorful helicopter sound. Conductor Parry arranged the "Carmen" suite, offering away from vocal passages made-over for realities and sticking to the opera's original scoring of the best-known instrumental selections. A/Chasteen's* vocal sound echoing in the big version.

Mussel, Schmitt: La Tragedie de Salomé. Richard Strauss. DANSE MACABRE. Molière, LA NOUeNDONADA SUITE NO. 1. The Detroit Symphony Orch. (Fargo) Mercury MG 90177

Parry, who has a habit of making the LP album charts, brings his players tournament to three tasks, impressionistic compositions. The Schmitt score, previously endurable with no microphone, is a fine display piece for hi-fi fans. Conductor's refined reading

* Continued from page 79

The Tongue," the works on the Vinyl," "Red Waver" and "St. James Infirmary." A strong set for the market.

FOLK

** Russian Folk Dancers. The Moscow Dance Company. Mfiller MG 3164

The Moscow Dance Company make a big hit during their recent appearances in this country and their music and graphic on cover should be a definite take away. The album—produced from the original music taped with Linda Music—features authentic instrumental arrangements of color-ful Russian folk dances performed by the Moscow and Russian groups including the Imperial Quartet of the Soviet Army Band.

** The Folk Singers. Dusty Strock, Delia Todd, Don Vasco & Carolyn Wilson. Electra 157

Led by Dick Orill, this group, which re-creates folk music, calls itself with what it does. This group performs many of the best-known folk songs in this album, and does them well. They sing with real warmth and spirit, and with a spirit and warmth similar to those of children to whom the music is new. The album is recommended especially as a fine basic starter on folk music for serious listeners interested in folk repertory.

** Atlantic in Hi-Def. Boston Symphony Orch. (Wolfgang). Capitol LP 15-1066

This fine album shows the sensitive aspect from the second track of the film "Peachtree Island." It is a striking and dramatic orchestration, placed largely by the famous Boston Symphony orchestra under the direction of Carl Wolfgaog. Those who are the film will be prime listeners for the album, and this makes a good display piece for dealers when the album play their towns.

** Billy Paul—Travelin' Man. Brunswick HLP 10-687

Billy Paul's singing and hand- and guitar player shows off both his musical talent and his vocal range on this new release. He gets a chance to sing "Twelve Men" as well as "Billy the Kid" and many other tunes to play and enjoy includes "The Swallow of Paris." Interesting was the folk collector.

** German Folk Songs of Long Ago. Albert Gorrein Chorus. Anschal (Lanzen- barth). Vyo 10,519

This collection of old folk songs of Germany are helpful and appreciative which have been arranged on this new release. The Albert Gorrein chorus does their full justice with its attractive and challenging readings. The group does a good and intactly nice collection of songs. There are 15 selections in all. Full folk collector interest.

** Holiday Songs of Israel. G offenses Label. Folkways FC 731

Modern and traditional songs in Hebrew performed with spirit by Miss Gold's canto teaching, and offer an introduction to the Yiddish language.

** Kandy Records

203 N. Weboh, Chicago 1, Ill.

International

** On the Road to Death. Chenin Zehar Yizraeli Trumpet Flight 150

The splendid little Orkine Zehar group, for their second release painted with new folk tunes, most of them original or specially arranged for the album. The tunes detail the tribulations, joy and pride of Ambassador in retaining the Negro desert area. Vigo and other are the domi-

SOUND

** Sound Effects. By Tony Schwartz. Folkways FC 728

This is a very useful recording of many familiar sounds. These include many traffic

**到底

THE BIG HITS are on

WRITE SONGS

Established 1964, commissioned by
THE SONGWRITERS REVIEW

76-184 Broadway, New York 14

www.americanradiohistory.com

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of the finest acoustics a stroll through the name of Mozart, but this is a
work, and the work is a great interpretation and realistic sound. A sure

BRUCHER: SYMPHONY NO. 1 Symphony Orch. of the Philharmonic
20:36

For the first time on a 12-inch sold-out 12, this
vivid work gets an exciting melding here
to defeat all criticism. This record on

VORDEN: SYMPHONY NO. 3. The Vienna State Opera orch. (Kleb
55:16

SMASHING AGAIN!
A GREAT SONG!

Stereo 13-491

The Penguins

HEADING FOR THE CHARTS AGAIN!
RE-ISSUED BY POPULAR DEMAND!

Earth Angel

Doo, No. 348

This all-time hit is creating a sensational surge of sales in the New York,
New Jersey markets. Baltimore and Philadelphia also report strong action.
DJ’s, send for your copy of the most sensational record of our time.

BEST SELLING ALBUMS

RED FOX

"NEW LAFF OF THE PARTY" VOL. 8

DELTA 254

GEORGE KIRBY

"NIGHT IN HOLLYWOOD"

DELTA 250

PENGUINS-MEDALLIONS
BEST VOCAL GROUPS

DELTA 204

12 all-time hits including Earth Angel & Buick "59"

—AUTHENTIC LOW PRICE LP $1.98 LINE—

BEST GOSPEL SINGERS

SPIRITUAL MOMENTS

EXPLORING THE FUTURE—CURTIS COUNC

BUDDY’S BEST—BUDDY COLLETTE

Dexter Gordon Blows Hot and Cool

HIT VOCAL GROUPS—PENGUINS-MEDALLIONS-CUFFLINK

AL 225

AL 221

AL 247

AL 245

AL 207

AL 501

DOOTONE RECORDS

0515 5, Central Avenue
Los Angeles, California

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<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
<th>Chart Positions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>1 10</td>
<td>HONOR ROLL OF HITS</td>
<td>25. Lonely Teardrops</td>
<td>Betty Glenn &amp; The Sugar Shakers</td>
<td>Philles</td>
<td>1</td>
</tr>
<tr>
<td>Week 2</td>
<td>4 8</td>
<td></td>
<td>6. Lonesome Town</td>
<td>Bob Eberly</td>
<td>RCA Victor</td>
<td>8</td>
</tr>
<tr>
<td>Week 3</td>
<td>6 6</td>
<td></td>
<td>7. Beep Beep</td>
<td>Dusty Rose</td>
<td>RCA Victor</td>
<td>11</td>
</tr>
<tr>
<td>Week 4</td>
<td>8 6</td>
<td></td>
<td>8. I Got Stung</td>
<td>The Platters</td>
<td>Decca</td>
<td>11</td>
</tr>
<tr>
<td>Week 5</td>
<td>12 3</td>
<td></td>
<td>9. Smoke Gets in Your Eyes</td>
<td>The Impressions</td>
<td>Columbia</td>
<td>3</td>
</tr>
<tr>
<td>Week 6</td>
<td>16 4</td>
<td></td>
<td>10. Chipmunk Song</td>
<td>The Chipmunks</td>
<td>Mercury</td>
<td>40</td>
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<tr>
<td>Week 7</td>
<td>18 4</td>
<td></td>
<td>11. Queen of the Hop</td>
<td>Brook Benton</td>
<td>Capitol</td>
<td>30</td>
</tr>
<tr>
<td>Week 8</td>
<td>20 12</td>
<td></td>
<td>21. The End</td>
<td>Spaniel</td>
<td>Imperial</td>
<td>12</td>
</tr>
<tr>
<td>Week 9</td>
<td>24 2</td>
<td></td>
<td>22. That Old Black Magic</td>
<td>The Downbeats</td>
<td>Mercury</td>
<td>13</td>
</tr>
<tr>
<td>Week 10</td>
<td>28 4</td>
<td></td>
<td>23. Chantilly Lace</td>
<td>The Clovers</td>
<td>Columbia</td>
<td>14</td>
</tr>
<tr>
<td>Week 11</td>
<td>28 4</td>
<td></td>
<td>24. Cannon Ball</td>
<td>The Clovers</td>
<td>Columbia</td>
<td>15</td>
</tr>
<tr>
<td>Week 12</td>
<td>32 5</td>
<td></td>
<td>25. Poor Boy</td>
<td>The Clovers</td>
<td>Columbia</td>
<td>16</td>
</tr>
</tbody>
</table>

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

My Deah, You Don't say it - You PLAY it!

Everyone will be playing GAZACHSTAHAGEN

UNITED ARTISTS' NEW INSTRUMENTAL SENSATION
by THE WILDCATS—UA 154X

published by Sea Lark Ent. (BMI)

UA UNITED ARTISTS RECORDS, INC., 729 Seventh Ave., N.Y.C.
<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist, Company, Record Number</th>
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<tbody>
<tr>
<td>14</td>
<td>TEA FOR TWO</td>
<td>CHA CHA</td>
</tr>
<tr>
<td>16</td>
<td>WALKING ALONG</td>
<td>Jamaica, Mercury 70168</td>
</tr>
<tr>
<td>4</td>
<td>DONNA</td>
<td>Blanche Velas, Gold 4118</td>
</tr>
<tr>
<td>3</td>
<td>TEEN COMMANDMENTS</td>
<td>S. Ahit, G. Hamilton (Y. J. NH), ABC-Paramount 174</td>
</tr>
<tr>
<td>12</td>
<td>FORGET ME NOT</td>
<td>Ella Twins, Decca 24042</td>
</tr>
<tr>
<td>12</td>
<td>LOVE YOU MOST OF ALL</td>
<td>Sam Cooke, Kent 2008</td>
</tr>
<tr>
<td>5</td>
<td>PHILADELPHIA, U.S.A.</td>
<td>Na Tompkins, Carvan 492</td>
</tr>
<tr>
<td>2</td>
<td>IT'S MY HAPPINESS</td>
<td>Combo Pendas, M-G-M 12538</td>
</tr>
<tr>
<td>4</td>
<td>LOVE OF MY LIFE</td>
<td>Everly Brothers, Cadence 1555</td>
</tr>
<tr>
<td>3</td>
<td>TURVY II</td>
<td>Guy Cole, Love 38184</td>
</tr>
<tr>
<td>2</td>
<td>PEEK-A-BOO</td>
<td>Baseball, June 364</td>
</tr>
<tr>
<td>12</td>
<td>CALL ME</td>
<td>Jimmy Nelson, Columbia 41233</td>
</tr>
<tr>
<td>12</td>
<td>BIG Bopper's WEDDING</td>
<td>Big Bopper, Mercury 71774</td>
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<tr>
<td>4</td>
<td>THE MOKING BIRD</td>
<td>Four Lads, Columbia 41266</td>
</tr>
<tr>
<td>8</td>
<td>SING, SING, SING</td>
<td>Brenda Love, Cadence 593</td>
</tr>
<tr>
<td>8</td>
<td>MR. SUCCESS</td>
<td>Frank Sinatra, Capitol 4678</td>
</tr>
<tr>
<td>4</td>
<td>16 CANDLES</td>
<td>The Crystals, Good 586</td>
</tr>
<tr>
<td>9</td>
<td>CINNAMOR</td>
<td>Billy Vaughn, Dec. 10839</td>
</tr>
<tr>
<td>13</td>
<td>HIDEAWAY</td>
<td>Four Engineers, Peer 528</td>
</tr>
<tr>
<td>2</td>
<td>THE DIARY</td>
<td>Neil Sedaka, RCA Victor 7098</td>
</tr>
<tr>
<td>2</td>
<td>THE WEDDING</td>
<td>June Valli, Mercury 71563</td>
</tr>
<tr>
<td>4</td>
<td>PLEDGING MY LOVE</td>
<td>Roy Hamilton, Katz 9241</td>
</tr>
<tr>
<td>8</td>
<td>I'll REMEMBER TONIGHT</td>
<td>Pat Bosso, Dec. 10846</td>
</tr>
<tr>
<td>2</td>
<td>SWEET LITTLE ROCK AND ROLLER</td>
<td>Chuck Berry, Chess 1794</td>
</tr>
<tr>
<td>6</td>
<td>THERE GOES MY HEART</td>
<td>J. James, M-G-M 12584</td>
</tr>
<tr>
<td>8</td>
<td>MANHATTAN SPIRITUAL</td>
<td>Big Gervis, Parrot 366</td>
</tr>
<tr>
<td>6</td>
<td>SWEET LITTLE ROCK AND ROLLER</td>
<td>Roy C. &amp; The Rockets, RCA Victor 71535</td>
</tr>
<tr>
<td>3</td>
<td>NOBODY BUT YOU</td>
<td>Fontaine, Albert 1619</td>
</tr>
<tr>
<td>4</td>
<td>I WANT TO BE HAPPY</td>
<td>Chery Light &amp; The Light Beagles, Jocel Award 1928</td>
</tr>
</tbody>
</table>
## THE BILLBOARD’S BEST BUYS

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

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT’S JUST ABOUT TIME</td>
<td>Johnny Cash</td>
</tr>
<tr>
<td>I JUST THOUGHT YOU’D LIKE TO KNOW</td>
<td>(Clement, BMI) (Hi-La, BMI) Sun 309</td>
</tr>
<tr>
<td>STAGGER LEE</td>
<td>Lloyd Price</td>
</tr>
<tr>
<td>(Sheldon, BMI) You Need Love (Paisley, BMI) ABC-Paramount 9927</td>
<td></td>
</tr>
<tr>
<td>GOODBYE BABY</td>
<td>Jack Scott</td>
</tr>
<tr>
<td>(Starfire, BMI) Save My Soul (Starfire, BMI) Carlton 493</td>
<td></td>
</tr>
<tr>
<td>I CRIED A TEAR</td>
<td>Le Vern Baker</td>
</tr>
<tr>
<td>MANHATTAN SPIRITUAL</td>
<td>Ben Owen Jr.</td>
</tr>
<tr>
<td>(Zodiac, BMI) Ritual Blues (Zodiac, BMI) Paleete 5005</td>
<td></td>
</tr>
</tbody>
</table>

The above are previous Billboard Spotlight picks

| 16 CANDLES | The Crests |
| (Coronation, BMI) Beside You (Winnipeg, BMI) Coo 506 |
| THE CHRISTMAS | DONDE ESTA SANTA CLAUS | Augio Rios |
| (Regaline, ASCAP) Of Falso (Shapiro-Brinberg, ASCAP) Metro 11200 |
| RUN, RUDELY, RUN | Chuck Berry |
| MERRY CHRISTMAS, BABY | (Arc, BMI) (St. Louis, ASCAP) Chess 1714 |
| WHICH OF US IS TO BLAME? | C&W |
| (Roadway, ASCAP) The Wibur Brothers | (Cedarwood, BMI) (Cedarwood, BMI) Decca 30789 |
| I’M LETTING YOU GO | Webb Pierce |

(Cedarwood, BMI) (Cedarwood, BMI) Decca 30789

THE above are previous Billboard Spotlight picks

| R&B | NO SELECTIONS THIS WEEK |

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

These 100 titles are listed in order of their national POPULARITY, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEED YOUR LOVE</td>
<td>Buddy Freeman, Johnnie 848</td>
</tr>
<tr>
<td>JEALOUS HEART</td>
<td>Tom Hunter, Warner Bros. 1048</td>
</tr>
<tr>
<td>THE WORLD OUTSIDE</td>
<td>Your Are, Decca 30714</td>
</tr>
<tr>
<td>A PART OF ME</td>
<td>Jimmy Clanton, Arc 244</td>
</tr>
<tr>
<td>C’MON EVERYBODY</td>
<td>Eddie Cochran, Liberty 85166</td>
</tr>
<tr>
<td>DONDE ESTA SANTA CLAUS?</td>
<td>Angie Blue, Metro 20106</td>
</tr>
<tr>
<td>MEXICAN HAT ROCK</td>
<td>Applewhite, Cameo 149</td>
</tr>
<tr>
<td>NON DIMENTICAR</td>
<td>Son King Cole, Capitol 4706</td>
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<tr>
<td>ROCK’N ROBIN</td>
<td>Buddy Boy, Chess 123</td>
</tr>
<tr>
<td>I WANT TO BE HAPPY CHA CHA</td>
<td>James Money, Okeh-Warren Carroll, Decca 30715</td>
</tr>
<tr>
<td>THE WORLD OUTSIDE</td>
<td>Roger Williams, Skype 204</td>
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<tr>
<td>COME PRIMA</td>
<td>Tony Orlando, Mercury 31327</td>
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<tr>
<td>THE TEN COMMANDMENTS OF LOVE</td>
<td>Harvey &amp; The Moonglow, Chess 1798</td>
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<tr>
<td>THE DAY THE RAINS CAME</td>
<td>Raymond Le Ferre, Roma 231</td>
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<tr>
<td>I CRIED A TEAR</td>
<td>Le Vern Baker, Atlantic 1007</td>
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<tr>
<td>CINDRELLA</td>
<td>Four Pure, Capitol 4186</td>
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<tr>
<td>STAGGER LEE</td>
<td>Lloyd Price, ABC-Paramount 4927</td>
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<tr>
<td>IT’S JUST ABOUT TIME</td>
<td>Johnny Cash, Sun 306</td>
</tr>
<tr>
<td>TUNNEL OF LOVE</td>
<td>Emru Dist, Columbia 11252</td>
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<tr>
<td>TRY ME</td>
<td>James Brown, Capitol 1337</td>
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<tr>
<td>GOODBYE BABY</td>
<td>Jack Scott, Capitol 421</td>
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<tr>
<td>ALL OVER AGAIN</td>
<td>Johnny Cash, Columbia 11231</td>
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<tr>
<td>RUN, RUDELY, RUN</td>
<td>Chuck Berry, Chess 1714</td>
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<tr>
<td>INTERMISSION RIFF</td>
<td>Ronnie Lane Dik, Cameo 151</td>
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<td>TEARS ON MY PILLOW</td>
<td>Little Anthony &amp; The Imperials, Epic 1021</td>
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<tr>
<td>LOVE MAKES THE WORLD GO ‘ROUND</td>
<td>Peter Conte, RCA Victor 7385</td>
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<tr>
<td>DIAMOND RING</td>
<td>Jerry Wallace, Challenge 20262</td>
</tr>
<tr>
<td>JO JO GUNNE</td>
<td>Chuck Berry, Chess 1790</td>
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<tr>
<td>MERRY CHRISTMAS BABY</td>
<td>Chuck Berry, Chess 1714</td>
</tr>
</tbody>
</table>

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### THE BILLBOARD’S Music Popularity Charts ... POP RECORDS

**December 15, 1958**

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**THE STAR PERFORMER** designation shows the outstanding upward changes of position on The Hot 100 since last week’s chart. To pursue properly it is provided with visual identification of the titles which moved up area dramatically or to new entries which first entered the chart at unusually high positions.
### Billboard Hot R&B Sides (December 15, 1958)

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;SWEET LITTLE ROCK 'n' ROLLER&quot;</td>
<td>Chuck Berry, Chess 7139</td>
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<tr>
<td>2</td>
<td>&quot;MERRY CHRISTMAS, BABY&quot;</td>
<td>Harry Belafonte, RCA Victor 2014</td>
</tr>
<tr>
<td>3</td>
<td>&quot;RUN, RUDOLPH, RUN&quot;</td>
<td>Chuck Berry, Chess 7139</td>
</tr>
<tr>
<td>4</td>
<td>&quot;DO YOU REMEMBER?&quot;</td>
<td>L.C. Cooke, Checker 903</td>
</tr>
<tr>
<td>5</td>
<td>&quot;I WANT SOMEBODY&quot;</td>
<td>Harvey, former Moonglows, Chess 7139</td>
</tr>
<tr>
<td>6</td>
<td>&quot;SMOKE GETS IN YOUR EYES&quot;</td>
<td>Tab Smith, Chess 7360</td>
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<tr>
<td>7</td>
<td>&quot;LONELY TEARDROPS&quot;</td>
<td>Jackie Wilson, Brunswick 35169</td>
</tr>
<tr>
<td>8</td>
<td>A Lover's Question</td>
<td>Clark McPhatter, Atlantic 1199</td>
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<tr>
<td>9</td>
<td>&quot;NIGHTS&quot;</td>
<td>Dinah Shore, Capitol 1101</td>
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<tr>
<td>10</td>
<td>&quot;WHOLE LOTT A LOVING&quot;</td>
<td>Ferre Drummond, Mercury 562</td>
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<tr>
<td>11</td>
<td>&quot;TRY ME&quot;</td>
<td>James Brown, Federal 12323</td>
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<td>12</td>
<td>&quot;QUEEN OF THE HOP&quot;</td>
<td>Bobby Darin, Aria 6127</td>
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<td>13</td>
<td>&quot;IT'S ALL IN THE GAME&quot;</td>
<td>Tommy Edwards, M-G-M 12604</td>
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<td>14</td>
<td>&quot;DON'T LET HURT NO MORE&quot;</td>
<td>Sugar Brown, Roulette 1051</td>
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<tr>
<td>15</td>
<td>&quot;PLEASE ACCEPT MY LOVE&quot;</td>
<td>B.B. King, Kent 3171</td>
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<td>16</td>
<td>&quot;SMOKE GETS IN YOUR EYES&quot;</td>
<td>Platters, Mercury 71253</td>
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<td>17</td>
<td>&quot;CHANTILLY LACE&quot;</td>
<td>Big Bopper, Mercury 7242</td>
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<td>18</td>
<td>&quot;TOPSY II&quot;</td>
<td>Dino, Coral 50654</td>
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<td>19</td>
<td>&quot;SWEET LITTLE ROCK AND ROLLER&quot;</td>
<td>Chuck Berry, Chess 7139</td>
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<td>20</td>
<td>&quot;KEY TO THE HIGHWAY&quot;</td>
<td>Little Walter, Checker 903</td>
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<td>21</td>
<td>&quot;ROCKHOUSE II&quot;</td>
<td>Ray Charles, Atlantic 2005</td>
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<tr>
<td>22</td>
<td>&quot;STAGGER LEE&quot;</td>
<td>Lloyd Price, ABC Paramount 927</td>
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<tr>
<td>23</td>
<td>&quot;TO KNOW HIM IS TO LOVE HIM&quot;</td>
<td>Taddy Jones, Dome 901</td>
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<tr>
<td>24</td>
<td>&quot;CLOSE TO YOU&quot;</td>
<td>Muddy Waters, Chess 7139</td>
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<td>25</td>
<td>CHIMPONG SONG</td>
<td>David Seville, Liberty 59135</td>
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<tr>
<td>26</td>
<td>&quot;HERE I STAND&quot;</td>
<td>Wanda Jackson, Veer 295</td>
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<td>27</td>
<td>&quot;CANNON BALL&quot;</td>
<td>Deano Eddie, Fame 1111</td>
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<tr>
<td>28</td>
<td>&quot;LOVE YOU MOST OF ALL&quot;</td>
<td>Sun Cooke, Keen 23606</td>
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<tr>
<td>29</td>
<td>KEEP A-DRIVING</td>
<td>Chuck Willis, Atlantic 2086</td>
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<tr>
<td>30</td>
<td>&quot;EVERYTHING WILL BE ALL RIGHT&quot;</td>
<td>Gene Allison, Vee Jay 298</td>
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<tr>
<td>31</td>
<td>&quot;THAT OLD BLACK MAGIC&quot;</td>
<td>Keely Smith &amp; Louis Prima, Capitol 4813</td>
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<tr>
<td>32</td>
<td>&quot;MAKE ME A PRESENT OF YOU&quot;</td>
<td>Brick Washington, Mercury 7277</td>
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<tr>
<td>33</td>
<td>&quot;YOU CHEATED&quot;</td>
<td>Moonglows, Del 13494</td>
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<tr>
<td>34</td>
<td>&quot;WIN YOUR LOVE FOR ME&quot;</td>
<td>Sun Cooke, Keen 23606</td>
</tr>
<tr>
<td>35</td>
<td>&quot;ONE NIGHT&quot;</td>
<td>Ernie Preston, RCA Victor 7465</td>
</tr>
</tbody>
</table>

*Note: The numbers in the left column represent the week number.*
**Best Selling Sheet Music in U. S.**

**Week** | **Last Week**
---|---
1. **TOM DOOLEY** (Beethoven) | 2 |
2. **TO KNOW HIM IS TO LOVE HIM** (Warman) | 1 |
3. **THE DAY THE RAINS CAME** (Garland) | 4 |
4. **NON DIMENTICAR** (Holli) | 3 |
5. **THE WORLD OUTSIDE** (Chappell) | 6 |
6. **LONESOME TOWN** (Eric) | 7 |
7. **THE CHIPMUNK SONG** (Monarch) | 8 |
8. **IT'S ALL IN THE GAME** (Beinick) | 9 |
9. **WHITE CHRISTMAS** (Berlin) | 10 |
10. **I'LL REMEMBER TONIGHT** (Fest) | 11 |
11. **WINTER WONDERLAND** (Brogman, Verea & Co.) | 12 |
12. **COME PRIMA** (ASC) | 13 |
13. **NEAR YOU** (Supreme) | 14 |
14. **IT'S ONLY MAKE BELIEVE** (Marielle) | 15 |
15. **BUDOLPH, THE RED-NOSED REINDEER** (St. Nicholas) | 16 |

**Best Selling Sheet Music in Britain**

**Week** | **Last Week**
---|---
1. More Than Ever—Steering (Anglo) | 2 |
2. Mary's Boy Child—Bromley (Schoellman) | 3 |
3. A Certain Jamb—Benn (Robinson) | 4 |
4. My All in the Game—Bromley (Bennick) | 5 |
5. Vale—Robinson (Robinson) | 6 |
6. True—Heiden—Kastner (Kastner) | 7 |
7. So—Robinson (Robinson) | 8 |
8. Tom Dooley—Essen (Soller) | 9 |
9. Carolina Moses—Lawrence Wright (Crosland) | 10 |
10. Roots—Southern (Southern) | 11 |
11. You Need Hands—Lakew (Lakew) | 12 |
12. Red Dog—Aufluif (Aufluff) (Robinson) | 13 |
13. Its Only Make Believe—Francis Ely (Maries) | 14 |
14. Tom Dooley—Anderson (Beethoven) | 15 |
15. Be Dance—Cappie (Cappie) (Cappie) | 16 |
16. I Heard the Bells on Christmas Day—Chappell (St. Nicholas) | 17 |
17. Lead Like—Robinson (Robinson) | 18 |
18. Tel—Amsterdam—Crosland (Crosland) | 19 |
19. Love Makes the World Go Round—Cappie (Cappie) | 20 |
20. Love Makes the World Go Round—Cappie (Cappie) | 21 |

**Best Selling Pop Records in Britain**

**Week** | **Last Week**
---|---
1. HOOTS MON—Lord Rockingham's XI (Decca) | 2 |
2. IT'S ONLY MAKE BELIEVE—Conway Twitty (MGM) | 3 |
3. TOM DOOLEY—Leslie Douglas (Pan-Nic) | 4 |
4. IT'S ALL IN THE GAME—Tommy Edwards (MGM) | 5 |
5. TOM DOOLEY—Kingsley Trio (Columbia) | 6 |
6. HIGH CLASS BART—Burt Sugar (Columbia) | 7 |
7. LOVE MAKES THE WORLD GO ROUND—Perry Como (RCA) | 8 |
8. MORE THAN EVER—Harriet Taft (BMV) | 9 |
9. A CERTAIN SMILE—Johnny Mathis (Framed) | 10 |
10. COME PRIMA—Marie Matisse (Marie) | 11 |
11. COME ON LET'S GO—Tommy Sants (Decca) | 12 |
12. THE DAY THE RAIN CAME—Tommy Edwards (MGM) | 13 |
13. MANDOLINS IN THE MOONLIGHT—Perry Como (RCA) | 14 |
14. BIRD DOG—Everly Brothers (London) | 15 |
15. MARY'S BOY CHILD—Harry Bullock (RCA) | 16 |
16. REAL LOVE—Barry Mann (Columbia) | 17 |
17. SOMEDAY—Judy Garland (BMV) | 18 |
18. STUFFED CUPID/CAROLINA MOON—Vance French (MGM) | 19 |
19. LOVE MAKES THE WORLD GO ROUND—Perry Como (RCA) | 20 |
20. LOVE MAKES THE WORLD GO ROUND—Perry Como (RCA) | 21 |

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

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Jackson, Mississippi

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ARTHUR D. WARD

PhD RAYMONDE

President

Vice-President

A & R RECORDING INC.

112 W. 48th Street
New York, New York, CT 6-1545

IT'S SIMPLE AS A-B-C...
**Reviews of New Pop Records**

**EXPLANATION OF RATING CATEGORIES FOR SINGLES**

- **** Very Strong Sales Potential
- *** Moderate Sales Potential
- ** Good Sales Potential
- * Strong Sales Potential

- **** The Four Lads SUNDAY (Williamson, ASCAP)

The Lads have another strong effort to follow their current big hit "The Mocking Bird." "The Coll" is a cute Dick Adler-Bob Allen treatment of finding a girl via the Sears & Roebuck catalog. Flip is a pleasant song from Rodgers and Hammerstein's "Flower Drum Song" and would also pull strong sales.

- **Doris Day**

KISSIN' MY HONEY (Artists, ASCAP)

I enjoy being a girl (Williamson, ASCAP)

"Kissing" is a bright, broad-clapper that should copy heavy dance play and also gather strong sales. Cheery chorus backing helps the artist on the cute side. Flip: "I'm Enjoying Being a Girl," is a lovely sentimentals song from "Flower Drum Song" that can also score.

- **The Kalin Twins**

OH! MY GOODNESS (Jason, BMI)

It's Only the Beginning (Daniels, ASCAP)

The Twins could have their third row with either of these fine outings; "Oh! My Goodness," a rocker which they present over absolutely backing. Flip: "It's Only the Beginning," is a pretty rock-ballad that's sung with feeling.

- **Cyril Stapleton**

The Children's Marching Song (Miller, ASCAP)

A children's chorus rendered the tune from "The Inn of the Sixth Happiness," with plenty of charm against bright marching backing. It's an infectious side that can easily take off. Flip is "The Inn of the Sixth Happiness."
DANNY LESTER
WAIT FOR ME (Cliff, BMI)

Lester has a good sound on the celebratory-type rock ballad. Pretty tune plus semi-slanted lyrics give this step a potential. It has a good hook. Side is being distributed thru Verve Records. Flip is "Artimis." (Cliff, BMI).

Blue Moon 58

Pop Talent

BILLY GRAVES
THE SHAG (Combine, BMI)

Uncertain (Combine, BMI).

Graves has two potent sides which he delivers with strong appeal. They're handsome first efforts that could prove winners. "The Shag" is a rocker about a "love" dance. "Uncertain" is a country-type that both are nicely done. Monument 401

Pop Disk Jockey Programming

THE WILDCATS
GAZACHSTAHAGEN (Lark Sea Enterprises, BMI)

The crew gives out with a bright go on this jazz rocker. The combination of guitars and organ provides a listenable sound. It's a good dance side and also, it rates spins expeditiously. Flip is Billy's Ch Ch Ch So... (Conquest, ASCAP).

RED FOLEY
SMILES (Remick, ASCAP)

Foley, the fine country artist, presents the tune with a pep. It offers uppliable material for pop jocks. Sides, the happy drive, is sung in good fashion. The rhythm section is cracking and vocals sound find approval. Flip is "Love Is Love." (Boulevard, BMI) Decca 308802

C & W Records

JOHNNY HORTON
WHISPERING PINES (Buna, BMI)

WHEN IT'S SPRINGTIME IN ALASKA (Cajun, BMI)

These are Horton's best sides recently. "Whispering Pines" is a pretty country weeper-ballad that echoes in real style. "Where It's Springtime In Alaska" is another tribute to the 49th State. Either can step out. Columbia 43108

R & R Records

No selections this week.

For the number by the jingleeer's recording of "Jingle Bell Rock" b/w "Christmas Moon," a Christmas Disk Jockey Programming Spotlight in last week's issue, was unintentionally unlisted. Label and number are Brunswick 55308.

The following records, also reviewed by The Billboard music staff, were listed once.

The COOLBREEZERS: Let Christmas Come/Here Comes The New Year—Bull 105
LINDA CRISTELLE—From "The Christmas Story"—Prod. M. F. (Coral 6360)
DEAN MARTIN—Unfinished Business—Vic, One—Gay, One—Hill 74
DAVE PRESCOTT—Cradle Of Christmas—EMI, One—Gay—Yuletide 117
KATE JONES & ANN COLLINS—Swing Along—G & B, One—Fenton
JIMMY & BOBBY FIELDS—Rockin' Around The Christmas Tree—Bull 101
JIMMY & THE JONES—Come And Celebrate Christmas—EMI, One—Gay—Rome 805
STEVE KING—Come Back Santa—Sceptre—The Christmas Opera—Fenton 584
THE NOLITONES—Who Came Around Love/Christmas Special—C. & M 162
JOANNE VANCEY—Miss Christmas—United Artists—Gay—Starr & Shuford—Record 0198

Country & Western

MERL LINDSAY

D. 1008—Ole Tin Saddle, Millionaires in concert (Continued on page 67)
Distributors of Catbird Seat

- Continued from page 3

Aramco Waxed Carbon

- Continued from page 3

Yuletide Keys Happy Boom

- Continued from page 3

The area who build many new homes per year, etc. All are followed up immediately, brought to the stores to view some stereo systems and sold on the strength of the selling skills of the salesmen. Woodie Fell, a self-taught electronics expert, whose installations are among the biggest to go into Phoenix homes.

While Tang does quite a bit of selling and selling to retailers, he has been the satisfaction of customers. Woodie Fell, who was the assistant at Atco, Atlantic subsidiary, which has had sales for the past two years.

300 special designs for Triumph include singer Tony Melody, the Triumph, a new Washington based on the model for Barke, markably Hilly Crystal and the Majors, who had recorded for me. Abramson has been in the disk business for a little way and has

label, and will be equipped for on location multi-channel stereo recording
disks, the inconvenience of the cartridge tape market and the need
for individual sales. Until that happens, the individual record is in

perfectly good sound.

Merc Meetings

- Continued from page 2

Myers, director of advertising and promotion, will be in charge of this branch office.

In commenting on the sales meetings, to be led by deployment managers, he said that the next year disk is expected.

His philosophy that the focus will be on the post-Christmas prospects for stereo

armed forces. The War

To make your business go well business because of delays in your order

Armed Forces

- Continued from page 3

Jesus insists on 15 separate polishing

operations—many of them by hand.

Jesse

Needle sizing is not always

accurate. In better needles tolerances

must be met within a tiny fraction

of an inch to guarantee proper record

protection.

These needles vary with
different brands of diamond

needles. Needles should pass a

service test before taking

off the plant. These tests protect

the company against possible

returns of his records—even if he accidently

drops a player arm on a moving

disk.

To dramatize its diamond

quality, Jesse is preparing a hand-

some display to be shown in the

next month.

Yeuletide

For the holiday promotion, Jesse is urging customers to “Give diamonds for Christmas!” The promotion is timed so the diamond
f阐明 the heels of widespread advertising in Hope diamond. The huge inky-black jewel was recently donated by Hope himself to the Smithsonian

Institutes.

Exclus Prefere

- Continued from page 66

AM-FM radio, $75 to $150; hi-fi record player, $150 to $300, did not

be included in the catalog.

They were picked out, with the
data was put into punch cards for machine

processing.

Under any circumstances dis- tractors can use this large frets by choose.

And the fact of this and trying to

a little work for him. Freec- ings, or freebies, started at a

what they are. It is not to

the chair. Back in the early ‘50s several labels came up with the idea of 300 free disks for every 1,000 purchased, and this inexpensi- ve price was never ended.

The 300 freebies were meant to

be given to one step who in turn

would be given them to customers. The free 300 for 1,000 purchased was

soon picked up and 400 for every 1,000 sale was equally popular. After this gambit came the one where a disk was free to

any distributor for every disk purchased—for a disk of new or "hot" disks. Many—too not allowed to purchase new disks for a

distributor and it is still in

vogue now and seems to

sell Wholesale.

Newest wrinkle was thought up by a colorful a,c.f. man of a large

firm a few months ago. Instead of giving away 200 or 300 of the same disk, he

charged, he gave away 200 of a different disk, but this happened to be

happened to be on his label—in order to get a new disk into dis- tractions.

And everyone, distributors able to sell the smash hit to the point

where quantity, worked on it, and turned this record into a number one

hit. All day he was installing

this gimmick, with a few slight changes, it found them to

sell a lot of good.

What happens to the free

cords the distributors get from man-

ufacturers? Some are given away,

sent to radio and trade publica-

tion deals, some are sold at a

special price. Some are sold and

they are given away. Some are

dumped—since being free they

can’t be returned for credit.

Jensen Test & Show

- Continued from page 58

Jensen insists on 15 separate polishing

operations—many of them by hand.

Jesse

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accurate. In better needles tolerances

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**Review Spotlight on Albums...**

**Sound Albums...**

**THE OUD**  
Arum Arakelian Ensemble—Carlton STLP 12/109 & LP 12/109

**STEREO & MONAURAL**

Foes will decry that the Oud, a sort of Middle-East blend of guitar and tulip, is a specialized musical taste. But it’s well worth hearing in this album, when combined with a backing of percussion instruments, in order to produce a polyphonic effect quite different from the “Arabian Nights” and should serve as a dramatic demonstration piece to show off the two-channel effect with a pair of good amps and speakers.

**SPECIALITY ALBUMS...**

**BORDER CORRIJA**  
(2-12") — Liberty LHP 5001

Dozens of packages have been released during the current spewing of statehood into the West, but this one tops them all. The two-disc set contains everything an aficionado could want in detailing the complete story of the Border Corridors, a sort of daily calendar at the Tijuana border. The informative yet unobtrusive commentary provides all the color, from the drawing of the bulls in the morning right through the competition for the gold award among six of the world’s top matadors. The authenticity of the arena is presented as never before, including stirring crowd reactions, authentic music and even interviews with the matadors. To get closer to the bulls would be downright dangerous. A sure sale to anyone with a touch of bull fever.

---

**Reviews and Ratings of New Classical Albums...**

*Continued from page 75*

**CLASSICAL...**

**STERN TABLE MADE FOR WIND INSTRUMENTS...**

The all-black wood ensemble (Feistall, Mercury MG 5076) of the state of New York are soon to enrich our national culture. Their clean, swinging, well-knit sound is in excellent taste, and the music all is well accompanied to order another. There is quite a bit of repetition for the ensemble, but is not too much. The ensemble of music, however, often induces some thematic possibilities.

**BRITISH SYMPHONIESNSNumber 7 & 8**

London Symphony Orchestra (Von Reiners, Melo-Phi 1975) described a series of both standard works, with the exception of the Seventh, in particular. Apparently this ensemble will last for a long time over painting.

**HANDEL: THE WATER MUSIC...**

The Netherlands Philharmonic Orchestra (Von Beul, 5080) is a very magnificent collaboration, welcome. The ensemble of music, however, often induces some thematic possibilities.

**MEDITATIONS OF THOMAS MORELY**

The Deluxe Concert, Vanguard 80001 & 80003

STEREO & MONAURAL

The vocal compositions appear in the two discs which offer a variety of the discs, which contains among the best of the original. The floating lobby effects are well balanced for the discs. Delight is convenient, and this ensemble for the discs, however, often induces some thematic possibilities.

**MEDITATIONS OF JOHN WILKES**

The Deluxe Concert, Vanguard 80001 & 80003

STEREO & MONAURAL

The vocal compositions appear in the hole discs which offer a variety of the discs, which contains among the best of the original. The floating lobby effects are well balanced for the discs. Delight is convenient, and this ensemble for the discs, however, often induces some thematic possibilities.

**SHOSTAKOVICH VIENTES...**

The Beethoven & Vientines Quartet (Von Reiners, Melo-Phi 1975)

The two quartets reveal the composition and the ensemble of music, however, often induces some thematic possibilities.

**MAHLER: DAS LIED VON DER ERDE...**

Cordes Hoffmann, Mollard Mollendal Quartet (Von Reiners, Melo-Phi 1975)

This song cycle revolves around the music of the Middle-Eastern music, with a wealth of colors and with the understanding of the music of the discs. The set of music is available with any selection, with the understanding of the music of the discs. This set should contain some thematic possibilities.

**SERENATA**

Sobeloff Df Zagreb (F cuck), Vanguard VLG 1964 & VLD 1963

---

**BORDER CORRIDA**

(2-12") — Liberty LHP 5001

---

**STEREO & MONAURAL**

The seven chamber works performed less with significant case by the Zagreb group are not to the taste of the public, particularly in the last movement which is of the highest order, with the Zagreb group's passion for the music. The Zagreb group has been gaining in favor with the Zagreb music festival and with this sampling of lovely works by Mozart, Beethoven, Brahms, Bruckner and Beethoven to delight their followers. Here's a "Vain" with its melodic, but somewhat, is one of the leading and most grateful sounds so as to print it.

**VIVALDI: GLORIA, NOTETTO...**

Friderich Waller, Sausage, Sausage, Vienna, (Vanguard, VLG 1964 & 1965)

STEREO & MONAURAL

This set is available with the additional in the recorded works of the great Franz Liszt. What's right about the ensemble, with the "Montres" using only the first part of a cycle. Performers by the first, and Pro Mulas, excellent, with Lisztian Concert, a composer's job of handling the tricky transitions from elaborate chord effects to a solo in a manner and style. Good sound work and attractive cover.

---

**LOWAL SNAPS Flsc Score...**

**NEW YORK — Lowal Music Corporation, the Lerner and Loewe music and management firm, has acquired the score to the current musical "Mon Oncle" ("My Uncle"). The Lancer singing, "Tell Me What You Love Me, Baby," got backbeat records, Los Angeles.**
CRISTIANI CONTRACTS BALTIMORE ENGAGEMENT

BALTIMORE — Cristiano Bertolino, president of the Baltimore Shrine, has announced that the Shrine will join the Variety Club of Baltimore for a special event in the coming weeks. The event will be held at the Variety Club and will feature a variety of performers and entertainers.

Cristiano has announced a new season of performances in Baltimore, including new acts and special events. The season will feature a variety of performers, including acrobats, magicians, and musical acts. The season will begin in April and run through the end of the year.

The event will be open to the public and will feature a variety of attractions, including a children's area, food vendors, and a variety of entertainment options. The event will take place at the Variety Club and will run from 10 a.m. to 10 p.m.

Cristiano is excited to bring the Shrine to Baltimore and to work with the Variety Club to provide a unique and entertaining experience for the community.

ESSENTIAL INFORMATION

Location: Baltimore Shrine, 1234 Main Street
Date: April 1
Time: 10 a.m. to 10 p.m.
Admission: Open to the public

For more information, please contact Cristiano Bertolino at (302) 555-1234.
NEW YORK — The first Jewish cultural group from Eastern Europe to come to this country, the Polish Shva Jewish Theatre, has been cleared by the Department for a tour of major U.S. cities, beginning in March. The group is represented in this country by the National Jewish Welfare Board, in association with Jerry Hoffman.

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Kiddie Buggie Ride
The Fly Ride

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ADULT RIDES

MINIATURE TRAINS

ROLLER COASTERS

FERRIS WHEELS

MEERRY-GO-ROUNDS

SHOOTING GALLERIES

FUN HOUSES

Write for descriptive circulars.

The BILLBOARD

ARREAS & AUDITORIUMS

My Fair Lady’ Route Marks Trend to Arenas and Auds

By TOM PINKSON

ONE OF THE SHARPEST indications of the trend for touring leg companies to play auditoriums and arenas comes from "My Fair Lady," which has just completed its circuit of small-town radio stations to follow its current Chicago engagement. Auditoriums and arena figures are impressive in it.

Of course, this show and others have played auditoriums and arenas before. Some leg companies play little else, but some others have resisted such buildings, preferring to stay in the traditional theaters. Another factor is that some shows played the mode half side of multi-purpose buildings without realizing that in fact they were in the auditorium-arena mix. Even some management handled the theater side, arena side and whatever other facilities were involved.

"MY FAIR LADY" CLOSES in Chicago on February 8 and makes six weeks at Detroit's Riveria Theatre. Then comes a week at Massie Auditorium, Rochester, N. Y., and two weeks at the Municipal Auditorium.

Columbus will see the show at the Veterans Memorial Auditorium in a week's stand. Next will be two weeks at Clemson's Tal Auditorium. Among several return engagements in the area is two weeks at Keel Auditorium, St. Louis. A 12-day stand at the Kansas City Music Hall is scheduled. Another return will be six weeks at the Philadelphia Auditorium, Los Angeles, under auspices of the菲律宾 Operas and Company. The same kind of suspense will have "My Fair Lady" in the 3,300-seat War Memorial Auditorium, San Francisco, for four weeks.

Portland Auditorium will house the show for eight shows in five days. Opera House, Seattle, has it for two weeks.

VANCOUVER'S NEW auditorium is booked for "My Fair Lady," for two weeks starting August 30, and it is expected to be the first attraction after the deficiency concerts to open the building, now under construction.

In Atlanta, both of the Jubilee Auditoriums will have "My Fair Lady." It will play eight shows in five days at Edmonton's Jubilee Auditorium and a week at the Calgary Jubilee Auditorium. At the end of the run contracted for at the St. Paul Auditorium's music hall, where it will appear for 12 days.

"My Fair Lady" is a show, using revolving stages that require great height, using 32 sets of men, 2700 amps and six baggage cars. Many buildings-theaters or auditoriums-can't handle it, it is understood by all.

As come out of here, the area was supplying information about the auditorium and equipment of various buildings, this show will be played many more auditoriums, repeating at some and being in its same or legit stands.

Behind the action is a policy wrapped up in this statement: "NEW AUDITORIUMS are better equipped for this type and size of show than some of the old-style theaters, and they have the necessary capacity."

Baker Named
To Auditorium
At Albuquerque

ALBUQUERQUE, N. M. — Jack Baker, former radio performer, has been named manager of the Civic Auditorium here. He succeeds C. W. (Chuck) Sloan, former manager, and Paul Villela, assistant who took over after Sloan resigned some time ago. Baker formerly was program manager for KXON-AM here, and after he had been with the "Don McConnell Breakfast Club" program out of Chicago, he began in show business in 1935 as a singing partner of Danny Thomas, now a TV comedian. Later he was on a radio station in Sturgeon Bay, Wis. He has also been with a gas and oil firm and with an appliance store.

Villela resigned as assistant manager to resume his college work. He is engaged to be married sometime in early summer. Baker was here for about a month before he was called to sit in. He has been with the company for two and a half months.

Werner Buck
Sets 2 Shows; Jordan Joins

LOS ANGELES — H. Werner Buck's Show Management is staging two shows this season, the Great Western Exhibit Center here in January and the Southern California Boat Show at the Center in April, and the Trailer Life Show for four days, starting January 23.

Robert L. Jordan, who handled trade shows in San Francisco as well as exhibits at district and county fairs, has joined the Buck organization.

Auto Show Record
Set at Spokane

SPokane — The eighth annual Spokane Auto Show, which opened November 28-30, drew record attendance of 45,050, setting a record of 15,500 ahead of the old mark of 28,900 for the Spokane Coliseum.

Two stands daily featured the Modernizers and Bonnie Guinea, respectively. Other acts were Ming Ling, Pug Leg Bates, Joe Jackson Jr., and Joe McKenna.

A department store put on a fashion show in connection with the Appearances of American and foreign cars, including those that won the Indianapolis 500. Tickets were $2 each for adults and $1 for students. Manitou Lido Club and Spokane New Car Dealers' Association was sponsored.

THE BILLBOARD

GENEAL OUTDOOR 89

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ROUND-UP

WORLD'S MOST UNIQUE RIDE

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Schenectady, N. Y.

Phone Telephone: 4-1647

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WITH THE LADIES:

Gowns Sparkle At Chicago Ball

By VIRGINIA KLINE

CHICAGO—When the grand mesh luncheon of the Showmen’s League of America history was made for the show world this year. A husband and wife were chosen for top offices in the two organizations. It was a first, and the couple chosen were the ideal ones to start the tradition. Bill and Cloth Carl, sponsors of the Mesh activities of the League and the Auxilary, will join hands in their offices to cement the tie and make the coming year one to be remembered for members and friends.

The Carls’ led off with the president who was retiring, Jack Poch, Jr., who wore a white gown, designed by St. Laurent, who is now carrying on the work of his father, Harry Poch, deceased Doyer. The bodice was tightly fitted above the floor line, and the flared skirt. The bodice was made from a netting fabric, a bit of a change from the usual Hardanger or Swiss cut in netting. The skirt was dark blue chiffon. The sleeves were long and wide, and the skirt was slightly gathered, which made the dress look even more graceful. The Carls’ had been married for 30 years, and they have three children. The Carls are known for their generosity, and they are always willing to help out with any project that needs their support. They are also active in the community, and they are known for their love of horses.

In the South African tour the “Water-Follies” will play on tennis courts, which have a large seating capacity. The Johannesburg court is a 10,000-seat, The Hub producer has been using the South African dates for more than two years. A show will be set up for five of the five top events in Africa. The South African producer is a man with a flair for show business, and he is able to make the most of the opportunity. He has been able to make a big impression on the South African people.

The box office was tightly fitted above the floor line, and the skirt was slightly flared. The bodice was made from a netting fabric, a bit of a change from the usual Hardanger or Swiss cut in netting. The skirt was dark blue chiffon. The sleeves were long and wide, and the skirt was slightly gathered, which made the dress look even more graceful. The Carls’ had been married for 30 years, and they have three children. The Carls are known for their generosity, and they are always willing to help out with any project that needs their support. They are also active in the community, and they are known for their love of horses.

MAIL ON HAND AT
CINCINNATI OFFICE
2161 Princeton Avenue
Cincinnati 2, O.

Pepsi’s Fair Square Dance Parties Grow

NEW YORK—Pepsi-Cola will continue its square dance party promotion throughout the year, in addition to the giveaways of such things as bicycles, ponies and Thunderbird model cars. Roy Jones, handling the tie-in work, said that the giveaways were partially successful in 1958. The square dancing was offered at fairs in Memphis, Merced, Ark., and other cities. The promotion was only at Memphis the previous season, and more free giveaway will be offered in other cities.

The giveaways have as their key items a truck, which goes on the neck of a bottle in a six-pack carton, and are worked chiefly on kids’ days. Last year the firm gave away 24 ponies and 38 Thunderbird model cars. Square dancing promotion includes professional performers and teams, and group and individual patrons.

Sweepstakes and promotions.

SWANSON
Butcher Shop Candy
Back in Business
Wholesale—Retail—Concessions
Fair—Show—Map—Contact
A.B.E. CANDY COMPANY
Box 265, Huntsville, Ohio

MAKE $200 A DAY
On Candy Sales

Our NEW PERFECTION has EVERYTHING:
ELECTRIC CANDY FLOSS MACHINE CO.
P. O. Box 479
1416 Laramie Rd.
Nashville, Tenn.

POPCORN—COTTON CANDY—SNO-KONE—APPLES
The new Gold Medal (SNO-WHALE) will be ready for mailing soon. Order your supply of them now to assure a steady flow of customers.

GOLD MEDAL PRODUCTS COMPANY
318 S. Third St., Cincinnati 2, Ohio

LETTER LIST
Letters and packages addressed to persons in care of The Billboard will be answered as promptly as possible. All replies to be sent to the office of The Billboard when it is in Iowa, Des Moines. New York office: 161 W. 40 St., New York 18, N. Y. All replies in California to be sent to 4650 Wilshire Blvd., Los Angeles 3, Calif. by Wednesday morning or Cincinnati office by Thursday morning.
The Final Curtain

ARNOLD--Paul, 62, at Mobile, Ala., in October of a heart attack. He had been with Dyers Greater Shows, San Francisco.

Marriages

Braunstein-Fornier--Benjamin Braunstein and Frances Fornier, January 7 in Buffalo. He is business manager of James E. States, Shows, on which his brother-in-law, Milton, and his father-in-law, Julius, are in (Debut in Carnival season).

McCormick-Walker--Robert McCormick and Mrs. Betty Walker, January 9 at the Beach Hotel, Atlantic City, N. J., were with the D. D. Murphy show on the New Jersey Holog Band and the latter with Alice Melville's girl revue, recently in Los Angeles.

Births

Boden--A son, Mitchell Lee, born December 30 at the Sinai Hospital to Shelley and Alphonse Boden. Grandparents are Mr. and Mrs. William H. and Mr. and Mrs. William W. Cohen, well known in outdoor novelty circles in the Baltimore area, who checked in at 8 p.m., 8 ounces.

Cleary--A son, Kevin Charles, recently in Chicago to Mr. and Mrs. John T. Cleary. Father is in the special events department of the Music Corporation of America.

Richie--A son, Kenneth Jr., to Mr. and Mrs. Kenneth Richie, Kansas City Mo. Mr. and Mrs. Kenneth, both Forties with Rudy Bros. and Bailey Bros. circuses last season.

Ocean Beach Gives 2 More Concessions

NEW LONDON, Conn.--The Ocean Beach Park board, superviseing city-owned and -operated amusement park in 1959, has approved two more concession contracts—one for three years and the other for one year.

Frank Lewyan and Armando Baldeh, cafeteria operators, awarded a three-year pact, will pay the city a $1,400 flat rental plus 17 per cent of gross over $60,000. Nymoy Club Beverage Company's contract has been renewed for one year at $1,000 plus 20 per cent in excess of $4,000 gross receipts. Louis and Charles Ruben operate this firm, which has soft-drink vending machines at various beach points.

Contracts between the city and three other concessionaires, approved sometimes in 1958, have been formally ratified. They are with the Nobody hop, operated by Joseph H. Noonan; the Merry-Go-Round, operated by Mr. and Mrs. Alan Americk; and the Feathers Amusement Inc., operators of amusement rides and the bowling center.

The beach has dropped plans to construct a new bowling center as the director Anthony N. Pena has told board members that the weight factor had forced him to do so. Construction on the street floor would not support the wall. He said he was "amused in finding out that the so-called small cars actually weigh a ton."

Bibliography:

Scott Turner, Riders: (Edgewater & Vassar) Orlando, Fla., 15-17.

Circus Routes

Carnival Routes

Legitimate Shows


Miscellaneous


Ice Shows


The Most Beautiful MINIATURE GOLF Courses

Built in American or constructed by ARLAND 444 Brooklyn Ave. New Hyde Park, N. Y.

The Horstman's Largest Builders —

KING AMUSEMENT CO., INC.

Mr. Clemons, Mich.

Shoofly Galleries

And supplies for Eastern and Western Shows. Galleries built to any specifications.

H. W. TERPENING

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America's Finest Show Posters

WRITE FOR 1959 DATE BOOK

CENTRAL SHOW PRINTING CO., INC.

LARGEST CITY, IOWA

67,000 ACTIVE BUYERS

The Billboard classified showmen market

December 15, 1958

The Billboard

General Outdoor

The Bell's Game Playing研发中心在几个游戏中的应用
**PARKS-KIDDIELANDS-RINKS**

**NAAPPB Board Decides Policy on AREA, PSAA**

CHICAGO — Hot convention of the NAAPPB board of directors established policy on relations with two allied organizations.

John S. Bowman, NAAPPB secretary, relayed word of a meeting he had had with the American Recreation Equipment Association. Decision was that NAAPPB will try to carry out suggestions made by board members about operation of the trade show. A poll of trade show exhibitors will be made to determine their likes and dislikes.

The NAAPPB directors voted to continue operation with the participating Sports Association of America, but decided not to encourage any consolidation with PSAA. Reason behind this is that the latter is made up of members in several fields already represented by various trade associations, and for NAAPPB to step in might seem to violate the areas of the other groups.

In a parallel action, the NAAPPB board decided to beef up its own beach and pools sessions for next year's convention and hope other activities for pool people within its own framework. Further action by the board called for overhauling the plans for the annual banquet. Considerable improvement in the banquet for next year will be sought, and a similar effort to improve the entertainment is outlined.

NAAPPB also voted to present plaques of thanks to various park people who were hosts to the NAAPPB touring group at various places in Europe last September.

**FOR SALE!**

**SUMMIT BEACH AMUSEMENT PARK**

AKRON, OHIO

Established 40 years—only park in city—major rides and equipment—land is leased.

INITIAL INVESTMENT $40,000.00 required. Balance over several years to right parties.

—INVESTMENT—WISE—GOOD—

Write: ED. M. PALMER

Sheraton Hotel, Akron R. Ohio

(Continued on page 100)

**FOR SALE**

Liquidating All Amusement Park Equipment

MERRY-GO-ROUND—Philadelphia Toboggan,
60 foot, 70 Horses

ROCK-O-PLANE

PRETZEL RIDE (complete)

ODDODGE (17 Cars)

BUG RIDE (complete)

TURNPIKE RIDE (Schiff)

ROLL-O-PLANE

FLYING SCOOTER (8 Cars)

TRAIN (Century Flyer)

LARGE COASTER (equipment)

REVOLVING ROOM

STEEL PARK BENCHES

PICNIC TABLES

MIDGE-O-RACER

COMPLETE ROLLER RINK EQUIPMENT—

including rental Shoe Skates, Grinder,
Sound Equipment, etc.

ORGANS

COMET JR. COASTER (complete)

HAND CAR RIDE (Hodges)

BOAT RIDE (6 boats and center)

AUTO RIDE (Allan Herschell)

GOOSE RIDE (Allan Herschell)

ROTO WHIP (Mangels)

TROLLY RIDE (Bullman)

SHOOTING GALLERY (complete)

KIDDE ROCKET RIDE

WOODEN PARK BENCHES

OUTDOOR SPEAKERS

PONY CART

Plus many other miscellaneous items, including Light Towers, Electric Equipment.

Refreshment Stand and Concession Equipment.

This equipment was all operated during the 1958 season and can be seen by appointment. The equipment inside not dismantled, outside equipment has cars removed. A detailed listing including prices will be sent on request.

**Puritas Springs Park**

19500 Puritas Ave.  

Cleveland 35, Ohio

PHONE: Clearwater 1-1909

**NAAPPB TAKES CNE, CONKLIN INVITATIONS**

CHICAGO — The NAAPPB's 1959 late summer meeting will be at the Canadian National Exhibition, Toronto, it was decided here by the board of directors of the parks association.

They accepted the invitation extended by Hiram McCullum, general manager of the J. W. (Patty) Conklins, NAAPPB member who has the midway at the CNE as well as several parks.

The exhibition's full run is August 26-September 12, and the NAAPPB session will be a day or two within that period. Headquarters for the meeting will be established at the Royal York Hotel, Toronto.

This meeting will correspond to the 1958 late summer meeting that was held at the World's Fair in Brussels, Belgium.

**Tivoli Works On Buildings**

COPENHAGEN—Mild weather has enabled workmen in Tivoli to get the green roof under and stage construction projects. The group of temporary wooden concession buildings along the new Concert Hall have all been removed and new quarters for the concession will soon be built. This will practically terminate the rebuilding project that has been under way for several years.

**FOR SALE**

**G-16**

FOR SALE

Slate Manganese Make Engine and 4 Years Old 4 cars

Capacity: 48 children or adults excellent can be handled by child

R. Miller, Box 128, The Billboard

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All-Herschell M. C. Go Round, 3 Double Yokes, 2 Giant Yokes, 4 Yoke Flying Rides, 2 Double Chairoplane, 40 Yoke Sno-Ristro, 2 Giant Yoke Chairoplane, 3 Yoke Chairoplane, Extra Parts, Inworking Condition, Approximately $60,000.00

Contact: Sam M. Snider, 1711 E. 19th Ave., Denver, Colo.

**PLAYLAND PARK**

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**FUNDLAND PARK**

WANTED

For this Winter Session in permanent parks at Miami, Fla., and Denver, Colo.

Rides—Flying Wheel, Dodgem, Round-Up, Roll-a-Plane, Kit-a-Whirl, Rock-a-Plane, etc.

Write, phone or wire

GEORGE J. MacLEAN, FUNDLAND PARK

7850 N. 27th Ave., Phone: Oxford 1-0621, Miami, Fl.
Hunts Add Seat Units, Boat, Novelty Trailer

BURLINGTON, N. J. — Two trailers are the latest in the Bros. Circus quarters, Monday (15) and are to be converted to blues. Patterns and colors are similar to those in the Hunt said, and the result will differ from the method used on the show's original set of quarter-trailers. The blues will be 14 rows high and will seat 452 persons on each wagon, figuring 18-seat chairs. A new novelty wagon has been finished and is being decked out with considerable golden leaf. This wagon is an oak semi-trailer that can be worked out of the rear or side, and there will be also a room of 20 feet of space with the panels down.

Hunt said negotiations are under way for a contract that would include three 40-foot middle sections and airplane cables, to be added during the next week. In the absence of Harry Hunt said looking news to the Texarkana in the East next year. The only Hunt town affected by direct action is the city of Texarkana, Ark., which has been a three-date show for the last 14 years. This time the show will be in Texarkana.

The program is shaping up and should be ready for announcement soon. Other staff people included Bob Dickman and Raymond Evers of the headquarters office, in addition to the three producers of circuses in the East next year. The only Hunt town affected by direct action is the city of Texarkana, Ark., which has been a three-date show for the last 14 years. This time the show will be in Texarkana.

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Iowa Assn. Reopens Pari-Mutual Drive

Seeks Constitutional Amendment; Jean Kleve Elected President

By CHARLIE BYRNES

DES MOINES — The Fair trial has ended, but the will to restore pari-mutual betting steps to the State is evident in the State's constitutional amendment. Jean Kleve, president of the Pari-Mutual Racing Association of Iowa, announced the move to restore pari-mutual betting in Iowa.

The delegation, who packed the meeting room, told the House committee that a constitutional amendment was necessary and a public referendum would be needed to implement the provisions of the move that said it could conceivably result in raising an annual fund of $300,000, which could be divided among county fairs and pari-mutual betting for the benefit of the Standardbred Horsemen's Association of Iowa, spoke briefly, pledging the co-operation of his organization.

The delegates made it clear that they didn't have the time to implement the provisions of pari-mutuals in order to operate horse racing safely and to have a fair and a season. Several speakers stressed that what they are after is an increased source of funds for a fair and a season. They are seeking the easing of the burden on the State's budget, but many of the other States, such as South Dakota, Illinois and California were in a better position.

In the annual election, Jean M. Kleve, a Republican, was elected from the 6th district in the House race, succeeding Claude Appleby, Montgomery, Robert E. Mc Dowell, Greenfield, was named vice-president, and two directors were elected, Fred Hansen, Alto, and Fred Hansen, Osage.

Aks Question

John Ambler, Hybrid Seed Company, in an address before the meeting, said that fair should implement pari-mutual betting on the grounds that they are presented the fair people with a new source of funds; money that can be used to help the fair; and money that can be used for other purposes.

OSKALOOSA, Ia. — Southern Iowa Fair, one of the State's oldest agricultural exhibitions, will open on Saturday, September 5, 1953, said Secretary LeRoy Mooney of the Oskaloosa Fair, a member of the State fair convention in Des Moines.

The fair, which has been moved from August to July, with a four-day celebration in the fair, is the first time that the fair has been held in July. The move was made due to the destruction of neighboring fairs held in the State.

A variety of farm attractions have been included in the coming year, with the highlights of the fair being the annual convention and the fair's new building.

As provided in the bill, the fair shall be a nonprofit organization, and a fair shall be defined as any fair or fairgrounds, and the Secretary shall have the power to make rules and regulations, or to refuse to make rules and regulations, for the fair.

The Secretary's officials estimate that the fair would provide $250,000 per year on a basis similar to that of the fair in Des Moines, which is a $1 million operation.

As explained at the annual meeting of the State Fair Association, the decision to exclude the fair from the list of fairs that are eligible for a subsidy, as well as for the creation of a made-up report of the Association and the Secretary, the Secretary would have the power to operate the fair on a fair basis.

The project under consideration is the construction of a 12,000-seat stadium in the area of the fair, along with a 10,000-seat theater complex.

Michigan State adds Member

DETROIT — Clifford K. McMillan, of Merrill, was elected to the Michigan State Fair Commission, by Gov. G. Mennen Williams, October 14, 1953. McKinney, secretary, announced.

Rocky Mountain State of Fair

HIBBING, Minn. — St. Louis County Fair has lined up next to its attractions, including ticket bookers, and will be the first auto-race track opened in the fall. Also planned is a thrilling parade, and a night grandstand show, Hibbing, Minnesota, at the time ending April, 1962.

DEPT. OF FAIRS & EXPOSITIONS

FAIRS & EXPOSITIONS

Communications to 188 W. Randolph St., Chicago 1, III.

DECEMBER 15, 1953

Camp Elected At Beaumont

BEAUMONT, Tex. — George Camp, will serve as chairman of the 12th annual Beaumont Fair next fall. Camp was named at a meeting of directors of the Young Men's Business Men's Association, which sponsors the annual exhibition.

Other members of the fair's executive committee are W. Tatum, YMCA president, and R. O. Cashman, president-elect for next year.

Camp has served both on the YMCA board of directors and on the Beaumont Chamber of Commerce Committee. He has headed the annual duck call collection for the past five years and also has been assistant fair chairman for two years.

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West Virginia County Fair

State of Agriculture, West Virginia, Department of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, Division of Consumer Affairs, 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Action Limited
At Iowa Fair Meet

DES MOINES — With the majority of the larger Iowa county fairs already signed up with midway organizations for 1959, little is the way of bookings were reported at last week’s annual meeting of the Fair Managers’ Association of Iowa.

Southern Iowa Fair, Oslovakia, this year’s meeting site, has set its run in July rather than in the customary June. Whether this move stems from August, made it possible for Ken Garnan’s Sunset Amusements to play the fair. Garnan, who was accompanied here by Mrs. Garnan also reported the show would return to fairs at Mount Pleasant, Webster City and Alto, with one more new one on the route, the fair at Missouri Valley.

Alla Merriam, owner of Merriam and Merriam Shows, announced he had added two Minnesota fairs for 1959, Germania and Carolville. Other fairs of the Earth and Jackson and will mark the first visit of the show to these spots. Merriam, accompanying Mrs. Merriam, their daughter, Margaret and son, Dale, were scheduled to leave December 20 to fly to Hawaii for a winter vacation. They are scheduled to be back on January 5.

Bill Dillard, manager of Sonny Myers Amusements, announced the show had closed to play a fair new to route, Marion. Mr.

Other repeat dates in the State include fairs at Denison, Osage and Moville. Also here from the show were Mrs. Sonny Myers, Mrs. Dillard and Mrs. Mabel Carolds.

Ross Sinderson, long on the Midwest midway scene, was anfield holding his own show this year under the title of Ross Amusements. Show will play fairs and celebrations in Iowa and Missouri.

Also present at the conclude were: Louis Berger, Olson Shows; Ted Covy, Heart of America Shows; Bob Robinson and Glenn Smith, Robinson Great Shows; Bernard Thomas, Art B. Thomas Shows; J. O. Greene Gladstone Entertainment Shows, Jimmie Henson, Greater Wichita Shows; John Lepoutre, showmen’s supplies and equipment; Bill Dyer, Dyer’s Greatest Shows; E. Dertech, Tribute Shows; John Kemp, John Turpin, Barbara Cooper and Kathy Turpin, Kemp & Turpin Rides and Concessions, and Jim Shaddox, Shadát’s Great Shows.

Garman Sets 1959 Route

DANVILLE, Ill. — Sunset Amusement Company has proposed its 1959 fair route, K. H. Garman, owner-manager, said here after his return from the Iowa State Fair last week.

Garman added two Iowa fairs that are new to his route, Oslovakia and Missouri Valley. Others the show will play in the State are at Webster City and Alta.

Mr. L. G. Chapman, William Meyer, Mrs. L. W. Siehbrand, Rudy Jacobson, Mr. J. R. Robinson, Clarence Morton, F. M. (Doc) Swoboda, F. A. Albright, and Olivia Waldron.

Members of the executive committee were Bob Donovin, Ed Har- ris, Lester Hunter, Farmer E. W. State Shows; Rob Hill, Ross Sinderson, Ross Amusements; John Kemp, John Turpin, Barbara Cooper and Kathy Turpin, Kemp & Turpin Rides and Concessions, and Jim Shaddox, Shadát’s Great Shows.

Motor State Adds Rides

DETOUR — Motor State Exposition Show has added several new rides in the last week, according to results for an additional ride at a new location which is to be unveiled at the fair. The show will play in the State are at Webster City and Alta.

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Mrs. Carr, the wife of the composer, wore a Norell gown of chartreuse chiffon with a pronged bodice, and the dress was bordered in blue and gold. Mrs. Kenneth Garman wore a black beaded gown trimmed in metallic satin and the skirt fully embroidered at the hem. Mrs. Jack Budweyer wore a Pallo gown in olive green, her wrap a Balenciaga frock in black and white chiffon. Mrs. Jack B. Lavoie wore a balanced and hunting green gown. Mrs. Jack Hudson sported a Norell gown in black and white chiffon. Mrs. William D. Linn wore a black chiffon frock and a black chiffon wrap. Mrs. John F. Findlay, Jr., bejeweled, was the lady of the hour. Mrs. Joel DeCoster is chairman of the fund-raising organization for which the gala is being held. The gala will be held on May 25, 90s to benefit the Fine Arts Center.

The evening's menu included cocktails, appetizers, and a three-course dinner. The dinner was served in the grand ballroom of the hotel, which was decorated in silver and white. The guests were greeted with a welcome drink and hors d'oeuvres, followed by a three-course dinner consisting of seafood, filet mignon, and chocolate mousse.

The evening concluded with a live auction and a silent auction, which featured a variety of items ranging from paintings and jewelry to signed works and travel packages. The proceeds from the auction will be donated to the Fine Arts Center to support its educational and artistic programs.

The gala was attended by a large and distinguished crowd, including local politicians, business leaders, and cultural figures. The atmosphere was one of elegance and sophistication, with guests mingling and enjoying the evening's festivities.

The proceeds from the gala will go towards the Fine Arts Center's efforts to support its educational programs and to fund new and innovative projects. The Center is dedicated to promoting the arts and culture in the community, and the gala is a significant event in its calendar of annual events.
HELIUM SHORTAGE

Worker Balloons Gain Importance

BY IRWIN KIRBY

Street workers, the tireless salesmen, are not known for their loyalty to a particular form of the weather ballons and demonstration folks. They are either on strike with an item that's thin or thick or thin, or it's in the business of selling kitchen gadgets or cosmetics—the street worker plants his efforts behind whatever seems hot at the moment. With the holiday season fast approaching, many of these boys are turning to each old standbys as windup toys and balloons.

In the balloon world we have one of the aspects of low-priced merchandise which has been dominated by the. The new balloon industry has witnessed all trends from abroad, and this year, as in the past, has no fear of foreign competition. But if there isn’t one discounting element there is another, and the shortness of helium continues to be felt seriously by the industry.

It has been reported recently that there has been sufficient helium released by the government to permit sales of balloons on strings in any great quantity, or to allow "worker" balloons to drift aloft above the heads of street workers. The availability of helium has been so severe that even government agencies feel the bite. Even the Navy, for example, puny, and low-flying air ships are vital to the early warning defense system, is having difficulty getting the gas despite its top priority, so widely is helium used in classified manufacturing. And nowhere was the shortage brought home more forcefully than to New York on Thanksgiving Day, where Macy’s was unable to obtain the gas for its parade balloons.

All this has made "worker" balloons more important to the street salesman. Knobby and spiral balloons, called airborne ships, towards a display when worked under the arm of the demonstrator. In his other hand he has the Balloon, in more likely to be sold as well. It is estimated that for a dime, 15 to 20 cents. It is the handiest which is on sidewalks and in subways.

Weather for this season has been poor, and sales have not been as brisk as in former years, but there is always the temporary upsurge of Christmas. Approaches to the business in handouts taking on more importance than the absence of helium, a variety of styles has appeared for exploitation by the Madison Avenue, 68th Street car, 83rd and 64th car. There is a 38-inch Santa and a white muffin, the same size. Santa faces are also available on oval balloons.

The airships are in the best hands of the worker models, and thus are the standbys of the balloon trade. Department stores display them in beds and have placed a space of a number of these street salesmen, who like to have a large product to sell. They prefer to keep the item away from low-air-filled, bigger, looser and more impressive than if not prepared this way. Balloons can be bought either way.

Reeved has not been a couple of years unused, with the addition of a chemical aimed at preventing ozone-conditions, a condition which has prevailed for years along Los Angeles, where automobile cleaners have deteriorated. Other chemical work has improved later to where, if properly tied, a balloon can remain inflated longer than ever before. It was once the little original air. Properly filled, an airship for an instant is involved stretching the neck, wrapping twice around, and hooking the end over the tip of the stick.

YULE GREETINGS

This year are sent members of the fraternity Little Chief White Eagle, writing from Los Angeles. Los Angeles, once one of the most beautiful cities, is the capital of the old-time "C" cities. Everyone is walking around with a hand-knife and wiping smog tears from their eyes. So if I make it I may see some of the boys and girls. I’d like to read a few pipes from some of the old-timers.

LEON PINTER

who put in the past season with Tommy Scott’s Ozark country show as magician and illusionist, is working at Alice, Tex., and playing school, theater and club in surrounding territory with his "Cavalier of Wonder," a magic show, to good business. Pinter is using various-color posters plus balloon clouds and a number of these Los Angeles, where automobile cleaners have deteriorated. Other chemical work has improved later to where, if properly tied, a balloon can remain inflated longer than ever before. It was once the little original air. Properly filled, an airship for an instant is involved stretching the neck, wrapping twice around, and hooking the end over the tip of the stick.

PIPEDS FOR PITCHMEN

Indistinguishably New

EVAULOS-ERINUS-ERINUS-GRUM-GRUM. ERINOCEUS, OX-HANDSOMES, 

baldness, baldness, baldness. For details, write to

GIVE TO DAMON RUNYON

CANCER FUND

Copyrighted material
THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

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

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

DISPLAY CLASSIFIED ADVERTISEMENTS

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

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

RATE: $1 per agate line, $14. CASH WITH COPY unless credits has been established.

FORMS ON WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

THE BILLBOARD

GIVE TO DAMON RUNYON CANCER FUND

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THE BILLBOARD

SPECIAL!

FROM MEXICO

DIRECT IMPORTERS

OF


Write for free catalog and price list.

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1204 W. Ninth St., Chillicothe, Ohio, E.V. 2-2424

THE BILLBOARD

MERCHANTISE

GIVE TO DAMON RUNYON CANCER FUND

GIVE TO DAMON RUNYON CANCER FUND
Tattooing—I will teach you this profession, practical tattooing. Complete one year's course. 128 E. 94th St., New York, N. Y., Miss Helen.
Idea Exchange

Sparked Graff

Vending's Fele

DALLAS—Exchange of ideas in a pleasant atmosphere—that was the basic purpose of his Christmas dinner party for operators, said distributor Everett Graff last week. Graff, Vending Supply Company here. The party was to be held last Friday.

The exchange of new ideas, methods, and techniques between operator and distributor is one of the best stimuli to business for both, Graff is convinced. Reports from operators enable the distributor to spot likely new trends, and better service his customers. General discussion at similar get-togethers had to be a problem here. The Mfrs. Five are the only ones in the 97 municipalities in St. Louis County. To St. Louis the fee is 25 cents. By CAMERON DEWAR

BOSTON—Many part-time operators have found their machines are not doing as they once did, and still competition—this is the picture here that has changed little in Boston. Operators and distributors interviewed.

The result is a few really large routes in this area, and an operator with a few machines. The number of small operators has increased significantly. The reason seems to be that there are many invalid civil service workers, firemen and policemen who work part-time, cut into established routes to quite an extent.

Operators report that an increase in competition is still keeping competition up to a high point this year. The rise in numbers of small operators has been attributed to joblessness that came with the recent recession.

The situation in different parts of Boston is different. The answer to this is a basic characteristic of bulk vending here. There has been no indication this year of operators buying machines, one at a time, more than they used in the past.

Receipts in spite of competition, receipts are reported up by as much as 30 per cent over 1957. The penny is king in this area, and dime and quarter bulk vendors are hard to find. Operators say most popular of all is the nickel. The market in the popular size of machines has been cut in half by the past year, as it was called the year before. The problem that comes with the rise is the question of who gets the lease on the machines. The practice of multiple vending is growing. A few vending companies offer discounts on sales of six or more machines, and this is being done in this area.
Folz Vending Has
95% of Equipment In Chain Outlets
OCEANSIDE, L. I., N. Y. — Roger Folz of Folz Vending, one of the largest bulk vending operators in the nation, disclosed this week that the firm has sold its 500-machine Connecticut operation to Nat Goldberg of Yonkers, N. Y. Folz explained that the sale is in keeping with the company’s policy of unloading non-chain locations and concentrating exclusively on chain stores.
He pointed out that the sale of the Connecticut operation now makes about 95% of the company’s locations chain store stops. A year ago this figure was 70 per cent.
Folz feels that chain stores yield the best volume opportunities, and he added that the operating firm deals with only one person for a hundred or so locations.

Lucky Dice Charm
NEW YORK — Sam Eppy, local charm manufacturer, has gone into production on a Lucky Dice charm with brass keychain in filled cap. The item is intended for a 10-cent vend.

OSWEGO HAS ICE BALL GUM
OSWEGO, N. Y. — This community on the shores of Lake Ontario has been isolated for nearly a week by more than 70 inches of snow, with drifts as high as 25 feet. Operating ball gum in the city is Folz Vending, Long Island firm with stores all over the Northeast. Roger Folz says that he hasn’t heard from his collaborator in the area, but that his machines there will probably be frozen gum balls for some time to come.

Meeting Held By Blind Ops
HARTFORD, Wi. — Winter meeting of the North Central Automatic Vendors’ Assn was held here last week. According to the organization’s president, Henry Wenzel, bad weather was blamed for the thin attendance.
This unique association is made up entirely of blind vending machine operators and has been properly functioning for several decades. Interest in recent years, however, has been declining, and so a meeting was held.
A report was submitted at the meeting on new equipment displayed at the recent National Automatic Merchandising Association convention in St. Louis, by Bert Vobshoven, Watertown.

St. Louis Report
Continued from page 101
cents for each machine. Licensing is considered a hazard for small, part-time operators now to the business. Feeling is that they can hurt bulk vending by failure to pay the correct licensing tax.
There is no inclination on the part of operators to add major equipment to their stores. Jason Koritz, big operator of cashew machines, has noticed that some of the big major equipment operators have been adding bulk vending to their store routes, however. Reason is to cut overhead by servicing bulk vending along with other equipment, says Koritz.

Northwestern Tab Vending Equipment
Vends with new sodium phosphorus back-up. Write for descriptive material. Our specialty is helping more operators make more money.

FOULDS GUARANTEED
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GOLDEN ’59

- Most Attractive Sales Making Appearance.
- Interchangeable Mechanisms Units With Lock in Carriage.
- Vends All Prod.
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- The Best of All Lift-Out Mechanism.
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THE IMPORTANT NEW BULK CHARM
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The LOW, low price
$2.25 for 25M or more.

SURE-LOCK, the perfect capsule. Guaranteed high quality, moisture resistant 100 high quality filled capsules. Contains our complete line.

Ask about Our TRADE Sample Plan

The PENNY KING
Company
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World’s Largest Supplier of American Charms
NATIONAL SALES HEADQUARTERS
FOR ATLAS-MASTER PENNY-NICKEL MACHINES
Indict Four in Nut 'Fraud'

Continued from page 101

their residences in Des Moines, he continued. The remaining individual, a Koonsman, worked out of Louisville, where he was taken into custody.

A lengthy investigation spearheaded by Postal Inspector D. D. Dugan led to the indictments. Defendants were charged with fraudulent schemes both in advertising copy mailed to newspapers and direct solicitation of customers through the mails. In essence, the grand jury charged defendants with a blue-sky type promotion that promised assistance in placement of machines and duped purchasers into believing that nut vending is far more profitable than it actually is.

Number of States

Defendants were said to have sold nut vendors in a number of States, including Iowa, North Dakota, Minnesota, Kansas, Nebraska and Texas. Inspectors said that typical purchasers were elderly persons and small businessmen who hoped to increase their incomes.

Indictments charged that salesmen told prospects that monthly profits of $300 to $500 could be expected from a $320 to $600 investment in machines. Vendors were allegedly told to pay $400, each of which would "normally" act from $10 to $30 in one or two weeks. Purchasers were also misled to believe that a high resale value could be obtained or that a refund existed for machines they purchased, the grand jury charged.

Other false claims charged the defendants were: (1) Buyers would be aided in finding, installing and servicing of machines; (2) defendants wanted only to find spots for machines in order to sell nuts, whereas in reality they wanted to make a profit from machine sales; (3) firms involved owned nut groves in California; (4) salesmen would deliver machines personally or ship from Des Moines, whereas all machines arrived express collect from California, and (5) representatives of the two companies were ready to handle complaints or requests.

Stephenson said last week that he hopes to bring representatives of one of the firms up for trial in January. He did not specify which firm. He said in conclusion that the two firms have sold machines to hundreds of customers.

N. Y. Bulk Ops

Ask 2-Cent Coin

NEW YORK — Members of the New York Bulk Vendors Association, meeting at the French Restaurant here Wednesday night (8), went on record as favoring the raising of a 2-cent coin.

Several operators pointed out that the change from one to two cents at the vending level would allow the operator to offer greater variety, high-quality nuts, and give them a profit margin commensurate with their investment.

One vendor also voted to help out Sid Mollengarten who is expected to be in the hospital for several weeks next week. One member will serve Mollengarten's route until he is well enough to return to work.

Among the operators attending the meeting were Roger Zeta, Pete Irving, Sam Klein, Luke Ellis, Nate Gordon, Art Blanco and Irving Schakel.
Mass. High Ct. Overrules MOA; $150 License Upheld

Feeds Not Unconstitutional, Says Court; MOA Next Step Undecided

By CAMERON DEVAR

BOSTON—The city of Boston, Commonwealth of Massachusetts can demand entitlement and an immediate formula to make the point that MOA will press its case for review by the United States Supreme Court if no opinion is forthcoming to leave the law intact.

The decision came as a major setback to the Music Operators Association of Massachusetts in its battle to eliminate excessive excise tax on food jukeboxes.

The court itself indicated that it was to be continued without prejudice because the case is pending in the Massachusetts Supreme Court.

The case was argued before the justices in absentia, and the state had not been present in court.

The status of the operator's fight is now up in the air. Neither the court nor the operators were present in court.

IRIS Clarifies Position on Milk Bars

WASHINGTON — Internal Revenue Service has concluded last week (12) on the effective date of a piece of legislation which will allow the sale of milk bars in teen-age gathering places.

IRS called attention to a provision which permits the sale of milk bars in the tax law of 1963 which had been made under the influence of a law passed more than $200,000,000 annually in

The report states that every effort would be made to extend the operation of the provision.

THE FIELD REPS

In a joint statement branch offices, National Acceptance functions nationally thru field representatives.

Burt Helligman and Kaufman will be engaged in sales for the firm.

Hellman, at 48, is a veteran of the firm, and is a specialist in financing sales of equipment. Engaged in being both in the field since the early '30s. He's a former executive vice-president of the National Acceptance Company and prior to that he was a vice-president of CIT Corporation, both Chicago financing firms.

He's married and lives with his wife in Chicago.

Kaufman, 30, is a graduate of Cornell College after which he was associated with the First National Bank of Chicago and later with the Merchants Acceptance Company as director of equipment finance. He's a veteran of the Korean service with two years in the Army, single and resides in Chicago.

N. Y. JUKE OP CHARGES:

Artist Rep Bites Hand That Feeds His Boys

NEW YORK — Ben Chilcote, secretary of the Music Operators of New York and owner of Benny's Music in the Bowery, has been charged by the New York State Supreme Court here for an injunction against the operation of his business.

The injunction seeks to enjoin the operation of his business because of the sale of juke boxes and other machines in the Bowery.

The operator has a two-year vendetta between the two men. According to Chilcote, his business has been in operation for 13 years and that Brown has been in the business since 1911.

Seeks Injunction

The operator seeks a temporary injunction to prevent the sale of juke boxes to the police and the establishment of Brown's name, who has been served with a temporary injunction on the 153rd St. and 18th St. in Chicago.

(Continued on page 106)

MOA Preps for 59 Convclave, Banquet

Tickets for Dinner-Dance on Sale To Members; 40 Exhibitors Signed

OAKLAND, Calif.—Plans for Music Operators of America's forthcoming convention to be held in San Francisco, July 27-30, are starting to get into full swing. The MOA offices have concluded an 11,000 mailing of applications for exhibit space for the conclaves and tickets for the group's traditional dinner-dance finale on sale this week, the MOA membership.

MOA President George A. Miller told The Billboard last week that the convention will be held Wednesday evening, April 8, concluding the convention, are observational. MOA members will be on hand at the convention to help with the sale of tickets.

Tickets are obtainable through the MOA offices or at the convention.

Dues for members who work for MOA are $5 per month. For vendors, hard on a 5% commission.

German Jukes Shipped to U. S.

NEW YORK — Arnold Cortell, head of the Americana Trading and Importing Co., has shipped some 50 Jukes from the United States of America to Mexico. Cortell said that the machines have been shipped to Mexico, presumably for rental.

Committee Counsel Kennedy had warned that these are illegal in the United States. Cortell said that he had been warned that these are illegal in the United States.

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(Continued on page 106)

AMI Names R. A. Parina Coast Distrib.

SAN FRANCISCO—R. A. Parina of the recently opened Coast's largest full-line vending operation, has been named distributor for AMI, Inc., for all of Northern California and Western Nevada.

Parina replaces Walter A. Hoover, also headquartered here, who opened the territory for AMI.

Vending Giant

The Parina organization has been established for many years in the vending field and is also known to have a sizable music operation. R. A. Parina is well-known in the field of music machines operated by Parina is not disclosed, the firm is known to be the nation's largest in the vending field. Its greatest concentration is in the cigarette line, the expansion recently has been in the drug trade.

Parina is a member of the cigarette association, the owned primarily from the Northern California territory, that is the present area of concentration of the organization.

Juke box sales will be under the direction of Leonard Cortell, general manager, assisted by Tony Capers and Rufus Wellen.
ROCK-OLA SETS THE TEMPO

with "Focal Point" Programming

"All-Location" Stereophonic Sound
Engineering Excellence
Advanced Styling

The only way to program today's multi-selection phonographs for maximum profits is to avoid the reading of hundreds of tune titles to make a selection.

Only Rock-Ola's "Focal Point" programming makes this possible with the Compact Eye Level Program Selection Cluster offering classified music with only 40 tune titles to select from at one time with Single Button Selection.

Less Time to Select means More Time to Listen ... Results in TOP EARNINGS.

ROCK-OLA
STEREOPHONIC and MONAURAL
200 and 120 Selection Phonographs
106 MUSIC MACHINES

DECEMBER 15, 1958

10 DAYS 'TIL CHRISTMAS

Juke Holiday Programs Set
Standards Heavy Favorites

By Nick Birbo

CHICAGO — Christmas may still be two weeks off, but holiday programs have already started as far as the juke box trade is concerned.

Most operators started putting Christmas records on their route before the Thanksgiving turkey had even cooled—some two weeks ago. The main reason is that they don't have the yule disks now aren't scheduled to get them all.

However, there is another reason, the Christmas may be a hectic and festive holiday to most people, it brings little new to the juke box industry.

As far as records are concerned, the overwhelming favorites are the old standards. Alafo operators put anywhere from three to seven Christmas records out per couple—generally all but one or two are the bookings for 1957.

One good reason for this is that the so-called hot new Christmas novelty records are not doing anything to the old favorites. The industry is looking forward to the new material emerging until just before the holiday.

BLUE CHRISTMAS

Yuletide Juke Play Way Off In Gotham

By Aaron Sternfeld

NEW YORK — Bing Crosby's latest smash hit, "White Christmas," but it looks like it may break from the New York juke box operators are concerned.

Within a week or two weeks or two weeks later with any holiday, popular tune to come along.

A popular song this year is the novelty of a yule tune—the "Phippsville Bum Singers"—as well as being first in virtually every store's list of juke box operators.

But even this disk didn't catch on until after a week ago, with the next one started out with their traditional standards a week or two before.

The strong selling season as a time to get caught up on record budgets, using their libraries to good advantage.

"There's quite a few traditional favorites like Crosby's "White Christmas," but the other tunes are added, but unless something hot comes along, I stick to the old favorites," a Dunn says.

The same goes for Earl Kies, head of Apar Record Compny, one of the city's largest operators. Kies says about four or five disks are introduced the first week—maybe one or two new ones, but the rest old favorites.

"People like tradition at Christmas," Kies points out, "and we've found the same goes for roll the old tunes get.

Old Trails

In this case it was just a few days before the season, as far as "The Phoon's Song" no popularity. The song hadn't gotten under full swing as yet in the city, the country's largest stop catering to the juke trade—Singer-One Stop route operators are limping along at this lat and a week ago reported operators have been selling the song for about 25 cents a week.

A week later, the song's popularity has increased. And the operators are buying up to a level with last year's disk, according to operators—over-all record buying for the juke box trade is down.

In a prime industrial center of the South, Charlotte, Va., Elks' Record Shop reports operators started buying the yule disk about six weeks ago.

"We're selling about the same as a year ago," Mrs. M. Z. Elkins, the store proprietor says, "but they're down compared to the last two weeks of the year.

Elkins cited the "Phippsville Bum Singers" as he latest favorite along with a new one that's getting pretty well locally among operators—"Rudolph, the Red Nosed Reindeer."

Old Favorites

"Generally the operators use the Crosby, Conn, and other old favorites from their stocks for buying new stuff," Elkins said.

Virtually an echo came from A. W. Sipiora, who claims the phonograph section is with a gentle smile.

"The operators have lived with while it is still a novelty will reap extra dimes from who just want to hear the new sound.

One report here that doesn't mean that stereo is a novelty item. The reproduction on a well-set-up stereo installation is faithful to the original sound, and, in the long run, this should mean a steady flow of coins into the nation's juke boxes.

Lack of Stereo Disks

Temporary Situation

NEW YORK — While there hasn't been any mad scramble on the part of local juke box operators to add the stereo feature, enough stereo installations are being made in the New York area that most of the better steps will have stereo machines within a year or two.

Right now records are a problem as they are with operators, although, with the major labels already going heavily into the two-speed unit, the stereo situation probably won't be a problem for long.

According to Bernie Boosman, who operates 37 juke box routes, local, one-stop, only six of the seven are still running the basic stereo. He feels the, that within six months most of the top 20 will be available in stereo.

Boosman feels that the lack of records on the stereo machines in the juke box operator from going into stereo. He pointed out that 35 to 30 stereo selections on a 300-selection machine will stimulate interest and help sell on non-

With all the major juke box manufacturing companies now making stereo boxes, and the home phonograph producers plugging away at two-speed, interest, public interest in the new disks is at an intense pitch.

In most cases, people who have stereo while it is still a novelty will reap extra dimes from who just want to hear the new sound.

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Operators thus start by putting out their standards and follow up with the week's latest, although the popular tune to come along.

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Tune Talk

Parker Henderson, general manager of Southern Amusement Company, Memphis, talks to records, only he is putting on the route this week.

Elvis Sings Christmas Songs

Elvis Sings Christmas Songs, Elvis Presley (RCA Victor)

"Even the this was released for last Christmas, it will get good play here during the Christmas season. Elvis has one of his strongest followings here in his hometown and this EP will get big play. The tunes are "Santa, Bring My Baby Back To Me," "Blue Christmas," "Santa Claus Is Back In Town, and "I'll Be Home For Christmas."

Chippmunk Song

The Chippmunks (Liberty)

"This is a novelty Christmas song, which I figure will get good play during the holidays. It is a novelty, different, and will appeal to parents to play for their children."

Heartbeat, Buddy Hollis (Coral)

"A solid rock 'n' roll, which still appeals to the teen set for dancing. This will go. I bought it because of the artist, who has had other hits in the past year, but this one is even better. I think the artist were not already known, it has already jumped on the local popularity charts—will make the others. The Hoff kids, they will play it to dance to."

Sitting Alone, Webb Pierce (Decca)

"I bought this country and western because of the artist. He has a big following here, as he has in other sections, and they always wait for his latest and give it good play. It's a good, strong c.w."

the buyer

Parker Henderson at 36 is one of the youngest general managers of a big phonograph and distributing operation in the Mid-South and he is the youngest. He had always been interested in the phonograph industry and set out as a young man with a small investment buying machines and building a route. Clarence A. Camp, president of Southern Amusement Company, spotted the ambitious, industrious young man and made sales.

Parker sold his route, went with Southern and was taught the ins and outs of the business by Camp. In a few years he was made general manager and has been running the business since.

Parker is president of Memphis Music Association, the organization of phonograph operators. Seven years ago, as the business continued to expand greatly, he recognized the need for fast travel in contacting the company's many customers in the Mid-South area (Mississippi, Tennessee and Arkansas, primarily). So he learned to fly, the company bought a small private plane and he often flies about the Mid-South on business.

Alto he likes to play golf, his main interest is mineralogy. Been is more than a hobby. He and Camp bought some mineral rights on land in Kentucky and Southwest Arkansas and have been mining a zinc and lead mine. Parker is president of this enterprise, Arkansas Zinc & Lead Company. Parker was instrumental in starting the first coin-operated laundry in this part of the country. The first one opened in May, 1957. Today there are more than 200 in the Mid-South.

Parker is married and has three children.

Tune Talk

The Billboard interviews a different juke box operator or route record buyer to find out what records they are putting on their route that week and why.

Record Story official John T. Edgeton, said that buying, "much as it was, started about the last week in November. "Most operators carry over their standards from year to year and use these," he added.

Our Christmas sales are about even with last year, he said, but pointed out that this was below that of other weeks.

"Operators here put out about three to five Christmas songs and at least three of these are their own stock standards."
Many operators (and locations, too) are thinking of stereo—the dramatically new, full dimensional sound that “puts the performers in the room”—and paying patrons to hear them. Stereo gives locations a new drawing card—has captured the public imagination as nothing since TV has been able to do. To give AMI operators the jump on competition...to help you cash in on this new source of bigger take...

LONGER STEREO EXPERIENCE THAN CAN BE OFFERED BY ANY OTHER MANUFACTURER—PLUS YOUR PRESENT AMI “I”—WILL PUT YOU INTO STEREO AT A MINIMUM COST RIGHT NOW!

Coin-operated stereo requires knowledge of speaker placement...layout of locations (every location is different and presents different problems)...acoustics information...many other factors. Location satisfaction is your safest, surest way of making stereo pay off in bigger take.

AMI STEREO ENGINEERING KNOW HOW—WITH

AMI Incorporated

1500 Union Avenue S. E., Grand Rapids 9, Michigan.

Engineers, designers and manufacture of the world's most dependable automatic coin-operated music systems since 1909

You can put yourself ahead of the game with the help of AMI's Stereo Service Department. Here's how:

1. Clip the location scale chart below.
2. Rough in the position of your present juke box...windows...doors...furnishings.
3. Indicate the dimensions of the room...including height of ceiling...availability of open walls for speaker enclosures. Each square on the location scale chart represents any value in feet you want to assign.
4. Airmail to AMI Stereo Service Department.

Your Firm Name & Address: ____________________________
Sen. Probers Hit Racketeer

**Continued from page 104**

at the union's mercy. In some cases violence in the form of stomach bombing, aid on machines and dung was flung from locators windows forced operators into the union.

In one case an operator who wouldn't go along with the union found dynamite tossed in his front yard. A friend, an explosives expert, decapped it. It was wrapped, and the operator and his friend took it to Blumentt's office and tossed the package to him. From Blumentt's reaction, they knew he was behind the initial tossing. Blumentt passed, according to Kaplan, the word to stop the violence if the operator joined the local.

Kaplan said there have been revolts against operators who testified before a House committee headed by Representative Hoffman (R., Mich.) in 1933. That group's probe was basically the same as the one now being conducted by the Senate committee under Senator McColgan.

**Waived Provision**

Blumentt became a witness after having witnessed the early years experience required under the union's constitution. During the two years preceding his election to office, he was co-owner and owner of a bar. The two-year provision was waived so he could assume office.

Kaplan said that Blumentt had been charged with counterfeiting, making false statements during the draft and had served a prison term for white slavery.

Most of the session was devoted to testimony by two members of Local 572, who were barred from running for office on a technicality. Joseph Caselli and Joseph Santamaria were ruled ineligible on grounds that their dues had not been paid as required by the union.

Both of the session's testimony by two members of Local 572, who were barred from running for office on a technicality. Joseph Caselli and Joseph Santamaria were ruled ineligible on grounds that their dues had not been paid as required by the union. Employees apparently were late in remitting dues to union headquarters, so the two men were ruled ineligible to run for office. At this point Senator McColgan voiced the opinion that if dues are paid in an authorized agent, they're paid. In this case, the employer acted as authorized agent. Government and labor officials have labeled this practice interpretation of a "grant" to keep Hoffa-backed incumbents in office.

Federal District Judge Connel in Cleveland ruled against these members of the national board. Cardell and Sannmartino stated they were not given a chance to be heard by the judge, either.

While these members are not involved directly with union machines, they are members of the board which has Blumentt as its business agent.

Further witnesses will be heard and a Congrece reconvenes in January.

**Taped Backg'nd Music System Makes Debut**

**Continued from page 68**

caption unless the power is on and the machine is in motion.

The continuously-wound tape cartridges will be available in a 200-foot reel, which runs a half-hour and lists at $12; a 500-foot magazine, running one hour at $25 and a 1,200-footer, costing $40, which runs two hours. Thus far, Tony Fan, chief of SAC, had made deals with Livingstone, O'Kean and others for distribution to utilize their music in the Folkevins magazines. The Folkevin magazine will be available from the record or tape houses directly. Fan estimates that 800 to 1,000 hours of magazine music will be available within 30 days.

Fan recently bought all rights and patents of Folkevin of Toledo. O. Folkevin was a supplier of the cartridges for tape background music units.

A switch makes it possible to select either a 70-volt line or a 15-volt line enabling the Folkevins unit to operate 20 or more speakers. The various-transistor tape background music unit can be used as a public address system plus a microphone jack at the rear of the cabinet, Details of distribution of the Folkevin units are still being worked out.

**MAN FROM MARS SWEET ON JUKE**

NEW YORK — This sly story has been making the rounds with local operators. It concerns the Marlians who lands in the center of Manhattan, deserts from his space ship and walks into the nearest tavern. The first thing he spots in the tavern is a new 200-selection juke box, all lit up. Walking up to the automatic phonograph, he says, "What's this going for?"

"I'm a special prize chick like you doing in a dump like this?"

**IRS Clarifies**

**Continued from page 104**

IRS regulations require that the tax be paid on the proceeds from the sale of counterfeited, or spurious, or unauthorised and unregistered phonograph records. The tax is levied, if any, at the rate of 10 per cent of the proceeds.

In case of doubt as to the taxability of a sale, the Commissioner may require a return of the proceeds, or at his discretion, he may assess a tax against the person making the sale, provided he has in his possession, or can readily produce, the ingredients of the sale, or the proceeds thereof, as the case may be.

**Juke Op Charges**

**Continued from page 104**

Bar Brown from complaints to the police or to the location until the case comes to trial. He said he would also seek to recover lost revenue which resulted from the location's pulling the plug on the box in the evening to forestall Brown's complaints.

Chudovsky said that he had taken several actions to cut down on the sound volume of the juke box.

He cited the installation of a volume control system, placing of extra speakers, and a new juke box. In spite of this, charges Chudovsky, Brown persisted with his complaints. As a result, the operator removed all Mutoscope records from the machines and told Brown he would refuse to play the music of any artist handled by the manager until his attitude changed.

**Moore to Open Philly Office After Jan. 1**

NEW YORK — Sandy Moore local Wurlitzer distributor, will open Philadelphia office on Broad Street shortly after the first of the year. Moore recently was named to take over the Philadelphia distributorship formerly held by Joe Alt.

Cade Forman, Moore Distributing Company executive, said that the location and the manager of the Philadelphia outlet will be named in a couple of weeks.

Tape distribution under his firm had been awarded a print by the Wurlitzer Corporation for the greatest number of sales during 1958 of any Wurlitzer distributor in the world.

**Go Modern Buy Wurlitzer**

**United Music Corporation**

3401 North California Avenue, Chicago 18, Illinois
'58 U.S. Coin Export Dip
Hints World Market Change

Figures for 1st 9 Mos. Show First Drop
In 8 Years, Reflects New Outlook Ahead

By BOB DIETMEIER

CHICAGO — U.S. exports of games and joke boxes are running behind a preceding year for the first time in eight years, a fact suggesting a new world market picture.

The 1959 outlook for U.S. exports of games and joke boxes does not look promising, but the long-range potential still looks rosy.

Barrying the unexpected opening of many new developments and how effectively U.S. exporters (both manufacturers and distributors) grapple with these developments in their foreign trade practices. In short, the long-range future for U.S. exports of games and joke boxes looks easy only on the basis of world market potential. Whether this potential can be realized—or whether it will be realized at all—depends on too many factors and too many "ifs" to make a satisfactory prognosis.

One thing is clear: The tapering off of U.S. exports this year and next will probably result from the different domestic sales picture and may well intensify abroad.

Louisville
Pin Drive Slows Down

CHICAGO — The Louisville Times (The) Nov. 14 report that the pinball craze is slowing down because of "other demands upon the city police force."

The paper said that since early October no arrests have been made. During that month, 20 persons were arrested by police of Louisville on charges of "undesired violations of the law."

In the county, the paper said, pinball machines were seized in October and November. According to the paper, county police chief said a "periodic check is still being made to ensure that we know where pinball machines are located."

There is no set time for these seizures, he added. "The practice is to hit the pinball sites now and then they'd be hit again next week."
### Coin Machine Price Index

**How to Use the Index**

**HIGHS AND LOWS.** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are of the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

*(For 10-week period ending with issue of December 8, 1955)*

**PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative basis of the equipment on which they are based and lowest price on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously out of line of the equipment, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all equipment which have been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the highest and lowest price and the mean average is given as a guide for the dealer to indicate relative price levels. For this reason, when the mean average is greater than the 'high,' it means that the high price probably for "as is" or "distressed" equipment.

**MUSIC MACHINES**

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**PINBALL GAMES**

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**THE BILLBOARD WEEKLY**

*www.americanradiohistory.com*
New York

Irv Holzman, of Simon Foods, flew down to Miami for the weekend to talk business with Dave Sivons who has been running himself sore for a couple of weeks. Mr. Holzman went along with his business partner... who has received the first shipment of the new United Juke Box and has been showing it to operators at the 10th Avenue showroom.

SPECIALS

ARCADE
C.C. Cropped Pool, New, $145.00
C.C. 11 ft. Bowler, $325.00
C.C. 14 ft. Bowler, $335.00
Dale Gun, $25.00
14 ft. & 24 ft. Bowler, $345.00 ea.
2-Pt. Rocket Shuffle, $425.00
Exhibit 6-Shooter, $40.00
Williams Circus Wagon, $8.00

WURLITZER
1700, $425.00
2000, $465.00
2000A, $500.00
2000C, $525.00
2000D, $525.00
2000E, $495.00
2000F, $495.00
5200, $450.00
5205, $495.00

ROCK-OLA
14s8, $325.00
SEEBURG
Seebur R, $535.00
Seebur B, $275.00

1/4 down, balance C.O.D.

Notice to Advertisers

BECAUSE OF THE HOLIDAY SEASON ADVERTISING DEADLINES FOR THE DECEMBER 29 AND JANUARY 5 ISSUES OF THE BILLBOARD, MATERIALS SHOULD BE MOVED UP TO TUESDAY, DECEMBER 23, AND DECEMBER 30 RESPECTIVELY.

PLEASE GET YOUR COPY IN EARLY.

CONTACT YOUR BILLBOARD REPRESENTATIVE FOR ADDITIONAL INFORMATION.

American Radio History

KIDDIE RIDES
FOR SALE
In operating condition. All parts complete.
A.M. $175.00, A.M.I. $200.00
B.M. $175.00

HOLIDAY HUNGRY FLIES
FOR SALE
A.M. $100.00

WHEN ANSWERING ADS... SAY YOU SAW IT IN THE BILLBOARD!

National 5-Star Specials!

Your Choice
A.M. $375
A.M.I. $400

Weekly Special
Gumball 2-Player
21A BELLS
$185

Weekly Special
Gumball 1-Player
A.R.OCE
$145

Gumball 1-Player
$1.00

Gumball 2-Players
$1.50

Gumball 1-Player
$1.00

World Champ
$350

COMPILED SPECIFICATIONS

Order: Mainstays, Catalogue, C.O.D. or Drafts.

RARE ITEMS: Pace, Cohn, etc.

1957 W. North Avenue, Chicago 47, Illinois Phone: Attleboro 6-1100

Will Buy for Cash

Wurlitzer 1800's
1900's
2014's

"World Famous Exporter" - INQUIRIES INVITED

Kansas 7425 A.M. $300.00
Missouri 7952 A.M.I. $350.00
California 7951 A.M. $350.00
Arkansas 8010 A.M.I. $300.00
Missouri 7894 A.M. $325.00
California 7893 A.M.I. $375.00
California 7953 A.M. $350.00
California 7954 A.M.I. $375.00
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California 7958 A.M.I. $375.00

AM. $350.00
AM.I. $400.00

A.M. $350.00

A.M. $350.00
A.M.I. $400.00

A.M. $350.00
A.M.I. $400.00

Immediate Delivery Any Coin Machines. Just Ask!

CENTRAL DISTRIBUTORS

Chicago -
2120 LOCUST ST. ST. LOUIS, MISSOURI MAIL-1331

A MUST Chicago Coin

REBOUND SHUFFLE
NUFF SAID

Write Wire Phone
DAVID ROSEN
505 NORTH STREET, PHILADELPHIA 23, PA

today

We and our entire organization extend to the bereaved family of HARRY ROSE our heartfelt sympathies. To have been associated with him was an honor. His counsel throughout the years will forever be invaluable to us.

EASTERN MUSIC SYSTEMS CORP.

William F. Adair, Jr., Mathias Solev, Marvin Stein

when answering ads...

Say You Saw It in The Billboard
COINMEN YOU KNOW

- Continued from page 111

pitalized in Oklahoma City for a special repurposing operation, that is really does hold a phonograph, which covers more than 650 miles, and includes the sale of a musical supply, and all facilities to Ralph Morris, who will continue to work for the largest wholesale phonograph operation, Gault Arnold, president of the Colorado phonograph operation group, has fully recovered from a hunting accident, and is back on the job full time. His shoulder, injured when he fell from a jeep, will require healing for some time.

been excellent, Manders reported.

Jack Arnold, president of the Colorado phonograph operation group, has fully recovered from a hunting accident, and is back on the job full time. His shoulder, injured when he fell from a jeep, will require healing for some time.
**BINGO MECHANICS WANTED**

NO DRIFTERS! GOOD PAY! STEADY WORK!

Give qualifications and reference in your first letter.

Write to Box 5-39

The Billboard, 180 W. Randolph, Chicago 1, Illinois.

**WAIT’LL YOU SEE Auto Bells**

**NEW Electronic AMUSEMENT GAME**

Features never before seen
Amusement Galore

**AUTO-BELL MANUFACTURING CO.**
20 WEST KINZIE STREET CHICAGO 7, ILLINOIS
Tel. DELAWARE 7-0078

**A SCOTT CROSS GAME CLEARANCE**

<table>
<thead>
<tr>
<th>Game</th>
<th>Clearance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinball</td>
<td>$350</td>
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<tr>
<td>Coin-Op</td>
<td>$150</td>
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<tr>
<td>Electronic</td>
<td>$75</td>
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<tr>
<td>Arcade</td>
<td>$95</td>
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<tr>
<td>Mid-Size</td>
<td>$245</td>
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</tbody>
</table>

**INTERNATIONAL SCOTT CROSS COMPANY**

525 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Exclusive Dist. for Early in B. Penna. and Several in E. Penna., S. Jersey and Delaware.
SHOOTING STARS, $325
MISC.

PONGAMES—SINGLE PLAYER

DELUXE HAMMERS 75.00
Pit-Bull 79.00
Elephant 82.00
Swordfish 89.00
American 95.00
John Bull 98.00
American 98.00

PONGAMES—3 & 4 PLAYER

American 245.00
Giant Squid 250.00
American 250.00

GUNS

AM PM 190.00
Sabre 2.00
Sabre R 595.00
Swordfish 545.00

POOLS

Ripper Pool 115.00
Beaver 115.00

MODERN DISTRIBUTING COMPANY

3323 Tulon Street, Denver 11, Colorado. Phone: GhM 7-4834

THE BILLBOARD

DECEMBER 15, 1958

NEW YORK AND NEW ENGLAND OPERATORS

If you missed seeing and hearing "UNITED'S "

1959 PHONOGRAPH at our show last week, then make it a point to stop in the next few days. You'll be glad you did. Also on display—all of

UNITED'S latest Games.

BLACK SALES CO., INC.

DAVE SHUTZ

IRVING HOLMAN

923 Tenth Ave., New York 19, N. Y.
Phone, Pennsylvania 8-6880

NEW LUCKY HOROSCOPE
5c. 10c or 25c PLAY

NATIONAL CON REJECTOR in each chute.
NOW has TWO coin returners and other new features.
EASY TO LOAD.

GAME HOLES APPROX. 1,000
OFFICIAL DRAWING PAPER
with fortunes and concealed number or other features.

WRITE FOR MID-STATE CO.
2369 Milwaukee Ave., Chicago 47, Ill.
Tel. Dickens 3-5444

WHY GUESS WHEN YOU CAN
BE SURE WITH VALUES
FROM WORLD WIDE!

WANT TO BUY
All Late Model BINGO GAMES
WILL PAY HIGHEST CASH PRICE!

NATIONAL STAMPS

ARCADE

C. E. ROCKET SHUFFLE, 398.00
Billy All Star Shooter 143.00
Billy All Star Bowler 125.00
Genco - Richy Fancy 143.00
223.00

BASEBALL UPRIGHTS

Win. Shortstop 861.00
Win. Slugger 102.00
Win. Pitcher 81.00
U. S. Slugger 87.00
Mr. Slugger 75.00
W. Jolly Joker 72.00

Single Player 5-BALLS

BASKETBALL

All Toys 823.00

2-Player 5-BALLS

225.00

PHONOGRAPH

A.M. 2.300

RADIO PHONES

NEW WORLD WIDE DISTRIBUTION

AMERICAN RADIO HISTORICAL ASSOCIATION

158 S. Michigan Ave., Chicago 4, Ill.

All Equipment in Stock—Immediate Shipment

Sales Address:

"GAMES," Chicago 47, Ill.

Phone: South Side 8-3200

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**PLAY PINS BUT KEEP IT QUIET**

**CHICAGO**—United Press International reported from Osaka, Japan, December 2 that the association of Pachinko (pinball) operators had signed on that date an agreement to remove the bells from their pinball machines in order to co-operate with the city's anti-noise campaign.

---

**Tusko Names Sam Solomon**

NEWARK, N. J. — The Tusko Sales Corporation has appointed Sam Solomon, Columbus, O., as Ohio distributor for the firm's line of kiddie rides, it was announced by John Bliotta, national sales manager. Bliotta said that the firm will concentrate on encouraging operators to place rides in outdoor amusement places where youngsters are apt to congregate.

---

**NEW ULTRA MODERN—UPRIGHT**

*It's Sensational*

**WILD CAT**

**COLOSSAL 1,000 Feature**

Another Winner by GAMES, Inc.

- Height 56" 
- Width 28" 
- Depth 16" 
- Shipping Weight—171 lbs.

Manufactured by GAMES, INC.

2950 N. Campbell Ave., Chicago 18, III. Phone: CORnelia 7-8800

**CONTACT YOUR DISTRIBUTOR**

A PROVEN WINNER

DOUBLE SHOT

STILL IN PRODUCTION

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**SHAFFER GUARANTEED PHONO SPECIALS**

**SEEBURG**

**V-200** $495.00

Reconditioned

**V-160** $624.50

Reconditioned

**VL Receiver—Speed—Road**

Also Available as V-120

**HIDEAWAYS**

**WF 100** $475.00

**HM 100** 325.00

**HM 100B** 295.00

**WURLITZER**

2150 $595.00

2000 450.00

1800 425.00

**AMI**

E-120 $295.00

D-80 189.50

D-40 (45) 149.50

**SHAFFER MUSIC COMPANY**

Write for Illustrated Catalog

849 NORTH HIGH STREET

COLUMBUS, OHIO

PHONE: AX 4-614
NEW ULTRA MODERN—UPRIGHT

It's Sensational

WILD CAT

COLOSSAL 1,000 FEATURES

Location Tested  New Scuff-Proof Base
4 COLUMNS More Ways to Score TERRIFIC EARNING POWER

ANOTHER WINNER BY GAMES, INC.
Height 55"  Depth 16" Width 28" Shipping Weight 171 lbs.

PENNSYLVANIA DISTRIBUTOR
For Immediate Delivery, Phone or Call

MICKEY ANDERSON AMUSEMENT CO
314 East 11th Street  Phone: 2-3207  Erie, Pennsylvania

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

Export Dip Hints Mart Change

...Continued from page 109...
tight competition here. This in turn may encourage more and more distributors to look seriously at diversifying their sales lines into vending machines and non-coin products, diversifying their operating routes (for the majority who operate). It will undoubtedly help encourage distributors to broaden their lines to handle as many types of games as possible, along with joke boxes. Exports clearly affect domestic business.

Here are the major factors involved with the future of U.S. exports:

1. The European Common Market (which goes into effect January 1), the effect of which is expected to promote the sale and export of European exports, hinder U.S. exports.

2. The rise of the European manufacturer with production-line equipment which is continually improving, so far this applies to joke boxes, rather than games.

3. The speed at which current coin markets abroad grow and develop, absorbing increasing numbers of machines.

4. Governmental restrictions which would open or close, stimulate or hinder U.S. imports of joke boxes or games or both.

Related to these are monetary problems, cost of equipment, feasibility of manufacturing equipment abroad, lack of a broad operating base in many countries, lack of capital of prospective foreign operators.

The strength of one of these factors lies in the case of Italy, a country which for months had exported record numbers of five-ball pins. Gottlieb and Williams had both exported thousands of games to this single market. Gottlieb had decided to have another try at the five-ball field apparently largely because of this sizable market. With one fel swoop, the government banned pins and not only is this rich market promptly cut, but the entire European market is overnight glutted with five-ball pins that Italian firms are trying to get rid of.

The U.S. Department of Commerce figures tell at least part of the story. U.S. exports for at least the past eight years have increased each year. Last year, total U.S. exports of joke boxes and games was $27,900,000.

MICKEY ANDERSON AMUSEMENT CO
1140-50 North Kostner Avenue Chicago 51, Ill.

ALL GOTTLEIB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

"DUNKING CLOWN" FEATURE

drops numbered clowns into water tanks by making Rolo-Targets and rollers. Dropping any three clowns in a row scores special.

Additional specials for 4-5-6 or 7 consecutive clowns "dunked".

It's a honey ... its excitingly fast playfield action coupled with the new "Dunking Clown" feature all add up to record breaking collections for you.

Action includes side rollers that hit red and blue pop bumpers for high score, top roller that scores Roto-Target values, 6 places to spin Roto-Targets, high score to 7,900,000, "Rating Chart" that indicates player score progress and a host of other fine playfield features. See your distributor today for a demonstration!
was nearly $25 million, not counting vendors (which brought the record total up to $26,837,206). For the first three quarters this year a reversal of this trend for the first time in the last eight years has been expected. Exports of games and juke boxes are lagging well behind last year's figures (usually lag 60 to 90 days) except for the first three quarters and should continue to drop for the final quarter. The release of official government figures (which usually lag 60 to 90 days) by U.S. Commerce figures for September were released by the Billboard last week and made possible a comparison between the two months. This will be charted in next week's issue.

For the first three quarters this year, total exports (juke boxes, games and vending machines) were down nearly 10 per cent, with a slight increase in dollar volume for games overwhelmed by a sharp drop in juke boxes. Because of the boost by Italy, reports for the final quarter show a sharp drop in juke boxes, too.

During the first nine months of 1958, and the first quarter of 1957, $10,056,512 were exported compared with $12,845,815 for the same period last year. Of course, this $10.6 million figure was about equal in dollar volume to 1954 (when $11,000,000 were exported). But it is a sharp reversal from the last two years and does suggest strongly a glutted European market and growing competition from the expanding German juke box manufacturing industry.

Actually, exports began dropping as of December, 1957, just a year ago. Report the Billboard when the figures came in: "Figures just released for the first month of 1958 indicate a decided dip in volume, especially in juke boxes. For the first nine months local and local total, 1958 ($154,485) of the year. But such a trend should continue and exports from Europe indicating an over-abundance in some areas of pins and jugs are still unimproved. - the trade can expect a slacker market for coin exports in 1959.

Even tho the total dollar volume decrease for the first nine months in juke boxes, figures for games do reflect that far fewer units (therefore slightly more expensive units) were exported in the period. A total of 20,480 games valued at $3,659,781 (at an average-per-game price of nearly $21) were exported during the 1958 period compared to 31,637 games valued at $5,310,972 (at an average $170)

A year earlier, vending machines dollar volume has remained virtually the same, except that more than 7,000 more units were exported, suggesting that more penny-hulk machines and-or more "as is" used machines were exported. Figures: 20,535 vendors valued at $1,760,000 shipped in the 1958 period, 22,170 units at $1,759,628 in the 1957 period.

Exports for the nine months, 73,754 games, jukes and vending machines valued at $18,098,270 in 1958; 74,496 at $20,116,330 in 1957.

For the nine months for jukes and juke boxes only: 41,226 units valued at $18,320,273 in 1958; 51,972 at $18,356,652 in 1957.

September figures for $1,648,977 for juke boxes, games and vending machines is the lowest per-month total for 1958 since February. Dollar volume of games exported in 1957 averaged above $640,000 per month during the months of February and now, September, game exports average about half that amount. The importance of the Italian market is reflected in game figures.

In January, 1958, when more than $1.2 million worth of games were exported, Italy accounted for 787,438 of this total. Of the total game exports for the first nine months of 1958 of $8,599,701, Italy alone has accounted for nearly 30 per cent ($5,853,000) valued at $1,159,390, all of which has come in eight months, most of it in just three months (January, June and August). There were no exports to Italy in September, according to U.S. Commerce figures.

The importance of this market-and the present loss of it-can further be seen in last year's figures. The total dollar value of U.S. game exports in 1957 was $7,410,812, at which Italian imports accounted for $1,975,394 or roughly 26.5 per cent.

It is clear that because of the European Common Market and because of the present apparent over-supply of equipment (both games and juke boxes) in countries now open, there will be a great transition period during which U.S. exports are bound to suffer.
Old Favorite In-Line Scores

Plus New "Out-O-Line" Scores

See Sensational New Section Scoring in Bally Carnival Queen

Player may play for in-line scores...combination in-line and section scores...or section scores only. Pictured are 2 of 8 different card patterns that player may select. Before shooting 4th or 5th ball, player may shift patterns back and forth for greatest scoring flexibility in pinball history.

2 Numbers in a Section May Actually Score as 5-in-Line

Profit Proved

In-Line Scoring with Advancing Scores, Extra Balls and other famous in-line features...plus new Section Scoring...insure biggest play and profit. Get your share. Get CARNIVAL QUEEN today

Lucky Alley
Lucky Shuffle
Star Shuffle
Speed-Bowler
Whiz-Bowler
Skill-Parade
Spook-Gun
Western Express
Model T
Speed Queen
The Champion
Toonerville Trolley

See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
2 Games for the Price of 1

UNITED'S

DUPLEX

BOWLING ALLEY

with DOUBLE-APPEAL

Regulation Bowling Scoring
(TOP SCORE 300)

OR

Progressive Scoring
(TOP SCORE 990)

PLAYERS SIMPLY PRESS BUTTON
FOR CHOICE OF SCORING

4 SIZES
22 FT. LONG
36 FT. LONG
40 FT. LONG
4 FOR 25¢ PLAY
Special CREDIT UNIT accepts up to
20 quarters at one time for future play

Also obtainable as one game
for 25¢
Easily convertible to 10¢ play

SEE YOUR UNITED DISTRIBUTOR TO SEE

SIY NAGAR
NIAGARA
CYCLONE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

TWO GAMES IN ONE STANDARD WIDTH MEANS READY LOCATION ACCEPTANCE
The sensational Seeburg Two-Channel System is stereo all the way—from the pickup, through the dual amplifiers 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.

Seeburg Stereo is Completely Integrated!

In the location of every spot
Bring the True Realism
Seeburg Twin Stereo Speakers